



MAT111/2566

15 August 2023

Subject: Operating Result for the Second Quarter, Ending 30 June 2023.

To: Director and Manager  
The Stock Exchange of Thailand

Matichon Public Company Limited and its subsidiaries (“Company”) would like to submit the financial statements for the second quarter ended on 30 June 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 2	Total revenues	202.05	191.81	183.09	181.89
	Net Profit (Loss)	10.76	26.11	50.23	68.23
For the first 6 months of the year	Total revenues	386.89	368.01	311.02	298.92
	Net Profit (Loss)	22.99	44.53	56.81	73.15

#### Total income

For the second quarter of 2023, the company accrued 202.05 million of total income, compared to the total income of 191.81 million baht from the same period in 2022, or a total of 5.34 percent increase.

For the first 6 months period ending 30 June 2023, the company earned a total income of 386.89 million baht, compared to 368.01 million baht from the same period of the previous year, a rise of 5.13 percent. The rise came from print media advertisement which saw an increase of 10.75 percent, events and seminars organizing income, an increase of 49.44 percent, sales of pocket books and print media subscriptions, a rise of 26.17 percent, vocational training by



Matichon Academy, a rise of 63.44 percent, printing jobs, a rise of 39.31 percent and a rise of 41.78 percent for information center income.

The increasing income of the “company” resulted from the development of news and information presentation and activity strategies that is in line with changes in social structures, enable the firm to meet interests of the public under various situations as well as fostering ties with social networks as follow:

**First, Sports Event Campaign:** “Matichon-Khaosod SEA Games 2023” sports event campaign which successfully encouraged readers of Matichon Group publication to join the campaign by cutting a part of Khaosod, Matichon and Prachachat Business newspapers and submit it as a coupon in a bid to win prizes as part of the celebrations of the 32nd Southeast Asian Games. The prizes include a free trip to Cambodia for three days and two nights to watch SEA Games volleyball match at ringside and meet two Thai National Team female volleyball player stars Pluemjit Thinkhao and Wilawan Apinyapong. The “Matichon-Khaosod SEA Games 2023” Campaign was a success in that it has encouraged reads of the group’s printed media to participate by submitting a coupon. Also, the campaign was joined by alliances from the public and private sectors that recognize the importance that the Matichon-Khaosod Group that has always been promoting sports at national, regional, and international levels.

**Second, New Activities** such as Upskill Thailand 2023 was a further development from the “Knowledge Book Fair” organized during the first quarter of the year. While the Knowledge Book Fair is an event that focuses on “listening, reading and writing”, Upskill Thailand 2023 is a "career skill development" event. The theme “Getting Tasty Food” gathered the knowledge within the group such as Arts and Culture Magazine, Matichon Academy and Sentangsedtee online magazine, to help train culinary skills that encompass three dimensions: trainings, seminars and showcases by successful food entrepreneurs. There are professionals and leading gurus in Thailand sharing best of their knowledges and tips to small entrepreneurs and those who are interested.

**Third, Elevating the Main Activity.** The organizing of “Matichon Healthcare 2023” was into its 15th year. In 2023, it was elevated to a national-level event for the first time under the name Thailand Healthcare 2023, focusing on aging society, in anticipation of Thailand turning into a grey



society. The event was a success with over 40,000 participants and 4,000 people receiving health services from 20 medical firms over the course of 4 days.

The success of Thailand Healthcare 2023 is in line with the age demographic change of the country. With 15 years of experience, we were able to organize events that suit the changing society and enable us to receive support from various public and private organizations.

**Fourth, Reinforcing New Potentials in Hosting Seminars** Matchon and Prachachat Business are “leaders” in agenda settings and promoting the country’s leading speakers. This leads to the creation of successful networks of leaders from both public and private sectors. As a result, events are being extended from half a day to full day, from regular seminars to Lunch with seminars to exchange networking. Later in the quarter, this was extended to “dinner talks” where VIP guests from various units were invited and well received in all such events. The “company” will continue to develop its capability and potential in hosting seminars in order to create new dimensions.

**Fifth, Expanding business to a New Target Group – The Younger Generation Through FEED** which is an online media within the Matchon group, FEED Y LYMPIC Fanmeet was created to enable actors and fans to meet, focusing on the so-called series Y sector. Selective space was chosen to host close-knit activities involving actors from three major firms. One thousand tickets were sold out within seven minutes.

In 2023, FEED expanded its online contents through all social media targeting on the so-called Y series content which includes reports on the latest development in the industry (TV series, movies, events, etc.) or the latest development of Y Series actors from all groups and camps. We have evolved into becoming the successful media in organizing Fanmeet events.

**Sixth, New path of Tourism.** The company has expanded its expertise in domestic cultural tourism (Matchon Academy Tour and Matchon Information Center Tour) into international tourism where travelers visit and pay respect to holy sites abroad. “Khaosod Holy Tour” were formed in three destinations, Hong Kong, Taiwan and Singapore under the themed “good travel, classy and merit accumulations”.



The target group of the tour are corporate clients. This opens a new vista for tourism experience, boost morale and foster relationships. The tour to Hong Kong and Taiwan was a particular success. Additional trips were added as a result.

The expansion by the company into the tourism field by utilizing the expertise from its media contents is in line with the major revival of tourism around the world. The company will utilize this “opportunity” and “expertise” to generate high-potential income.

**Seventh, The Success of “Matichon: Elections 2023 Thailand’s New Chapter”.** Six forums were organized which boosted readership, viewership, and sponsors. The six forums were: 1) Policies and competitions, 2) Analyzing elections in depts, 3) Listening to new generation, opening a new path for Thailand, 4) Listening to the local voices, 5) Prime minister candidates’ debate: The Last war, and finally The Poll analysis. This is the first time Matichon Group has organized forums covering all dimensions beyond its news reports, its print media, and online coverage.

The forums were held in tandem with its 10 online strategies such as setting up a special website at [www.matichon.co.th/election/2566](http://www.matichon.co.th/election/2566) and to synergize the three media within the group, Matichon, Khaosod and Prachachat Business in order to present election-related news. Meanwhile, Matichon TV presented detailed reports about elections at the provincial level. Prachachat Business interviewed 10 leading business people as part of its “Future Thailand ” series. Also, Live reporting from polling stations and ballot counting. As for our print media, new designs were introduced and special supplements were published as a guide for eligible voters.

Given the heightened political interest, “Matichon” has joined hands with “Daily News” to conduct election 2023 polls with 162,659 votes from the public, leading to an uptick in the number of readers and viewers of our print and online media.

### The financial strength

As of June, 30 2023 the company has cash and cash equivalent assets, as well as other revolving assets and non-revolving assets amounting to 1,280.80 million baht, or 67.24 percent of all assets.



### Costs and Expenditures

Costs and Expenditures for the first six months of 2023 amounted to 356.59 million baht, an increase of 43.79 million baht, or 14 percent, from the same period in 2022 which was 312.80 million baht. The cost of paper has increased by more than 20 percent, and printing expenses have also risen by 20 percent, including energy costs such as electricity, fuel, and others that tend to increase frequently due the fluctuation of the economy and inflation. What is more, the company has higher employee expenses compared to various welfare benefits that instigated by the government last year, such as provident funds and social security contributions. And the company paid bonus to its employees in the second quarter during the Songkran Festival.

### Profit (loss) for the quarter

In the period of the first six months of 2023 the company enjoyed a net profit of 22.99 million baht compared to the net profit of 44.53 million baht in the same period in 2022.

Please be informed accordingly.

Sincerely Yours,

---Signature---

(Miss Parnbua Boonparn)

Managing Director