

11 May 2026

Subject: Submission of Financial Information for the First Quarter of 2026

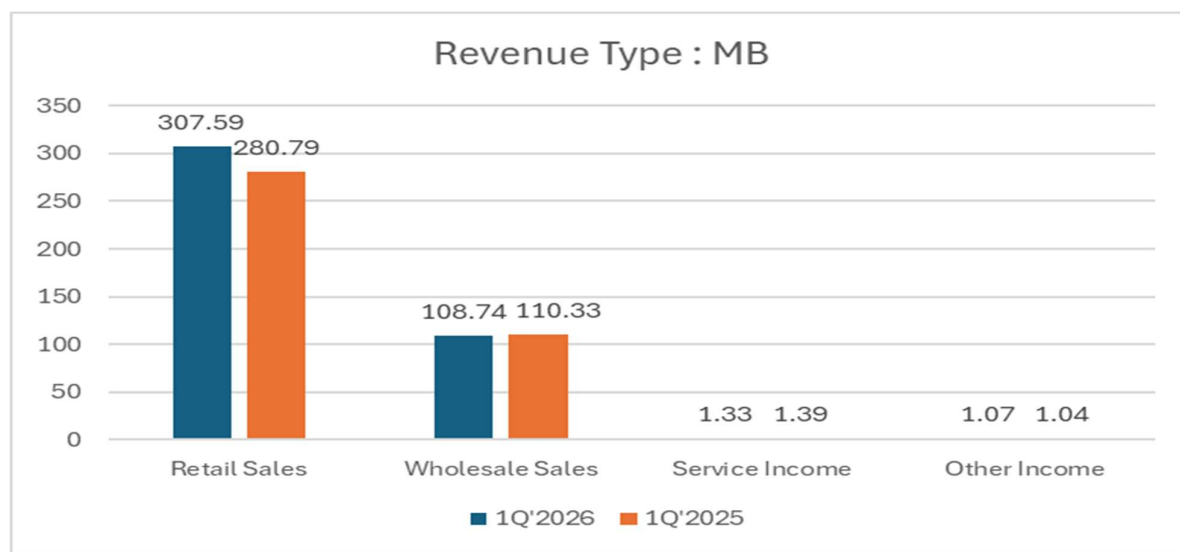
To: The President

The Stock Exchange of Thailand

Mother Marketing Public Company Limited (the "Company") hereby submits its operating results for the three-month period ended 31 March 2026, which have been reviewed by the Company's certified public auditor, as detailed below:

1. Overview of Operating Results

(unit: million Baht)	Q1/26	Q1/25	YOY -BHT	YoY %
Revenue from sales	416.33	391.12	25.21	6.45%
Wholesale business	108.74	110.33	-1.59	-1.44%
Retail business	307.59	280.79	26.80	9.54%
Revenue from services	1.33	1.39	-0.06	-4.32%
Other income	1.07	1.04	0.03	2.88%
Total revenue	418.73	393.55	25.18	6.40%
Cost of sales	360.17	340.65	19.52	5.73%
Gross profit from sales	56.16	50.47	5.69	11.27%
Gross profit margin from sales %	13.49%	12.90%		
Distribution costs and Administrative expenses	41.08	38.13	2.95	7.74%
EBITDA	24.35	20.82	3.53	16.96%
EBIT	17.54	14.61	2.93	20.07%
Finance costs	1.40	2.18	-0.78	-35.87%
Net profit	12.61	9.87	2.74	27.76%
Earnings per share (Baht per share)	0.04	0.04		



1.1 Operating Results for the First Quarter of 2026

Revenue

In the first quarter of 2026, the Company recorded total revenue of THB 418.73 million, representing an increase of THB 25.18 million, or 6.40%, compared to the same period of the previous year.

Total revenue comprised the following:

- **Sales revenue** amounted to THB 416.33 million, an increase of THB 25.21 million, or 6.45%, compared to the same period of the previous year. The increase in sales was primarily attributable to revenue from newly opened branches in the second quarter of 2025 and the third quarter of 2025, which generated full-year sales contribution in 2026. These new branches, totalling two branches, recorded combined sales of THB 21.79 million. In addition, sales from existing branches increased by THB 5.01 million. Meanwhile, wholesale sales declined by THB 1.59 million, or 1.44%, compared to the same period of the previous year. For the quarter, the Company's same-store sales growth (SSSG) increased by 1.91% year-on-year. As of the reporting date, the Company operated a total of 22 branches, with a sales mix between wholesale and retail businesses of 26% and 74%, respectively.
- **Consignment service income** amounted to THB 1.33 million, representing a decrease of 4.32% compared to the same period of the previous year.
- **Other income** totalled THB 1.07 million, an increase of 2.88% compared to the same period of the previous year. Other income mainly comprised rental income from front-of-store space.

Cost of Goods Sold

In the first quarter of 2026, the Company recorded cost of goods sold amounting to THB 360.17 million, representing 86.51% of sales revenue, a decrease from 87.10% recorded in the same period of the previous year.

Gross Profit from Sales

In the first quarter of 2026, the Company generated gross profit from sales of THB 56.16 million, an increase of THB 5.69 million, or 11.27%, compared to the same period of the previous year. The gross profit margin was 13.49% of sales revenue, increasing from 12.90% in the previous year.

