



Annual Registration Statement / Annual Report

Form 56-1 One Report

(Structured Data Report)

Market Connections Asia Public Company Limited

Fiscal Year End 31 December 2024



Table of Contents

	Page
Business Operations and Performance	
Group Structure and Operations	1
Risk Management	5
Sustainable Development	8
Corporate Governance	
Corporate Governance Policy	12
Corporate Governance Structure and Significant Information Regarding the Board of Directors, Subcommittees, Management, Employee and Other Information	13
Performance Report on Corporate Governance	21

Group Structure and Operations

Group Structure and Operations

Business Overview and Policies (1.1)

Company Information (1.1.5)

Company Name : Market Connections Asia Public Company Limited

Symbol : MCA

Address : 51/859 Nuan Chan 34 Alley, Nuanchan, Bueng Kum

Province : Bangkok

Postcode : 10230

Business : Specialize in marketing strategic planning and providing comprehensive marketing activities which includes 4 categories of service as follows. 1) Marketing Activities and Digital 2) Packing and Logistics 3) Product Consultant 4) Merchandiser and 5) Distributor

Registration Number : 0107566000160

Telephone : 0-2118-3999

Fax (if applicable) : 0-2118-2406

Website : www.marketconnectionsasia.com

Email : -

Total Shares Sold (shares)

Common Stock : 230,000,000

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)	372,650.00	471,120.00	657,539,431.00
Packing and Logistic (Thousand baht)	12,160.00	17,070.00	11,754,235.00
Marketing Activation and Digital (Thousand baht)	126,950.00	164,870.00	153,405,241.00
Product Consultant (Thousand baht)	89,390.00	120,110.00	163,188,496.00
Merchandise (Thousand baht)	144,150.00	154,790.00	257,615,989.00
Distributor (Thousand baht)	0.00	14,280.00	71,575,470.00
Other (Thousand baht)	0.00	0.00	719,932.00

	2022	2023	2024
Total revenue from operations (%)	100.00	100.00	100.00
Packing and Logistic (%)	3.26	3.62	1.79
Marketing Activation and Digital (%)	34.07	35.00	23.33
Product Consultant (%)	23.99	25.49	24.82
Merchandise (%)	38.68	32.86	39.18
Distributor (%)	0.00	3.03	10.89
Other (%)	0.00	0.00	0.00

By Geographical Area or Market

	2022	2023	2024
Total revenue from operations (Thousand baht)	372,650.00	471,120.00	657,539,431.00
Domestic (Thousand baht)	0.00	0.00	657,539,431.00
International (Thousand baht)	372,650.00	471,120.00	0.00

	2022	2023	2024
Total revenue from operations (%)	100.00	100.00	100.00
Domestic (%)	0.00	0.00	100.00
International (%)	100.00	100.00	0.00

Other income as specified in the financial statements

	2022	2023	2024
Total other income (Thousand baht)	116.00	674.00	719.00
Other income from operations (Thousand baht)	0.00	0.00	0.00
Other income not from operations (Thousand baht)	116.00	674.00	719.00

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

	2022	2023	2024
Share of profit (Thousand baht)	0.00	0.00	0.00

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
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R&D expenses in the past 3 years	0.00	0.00	0.00
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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)

<div>Strategic Risk</div> <div>Risk Management Measures: Yes</div> <div>Related Risk Topics</div> <div>Strategic Risk<ul style="list-style-type: none">• Volatility in the industry in which the company operates• Government policy• Competition risk• Economic risk</div>
<div>Operational Risk</div> <div>Risk Management Measures: Yes</div> <div>Related Risk Topics</div> <div>Operational Risk<ul style="list-style-type: none">• Other</div> <div>Compliance Risk<ul style="list-style-type: none">• Other</div> <div>Financial Risk<ul style="list-style-type: none">• Other</div>
<div>Financial Risk</div> <div>Risk Management Measures: Yes</div> <div>Related Risk Topics</div>

Strategic Risk

- Other

Operational Risk

- Other

Compliance Risk

- Other

Financial Risk

- Other

Information Risk

Risk Management Measures: Yes

Related Risk Topics

Strategic Risk

- Other

Operational Risk

- Other

Compliance Risk

- Other

Financial Risk

- Other

Risk to Securities Holder (2.2.2)

The Risk of having Major Shareholders Collectively Holding More Than 50%

Risk Management Measures: Yes

Related Risk Topics

- Return from investment of securities holder

Sustainable Development

Sustainable Development

Sustainability Management Policy and Targets (3.1)

