

28 February 2024

Tor For. 1/2024

Subject :

1. Submission of financial statements for the year 2023 ending December 31, 2023
2. Management Discussion and Analysis (MD&A)
3. Factors affecting the future operations.

To : The President of the Stock Exchange of Thailand

Enclosure: The Company's Financial Statements and the consolidated financial statements for the year 2023

Far East Fame Line DDB Public Company Limited would like to submit the Company's Financial Statements. And the consolidated financial statements for the year ended 2023, as at December 31, 2023, which have been audited by the auditor and the Board of Directors has been approved. And would like to clarify operating performance of the Company for the year 2023, which can be summarized as follows:

Management discussion and analysis

From the Consolidated Financial Statements For the Year Ended December 31, 2023. The Company had a net profit amount of 95.21 million baht, an increase from 2022 amount of 59.71 million baht or 168.20 %, the main reasons are as follows:

1. Revenue from the rendering of service and commission amount of 688.63 million baht , an increase amount of 193.08 million baht or 38.96 %, compared to year 2022. The main results as follows:
 - The totals income was increased, it's came from media advertising income, an increase by 41.61 %, especially, an increase came from outdoors media 700%, Transit media 428% and Online Media 19%
 - The total income from productions was increase by 54.25%, compared to year 2022, income from influencers were increase of 122.25%, Event activities were increase 107.07% and Production designer were increase 71.25%.
2. Cost of service and commission amount of 477.94 million baht, an increase 142.72 million baht or 42.58 %, compared to the previous year, relating to increasing revenue. And the Company still maintained a significant cost management policy.
3. Service and administrative expenses of the consolidated financial statements amount of 154.34 million baht, an increase of 18.27 million baht, or 13.43%, compared to year 2022, The expenses are increasing, the main reason is from the increase in employee expense and employee benefits. Include the company has increased employees from media digital expansion.

4. Other Income for the Year 2023 was 47.92 million baht, an increase amount of 20.63 million baht, or 75.60%. Others income have increased significantly include as dividends income and private funds return amount of 20.70 million baht, an increase from previous year amount of 13.74 million baht or 197.41%. The profit from investment in associated companies amount of 21.47 million baht, an increase amount of 5.63 million baht or 35.54%

From the above operating results. In year 2023, there are unrealized profit from fair value measurement of other current financial assets and private fund amount of 7.31 million baht. But in year 2022, the Company had unrealized loss from fair value measurement of other current financial assets and private fund amount of 12.94 million baht, causing the Company has a decrease for unrealized loss from fair value measurement, compared to previous year.

Risk from an economic slowdown

1. Economic factors are important factors that directly to the growth of the advertising media. And in the previous year, the Thai economy has still been exposed to various internal and external risk factors that may affect the economic recovery, which continuously prolonged and expanded causing a slowdown in the almost economic sector of both in manufacturing and exporting sectors.
2. The risk of losing a major client, there is competition for more new clients. At the same time, the company still has to maintain existing clients. By offering plans and advertising guidelines for clients to succeed in sales. If any clients have changed the policy of selecting the advertising company and advertising budget limited. And may cause the company to lose major clients will affect the company's revenue inevitably.
3. The risk of accepting new clients due to the economic slowdown, many businesses have an impact. However, the company has a business goal of increasing revenue by finding more new clients. At the same time, the company is more careful and considerate in accepting new clients.

In 2023, the Company's operating results and subsidiaries increased from the previous year. Because the company has adjusted strategies for carrying out online digital media advertising activities to be more interesting and catch the eyes of consumers. There is creative advertising content, communication channel development and changing the presentation format. In addition, the Company has also been thought of searching for a new business or new product with existing and new customers. In order to expand and increase new business opportunities. There is personnel development training that helps create and promote organizational culture along with developing to be a change leader. Develop knowledge and ability to work more efficiently and causing adjustments to strategic plans for entering new businesses in the future.

Kindly be informed accordingly.

Yours sincerely,

Malee Leelasiriwong
(Mrs. Malee Leelasiriwong)
Director