



MA-41-01-67/010

14 May 2024

Subject: Report of company performance results for the first quarter of 2024.

To: Director and Manager  
The Stock Exchange of Thailand

Matichon Public Co., Ltd. and its subsidiaries (“Company”) would like to submit their financial statements for the first quarter of 2024, ending March 31, 2024, as verified by a certified accounting firm, AMC Co Ltd., with the following results:

(unit: million baht)

Detail		Consolidated financial statements		Separate financial statements	
		Year 2024	Year 2023	Year 2024	Year 2023
For the first quarter	Total income	180.04	184.84	139.03	127.92
	Profit (loss) for the year	7.84	12.23	10.11	6.57

#### Total Income

In the first quarter of 2024, the income of Matichon Public Co., Ltd. and its subsidiaries will be 180.04 million baht, a decrease from the same period last year of 4.80 million baht, or 2.60 percent. This is due to the decrease in income. In the first quarter of 2024, one of our subsidiary companies sold its land and property worth 5.80 million baht, leading to profit recognition from the sale amounting to an increased income of 1 million baht, or 0.56 percent of the total income. Amidst the reduced spending by the government, stemming from the delayed 2024 Budget Act and the fact that spending was made for the 2023 general election, the market environment is challenging to operate in. As for consumer confidence, although it is reviving, there are still worries about increasing living costs and gasoline prices.

The company has determined its business strategy via three prongs that are in line with the current situation. They are: 1. continuous elevation of marketing activities. 2. Increasing



potential as an online media leader; and 3. increasing income-generating channels and organising knowledge-enhancement activities.

The marketing activities embarked upon by the company in the first quarter were lively and met our goal for the first quarter. It includes new marketing activities that reach out to target groups with purchasing power, such as the seminar in January entitled “Thailand 2024: The Great Challenge: Increase Income, Reduce Expenditure, Expand Opportunity”, The “Searching for ‘Golden Boy’ a Deity from the Highland?”, symposium by Arts and Culture Magazine, the “Matichon Weekly Roundtable: Co-thinking Space” by Prof. Surachart Bamrungsuk, and the “Thailand on the Grand ChessBoard” symposium in February.

The company also organised “Knowledge Book Fair 2024: A Reading Festival” in March, while Prachachat held the Prachachat Business Forum on overcoming the storm of change. There was also a charity golf event, Matichon X Reignwood Park Charity Golf, and the Tycoon on the Move programme, marking 28 years of the programme; the 7th Learning and Sharing event; the Feed Smile Day Fanmeet; and Pet Healthcare 2024, which was Thailand’s first animal healthcare festival.

The company’s marketing events met its target for the first quarter of the year, generating income from these marketing events and seminars, leading to a 50.14 percent increase in advertisement revenue.

As for being online media leaders, our main websites are Khaosod Online, Matichon Online, and Prachachat Online. They are among the top 10 most read media in the publishing sector, according to statistics compiled by Truehits. Matichon Online and Prachachat Online enjoy a 38 and 19.5 percent increase in viewership, respectively. This enables the company to maintain its high-level abilities to generate income from online advertising.

Meanwhile, with Tiktok being the social media online platform with a rapid level of growth, Khaosod is number 1 among Tiktok contents generated by Thai media, with 4.8 million followers, and with a focus on short video clips and viral contents. In 2023, Khaosod Online accrued a combined 8 billion views from all its online contents, which include platforms such as Facebook, YouTube, and TikTok. The target for this year, 2024, is 10 billion views.

As for knowledge and experience enhancement activities, the income of Matichon Academy through supplementary occupational training and courses rose by 36.97 percent. It includes cooking training courses, billed as “12 chefs, 12 months,” and other courses, as well as marketing management for some clients.



As for the Company's financial strength, as of 31 March 2024, the Company has a total money which include cash, circulating money and cash-equivalent assets totaling 1,253.07 million baht, or amounting to 66.17 percent of its total assets.

#### Costs and expenses

Costs and services in the first quarter of 2024 are 116.80 million baht, an increase from the same period in 2023 by 1.97 million baht, or a rise of 1.72 percent. This is in accordance with the increase in organised activities but is also partly due to inflation. Meanwhile, the management and sales expenditures are 51.97 million baht, a decrease of 2.38 million baht, or 4.38 percent. The company is trying to most effectively control its various expenditures.

#### Profit (loss) for the Quarter

All the factors mentioned above led to the company generating a net profit of 7.84 million baht in the first quarter of 2024, while the first quarter of 2023 saw a net profit of 12.23 million baht.

Please be informed accordingly.

Sincerely Yours,

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(Mr. Prap Boonpan)

Managing Director