



Annual Registration Statement / Annual Report

Form 56-1 One Report

(Structured Data Report)

PRAKIT HOLDINGS PUBLIC COMPANY LIMITED

Fiscal Year End 31 December 2024



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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

	2022	2023	2024
Total revenue from operations (Thousand baht)	320,735.00	736,987.00	404,797.00
Media planning and buying brokerage (Thousand baht)	111,318.00	120,116.00	150,104.00
Product advertisement (Thousand baht)	140,861.00	108,074.00	142,600.00
Public Relation and Direct Advertising (Thousand baht)	45,117.00	40,495.00	74,652.00
Other investments (Thousand baht)	23,439.00	22,476.00	37,441.00
Other (Thousand baht)	0.00	445,826.00	0.00

	2022	2023	2024
Total revenue from operations (%)	100.00	100.00	100.00
Media planning and buying brokerage (%)	34.71	16.30	37.08
Product advertisement (%)	43.92	14.66	35.23
Public Relation and Direct Advertising (%)	14.07	5.49	18.44
Other investments (%)	7.31	3.05	9.25
Other (%)	0.00	60.49	0.00

By Geographical Area or Market

	2022	2023	2024
Total revenue from operations (Thousand baht)	320,735.00	736,987.00	404,797.00
Domestic (Thousand baht)	313,304.00	730,048.00	389,934.00
International (Thousand baht)	7,431.00	6,939.00	14,863.00

Myanmar (Thousand baht)	4,705.00	4,243.00	11,769.00
Cambodia (Thousand baht)	2,726.00	2,696.00	3,094.00

	2022	2023	2024
Total revenue from operations (%)	100.00	100.00	100.00
Domestic (%)	97.68	99.06	96.33
International (%)	2.32	0.94	3.67
Myanmar (%)	63.32	61.15	79.18
Cambodia (%)	36.68	38.85	20.82

Other income as specified in the financial statements

	2022	2023	2024
Total other income (Thousand baht)	0.00	445,826.00	0.00
Other income from operations (Thousand baht)	0.00	0.00	0.00
Other income not from operations (Thousand baht)	0.00	445,826.00	0.00
Gain from sale of non-current assets held for sale (Thousand baht)	0.00	445,826.00	N/A

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

	2022	2023	2024
Share of profit (Thousand baht)	-49,826.00	-134,283.00	-138,932.00

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)	2022	2023	2024
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

	2022	2023	2024
Diesel (Litres)	N/A	N/A	3,707.87
Gasoline (Litres)	N/A	N/A	2,784.28

• Electricity consumption

	2022	2023	2024
Total electricity consumption within the organization (Kilowatt-Hours)	0.00	0.00	529,922.77

Water management

• Water consumption

	2022	2023	2024
Total water withdrawal (Cubic meters)	0.00	0.00	2,542.00

Waste management

• Waste from operations

	2022	2023	2024
Non-hazardous waste (Kilograms)	N/A	N/A	876.00
Hazardous waste (Kilograms)	N/A	N/A	2.00
Total waste generated (Kilograms)	0.00	0.00	878.00

Greenhouse gas management

• Greenhouse gas emissions

	2022	2023	2024
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	0.00

• 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

	2022	2023	2024
Number of male employees (Persons)	86	78	81
Number of female employees (Persons)	137	121	118
Total number of employees (Persons)	223	199	199

• Employee remuneration

	2022	2023	2024
Employee remuneration (baht)	0.00	0.00	142,671,716.00

• Employee development and training

	2022	2023	2024
Average employee training hours (Hours / Person / Year)	6.00	6.00	7.80
Employee development and training expenses (baht)	68,679.43	435,510.39	413,155.00

• Health, safety and work environment

	2022	2023	2024
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Total number of lost time injury incidents by employees (Cases)	0	0	0
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• Significant labor dispute

	2022	2023	2024
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: 85 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: Original director	1 Jan 1993	Marketing, Strategic Management, Human Resource Management, Finance, Media & Publishing

