



Ref. CPW-24-007

(Translation)

14 August 2024

Subject Management's Discussion and Analysis

Operating results the three-month period and six-month period ended June 30, 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 and six-month period ended June 30, 2024, can be summarized below.

**OPERATING RESULTS**

	For the three-month period ended 30 June (Million Baht)		Increase (Decrease)  Percent	For the six-month period ended 30 June (Million Baht)		Increase (Decrease)  Percent
	2024	2023		2024	2023	
Revenue from sale of goods and services	2,055.86	1,559.21	31.85	4,276.27	3,486.38	22.66
Other income	9.52	10.06	(5.37)	18.26	23.37	(21.87)
<b>Total revenue</b>	<b>2,065.38</b>	<b>1,569.27</b>	<b>31.61</b>	<b>4,294.53</b>	<b>3,509.75</b>	<b>22.36</b>
Costs of sales of goods and services	1,811.88	1,347.41	34.47	3,765.06	3,032.09	24.17
Selling Expenses	179.13	159.83	12.08	362.68	333.79	8.66
Administrative expenses	53.38	43.70	22.15	108.00	91.89	17.53
<b>Total expenses</b>	<b>2,044.39</b>	<b>1,550.94</b>	<b>31.82</b>	<b>4,235.74</b>	<b>3,457.77</b>	<b>22.50</b>
Operating profit	20.99	18.33	14.51	58.79	51.98	13.10
Finance costs	7.00	8.36	(16.27)	14.01	16.33	(14.21)
<b>Profit from operating activities</b>	<b>13.99</b>	<b>9.97</b>	<b>40.32</b>	<b>44.78</b>	<b>35.65</b>	<b>25.61</b>
Tax expense	2.93	1.37	113.87	9.11	6.76	34.76
<b>Profit for the period</b>	<b>11.06</b>	<b>8.60</b>	<b>28.60</b>	<b>35.67</b>	<b>28.89</b>	<b>23.47</b>

For the 2nd quarter of 2024, revenue was 2,065.38 million baht, which increased by 31.61% from the same period of 2023, and net profit was 11.06 million baht, which increased by 28.60% from the same period of 2023.

For the 6-month period ending 30 June 2024, revenue was 4,294.53 million baht, which increased by 22.36% from the same period of 2023, and net profit was 35.67 million baht, which increased by 23.47% from the same period of 2023.

## Revenue

As of 30 June 2024, the Company had 102 stores (30 June 2023 : 103 stores) as follows:

- 23 .life (Dotlife) stores
- 26 Apple Brand stores (17 iStudio by copperwired, 9 U-store by copperwired)
- 2 iServe service centers
- 26 AIS Brand stores
- 20 Samsung Brand stores
- 5 Xiaomi Brand stores

Breakdown of revenue is as follows:

Revenue	For the three-month ended 30 June				For the six-month ended 30 June			
	2024		2023		2024		2023	
	Million Baht	Percent	Million Baht	Percent	Million Baht	Percent	Million Baht	Percent
Sales	2,027.91	98.19	1,534.60	97.79	4,222.78	98.33	3,432.94	97.81
Services	27.95	1.35	24.61	1.57	53.49	1.24	53.44	1.52
<b>Total revenue from sales and services</b>	<b>2,055.86</b>	<b>99.54</b>	<b>1,559.21</b>	<b>99.36</b>	<b>4,276.27</b>	<b>99.57</b>	<b>3,486.38</b>	<b>99.33</b>
Other income	9.52	0.46	10.06	0.64	18.26	0.43	23.37	0.67
<b>Total revenue</b>	<b>2,065.38</b>	<b>100.00</b>	<b>1,569.27</b>	<b>100.00</b>	<b>4,294.53</b>	<b>100.00</b>	<b>3,509.75</b>	<b>100.00</b>

### *Revenue from sales and services*

Revenue from sales and services for the 2<sup>nd</sup> quarter of 2024 was 2,055.86 million baht, which increased by 496.65 million baht or 31.85% from the same period of previous year as a result of the increase in revenue from smartphone, computer and tablet offset with the decrease in revenue from digital lifestyle products.

