



Annual Registration Statement / Annual Report

Form 56-1 One Report

(Structured Data Report)

PRAKIT HOLDINGS PUBLIC COMPANY LIMITED

Fiscal Year End 31 December 2023



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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

	2021	2022	2023
Total revenue from operations (Thousand baht)	332,732.00	320,735.00	736,987.00
Media planning and buying brokerage (Thousand baht)	136,107.00	111,318.00	120,116.00
Product advertisement (Thousand baht)	141,671.00	140,861.00	108,074.00
Public Relation and Direct Advertising (Thousand baht)	25,766.00	45,117.00	40,495.00
Other investments (Thousand baht)	29,188.00	23,439.00	22,476.00
Other (Thousand baht)	0.00	0.00	445,826.00

	2021	2022	2023
Total revenue from operations (%)	100.00	100.00	100.00
Media planning and buying brokerage (%)	40.91	34.71	16.30
Product advertisement (%)	42.58	43.92	14.66
Public Relation and Direct Advertising (%)	7.74	14.07	5.49
Other investments (%)	8.77	7.31	3.05
Other (%)	0.00	0.00	60.49

By Geographical Area or Market

	2021	2022	2023
Total revenue from operations (Thousand baht)	332,732.00	320,735.00	736,987.00
Domestic (Thousand baht)	332,732.00	320,735.00	736,987.00
International (Thousand baht)	0.00	0.00	0.00

	2021	2022	2023
Total revenue from operations (%)	100.00	100.00	100.00
Domestic (%)	100.00	100.00	100.00
International (%)	0.00	0.00	0.00

Other income as specified in the financial statements

	2021	2022	2023
Total other income (Thousand baht)	0.00	0.00	445,826.00
Other income from operations (Thousand baht)	0.00	0.00	0.00
Other income not from operations (Thousand baht)	0.00	0.00	445,826.00
Gain from sale of non-current assets held for sale (Thousand baht)	0.00	0.00	445,826.00

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

	2021	2022	2023
Share of profit (Thousand baht)	-4,297.00	-49,826.00	-134,283.00

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)	2021	2022	2023
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 : No

Environmental Aspect (3.3)

Policy and Guideline on Environmental Aspect (3.3.1)

Environmental Policy and Practice : Yes

Results with Respect to the Environmental Aspect (3.3.2)

Energy management

- Electricity consumption

	2021	2022	2023
Total electricity consumption within the organization (Kilowatt-Hours)	0.00	0.00	0.00

Water management

- Water consumption

	2021	2022	2023
Total water withdrawal (Cubic meters)	0.00	0.00	0.00

Waste management

- Waste from operations

	2021	2022	2023
Total waste generated (Kilograms)	0.00	0.00	0.00

Greenhouse gas management

• Greenhouse gas emissions

	2021	2022	2023
Total GHG emissions target (Metric tonnes of carbon dioxide equivalent)	N/A	N/A	N/A
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

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

	2021	2022	2023
Number of male employees (Persons)	84	86	78
Number of female employees (Persons)	141	137	121
Total number of employees (Persons)	225	223	199

• Employee remuneration

	2021	2022	2023
Employee remuneration (baht)	0.00	0.00	0.00

• Employee development and training

	2021	2022	2023
Average employee training hours (Hours / Person / Year)	6.00	6.00	6.00
Employee development and training expenses (baht)	0.00	68,679.43	435,510.39

• Health, safety and work environment

	2021	2022	2023
Total number of lost time injury incidents by employees (Cases)	0	0	0

• Significant labor dispute

	2021	2022	2023
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

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

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	7	87.50
Number of female directors	1	12.50
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: 84 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	28 Dec 1992	Marketing, Strategic Management, Human Resource Management, Finance, Professional Services, Media & Publishing

2.	<p>Mr. PHISAL PRAHASDANGKURA</p> <p>Gender: Male</p> <p>Age: 78 years old</p> <p>Highest level of education: Bachelor's degree</p> <p>Major: Communication Arts</p> <p>Thai nationality: Yes</p> <p>Residing in Thailand: Yes</p>	<p>Vice Chairman (Executive)</p> <p>Director type: Original director</p>	28 Dec 1992	Media & Publishing, Marketing, Strategic Management
3.	<p>Mr. VICHIE NAKINTANOND</p> <p>Gender: Male</p> <p>Age: 74 years old</p> <p>Highest level of education: Below a bachelor's degree</p> <p>Major: Arts</p> <p>Thai nationality: Yes</p> <p>Residing in Thailand: Yes</p>	<p>Director (Non-executive)</p> <p>Director type: Original director</p>	28 Dec 1992	Design, Media & Publishing
4.	<p>Mr. PICHA CHARNSUPHARINDA</p> <p>Gender: Male</p> <p>Age: 80 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>Director (Non-executive, Independent director)</p> <p>Director type: Original director</p>	25 Apr 2005	Economics, Internal Control, Risk Management
5.	<p>Mr. APIRAK APISARNTHANARAK</p> <p>Gender: Male</p> <p>Age: 51 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>Director (Executive)</p> <p>Director type: Re-elected as director</p>	24 Apr 2008	Finance, Marketing, Strategic Management

6.	Mr. PREECHA CHAOCHOTECHUNG	Director (Executive)	28 Dec 1992	Marketing, Finance, Commerce, Media & Publishing
	Gender: Male			
	Age: 75 years old			
	Highest level of education:	Director type: Re-elected		
	Master's degree	as director		
	Major: Business Administration			
	Thai nationality: Yes			
	Residing in Thailand: Yes			
7.	Ms. SUKANYA NITUNGKORN	Director (Non-executive, Independent director)	10 May 2021	Audit, Economics, Finance
	Gender: Female			
	Age: 80 years old			
	Highest level of education:	Director type: Re-elected		
	Doctoral degree	as director		
	Major: Economics			
	Thai nationality: Yes			
	Residing in Thailand: Yes			
8.	Mr. BHAWAT YUPABHORN	Director (Non-executive, Independent director)	25 Apr 2022	Economics, Accounting, Finance, Audit
	Gender: Male			
	Age: 51 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			

