



MA-41-01-67/011

14 August 2024

Subject : Operating Results Report for the Second Quarter of 2024

To : Director and Manager
The Stock Exchange of Thailand

Matichon Public Co., Ltd and its subsidiaries (“Company”) would like to submit the financial statement for the second quarter and the first six months of 2024, ending 30 June 2024, which had been reviewed by a certified public accountant from SAM NAK-NGAN A.M.C. Co., Ltd, along with the notification of the operating results as follow:

(unit: million baht)

Details		Consolidated financial statements		Separate Financial statements	
		2024	2023	2024	2023
For second Quarter	Total income	190.14	202.05	177.33	183.09
	Profit (loss) per period	14.72	10.76	49.05	50.23
For six-month period	Total income	370.17	386.89	316.36	311.02
	Profit (loss) per period	22.56	22.99	59.16	56.81

Total Income

In the second quarter of 2024, the overall operating results of Matichon (Public) Company Limited and its subsidiary companies demonstrated growing strength in its results compared to the same period last year and compared to the first quarter. It earned a net profit of 14.7 million baht from the total income of 190.14 million baht, compared to the second quarter of 2023 which registered a net profit of 10.76 million baht, or an increase of 36.77 percent from the same period last year and when compared to the first quarter of this year, which saw a net profit of 7.84 million baht, an increase of 87.75 percent.

This led to the net profit for the six-month period in 2024 to be on par with the six-month period in 2023, or a net profit of 22.56 million baht from the total income of 370.17 million baht



compared to the net profit of 22.99 in the same period in 2023. Amidst impacts from reduced government spendings which stemmed from the delayed Budget Act for the fiscal year 2024, combined with “household debt” situations, which is surging, led to a reduced “purchasing power” of the private sector at all levels, small and large. This was exacerbated by international conflicts.

“The Company” has devised three business strategies to deal with the situations. The three aspects of the strategies are: 1.Organize marketing activities in line with the interests of the society. 2.Be the leading online mass media. 3.Raise additional income from knowledge-enhancement activities.

The marketing activities of “the company” have been fully achieved in line with the strategy in the second quarter via launching marketing activities that are the company’s “strong points”, namely: ‘Khao-sod, Matchon, Euro 2024’, ‘Thailand Healthcare 2024 for The Elderly’, Matchon Forum Seminar entitled ‘Thailand 2024: Surviving Geopolitics’, seminar entitled ‘Prachachat Business Forum: The Power of AI #NewWorldChanging Games’ and ‘Amazing Thai Rice 2024’.

Meanwhile, Matchon Information Center (MIC), besides generating income from information-providing business, selling intellectual property rights of E-books, selling photos from the photo library archive, MIC also organized tourism activities both in Thailand and abroad.

For knowledge and experience enhancement activities and vocational training, the income generated by Matchon Academy increased by 47.81 percent. It stemmed from 12 Chefs 12 Months and other training programs offered, and from marketing management for clients’ brands.

As for being online media leaders, the four websites shows that Matchon Online, Matchon Weekender, Khaosod Online and Prachachat Business Online, made records by enjoying over 70 million views per month which is the highest (page view) in the mass media category. Meanwhile, the company’s main websites, namely Khaosod Online, Matchon Online, and Prachachat Business Online have gained popularity, ranking 2nd, 4th, and 8th respectively in the media group.

As for social media category, the statistics from social media accounts of Thai mass media publishers show that Khaosod Online, which is part of the Matchon Group, enjoys the highest number of followers on Facebook with over 20,900,000 followers while “Khaosod TikTok” also has the highest number of followers among accounts generated by Thai mass media with over 5,200,000 followers.

Regarding the fiscal strength of the company as of 30 June 2024, the company has cash and assets equivalent to cash, as well as current revolving assets and non-revolving assets amounting to 1,174.53 million baht, or 63.56 percent of the total assets.



Cost of Sales and Expenditures

Cost of sales and services for the first 6 months of 2024 was 232.55 million baht, a decrease of 8.94 million baht, or 3.70 percent, from the same period last year. Meanwhile, sales and management expenditures were 108.45 million baht, a decrease of 6.41 million baht, or 5.58 percent, from 114.86 million baht registered in the same period last year. This was achieved by the company's maximum efficiency in controlling its expenditures.

Profit (Loss) for the Period

The results achieved by the company's abilities to manage the business in line with the situations and in accordance with the plans laid out along with effective controls of costs and various expenditures enable the company to register a net profit of 14.72 million baht in the second quarter of 2024 while the first six months in 2024 saw a net profit of 22.56 million baht, compared to the net profit of 22.99 million baht in the first six months of 2023.

Please be informed accordingly.

Sincerely Yours,

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(Mr. Prap Boonpan)

Managing Director