



No. 003/2023

27 February 2023

Subject: Management Discussion and Analysis Yearly for the year 2022 ended 31 December 2022

To: President  
The Stock Exchange of Thailand

SLM Corporation Public Company Limited (the “**Company**”) would like to explain the Company’s operating results and financial position for the year 2022, ended 31 December 2022 as follows:

### Analysis of Operating Results

For the year 2022 ended 31 December 2022, the Company group had net profit of 22.47 million Baht, increased by 12.39 million Baht or 123.04 percent when compared with net profit at the same period last year in an amount of 10.07 million Baht. Due to the Company have increased income.

Operating Result	January - December		
	2022 (Thousand Baht)	2021 (Thousand Baht)	Change
Service income	202,246	177,552	13.91%
Other income	5,061	3,320	52.47%
<b>Total revenues</b>	<b>207,307</b>	<b>180,872</b>	<b>14.62%</b>
Cost of services	115,783	115,775	0.01%
Selling expenses	41,869	33,811	23.83%
Administrative expenses	26,868	21,076	27.48%
<b>Total expenses</b>	<b>184,520</b>	<b>170,662</b>	<b>8.12%</b>
Profit (Loss) from operating activities	<b>22,787</b>	<b>10,210</b>	<b>123.19%</b>
Finance costs	(413)	(255)	-62.15%
<b>Profit (Loss) before income tax</b>	<b>22,375</b>	<b>9,955</b>	<b>124.75%</b>
Income tax (expense) income	92	118	-21.84%
<b>Profit (Loss) for the period</b>	<b>22,467</b>	<b>10,073</b>	<b>123.04%</b>
Gross profit	86,463	61,778	39.96%
Profit (Loss) per share (Baht)	0.09	0.05	80.00%
Gross Profit Margin (%)	42.75%	34.79%	22.87%
Net Profit Margin (%)	10.84%	5.57%	94.60%



The Company group had services income of 202.25 million Baht, increased by 24.69 million Baht or 13.91 percent when compared with service income of 177.55 million Baht at the same period last year due to the increase in income from the business of full-service online media production, and advertising media production.

The cost of services was 115.78 million Baht, increased by 0.01 million Baht when compared with cost of services at the same period last year in an amount of 115.77 million Baht, which was in line with the increase in service income. The cost of services consists of direct labor cost from production department and direct materials cost and overhead. The proportion of cost of services to services income was 57.25 percent from 65.21 percent respectively.

The gross profit of the Company group was 86.46 million Baht, increased by 39.96 percent which was in line with the increase in service income 13.91 percent when compared to the same period last year. And gross profit margin of 42.75% when compared to the same period last year of 34.79%. Gross profit margin increased due to an increase in the service income.

Selling expenses consist of expenses related to sales and marketing staffs, all costs spent on producing unsponsored media, and indirect costs of unsponsored clips was 41.87 million Baht, increased by 8.06 million Baht or 23.83 percent when compared to selling expenses in the same period last year in an amount of 33.81 million Baht. Due to the increase of video clips of new programs without sponsors or customers in the company's media. The proportion of selling expenses compared to service income was 20.70 percent.

Total expenses were 184.52 million Baht, increased by 13.86 million Baht when compared with total expenses at the same period last year in an amount of 170.66 million Baht. This was mainly due to the increase in administrative expenses 27.48 percent.

The Company group had other income in an amount of 5.06 million Baht, increased by 1.74 million Baht when compare with other income at the same period last year in an amount of 3.32 million Baht. The other income in this period was generated from the Department of Promotion and Maintaining Employment Levels in SMEs, reimbursement from winning network service contract lawsuits, media reward from learning encouragement for entering the aging society for the year 2022, the adjustment the accrued expense item; causing the said items were adjusted to be other income.

The net profit margin was 10.84%, increased from 5.57% in the same period last year due to the Company had increased profit. This was due to an increase in total revenues by 14.62 percent when compared to the same period last year.



#### Analysis of Financial Position

Financial Position	31 December 2022 (Thousand Baht)	31 December 2021 (Thousand Baht)	Change
Assets	139,475	134,947	3.36%
Liabilities	68,980	86,900	-20.62%
Shareholders' equity	70,495	48,047	46.72%

As at 31 December 2022 and 31 December 2021, the Company group had assets of 139.47 million Baht and 134.95 million Baht, increased by 4.53 million Baht due to the increase in cash and cash equivalents, and equipment.

As at 31 December 2022 and 31 December 2021, the Company group had liabilities of 68.98 million Baht and 86.90 million Baht, decreased by 17.92 million Baht as a result of the decrease in trade and other payables, accrued service costs, and lease liabilities.

As at 31 December 2022 and 31 December 2021, the Company group had shareholder's equity of 70.50 million Baht and 48.05 million Baht, increased by 22.45 million Baht. Due to the increase of net profit during the period resulted in the increase of shareholders' equity.

Please be informed accordingly.

Yours Sincerely,  
SLM Corporation Public Company limited

(Autthapol Pohundratanakul)  
Chief Executive Officer