

No. 0215-2022

August 11, 2022

Subject : [Management Discussion and Analysis Quarter 2nd quarter ended June 30, 2022 \(Edited\)](#)

Dear : Managing and Director of the Stock Exchange of Thailand

CMO Public Company Limited “CMO” would like to inform total revenue 318.04 million baht and net profit 6.49 million baht in the consolidated financial statement for the 2nd quarter ended June 30, 2022 compared with the same period, the 2nd quarter ended June 30, 2021, which had total revenue 114.85 million baht and net loss 36.49 million baht. The performance clarification is explaining as these following reasons;

- **Revenue from Service** in Q2/2022 was significantly increased by 176.91% from Q2/2021. The increase was due to the declining trend of the COVID-19 outbreak and the relaxation of COVID-19 restrictions. Also, clients have more confident to return the marketing activities.

- **Cost of Service compare with total sales** was slightly decreased from 100.75% in Q2/2021 to 80.50% in Q2/2022. As the result, the Company has more income from service which is cover variable and fixed cost. Then, cost of service is decreased in compared.

- **Selling and Administration Expense** was increase by 57.87% in Q2/2022. As a result of the new business restructuring, more new teams and personnel related to new businesses have been added.

- **Interest Expense** was slightly increase by 4.29% in Q2/2022 because the Company has new term loan from financial institute.

For the separate company statement has total revenue 100.13 million baht and net profit 6.30 million baht in the separate financial statement for the 2nd quarter ended June 30, 2022, compared with the same period, the 2nd quarter ended June 30, 2021 which had total revenue 66.48 million baht and loss 17.30 million baht. The financial performance of Separate Company was explaining as above mention.

Please be informed accordingly,

Sincerely Yours,

(Mr. Kitisak Jampathipphong)
Chief Executive Officer
CMO Public Company Limited