



Prakit Holdings Public Company Limited

Annual Report 2025

Form 56-1 / One Report

Prakit Holdings Public Company Limited



OUR RECOGNITION

In 2024, Prakit Holdings Public Company Limited and its group received awards for the creative advertising work.

We are committed to continuing to produce and deliver excellent creative work to the clients and society.

Campaign Brief

THE WORK 2024

Campaign Brief Asia

- Accepted - Health & Pharma
- Accepted - Print Craft Illustration



AdPeople

- Gold - Communication Design Craft: Illustration
- Bronze - Design: Poster



Message from

CHAIRMAN

Committed to Continuous
Improvement
for Better Performance

Message from Chairman

The economic situation in 2024 has improved compared to 2023, with inflation and high interest rates easing, leading to a more relaxed global trade and economic environment. However, Thailand's economy has not fully recovered, with a GDP growth of only 2.5% in 2024, ranking among the lowest in ASEAN countries. Nevertheless, forecasts suggest that Thailand's GDP will grow between 2.3% and 3.3% in 2025, depending on the global economy and the intensifying trade war—especially with the impact of U.S. import tariff increases on Thailand. Despite these challenges, it is believed that the country's economy will grow at least as much as the previous year, thanks to efforts from both the public and private sectors.

Business Performance and Investments

The company's investment in Ruamjai Rak Hospital, the hospital business has been progressing steadily. The year 2025 marks the third year of its operation, and it is expected that revenue and expenses will start to balance. This gives the company confidence that Ruamjai Rak Hospital will be a stable long-term business with satisfactory returns.

Regarding the 8-story Mahachon building, which the company acquired in 2023, has since undertaken several renovations to enhance its modern appeal, including the addition of wheelchair-accessible ramps. Additionally, the building's name was changed to "RJR Medical Center" to better align with its new purpose. Over the past year, the building has attracted a variety of tenants, generating rental income of 11.53 million baht. Management expenses and building depreciation amounted to 8.78 million baht, resulting in a profit of 2.75 million baht.

Financial Performance and Dividend Policy

Regarding the company's and its subsidiaries' performance, the financial results in 2024 have improved compared to the past 2-3 years. Thailand's economic growth has increased confidence among customers, leading to a resurgence in advertising and public relations spending. This has contributed to the company's growth, particularly in the second half of the year. As a result, the company generated a net profit of approximately 57.18 million baht from the advertising business.

The Board of Directors has therefore approved a dividend payment to shareholders at a rate of 0.70 baht per share, which is more than 60% of net profit, in accordance with the company's policy. The dividend will be paid in May, as in previous years.

Outlook and Strategic Direction

Looking ahead, we remain committed to driving sustainable growth, aligning our business strategies with Thailand's economic expansion. We believe that as obstacles diminish, our affiliated businesses will continue to improve and achieve even better results in the future. On behalf of the Board, I extend my sincere appreciation to our shareholders, employees, and business partners for your continued trust and support



Prakit Apisarntharax Chairman

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Business Operation Overview



About Us

Prakit Holdings PLC. and the group companies provide advertising and public relations services in various fields with expertise and experience in advertising industry since 1978. We provide full range of advertising and public relations services, be it planning advertising media strategies, producing advertisements, organizing events and public relations.

With more than 45 years of experience and proud achievements, we have driven the organization to the forefront of the advertising industry, and we will never stop developing and creating valuable contributions to society.

Company Information

Prakit Holdings Public Company Limited

Office address	: 88 Soi Sukhumvit 62, 3 rd int., Phra Khanong Tai, Phra Khanong, Bangkok
Company register no.	: 0107535000389
Telephone no.	: 027153000
Website	: www.prakit.com
Registered capital	: Ordinary share 94,438,800 shares of 1 baht par value
Issued & fully paid-up capital	: 60,450,262 baht or 60,450,262 shares
Type of business	: Media strategic planning, media buying and investment in associated and subsidiary companies with advertising business or concern, and other business types for the expansion of Company's business.



Vision

Drive Positive Impact

To create better changes for all

Mission

Develop employees, our most valuable resource, because positive impact starts with our people.

Create works that change our business, partner business and people's lives for the better.

Contribute to society through good works and operating with ethics and social responsibility.



Strategy and Goal

The company believes that quality work created from a positive attitude and social responsibility will be valuable work, a positive driving force to establish a good advertising media culture in Thai society. To achieve the goals of generating profits and business growth for the group and its clients, and to extend positive energy externally to encourage people in society to have a better life, creating sustainable value for both the company and all stakeholders, the company has therefore established the following business strategies and goals:

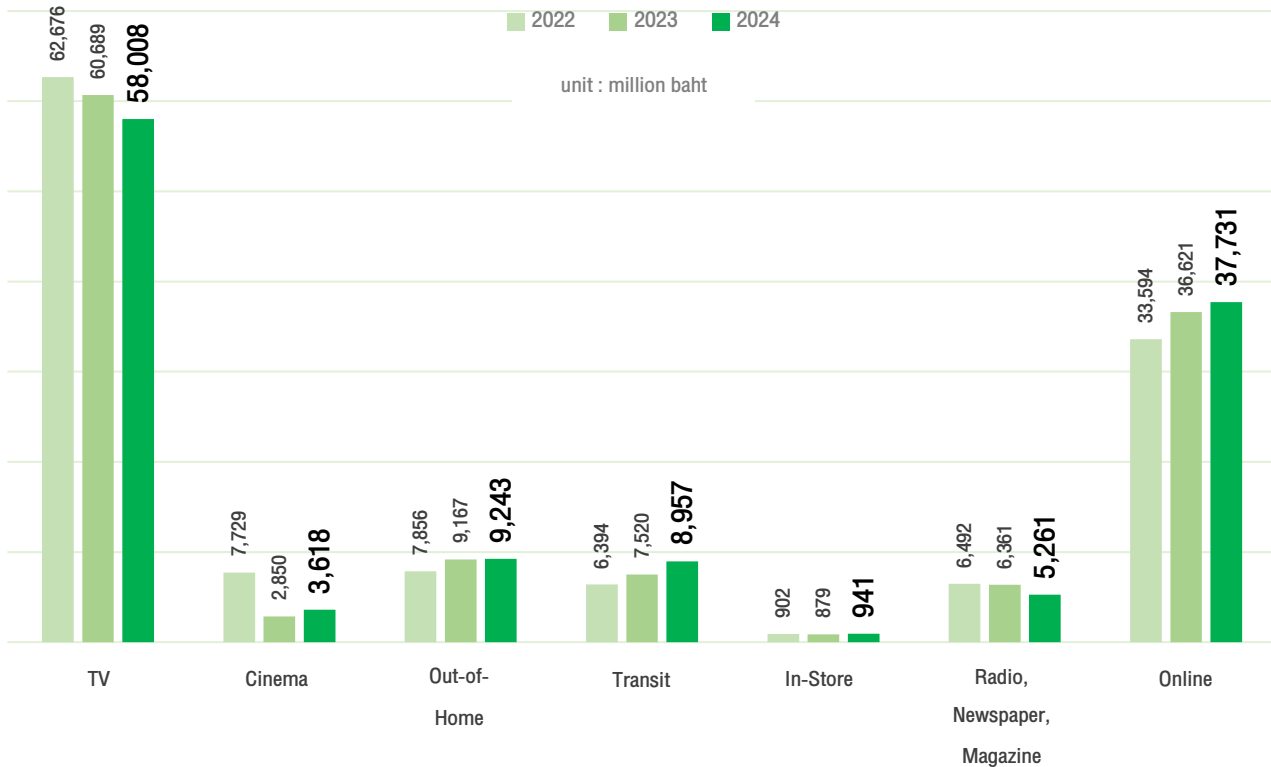
1. **Human Resource Management:** The Company values our employees for helping to drive business and pass on value to society and prepares for every change in the market. The company has therefore introduced new technology for employees to use in their work to improve productivity.
2. **Cost Structure Control:** Increase price competitiveness in a highly competitive environment and bring various technologies into the working process to increase efficiency and reduce production time.
3. **Agility Enhancement:** We and our people must have the ability to adapt quickly, whether it is mind set or skills, in order to keep pace with changes occurring in various platforms and consumer behavior.
4. **Investment Diversification:** Plan investments in various businesses and assets to diversify risks and increase growth opportunities.

Each year, the Board of Directors ensures that the Company's goals and strategies are followed, as well as reviews the vision, mission, and strategy of the Company to see if they are appropriate. In 2024, the Board of Directors has assigned the Management to report on the Company's performance whether it achieving goals or needing adjustments at each board meeting.



Advertising Business Overview

ADVERTISING MEDIA SPENDING THAILAND



Reference: The Advertising Association of Thailand, 2024

GROWTH RATE (%)	
TV	▼ 4.42
CINEMA	▲ 26.95
OUT-OF-HOME	▲ 0.83
TRANSIT	▲ 19.11
IN-STORE	▲ 7.05
RADIO, NEWSPAPER, MAGAZINE	▼ 17.29
ONLINE	▲ 3.03

Advertising Media Industry, 2024: The overall value of advertising media is 123,759 million baht, a slight decrease from 2023.

Television media remains the primary advertising medium with a value of 58,008 million baht. However, the value of this medium has been steadily declining over the past several years. Conversely, the online media market share has been increasing annually, reflecting consumer behavior that favors the use of various communication devices, leading to a growing consumption of online media. In 2024, the proportion of online media usage reached 30.49 percent. Mass transit media is another type of media that has been consistently growing, from 6.39 million baht in 2022 to 8.95 million baht in 2024, representing a growth rate of 40.08 percent over the past three years. This indicates a shift in consumer travel behavior, with increased use of mass transit, especially in Bangkok and its vicinity, where the rail transport system is rapidly expanding, making travel convenient, fast, and punctual.

Thailand Advertising Business Overview 2025

Advertising Budget Allocation in 2025

Media Type	Percentage
● Television	41
● Digital	35
● Out-of-Home and Transit	16
● Cinema	3
● Radio	3
● Newspaper	1

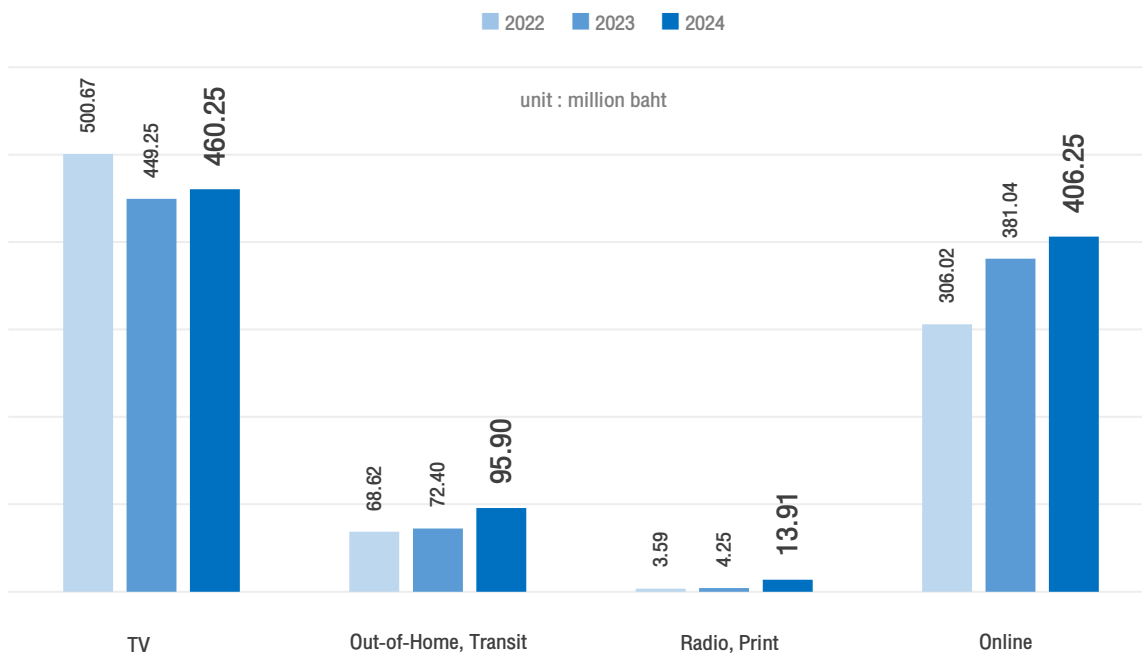
Reference: Media Agency Association of Thailand

Advertising Media Industry, 2025: Advertising Media Industry, 2025: According to data from the Media Agency Association of Thailand, the overall advertising media market in Thailand in 2025 is projected to continue its growth trend. It is forecasted that the advertising media value will increase by 3.9 percent from 2024, with an estimated media value inflation rate of 7 percent. The main factor driving the growth of the media and advertising industry in 2025 is the continued expansion of digital media, which is expected to account for 35 percent of spending and is trending towards approaching television media, which will hold a 41 percent share of the total advertising media value.

