



Annual Registration Statement / Annual Report

Form 56-1 One Report

(Structured Data Report)

PRAKIT HOLDINGS PUBLIC COMPANY LIMITED

Fiscal Year End 31 December 2025

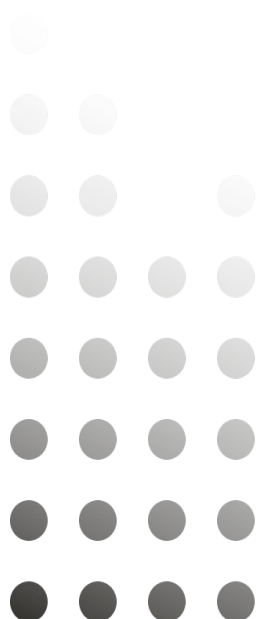


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Group Structure and Operations

Group Structure and Operations

Business Overview and Policies (1.1)

Company Information (1.1.5)

Company Name : PRAKIT HOLDINGS PUBLIC COMPANY LIMITED

Symbol : PRAKIT

Address : 88 SOI SUKHUMVIT 62 SECTION 3, PHRA KHANONG TAI, PHRA KHANONG

Province : Bangkok

Postcode : 10260

Business : The Company operation consists of 3 businesses: 1) Investing in subsidiary and associated companies which manage and broker various types of advertising media, 2) Providing media planning and buying , and 3) Providing management service, finance and accounting, human resource and other services which require by subsidiaries, associated and other companies.

Registration Number : 0107535000389

Telephone : 027153000

Fax (if applicable) : 0-2332-8522, 0-2332-8544

Website : <http://www.prakit.com>

Email : info@prakit.com

Total Shares Sold (shares)

Common Stock : 60,450,262

Preferred Stock : 0

Business Operations (1.2)

Revenue Structure (1.2.1)

By Product Line or Business Grouping

	2023	2024	2025
Total revenue from operations (Thousand baht)	736,987.00	404,797.00	458,247.00
Media planning and buying brokerage (Thousand baht)	120,116.00	150,104.00	183,345.00
Product advertisement (Thousand baht)	108,074.00	142,600.00	198,511.00
Public Relation and Direct Advertising (Thousand baht)	40,495.00	74,652.00	40,067.00
Other investments (Thousand baht)	22,476.00	37,441.00	36,324.00
Other (Thousand baht)	445,826.00	0.00	0.00

	2023	2024	2025
Total revenue from operations (%)	100.00	100.00	100.00
Media planning and buying brokerage (%)	16.30	37.08	40.01
Product advertisement (%)	14.66	35.23	43.32
Public Relation and Direct Advertising (%)	5.49	18.44	8.74
Other investments (%)	3.05	9.25	7.93
Other (%)	60.49	0.00	0.00

By Geographical Area or Market

	2023	2024	2025
Total revenue from operations (Thousand baht)	736,987.00	404,797.00	458,247.00
Domestic (Thousand baht)	730,048.00	389,934.00	439,949.00
International (Thousand baht)	6,939.00	14,863.00	18,298.00

Myanmar (Thousand baht)	4,243.00	11,769.00	18,298.00
Cambodia (Thousand baht)	2,696.00	3,094.00	0.00

	2023	2024	2025
Total revenue from operations (%)	100.00	100.00	100.00
Domestic (%)	99.06	96.33	96.01
International (%)	0.94	3.67	3.99
Myanmar (%)	61.15	79.18	100.00
Cambodia (%)	38.85	20.82	0.00

Other income as specified in the financial statements

	2023	2024	2025
Total other income (Thousand baht)	445,826.00	0.00	0.00
Other income from operations (Thousand baht)	0.00	0.00	0.00
Other income not from operations (Thousand baht)	445,826.00	0.00	0.00
Gain from sale of non-current assets held for sale (Thousand baht)	445,826.00	N/A	N/A

Share of profit of joint ventures and associates accounted for using equity method

	2023	2024	2025
Share of profit (Thousand baht)	-134,283.00	-138,932.00	-113,150.00

