



MA-41-01-67/002

29 February 2024

Subject: Operating result for the year 2023

To: Director and Manager

The Stock Exchange of Thailand

Matichon Public Company Limited and its subsidiaries (“Company”) would like to submit the financial statement for the year 2023 ending 31 December 2023 which had been audited by a certified public accountant from SAM NAK-NGAN A.M.C. Co., Ltd, along with the notification of the operating results as follows:

(Unit: million baht)

Detail	Consolidated		Separate	
	financial statements		financial statements	
	Year	Year	Year	Year
	2023	2022	2023	2022
Total revenues	741.99	725.83	569.40	534.17
Profit (loss) for the year	30.55	69.49	67.33	76.86

For the year 2023 ending 31 December 2023, the company earned a total revenue of 741.99 million baht, according to its consolidated financial statement, an increase of 16.16 million baht, or a 2.23 percent rise from the total revenue of 725.83 million baht in the year 2022.

The increasing revenue of the Company amidst the continued uncertain economic recovery and rising costs resulted from its proactive business execution in expanding into new territory. News, information, and activities were presented in accordance with the change in social structure, enabling the Company to respond to the interests of the public in various situations as well as reinforce relationships with other social networks, as seen below:



First: Online media leadership revenue generated from online media played an important role in the expansion of total revenue. The websites of Khaosod, Matichon, and Prachachat Business were ranked among the top ten news publishing websites by True Hits. While Khaosod's Facebook fan page and influencer news page maintained their online media leadership status.

According to statistics tracked by “CrowdTangle” of Meta for media Facebook, USA., citing Khaosod online Facebook fan page, got the highest interactions in the year 2023 with a total of 226.51 million interactions. TikTok Khaosod also secured its leadership with an increasing number of followers, from 3.6 million in 2022 to exceeding 4 million in 2023.

Second: The successful phenomenon in arranging the campaign “Matichon: 2023 Election New Chapter of Thailand” helped increase the number of audience members and sponsors of the campaign, which comprises 5 stages of seminars, 10 online strategies, and 2 printed media strategies across all platforms. The five stages of seminars were: 1) Parties' policy debate; 2) in-depth analysis on the 2023 election; 3) Listen to the New Generation, New Chapter of Thailand; 4) Voice from the Region; and 5) Prime Minister candidates' debate. This is the first time Matichon Group has arranged such a series of debates covering all aspects, which includes not only traditional news reporting through printed media but also live streaming via all online channels to reach an audience nationwide.

The seminars were held in tandem with its ten online strategies, such as the launch of its ad hoc website, www.matichon.co.th/election/2566. There was also the collaboration of three websites; Matichon-Khaosod, and Prachachat Business including Matichon Information Center exclusively reported election-related news, namely politics, economics, and social issues. Matichon TV reported the in-depth hot-issue on MPs' battle.

Prachachat Business conducted the “Future Thailand” content series by interviewing 10 leading businessmen in Thailand via an online platform and real time news reports from polling booths, exclusive news on the real situation at the election booth, the vote counting phenomenon, etc. The two printed media strategies were redesigning, page layout adjustment, and the opening of a new space dedicated to this election. The supplement section was also added as an election manual for all eligible voters.



Once political interest surged, Matichon cooperated with “Daily News” in conducting the “2023 Election Poll” via an online channel and gained a good response from over 162,659 participants; hence, the number of audiences engaging in this news via printed media and online platforms eventually surged.

Third: Revenue from activities and seminar arrangements increased by 38.43 percent thanks to its leadership in national activities and seminar arrangements, namely its Thailand Healthcare 2023 “Retirees’ Club” and Sport Marketing events “MATICHON-KHAOSOD SEA GAMES 2023” campaign welcoming the 32nd SEA GAMES, the great sports event of the Asian region, which was held in Phnom Penh, Cambodia, and “MATICHON-KHAOSOD ASIAN GAMES 2023: Cheer up team Thailand.

The two campaigns “MATICHON-KHAOSOD SEA GAMES 2023” and “MATICHON-KHAOSOD ASIAN GAMES 2023” were successful and were able to encourage readers to cut coupons within the printed media to draw their luck. The campaign was supported by partners from the government and private sectors who acknowledged that Matichon-Khaosod gradually prioritized and promoted sport events both at the global and regional levels. The company will pursue creating new aspects of sports events with the aim of nurturing hope in the development of Thai athletes and paying back the benefit to readers further.