Additionally, the association has presented the following three trending media and advertising trends for 2025:

- 1. Predictive Targeting** Utilizing data and technology to predict consumer interests and needs, in order to deliver more targeted and effective advertising.
- 2. Branded Content Inspiration** Creating engaging and inspiring content for consumers to build brand loyalty and promote engagement.
- 3. User-Generated Brand** Encouraging consumers to create brand-related content to build credibility and increase brand awareness on a broad scale.

ADVERTISING MEDIA SPENDING PRAKIT GROUP



GROWTH RATE (%)

TV	▲ 2.45
OUT-OF-HOME, TRANSIT	▲ 32.46
RADIO, PRINT	▲ 227.29
ONLINE	▲ 6.62

For Prakit Group in 2024, the primary advertising media share remains television at 47.14 percent, and online media at 41.61 percent. Advertising media purchases increased by 7.65 percent from 2023, with growth across all media types. The media that experienced significant growth, differing from the overall industry media usage trend, are radio, print, and out-of-home media. This is due to one client's use of radio media in upcountry areas, resulting in a growth rate of 227.29 percent.

For 2025, the group of companies estimates that advertising media value will grow no more than the overall industry projection of 3.9 percent. The proportion of advertising media purchases is also expected to follow the same trend. Additionally, the company plans to adopt technologies suitable for advertising content creation to develop advertising that is engaging and aligned with product objectives.

Significant Changes and Developments

In 1978, the Company started off (registered) as an advertising company under the name “Prakit & Associates Company Limited” with Mr. Prakrit Apisarnthanarak as the founder. Afterward, in 1986, the Company entered into a joint-venture investment with Foote, Cone & Belding International Corp. (FCB) which at that time was one of the top three advertising agencies in the USA, thus setting up a new company called “Prakit and FCB Company Limited”. We became a Public Company in 1992 and were listed on the Stock Exchange of Thailand (SET) in 1993.

In 1999, the Company registered its new name as Prakrit Holdings Public Company Limited stepping into:

1. Investment in subsidiaries, associated and other companies.
2. Providing management service, consultancy for accounting, finance and other services for a group of companies and other companies.
3. Providing media strategic planning and operating as a media buying agent.

Subsidiaries and associated companies provide advertising materials and other advertising concerned.

APRIL 2022

Increased another 170,000,000-baht capital in Sukhumvit 62 Medical Co., Ltd. for, fully paid.

MAY 2022

Invested in the D.OASIS project, a joint venture of several business groups to invest in Metaverse and other digital businesses.

SEPTEMBER 2022

The company made an agreement to sell vacant land at Soi Sukhumvit 50 with a total value of 503,200,000 baht. The buyer has already paid for the land in total amount of 230,000,000 baht and register the transfer of land ownership on March 31, 2023.

APRIL 2023

Increased another 44,000,000-baht capital in Sukhumvit 62 Medical Co., Ltd., fully paid.

DECEMBER 2023

Jointly invested in Verve Wellbeing Company Limited, which operates a health-related business.

MARCH 2024

Direct Response Co., Ltd., the associated company, has been dissolved. The Company held 980 shares, representing an investment of 980,000 baht.

NOVEMBER 2024

Invested in real estate by purchasing land and buildings in Pak Chong District, Nakhon Ratchasima Province, with an area of approximately 1 rai, at a price of 14,000,000 baht.

Revenue Structure

Revenue structure of Company and subsidiaries-to financial budget (of) from 2022-2024

unit : thousand baht

Product line	Operated by	% of share	2024 Revenue	%	2023 Revenue	%	2022 Revenue	%
Revenue from media	• Prakrit Holdings Plc.	-	127,044	31.39	100,577	13.65	82,854	25.83
planning and buying	• Prakrit Advertising Co., Ltd	99.99	23,049	5.69	19,396	2.63	27,654	8.62
brokerage	• Subsidiaries		11	-	143	0.02	810	0.25
			150,104	37.08	120,116	16.30	111,318	34.70
Revenue from product	• Prakrit Holdings Plc..	-	29,525	7.29	16,683	2.26	21,981	6.85
advertisement	• Prakrit Advertising Co., Ltd	99.99	104,144	25.73	87,744	11.91	116,013	36.17
	• Subsidiaries		8,931	2.21	3,647	0.49	2,867	0.90
			142,600	35.23	108,074	14.66	140,861	43.92
Revenue from public Relation	• Marketing Drive Worldwide	99.96	74,652	18.44	40,495	5.50	45,117	14.07
and Direct Advertising	(Thailand) Co., Ltd.							
			74,652	18.44	40,495	5.50	45,117	14.07
Revenue from other	• Prakrit Holdings Plc..	-	24,783	6.12	*461,375	62.60	16,460	5.13
investments	• Prakrit Advertising Co., Ltd	99.99	8,344	2.06	5,176	0.70	5,698	1.78
	• Subsidiaries		4,314	1.07	1,751	0.24	1,281	0.40
			37,441	9.25	468,302	63.54	23,439	7.31
	Total		404,797	100.00	736,987	100.00	320,735	100.00

*Note: In 2023, there was a 445.83-million-baht profit from land sale.

Product Information

Product Type

1. **Providing media strategic planning and operating as media buying agents:** Media strategic planning and media buying is the responsibility of the Media Department who will study clients' products before effectively planning and buying as planned. After client's approval, media team who act as client's agent will contact media owners like various digital television channels, TV channels, program producers, print medium, sign board or billboard, online media and others for buying. Company charges for planning and brokerage (Agency commission) for their services.
2. **Producing all types of advertising** Production of all types of advertising: TV commercials, commercials on digital tv station and online media, Web TV, all printed materials, radio spots, video etc.

With the following units, Company creates ad works that will effectively impact customers:

- **Account Management Department** The account management staff are the company's representative in contacting the customers in order to understand their objectives and needs in creating an advertisement and summarize the results obtained from distributing advertising materials and public relations to customers. They also follow up the result of the advertising including the service fee from the customer.
- **Strategic Planning Department** The insight, target consumer's behavior analysis and all the factors that affected their decision procedure will be utilized for the strategic and marketing communication plans. There are 5 steps of operation starting from learning – understanding – triggering of idea – crafting the idea to get access to consumer – last but not least is

turning the idea into a clever and tangible piece of work.

- **Creative Department** From the strategic plan, Creative team will create and present alternative advertising concepts for clients to choose from. Option which clients deem suitable will be developed into completion.
- **Production Department** Production department produces the various types of advertising concepts created by the creative department. As a representative of the clients, they liaise with our business partners who produce the advertising materials such as TV commercials and print work.

Market and Competition

The Company provides media strategic planning and is a medium sized media buying agent in the industry. The main medium used is digital TV because of the price rate. Company must have solid connection with business partners in order to get competitive ad rates that satisfies clients.

New media, especially online media, can effectively reach consumer. Thus, the Company has to monitor all the consumer behavior changes in order to recommend the best of interest for clients.

The growth of the advertising industry largely depends on the national economy. If the economy is good, budget allocation from client is high hence the advertising business will grow. On the contrary, if and when economy struggles, client will reduce advertising budgets which will badly impact the advertising business. For the utmost effectiveness, Company has to propose a holistic integrated advertising plan which is in line with client's marketing plan for the product.

Drastic competition is going on in advertising business such as cutting service fee to earn the job. Good advertising that brings success to clients is a factor which keeps them with us. The Company maintains solid relationships to keep current clients as well as expanding our base through acquisition of new clients.

In addition, many small advertising companies have entered the market in the past several years. This resulted in intense price competition in the market as these new, smaller companies have lower operating costs than the medium and large companies.

The outbreak of the COVID-19 virus began to unravel, causing consumers to adjust to new lifestyles: people who used to work from home have to go back to work at the company's office and start living outside more. The company and its clients have to adjust the new advertising format according to economic conditions and consumer behavior in each time. There is a change in buying advertising media from digital TV stations to out-of-home media, transit media or in department stores. The company has personnel for strategic planning and buying advertising media in all types of media. Therefore, there is no problem from this change.

For future advertising business trends, digital TV media will be increasingly shared market share from online advertising media. Out-of-home media has evolved from using vinyl, which is costly and takes a long time to produce, to digital screens in order to keep pace with online advertising media that needs to be modern, fast and attractive to consumers.

The new generation will no longer be the target audience of digital television advertising media. Instead, they will pay attention to online media and they have no loyalty to any platform. Their interests will keep changing and there will be new investors coming to develop or create new platforms as well.

The following is how to win new clients:

1. **Pitching:** The company is invited to enter new business pitches against other agencies. The winner will be awarded the handling of advertising production and planning for clients.
2. **Our work and personal relationship of the management:** After over 20 years in the business - with a number of widely recognized works that received prizes from many advertising contests from various forums - with the ingenuity of the Company's Directors and executive management who have broad personal connection with people in various industries, all of which enhance client base for the Company.
3. **Contact potential clients:** The Company directly contacts potential clients to make a presentation of credential and portfolio. The Company will start to work on details for further steps if clients show interest.
4. **Client Referrals:** Client service staff build good relationships between the company and the clients. When clients are satisfied with the services of the company, they will recommend us to other companies looking for an advertising agency.

Procurement of Products and Services

There are 5 types of products and services affiliated which subsidiary companies produce:

1. Production of print material & Billboard

Print materials mean advertising in press, magazines. Journal, leaflet, pamphlet including internal and external signs for buildings. Print materials include billboard, bus side, in-bus ad, sky train station, train, bus shelter, in the air terminal etc.

Productions vary in term of technique. Publishing technology for press ad is different from other materials which depend on the design and creation of visual and copy. Computer graphic is the

technology utilized in creating layout for presentation.

Such technology needs knowledgeable and experienced personnel, on-going development of human resource and equipment. Budget and time frame should be taken into serious consideration when working on print materials.

The issue in this process is the capacity of the people. To minimize the potential problems that can occur with the production of printed advertising materials, it is vital to have capable personnel who have a thorough knowledge of computer graphics and who keep abreast of the various special techniques which develop continuously and rapidly with today's advancing technology.

With the technology in today's media production that has advanced a lot, billboard media has developed to another level. Traditional outdoor static billboards have become LED display billboards that can display high-definition animations and effectively capture people's attention. In addition, LED Display technology can be applied to every need, every size and shape of space, making it widely popular with customers.

Therefore, producing advertising for LED display billboards that vary in screen size and image resolution requires a step more creativity and refinement. A staff responsible for producing such media must have not only creativity outside of the traditional framework, but also skills in turning still media into animation, editing and sequencing images so that they can be effectively and interestingly communicated to consumers

Production steps

- Modify static advertising images into animated images to make them more interesting
- Develop the produced advertising films to match the size and shape of LED Display billboard Such as vertical billboards or

billboards with multiple displays in the same area

- Produce media with out-of-the-box creativity such as creating 3D advertising films or producing interactive media

Producing advertising materials for LED Display billboard has the same steps as producing advertising films, which will be discussed in the next section.

2. Production of a Digital TV commercial

Although a digital TV commercial is only 60, 30 or 15 seconds in length, it takes the least one month for the production stage. This stage needs close cooperation between Creative and production teams, all of whom must profoundly understand the core of the work and all details before the production get started. Any mistake will cost the company.

Production steps

1. Get to know the structure and story of the board thoroughly among the teams which means both video and audio.
2. Internal Pre-production is the preparation step which includes casting, location selection, props, wardrobe, etc. Decision in all items will be made before proceeding on to client.
3. Pre-production meeting is where and when Company and production house persons present all the details which had been agreed upon internally so that Client can acknowledge and approve.
4. Shooting of commercial to cover all details as per agreed with client. The production team may conduct further shooting in addition to make the commercial more interesting. However, the main story must not be adapted.
5. Post production is the step when the shot materials are edited to tell story, add special techniques/effects and sound to complete the commercial before it goes to air.

Advertising agency will make sure that client approves each and every of the 5 steps.

Problems and obstacle arise during the production stage are details and budget control. With the length of 30 – 60 seconds, the production must cover all the planned details. Besides, with the long hours of work and high budget, the Company must employ highly capable persons in the field who have experience to select the right production company, who can take control in every step to avoid error. Most importantly they must control the budget and ensure the production time frame is strictly followed.

3. Production of a radio spot

Although the production process of radio spot is not as complicated as a TV commercial, it still requires a sound expert titled as sound producer.

