

## Management Discussion and Analysis for the Operating Results of Year 2022

Unit : Million Baht	2021	2022	% Inc. (Dec.)
Revenue	174.16	157.88	(9.35%)
Cost of sale of goods and rendering of services	150.45	137.97	(8.30%)
Selling expenses	7.55	5.47	(27.55%)
Administrative expenses	45.70	91.66	100.57%
Profit (Loss) of the period from continuing operations	(29.77)	(77.68)	160.93%
Profit (Loss) of the period from discontinuing operations	(93.39)	5.68	(106.08%)
Net Profit (Loss)	(123.16)	(72.00)	(41.54%)
<b>Net Profit (Loss) attributable to Owners of the Company</b>	<b>(103.77)</b>	<b>(58.25)</b>	<b>(43.87%)</b>

The consolidated financial statement of King Gen Public Company Limited (formerly name was Nation Broadcasting Corporation Public Company Limited) and its subsidiaries for the year ended 31 December 2022 compared with the same period of the previous year were summarized as follows:

- Loss from continuing operations of year 2022 was Baht 77.68 million, a change of loss increased by Baht 47.91 Baht or 160.93%.

Due to restructuring of the discontinued business in television media, the Company's revenue decreased but as a result, the cost of sale and selling expenses decreased as well. In year 2022, the major increase in administrative expenses were financial and legal advisory fees which related to business investment and business valuation analysis, increasing from last year approximately Baht 19.73 million and impairment of investment in a subsidiary in amount of Baht 29 million.

- Operating results from discontinuing operations of year 2022 represented a profit of Baht 5.68 million, increasing from last year by Baht 99.07 million or 106.08%.
- In year 2022, net loss of the Company was Baht 72.00 million, decreasing from last year by Baht 51.16 million or 41.54% because there was no loss from discontinuing operations. Likewise, net loss attributable to owners of the Company was Baht 58.25 million, decreasing by Baht 45.52 million or 43.87%.

Moreover, in the beginning of Q1/2023 the Company has completely invested in another subsidiary which will result in stable growing revenue and performance for the group.