Distribution Costs and Administrative Expenses

In the first quarter of 2026, the Company recorded distribution costs and administrative expenses amounting to THB 41.08 million, representing an increase of THB 2.95 million, or 7.74%, compared to the same period of the previous year.

The increase was mainly attributable to higher employee expenses of front-of-store operations and increased depreciation expense.

The ratio of distribution costs and administrative expenses to total revenue was 9.81%, compared to 9.69% in the same period of the previous year.

Earnings Before Interest, Taxes, Depreciation and Amortization ("EBITDA")

In the first quarter of 2026, the Company reported EBITDA of THB 24.35 million, an increase of THB 3.53 million, or 16.96%, compared to the same period of the previous year.

Earnings Before Interest and Taxes (“EBIT”)

In the first quarter of 2026, the Company recorded EBIT of THB 17.54 million, representing 4.19% of total revenue. This reflected an increase of THB 2.93 million, or 20.07%, compared to the same period of the previous year.

Financial Costs

In the first quarter of 2026, the Company incurred financial costs amounting to THB 1.40 million, representing a decrease of THB 0.78 million, or 35.87%, compared to the same period of the previous year. The decrease was primarily attributable to a reduction in outstanding loan principal due to repayments of borrowings from financial institutions.

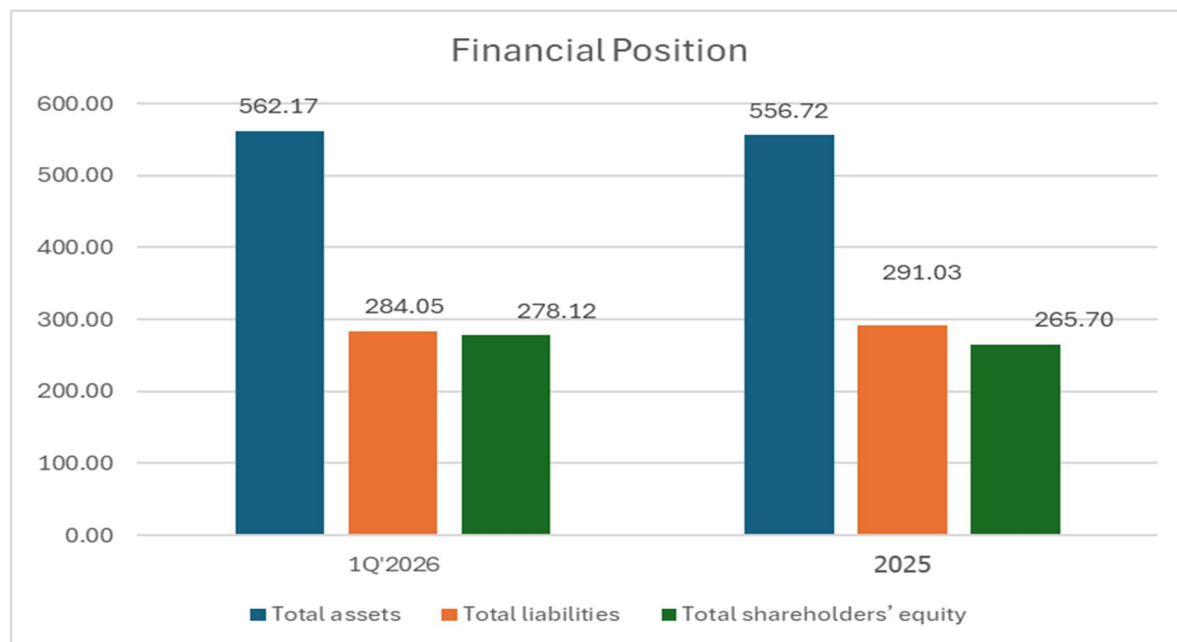
The Company’s financial cost to total revenue ratio was 0.33%, decreasing from 0.55% recorded in the same period of the previous year.

Net Profit

In the first quarter of 2026, the Company reported net profit attributable to owners of the Company of THB 12.61 million, an increase of THB 2.74 million, or 27.76%, compared to the same period of the previous year. The net profit margin to sales revenue was 3.03%, higher than 2.52% recorded in the same period of the previous year.

Statement of Financial Position

Unit: million Baht	1Q'2026	2025	Change	Percent
Total assets	562.17	556.72	5.45	0.98%
Total liabilities	284.05	291.03	-6.98	-2.40%
Total shareholders’ equity	278.12	265.70	12.42	4.67%





Mother Marketing Public Company
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Total Assets

As of 31 March 2026, the Company had total assets amounting to THB 562.17 million, representing an increase of THB 5.45 million, or 0.98%, compared to 31 December 2025. The increase was mainly attributable to higher inventory levels resulting from additional purchases from certain suppliers.

Total Liabilities

As of 31 March 2026, the Company reported total liabilities of THB 284.05 million, a decrease of THB 6.98 million, or 2.40%, compared to 31 December 2025. The decrease was primarily due to a reduction in trade payables and other current payables.

Shareholders' Equity

As of 31 March 2026, the Company's shareholders' equity amounted to THB 278.12 million, representing an increase of THB 12.42 million, or 4.67%, compared to 31 December 2025. The increase was mainly attributable to net profit generated during the first quarter of 2026.

Please be informed accordingly.

Yours faithfully,
Mother Marketing Public Company Limited.

(Ekkapong Chokchaiwitut)
Chief Executive Officer