



บริษัท ทุ่งเรืองตลอดไป จำกัด (มหาชน)
Glory Forever Public Company Limited

NO. GLORY 2022-02

February 18, 2022

Subject: The Management Discussion and Analysis for the year 2021

To: President
The Stock Exchange of Thailand

Glory Forever Public Company Limited (“the Company”) provides the Management Discussion and Analysis for the year 2021 as follow:

Revenue from sales and services

In 2021, the Company had revenue from sales and services of 91.14 million baht, an increase of 12.71 million baht from 2020 or by 16.21 percent. Such an increase was mainly due to the success in the distribution of literary works in the fun category, such as Asun Phlik Fah, Muen Asun Kom Krap, Thep Pa Yut Haeng Tai La, Khlet Ka Ya Nawa Dara , as well as the growing popularity of new literatures distributed over different periods of 2021, for example, Ta Lu Mi Ti Pai Pen Pa Ra Ya Chao Suan , Ju Ti Jak Ka Pad Thep Mung Korn , Ju Ti Nom Yut Thep Ra Chan , Karn Kerd Mai Khong But Tree Pa Ra Ya Eak Poh Ngam Lom Meuang. Most of the aforementioned literary works are not yet finished. As a result, the number of active members has continued to increase. The Company's revenue from e-books in the fun category represents 69.51 percent of the total revenue from literary works. And the company has expanded its distribution channels to neighboring websites, which is a supporting factor of its revenue growth.

Other income

Most of the company's other income consists of fees from customer payments, deposit interest and rental income. In 2021, the Company gained other incomes of 2.29 million baht, representing 2.45 percent of the total income of the same period. These numbers slightly increased from those in 2020 at 0.91 million baht or equivalent to an increase of 66.56 percent.

Cost of sales and services

In 2021, the Company had service cost of 40.25 million baht, representing 43.08 percent of total revenue of the same period which is comparable to the result in 2020, which was 43.80 percent. Service costs, which are mainly the cost of acquiring literature copyrights, are amortized on a straight-line basis for the same amount over the duration of the



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copyright holding, thus resulting in inconsistent revenue and cost recognition over time. The Company's main service costs

consist of fixed costs, which are amortized royalties, website maintenance fee, and variable costs incurred for novel translation, proofreading fees, remuneration for authors, etc.

The gross profit of the Company in 2021 amounted to 50.89 million baht or equivalent to a gross profit margin of 55.84 percent of the service income, an increase from the previous year of 7.41 million baht or an increase of 17.05 percent.

Distribution and administrative expenses

In 2021, the Company's distribution expenses amounted to 3.90 million baht and the ratio of distribution expenses to total revenue of the company is 4.17 percent. Administrative expenses in 2021 amounted to 30.65 million baht, representing 32.81 percent of the total revenue of the company. This expense increased by 7.61 million baht from the previous year, or by 33.05 percent. This was mainly due to an increase of wage expense corresponding to staff augmentation to support the expansion, employee bonus, audit fee, internal audit expenses, meeting allowance and other remuneration of directors, financial advisor service fee, legal advisory service fee on account of the Company's preparation for listing on the SET.

Net profit for the year

The Company has a net profit in 2021 of 15.08 million baht or a net profit margin of 16.14 percent. In 2021, the net profit increased by 1.09 million baht or by 7.82 percent compared to the previous year. Although the company had earned more from selling literatures, an expense was incurred in view of the preparation for listing on the SET, eventually the overall performance only slightly improved.

Financial position

Asset

As of December 31, 2021, the Company had total assets of 315.81 million baht. The increase in total assets in 2021 compared to 2020 was 179.25 million baht. The increase was mainly due to money obtained from the company's IPO share offering

Liability



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As of December 31, 2021, the Company had total liabilities of 19.14 million baht, representing 6.06 percent of total liabilities and shareholders' equity, which decreased from December 31, 2020 by 2.89 million baht or by 13.12 percent. This was due to a decrease in other accounts payable and current income tax payable.

Equity

As of December, 31 2021, the Company's shareholders' equity amounted to 296.66 million baht or 93.94 percent of total liabilities and shareholders' equity. The increase in shareholders' equity of 182.14 million baht compared to the amount of shareholders' equity at the end of 2020 was due to the following changes:

1. The company has an income from IPO share offering after expenses of 186.06 million baht.
2. The company has a profit from operations of 15.08 million baht.
3. The 2021 Annual General Meeting of Shareholders on March 10, 2021 resolved to pay a dividend at the rate of 1.30 baht per share from the number of ordinary shares of 10.00 million shares, amounting to 13.00 million baht.
4. The Board of Directors Meeting No. 3/2021, held on August 13, 2021, resolved to approve the Company to pay interim dividends to shareholders, at the rate of 0.03 baht per share, 200 million shares, amounting to 6.00 million baht, from the Company's operating results for the period ended June 30, 2021. The company has already paid dividends to shareholders as of August 25, 2021.

Please be informed accordingly

Yours sincerely,

MR. JARUNPAT BOONYANG

Chief Executive Officer