Production steps

1. Sound producer gets brief on the idea of the script from creative team and agree on the announcer for the script.
2. Sound recording of voice and sound effects.
3. Sound Mixing - the process of mixing of voice and sounds upon agreement.

The challenge of sound producing is that it needs a sound specialist who can recommend announcer suitable for the idea of the script and take control of the whole process.

4. Production of a digital advertisement

Production of a digital advertisement is an online media management function, requiring all involved parties to work together in a synergistic way.

Production steps

1. Strategic Planning: The Marketing Team, Account Management and the Strategic Planners work together to find unique strengths or points of difference in marketing communication. This includes education about the target audience in terms of their thoughts,

needs and behaviors when using online channels. They bring all the information together to develop the most powerful Communication concept.

2. Creating Ad Ideas: Strategic planners present the communication strategies to the creators. They are the ones who develop content and the presentation methods that are suitable for each type of product to communicate and attract attention from consumers. These can effectively generate feedback and can include text, images, video games, and many more.
3. Production: Produce and prepare an advertisement in accordance with the plan, be it a video, picture, animation, program, game, application, website and other technology to publicize on appropriate platform depending on the work and the target.
4. Media Use Plan: Plan what kind of PR media and platform should be used for advertising strategies for a particular product to reach the target audience and generate responses that meet the objectives and needs of the customers.

The strategy, content and media used in online advertisement would differ, based on product type, target group and each customer's objective. We have a coordinating team that contacts the customers so that every advertisement meets the customer's need and achieves the objective. We also constantly monitor, learn and research trends and changes of the online world in order to enhance our work to be modern and effective.

The problem and obstacle in the production of online advertising media is that each piece of media will be used for a short period of time. Sometimes it's just 1-2 weeks, but there will be many versions and releases in succession. Therefore, the production must use speed and accuracy. Due to the popularity of online

advertising media, each platform is changing rapidly. If the media production is delayed, it will not achieve the expected maximum results.

5. Digital Experience

Since nowadays' consumer behavior is changing and more complex than before, the swiftness to measure and improve marketing strategies promptly is inevitable. With the modern marketing technology and the development of tools, it is becoming easier and faster for marketers to utilize them. Prakit is aware of the opportunity and always looking for new strategies that will help meet marketing needs that are in line with changes and promote the business of customers.

Therefore, the Company established a Digital Experience team to help create more effective and measurable marketing strategies. Meanwhile, it was careful about collecting and applying information about consumer behavior in various online channels within the scope of the Personal Data Protection Act. Such information will allow the team to determine and decide the direction of marketing accurately and promptly.

Service Details

1. Planning, designing and storing information on online platforms such as Website, Application, Line: The storage and use of those data is becoming more and more important. The Digital Experience team provides a service for planning data collection, utilizing various data for further marketing, including designing and designing various online platforms under the Personal Data Protection Act.
2. Website Optimization: The Digital Experience team offers services to improve current websites to meet business needs and be more efficient through a process called Conversion Rate Optimization, which is a process to

measure effective and clear results compared to the current website.

3. Customer information storage system (CRM & CDP): Another service that will help make marketing more effective is the customer data collection system, which will help categorize customers and bring the customer information, analyze and utilize them in further marketing plan.

Investment policy in Associated and subsidiary companies

The Company invested in associated and subsidiary companies according to types of business and clients.

In addition, the Company invested in overseas locations of the associated and subsidiary companies as per the request of major clients in Thailand. Beyond that, it is the vision of the management for potentiality and opportunity.

Moreover, the Company has policy of expansion from the current advertising business, such as, providing marketing consultancy, packaging design, web design and content creator via several platforms. All of which are the trend of today's advertising business.

The Company may diversify to other business if opportunity allows and with joint investor in order to generate long term returns to Company and shareholders.

Assets Used for Business

Fixed assets of the company and its subsidiary and associated companies

The company and companies in the group engage in service business. The company's personnel are the producers of various works. No production assets.

Land and building

Value of land and building on land at December 31, 2024 is as follows:

<u>(Company)</u>	<u>(Baht)</u>
Land (At cost)	54,811,000.00
Land Improvement (At cost)	2,699,157.82
Building and improvement (At cost)	<u>94,450,375.74</u>
Total	151,960,533.56
Less Accumulated Depreciation	<u>96,818,172.74</u>
Net book Value	<u>55,142,360.82</u>

1. The Company is located at 88 Soi Sukhumvit 62, 3rd intersection, Phra Khanong Tai, Phra Khanong, Bangkok. This land and building belong to the Company. The company has utilised the land and office buildings as collateral for loans to subsidiaries and joint venture companies as follows:

- Bank overdrafts in the amount of 30 million baht to Prakit Advertising Company Limited, a subsidiary.
- Promissory note limit, tender guarantee limit and contract guarantee limit for use in the company's business Bangkok Writer and Partners Co., Ltd., which is a joint venture, in the amount of 80 million baht.

2. Land and 8-storey office building located at Soi Sukhumvit 62 (in front of Ruamjaiarak Hospital of Sukhumvit 62 Medical Co., Ltd.) Sukhumvit Road, Phra Khanong Tai, Phra Khanong, Bangkok.

3. Land and buildings located at 303-304 Moo 9, Khanong Phra Subdistrict, Pak Chong District, Nakhon Ratchasima Province.

Intangible assets of Associated and Subsidiary companies

The subsidiaries and associated companies invested in many types of computer software for business operation.

Non-handed over works

- None -

Company Shareholding Structure

Company and the Group of Companies operate advertising and public relations which is highly competitive with rapid communication development and changes. It is essential, therefore, to have very experienced persons who can deliver maximized benefits in all perspective to clients. The company arranges the types of business to fit with the expertise of human resources in the group of companies.

Operational policy for the group of companies

Advertising and Public Relations which are highly competitive with rapid communication development. It is essential, therefore, to have very experienced persons in specific fields to deliver maximized benefits in all perspective to clients. The company arranged the types of business to fit with the expertise of human resource in the group of companies.

1. Media strategic planning and media broker: These jobs require experienced persons. The Company provides services for every company in the group in buying all media at the best cost for clients.

2. Providing advertisement materials: The process of works starts from strategic planning who develops strategy so that creative teams can create works

that answer to the planned strategy. Subsidiary companies will be responsible for the said creation while account management teams will bridge creative people with strategic, media and clients, making sure that the whole process will go smoothly, fast and successful as planned.

3. Direct advertising (event) covers special marketing activities which better reach target consumer, enabling them to make decision to buy client's service or products. There are various types of activities such as; new product launches, exhibitions, road shows and product sampling. It is necessary that we had a specialist team who could get things done within the time limits and workaround to bring success to the activities.

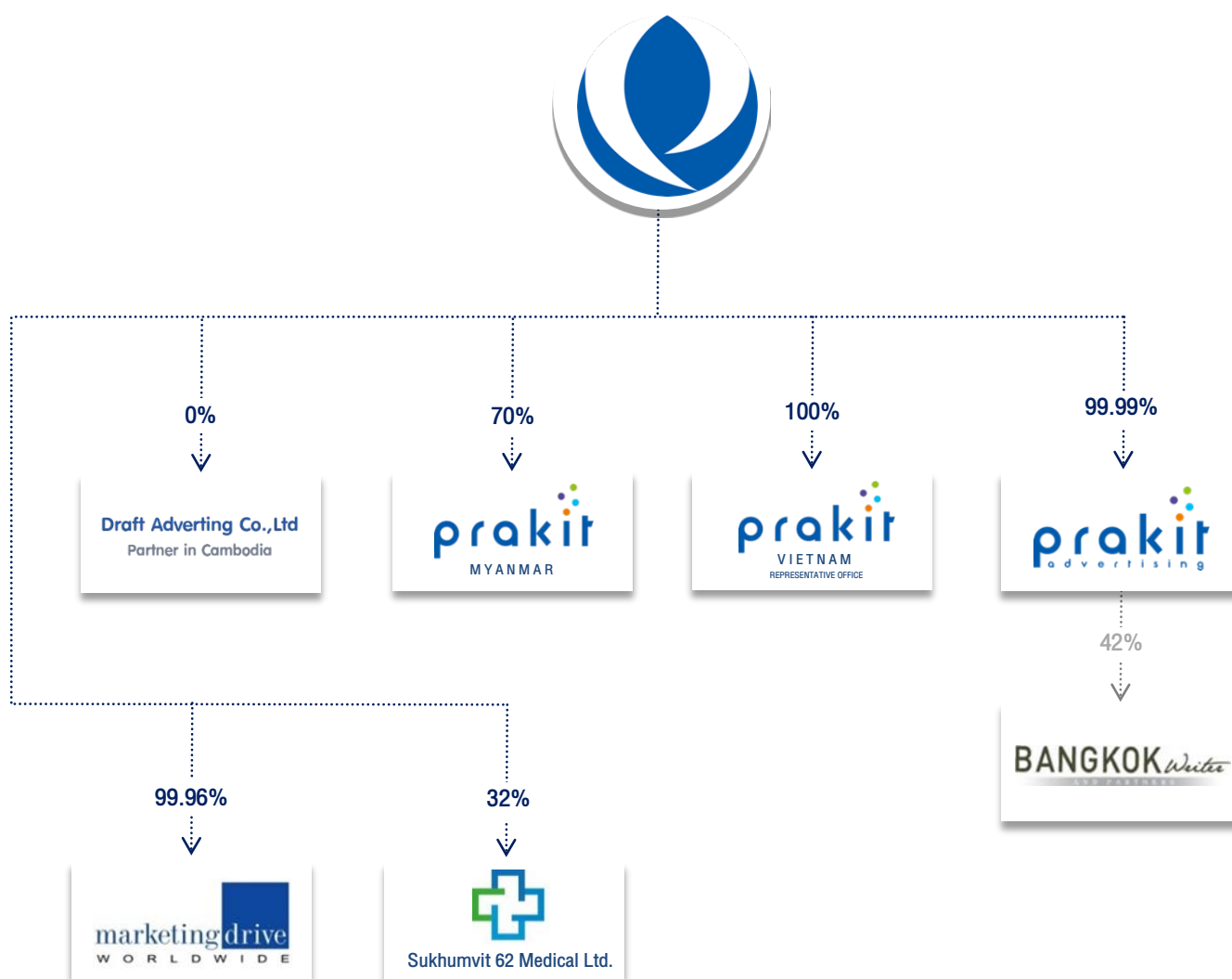
4. Public Relation The nature of this business is to get across the activities and development of clients to consumers. Public Relations is a very effective channel for the job. The Company must have good connection with PR persons of all media for such activities as press conference, press release, etc.

5. Business in Indo-China: The office in each country will take charge of all types of work in cooperation with the specialist local companies.

Associated and Subsidiary Companies:

Name	Nature of Business	% of Share
Prakit Advertising Limited	Operate as an advertising media buying agent and produce advertisements	99.993%
Marketing Drive Worldwide (Thailand) Ltd.	Operate advertising agency brokerage business directly to the target group (Event)	99.965%
Prakit Advertising Company Limited (Myanmar)	Operate brokerage business, buying advertising media, producing advertisements, making direct advertisements to target groups (Event) and PR	70%
Sukhumvit 62 Medical Ltd.	Operate private hospital business	32%

Prakit Advertising Limited which is the subsidiary of the Company holds 42% share of Bangkok Writer and Partners Limited.



Remarks

- Draft Advertising Co., Ltd. has 4 Thai Shareholders. 2 major shareholders have total shares not exceeding 90%. They are not related parties of the Company. Other 2 Thai shareholders, the company directors, hold total shares not exceeding 10%, are:

Mr. Phisal Prahasdankura	5%
Mr. Apirak Apisarnthanara	5%
- Prakit Advertising Limited (Myanmar) with 30% shares held by 1 Thai who is not a related party of the Company
- Bangkok Writer and Partners Limited with 58% shares held by

Mr. Apirak Apisarnthanarak (Company's director)	8%
Mrs.Thanaporn Boonyangyuen	15%
Ms. Panita Boonyangyuen	10%
Mr. Ratrang Srilert	25%

Mrs.Thanaporn Boonyangyuen, Miss Panita Boonyangyuen and Mr. Ratrang Srilert are not related persons nor have conflict of interest in the company
- The shareholding proportion of Prakit Holdings Public Company Limited is 32%.

