

JUBILEE ENTERPRISE

PUBLIC COMPANY LIMITED

No. CS5/2026

May 14th, 2026

Subject : Declaration of Operating Results for the 1st quarter ended, March 31st, 2026
Attn : Director and Manager,
The Stock Exchange of Thailand

With respect to the financial information for the 1st quarter ended, March 31st, 2026, as submitted by the Company, which has been reviewed by the external auditor, considered by the Audit Committee, and approved by the Company's Board of Directors on May 14th, 2026, the Company wishes to report further clarifications in summary as follows;

Overview of the Company's Operating Results

Thailand's economy in the first quarter of 2026 continued to experience slower growth compared to other countries in the ASEAN region. Although there was some recovery driven by seasonal festivities that temporarily stimulated consumer spending, private consumption remained subdued. Persistent household debt and the continued high cost of living continued to weigh on the purchasing power of middle-income consumers. In addition, uncertainties arising from the conflict situation in the Middle East affected the domestic economic environment and consumer sentiment, leading some high-spending consumers to delay their purchasing decisions. Nevertheless, the Company promptly adjusted its sales and marketing strategies in response to the prevailing circumstances. As a result, the Company was able to maintain sales performance while continuously managing operating expenses efficiently. Consequently, for the first quarter of 2026, the Company reported sales revenue and total comprehensive income for the period of Baht 292.99 million and Baht 34.75 million, respectively, representing increases of Baht 2.45 million and Baht 8.65 million, or 0.84% and 33.14%, respectively, compared to the same period of the previous year. Earnings per share for the period amounted to Baht 0.20 per share.

In addition to closely monitoring the situation in order to effectively respond to ongoing challenges, the Company has prepared strategic plans for the second quarter aimed at stimulating purchasing power and expanding its customer base across various segments. The Company also plans to launch new collections to further penetrate targeted customer groups, along with organizing events to reinforce the Company's strong growth momentum as it moves toward its 97th anniversary year. Through these initiatives, the Company aims to enhance vibrancy in the diamond jewelry market. At the same time, the Company remains committed to expanding new branches in high-potential locations while renovating existing branches to elevate the brand image, increase customer capacity, and broaden product offerings to better meet customer needs. Furthermore, the Company will continue to implement a variety of marketing campaigns tailored to different customer segments throughout the quarter.

Highlights in 1 Quarter of 2026

Jubilee Diamond New Collection, The Grand Monarch Collection



“The Grand Monarch Collection”

Welcoming the Year of the Horse and the Chinese New Year Festival with diamond jewelry inspired by the spirit of victory and the enduring strength of fine diamonds. This creation is born from an elegant vision that captures the majestic spirit of the “Emperor of Horses”—a symbol of power, prestige, and noble presence. The design beautifully portrays the powerful and steadfast movement of the horse, achieving a perfect harmony between commanding strength and captivating delicacy. It reflects the identity of a modern leader: courageous, confident, and graceful, with a refined charm that leaves a lasting impression.

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Jubilee Diamond New Collection, Atelier Collection



“Atelier Collection”

A new definition of timeless elegance with world-class quality natural diamond rings, crafted in a uniquely refined design that beautifully reflects your individuality. This collection is designed to transcend the limits of time, featuring a sophisticated yet modern aesthetic that is effortlessly wearable. Each piece shines with carefully selected E Color Diamonds, sourced from the finest cutting centers, and is enhanced by world-class setting craftsmanship from Japan. With assured quality and refined brilliance, this collection completes your confidence every day, no matter the look.

Jubilee Diamond X POP MART, Sweet Bean The Language of love collection



JUBILEE x POP MART

“Sweet Bean – The Language of Love Collection” Creating a new collaboration phenomenon through the “Sweet Bean – The Language of Love Collection,” bringing the beloved Sweet Bean character to life as contemporary diamond jewelry that reflects the concept of “The language of love”. The collection is designed to stay by your side and express every heartwarming story of love through three special designs: Kiss Me, Love Letter, and You Are the Best. Created to appeal to Gen Y and Gen Z, the collection allows wearers to express their individuality and personal style through distinctive designs that carry both unique character and long-term value.

Highlights in 1 Quarter of 2026

Jubilee Diamond, Special Event : Kellogg MBA Event at Jubilee of Siam



Jubilee Diamond, Thailand’s No.1 leader in natural diamond jewelry, welcomed a group of students from Kellogg School of Management, Northwestern University, one of the world’s leading business schools, on the occasion of their visit and study tour at the Jubilee of Siam Flagship Store on 25 March 2026. The visit provided an opportunity for the students to learn about the Luxury Jewelry business model of Thailand’s leading diamond jewelry brand, which combines premium craftsmanship expertise with the use of consumer insights and data-driven approaches to better understand modern consumers.

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This visit formed part of the international business study program for MBA students from Kellogg School of Management, with the objective of broadening perspectives and learning business practices within the luxury industry in Asia.

During the visit, Jubilee Diamond shared its approach to building a premium diamond jewelry brand, with a strong focus on Data-Driven Marketing and the development of Deep Consumer Insights to gain a deeper understanding of customer behavior, needs, and lifestyles across different segments. This enables the brand to design marketing campaigns, products, and customer experiences that are more precise, meaningful, and relevant to each target group.