2.	Mr. PHISAL PRAHASDANGKURA Gender: Male Age: 79 years old Highest level of education: Bachelor's degree Major: Communication Arts Thai nationality: Yes Residing in Thailand: Yes	Vice Chairman (Executive) Director type: Original director	1 Jan 1993	Media & Publishing, Marketing, Strategic Management
3.	Mr. VICHIE NAKINTANOND Gender: Male Age: 75 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: Re-elected as director	29 Jan 1994	Design, Media & Publishing
4.	Mr. PICHA CHARNSUPHARINDA Gender: Male Age: 81 years old Highest level of education: Doctoral degree Major: Economics Thai nationality: Yes Residing in Thailand: Yes	Director (Non-executive, Independent director) Director type: Original director	25 Apr 2005	Economics, Internal Control, Corporate Management
5.	Mr. APIRAK APISARNTHANARAK Gender: Male Age: 52 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 Gender: Male Age: 76 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	26 May 2008	Marketing, Finance, Commerce, Media & Publishing
7.	Mr. BHAWAT YUPABHORN Gender: Male Age: 52 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	Director (Non-executive, Independent director) Director type: Re-elected as director	12 May 2022	Economics, Accounting, Finance, Audit, Risk Management
8.	Mr. THITAWAT ASAVES Gender: Male Age: 53 years old Highest level of education: Master's degree Major: Business Administration Thai nationality: Yes Residing in Thailand: Yes	Director (Non-executive, Independent director) Director type: Additional and newly-appointed directors	26 Apr 2024	Finance, Accounting, Risk Management, Strategic Management, Marketing

List of directors who resigned/vacated their position during the year

General information	Position	Tenure	Replacement Director
1. Ms. SUKANYA NITUNGKORN Gender: Female Age: 81 years old Highest level of education: Doctoral degree Major: Economics Thai nationality: Yes Residing in Thailand: Yes	Director (Non-executive, Independent director)	Date position was assumed: 10 May 2021 Date directorship ended: 1 Jun 2024	No replacement director

Other Information pertaining to committees

The Chairman is an independent director : No

The Chairman and the manager are the same person : Yes

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.	<p>Mr. PICHAJ CHARNSUPHARINDA</p> <p>Gender: Male</p> <p>Age: 81 years old</p> <p>Highest level of education: Doctoral degree</p> <p>Major: Economics</p> <p>Thai nationality: Yes</p> <p>Residing in Thailand: Yes</p>	<p>Chairman of the audit committee</p> <p>(Non-executive, Independent director)</p> <p>Director type: Original director</p>	7 Nov 2012	Economics, Internal Control, Corporate Management
2.	<p>Mr. BHAWAT YUPABHORN [1]</p> <p>Gender: Male</p> <p>Age: 52 years old</p> <p>Highest level of education: Master's degree</p> <p>Major: Master of Science, IT in Business, Accounting Information System</p> <p>Thai nationality: Yes</p> <p>Residing in Thailand: Yes</p>	<p>Audit committee</p> <p>(Non-executive, Independent director)</p> <p>Director type: Original director</p>	12 May 2022	Economics, Accounting, Finance, Audit, Risk Management
3.	<p>Mr. THITAWAT ASAVES</p> <p>Gender: Male</p> <p>Age: 53 years old</p> <p>Highest level of education: Master's degree</p> <p>Major: Business Administration</p> <p>Thai nationality: Yes</p> <p>Residing in Thailand: Yes</p>	<p>Audit committee</p> <p>(Non-executive, Independent director)</p> <p>Director type: Additional and newly-appointed directors</p>	4 Jun 2024	Finance, Accounting, Risk Management, Strategic Management, Marketing

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

List of audit committee who resigned/vacated their position during the year

General information	Position	Tenure	Replacement Director
1. Ms. SUKANYA NITUNGKORN Gender: Female Age: 81 years old Highest level of education: Doctoral degree Major: Economics Thai nationality: Yes Residing in Thailand: Yes	Audit committee (Non-executive, Independent director)	Date position was assumed: 10 May 2021 Date directorship ended: 1 Jun 2024	No replacement director

[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: 85 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: 79 years old Highest level of education: Bachelor's degree Major: Communication Arts Thai nationality: Yes Residing in Thailand: Yes	Member of the executive committee	28 Dec 1992

3.	Mr. APIRAK APISARNTHANARAK Gender: Male Age: 52 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
4.	Mr. PREECHA CHAOCHOTECHUNG Gender: Male Age: 76 years old Highest level of education: Master's degree Major: Business Administration Thai nationality: Yes Residing in Thailand: Yes	Member of the executive committee	28 Dec 1992

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. APIRAK APISARNTHANARAK Gender: Male Age: 52 years old Highest level of education: Master's degree Major: Business Administration	MANAGING DIRECTOR	16 Mar 2016	Finance, Marketing, Strategic Management, Media & Publishing, Information & Communication Technology
2. Mr. PRAKIT APISARNTHANARAX Gender: Male Age: 85 years old Highest level of education: Bachelor's degree Major: Economics	President	28 Dec 1992	Marketing, Strategic Management, Human Resource Management, Finance, Media & Publishing
3. Mr. PHISAL PRAHASDANGKURA Gender: Male Age: 79 years old Highest level of education: Bachelor's degree Major: Communication Arts	Vice President	28 Dec 1992	Media & Publishing, Marketing, Strategic Management
4. Mrs. Siri-orn Chernpipat Gender: Female Age: 60 years old Highest level of education: Bachelor's degree Major: Journalism	Executive Media Director	4 Aug 1993	Media & Publishing, Information & Communication Technology
5. Ms. Sirirat Darasrisak [1][2] Gender: Female Age: 53 years old Highest level of education: Master's degree Major: Accounting	Finance and Accounting Director	3 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) : 81

