



AC 9/2026

August 11, 2026

Subject : Explanation of operating results for the Consolidated Financial Statement for
the three-month and six-month period ended June 30, 2026
To : President
The Stock Exchange of Thailand

Prakit Holdings Public Co., Ltd. would like to provide an explanation of the Consolidated Financial Statement for the three-month and six-month Period ended June 30, 2026, as follows:

Operating Result for the six-month period ended June 30, 2026

For the six-month period ended June 30, 2026, the Company and its subsidiaries recorded total revenue of Baht 200.79 million, representing a decrease of Baht 32.73 million from the same period of the previous year. Net loss attributable to owners of the Company amounted to Baht 34.26 million, an increase in loss of Baht 11.43 million compared with the same period of the previous year. This was mainly due to:

Revenue

For the six-month period ended June 30, 2026, the Company recorded total revenue of Baht 200.79 million, compared with Baht 233.52 million in the same period of the previous year, representing a decrease of Baht 32.73 million or 14.02%. The decrease was mainly attributable to the following factors:

1. Net revenue from advertising activities for the six-month period of 2026 amounted to Baht 99.54 million, representing a decrease of Baht 15.28 million or 13.31% from Baht 114.82 million in the same period of the previous year. This was mainly due to geopolitical tensions at the beginning of the year, which caused some clients to postpone or reduce their advertising media budgets. In addition, delays in the delivery of work or products by certain clients resulted in a decrease in commission income of Baht 12.28 million or 14.14%, and a decrease in net service income of Baht 3.00 million or 10.72%, compared with the same period of the previous year.
2. Other income decreased by Baht 1.62 million compared with the same period of the previous year, mainly due to a decrease in other operating income.

Distribution Costs and Administrative Expenses

For the six-month period ended June 30, 2026, the Company's total distribution cost and administrative expenses amounted to Baht 80.16 million, compared with Baht 81.74 million in the same period of the previous year, representing a decrease of Baht 1.58 million or 1.93%. The decrease was mainly due to lower employee-related expenses.



The share of loss from investment in joint ventures and associated companies

For the six-month period ended 30 June 2026, the Company's share of loss from investments in associates and joint ventures decreased by THB 1.54 million, or 2.42%, compared to the same period of the previous year. This was mainly because the Company recognized a loss of THB 55.96 million from its investment in Sukhumvit 62 Medical Co., Ltd., which represented a decrease in loss of THB 2.62 million from the same period of the previous year.

Operating Result for the three-month period ended June 30, 2026

For the three-month period ended June 30, 2026, the Company and its subsidiaries recorded total revenue of Baht 122.03 million, representing a decrease of Baht 10.60 million or 8.00% from the same period of the previous year. Net loss attributable to owners of the Company amounted to Baht 16.15 million, representing an increase in loss of Baht 6.61 million compared with the same period of the previous year. Mainly due to the following:

Revenue

For the three-month period ended June 30, 2026, the Company recorded total revenue of Baht 122.03 million, representing a decrease of Baht 10.60 million or 8.00% from the same period of the previous year. The decrease was mainly attributable to the following factors:

1. Commission income decreased by Baht 7.91 million, while profit from services (service revenue less cost of services) decreased by Baht 0.26 million compared with the same period of the previous year. As a result, total revenue from advertising activities decreased by Baht 8.17 million or 12.83%.
2. Other income decreased by Baht 5.38 million, mainly due to decreases in other operating income and foreign exchange gains.

Distribution Costs and Administrative Expenses

For the three-month period ended June 30, 2026, the Company's total distribution costs and administrative expenses amounted to Baht 41.70 million, compared with Baht 42.34 million in the same period of the previous year, representing a decrease of Baht 0.64 million or 1.51%. The decrease was mainly due to lower employee-related expenses.

The share of loss from investment in joint ventures and associated companies

For the three-month period ended 30 June 2026, the share of loss from investments in associates and joint ventures decreased by THB 3.98 million compared with the same period of the previous year.

Financial Position

<u>ASSET</u>	<u>30-Jun-26</u>	<u>31-Dec-25</u>	<u>Inc./Dec.</u>	<u>%</u>
CURRENT ASSETS	478.82	493.67	(14.85)	(3.01)
NON-CURRENT ASSETS	<u>530.71</u>	<u>578.30</u>	<u>(47.59)</u>	<u>(8.23)</u>
TOTAL ASSETS	<u>1,009.53</u>	<u>1,071.97</u>	<u>(62.44)</u>	<u>(5.82)</u>
<u>LIABILITIES AND EQUITY</u>				
CURRENT LIABILITIES	293.63	274.08	19.55	7.13
NON-CURRENT LIABILITIES	<u>43.24</u>	<u>42.24</u>	<u>1.00</u>	<u>2.37</u>
TOTAL LIABILITIES	336.87	316.32	20.55	6.50
TOTAL EQUITY	<u>672.66</u>	<u>755.65</u>	<u>(82.99)</u>	<u>(10.98)</u>
TOTAL LIABILITIES AND EQUITY	<u>1,009.53</u>	<u>1,071.97</u>	<u>(62.44)</u>	<u>(5.82)</u>

As of June 30, 2026, the Company had total assets of Baht 1,009.53 million, representing a decrease of Baht 62.44 million or 5.82% from December 31, 2025.

The significant changes in assets were as follows: Cash and cash equivalents increased by Baht 14.86 million; trade and other current receivables decreased by Baht 21.80 million; current contract assets increased by Baht 31.75 million; other current financial assets decreased by Baht 44.66 million; and investments in joint ventures, associates, and subsidiaries decreased by Baht 29.08 million. The decrease was mainly due to an additional investment of Baht 33 million in Sukhumvit 62 Medical Co., Ltd. and the recognition of a share of loss under the equity method amounting to Baht 62.08 million.

Changes in cash and cash equivalents for the six-month period ended 30 June 2026:

For the six-month period ended June 30, 2026, cash and cash equivalents increased by Baht 14.86 million, comprising net cash generated from operating activities of Baht 96.91 million, net cash used in investing activities of Baht 26.95 million, and dividend payments of Baht 54.41 million.

Your sincerely,

(Miss Sirirat Darasrisak)

Finance & Accounting Director