Information on Products and Services (1.2.2)

Product/Service Information and Business Innovation Development (1.2.2.1)

Research and Development (R&D) Policy : No

(Unit : Thousand baht)	2023	2024	2025
R&D expenses in the past 3 years	0.00	0.00	0.00

Risk Management

Risk Management

Risk Factors (2.2)

Risk that might affect the company's business, including environmental, social and corporate governance issues (2.2.1)

Emerging Risks

Risk Management Measures: Yes

Related Risk Topics

Strategic Risk

- Volatility in the industry in which the company operates
- Behavior or needs of customers / consumers
- Changes in technologies
- Reliance on large customers or few customers
- Reliance on large partners / distributors or few partners / distributors
- Damage to company image and reputation

Operational Risk

- Reliance on employees in key positions
- Human error in business operations
- Business operations that have no commercial results
- Climate change and disasters
- Impact on human rights
- Corruption

Compliance Risk

- Change in laws and regulations
- Violations of laws and regulations

Financial Risk

- Fluctuation in exchange rates, interest rates, or the inflation rate
- Fluctuation in return on assets or investment

Risk to Securities Holder (2.2.2)

Investment of Securities holder

Risk Management Measures: No

Related Risk Topics

- Return from investment of securities holder

Risk to Securities Holder from Investing in Foreign Securities (Applicable to only foreign companies) (2.2.3)

Investment in foreign securities

Risk Management Measures: No

Related Risk Topics

- Foreign Investment Risk

Sustainable Development

Sustainable Development

Sustainability Management Policy and Targets (3.1)

Sustainability Management Policy and Targets

Corporate Sustainability Policy : Yes

URL of corporate sustainability policy : https://www.prakit.com/_files/ugd/f6d9d5_58e76283c8f8476eb587ccffd51c937b.pdf?lang=th
(if applicable)

Environmental Aspect (3.3)

Policy and Guideline on Environmental Aspect (3.3.1)

Environmental Policy and Practice : Yes

URL of environmental policy and practice : https://www.prakit.com/_files/ugd/f6d9d5_979a7651d10046d7979688801cfd1d4a.pdf?lang=th
(if applicable)

Company environmental guideline : Electricity Management, Waste Management, Greenhouse Gas and Climate Change Management

Results with Respect to the Environmental Aspect (3.3.2)

Energy management

• Fuel consumption

	2023	2024	2025
Diesel (Litres)	N/A	3,707.87	5,155.73
Gasoline (Litres)	N/A	2,784.28	5,842.55

• Electricity consumption

	2023	2024	2025
Total electricity consumption within the organization (Kilowatt-Hours)	0.00	529,922.77	502,857.68

Water management

• Water consumption

	2023	2024	2025
Total water withdrawal (Cubic meters)	N/A	2,542.00	2,818.00

Waste management

• Waste from operations

	2023	2024	2025
Non-hazardous waste (Kilograms)	N/A	876.00	4,367.10
Hazardous waste (Kilograms)	N/A	2.00	30.00
Total waste generated (Kilograms)	0.00	878.00	4,397.10

Greenhouse gas management

• Greenhouse gas emissions

	2023	2024	2025
Scope 1 (Tons of carbon dioxide equivalents)	N/A	N/A	N/A
Scope 2 (Tons of carbon dioxide equivalents)	N/A	N/A	N/A
Scope 3 (Tons of carbon dioxide equivalents)	N/A	N/A	N/A
Total GHG emissions (Metric tonnes of carbon dioxide equivalent)	0.00	0.00	N/A

• Verification of greenhouse gas emissions over the past year

Third-party verification : No

Social Aspect (3.4)

Policy and Guideline on Social Aspect (3.4.1)

Human Rights Policy and Practice : Yes

URL of human rights policy : https://www.prakit.com/_files/ugd/f6d9d5_00c79011aa60454fa0c12b325731c59b.pdf?lang=th

Company human right guideline : Employee Rights, Child Labor, Safety and Occupational Health at Work, Non-discrimination

