

May 12, 2026

Subject: Performance discussion and analysis for the 1st Quarter of 2026

To: Director and manager of the Stock Exchange of Thailand

Financial Performance Summary – 1st Quarter of 2026

Beauty Community Public Co., Ltd. is pleased to announce its financial and operating results for 1st Quarter of 2026 to compare with the operating results in the 1st Quarter of 2025 as follows:

- Total Revenue in 1st Quarter 2026 was THB 53.58 million, a decreased of 28.55% from the same period last year (YoY).
- Gross Profit in 1st Quarter 2026 was THB 24.55 million, a decreased of 28.63% from the same period last year (YoY).
- Selling expenses in 1st Quarter 2026 was THB 25.59 million, a decreased of 14.98% from the same period last year (YoY).
- Administrative expenses in 1st Quarter 2026 were THB 11.07 million, a decreased of 46.18% from the same period last year (YoY).
- Net Profit (loss) in 1st Quarter 2026 was THB (11.71) million, a decreased of 26.38% from the same period last year (YoY).

Million Baht	Q1		YoY		Q4		QoQ			
	2026	%	2025	%	+ / -	%	2025	%	+ / -	%
Revenue from sales	52.56	98.09%	72.89	97.20%	(20.33)	(27.90%)	63.20	97.73%	(10.64)	(16.84%)
Cost of sales	28.01	52.28%	38.49	51.33%	(10.49)	(27.24%)	34.97	54.08%	(6.96)	(19.91%)
Gross profit (GP)	24.55	46.71%	34.39	47.19%	(9.85)	(28.63%)	28.23	44.67%	(3.68)	(13.03%)
Other Income	1.02	1.91%	2.10	2.80%	(1.08)	(51.31%)	1.47	2.27%	(0.45)	(30.43%)
Total Revenue	53.58	100.00%	74.99	100.00%	(21.41)	(28.55%)	64.66	100.00%	(11.09)	(17.14%)
Selling expenses	25.59	47.76%	30.10	40.13%	(4.51)	(14.98%)	26.82	41.48%	(1.23)	(4.59%)
Administrative expenses	11.07	20.67%	20.58	27.44%	(9.50)	(46.18%)	14.49	22.41%	(3.42)	(23.58%)
Profit before interest & tax (EBIT)	(11.09)	(20.70%)	(14.18)	(18.91%)	3.09	21.77%	(11.62)	(17.96%)	0.52	4.52%
Finance costs	0.94	1.75%	2.73	3.64%	(1.80)	(65.75%)	0.87	1.34%	0.07	7.93%
Income tax	(0.32)	(0.59%)	(1.00)	(1.34%)	0.69	68.33%	(0.37)	(0.58%)	0.06	14.88%
Profit for the period	(11.71)	(21.85%)	(15.90)	(21.21%)	4.20	26.38%	(12.11)	(18.73%)	0.40	3.31%
Other comprehensive income	-	0.00%	-	0.00%	-	0.00%	-	0.00%	-	0.00%
Comprehensive income for the period	(11.71)	(21.85%)	(15.90)	(21.21%)	4.20	26.38%	(12.11)	(18.73%)	0.40	3.31%
EBITDA	(7.42)	(13.85%)	(10.30)	(13.73%)	2.88	27.97%	(7.45)	(11.52%)	0.03	0.41%

Note : 1. % GP margin calculated to sales

Total Revenue

Total revenues for the 1st Quarter of 2026 were THB 53.58 million decreased by 28.55% from the same period last year (YoY) and decreased by 17.14% compared to 4th Quarter 2025 (QoQ). Revenue structure came mainly from the Retail shop 49.47%, Oversea 27.19%, E-commerce 12.94%, Modern Trade 7.69% and Other revenue 2.71% (Note: Oversea shops are operated by our partners which have been sold in wholesale commercial conditions). The same store sales growth (SSSG) for the 1st Quarter of 2026 declined by -5.93%.

Gross Profit

Gross Profit for the 1st Quarter 2026 was THB 24.55 million decreased by 28.63% from the same period last year (YoY), decreased by 13.03% compared to 4th Quarter 2025 (QoQ).

Gross profit margin 1st Quarter 2026 was 46.71%, decreased from the same period last year (47.19%) and increased from the 4th Quarter 2025 (44.67%).

Selling expenses

Selling expenses for 1st Quarter 2026 was THB 25.59 million, decreased by 14.98% from the same period last year (YoY), and decreased by 4.59% compared to 4th Quarter 2025 (QoQ).

Administrative expenses

Administrative expenses 1st Quarter 2026 was THB 11.07 million decreased by 46.18% from the same period last year (YoY) and decreased by 23.58% compared to 4th Quarter 2025 (QoQ).

Net Profit (loss)

Net profit (loss) for 1st Quarter 2026 was THB (11.71) million decreased by 26.38% from the same period last year (YoY) and decreased by 3.31% compared to 4th Quarter 2025 (QoQ).

Statement of Financial Position

Total assets as at March 31, 2026 were THB 569.38 million decreased THB 9.03 million or 1.56% from 31 December 2025 and Cash and cash equivalents were THB 119.67 million, temporary investments were THB 180.00 million (Temporary investments consist of short-term deposit with financial institution due over three months but not over 1 year and without withdrawal restrictions), account receivables were THB 29.50 million without doubtful debt, inventory were THB 64.86 million, property, investment properties were THB 12.82 million, plant and equipment were THB 85.71 million.

Total liabilities were THB 95.23 million increased THB 2.68 million or 2.89% from 31 December 2025, liabilities mainly came from liabilities under leases THB 51.69 million (revised according to TFRS16 standards regarding leases) including current portion of leases liabilities THB 12.44 million, trade account payable THB 32.00 million, accrued expenses THB 8.46 million. Total shareholders' equity was THB 474.15 million decreased THB 11.71 million or 2.41% from December 31, 2025.

Statement of Cash Flows

For the year end of March 31, 2026, the company had net cash inflows by (used in) operating activities of THB (20.52) million., net cash inflows by (used in) investing activities THB (1.55) million. Then cash and cash equivalents as at the end of period of THB 119.67 million.

Financial Ratio

Financial Ratio	31/3/2026	31/12/2025	31/12/2024	31/12/2023	31/12/2022
Current ratio	8.87	8.43	5.52	5.36	3.12
Finished goods days	170	162	130	135	174
Total inventory days	200	191	167	196	257
Return on equity	-9.76%	-11.43%	-19.22%	-6.69%	-9.15%
Return on assets	-8.16%	-9.29%	-15.15%	-5.26%	-7.23%
Debt to equity	0.20	0.19	0.27	0.27	0.27

Yours faithfully,

Beauty Community Public Company Limited

(Miss Netnapha Saelim)

Finance and Accounting Director