



MATI 09/2566

15 May 2023

Subject: Operating Result Quarter 1 Ending 31 March 2023.

To: Director and Manager
The Stock Exchange of Thailand

Matchon Public Company Limited and its subsidiaries (“Company”) would like to submit the financial statements for the quarter 1 ended on 31 March 2023, which have been reviewed by a certified public accountant, AMC Office Company Limited, along with the notification of the operating results as follows:

(Unit: million baht)

Detail		Consolidated financial statements		Separate financial statements	
		Year 2023	Year 2022	Year 2023	Year 2022
Quarter 1	Total revenues	184.84	176.21	127.92	117.03
	Net Profit (Loss)	12.23	19.07	6.57	4.92

Total income

In the first quarter of 2023, the general outlook of Matchon PLC performance and its subsidiaries generated a total income of 184.84 million baht, an increase of 8.63 million baht or 4.90 percent increase from the same period of last year amidst the economic situation affected by inflation and higher production costs, be it in raw materials or energy. This led to various consumers and organizations to be more cautious in its budget expenditure.

The income continues to rise and this stemmed from the “company's” strategies in forging a new business dynamic through all media platforms and all activities. This enables the



“company” to generate advertising revenue from three major channels. 1) print media advertisement, 2) online advertisement and 3) income from organizing events and seminars.

Print media advertisement income rose by 27.61 percent. It stems from the intensification of the quality of contents, columns, and photos towards what the company called its “New Chapter” on its three-print media: Matichon Weekly, Arts and Culture Magazine and Technology Chao Baan.

Per marketing activities by the “company”, the target for the first quarter was met. Income was generated from organizing seminars, which enabled the income to increase by 66.26 percent. An example is the event called “Thailand: New Episode, New Chapter for Thailand 2023” which was related to the general election, by the Matichon newspaper. “New Era Economy, Thai Future” is another forum, organized by Prachachat business newspaper.

Joint public-private activities such as Knowledge Book Fair, a partnership between Matichon Publishing House, the Office of Knowledge Management and Development (Public Organization) also known as OKMD, Museum Siam’s Discovery Museum, etc. Another example is FEEDY LYMPIC FANMEET, which proved to be hugely popular among the younger generation.

As for the print media business, the income generated from the sale of pocket books and print media subscriptions rose by 6.79 percent. This was due to the price adjustment of magazines along with an increase in quality. During Thailand’s 51st Book Fair and the 21st International Book Fair, Matichon Publishing House was able to increase the sale by releasing 26 new titles covering wide-ranging topics such as politics, history, state welfare, smart city, science, and health. Meanwhile, the income from custom printing orders rose by 17.73 percent, stemming from the revival of demand as business and society resume to post-COVID normalcy.

As for knowledge-generating business, along with experience and occupational training, Matichon Academy generated an increase of 30.25 percent from such activities while Matichon Information Center saw its income rose by 54.34 percent, partly from organizing MIC International trip abroad instead of just limiting the trips to historical sites in Bangkok and its vicinity.



Per financial strength, as of 31 March 2023, the company has assets including cash and cash equivalents amounting to 1,353.53 million baht at its disposal, or 68.99 percent of its total assets, an increase of 1.98 percent compared to the same period in 2022.

Costs and Expenditures

The costs and expenditures for the management of the business in the first quarter of 2023 amounted to 169.19 million baht, an increase from the same period last year, which was 152.61 million baht, by 16.58 million baht. This amounts to a 10.86 percent increase and in line with the increase in revenue but was also partly due to inflation and higher energy costs – leading to higher production costs and expenditure. Nevertheless, the company continues to pay particular attention to efficient management of costs and expenditure.

Profit (loss) for the quarter

The company made a net profit in the first quarter of 2023 of 12.23 million baht compared to the net profit in the first quarter of 2022 of 19.07 million baht.

Please be informed accordingly.

Sincerely Yours,

---Signature---

(Miss Parnbua Boonparn)

Managing Director