Number of female employees (persons) : 118

Total number of employees (persons) : 199

Employee Remuneration

Total employee remuneration : 142,671,716.00

Provident fund

Total number of employees (persons) : 199

Number of employees contributing to the PVD (persons) : 115

Percentage of employees who are members (%) : 57.79

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. VICHIE NAKINTANOND Gender: Male Age: 75 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: Re-elected as director	Date position was assumed: 29 Jan 1994	Design, Media & Publishing
2. Mr. BHAWAT YUPABHORN Gender: Male Age: 52 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	Director (Non-executive, Independent director) Director type: Re-elected as director	Date position was assumed: 12 May 2022	Economics, Accounting, Finance, Audit, Risk Management

• List of newly appointed director (not being replaced the ex-director)

General information	Position	Date position was assumed	Experience and expertise
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1.	Mr. THITAWAT ASAVES	Director	Date position was assumed:	Finance, Accounting, Risk Management, Strategic Management, Marketing
	Gender: Male	(Non-executive, Independent director)	26 Apr 2024	
	Age: 53 years old			
	Highest level of education:			
	Master's degree	Director type: Additional		
	Major: Business Administration	and newly-appointed		
	Thai nationality: Yes	directors		
	Residing in Thailand: Yes			

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. VICHIE NAKINTANOND	Director	Non-participating
Mr. PICHAI CHARNSUPHARINDA	Director	Non-participating
Mr. APIRAK APISARNTHANARAK	Director	Participating
Mr. PREECHA CHAOCHOTECHUNG	Director	Non-participating
Mr. BHAWAT YUPABHORN	Director	Participating
Mr. THITAWAT ASAVES	Director	Participating
Ms. SUKANYA NITUNGKORN	Director	Non-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) : 8

Date of AGM meeting : 26 Apr 2024

EGM meeting : No

	List of directors	Termination date	Number of Board Meeting	AGM meetings	EGM meetings
1.	Mr. PRAKIT APISARNTHANARAX (Chairman of the board)	-	8/8	Participating	Did not hold the meeting
2.	Mr. PHISAL PRAHASDANGKURA (Vice Chairman)	-	8/8	Participating	Did not hold the meeting
3.	Mr. VICHIE NAKINTANOND (Director)	-	8/8	Participating	Did not hold the meeting
4.	Mr. PICHA CHARNUPHARINDA (Director)	-	4/4	Participating	Did not hold the meeting
5.	Mr. APIRAK APISARNTHANARAK (Director)	-	8/8	Participating	Did not hold the meeting
6.	Mr. PREECHA CHAOCHOTECHUNG (Director)	-	8/8	Participating	Did not hold the meeting
7.	Mr. BHAWAT YUPABHORN (Director)	-	4/4	Participating	Did not hold the meeting
8.	Mr. THITAWAT ASAVES (Director)	-	2/4	Non-participating	Did not hold the meeting
9.	Ms. SUKANYA NITUNGKORN (Director)	1 Jun 2024	2/4	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 APISARNTHANARAX (Chairman of the board)	-	N/A	N/A	No
2.	Mr. PHISAL PRAHASDANGKURA (Vice Chairman)	-	N/A	600,000.00	Yes
3.	Mr. VICHIE NAKINTANOND (Director)	-	N/A	600,000.00	Yes
4.	Mr. PICHA CHARNUPHARINDA (Director)	-	N/A	N/A	N/A

5.	Mr. APIRAK APISARNTHANARAK (Director)	-	N/A	N/A	No
6.	Mr. PREECHA CHAOCHOTECHUNG (Director)	-	N/A	N/A	Yes
7.	Mr. BHAWAT YUPABHORN (Director)	-	N/A	N/A	N/A
8.	Mr. THITAWAT ASAVES (Director)	-	N/A	N/A	N/A
9.	Ms. SUKANYA NITUNKORN (Director)	1 Jun 2024	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. PICHAJ CHARNSUPHARINDA (Chairman of the audit committee)	-	4/4
2.	Mr. BHAWAT YUPABHORN (Audit committee)	-	4/4
3.	Mr. THITAWAT ASAVES (Audit committee)	-	2/4
4.	Ms. SUKANYA NITUNKORN (Audit committee)	1 Jun 2024	2/4