



(Translation)

Ref. MONO 004/2023

February 22, 2023

Subject: Notification of Operating Results and Submission of Report and Financial Statements for 2022

To: President

The Stock Exchange of Thailand

Enclosures: 1) A copy of financial report and consolidated financial statements

2) A summary of the operating results of the listed company and subsidiaries for 2022 (F45)

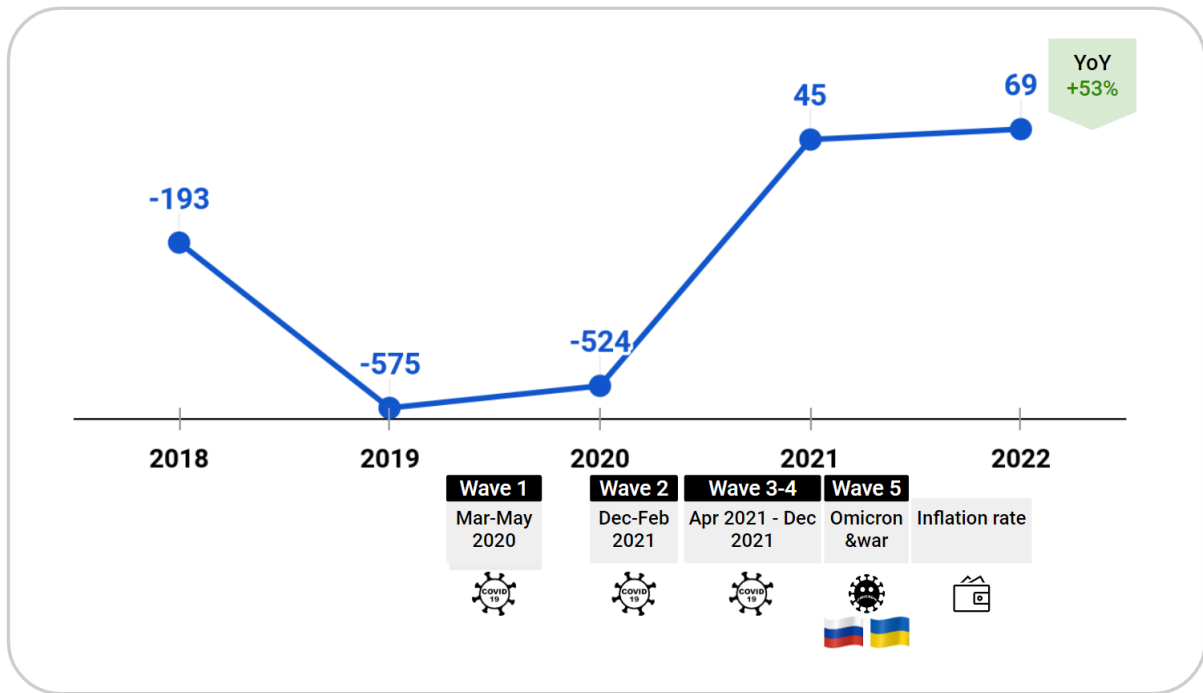
Mono Next Public Company Limited (the “Company”) would like to submit the copy of financial report and financial statements for 2022 (ended December 31, 2022) reviewed by the auditor and the meeting of the Audit Committee No. 1/2023 held on February 22, 2023. These financial report and financial statements were also approved by the meeting of the Board of Directors No. 1/2023 held on February 22, 2023. Details of the operating results are as follows:

#### Annual Operating Results

Unit: Million Baht

	Y22	Y21	YOY	
			Increase (Decrease)	Percent
Advertising Revenue	1,450.8	1,605.0	(154.2)	(9.6)
Content Service Revenue from MONOMAX/3BB GIGATV	572.6	464.9	107.7	23.2
Product Sales Revenue (Home Shopping)	19.5	33.9	(14.4)	(42.5)
Other Revenue	48.3	87.5	(39.2)	(44.8)
<b>Total Revenue</b>	<b>2,091.2</b>	<b>2,191.3</b>	<b>(100.1)</b>	<b>(4.6)</b>
<b>Cost of Sales and Services</b>	<b>1,493.4</b>	<b>1,726.0</b>	<b>(232.6)</b>	<b>(13.5)</b>
<b>Expense of Sales and Management</b>	<b>422.7</b>	<b>394.2</b>	<b>28.5</b>	<b>7.2</b>
<b>Net Profit (Loss)</b>	<b>69.3</b>	<b>45.2</b>	<b>24.1</b>	<b>53.3</b>

The operating results of 2022 (ended December 31, 2022) revealed a net profit amounting 69.3 million Baht. Profit increased by 24.1 million Baht or 53.3 percent compared to the year 2021.



