

November 15, 2021

Subject: Operation Results for Quarter 3, 2021

To: Director and Manager
The Stock Exchange of Thailand

Matichon Public Company Limited and its subsidiaries (“Company”) are pleased to submit the financial statements for Quarter 3, 2021 ended September 30, 2021 which have been audited by the certified public accountants from SAM NAK-NGAN A.M.C.Co.,Ltd. and would like to provide the operation results as follows:

(Unit : Million Baht)

Detail		Consolidated Financial Statements		Separate Financial Statements	
		2021	2020	2021	2020
Quarter 3	Revenue	186.92	183.66	116.72	120.96
	Profit for the period	34.67	18.12	15.11	6.80
9-month period	Revenue	680.11	499.42	533.37	414.54
	Profit for the period	203.85	7.78	207.14	79.87

Total revenue

For the third quarter of the year 2021, the Company had a total revenue of 186.92 million baht, compared to the third quarter of the year 2020 with a total revenue of 183.66 million baht, an increase of 1.78%.

For the 9-month period ended on September 30, 2021, the Company had a total revenue of 680.11 million baht, compared to the same period of the previous year with a total revenue of 499.42 million baht, an increase of 36.18%.

The increase in total revenue is the result of the Company setting a business strategy for 2021 in response to the COVID-19 pandemic, with a goal that during the year 2021 the Company must accelerate revenues from online media; adjusting various activities in accordance with the pandemic; and strengthening its financial strength by managing land and buildings that are presently not in use, in order to accommodate any volatility and uncertainty expected to occur throughout the year.

The Company is able to achieve its goals as planned. Revenue from online advertising sales in the third quarter of the year 2021 increased by 32.10% compared to the third quarter of the year 2020, while the significance of online advertising revenue increased significantly. The ratio of online advertising revenue to total advertising revenue in the third quarter of the year 2020, which accounted for 50.17%, increased to 59.52% in the third quarter of the year 2021, fully reflecting the adjustment towards a new era of media in a full manner. The positive revenue figure is a result of the efficiency in managing revenue sources of various types of Digital Ads to maximize their potential, such as Display Ads, Native Ads, Creative Ads, Social Media Ads, and Video Ads etc.

Growth of Video Ads on social media platforms: For Facebook in the third quarter of the year 2021, there was a positive rate of adjustment in line with the Company's strategy in maintaining the status of the leader in social media. The proportion of revenue growth compared to the third quarter of the year 2020 increased by 105%. Recently, Facebook Thailand also presents an award to Khaosod Facebook page, in the category of "Most Watched Facebook Page under News Publisher of the Year 2021." Video Ads revenues on social media platform YouTube for the third quarter of the year 2021 are also approximately 130 percent higher than the same period in 2020.

Amid the economic situation in the third quarter, in which the business sector experienced more hardship than the previous year, the Company was able to amend its business operations to accommodate the fluctuating conditions quickly and keep up with the situation by adjusting the format of many activities, such as the online health fair "Healthcare 2021: Thailand's Vaccines" "Khaosod - Matichon Euro 2020" campaign and the "Khaosod - Matichon Tokyo Games 2020" campaign, as well as organizing seminars in a variety of formats, in both online and hybrid. As a result, total advertising revenue in the third quarter of the year 2021 increased by 11.35% compared to the second quarter.

The Company also strengthened its financial position by land and buildings management. The Company has set up a working group with a particular responsibility to seek out buyers who offer the best

conditions within the period specified in the 2021 business strategy. The sale of land and buildings is in accordance with the information disclosed to the Stock Exchange of Thailand on June 17, 2021 and June 28, 2021. As a result, the statement of financial position as of September 30, 2021, the Company has cash and cash equivalents as well as other current financial assets (in the form of fixed deposits for 3-12 months) totaling 1,164.02 million baht, or 59.41% of the total assets.

Cost of sales and expenses

Cost of sales, services, and selling and administrative expenses in the 9-month period of the year 2021 amounted to 451.46 million baht, lower than the same period of the year 2020 at the amount of 486.53 million baht, because the Company effectively controlled costs and expenses. The main cost is the cost of sales and production, which decreased by 5.67%, while selling and administrative expenses decreased by 10.10%.

Profit for the period

The result of business strategies adjustment in accordance with rapidly changing situations, the Company's ability to achieve the specified goals, revenue growth and financial strengthening, as well as effective cost control, in the third quarter of the year 2021 the Company had a net profit of 34.67 million baht, compared to a net profit of 18.12 million baht in the third quarter of the year 2020, an increase of 91.34%. As for the operating results for the 9-month period, the Company's net profit was 203.85 million baht, compared to the same period of the year 2020 at net profit 7.78 million baht, an increase of 2,520.18%.

Please be informed accordingly.

Yours sincerely,

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(Miss Parnbua Boonparn)

Managing Director