Results with Respect to the Social Aspect (3.4.2)

Information about employees

• Total number of employees

	2023	2024	2025
Number of male employees (Persons)	78	87	78
Number of female employees (Persons)	121	124	129
Total number of employees (Persons)	199	211	207

• Employee remuneration

	2023	2024	2025
Employee remuneration (baht)	0.00	142,671,716.00	144,438,023.00

• Employee development and training

	2023	2024	2025
Average employee training hours (Hours / Person / Year)	6.00	7.80	7.02
Employee development and training expenses (baht)	435,510.39	413,155.00	429,585.10

• Health, safety and work environment

	2023	2024	2025
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Total number of lost time injury incidents by employees (Cases)	0	0	0
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• **Employee retention**

	2023	2024	2025
Percentage of employees who voluntarily resigned (%)	31.00	34.00	20.00

• **Significant labor dispute**

	2023	2024	2025
Significant labor dispute	No	No	No

Corporate Governance Policy

Corporate Governance Policy

Overview of the Corporate Governance Policy and Guideline (6.1)

Corporate Governance Policy

Corporate Governance Policy : Yes

Company website on corporate governance policy : https://www.prakit.com/_files/ugd/1798de_5c71b078601040779822725c7c62c26a.pdf?lang=th

Policy and Guideline Related to the Board of Directors (6.1.1)

Policy and guideline related to the board of directors

Company policy and guideline : Compensation, Director Development, Board Performance Evaluation, Corporate Governance of Subsidiaries and Associated Companies

Code of Conduct (6.2)

Establishing a Code of Conduct

Establishing a Code of Conduct

Code of Conduct : Yes

Policy and Guideline related to the Code of Conduct

Company policy and guideline : Preventing of Conflicts of Interest, Preventing the Misuse of Inside Information, Anti-corruption, Whistleblowing

**Corporate Governance Structure
and Significant Information Regarding
the Board of Directors, Subcommittees,
Management,
Employee and Other Information**

Corporate Governance Structure and Significant Information Regarding the Board of Directors, Subcommittees, Management, Employee and Other Information

Board of Directors (7.2)

Composition of the board of directors (7.2.1)

	Number of persons	Percentage (%)
Total number of directors	8	100.00
Number of male directors	8	100.00
Number of female directors	0	0.00
Number of executive directors	4	50.00
Number of non-executive directors	4	50.00
Number of independent directors	3	37.50

Information on the board of directors and persons with authority to control the company (7.2.2)

List of directors

General information	Position	Date position was assumed	Experience and expertise
1. Mr. PRAKIT APISARNTHANARAX Gender: Male Age: 86 years old Highest level of education: Bachelor's degree Major: Economics Thai nationality: Yes Residing in Thailand: Yes	Chairman of the board (Executive) Director type: Re-elected as director	1 Jan 1993	Marketing, Strategic Management, Human Resource Management, Finance, Media & Publishing

2.	Mr. PHISAL PRAHASDANGKURA Gender: Male Age: 80 years old Highest level of education: Bachelor's degree Major: Communication Arts Thai nationality: Yes Residing in Thailand: Yes	Vice Chairman (Executive) Director type: Re-elected as director	1 Jan 1993	Media & Publishing, Marketing, Strategic Management
3.	Mr. VICHIE NAKINTANOND Gender: Male Age: 76 years old Highest level of education: Below a bachelor's degree Major: Arts Thai nationality: Yes Residing in Thailand: Yes	Director (Non-executive) Director type: Original director	29 Jan 1994	Design, Media & Publishing
4.	Mr. PICHA CHARNSUPHARINDA Gender: Male Age: 82 years old Highest level of education: Doctoral degree Major: Economics Thai nationality: Yes Residing in Thailand: Yes	Director (Non-executive, Independent director) Director type: Re-elected as director	25 Apr 2005	Economics, Internal Control, Corporate Management
5.	Mr. APIRAK APISARNTHANARAK Gender: Male Age: 53 years old Highest level of education: Master's degree Major: Business Administration Thai nationality: Yes Residing in Thailand: Yes	Director (Executive) Director type: Original director	24 Apr 2008	Finance, Marketing, Strategic Management, Media & Publishing, Information & Communication Technology