Sustainability Management Policy and Targets

Corporate Sustainability Policy : Yes

Environmental Aspect (3.3)

Policy and Guideline on Environmental Aspect (3.3.1)

Environmental Policy and Practice : Yes

Company environmental guideline : 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	2,319.03	N/A

• Electricity consumption

	2022	2023	2024
Total electricity consumption within the organization (Kilowatt-Hours)	115,399.00	138,880.00	126,725.00

Water management

• Water consumption

	2022	2023	2024
Total water withdrawal (Cubic meters)	1,073.00	1,205.00	4,682.00

Waste management

• Waste from operations

	2022	2023	2024
Non-hazardous waste (Kilograms)	80,252.76	4,048.00	5,094.00
Total waste generated (Kilograms)	80,252.76	4,048.00	5,094.00

Greenhouse gas management

• Greenhouse gas emissions

	2022	2023	2024
Scope 1 (Tons of carbon dioxide equivalents)	489.00	N/A	852.00
Scope 2 (Tons of carbon dioxide equivalents)	58.00	N/A	73.00
Scope 3 (Tons of carbon dioxide equivalents)	0.00	N/A	1,129.00
Total GHG emissions (Metric tonnes of carbon dioxide equivalent)	547.00	0.00	2,054.00

• Verification of greenhouse gas emissions over the past year

Third-party verification : Yes

Name of verifying organization : Greenhouse Gas Management Certification Unit, School of Energy and Environment University of Phayao

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, 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)	48	52	63
Number of female employees (Persons)	100	115	126
Total number of employees (Persons)	148	167	189

• Employee remuneration

	2022	2023	2024
Employee remuneration (baht)	6,125,884.80	9,105,467.67	8,327,498.98

• Employee development and training

	2022	2023	2024
Average employee training hours (Hours / Person / Year)	5.00	4.00	6.00
Employee development and training expenses (baht)	85,600.00	2,490.00	64,000.00

• Health, safety and work environment

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

• **Employee retention**

	2022	2023	2024
Percentage of employees who voluntarily resigned (%)	N/A	N/A	60.85

• **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

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 : Nomination of Directors, Compensation, Independence of the Board of Directors, 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	2	25.00
Number of female directors	6	75.00
Number of executive directors	5	62.50
Number of non-executive directors	3	37.50
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. Ms. KANOKPORN SAIYASITTIPANICH Gender: Female Age: 52 years old Highest level of education: Doctoral degree Major: Economics Thai nationality: Yes Residing in Thailand: Yes	Chairman of the board (Non-executive, Independent director) Director type: Original director	14 May 2021	Economics

2.	Mr. PHAKDEE LAONGARM Gender: Male Age: 47 years old Highest level of education: Master's degree Major: Economics Thai nationality: Yes Residing in Thailand: Yes	Director (Executive) Director type: Original director	26 Dec 2011	Economics
3.	Ms. JONGRAK THANISARO Gender: Female Age: 48 years old Highest level of education: Bachelor's degree Major: Accounting Thai nationality: Yes Residing in Thailand: Yes	Director (Executive) Director type: Original director	14 May 2021	Accounting, Finance, Corporate Social Responsibility, Human Resource Management
4.	Mr. THRATHIP LAONGARM Gender: Male Age: 46 years old Highest level of education: Bachelor's degree Major: advert Thai nationality: Yes Residing in Thailand: Yes	Director (Executive) Director type: Original director	14 May 2021	Internal Control, Audit, Risk Management
5.	Mrs. PRAKRONGSILP SUTTIKARN Gender: Female Age: 57 years old Highest level of education: Bachelor's degree Major: Administer Thai nationality: Yes Residing in Thailand: Yes	Director (Executive) Director type: Original director	14 May 2021	Leadership, Accounting, Finance, Procurement