The above diagram showed the net profit (loss) not including one-time expenses from the business operations which gained more revenues continuously due to the accomplishment of implementation of other strategies and policies which could apply to the uncertainty of situations in the year 2022 resulting from the COVID-19 outbreak, the Russia-Ukraine war, high inflation rate, and the cost of gasoline which affected the domestic and international economy, affecting the overall demand of advertising media segmentation. However, MonoMax has been still maintaining satisfactory operating results and growing continuously due to offering attractive content and special promotion to consumers to attract them amidst current economic conditions. Furthermore, the Company has paid attention to improving and increasing the quality of the cost management to create sustainable growth.

Comparisons on the cause of changes in 2022 operating results are as follows:

#### Total Revenue

- Total revenue in 2022 decreased by 100.1 million Baht or 4.6 percent compared to the previous year due to the following reasons.
  - 1) Advertising revenue decreased by 154.2 million Baht or 9.6 percent compared to the previous year, resulting in the same way with the advertisement segmentation. The main factor is that the economy has recovered slowly causing the use of advertisement budgets to remain stable.

- 2) The revenue from the content services MonoMax and 3BB GIGATV increased by 107.7 million Baht or 23.2 percent compared to the previous years. Content services have been growing to correlate with digital media growth.

### **Cost and Expense**

- Cost of sales and services in 2022 decreased by 232.6 million Baht or 13.5 percent compared to the previous year mainly due to the cost reduction of amortization from the copyright management policies.
- Expense of sales and management in 2022 increased by 28.5 million Baht or 7.2 percent compared to the previous year mainly due to the increase in the cost of administrative, advertisement, and public relations expenses according to Strengths and Opportunities Strategies, causing the increase in expenses compared to the previous year which the annual budget was controlled.

### **2023 Business Plan**

In 2023, Thailand's economy has remained unstable due to many factors, especially for the world economy due to the risk of economic slowdown as well as the risk of geopolitics which are able to affect many business segmentations. However, Thailand's economic recovery might obtain the supporting factor from the growth of the travel industry which is able to affect to private sector's consumption and purchasing power. Above all, the Company believes that Thailand's economy is going to recover soon. Moreover, the Company still seeks any opportunity to build new customer acquisition and maintain existing customers by emphasizing price strategies, promotion policies, and product service development to meet customers' needs. Thus, the Company has set goals of growth for each segmentation of our business as follows:

#### **1) MONO29 TV Digital Business**

The Company focuses on maintaining loyal customers and increasing the market share by improving and creating new styles of show schedules of programs to meet customers' needs.

#### **2) Subscription Streaming Service Business or MonoMax**

The Company focuses on increasing customer acquisition for all target groups by emphasizing marketing strategies to increase more brand visibility and cooperating with our partners to increase cooperation in terms of media support. The Company also started to offer many promotions and packages to increase new customers and maintain existing customers. In the fourth quarter of 2022, the Company launched new reasonable MINI Packages which we received good feedback on; thus, the subscription increased rapidly after launching those packages.

### **3) Content Management**

The Company focuses on quality in-house production of Thai movies and films by our quality team and establishes cooperation with many specialists from many areas to produce content that meets customers' needs for both Thai and international customers, and gains more revenues from selling the copyrights. In December 2022, the Mono Original Production Department which produces our original Thai movies and films has officially launched and has shown the lineup of 10 dramas that have been produced. Those dramas will be gradually aired in 2023 via all platforms of the Company.

### **4) New Business Development**

The Company has plans related to the Ecosystem to create value-added business and the quality of marketing strategies by adapting new technology to improve our business.

Please be informed accordingly.

Yours sincerely,

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(Mr. Patompong Sirachairat)

Chief Executive Officer