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(Translation)

13 May 2024

Subject Management's Discussion and Analysis

Operating results for the three-month period ended March 31, 2024

To The President

The Stock Exchange of Thailand

The operating results of Copperwired Public Company Limited and its subsidiary ("the Company") according to the consolidated financial statements for the three-month period ended March 31, 2024 can be summarized below.

OPERATING RESULTS

	For the three-month period ended 31 March (Million Baht)		Increase (Decrease)
	2024	2023	Percent
Revenue from sale of goods and services	2,220.41	1,927.17	15.22
Other income	8.74	13.31	(34.34)
Total revenue	2,229.15	1,940.48	14.88
Costs of sales of goods and services	1,953.19	1,684.67	15.94
Selling Expenses	183.55	173.97	5.51
Administrative expenses	54.61	48.19	13.32
Total expenses	2,191.35	1,906.83	14.92
Operating profit	37.80	33.65	12.33
Finance costs	7.01	7.98	(12.16)
Tax expense	6.18	5.39	14.66
Profit for the period	24.61	20.28	21.35

During the 1st quarter of 2024, the Company's revenue was 2,229.15 million baht, which increased by 288.67 million baht or 14.88% from the same period of 2023, and net profit was 24.61 million baht, which increased by 4.33 million baht or 21.35% from the same period of 2023.

Revenue

As of 31 March 2024, the Company had 105 stores (2023: 104 stores) as follows:

- 23 .life (Dotlife) stores
- 28 Apple Brand stores (18 iStudio by copperwired, 9 U-store by copperwired, 1 Ai_ store)
- 3 iServe service centers
- 26 AIS Brand stores
- 20 Samsung Brand stores
- 5 Xiaomi Brand stores

Breakdown of the Company's revenue is as follow:

Revenue	For the three-month period ended 31 March			
	2024		2023	
	Million Baht	%	Million Baht	%
Sales	2,194.86	98.46	1,898.33	97.83
Services	25.55	1.15	28.84	1.48
Total revenue from sales and services	2,220.41	99.61	1,927.17	99.31
Other income	8.74	0.39	13.31	0.69
Total revenue	2,229.15	100.00	1,940.48	100.00

Revenue from sales and services for the 1st quarter of 2024 was 2,220.41 million baht, which increased by 293.24 million baht or 15.22% from the same period of previous year as a result of the increase in revenue from smartphone and digital lifestyle revenue, offset with the decrease in revenue from computer and tablet products.

Gross profit

Gross profit for the 1st quarter of 2024 was 267.22 million baht, being 12.03% of revenue (2023: 242.50 million baht or 12.58% of revenue). The 2024 gross profit margin decreased from 2023 because of the increase, in proportion to total revenue, of revenue from smartphone of which gross profit margin being lower than other products groups.

Expenses

Selling Expenses

Selling expenses for the 1st quarter of 2024 and 2023 were million 183.55 baht and 173.97 million baht, respectively. The increase in selling expenses was mainly due to increase in rent and promotion expenses, however the expenses decreased to 8.23% of total revenue in 2024 from 8.97% in 2023.

Administrative expenses

Administrative expenses for the 1st quarter of 2024 and 2023 were million 54.61 baht and 48.19 million baht, representing 2.45% and 2.48% of total revenue, respectively. The increase in administrative expenses was mainly due to the increase in staff expenses.

Finance costs

Finance costs for the 1st quarter of 2024 and 2023 were 7.01 million baht and 7.98 million baht, representing 0.31% and 0.41% of total revenue, respectively. The decrease was mainly due to the decrease in long-term loans from financial institutions and business acquisitions payable.

Net profit and net profit margin

Net profit for the 1st quarter of 2024 was 24.61 million baht. The net profits increased by 4.33 million baht or 21.35% from 2023. Net profit margin increased from 1.05% in 2023 to 1.10% of revenue in 2024.

FINANCIAL POSITION

Assets

As of 31 March 2024, total assets were 1,949.28 million baht, decrease of 89.98 million baht compared to the end of 2023. The decrease was mainly due to the decrease in cash and cash equivalents 49.44 million baht after paid to account payables.

Liabilities

As of 31 March 2024, total liabilities were 1,068.11 million baht, decrease of 114.59 million baht compared to the end of 2023. The decrease was mainly due to the decrease in trade account payable 107.82 million baht caused by cash purchase instead of credit to earn discount income.

Shareholders' equity

As of 31 March 2024, shareholders' equity was 881.17 million baht, an increase of 24.61 million baht from 2023. The increase was due to the net profits of the 1st quarter of 2024.

Please be informed accordingly.

Yours sincerely,

(Ms. Rattanakorn Rojvatcharapibal)

Finance and accounting director

Authorized to sign on behalf of the company