The other 44.12 % of shares are held by:

Saha-Union Plc.	23.53%
Saha Pathanapibul PCL.	17.65%
Mr. Prakit Apisarnthanarax* & family	1.99%
Mr. Apirak Apisarnthanarak**	0.59%
Mr. Prapand Apisarnthanarax***	0.06%
Mr. Phisal Prahasdankura****	0.12%
Mr. Preecha Chaochotechuang****	0.18%

2 Thai company and 29 Thais who are not related parties of the Company 23.88%

* Mr.Prakit Apisarnthanarax is Company Chairman.
 ** Dr.Prapand Apisarnthanarax is Mr.Prakit Apisarnthanarax's brother.
 *** Mr. Apirak Apisarnthanarak is Managing Director of the Company.
 **** Mr. Phisal Prahasdankura and Mr. Preecha Chaochotechuang are Company directors

Investments in Other Companies

D.OASIS City Company Limited

The company invested 500,000 shares at 10 baht per share, totaling 5,000,000 baht or 13.70%.

D.OASIS City carries out business related to Metaverse, NFTs and DAPPs and all related activities.

D.OASIS Studio Company Limited

The company invested 50,000 shares at 10 baht per share, totaling 500,000 baht or 5.00%.

D.OASIS Studio carries out business related to Metaverse, NFTs and DAPPs and all related activities.

Verve Wellbeing Company Limited

The company invested 30,000 shares at 10 baht per share, totaling 300,000 baht or 10%.

Verve Wellbeing operates as a healthcare facility and other health-related businesses.

The Shareholders

The name and the shareholding ratio of the major shareholders as at May 9, 2024 are:

Major Shareholders		Amount held	(%)	
1. Prakit and Associates Co., Ltd.*		15,095,160	24.97	
2. Apisarnthanarak Family				
Mr. Prakit	Apisarnthanarax	5,829,890	9.64	
Mr. Apirak	Apisarnthanarak	3,754,052	6.21	
Ms. Pavinee	Apisarnthanarak	2,962,953	4.90	
Mr. Anucha	Apisarnthanarak	2,620,042	4.33	
3. Mr. Wichai		Jiracharoenkijkul	1,638,400	2.71
4. Promart International Company Limited			1,606,000	2.66
5. Mr. Praphan		Sinthuphandecha	1,450,000	2.40
6. Mr. Cherdsak		Chotimongkolsap	868,400	1.44
7. Ms. Wichuda		Grairithikul	637,450	1.05
8. Mr. Prapoj		Hanjirakarn	628,000	1.04
9. Ms. Supanicha		Chotimongkhonthap	577,400	0.96
10. Mrs. Onanong		Atree	520,000	0.86
Total		38,187,747	63.17	

Note: *Prakit and Associates Co., Ltd., which had advertising business before joining with FCB. Now it changes its business to investment in stock market. There is no business relationship except directorship.

Issued and fully paid-up capital

Authorized share capital of 94,438,800 baht with ordinary shares of 94,438,800 shares 1-baht par value, issued and fully paid-up capital 60,450,262 ordinary shares, 1 baht each, totally 60,450,262 baht.

Other Capital

- None -

Dividend payment policy

The company has the policy to pay dividends not less than 60% of normal net profit. There is no dividend policy in associated and subsidiary companies but dividend payment is subject to Board of Directors consideration of the company's overall operation result and future projects (if any) and proposes to shareholders getting approval.

รายละเอียดการจ่ายปันผล	ปี 2023	2022	2021	2020	2019
Cash Dividend payment / share	1.00	1.00	0.60	0.40	0.60
Stock Dividend	-	-	-	-	-
% of Net Profit	(49.04)*	(130.98)	159.81	109.38	67.50

Note: *Profit from the sale of land in Soi Sukhumvit 50 is excluded from the dividend payout ratio calculation for 2023

Risk Management

Risk Management Policy

The Company has a policy to regularly identify, review, monitor and prevent risks in various areas and emphasizes that directors, executives and employees at all levels are aware of the importance of risk management. The company's risk management system has been developed.

The company's risk management policy is as follows:

1. Ensuring risk management is consistent with achieving the company's goals, vision, mission, and strategies.
2. Use internal control guidelines according to COSO as a structural framework for developing risk management system by adjusting it to suit the company's operations.
3. Encourage employees at all levels to be aware of their responsibilities in risk management in operations processes.
4. Continuously monitor and evaluate risks according to changing factors, situations, and environments both from within and outside the organization.
5. Set guidelines for preventing and mitigating risks from the company's operations to avoid damage or loss that may occur, regularly monitoring and evaluating risk management results.
6. Set up written rules or ethics and work manual for employees at all levels to adhere to and practice in order to control risks that may occur from operation.

Risk Management Process

Once the company has identified risks, it proceeds to assess the risk level using a Risk Map. This assessment considers the likelihood of the risk occurring and the potential impact of that risk, determining which risk category it falls into. The risks are then categorized into four levels: High, Relatively High, Moderate, and Low. This categorization helps to establish appropriate risk management strategies, such as finding ways to control risks to an acceptable level or identifying methods to prevent or reduce risks.

The Company Establish Risk Management Team from the management with the following responsibilities:

- Communicate information and knowledge about risk management to employees and risk owners
- Prepare a risk management manual
- Follow up with risk owners to assess and control risks
- Report the progress of risk management to the management team

Risk Management Process



Business Risk Factors

The company regularly analyzes and monitors changes in both the internal and external environments to identify key risk factors that are significant to the company each year. Risk owners review risks within their respective departments before the risk management working group considers risk management approaches, including risk level assessment, for submission to the executive management and the board of directors.

Business Risk

Loss of principal clients

Under the current competitive situation, the Company and its group may lose all or part of the earning from main clients which would significantly affect the company's revenue. As such, we try to get the opportunity to present ourselves to prospects. Employee development must be carried simultaneously to improve the quality of our creative work and services which will lead to winning new and current clients.

Competition and the entry of new entrepreneurs causing decrease of agency commission and service fee rates

Currently, the advertising industry faces intense competition, especially in terms of reducing commission rates and service fees to meet customer demands. Therefore, the company needs to adjust its pricing strategy to align with market trends, both to retain existing customers and to expand opportunities to new customer groups.

However, subsidiaries and affiliated companies have implemented proactive measures to offset this impact by expanding their customer base, generating revenue from new businesses, and increasing cost management efficiency. Additionally, competition from smaller operators with lower cost structures is another significant factor that the

company must adapt to and continuously develop strategies to maintain long-term competitiveness.

Changes in Advertising Media and Consumer Behavior

Currently, consumers are increasingly interested in and spending more time with online media, including Facebook, Instagram, LINE, and increasingly popular platforms like TikTok and YouTube. This creates new opportunities for advertising through digital channels and necessitates that content formats adapt to the specific characteristics of each platform to maximize advertising effectiveness. Companies must adjust their advertising production processes to align with rapidly changing consumer behavior, as well as continuously monitor market trends and develop new communication approaches. Failure to adapt may result in customer advertising campaigns not achieving their intended goals.

Unexpected Events

Unexpected events and emergencies can occur at any time and rapidly impact business, such as natural disasters, pandemics, information system failures, or external environmental threats. These can directly affect business operations and slow down the overall economy and industry.

An example of a severely impactful situation is the COVID-19 outbreak since December 2019, which affected the global business environment, including our company. The management recognizes the importance of this risk, and to mitigate potential impacts, the company has developed a Business Continuity Plan (BCP) and is closely monitoring the situation to ensure it can adapt and continue business operations in all circumstances.

Legal Risk

Laws are continuously being updated and changed, including those related to the advertising business. Currently, there are regulations prohibiting the advertising of certain products, such as alcohol, tobacco, narcotics, and certain health products, as well as restrictions on content and presentation methods. In the future, additional laws or regulations may be issued that affect advertising practices, such as regulations on advertising food, beverages, consumer goods, financial services, or health-related products.

Furthermore, advertising certain products requires approval from regulatory agencies, such as the Food and Drug Administration (FDA), the Securities and Exchange Commission (SEC), the Bank of Thailand (BOT), digital advertising regulatory agencies, and independent advertising ethics organizations.

The company and its subsidiaries have a policy to ensure that customers strictly comply with the laws and regulations of relevant agencies and continuously monitor changes in legislation to ensure that business operations meet legal standards and reduce the risk of legal penalties, fines, or reputational damage.

Human Resource Risk

In the advertising business, human resources are the primary driver of business, as they are the creators of work and service providers to customers. Personnel in this industry often possess specialized skills and are in high demand in the labor market, exposing the company to the risk of losing skilled personnel, which can impact the quality of work and the company's competitiveness.

The company recognizes the importance of its personnel as valuable resources and has

established policies to attract and retain talented individuals, including:

- **Continuous development and training** to enhance employees' skills and knowledge.
- **Relationship-building activities** between management and employees to foster a positive organizational culture.
- **Welfare and benefits**, such as a provident fund, interest-free welfare loans, and other benefits to incentivize long-term employee retention.
- **New talent development programs**, such as student competitions, to cultivate new personnel to replace and strengthen the team.

These policies help mitigate the risk of losing key personnel and enhance the company's competitiveness in the rapidly changing advertising industry.

Corruption Risk

To prevent corruption in the organization, the Board assigns the internal audit to assess the corruption risk, effect and possibility with a monthly review. The Board also enforces an anti-corruption policy and code of conduct in order to prevent any corruption in our business.

The Board of Directors defines the code of conduct to comply with anti-corruption policy as follows:

1. Directors, Executives and Employees must report vested interest to prevent conflict of interest.
2. The Company shall procure and define an executive representative to give presentation on occasions.
3. Set a communication channel for whistle blowing. Inform the employees about the report channel and set the reporter protection measure.

4. Assign Audit Committee to assess corruption risk, consider the result of the whistle-blowing and report to the Board of Directors.
5. Establish “Business Ethics” and inform all employees to understand the importance of complying to the Company’s regulation.

Emerging Risk

Technological Change Risk

Technology in the advertising industry is rapidly evolving, particularly in areas such as Artificial Intelligence (AI), Automation, Big Data analytics, and Digital Marketing Technology (MarTech), which are playing a significant role in transforming advertising production processes to be more efficient.

The company recognizes this change and has adopted AI and digital technologies to improve work processes in several areas, including:

- Analyzing customer behavior to create more targeted advertising campaigns.
- Automated content creation and ad design to increase efficiency and reduce costs.
- Real-time ad performance analysis systems to adjust strategies in line with market trends.
- Using AI to help analyze trends and consumer behavior, increasing business opportunities and aiding in decision-making.

However, the development of AI and technology that can create advertisements independently may allow customers to produce ads without needing agency services, which is a risk that could impact the company's revenue.

Climate Change Risk

Climate change is an unavoidable factor that impacts businesses. Increasingly severe natural disasters, such as heavy rainfall, floods, storms, and air pollution, can cause both physical and economic

damage, affecting the company's business in multiple dimensions:

- **Impact on Revenue and Customers:** Some customers affected by disasters may reduce their advertising budgets, directly impacting the company's revenue.
- **Impact on Operational Processes:** Advertising filming locations may be damaged by natural disasters, causing delays in production. In cases where travel to affected areas is required for filming, costs may increase.
- **Changes in Environmental Regulations:** Governments and international organizations are likely to issue stricter laws and regulations regarding greenhouse gas management and environmental sustainability, which may increase the company's operating costs.

To address these risks, the company prioritizes studying and monitoring environmental regulations and implementing systematic management plans, such as:

- Managing the organization's greenhouse gas emissions to comply with environmental standards.
- Increasing business operational flexibility, such as developing digital platforms to reduce reliance on on-location advertising filming.
- Using energy and resources efficiently by reducing material waste and utilizing clean energy in operations.
- Proper waste and refuse management to minimize impacts on the environment and society.

The company is committed to contributing to the sustainability of the advertising industry and society as a whole through environmentally friendly and responsible business practices in the face of long-term climate change.

Business Sustainability Development

The content regarding sustainability operations covers the operations of Prakit Holdings Public Company Limited and its subsidiaries, namely Prakit Advertising Company Limited and Marketing Drive Worldwide (Thailand) Company Limited, excluding overseas subsidiaries. The reporting period is for the year 2024, from January 1, 2024, to December 31, 2024.

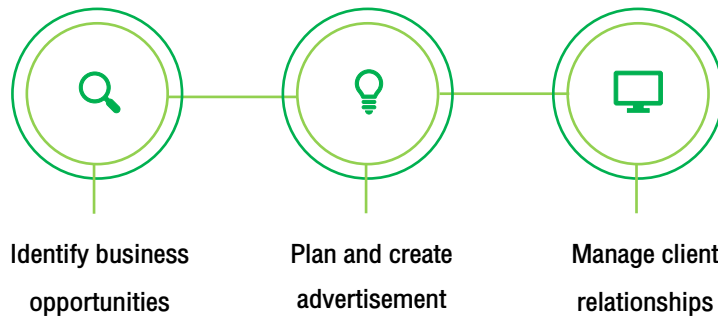
Our Commitment

Prakit is committed to not only creating growth for the group and its clients, but also to spreading positive energy outwards to encourage people in society to have a better life and create sustainability for both the company and all stakeholders. This is achieved through operations that create value in terms of corporate governance, economy, society, and environment, which are in line with the United Nations Sustainable Development Goals (SDGs).

