



MATI 02/2566

February 28, 2023

Subject: Annual Operation Report 2022
To: Director and Manager
the Stock Exchange of Thailand

Matichon Public Company Limited and its subsidiaries would like to submit its financial statement for the end of 31 December, 2022, which has been audited by AMC Company, a certified financial audit firm. Here are the details.

(unit: million baht)

Details	consolidated financial statement		separate financial statement	
	2022	2021	2022	2021
Operating revenue	710.40	693.38	534.17	482.99
Other revenue (profit from land sale)	<u>15.43</u>	<u>167.24</u>	-	<u>167.24</u>
Total revenue	725.83	860.62	534.17	650.23
Net operating income	57.41	63.94	76.86	55.58
Net income from land sale	<u>12.34</u>	<u>155.01</u>	-	<u>155.01</u>
Net profit	69.75	218.95	76.86	210.59

Matichon Public Company Limited and its subsidiaries' business turnover for the year ending 31 December 2022 generated (excluding additional revenue) was 710.40 million baht in revenue, an increase of 17.02 million baht, or an increase of 2.45 percent, from the same period in 2021 which registered a total revenue (excluding other income sources) of 693.38 million baht.



The increased consolidated revenue amid an economic environment that is not fully recovering is the result of the company initiating new businesses that's diverse and well rounded which led to new dynamics in media business that offer quality content packaged in platforms and activities while forging a wide network for alliance.

The transformation toward online media led to an increasing online-based advertisement which currently amounts to 72.6 percent of total advertising revenue. We are a leader in the industry with Khaosod Facebook platform, which is a Matichon Group's publisher, is the most followed mass media Facebook page in the country, including the level of interaction from followers as well as the total number of view achieved by its video clips in also the highest among mass media companies in the country. As for Khaosod and Matichon news websites, they're also popular and ranked at Number 2 and 4 respectively, according to True Hits ranking. Furthermore, the YouTube channels of Matichon and Khaosod TVs saw new and diverse programmes being introduced. Short video clips such as those from the TikTok app are also being produced and are becoming increasingly popular among the new generation. Khaosod's TikTok has been ranked as Number 1 among mass media producers in the Asia Pacific region. All these constitute the potentials and abilities of the "company" to generate income.

As for the print media business, the income from selling pocketbooks and subscriptions have increased 43.93 percent. This led to the "company" to raise the prices of its magazines and increase the quality of content. The "company" not only succeeded in maintaining its readership base but in fact continually expanded the number of subscribers. It participates in book fairs that have made a comeback and become popular again both at regional and national levels. The "company" also organized "Matichon Awards 2022" to inject excitement and buzz among those in the circle of writers and poets. It fosters new readers among the younger generation. The income generated from printing books and texts to order from its printing house increased by 32.72 percent. This stems from its marketing and the demand for quality printed materials on special occasions.

The "company" has also seriously embarked on a marketing offensive that has been emulated by other media firms. For 2022, the revenue from seminar and other related activities rose by 47.65 percent – a result of expansion in diverse events organized reaching new target groups. As for its seminars,



(on the economy by Prachachart and on public policy by Matichon) and on sports for SEA Games 2022 and World Cup 2022 and a new one as well as organizing a golf competition. That's not all, the "company" also organized a Health Care 2022 event, and an agricultural event called Kaset Mahatsachan to train people for new agricultural livelihood and other new occupational possibilities in an organized event called the Millionaire' Path. For new gen, an event called "Feed Y Capital" was held to attract the interest of generation Y for the first time last year.

For Matichon Academy, the "company" registered a 122.80 percent growth in income generated from occupational training courses offered by the academy in 2022. This includes training courses called 12 chefs from 12 months. The "company" also accepts orders from various organizations for organizing training for new occupations. As for Matichon Information Centre, it saw an increase of 15.13 percent in income for providing media data. Another source of revenue comes from organizing excursion trips visiting various communities led by cultural and historical experts that widely spread a new genre of traveling.

What's more, the "company" also expanded its collaboration to various alliances in the field of tourism, arts, culture, communities, both within Thailand and abroad. Retail alliance are also being forged with convenient stores to sell our books at 200 purchasing spots nationwide. Activities on special dates are also organized such as an event marking 240 years of the founding of Bangkok as the capital city and 90 years anniversary of the 1932 revolt. All these helped foster the recognition of the "company" as a media organization that fosters a body of knowledge for society as well.

As for our financial strength as of 31 December, 2022, the company is in possession of cash and items equivalent to cash as well as current assets totaling 1.32 billion baht. This sum is equal to 69.04 percent of the total assets of the "company" and an increase of 2.32 percent compared to 2021.

Cost and Expenditure

The financial report for 2022 saw the "company" enjoying a slight increase in cost of 13.63 million baht, or an increase of 3.34 percent, consummate with its increasing revenue. As for the sale, marketing and management, it rose by 12.33 million baht or 6.03 percent. This stems from inflation pushing the production cost up as well as the ending of government's COVID-19 alleviation measures for private



companies such as land and building tax as well as provident fund for employees. Nevertheless, the “company” has succeeded in maintaining fiscal discipline.

Profit (and Loss) for the Year

As a result of diverse and well-rounded new business strategy initiatives which met the target led to the growth of revenue and the strengthening of the “company” financial strength. This was coupled by an effective control of expenditure. It led the “company” to register 69.75 million baht of net profit in 2022. If the land sale made in 2021 was not taken into account, the net profit for 2022 at 57.41 million baht is comparable to that of 2021 which was 63.94 million baht and thus the outlook is stable.

Please be notified accordingly

Yours Sincerely,

---Signature---

(Miss Parnbua Boonparn)

Managing Director