

## Management Discussion & Analysis : MD&A Q1/2024

### Kingsmen C.M.T.I. Public Company Limited.

May 9, 2024.

Subject: Discussion and analysis of operations for the quarter ended March 31, 2024.

Attention: Director and Manager of the Stock Exchange of Thailand.

Kingsmen Company C.M.T.I. Public Company Limited ("the Company") would like to clarify the operating results for the quarter ended March 31, 2024 which the income and net profit (loss) have changed more than 20% compared to the same period of the previous year. Figures according to the table are as follows.

Unit : Mil Baht

Consolidated	Q1-24		Q1-23		#YoY (Q1-24#Q1-23) Inc./Dec.	
	Amt.	%	Amt.	%	Amt.	%
Service Income	276.57		192.59		83.98	44%
Cost of Service	217.76	79%	163.12	85%	54.64	33%
Gross (Loss) Profit	58.81	21%	29.47	15%	29.34	100%
Other Income	0.06	0%	0.27	0%	-0.21	-78%
Selling Expenses	4.40	2%	4.76	2%	-0.36	-8%
Admin Expenses	22.93	8%	15.64	8%	7.29	47%
Financial Cost	2.19	1%	2.88	1%	-0.69	-24%
Net Before tax	29.35	11%	6.46	3%	22.89	354%
Tax income/(expenses)	-5.49	-2%	-11.77	-6%	6.28	53%
Net After Tax	23.86	9%	-5.31	-3%	29.17	549%

Service income amounted to 276.57 million Baht, representing a significant increase of 44% y-y. This growth stemmed from the expansion of businesses in exhibitions, events, and marketing promotions. Additionally, increased investments introduced new products, expanding the market in Thailand. However, the interior decoration sector received limited projects due to constrained manpower (resulting from organizational restructuring), yet managed to maintain satisfactory profitability.

Service costs amounted to 217.76 million baht, showing a notable increase of 33% y-y, in line with the rise in project volume and the proportion of market costs.

Gross profit stood at 58.81 million baht, marking a remarkable increase of 100% y-y compared to the same quarter of the previous year.

The company's Selling Expenses amounted to 4.40 million baht, decreasing by 0.36 million baht or 8% y-y, attributed to tighter controls and effective marketing through social media platforms, resulting in both successful outcomes and cost savings.

Admin Expenses totaled 22.93 million baht, registering an increase of 7.29 million baht or 47% y-y, due to structural adjustments and the allocation of staff to support increased workload, thus enhancing operational flexibility.

Financial costs amounted to 2.19 million baht, reflecting a decrease of 0.69 million baht or 24% y-y, attributed to the gradual repayment of short-term loans, leading to reduced interest and fees.

In summary, for the consolidated financial statements of the first quarter of 2024, the company achieved a Net Before tax of 29.35 million baht, after deducting tax expenses of 5.49 million baht (resulting from adjustments in Deferred Tax Assets). Net After Tax stood at 23.86 million baht (business segment: 23.27 million baht, subsidiary: 0.59 million baht). Subsidiaries in Myanmar and Cambodia are currently undergoing liquidation processes.

Strategic plans include expanding services in exhibitions, marketing activities, and luxury brand clientele pop up show, as well as expanding design-related services and targeting both small and medium-sized retail projects within continuously growing customer segments. Emphasis is placed on projects where the company demonstrates expertise and can effectively manage risks while ensuring clear monitoring and comparison with predetermined budgetary allocations to deliver quality work on schedule, thereby achieving satisfactory profit margins.

Please be informed accordingly,

Yours sincerely,



(Mr. Chayawat Pisessith)  
Chairman of the Board.  
Kingsmen C.TM.T.I. Public Company Limited.