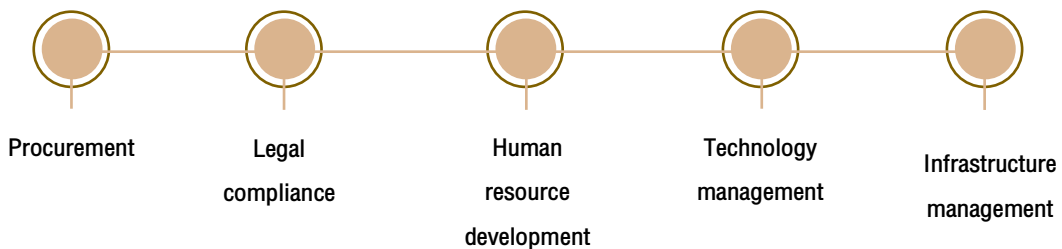
Business Value Chain

The company operates from upstream to downstream in the business value chain to create and deliver advertising work and services that meet the needs of brands and communicate useful information for consumer decision-making. The company continuously develops operational processes in both core and support activities, and seeks business opportunities with customers, partners, allies, and other related stakeholders.

Core Activities



Support Activities



Description of Core Activities

- **Identifying business opportunities** involves holding meetings to receive marketing briefs from clients and visiting both existing and potential clients to present work.
- **Planning and creating advertising media** includes conducting research on the client's products/competitors and target audience, developing marketing communication strategies for clients, creating ideas, using information obtained from strategy planning and research to create advertising ideas for clients through joint production of advertising work with partners and subsidiaries, including various forms of public relations, planning and purchasing advertising media, disseminating completed advertising media to the public through various channels, and measuring and evaluating the effectiveness of advertising work.
- **Managing customer relationships** involves monitoring and evaluating customer satisfaction, preparing summary reports of operations, developing internal recommendations after the implementation of planning and creating advertising media to be applied to future project work, and presenting the results of operations to senior management of clients, including offering recommendations for future ongoing operations, and providing channels for receiving comments and suggestions from customers through customer service staff or company executives.

Description of Support Activities

- **Procurement** involves comparing prices from different suppliers, searching for and selecting suppliers to jointly produce advertising work.
- **Legal Compliance** involves contacting regulatory agencies, such as the FDA and the Censor Board, to verify the accuracy and appropriateness of advertising content.
- **Human Resource Development** includes developing and enhancing employee skills and knowledge, recruiting personnel, managing compensation and benefits, and caring for employee well-being and working environment.
- **Technology Management** includes managing and developing secure information technology systems suitable for business operations, applying artificial intelligence (AI) in operations.
- **Infrastructure Management** This includes energy management, waste management, resource reduction, personal data protection, finance and accounting, and receiving and handling complaints.

Company Stakeholders

The company recognizes the importance of stakeholder engagement, who contribute to driving the company's business both directly and indirectly, and are an important part of driving the company's continuous development and growth to create value for the organization and the external society. Our stakeholders are identified in eight groups, both internal and external to the organization, as follows:

Stakeholders	Stakeholders Expectation	Response to Expectation	Communication Channel
Employee	<ul style="list-style-type: none"> ○ Having job security and career advancement opportunities ○ Providing appropriate welfare and compensation ○ Developing digital literacy and skills ○ Being treated equally ○ Having a work-life balance ○ Retaining the organization's high-potential employees (Talent Retention) 	<ul style="list-style-type: none"> ○ Continuously develop employee potential by providing training with an evaluation system. ○ Provide a variety of welfare benefits and facilities to employees. ○ Conduct an annual review of employee compensation and benefits to consider determining appropriate and competitive compensation and benefits compared to the same industry. 	<ul style="list-style-type: none"> ○ Communication via email and the company's online systems ○ Direct communication between employees, supervisors, and the Human Resources department ○ Communication from executives to employees directly through Town Hall meetings at least twice a year ○ Annual satisfaction surveys ○ Complaints through the company's complaint system, which is email at hr@prakit.com
Shareholder/Investor	<ul style="list-style-type: none"> ○ Return on investment ○ Dividends ○ Transparent and auditable business practices ○ Compliance with relevant laws, including good corporate governance 	<ul style="list-style-type: none"> ○ Building trust through operational policies ○ Conducting business transparently and accountably, in compliance with relevant laws, including good corporate governance 	<ul style="list-style-type: none"> ○ Annual report ○ The company's various online media ○ Website ○ Shareholder meetings and shareholder meeting minutes/reports ○ Press releases
Client	<ul style="list-style-type: none"> ○ Maintaining the highest level of personal data security ○ Transparency and clarity in providing product information to 	<ul style="list-style-type: none"> ○ Having a robust strategy, creativity, and communication that is clear, transparent, and measurable. 	<ul style="list-style-type: none"> ○ Company representatives ○ Annual satisfaction surveys ○ Complaints through the company's

Stakeholders	Stakeholders Expectation	Response to Expectation	Communication Channel
	<p>customers, including price and how to use the product</p> <ul style="list-style-type: none"> Receiving work that effectively meets marketing objectives within the specified budget 	<ul style="list-style-type: none"> Building strong relationships through company representatives. Communicating and disclosing timely information. 	<p>complaint system via various channels such as email and the company's social media</p>
Business Partner	<ul style="list-style-type: none"> Grow with the company in expanding services to reach a diverse customer base. Expect the company to be fair in conducting business together 	<ul style="list-style-type: none"> Establish quality standards in joint operations, including a suitable and fair compensation structure Develop a platform for partners to connect and conduct business together efficiently 	<ul style="list-style-type: none"> Company representatives Quarterly meetings with partners Partner selection and recruitment Company channels such as email and the company's social media
Consumer	<ul style="list-style-type: none"> Receiving accurate information that is useful for decision-making Listening to feedback, suggestions, and criticisms of advertisements 	<ul style="list-style-type: none"> Publishing work that is factual and beneficial for decision-making Using consumer feedback, suggestions, and criticisms to improve the quality of advertising and align with consumer behavior 	<ul style="list-style-type: none"> Company social media Email, website Telephone Complaints through the company's complaint system via various channels
Allies	<ul style="list-style-type: none"> New business opportunities Expanding business growth 	<ul style="list-style-type: none"> Finding suitable businesses/projects for partners to increase job opportunities Treating partners honestly and fairly 	<ul style="list-style-type: none"> Company representatives Telephone, email Website Monthly meetings with subsidiaries

Stakeholders	Stakeholders Expectation	Response to Expectation	Communication Channel
Competitor	<ul style="list-style-type: none"> ○ Fair competition ○ Not damaging the reputation of competitors 	<ul style="list-style-type: none"> ○ Working transparently, not distorting facts, using fair prices ○ Not seeking confidential information from competitors 	<ul style="list-style-type: none"> ○ Website ○ Various social media ○ Annual reports or various news released by the company
Regulator	<ul style="list-style-type: none"> ○ Compliance with laws, regulations, and rules ○ Participating in new projects or collaborations from government agencies 	<ul style="list-style-type: none"> ○ Monitoring and studying both old and new regulations to comply with them 	<ul style="list-style-type: none"> ○ Telephone ○ Reports disclosed to the public and submitted to regulatory offices/agencies ○ Continuously participating in activities, seminars, and projects of government agencies ○ Monitoring policies, regulations, rules, and requirements of regulatory agencies / licensing agencies ○ Supporting activities and responding to government policies

Sustainability Policy and Strategy

Organization's Sustainability Objectives and Goals

Prakit Holdings Public Company Limited ("the Company") has established a sustainability strategy with a commitment to creating sustainable growth for all stakeholders and transmitting "positive energy" or internal value to the outside to promote a better life for people in society, which creates sustainable value for both the company and all

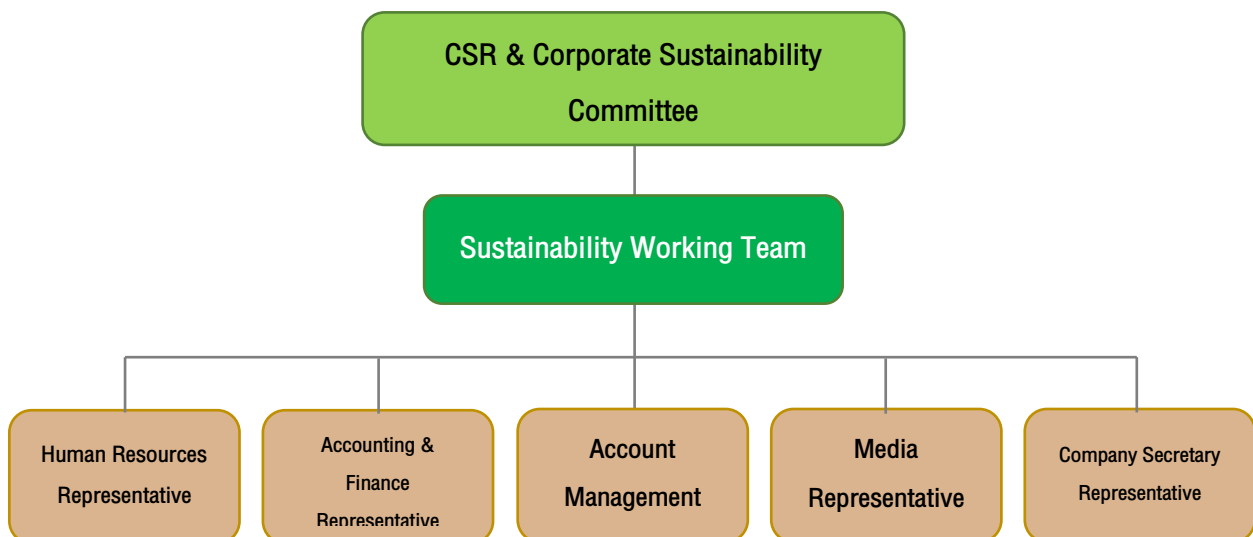
stakeholders and is in line with the company's vision of "Drive Positive Impact to create better changes for all." Therefore, the company attaches importance to sustainable operations in all 3 dimensions: environment, social, and governance and economic. The company complies with the rules, regulations, and standards of the countries in

which it operates, and is committed to studying and complying with international sustainability principles, namely the Sustainable Development Goals (SDGs) of the United Nations.

The company therefore encourages personnel to comply with the company's sustainability policy, which covers operational guidelines on environmental, social, and governance and economic aspects. The Social Responsibility and Sustainable Development Committee is responsible for establishing, considering, and reviewing the company's sustainability policy for submission to the Board of Directors for approval, and overseeing compliance with the said policy.

In addition, in 2024, the company established a sustainability governance structure, specifying clear structures, roles, and responsibilities at the Board of Directors, management, executive, and internal department levels to drive, support, monitor, and

review overall sustainability management. The company appointed the CSR and Sustainable Development Committee and a Sustainability Working Team composed of representatives from various departments such as Human Resources, Finance and Accounting, Account Management (Client Service), Advertising Media, and the Company Secretary's Office. The Sustainability Working Team is responsible for considering sustainability policies and plans, setting goals, and compiling and reporting sustainability performance results to the CSR and Sustainable Development Committee on a quarterly basis. Furthermore, the Sustainability Working Team is responsible for promoting sustainability awareness within the company to further improve the company's sustainability performance.



Sustainability Practices

The company has demonstrated its commitment to responsible business practices by implementing sustainability practices and operational plans that cover corporate governance and economic, social, and environmental aspects as follows:

Corporate Governance and Economic Aspect

- Committed to good corporate governance, the company has set a target of zero incidents of business ethics violations and corruption, and encourages 100% of employees to receive training in business ethics. The company regularly studies and monitors relevant rules and regulations, and promotes attitudes and knowledge about business ethics to employees at all levels.
- Manage the supply chain in accordance with ethical and sustainability principles to ensure that the company works with quality partners and allies, and can manage relationships with partners, allies, and competitors appropriately and fairly. The goal is for 100% of key partners to sign and comply with the business partner code of conduct through partner evaluation and selection, and to promote and support the company's employees to have knowledge and work on the principles of business ethics.
- Committed to protecting personal data and managing cybersecurity by setting a target of zero customer data breach incidents and zero incidents or cases of the company being cyberattacked to ensure that there is no leakage of personal information of all parties involved with the company and to prevent damage to the company's assets and reputation by developing

security systems and preventing cyberattacks, including ensuring that employee operations comply with cybersecurity policies.