Revenue from sales and services for the 6-month period ending 30 June 2024 was 4,276.27 million baht, which increased by 789.89 million baht or 22.66% from the same period of previous year as a result of the increase in revenue from smartphone products offset with the decrease in revenue from digital lifestyle, computer and tablet products.

## Gross profit

	For the three-month period ended 30 June (Million Baht)		Increase (Decrease) Percent	For the six-month period ended 30 June (Million Baht)		Increase (Decrease) Percent
	2024	2023		2024	2023	
Revenue from sales and services	2,055.86	1,559.21	31.85	4,276.27	3,486.38	22.66
Costs of sales of goods and services	1,811.88	1,347.42	34.47	3,765.06	3,032.09	24.17
Gross profit	243.98	211.79	15.20	511.21	454.29	12.53
Gross profit margin	11.87%	13.58%	(1.71)	11.95%	13.03%	(1.08)

Gross profit for the 2nd quarter of 2024 was 243.98 million baht, being 11.87% of revenue (2023: 211.79 million baht or 13.58% of revenue) and gross profit for the 6-month period ending 30 June 2024 and 2023 gross profit were 511.21 million baht and 454.29 million baht, representing 11.95% and 13.03% of revenue for sales and services, respectively.

The 2024 gross profit margin decreased from 2023 as a result 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 2nd quarter of 2024 and 2023 were 179.13 million baht and 159.83 million baht, respectively. For the 6-month periods ending 30 June 2024 and 2023 selling expenses were 362.68 million baht and 333.79 million baht, respectively. The increase in selling expenses was mainly due to an increase in rental, staff expenses, and promotion expenses.

Selling expenses to total revenue decreased from 10.18% in the 2nd quarter of 2023 to 8.67% in the 2nd quarter of 2024, from 9.51% for the 6-month period ending 30 June 2023 to 8.45% for the 6-month period ending 30 June 2024. This reduction is due to revenue growth surpassing the percentage increase in selling expenses.

### Administrative expenses

Administrative expenses for the 2nd quarter of 2024 and 2023 were 53.38 million baht and 43.70 million baht, representing 2.58% and 2.78% of total revenue, respectively.

For the 6-month periods ending 30 June 2024 and 2023 administrative expenses were 108.00 million baht and 91.89 million baht, representing 2.51% and 2.62% of total revenue, respectively.

The increase in administrative expenses was mainly due to the increase in staff expenses.

### Finance costs

Finance costs for the 2nd quarter of 2024 decreased by 1.36 million baht or 16.27% from 2023 and for the 6-month periods ending 30 June 2024 finance costs were 14.01 million baht decreased by 2.32 million baht or 14.21% from 2023. The decrease was mainly due to the decrease in long-term loans from financial institutions and business acquisitions payable.

### Net profit

Net profit for the 2nd quarter of 2024 was 11.06 million baht. The net profits increased by 2.46 million baht or 28.60% from 2023. Net profit margin decreased from 0.55% in 2023 to 0.54% of revenue in 2024.

Net profit for the 6-month period ending 30 June 2024 was 35.67 million baht. The net profits increased by 6.78 million baht or 23.47% from 2023. Net profit margin increased from 0.82% in 2023 to 0.83% of revenue in 2024.

## FINANCIAL POSITION

### Assets

As of 30 June 2024, total assets were 2,031.16 million baht, decrease of 8.10 million baht compared to 2023. The increase was mainly due to the decrease in cash and cash equivalents caused by payment of long-term loan from financial institution and dividend payment.

### Liabilities

As of 30 June 2024, total liabilities were 1,222.93 million baht, an increase of 40.23 million baht compared to 2023. The increase was mainly due to the increase in trade accounts payable of 164.04 million baht offset with the payment of long-term loan from financial institution.

### Shareholders' equity

As of 30 June 2024, shareholders' equity was 808.23 million baht, an decrease of 48.33 million baht from 2023. The decrease was due to a dividend payment of 84 million baht offset with net profits for the six-month period of 2024.

Please be informed accordingly.

Yours sincerely,

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(Ms. Rattanakorn Rojvatcharapibal)

Finance and Accounting Director

Authorized to sign on behalf of the company