

Date 15 Aug 2022

Subject Management's discussion and Analysis of the Financial Statement for the three-month period ended June 2022

To Managing Director of The Stock Exchange of Thailand

Enclosure Management's discussion and Analysis of the Financial Statement for the three-month period ended June 2022, each set of Thai and English

Chamni's Eye Public Company Limited ("CEYE" or "The Company" or "The Group") would like to submit the Company's audited Financial Statement for the three-month period ended June 2022 to The Stock Exchange of Thailand.

The operation result of CEYE for the three-month period ended June 2022 registered a net profit amounting to 0.78 million Baht. Please see further details in the Management's discussion and Analysis of the Financial Statement for the three-month period ended June 2022 as attached.

Best regards,

(Ms. Suwanee Suwansaengroj)

Chief Executive Officer

Chamni's Eye Public Company Limited

**The Management's discussion and Analysis of the Financial Statement for the three-month period ended
June 2022**

Summary of operating performance

	three-month period ended June 2021	three-month period ended June 2022	Change	
	Million Baht	Million Baht	Million Baht	Percent
Revenues from services	54.15	67.45	13.30	24.56
Cost of services	46.18	52.29	6.12	13.25
Gross profit	7.97	15.16	7.18	90.06
Selling expense	0.00	4.07	0.00	0.00
Administrative expense	6.99	10.54	3.54	50.68
Profit from operating activities	0.98	0.55	-0.43	-43.60
Other revenues	0.24	1.56	1.32	555.46
Expected credit loss	-0.16	-0.15	0.01	-8.18
Financial cost	0.77	0.95	0.17	22.22
Profit before income tax	0.29	1.02	0.73	256.45
Tax expense	0.10	0.23	0.14	138.78
Profit for the year	0.19	0.79	0.60	317.59

Revenue structure

Revenue structure	three-month period ended June 2021		three-month period ended June 2022		Change	
	Million Baht	Percent	Million Baht	Percent	Million Baht	Percent
Revenues from photo production	22.97	42.23	30.97	44.88	8.00	34.84
Revenues from video production	19.80	36.40	20.27	29.37	0.47	2.38
Revenues from photo retouching	7.07	13.00	7.05	10.22	(0.02)	(0.25)
Revenues from studio rental	2.28	4.20	2.00	2.90	(0.28)	(12.21)
Revenues from other related business	2.03	3.73	7.15	10.36	5.12	252.27
- Revenues from social media management	0.84	1.54	4.84	7.02	4.01	478.62

Revenue structure	three-month period ended June 2021		three-month period ended June 2022		Change	
	Million Baht	Percent	Million Baht	Percent	Million Baht	Percent
- Revenues from online media	1.19	2.19	2.31	3.34	1.11	93.44
- Revenues from other services	-	-	-	-	-	-
Revenues from services	54.15	99.56	67.45	97.74	13.30	24.56
Other revenues	0.24	0.44	1.56	2.26	1.32	555.46
Total revenues	54.39	100.00	69.01	100.00	14.62	26.88

Three-month period ended June 2022, The Group generated revenues from sales and services of 67.45 million baht, 24.56 percent increasing from the previous year as the same quarter. The reason for the higher revenue is that the government started to ease the measures to prevent Covid-19 and the group of customers began to return to their everyday lives, which allows The Group to operate as usual again, as well as the significant rise in demand of media industry and customers since the quarter 4 year 2021. Therefore from May 1st, 2022 the Government has cancel test and go policy which will benefit for company sales from regional customer. Sales amount on Social media management and Online media were significant increasing.

Gross Profit

The Group's gross profit for three-month period ended June 2021 and 2022 was 7.97 million baht and 15.16 million baht, equivalent to gross profit margins of 14.73 percent and 22.47 percent, respectively. The gross margin increasing 7.74, because of a rise in revenues significantly from Photo Production, VDO production and other services which has potential growth in near future based on the customer behavior that consume more on the online media.