- Operate with consideration for customer safety and satisfaction, including responsibility to customers, focusing on customer rights and needs as a priority, and striving to provide products and services that meet customer needs and help them achieve their goals efficiently to make customers decide to return to use the service again, including expanding the customer base effectively. The company has set a target for customer satisfaction assessment results of not less than 75%, by conducting customer satisfaction assessments, surveys to improve and develop the company's work and services.

(Learn more about the full Corporate Governance and Economic Sustainability Policy: [Link](#))

Social Aspect

- Develop the potential of employees to be competitive in business to ensure that the company's employees have the ability and attitude to adapt to business changes, can work and create results effectively, while also focusing on the well-being of company employees. The company has set a target to increase employee engagement scores by 10 points in 2025 to ensure that employees are satisfied with the company at a good level and the company will be able to retain quality personnel through the provision of training to develop knowledge and skills in performing work appropriate to the nature of the work, including business trends, and providing welfare and various activities,

including a process of surveying employee satisfaction and listening to employee feedback.

- Operate with respect for human rights principles to ensure that no human rights violations occur, whether to employees or those involved throughout the supply chain. The company has set a target of zero incidents related to human rights violations by studying relevant labor laws and regulations, including ensuring regular compliance. In addition, channels for receiving complaints and remedial measures are provided.
- Supervise and produce advertising content responsibly to ensure that consumers receive accurate and factual information that is useful for making decisions about choosing products and services. The company has set a target of zero complaints regarding violations of the ethics of print media production by providing checks on relevant regulations in the production and dissemination of advertising content in the company's creative, production, and dissemination of advertising media processes, including providing knowledge and ensuring that employees comply with responsible creative practices.
- Create value and personnel for the advertising industry, providing quality personnel to work in advertising and producing quality advertising content, taking into account responsibility to consumers. The company has set a target amount of money used in personnel development projects in the advertising industry per year by promoting and creating quality personnel to enter the advertising industry more and more, including nurturing good and correct thinking of advertising people through

scholarships and conducting activities to promote knowledge and advertising skills to students.

(Learn more about the full Social Sustainability Policy: [Link](#))

Environmental Aspect

- Implement an efficient waste management system, including encouraging employees at all levels to jointly reduce waste generation in order to reduce the amount of waste from the company's operations released to the outside by 5% through the establishment of a waste management system from waste collection, waste separation, and waste measurement, including campaigning for employees to dispose of waste properly and reduce waste generation through the use of equipment to its maximum efficiency or reuse instead of buying new ones.
- Manage energy efficiently, including supporting and ensuring the most efficient use of electricity in the organization to reduce the energy impact from the company's operations, and also effectively manage the company's energy costs. The company has set a target to reduce overall energy consumption across the organization by 5% by 2026 through the use of renewable energy from solar power and campaigning for employees to jointly use electricity efficiently and sparingly, including regularly checking and turning off unused electrical appliances.
- Committed to studying and developing a management system for energy consumption and greenhouse gas emissions in the organization, while cooperating with the government and relevant agencies, and

participating in helping to slow down or mitigate the problem of temperature change to the best of its ability in order to achieve the goal of disclosing greenhouse gas emissions data within 5 years by studying methods and undergoing surveys and verification of greenhouse gas emissions from relevant agencies.

(Learn more about the full Environmental Sustainability Policy: [Link](#))

Policy Review Guidelines

The company establishes an annual policy review, whereby the Social Responsibility and Sustainable Development Committee will propose guidelines and sustainability policies for the Board of Directors to consider and review to ensure that the policies and practices are appropriate to the current situation, future business opportunity trends, including various factors both internal and external to the organization. As a company operating in the communication business that creates impacts related to people and society mainly in influencing

consumer and public awareness and understanding, the company has established a sustainability policy that is in line with the company's business direction and strategy. The company attaches importance to social aspects such as employee potential development and well-being care, creating value and personnel for the advertising industry; corporate governance and economic aspects such as supervising and being responsible for advertising content, protecting personal data, and managing cybersecurity; and environmental aspects such as energy management and waste management. The company considers that the social and corporate governance and economic aspects are the foundation of the company's important sustainable development because the company's business, which is the production of advertising media and the provision of advertising services, mainly has social and corporate governance and economic impacts and does not have much impact on the environment. However, the company also intends to manage the environmental aspects in the business process as well.

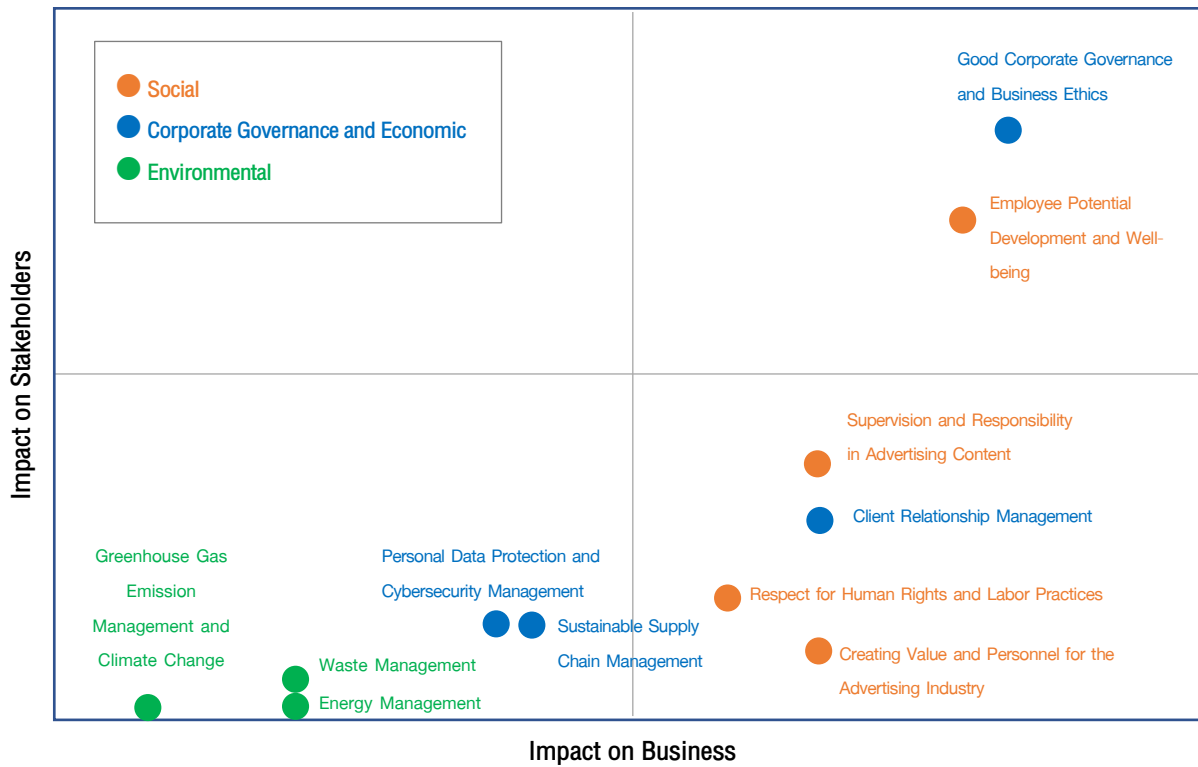
Key Sustainability Issues

Process for Assessing Key Sustainability Issues

1. Understanding the organizational context: Studying and considering key sustainability issues in the industry by studying international standards such as Morgan Stanley Capital International (MSCI), S&P Global, and the Sustainability Accounting Standards Board (SASB), including companies in the industry, and screening issues related to the company's business and specific characteristics.
2. Assessing the importance of each key sustainability issue by considering two perspectives: risks, opportunities, and impacts on the organization itself, and impacts on stakeholders that stakeholders consider important, covering corporate governance and economic, social, and environmental aspects. All stakeholder groups participated in assessing the

- importance of key issues through questionnaires and interviews with company executives.
- Review and acknowledgment from the Board of Directors to ensure that impacts or risks are properly assessed.
 - Regularly review and assess key sustainability issues every year as new issues may arise depending on the situation, including changes in stakeholder expectations in the future.

Prioritization of Key Issues for Prakit Holdings Public Company Limited



- Good Corporate Governance and Business Ethics
- Employee Potential Development and Well-being
- Supervision and Responsibility in Advertising Content
- Client Relationship Management
- Creating Value and Personnel for the Advertising Industry
- Respect for Human Rights and Labor Practices
- Sustainable Supply Chain Management
- Personal Data Protection and Cybersecurity Management
- Waste Management
- Energy Management
- Greenhouse Gas Emission Management and Climate Change

Definition of Key Sustainability Issues

1. Good Corporate Governance and Business Ethics

The processes the company uses to manage and control its business in a transparent, honest, and efficient manner. The company adheres to good corporate governance and business ethics policies to ensure effective and fair management, reducing risks and fraud.

2. Employee Potential Development and Well-being

The processes and activities that the company undertakes to enable employees to work effectively, create satisfaction, and have a sense of belonging to the organization. Employee care and management is an important part that helps the organization achieve its goals and helps the organization retain talented employees, reduce turnover, and create a good working environment, including developing skills and knowledge for employees, and providing appropriate and fair compensation and benefits, while taking care of the well-being of employees, both mentally and physically.

3. Supervision and Responsibility in Advertising Content

The company's policies and operations in producing effective advertisements to achieve customer goals and benefit consumer decision-making by producing advertisements with content that is correct according to ethical and legal principles by submitting advertising content to the Thailand Radio and Television Advertising Review Association and the Food and Drug Administration for review before publishing, including producing works/content that adds positive impact to society.

4. Client Relationship Management

The company's commitment to operating honestly, transparently, with care for customer

safety and satisfaction, and with responsibility towards customers, prioritizing client rights and needs, including providing products and services that meet their needs and effectively help clients solve business problems.

5. Creating Value and Personnel for the Advertising Industry

The processes and activities that the company undertakes to promote and create quality personnel to enter the advertising industry, including nurturing good and correct mindsets for advertising professionals, such as providing knowledge and organizing activities for students to practice creative and advertising production skills.

6. Respect for Human Rights and Labor Practices

The company's policies and operations that do not violate human rights, such as fair employment, not using illegal or forced labor, non-discrimination based on gender, race, religion, and not supporting any activities that violate human rights principles.

7. Sustainable Supply Chain Management

Ethical and sustainable supply chain management is in line with the ESG procurement policy to ensure that the company has a sustainable supplier selection process and manages all supply chain stakeholders, such as partners, allies, and competitors, fairly and equitably.

8. Protection of Personal Data and Cyber Security Management

The company has policies in place to protect data and systems for managing personal data and is in compliance with the Personal Data Protection Act. In addition, there is a cyber protection system in place to prevent leaks, including security and protection systems from cyberattacks.

9. Waste Management

Processes and activities to reduce, control, and manage waste generated from work processes in the workplace according to the 3R principles: Reduce, Reuse, and Recycle to minimize environmental impact, such as encouraging employees to use reusable water glasses instead of disposable plastic cups when buying drinks in the cafeteria, waste separation, and a policy to reduce paper use and use double-sided paper to reduce waste from paper.

10. Energy Management

Processes and activities for managing energy in the workplace for maximum efficiency. The company manages energy by installing solar cells to bring clean energy to use in the organization, including regularly checking the

condition of equipment or electrical appliances in the office, as old electrical appliances may use more electricity than usual.

11. Greenhouse Gas Emission and Climate Change Management

Operations and strategies used in business to reduce, prevent, or control greenhouse gas emissions from work processes to reduce environmental impacts and climate change that may occur in the future and to be part of supporting sustainability. The company is aware of and attaches importance to the problem of climate change by studying methods of collecting greenhouse gas emission data in the organization and reducing greenhouse gas emissions.

