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**CHAMNI'S
EYE**

Date 28 Feb 2023

Subject Management's discussion and Analysis of the Financial Statement for year ended 2022

To Managing Director of The Stock Exchange of Thailand

Enclosure Management's discussion and Analysis of the Financial Statement for year ended 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 year ended 2022 to The Stock Exchange of Thailand.

The operation result of CEYE for year ended 2022 registered a net profit amounting to 52.02 million Baht. Please see further details in the Management's discussion and Analysis of the Financial Statement for year ended 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 year ended 2022

Summary of operating performance

	year ended	year ended	Change	
	2021	2022	Million Baht	Percent
Revenues from services	266.24	362.62	96.38	36.20
Cost of services	205.27	253.57	48.30	23.53
Gross profit	60.97	109.05	48.08	78.86
Selling expense	0.03	4.22	0.00	0.00
Administrative expense	29.21	39.32	10.11	34.62
Profit from operating activities	31.73	65.51	33.78	106.46
Other revenues	6.49	3.01	-3.48	-53.61
Financial income	0.01	0.07	0.06	596.97
Expected credit loss	0.02	-0.70	-0.72	-3,394.12
Financial cost	2.91	3.00	0.09	2.95
Profit before income tax	35.33	64.89	29.55	83.64
Tax expense	6.89	12.87	5.98	86.83
Profit for the year	28.45	52.02	23.57	82.87

Revenue structure

Revenue structure	year ended 2021		year ended 2022		Change	
	Million Baht	Percent	Million Baht	Percent	Million Baht	Percent
Revenues from photo production	135.91	49.83	194.64	53.22	58.73	43.21
Revenues from video production	72.89	26.73	87.79	24.01	14.90	20.44
Revenues from photo retouching	31.36	11.50	36.88	10.08	5.52	17.59
Revenues from studio rental	11.08	4.06	9.30	2.54	(1.77)	(16.00)

Revenue structure	year ended 2021		year ended 2022		Change	
	Million Baht	Percent	Million Baht	Percent	Million Baht	Percent
Revenues from other related business	15.00	5.50	34.02	9.30	19.01	126.73
- Revenues from social media management	10.24	3.76	24.52	6.70	14.28	139.40
- Revenues from online media	4.32	1.58	6.13	1.68	1.81	41.95
- Revenues from other services	0.44	0.16	3.37	0.92	2.93	662.95
Revenues from services	266.24	97.62	362.63	99.16	96.39	36.20
Other revenues	6.50	2.38	3.08	0.84	(3.41)	(52.55)
Total revenues	272.74	100.00	365.71	100.00	92.97	34.09

For the year ended 2022, The Group generated revenues from sales and services of 362.62 Million baht, 36.20 percent, sales has increase significantly from the previous year especially in Quarter 1 and 4. The reason for the higher revenue is from customer in consumer goods, Mobile operator in Thailand, OTT service (streaming media that provides a viewer access to movies or TV), automotive industry and E-commerce. Therefore, 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. Moreover, sales amount on social media management and Online media were significant increasing.

Gross Profit

The Group's gross profit for year ended 2021 and 2022 was 60.97 million baht and 109.05 million baht, equivalent to gross profit margins of 22.53 percent and 30.07 percent, respectively. The gross margin amount increasing 78.86 percent, 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 the year ended 2022, The Group had selling expenses 4.22 million baht. Mainly 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 the year ended 2022 was 39.32 million baht, increase from the previous year 10.11 million baht equivalent to 34.62 percent Mainly from PR expenses for IPO, the maintenance expenses for company building and the other cost estimate.

Other revenues

For the year ended 2022, The Group had other revenues of 3.01 million baht, decreasing 53.61%. Because of previous year the company had reverse accrued bonus for employee expenses due to management decision and year 2023 the company has sponsor support for event "Bangkok Pride 2022 Rainbow Topia"1.33 million baht for the general other expenses would be around 1.50 million baht per year

Expected credit loss

Expected credit loss for the year ended 2022, was 0.70 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 the year ended 2022 was 3.00 million baht. Slightly increase from amount of loan interest increasing. Therefore the company paid some portion of loan during year 2022 that could expect the decreasing in interest payment in future.

Net Profit

The Group's net profit for the year ended 2022 was 52.02 million baht, equivalent to net profit margin of 14.35 percent, increasing by 23.57 million baht or 82.87 percent from the year ended 2021. The amount of project increase in 2022 is the key factor to increase the net profit, moreover the group has sufficiency capacity to serve the production services, With the expansion in various industries is a key factor to support group's performance.

Financial Position

	year ended 2021	year ended 2022	Change	
	Million Baht	Million Baht	Million Baht	Percent
Total Assets	434.59	635.47	200.88	31.61
Total Liabilities	125.71	115.04	-10.67	-9.27
Shareholders' equity	308.88	520.42	211.54	40.65

Total Assets

Total assets as of the year ended 2021 and 2022 were equal to 434.59 million baht and 635.47 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 the year ended 2021 and 2022 were 125.71 million baht and 115.04 million baht, respectively. The decrease in total liabilities was due to pay back the amount 20 million baht of short-term loan.

Shareholders' equity

Total shareholder's equity as of the year ended 2021 and 2022 were 308.88 million baht and 520.42 million baht respectively. The rise in total shareholder's equity was mainly from premium on ordinary shares. And the amount unappropriated retain earning remain 82.23 million baht.

Key Financial Ratios

	Unit	year ended 2021	year ended 2022
Current ratio	times	2.65	5.07
Gross Profit Margin	%	22.90	30.07
Net Profit Margin	%	10.43	14.22
Return on Equity (ROE)	%	9.33	10.20
Return on Assets (ROA)	%	6.58	7.14
Debt to Equity ratio	times	0.41	0.22

Liquidity ratio

Current ratio as of December 31, 2021 and the end of December 31, 2022 were 2.65 times and 5.07 times, respectively. The liquidity ratio has improved because cash of the capital from initial public offering (IPO).

Profitability Ratio

For the year ended 2021 and 2022, The Group's gross profit margin were 22.90% and 30.07% , respectively. The net profit was 10.43 and 14.22 respectively.

Operating Efficiency Ratio

Return on assets for the year ended 2021 and 2022, were 6.58 percent and 7.14 percent, respectively.

Debt to Equity ratio

Debt to equity ratio for the year ended 2021 and 2022, were 0.41 times and 0.22 times, respectively.