6.	Mr. PREECHA CHAOCHOTECHUNG	Director (Executive)	26 May 2008	Marketing, Finance, Commerce, Media & Publishing
	Gender: Male			
	Age: 77 years old			
	Highest level of education:	Director type: Original		
	Master's degree	director		
	Major: Business Administration			
	Thai nationality: Yes			
	Residing in Thailand: Yes			
7.	Mr. BHAWAT YUPABHORN	Director (Non-executive, Independent director)	12 May 2022	Economics, Accounting, Finance, Audit, Risk Management
	Gender: Male			
	Age: 53 years old			
	Highest level of education:	Director type: Original		
	Master's degree	director		
	Major: Master of Science, IT in Business, Accounting Information System			
	Thai nationality: Yes			
	Residing in Thailand: Yes			
8.	Mr. THITAWAT ASAVES	Director (Non-executive, Independent director)	26 Apr 2024	Finance, Accounting, Risk Management, Strategic Management, Marketing
	Gender: Male			
	Age: 54 years old			
	Highest level of education:	Director type: Original		
	Master's degree	director		
	Major: Business Administration			
	Thai nationality: Yes			
	Residing in Thailand: Yes			

Other Information pertaining to committees

The Chairman is an independent director	: No
The Chairman and the manager are the same person	: No
The Chairman and the manager are members of the same family	: No
The company appoints at least one independent director to determine the agenda of the Board of Directors' meetings	: No

Sub-committees (7.3)

Information about sub-committees (7.3.2)

Audit Committee

List of audit committee members

General information	Position	Date position was assumed	Experience and expertise
1. Mr. PICHAJ CHARNSUPHARINDA Gender: Male Age: 82 years old Highest level of education: Doctoral degree Major: Economics Thai nationality: Yes Residing in Thailand: Yes	Chairman of the audit committee (Non-executive, Independent director) Director type: Re-elected as director	7 Nov 2012	Economics, Internal Control, Corporate Management
2. Mr. BHAWAT YUPABHORN [1] Gender: Male Age: 53 years old Highest level of education: Master's degree Major: Master of Science, IT in Business, Accounting Information System Thai nationality: Yes Residing in Thailand: Yes	Audit committee (Non-executive, Independent director) Director type: Original director	12 May 2022	Economics, Accounting, Finance, Audit, Risk Management
3. Mr. THITAWAT ASAVES Gender: Male Age: 54 years old Highest level of education: Master's degree Major: Business Administration Thai nationality: Yes Residing in Thailand: Yes	Audit committee (Non-executive, Independent director) Director type: Original director	4 Jun 2024	Finance, Accounting, Risk Management, Strategic Management, Marketing

[1] A director with the accounting expertise needed to review financial statements

Executive Committee

List of executive committee members

General information	Position	Date position was assumed
1. Mr. PRAKIT APISARNTHANARAX Gender: Male Age: 86 years old Highest level of education: Bachelor's degree Major: Economics Thai nationality: Yes Residing in Thailand: Yes	Chairman of the executive committee	28 Dec 1992
2. Mr. PHISAL PRAHASDANGKURA Gender: Male Age: 80 years old Highest level of education: Bachelor's degree Major: Communication Arts Thai nationality: Yes Residing in Thailand: Yes	Vice-chairman of the executive committee	28 Dec 1992
3. Mr. APIRAK APISARNTHANARAK Gender: Male Age: 53 years old Highest level of education: Master's degree Major: Business Administration Thai nationality: Yes Residing in Thailand: Yes	Member of the executive committee	24 Apr 2008

Other sub-committees

Sub-committees information

Name of sub-committees	List of directors	Position
Sustainability Development Committee	Mr. APIRAK APISARNTHANARAK	Chairman
	Ms. Nutrapee Boonyapuk	Member
	Ms. Sivaporn Majaroen	Member