Impacts of Key Sustainability Issues

Key Sustainability Issues	Impacts towards:	
	Business	Stakeholders
Corporate Governance and Economic Aspect		
Good Corporate Governance and Business Ethics	Good corporate governance and business ethics help businesses operate stably, grow sustainably, reduce the risk of violating laws, regulations, including disputes, complaints, help promote confidence to investors and build confidence and trust, create a good corporate image in the capital market, and attract investment.	Having good corporate governance and business ethics will build confidence and trust for investors and all stakeholders that the company will not take advantage of or violate any related laws and regulations.
Client Relationship Management	Effective client relationship management will help the company have a strong customer base, maintain good relationships with client, increase business opportunities and create growth.	Effective client relationship management will result in customer satisfaction with the work and service, and receive a response to business needs. Whether it is the growth of sales or brand building and awareness, which contributes to the growth of the client’s business.
Sustainable Supply Chain Management	Sustainable supply chain management reflects the efficiency in selecting partners and managing relationships with partners and allies, helping to create competitiveness, able to produce and deliver efficient work and services, and can achieve goals.	The company's sustainable supply chain management gives customers, partners, and allies confidence that they have chosen to do business with a company that has policies and operations to manage all stakeholders in the supply chain, whether they are customers, partners, allies, including competitors, fairly and equitably. Customers will also receive quality,

Key Sustainability Issues	Impacts towards:	
	Business	Stakeholders
		efficient, and timely products and services.
Protection of Personal Data and Cyber Security Management	The protection of personal data and the management of cybersecurity help maintain cybersecurity, prevent damage to assets, operations, reputation, and the risk of violating personal data laws.	The protection of personal data and the management of cybersecurity help mitigate the risk and prevent the leakage of data of customers, partners, employees, consumers, and other related parties.
Social Aspect		
Employee Potential Development and Well-being	Developing employee potential and well-being demonstrates the ability to retain talented personnel, the non-increase in the turnover rate. It also reflects work efficiency, quality of work and services, helps increase customers and sales which will help the company grow. The company can attract talented personnel to join and be in demand in the labor market.	Developing employee potential and well-being results in employees working efficiently, having career growth, and having better physical and mental health.
Supervision and Responsibility in Advertising Content	The governance and responsibility in advertising content help reduce the risk of complaints/lawsuits regarding misleading advertising. However, it may limit some creativity in presenting the work.	The governance and responsibility in advertising content help consumers receive accurate and truthful information, which is beneficial in making purchasing decisions for goods and services. It also helps reduce the risk of being sued for misleading advertising to customers.
Creating Value and Personnel for the Advertising Industry	Creating value and personnel for the advertising industry helps to find and create quality personnel with a positive	Creating value and personnel for the advertising industry helps the advertising industry have more quality

Key Sustainability Issues	Impacts towards:	
	Business	Stakeholders
	attitude towards advertising work into the organization.	personnel, resulting in good advertising work for society and consumers.
Respect for Human Rights and Labor Practices	Respecting human rights and labor practices through measures to prevent human rights violations helps mitigate the risk of labor law violations, labor disputes, and enhances the company's reputation.	Respecting human rights and labor practices through measures to prevent human rights violations will help employees and contract employees have a good working environment, receive fair compensation, be treated equally and have equal opportunities, including fair treatment of partners and allies.
Environmental Aspect		
Energy Management	Energy management enables companies to reduce operating costs and manage energy use within the organization more efficiently.	The organization's energy management helps reduce overall energy resource consumption and helps reduce environmental impact, as well as responding to the government's need for energy management at the national level.
Waste Management	Waste management results in efficient waste management within the organization, able to recognize the amount of waste and manage measures to reduce waste. It also helps reduce operating costs from reusing certain office equipment instead of buying new ones.	The organization's waste management helps reduce the amount of waste that goes out into society, which mitigates the impact on the environment.
Greenhouse Gas Emission Management and Climate Change	The management of greenhouse gas emissions and climate change reflects the efficiency of resource and energy	The management of greenhouse gas emissions and climate change is a response to the needs of the

Key Sustainability Issues	Impacts towards:	
	Business	Stakeholders
	management within the organization, which helps reduce operating costs and create a positive image for the organization.	government, demonstrating cooperation in solving the problem of climate change at the national and international levels.

Sustainability Performance Results

Social Initiatives

Employee Potential Development and Well-being

The company is aware that employees play an important role in driving the company’s growth. Therefore, it focuses on developing the knowledge and skills of employees to be able to compete in a rapidly changing industry and to be able to deliver work and services efficiently. This is something that the company values and is determined to achieve by setting a goal for employees to receive training in Artificial Intelligence technology (AI) skills no less than 6 hours per person per year.

In addition, the company also emphasizes the well-being of its employees. This is because when employees have a good standard of living and are satisfied with their work, it has a positive effect on the quality of work and service delivered to clients. The company has activities to take care of the physical and mental health of employees on a regular basis.

Goals

- Increase employee satisfaction with the organization by 10% compared to 2024
- Reduce employee turnover to below 33% in 2025, or a 1% decrease from 2024
- Achieve zero workplace accidents
- Have zero days of work absence due to work-related illnesses

- Achieve an employee satisfaction score of 90 for the work environment (10% increase/decrease)

Activities

Employee Development Project:

Artificial Intelligence (AI) Technology

The company provides tools and enhances employees’ skills in using AI tools and technologies. An AI training plan is developed by first studying suitable technology information and courses for each department, such as the advertising media department and the creative department. The company also encourages employees to practice using AI so that it can be integrated into their work efficiently. User manuals are also developed to enable employees to effectively and standardized use of AI-related tools, software, and platforms in the advertising business. This includes promoting analytical thinking and problem-solving with AI, such as in-depth data analysis, trend identification, or complex model creation to empower employees with AI technology skills for efficient work and reduced work time.

Creative Safe Space Project

The company has created a safe and supportive work environment that fosters creativity by developing knowledge, understanding, and skills in accident prevention, such as fire drills, mental and physical health promotion, and creating a work environment conducive to the work of employees in advertising agencies. The company provides a comfortable communal area, open-plan work spaces, and co-working spaces. In addition, from 2022-2024, office and meeting room chairs were replaced with more ergonomic chairs.

Occupational Safety and Health

Valuing the employee’s safety and health, the Company has the policy on this matter.

1. Keep the workplace sterile by cleaning the floors, push buttons, door handles and other risk points daily.
2. Hire security guard unit to monitor the office areas, including the parking lot, in order to protect the employees, their property and the Company’s property.

3. Carry out office safety and hygiene inspection such as monthly elevator check-up, power transformer check-up, and pest control every 3 months. Clean the canteen and kitchen monthly.
4. Encourage all employees to be aware and help keep the working space clean for overall good hygiene and health.
5. Ensuring safety in the workplace by providing employees with key cards to enter and exit every floor of the office.

Activities to Promote Physical and Mental Health

The company provides relaxation areas for employees to unwind and find inspiration. A fitness room with exercise equipment is also available for employee use. Yoga classes are offered for interested employees to help alleviate potential office syndrome symptoms that may arise from work. In addition, the company provides annual health check-ups and flu vaccinations to further promote the good health of its employees.

Sustainability Performance Summary Table

Indicator	Unit	2022	2023	2024
Average number of hours spent on AI training	Hour/person	No data collected	No data collected	6.67
Employee turnover rate	%	38%	31%	34%
Employee satisfaction rate with the organization	%	No data collected	No data collected	77%
Workplace accidents	Time	0	0	0
Number of work-related sick leave days	Day	0	0	0
Employee satisfaction score with the work environment	%	No data collected	No data collected	67%

Creating Value and Personnel for the Advertising Industry

The advertising industry is constantly and rapidly changing, and it is found that the resignation rate of personnel in the advertising industry tends to increase. The company, as a producer and service provider in the advertising industry, will be directly affected by the decrease in personnel in the advertising industry, such as the challenge in recruiting personnel with the ability and skills suitable for advertising work and the challenge in retaining personnel. Therefore, the company recognizes the importance of creating value and talented personnel in the industry by setting a budget for projects to create value and personnel for the advertising industry in the form of scholarships.

Goals

- Organize the Idea Excellence project every year
- Have no less than 15 teams participating in the project

Activities

Idea Excellence Project

The company organizes a competition for strategic ideas and creative work in the form of advertising campaigns across digital media, traditional media, and other creative campaign formats. This is done in collaboration with clients and universities, and

the project has been running for over 30 years. It serves as a platform for students studying in advertising and marketing-related fields to express themselves, develop their potential, and prepare for real-world work in the advertising business. The participants also have the opportunity to receive scholarships and job opportunities with the company. In addition to promoting development and social participation, this also creates value and provides quality personnel to the advertising industry. This project has received cooperation from partners, such as interested clients who want to use their products as the theme for that year's Idea Excellence, along with setting attractive prizes to encourage participation in the competition. The activity is publicized through social media, and the project and its theme are introduced to students at various institutions. After the competition is completed, the winners of the various awards will be announced and given scholarships.

In 2024, there were 108 teams from 11 universities participating in the Idea Excellence competition. After the selection process, 9 teams from 5 universities were selected to advance to the next round.

Sustainability Performance Summary Table

Indicator	Unit	2022	2023	2024
Idea Excellence Project Applicants	Team	No activities organized	No activities organized	108

Respect for Human Rights and Labor Practices

The company recognizes that human rights are fundamental rights inherent to all human beings, which everyone should receive equally and equitably.

Therefore, the company is committed to ensuring that human rights are not violated or that employees are not treated unfairly. This reduces the risk or impact of human rights violations caused by employee actions

or the company's products. The company is committed to ensuring that the number of disputes or complaints regarding human rights violations is zero, and the company has measures in place to prevent, address, and remedy human rights violations.

Goals

- Zero cases of disputes or complaints regarding human rights violation

Activities

Respect for Human Rights and Labor Practices

- **Measures to Prevent Human Rights Violations.**
 - Develop and communicate a human rights policy and train employees to understand human rights in the workplace, including how to observe and prevent potential violations.
 - Establish a safe and anonymous reporting system for human rights violations, such as through Google Forms or a complaint box, to ensure that employees are confident that their complaints will be handled fairly.
- **Investigation and Resolution of Complaints**
 - Establish an internal committee (comprising representatives from HR and management) to investigate complaints regarding human rights violations, ensuring that the investigation process is transparent and fair.
 - After the investigation is completed, inform all relevant parties of the results and explain the rationale behind the decision to ensure understanding and trust in the process.

- **Measures to Remedy Victims**

- Provide psychological counseling for those affected by human rights violations, including legal advice if necessary.
- If the violation has an impact on the mental or physical health of employees, provide time off for recovery or treatment.
- In cases where the victim is unfairly dismissed, consider reinstatement measures and provide appropriate financial compensation.

- **Action Against Perpetrators**

- Take disciplinary action in accordance with the organization's regulations, such as warnings, demotions, or immediate termination if employees are found to have committed human rights violations.
- Monitor the behavior of perpetrators to prevent further human rights violations, including providing rehabilitation programs for perpetrators.

- **Improving the Working Environment**

- Consider revising organizational policies and culture after the investigation and resolution of complaints are completed to prevent recurrence, for example, improve the organizational culture to promote mutual respect, including creating a culture of acceptance of diversity within the organization.
- Organize activities that emphasize acceptance and respect for the differences of employees in terms of ethnicity, gender, age, and religion to create a work environment that respects differences.

- **Monitoring and Evaluation**
 - Monitor the results of corrective and remedial actions after an incident to ensure that the problem is fully resolved and that victims receive appropriate remedies.
 - Evaluate the policies used in the management and remediation process and update them to ensure they are current and relevant to the changing situation.

Sustainability Performance Summary Table

Indicator	Unit	2022	2023	2024
Cases of human rights violations or complaints	case	0	0	0

Supervision and Responsibility in Advertising Content

The company is aware of the impact that advertising work can have in guiding or promoting consumer behavior. Delivering high-quality and responsible work to society is therefore something the company has always prioritized so that consumers and people in society receive accurate, truthful information that is useful in making decisions about choosing goods and services. The company therefore responsibly supervises and produces advertising content in accordance with relevant laws and regulations.

Goals

- The number of incidents or complaints related to consumer rights violations is 0.
- The number of cases or complaints regarding violations of the code of ethics for print media production is 0.

Activities

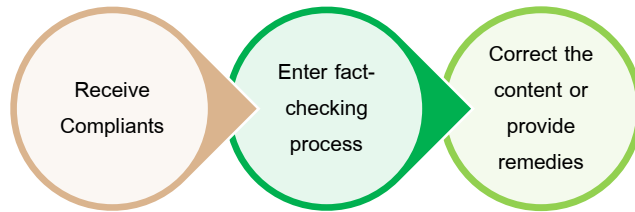
Responsible Advertising Production

- Establish guidelines for responsible and ethical advertising production.
- Educate relevant departments on the creation and production of advertising

media and ensure compliance with responsible advertising production guidelines.

- Verify relevant advertising regulations with regulatory agencies during the production process and before the advertisement is published.
- Have a policy of not accepting work that is contrary to moral principles and laws.
- Do not publish negative content that is intoxicating, deceptive, or leads to social division.
- Have a channel for receiving complaints about consumer rights violations, media ethics violations, or the publication of untrue advertising content. Those who find such violations can report them via email at info@prakit.com or the company website www.prakit.com.
- Have remedial measures in case of victims, correct the content to be accurate, and take appropriate action when there are cases of consumer rights violations, media ethics violations, or the publication of untrue advertising content.

