



August 11, 2022

Subject : Clarification of the operating results for the second quarter of 2022

To : The President
The Stock Exchange of Thailand

TV Direct Public Company Limited ("the Company") would like to clarify the operating results for the second quarter of 2022 ended June, 2022 as per the consolidated financial statement reviewed by the Certified Auditor as follows:-

(Unit : Million Baht)	Quarter 2 2022	Quarter 2 2021	Increase (Decrease)	% Change
Revenues from sales and services	537.22	729.87	(192.65)	(26.40%)
Cost of goods sold and services	311.40	461.16	(149.76)	(32.47%)
Gross profit	225.82	268.71	(42.89)	(15.96%)
Other income	0.20	12.09	(11.89)	(98.35%)
Profit before expenses	226.02	280.80	(54.78)	(19.51%)
Distribution Costs	278.98	273.81	5.17	0.02
Administrative expenses	83.20	50.57	32.63	64.52%
Profit (loss) for period	(139.83)	(36.98)	102.85	278.12%
Profit (loss) attributable to the equity holders of company	(121.23)	(36.18)	85.05	235.07%

1. Revenues from sales and services

The Company had revenue from sales and services for the second quarter of 2022 amounting to 527.22 Million Baht, a decrease of 192.65 Million Baht or 26.40% from the same period last year. The main reason was due to the impact of the economic slowdown from the continuous pandemic situation of COVID-19. As a result, the purchase orders from customers dramatically decreased compared to the previous year.

2. Cost of Goods Sold and Gross Profit

The Company's Cost of Goods Sold for the second quarter of 2022 was 311.40 Million Baht, a decrease of 149.76 Million Baht or 32.47% from the same period last year, which is more than the percentage decrease in revenue. As a result, the Gross Profit margin to sale for the first quarter of 2022 was 42.03%, lower than the same period last year with a Gross Profit margin of 36.42%. The Gross Profit margin increased from transportation cost management in order to increase efficiency for competitive advantage.

3. Distribution costs

The Company had distribution costs for the second quarter of 2022 of 278.98 Million Baht, a decrease of 5.17 Million Baht or 0.02% from the same period last year, but higher when comparing to revenue from sales and services. The main reason is due to advertising expenses could not generate sales as targeting because of a significant decrease in purchasing power.

4. Administrative expenses

The Company's administrative expenses for the second quarter of 2022 was 83.20 Million Baht, a increase of 32.63 Million Baht or 64.52% from the same period last year, increase from a new subsidiary which company invested in the end of year 2021.

5. Net Profit (loss)

The Company had a net loss attributable to the parent company in for the second quarter of 2022 of 121.23 Million Baht, loss increased from the same period last year in the amount of 85.05 Million Baht or 235.07%. The main reason is the decrease in sale resulting from the impact of the economic slowdown. The Company has adjusted its sales plan by increasing sales through online channels on platform ecommerce, social commerce and live commerce. In addition, expanding to outbound telesales.

Please be informed accordingly.

Yours faithfully,

(Mr. Wichian Manapongpun)
Company Secretary