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	: Yes
The company appoints at least one independent director to determine the agenda of the Board of Directors' meetings	: Yes

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: 80 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: Original director	7 Nov 2012	Economics, Internal Control, Risk Management
2. Ms. SUKANYA NITUNGKORN Gender: Female Age: 80 years old Highest level of education: Doctoral degree Major: Economics Thai nationality: Yes Residing in Thailand: Yes	Audit committee (Non-executive, Independent director) Director type: Original director	10 May 2021	Audit, Economics, Finance
3. Mr. BHAWAT YUPABHORN [1] Gender: Male Age: 51 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

[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: 84 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: 78 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: 51 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: 75 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: 51 years old Highest level of education: Master's degree Major: Business Administration	MANAGING DIRECTOR	16 Mar 2016	Finance, Marketing, Strategic Management
2. Mr. PRAKIT APISARNTHANARAX Gender: Male Age: 84 years old Highest level of education: Bachelor's degree Major: Economics	President	28 Dec 1992	Marketing, Strategic Management, Human Resource Management, Finance, Professional Services, Media & Publishing
3. Mr. PHISAL PRAHASDANGKURA Gender: Male Age: 78 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: 59 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: 52 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)

Remuneration policy for executives

Remuneration policy for executives : No

Remuneration

	2021	2022	2023
Total executive remuneration (baht)	13,797,652.91	15,234,970.32	14,395,416.00

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) : 121

Total number of employees (persons) : 199

Employee Remuneration

Total employee remuneration : 0.00

Provident fund

Total number of employees (persons) : 199

Number of employees contributing to the PVD (persons) : 117

Percentage of employees who are members (%) : 58.79

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. APIRAK APISARNTHANARAK Gender: Male Age: 51 years old Highest level of education: Master's degree Major: Business Administration Thai nationality: Yes Residing in Thailand: Yes	Director (Executive) Director type: Re-elected as director	Date position was assumed: 24 Apr 2008	Finance, Marketing, Strategic Management
2. Mr. PREECHA CHAOCHOTECHUNG Gender: Male Age: 75 years old Highest level of education: Master's degree Major: Business Administration Thai nationality: Yes Residing in Thailand: Yes	Director (Executive) Director type: Re-elected as director	Date position was assumed: 28 Dec 1992	Marketing, Finance, Commerce, Media & Publishing
3. Ms. SUKANYA NITUNGKORN Gender: Female Age: 80 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: 10 May 2021	Audit, Economics, Finance

Development of directors over the past year

List of directors	Position	Participated in director development program
Mr. PRAKIT APISARNTHANARAX	Chairman of the board	N/A
Mr. PHISAL PRAHASDANGKURA	Vice Chairman	N/A
Mr. VICHIE NAKINTANOND	Director	N/A
Mr. PICHA CHARN SUPHARINDA	Director	N/A
Mr. APIRAK APISARNTHANARAK	Director	Participating
Mr. PREECHA CHAOCHOTECHUNG	Director	N/A
Ms. SUKANYA NITUNGKORN	Director	N/A
Mr. BHAWAT YUPABHORN	Director	N/A

Directors' performance assessment

Method used to evaluate directors' performance : Whole-board-of-directors assessment

Meeting attendance and remuneration to each Board member (8.1.2)

Meeting attendance of the board of directors

Number of board meetings (times) : 9

Date of AGM meeting : 27 Apr 2023

EGM meeting : No

List of directors	Termination date	Number of Board Meeting	AGM meetings	EGM meetings
1. Mr. PRAKIT APISARNTHANARAX (Chairman of the board)	-	9/9	Participating	Did not hold the meeting

2.	Mr. PHISAL PRAHASDANGKURA (Vice Chairman)	-	9/9	Participating	Did not hold the meeting
3.	Mr. VICHIE NAKINTANOND (Director)	-	9/9	Participating	Did not hold the meeting
4.	Mr. PICHA CHARNUPHARINDA (Director)	-	4/4	Participating	Did not hold the meeting
5.	Mr. APIRAK APISARNTHANARAK (Director)	-	9/9	Participating	Did not hold the meeting
6.	Mr. PREECHA CHAOCHOTECHUNG (Director)	-	9/9	Participating	Did not hold the meeting
7.	Ms. SUKANYA NITUNGKORN (Director)	-	4/4	Participating	Did not hold the meeting
8.	Mr. BHAWAT YUPABHORN (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)	-	N/A	N/A	N/A
2.	Mr. PHISAL PRAHASDANGKURA (Vice Chairman)	-	N/A	1,200,000.00	No
3.	Mr. VICHIE NAKINTANOND (Director)	-	N/A	600,000.00	No
4.	Mr. PICHA CHARNUPHARINDA (Director)	-	75,000.00	N/A	No
5.	Mr. APIRAK APISARNTHANARAK (Director)	-	N/A	N/A	N/A
6.	Mr. PREECHA CHAOCHOTECHUNG (Director)	-	N/A	1,280,000.00	No
7.	Ms. SUKANYA NITUNGKORN (Director)	-	75,000.00	N/A	No
8.	Mr. BHAWAT YUPABHORN (Director)	-	75,000.00	N/A	No

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.	Ms. SUKANYA NITUNGKORN (Audit committee)	-	4/4
3.	Mr. BHAWAT YUPABHORN (Audit committee)	-	4/4