6.	<p>Mrs. NARUANARD SARAPAIVANICH</p> <p>Gender: Female</p> <p>Age: 52 years old</p> <p>Highest level of education:</p> <p>Doctoral degree</p> <p>Major: Accounting</p> <p>Thai nationality: Yes</p> <p>Residing in Thailand: Yes</p>	<p>Director</p> <p>(Non-executive, Independent director)</p> <p>Director type: Original director</p>	14 May 2021	Business Administration
7.	<p>Ms. Pornnip Wongluxsanapan</p> <p>Gender: Female</p> <p>Age: 47 years old</p> <p>Highest level of education:</p> <p>Bachelor's degree</p> <p>Major: Business Administration</p> <p>Thai nationality: Yes</p> <p>Residing in Thailand: Yes</p>	<p>Director</p> <p>(Executive)</p> <p>Director type: Newly appointed director to replace ex-director</p>	27 Feb 2024	Leadership, Negotiation, Corporate Social Responsibility, Marketing
8.	<p>Mrs. SAGORN RAT BHUTTRANON</p> <p>Gender: Female</p> <p>Age: 46 years old</p> <p>Highest level of education:</p> <p>Master's degree</p> <p>Major: International Relations</p> <p>Thai nationality: Yes</p> <p>Residing in Thailand: Yes</p>	<p>Director</p> <p>(Non-executive, Independent director)</p> <p>Director type: Additional and newly-appointed directors</p>	14 May 2021	Internal Control, Audit, Leadership, Marketing

Other Information pertaining to committees

The Chairman is an independent director	: Yes
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	: 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.	<p>Mrs. NARUANARD SARAPAIVANICH [1]</p> <p>Gender: Female</p> <p>Age: 52 years old</p> <p>Highest level of education: Doctoral degree</p> <p>Major: Accounting</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>	14 May 2021	Business Administration
2.	<p>Ms. KANOKPORN SAIYASITTIPANICH</p> <p>Gender: Female</p> <p>Age: 52 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>Audit committee</p> <p>(Non-executive, Independent director)</p> <p>Director type: Original director</p>	14 May 2021	Economics
3.	<p>Mrs. SAGORNRAT BHUTTRANON</p> <p>Gender: Female</p> <p>Age: 46 years old</p> <p>Highest level of education: Master's degree</p> <p>Major: International Relations</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>	14 May 2021	Internal Control, Audit, Leadership, 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. PHAKDEE LAONGARM Gender: Male Age: 47 years old Highest level of education: Master's degree Major: Economics Thai nationality: Yes Residing in Thailand: Yes	Chairman of the executive committee	4 Apr 2023
2. Mrs. PRAKRONGSILP SUTTIKARN Gender: Female Age: 57 years old Highest level of education: Bachelor's degree Major: Administer Thai nationality: Yes Residing in Thailand: Yes	Vice-chairman of the executive committee	4 Apr 2023
3. Ms. JONGRAK THANISARO Gender: Female Age: 48 years old Highest level of education: Bachelor's degree Major: Accounting Thai nationality: Yes Residing in Thailand: Yes	Member of the executive committee	4 Apr 2023
4. Mr. THRATHIP LAONGARM Gender: Male Age: 46 years old Highest level of education: Bachelor's degree Major: advert Thai nationality: Yes Residing in Thailand: Yes	Member of the executive committee	4 Apr 2023

5.	Ms. Pornnip Wongluxsanapan Gender: Female Age: 47 years old Highest level of education: Bachelor's degree Major: Business Administration Thai nationality: Yes Residing in Thailand: Yes	Member of the executive committee	4 Apr 2023
6.	Ms. Sopaporn Maitree Gender: Female Age: 40 years old Highest level of education: Master's degree Major: Administer Thai nationality: Yes Residing in Thailand: Yes	Member of the executive committee	1 Dec 2023

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

General information	Position	Tenure	Replacement Director
1. Mr. PIYAPHOL SIRIWATTANAAKSORN Gender: Male Age: 36 years old Highest level of education: Bachelor's degree Major: Accounting Thai nationality: Yes Residing in Thailand: Yes	Member of the executive committee	Date position was assumed: 4 Apr 2023 Date directorship ended: 30 Nov 2023	Ms. Sopaporn Maitree Date position was assumed: 1 Dec 2023

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
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1.	Mr. PHAKDEE LAONGARM Gender: Male Age: 47 years old Highest level of education: Master's degree Major: Economics	CHIEF EXECUTIVE OFFICER	4 Apr 2023	Economics
2.	Mrs. PRAKRONGSILP SUTTIKARN Gender: Female Age: 57 years old Highest level of education: Bachelor's degree Major: Administer	Deputy Chief Executive Office	14 Nov 2023	Leadership, Accounting, Finance, Procurement
3.	Ms. JONGRAK THANISARO Gender: Female Age: 48 years old Highest level of education: Bachelor's degree Major: Accounting	Chief Administrative Officer	4 Apr 2023	Accounting, Finance, Corporate Social Responsibility, Human Resource Management
4.	Ms. Sopaporn Maitree [1][2] Gender: Female Age: 40 years old Highest level of education: Master's degree Major: Administer	Chief Financial Officer	1 Dec 2023	Finance, Accounting

