MA-41-01-69/015

August 14, 2026

Subject Explanation of Second Quarter 2026 Operating Results

To Director and Manager
The Stock Exchange of Thailand

Matichon Public Company Limited and its subsidiaries hereby submit the financial statements for the second quarter of 2026, ending June 30, 2026, which have been reviewed by the licensed auditor, AMC Auditing Office Co., Ltd., together with the following explanation of operating results.

(Unit: Million Baht)

Details		**Consolidated Financial Statements**		**Separate Financial Statements**	
		2026	**2025**	**2026**	**2025**
Q2	Total revenue	121.34	128.22	80.85	86.47
	Profit (loss) for the period	(11.18)	(16.48)	(16.55)	(14.72)
The 6-month period	Total revenue	240.41	237.40	160.26	165.23
	Profit (loss) for the period	(22.82)	(49.00)	(30.99)	(42.00)

For the six-month period of 2026, the consolidated operating results of Matichon Public Company Limited and its subsidiaries, ending June 30, 2026, showed total revenue of Baht 240.41 million, an increase of Baht 3.01 million, or 1.27%, from the same period of the prior year. This was achieved amid economic conditions affected by sharply rising energy prices, which further burdened the public already facing a high cost of living, and also impacted tourists' travel costs tourism being a key source of national income. These simultaneous negative factors amounted to a "Perfect Storm," affecting many engines of the economy, with the Bank of Thailand assessing that the second quarter was likely to be the low point for the Thai economy this year.

The "Company" has set its business strategy to align with the current situation, operating under the concept "The Bloomer for All" to launch the Matichon Group into new territory that reflects an understanding of changing times, with a focus on building partnerships with both public and private sectors across three areas: 1. Developing marketing activities; 2. Presenting news and information in line with current events; and 3. Expanding revenue as a leader in online media.

บริษัท มติชน จำกัด (มหาชน) MATICHON PUBLIC CO.,LTD.
12 ถนนเทศบาลนฤมาล หมู่บ้านประชานิเวศน์ 1 แขวงลาดยาว เขตจตุจักร กรุงเทพฯ 10900 12 Tethsaban-naruemarn Rd., Prachanives 1, Ladyao Chatuchak, Bangkok, 10900
TEL : 02 589-0020 FAX : 02 589-7049 (สำนักประธานและกรรมการผู้จัดการ) FAX : 02 589-5674 (กองบรรณาธิการ)

First, developing marketing activities. During the second quarter, the "Company" held two major events: the "Prachachat Business Awards 2026" and "Thailand Healthcare 2026: Longevity — Living Well, Happy for Long."

The "Prachachat Business Awards 2026" was held for the first time on May 28, 2026, on the occasion of Prachachat Business newspaper entering its 50th year as a business and economic newspaper that has stood alongside the Thai people for half a century.

Prachachat Business presented a total of 32 awards in two categories: the "Business Award for Contribution to National Development," based on government agency data and awarded to organizations with the highest revenue, highest profit, and highest tax payments (21 awards), and the "Honorary Business Award for Significant Contribution to the Thai Economy" (11 awards). The event received feedback from both public and private sector attendees describing it as comprehensive and credible.

Thailand Healthcare 2026: Longevity — "Living Well, Happy for Long" is the country's No. 1 health exposition, which the Matichon Group held on a grand scale for the 18th consecutive year, over four full days from June 25–28, 2026, drawing 50,000 attendees who came to stay abreast of emerging trends and plan for a higher quality of life, in keeping with the concept of "Longevity" — not merely living longer, but "living well and being happy for long" in a way that everyone can relate to and apply in daily life.

The "Company" also held the "Matichon X AIS Forum 2026: Innovation Change Thailand — Transforming Thailand Sustainably into a New World" seminar, the "Prachachat Business Forum: The Successor — Connecting Generations, Building the Future" seminar, as well as events organized by the "Matichon Academy" unit, which was engaged by private-sector clients to conduct skills-promotion training programs in the provinces.

Another key marketing activity of the "Company" in the second quarter was the 54th National Book Fair and the 24th Bangkok International Book Fair, held at the Queen Sirikit National Convention Center from March 26 – April 6, 2026, which is an important recurring revenue-generating event for the "Company" every year.

Second, presenting news and information in line with current events. The "Company's" media network placed emphasis on closely following the Bangkok Governor and Bangkok Metropolitan Council elections through candidate interviews, a dedicated website for real-time result reporting, and vote tracking across all 50 districts.

Third, expanding revenue as a leader in online media. The "Company" continued to drive revenue from content on the "Khaosod" and "Matichon" Facebook pages, in line with the direction of global platforms that have shifted their policies away from competing primarily on video clips toward emphasizing content presentation, resulting in increased revenue from the Facebook platform.

At the same time, the Company redesigned the websites of its media network, resulting in growth of the Matichon Online page by 43% compared to the first quarter, as well as growth in the Sentang Setthi page (+19%), Technology Chaoban (+4%), and Matichon Weekly (+22.4%).

Financial Strength. As of June 30, 2026, the "Company" held cash and cash equivalents, together with other current financial assets and other non-current financial assets, totaling Baht 1,029.91 million, representing 66.21% of total assets.

Cost of Sales and Expenses

Cost of sales and services and selling and administrative expenses for the six-month period of 2026 totaled Baht 262.87 million, a decrease of Baht 22.87 million, or 8.00%, compared to the same period of 2025.

This decrease resulted from continuous and effective cost management and operating expense control, together with the effects of the organizational restructuring undertaken in late 2025, which enabled the Company to reduce operating-related expenses and improve resource management efficiency, resulting in a significant overall reduction in costs and expenses.

Profit (Loss) for the Period

As a result of continuous cost management and expense control, the Company recorded a net loss for the first six months of 2026 of Baht 22.82 million a narrowing of the net loss by Baht 26.18 million, or 53.43%, compared to the same period of 2025 reflecting improved operating performance.

Please be informed accordingly.

Yours sincerely,

---Signature---

Mr. Prap Boonpan
Managing Director

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