Nov 13,2026

Dear Director and The Manager of SET

Re: Clarification of Operating Result for the Q3/2026

The Thai economy in the third quarter of 2026 continued to face challenges, despite signs of a gradual recovery. Economic activity was supported by merchandise exports, particularly electronic products, investment in digital technology, Artificial Intelligence (AI), and Data Centers, as well as the government's economic stimulus measures under the "Thais Help Thais Plus: 60/40" program, which provided short-term support for purchasing power and domestic consumption. However, household purchasing power remained fragile due to high household debt and the elevated cost of living. In addition, energy prices faced upward pressure from geopolitical tensions and the prolonged conflict in the Middle East, affecting energy and transportation costs and contributing to inflationary pressures. Furthermore, the impact of flooding in certain areas toward the end of the quarter was another factor that disrupted economic activities. Consequently, consumers remained cautious about spending and placed greater emphasis on value for money, while the retail business continued to face intense price competition and the ongoing expansion of online distribution channels.

Amid these economic and market conditions, the Company recorded net sales revenue of Baht 205.21 million, a decrease of 0.76% compared with the same period of the previous year. Meanwhile, the cost of sales increased by 1.47%, resulting in a gross profit margin of 51.45%, down by 1.06 percentage points from 52.51% in the same period of the previous year. This reflected continued cost pressures and intense market competition. Selling and administrative expenses (SG&A) totaled Baht 114.31 million, an increase of 5.96% compared with the same period of the previous year. The increase was mainly attributable to a 33.60% rise in sales promotion expenses and a 25.92% increase in other general expenses, reflecting expenditures to support marketing activities, stimulate sales, and respond to competitive market conditions. Nevertheless, the Company continued to exercise effective cost control, reducing personnel-related expenses by 2.70%.

The slowdown in revenue, the decline in gross profit margin, and the increase in selling and administrative expenses resulted in an EBITDA loss of Baht 7.36 million, compared with an EBITDA profit of Baht 2.58 million in the same period of the previous year. The Company also recorded a net loss of Baht 9.74 million, compared with a net loss of Baht 1.38 million in the same period of the previous year.

For the next phase of operations, the Company will focus on improving sales and marketing effectiveness by applying Artificial Intelligence (AI) and Data Analytics to analyze sales data and consumer behavior. These technologies will support strategic planning and enable the Company to develop promotional activities that more effectively target specific customer segments. In parallel, the Company will continue to focus on maintaining its gross profit margin, managing costs, and controlling expenses efficiently. The Company will also enhance Demand Forecasting and inventory management to maintain appropriate inventory levels. These initiatives aim to retain the customer base, strengthen competitiveness, and support the recovery of operating performance, thereby promoting sustainable long-term growth.

Very truly yours,

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Mrs, Teerada Ambhanwong

Managing Director&CEO