[1] Highest responsibility in accounting and finance

[2] Directly responsible for financial account supervision

Employees (7.5)

Information about company employees

Employees

Number of male employees (persons) : 63

Number of female employees (persons) : 126

Total number of employees (persons) : 189

Employee Remuneration

Total employee remuneration : 8,327,498.98

Provident fund

Total number of employees (persons)	: 189
Number of employees contributing to the PVD (persons)	: 43
Percentage of employees who are members (%)	: 22.75

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 newly appointed director to replace the ex-director

General information	Position	Date position was assumed	Experience and expertise
1. Ms. Porntip Wongluxsanapan Gender: Female Age: 47 years old Highest level of education: Bachelor's degree Major: Business Administration Thai nationality: Yes Residing in Thailand: Yes	Director (Executive) Director type: Newly appointed director to replace ex-director	Date position was assumed: 27 Feb 2024	Leadership, Negotiation, Corporate Social Responsibility, Marketing

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

General information	Position	Date position was assumed	Experience and expertise
1. Mrs. SAGORN RAT BHUTTRANON Gender: Female Age: 46 years old Highest level of education: Master's degree Major: International Relations Thai nationality: Yes Residing in Thailand: Yes	Director (Non-executive, Independent director) Director type: Additional and newly-appointed directors	Date position was assumed: 14 May 2021	Internal Control, Audit, Leadership, Marketing

Development of directors over the past year

List of directors	Position	Participated in director development program
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Ms. KANOKPORN SAIYASITTIPANICH	Chairman of the board	Participating
Mr. PHAKDEE LAONGARM	Director	Non-participating
Ms. JONGRAK THANISARO	Director	Non-participating
Mr. THRATHIP LAONGARM	Director	Non-participating
Mrs. PRAKRONGSILP SUTTIKARN	Director	Non-participating
Mrs. NARUANARD SARAPAIVANICH	Director	Participating
Ms. Porntip Wongluxsanapan	Director	Participating
Mrs. SAGORN RAT BHUTTRANON	Director	Non-participating

Meeting attendance and remuneration to each Board member (8.1.2)

Meeting attendance of the board of directors

Number of board meetings (times) : 4

Date of AGM meeting : 24 Apr 2024

EGM meeting : No

List of directors	Termination date	Number of Board Meeting	AGM meetings	EGM meetings
1. Ms. KANOKPORN SAIYASITTIPANICH (Chairman of the board)	-	4/4	Participating	Did not hold the meeting
2. Mr. PHAKDEE LAONGARM (Director)	-	4/4	Participating	Did not hold the meeting
3. Ms. JONGRAK THANISARO (Director)	-	4/4	Participating	Did not hold the meeting
4. Mr. THRATHIP LAONGARM (Director)	-	4/4	Participating	Did not hold the meeting
5. Mrs. PRAKRONGSILP SUTTIKARN (Director)	-	3/4	Non-participating	Did not hold the meeting

6.	Mrs. NARUANARD SARAPAIVANICH (Director)	-	4/4	Non-participating	Did not hold the meeting
7.	Ms. Porntip Wongluxsanapan (Director)	-	3/4	Participating	Did not hold the meeting
8.	Mrs. SAGORN RAT BHUTTRANON (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.	Ms. KANOKPORN SAIYASITTIPANICH (Chairman of the board)	-	60,000.00	N/A	Yes
2.	Mr. PHAKDEE LAONGARM (Director)	-	N/A	N/A	N/A
3.	Ms. JONGRAK THANISARO (Director)	-	N/A	N/A	N/A
4.	Mr. THRATHIP LAONGARM (Director)	-	N/A	N/A	N/A
5.	Mrs. PRAKRONGSILP SUTTIKARN (Director)	-	N/A	N/A	N/A
6.	Mrs. NARUANARD SARAPAIVANICH (Director)	-	40,000.00	N/A	Yes
7.	Ms. Porntip Wongluxsanapan (Director)	-	N/A	N/A	N/A
8.	Mrs. SAGORN RAT BHUTTRANON (Director)	-	40,000.00	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.	Mrs. NARUANARD SARAPAIVANICH (Chairman of the audit committee)	-	4/4
2.	Ms. KANOKPORN SAIYASITTIPANICH (Audit committee)	-	4/4
3.	Mrs. SAGORNRAT BHUTTRANON (Audit committee)	-	4/4