Roles of Sub-committees

Sub-committees responsible for risk management	: None
Sub-committees responsible for nomination	: None
Sub-committees responsible for remuneration	: None
Sub-committees responsible for corporate governance	: None
Sub-committees responsible for corporate sustainability development	: Sustainability Development Committee

Executives (7.4)

List and positions of the executive (7.4.1)

The four highest-ranking executives

General information	Position	Date position was assumed	Experience and expertise
1. Mr. PRAKIT APISARNTHANARAX Gender: Male Age: 86 years old Highest level of education: Bachelor's degree Major: Economics	Chairman	28 Dec 1992	Marketing, Strategic Management, Human Resource Management, Finance, Media & Publishing
2. Mr. PHISAL PRAHASDANGKURA Gender: Male Age: 80 years old Highest level of education: Bachelor's degree Major: Communication Arts	Vice Chairman	28 Dec 1992	Media & Publishing, Marketing, Strategic Management
3. Mr. APIRAK APISARNTHANARAK Gender: Male Age: 53 years old Highest level of education: Master's degree Major: Business Administration	Managing Director	24 Apr 2008	Finance, Marketing, Strategic Management, Media & Publishing, Information & Communication Technology
4. Ms. Sirirat Darasrisak [1][2] Gender: Female Age: 54 years old Highest level of education: Master's degree Major: Accounting	Finance and Accounting Director	4 Jan 2023	Accounting, Finance

[1] Highest responsibility in accounting and finance

[2] Directly responsible for financial account supervision

Remuneration policy for executives (7.4.2 – 7.4.3)

Other forms of remuneration

Employee Stock Ownership Plan (ESOP) : No

Employee Joint Investment Program (EJIP) : No

Employees (7.5)

Information about company employees

Employees

Number of male employees (persons) : 78

Number of female employees (persons) : 129

Total number of employees (persons) : 207

Employee Remuneration

Total employee remuneration : 144,438,023.00

Provident fund

Total number of employees (persons) : 207

Number of employees contributing to the PVD (persons) : 124

Percentage of employees who are members (%) : 59.90

Other Significant Information (7.6)

Other significant information

Assigned persons

- Person assigned to take direct responsibility for accounting oversight

General information	Email	Telephone
1. Ms. Pornrat Aphinan	pornrat@prakit.com	

• **Company secretary**

General information	Email	Telephone
1. Ms. Rakchanok Prasopnin	rakchanok@prakit.com	027153000

• **Head of internal audit**

General information	Email	Telephone
1. Mr. Thanadol Raksapol	thanadol@thanacorp.com	

Company's auditor

Company	Names and general information of auditors	Audit fee (baht)	Other non-audit fees (baht)
1. BUNCHIKIJ COMPANY LIMITED	1. Mr PORNCHAI KITTIPANYA-NGAM Email: info@bunchikij.com Telephone: - 2. Mrs. NUTHRHAMON WORATHANATHUNM Email: info@bunchikij.com Telephone: - 3. Mr THANAKORN FAKFAIPOL Email: info@bunchikij.com Telephone: -	1,637,000.00	-

Performance Report on Corporate Governance

Performance Report on Corporate Governance

Summary of Director Performance (8.1)

Selection, development, and evaluation of duty performance of the Board of Directors (8.1.1)

List of new directors appointed in the past year

• List of continuing directors (full term of directorship and being re-appointed as a director)

General information	Position	Date position was assumed	Experience and expertise
1. Mr. PRAKIT APISARNTHANARAX Gender: Male Age: 86 years old Highest level of education: Bachelor's degree Major: Economics Thai nationality: Yes Residing in Thailand: Yes	Chairman of the board (Executive) Director type: Re-elected as director	Date position was assumed: 1 Jan 1993	Marketing, Strategic Management, Human Resource Management, Finance, Media & Publishing
2. Mr. PHISAL PRAHASDANGKURA Gender: Male Age: 80 years old Highest level of education: Bachelor's degree Major: Communication Arts Thai nationality: Yes Residing in Thailand: Yes	Vice Chairman (Executive) Director type: Re-elected as director	Date position was assumed: 1 Jan 1993	Media & Publishing, Marketing, Strategic Management
3. Mr. PICHAJ CHARNSUPHARINDA Gender: Male Age: 82 years old Highest level of education: Doctoral degree Major: Economics Thai nationality: Yes Residing in Thailand: Yes	Director (Non-executive, Independent director) Director type: Re-elected as director	Date position was assumed: 25 Apr 2005	Economics, Internal Control, Corporate Management

