



MATI 02/2565

25 February 2022

Subject: Notice of operating results for the year 2021

To: Director and Manager  
The Stock Exchange of Thailand

Matchon Public Company Limited and its subsidiaries (“Company”) would like to submit the financial statements for the year ended on December 31, 2021, which have been audited by a certified public accountant, AMC Office Company Limited, along with the notification of the operating results as follows:

#### Revenues

##### Separate financial statements

(Unit: million baht)

	Year 2021	Year 2020
Total revenues	650.23	541.20
Net Profit (Loss)	210.59	91.43

##### Consolidated financial statements

(Unit: million baht)

	Year 2021	Year 2020
Total revenues	860.62	683.29
Net Profit (Loss)	218.95	26.71



The operating results of Matichon Public Company Limited and its subsidiaries for the year ended on December 31, 2021 had total revenue of 860.62 million baht, compared to the year 2020's total revenue of 683.29, an increase of 25.95 percent.

The increase in total revenue results from the Company designating a business strategy for 2021 to accommodate the situation of the COVID-19 pandemic, with the goal of escalating the revenue from online media, adjusting marketing activities, and strengthening its financial strength by managing land and buildings that are currently not in use, in order to adapt to the volatility and uncertainty expected to unfold throughout the year.

The Company was able to achieve its goals in the sales of land and buildings within the time specified in the business plan. The generating of revenue from online advertising sales also resulted in an increase of revenue of online advertising sales by 33.43 percent in 2021, compared to 2020. The importance of online advertising revenue has increased dramatically, considering the ratio of online advertising revenue to total advertising revenue in 2020, which accounted for 50.71 percent, has increased to 60.77 percent in 2021, reflecting the success of a fuller adjustment to the new media era.

Amid the economic situation in 2021, in which the business sector faced more hardship than the previous year, the Company was able to quickly adjust its business plans and marketing activities to be in accordance with the fluctuating conditions, keeping up with the situation by adjusting the form of marketing activities and providing a variety of more than 200 events throughout the year, such as the online health fair "Healthcare 2021 Thailand's Vaccines", the cannabis and hemp festival in Buriram Province, sports marketing campaign "Khaosod-Matichon Euro 2020" and "Khaosod Matichon Tokyo Games 2020" campaign. There were also seminars in a format that fits the situation, conducted in both online and hybrid seminars, leading to an increase in revenue generation capability in 2021, with a total advertising revenue in 2021 increasing by 11.33 percent when compared to the year 2020.



#### Cost of sales and expenses

Because the operating targets for the year 2021 were met, the management of Matichon Public Company Limited and its subsidiaries enacted a policy to pay bonuses to employees at mid-year and year-end. The total amount was 23.42 million baht, divided into cost of sales and services of 16.98 million baht and selling, general and administrative expense of 6.44 million baht. The aforementioned amount was already recorded in the profit statement for the year 2021.

The cost of sales and services and selling, general and administrative expense for the year 2021 amounted to 612.68 million baht, lower than the year 2020, which amounted to 648.10 million baht. The decrease is a result of the Company's effective cost and expense control. The main cost, which is the cost of sales and production, decreased by 4.28 percent, while the selling, general and administrative expense decreased by 7.72 percent.

#### Profit (loss) for the period

The adjustment of business strategies to be in accordance with the rapidly changing situations, the ability to achieve the designated goals, the financial strengthening of revenue growth, as well as effective cost control in the year 2021 all result in the Company's net profit of 218.95 million baht, compared to the net profit of 26.71 million baht in the year 2020, an increase of 192.24 million baht or 719.73 percent.

Please be informed accordingly.

Yours Sincerely,

---Signature---

(Miss Parnbua Boonpam)

Managing Director