Jubilee Diamond : Jubilee of Siam 11th Anniversary



Jubilee Diamond celebrated the 11th anniversary of Jubilee of Siam Flagship Store, the largest flagship store in Southeast Asia, with the event "Jubilee of Siam 11th Anniversary: The LEGACY of BRILLIANT GRANDEUR." The event offered special privileges to valued customers, featuring more than 1,000 diamond jewelry items at special prices. Jubilee of Siam is a flagship store that brings together a wide selection of fine carat diamonds in every color, shape, and size, all accompanied by internationally recognized quality certificates from GIA and HRD. The store offers both carat diamonds and diamond jewelry for ladies and gentlemen, sourced directly from Belgium, one of the world's finest diamond cutting centers. The event was held on 14–15, 21–22, and 28–31 March 2026

Statement of Comprehensive Income for the 3-month period ended, March 31st

Unit : Million Baht	Q1'2026		Q1'2025		Change	
	Value	%	Value	%	Value	%
Revenue from sales	292.99	100.00%	290.54	100.00%	2.45	0.84%
Cost of Sales	(147.57)	-50.37%	(147.72)	-50.84%	0.15	-0.10%
Gross Profit	145.42	49.63%	142.82	49.16%	2.60	1.82%
Other Income	9.11	3.11%	9.22	3.17%	(0.11)	-1.19%
Selling Expenses	(76.21)	-26.01%	(82.04)	-28.24%	5.83	-7.11%
Administrative Expenses	(33.62)	-11.47%	(36.19)	-12.46%	2.57	-7.10%
Profit from operating activities	44.70	15.26%	33.81	11.64%	10.89	32.21%
Finance costs	(0.94)	-0.32%	(0.98)	-0.34%	0.04	-4.08%
Profit before income tax	43.76	14.94%	32.83	11.30%	10.93	33.29%
Income tax	(9.01)	-3.08%	(6.73)	-2.32%	(2.28)	33.88%
Net operating profit for the period	34.75	11.86%	26.10	8.98%	8.65	33.14%
Total Comprehensive income for the period	34.75	11.86%	26.10	8.98%	8.65	33.14%
Earning per share (baht)	0.20		0.15			

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Revenue from sales

3-month 2026 vs 2025

In the first quarter of 2026, the Company recorded sales of THB 292.99 million, representing a slight increase of THB 2.45 million, or 0.84%, compared to the same period of the previous year. This was driven by an increase in same-store sales and event sales. The Company's ability to achieve sales growth compared to the same period of the previous year reflects its capability and readiness to adapt to changing circumstances. The Company strategically implemented marketing activities targeting customers who seek diamonds and diamond jewelry that require advanced craftsmanship, possess distinctive uniqueness, and reflect the wearer's individuality. Examples include the LOVE100 Collection and the launch of new collections designed to align with market demand and the needs of Thailand's premium luxury customer segment, which continues to demonstrate growth potential. This direction is also aligned with the Company's marketing strategy, which has consistently focused on and communicated world-class quality.

Other Income

3-month 2026 vs 2025

In the first quarter of 2026, the Company recorded other income of THB 9.11 million, representing a decrease of THB 0.11 million, or 1.19%, compared to the same period of the previous year. This other income was derived from the sale of investment units in various mutual funds.

Gross Profit & Gross Profit Margin

3-month 2026 vs 2025

In the first quarter of 2026, the Company recorded gross profit of THB 145.42 million, representing an increase of THB 2.60 million, or 1.82%, compared to the same period of the previous year. The gross profit margin was 49.63%, increasing from 49.16%. The increase in gross profit margin was mainly attributable to effective product mix management and the launch of new premium collections carefully selected by the Company to meet customer demand, in line with the Company's strategic adjustments

Selling Expenses

3-month 2026 vs 2025

In the first quarter of 2026, the Company recorded selling expenses of THB 76.21 million, representing 26.01% of sales. This represented a decrease of THB 5.83 million, or 7.11%, compared to the same period of the previous year. The decrease was mainly attributable to the Company's close control of expenses.

Administrative expenses

3-month 2026 vs 2025

In the first quarter of 2026, the Company recorded administrative expenses of THB 33.62 million, representing 11.47% of sales. This represented a decrease of THB 2.57 million, or 7.10%, compared to the same period of the previous year. The decrease was mainly attributable to strict cost control in general administrative management.

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Financial costs

3-month 2026 vs 2025

Finance costs for the first quarter of 2026 and the same period of the previous year amounted to THB 0.94 million and THB 0.98 million, respectively, representing approximately 0.32% and 0.34% of sales, respectively. This was entirely attributable to the recognition of interest expenses in accordance with Thai Accounting Standard No. 16, "Leases."

Comprehensive income

3-month 2026 vs 2025

In the first quarter of 2026, the Company recorded total comprehensive income for the period of THB 34.75 million, representing a net profit margin of 11.86%. This represented an increase of THB 8.65 million, or 33.14%, compared to the same period of the previous year. The increase was mainly attributable to the improvement in gross profit margin, as well as the decrease in selling expenses and administrative expenses, which the Company was able to manage efficiently.

Significant financial ratio

- 1) Current Ratio: 5.87 times
- 2) Supplier Payment Period: 126 days
(Normal Credit term of Account Payable is from 1 to 4 months.)
- 3) Accounts Receivable Days: 31 days
(Normal Credit term of Account Receivable is from 20 days to 1 month.)
- 4) Return On Asset is 6.29%
- 5) Return On Equity is 8.04%

Please be informed accordingly.

Sincerely yours,

(Unyarat Pornprakit)
Director and Chief Executive Officer
Jubilee Enterprise Public Company Limited