“Sport events” of the Company also expanded to focus on executives and businesspersons, as witnessed by the arrangement of the “47th anniversary of Prachachat Business Charity Golf,” which was attended by over 300 businesspersons and executives of leading organizations.

Similar to seminar activities, Matichon and Prachachat Business have upgraded from being leaders in topic setting and promoting the nation’s leading lecturers to creating networks of leaders from the public and private sectors, as featured in the seminar “Next Chapter Thailand” that Prime Minister and Minister of Finance Srettha Thavisin attended and together had “Breakfast Talk” with over 30 businesspersons, think tanks, and intellectuals for discussing and sharing information.

The activities of the Company also expanded to new business territories. These are the lifestyle market and the promotion of gender diversity. FEED, the lifestyle content creator of Matichon Group, had arranged FEED Y LYPMIC FANMEET, FEED Y CAPITAL 2nd & FEED Y



CAPITAL AWARDS 2023, and “FEE:D RETRO Music & Food Fest.” These activities helped the Company to approach new target clients and sponsors.

Fourth: The Company gained more revenue from its knowledge promotion and professional skill development units by 26.99 percent. In the year 2023, the Company initiated activities promoting knowledge to the public through its “Knowledge Book Fair” at Museum Siam, held by the Company’s knowledge promotion units, Matichon Information Center and Sentangsedtee, that cooperated with other partners, creating space and activities for knowledge sharing plus amusement. This was the first step prior to expanding to the initiation of Upskill Thailand 2023.

“Thueng Ros Thueng Chat” (literally means impressing good taste and enjoying the best life) to encourage participants to upgrade their culinary skills and create new jobs and professions.

To respond to the great success of its Upskill Thailand 2023 “Thueng Ros Thueng Chat,” the Company branched out to create the Upskill Thailand 2023 “Universe of Profession” held at Samyan Mitrtown, “Sentangsedtee” selected 100 trend franchises to be exhibitors at the event to meet with those seeking to open their own businesses as an extra channel for earning more income.

Simultaneously, Matichon Academy, the unit encouraging and powering up readers professional skills, from the year 2022 through the whole year 2023, arranged special campaigns called “12 Chefs, 12 Months,” inviting restaurants and food entrepreneurs to offer courses that unveil their food tips and recipes to those participants at an affordable price. This enabled “Matichon” to be recognized as the true leader in the food profession.

Fifth: print media business Pocket book and printed media subscription revenue increased by 6.99 percent. This resulted from the Company’s gradual effort to expand its membership base as well as its active participation in book fairs that were held in both central and regional. Income from book publishing services also rose by 14.32 percent. This was attributed to the demand for high-quality publishing services for auspicious occasions by corporate clients and the secured client bases of newspapers that are still available and easy to access through convenience stores across the nation.



Regarding pocket books, Matichon Publishing House also offered contents relating to the current situation, as seen in the popularity of the book titled "Amidst the Geo-Political Conflicts," which attracts readers who are aware of geo-political impacts. The company also established "Sundogs," a new publishing house for the group, with the mission of producing scientific knowledge books, as science is the fundamental knowledge that provides facts to society. Books with a focus on social issues, cultures, histories, and politics were also available and played an important role in encouraging the public

Regarding financial strength, as of December 31, 2023, Company had accrued cash and cash equivalent items, including other current financial assets and other non-current financial assets, totaling 1,276.73 million-baht, equivalent to 67.46 percent of the total assets.

Costs and expenditures

The operating result in 2023 shows a rise in production and service costs amounting to 60.50 million baht, or a 9.47 percent increase. One of the reasons, besides inflation leading to higher production costs, which resulted in a 20 percent increase in printing costs and another 20 percent increase in the cost of paper from the previous year, is the higher energy price, which stemmed from continued wars and conflicts abroad.

Moreover, the Company had higher employee expenses in terms of welfare benefits that had previously been eased by the government, namely the provident funds and social security contributions. The company also paid bonuses to employees in the second quarter during the Songkran festival.

Profit (loss) for the year

For the year 2023, Company has a net profit of 30.55 million baht, compared to a 2022 net profit of 69.49 million baht.

Please be informed accordingly.

Sincerely Yours,

---Signature---

(Miss Parnbua Boonparn)

Managing Director