Development of directors over the past year

List of directors	Position	Participated in director development program
Mr. PRAKIT APISARNTHANARAX	Chairman of the board	Non-participating
Mr. PHISAL PRAHASDANGKURA	Vice Chairman	Non-participating
Mr. VICHIEEN NAKINTANOND	Director	Non-participating
Mr. PICHAJ CHARNSUPHARINDA	Director	Non-participating
Mr. APIRAK APISARNTHANARAK	Director	Participating
Mr. PREECHA CHAOCHOTECHUNG	Director	Non-participating
Mr. BHAWAT YUPABHORN	Director	Non-participating
Mr. THITAWAT ASAVES	Director	Participating

Directors' performance assessment

Method used to evaluate directors' performance : Individual-director assessment (self-assessment)

Meeting attendance and remuneration to each Board member (8.1.2)

Meeting attendance of the board of directors

Number of board meetings (times) : 10

Date of AGM meeting : 25 Apr 2025

EGM meeting : No

List of directors	Termination date	Number of Board Meeting	AGM meetings	EGM meetings
1. Mr. PRAKIT APISARNTHANARAX (Chairman of the board)	-	10/10	Participating	Did not hold the meeting

2.	Mr. PHISAL PRAHASDANGKURA (Vice Chairman)	-	10/10	Participating	Did not hold the meeting
3.	Mr. VICHIE NAKINTANOND (Director)	-	10/10	Participating	Did not hold the meeting
4.	Mr. PICHA CHARNUPHARINDA (Director)	-	4/4	Participating	Did not hold the meeting
5.	Mr. APIRAK APISARNTHANARAK (Director)	-	10/10	Participating	Did not hold the meeting
6.	Mr. PREECHA CHAOCHOTECHUNG (Director)	-	10/10	Participating	Did not hold the meeting
7.	Mr. BHAWAT YUPABHORN (Director)	-	4/4	Participating	Did not hold the meeting
8.	Mr. THITAWAT ASAVES (Director)	-	4/4	Participating	Did not hold the meeting

Remuneration for company directors

	List of directors	Termination date	Meeting allowance (baht)	Other monetary remuneration (baht)	Other non- monetary
1.	Mr. PRAKIT APISARNTHANARAK (Chairman of the board)	-	0.00	0.00	N/A
2.	Mr. PHISAL PRAHASDANGKURA (Vice Chairman)	-	N/A	600,000.00	N/A
3.	Mr. VICHIE NAKINTANOND (Director)	-	N/A	600,000.00	N/A
4.	Mr. PICHA CHARNUPHARINDA (Director)	-	N/A	N/A	N/A
5.	Mr. APIRAK APISARNTHANARAK (Director)	-	0.00	N/A	N/A
6.	Mr. PREECHA CHAOCHOTECHUNG (Director)	-	960,000.00	N/A	N/A
7.	Mr. BHAWAT YUPABHORN (Director)	-	N/A	N/A	N/A
8.	Mr. THITAWAT ASAVES (Director)	-	N/A	N/A	N/A

Report on the Audit Committee's Performance for the Past Year (8.2)

Report on the audit committee's performance for the past year

Meeting attendance of audit committee

Number of Audit committee meetings (times) : 4

List of directors		Termination date	Number of the audit committee meeting
1.	Mr. PICHAI CHARNSUPHARINDA (Chairman of the audit committee)	-	4/4
2.	Mr. BHAWAT YUPABHORN (Audit committee)	-	4/4
3.	Mr. THITAWAT ASAVES (Audit committee)	-	4/4