Selling Expense

for three-month period ended June 2022, The Group had selling expenses 4.07 million baht, from company's Corporate Social Responsibility event "Bangkok Pride 2022 Rainbow Topia" during June,17-19 2022. For the purpose to stimulated the social equality and diversity in Thailand.

Administrative Expense

Administrative expense for three-month period ended June 2022 was 10.54 million baht, increase from the previous year 3.54 million baht equivalent to 50.68 percent when compare with the same period last year. Mainly from PR expenses for IPO 2.32 million baht, the maintenance expenses for company building and the other cost estimate.

Other revenues

for three-month period ended June 2022, The Group had other revenues of 1.33 million baht, increase 1.32 million baht when compare with the same period. Because the other revenue for three-month period ended June 2021. Mostly from Bangkok Pride 2022 Rainbow Topia sponsorships 1.33 million baht

Expected credit loss

Expected credit loss for three-month period ended June 2022 was 0.15 million baht. This came from the expected credit loss form sales which estimate by each period of account receivable.

Financial Cost

The Group's financial cost for three-month period ended June 2022 was 0.95 million baht. Slightly increase from amount of loan increasing in three-month period ended June 2022, therefore the group had paid the total amount of short-term loan since July 2022 which has a positive impact for the company in financial cost.

Net Profit

The Group's net profit for three-month period ended June 2022 was 0.79 million baht, equivalent to net profit margin of 1.17 percent, increasing by 0.60 million baht from the three-month period ended June 2021. Net profit significant decrease from the previous quarter (three-month period ended Mar 2022) mainly from the group sales cycle has tendency to decrease at the 2nd quarter and the extraordinary expenses from "Bangkok Pride 2022 Rainbow Topia" event, PR expenses for IPO. when re-calculate which eliminated the amount of extraordinary expenses and income the group has the net profit amount 5.85 million baht that close to the net profit amount before pandemic Covid-19.

Financial Position

	30 June 2021	30 June 2022	Change	
	Million Baht	Million Baht	Million Baht	Percent
Total Assets	434.59	670.85	236.26	35.22
Total Liabilities	125.71	139.23	13.52	9.71
Shareholders' equity	308.88	531.62	222.74	41.90

Total Assets

Total assets as of June 30, 2021 and June 30, 2022 were equal to 434.59 million baht and 670.85 million baht, respectively. An increase of total assets was mainly due to an increase in cash and cash equivalent for IPO.

Total Liabilities

Total liabilities as of June 30, 2021 and June 30, 2022 were 125.71 million baht and 139.23 million baht, respectively. The increase in total liabilities was due to the amount 20 million baht of short-term loan for operation, The group paid the total amount since July 2022.

Shareholders' equity

Total shareholder's equity as of June 30, 2021 and June 30, 2022 were 308.88 million baht and 531.62 million baht respectively. The rise in total shareholder's equity was mainly from premium on ordinary shares.

Key Financial Ratios

	Unit	For the year ended 31 December 2020	For three-month period ended June 2022
Current ratio	times	2.65	5.17
Gross Profit Margin	%	22.90	22.47
Net Profit Margin	%	10.43	1.14
Return on Equity (ROE)	%	9.33	9.70
Return on Assets (ROA)	%	6.58	7.41
Debt to Equity ratio	times	0.41	0.26

Liquidity ratio

Current ratio as of December 31, 2021 and the end of June 30, 2022 were 2.65 times and 5.17 times, respectively. The liquidity ratio has improved because cash of the capital from initial public offering (IPO).

Profitability Ratio

In 2021 and three-month period ended June 2022, The Group's gross profit margin were 20.90% and 22.47%, respectively. The net profit were 10.43 and 1.14 respectively.

Operating Efficiency Ratio

Return on assets for 2021 and three-month period ended June 2022 were 9.33 percent and 9.70 percent, respectively. The improvement was primarily due to higher net profit from 1st quarter 2022.

Debt to Equity ratio

Debt to equity ratio for 2021 and three-month period ended June 2022 were 0.41 times and 0.26 times, respectively.