Measures for media ethics violations



Sustainability Performance Summary Table

Indicator	Unit	2022	2023	2024
Number of consumer rights violation incidents or complaints	case	No data collected	0	0
Number of cases or complaints regarding violations of the code of ethics for print media production	case	No data collected	0	0

Corporate Governance and Economic Initiatives

Client Relationship Management

Although the service, usage, and relationship between clients and advertising agencies today are different from the past, customer relationship management, especially managing customer satisfaction, remains an important issue. Effective and appropriate customer relationship management will enable the company to understand customer satisfaction in various aspects, whether they are customers who have the company manage multiple brands of products on an annual or one-time basis, to be used in managing customer relationships sustainably in the future.

Goals

- Customer satisfaction assessment results not less than 75 percent in 2026.
- Number of customer complaints is 0 times.

Activities

Developing Customer Satisfaction

The company has plans to develop customer satisfaction, which will begin in 2025 as follows:

- Maintain close communication with customers during product or project management to ensure that the work or services the company delivers to customers can achieve marketing objectives or meet customer needs satisfactorily.
- Assess customer satisfaction, including channels for receiving complaints from customers, such as contacting customer service staff, the company's social media, and the company's website. In addition, measures are in place to address customer complaints and use the

- feedback received to further improve services.
- Maintain good relationships with customers by scheduling meetings with customers on various occasions.
- Develop the quality of work and advertising services to keep pace with technology, social trends, and changing consumer needs to effectively achieve customers' marketing objectives.

Sustainability Performance Summary Table

Indicator	Unit	2022	2023	2024
Complaint from Clients	case	0	0	0

Sustainable Supply Chain Management

The company places importance on operating with stakeholders in the supply chain transparently, with efficient and sustainable operations in economic, social, and environmental aspects. The company must therefore have measures to select trading partners that meet the code of business ethics so that the company, including stakeholders in the supply chain, can compete and grow sustainably in the market.

Goals

- 100% of key trading partners sign an agreement to comply with the business's code of conduct for trading partners by 2025.

Activities

Since the company plans to implement sustainable supply chain management activities in 2024, which will begin in 2025 as the first year of implementation, there is no information available yet, and the results of the operations will be summarized in the following year. However, the company has a brief operating plan as follows:

Supplier Classification

Establish criteria for classifying current suppliers based on their importance and impact on the organization to develop appropriate management plans for each type of supplier.

Supplier Selection

Establish criteria for new suppliers in accordance with the policies and guidelines for sustainable supply chain management, using the business partner code of conduct as a guideline for screening or selecting new suppliers.

Business Partner Code of Conduct

The company has prepared a document acknowledging and agreeing to comply with the business partner code of conduct, including an annual business partner code of conduct assessment form, and will communicate with each supplier to request cooperation in the assessment and signing of the document acknowledging and agreeing to comply with the business partner code of conduct in 2025.

Learn more about business ethics for partners: [Link](#)

Protection of Personal Data and Cyber Security Management

Following the full enforcement of the Personal Data Protection Act B.E. 2562 (PDPA), Prakit Holdings Public Company Limited and its subsidiaries are committed to managing personal data, including its collection, use, or disclosure, and controlling internal operations to comply with the Personal Data Protection Act and related laws. This includes managing cyber security to ensure that the personal data of all stakeholders is protected as required by law. The company aims for zero incidents of cyber-attacks and zero incidents of personal data breaches.

Goals

- Zero incidents of cyber-attacks against the company.
- Zero incidents of personal data breaches.

Activities

Personal Data Protection and Cyber Security Management Project

- Integrate training on personal data protection, relevant laws, and cyber security awareness into the employee development plan (Training Plan) at least twice a year.
- Promote the personal data protection and cyber security management project through easy-to-understand content on the company's various social media platforms, starting from the first quarter of 2025.
- Draft a plan to develop the company's current IT systems to enhance cyber security capabilities for improved cyber security and personal data protection.
- Continuously update cyber security and personal data protection policies and practices to comply with newly issued legal requirements.
- Continuously update customer personal data protection policies and practices to comply with newly issued legal requirements.

Sustainability Performance Summary Table

Indicator	Unit	2022	2023	2024
Number of customer data leakage incidents	case	0	0	0
Number of cyberattack incidents or cases	case	No data collected	No data collected	0
Number of personal data leakage incidents or cases	case	No data collected	No data collected	0

Good Corporate Governance and Business Ethics

The company recognizes the importance of transparent, honest, fair, and efficient management and control of its operations. This is to build

confidence and trust among all stakeholders in every dimension of the company's business operations. The company is committed to improving good corporate governance (CG) and ensuring

compliance with business ethics. This includes ensuring employees understand CG principles and business ethics in their work to prevent violations of CG and business ethics.

Goals

- Zero cases of business ethics violations or corruption.
- Zero significant warnings or audits from regulatory agencies.

Activities

PRAKIT CG+ Project

- Review the company's business ethics and good corporate governance manual annually.
- Develop educational materials on good corporate governance,

business ethics, or anti-corruption for employees and disseminate them through channels such as employee LINE groups, email, or bulletin boards.

- Plan and conduct employee training on CG, along with pre- and post-training knowledge assessments. Conduct phased training for existing employees within 2025 and provide training for new employees every 6 months.
- Implement measures to prevent violations of business ethics, including penalties and corrective action measures. (Further details in One Report, page 70)

Sustainability Performance Summary Table

Indicator	Unit	2022	2023	2024
Number of cases of business ethics violations or corruption (with corrective measures, if any)	case	0	0	0
Number of significant warnings or inspections from regulatory agencies (with corrective measures, if any)	case	0	0	0

Environmental Initiatives

Waste Management

The changing lifestyles of people today have resulted in an increase in waste volume, which impacts the environment and society. Therefore, the company is committed to reducing waste generated from its operations by implementing an efficient waste management system, including waste segregation, measurement, and appropriate disposal of each waste type.

Goals

- Reduce waste generated from the company's operations by 5% by 2026, compared to 2025.

Activities

Office Waste Management

- Publicize and campaign to educate employees and encourage their cooperation in waste segregation through

educational materials via various channels, such as employee LINE groups and signs at waste disposal points.

- Implement waste segregation by:
 - Installing separate waste bins and educating employees on proper waste disposal.
 - Educating cleaning staff to correctly separate waste collected from employee desks and various areas of the office.
 - Providing waste trolleys for segregating waste from trash bins at employee workstations.

- Implement waste volume measurement by recording waste volume by type and reporting results weekly.
- Send waste to relevant agencies for disposal according to type: recyclable waste, hazardous waste, and general waste.
- Campaign to reduce waste generation, including: encouraging the use of reusable cups and containers for purchasing drinks and food in the cafeteria; using double-sided paper/recycling paper.

Sustainability Performance Summary Table

Indicator	Unit	2022	2023	2024
Waste Volume	Kilogram	No data collected	No data collected	1,077 (Aug-Dec)
Volume of waste that has undergone reuse and/or recycling processes	Kilogram	No data collected	No data collected	201 (Aug-Dec)

Energy Management

Energy is a crucial factor in business operations, and every unit of energy consumed equates to costs and expenses that the organization must bear. This includes not only financial costs but also the costs associated with sustainable business operations. The company recognizes the importance of efficient energy management, including electricity, non-renewable energy sources like fuel, and other renewable energy sources. This helps the company save on energy expenses and directly reduce its environmental impact.

Goals

- Reduce overall organizational energy consumption by 5% by 2026, compared to 2024.

Activities

Use of Solar Renewable Energy

Currently, the company has installed solar panels on the rooftop of the office building and is using solar energy in conjunction with electricity. In 2024, the company began collecting data on the amount of solar energy used to compare it with electricity consumption. This allows for more efficient planning and management of energy use within the office building.

Electricity Conservation

The company has promoted various forms of energy conservation through communication channels such as: placing campaign signs in front of passenger elevators, providing energy awareness content on the company's social media

platforms, implementing a system for requesting after-hours electricity usage, and reminding employees responsible for building maintenance to

turn off lights or electrical appliances when not in use to prevent unnecessary electricity consumption.

Sustainability Performance Summary Table

Indicator	Unit	2022	2023	2024
Energy Consumption	kWh	No data collected	No data collected	447,000
Depletable Energy Consumption: Diesel	Liter	No data collected	No data collected	3,707.87
Depletable Energy Consumption: gasoline	Liter	No data collected	No data collected	2,784.28
Renewable Energy Consumption (Solar energy)	kWh	No data collected	No data collected	82,922.77

Greenhouse Gas Emission Management and Climate Change

The company recognizes that the current climate change problem is severe and can have direct and indirect impacts on individuals, organizations, and society at large. Therefore, the company intends to disclose greenhouse gas emissions from its operations by 2027 and implement activities to reduce greenhouse gas emissions at the organizational level. The company is also committed to raising awareness of climate change, starting with its internal personnel and extending to partners, suppliers, and society.

Goals

- Report greenhouse gas emissions for Scope 1 and 2 in the short term, by 2027.

Activities

Greenhouse Gas Emission Management Approach

In the initial phase, the company plans to study methods for surveying, assessing, measuring, and calculating the organization's greenhouse gas emissions to understand how the company

impacts the environment. The scope of measurement and reporting will be limited to Scope 1 and 2 in the short term, by 2026. This includes studying and analyzing the impacts of climate change on the organization to plan for risk management and response effectively.

In addition, the company plans to educate its personnel about activities that contribute to greenhouse gas emissions and climate change through various channels, such as: posting informational signs in elevators and common areas, providing information through company emails and LINE groups, and organizing activities that promote participation in reducing greenhouse gas emissions, such as: planting trees, reducing the use of air conditioning in buildings, and procuring office equipment with low greenhouse gas emissions.

Sustainability Performance Summary Table

Environmental Aspect

Section	GRI	Topic	Unit	Result		
				2022	2023	2024
E1 Environmental Management Standards Policies and Practices						
E1.1C	103	Environmental Management Policies and Practices	yes/no	yes	yes	yes
E1.2C		Number of cases or incidents of legal violations or environmental impacts	time	0	0	0
E1.2C		Number of cases or incidents of legal violations or environmental impacts	time	0	0	0
E1.3R		Value of damages or fines resulting from legal violations or environmental impacts	baht	0	0	0
E2 Energy Management						
E2.1C	GRI	Energy Management Plan	yes/no	no	no	yes
E2.2C	302	Energy Consumption	kWh	Cannot be collected (Not implemented)	Cannot be collected (Not implemented)	447,000
E2.3C		Renewable Energy Consumption	kWh	Cannot be collected (Not implemented)	Cannot be collected (Not implemented)	82,922.77
E2.4R		Energy Management Goals	yes/no	no	no	yes
E2.5R		Energy Intensity	kWh/employee	Cannot be collected (Not implemented)	Cannot be collected (Not implemented)	2,246.23
E3 การจัดการน้ำ						
E3.1C	GRI	Water Management Plan	yes/no	no	no	yes
E3.2C	303	Water Consumption	cubic meter	Cannot be collected (Not implemented)	Cannot be collected (Not implemented)	2,542
E3.3R		Water Usage Goals	yes/no	no	no	yes
E3.4R		Water Intensity	cubic meter /employee	Cannot be collected (Not implemented)	Cannot be collected (Not implemented)	12.77

Section	GRI	Topic	Unit	Result		
				2022	2023	2024
E3.5R		Percentage of Wastewater Treated Before Discharge	%	Cannot be collected (Not implemented)	Cannot be collected (Not implemented)	0
E4 Waste Management						
E4.1C	GRI 306	Waste Management Plan	Yes/no	yes	yes	yes
E4.2C		Waste Volume	Kilogram	Cannot be collected (Not implemented)	Cannot be collected (Not implemented)	1,077 (Aug-Dec)
E4.3R		Waste Management Goals	Yes/no	no	no	yes
E4.4R		Volume of waste that has undergone reuse and/or recycling processes	Kilogram	Cannot be collected (Not implemented)	Cannot be collected (Not implemented)	201 (Aug-Dec)
E5 Greenhouse Gas Management						
E5.1C	GRI 305	Greenhouse Gas Management Plan	Yes/no	no	no	yes

Social Aspect

Section	GRI	Topic	Unit	Result						
				2022		2023		2024		
S1 สิทธิมนุษยชน										
S1.1C	GRI 412	Human Rights Policies and Practices	Yes/no	yes	yes	yes				
S1.3R		Number of Incidents Related to Human Rights Violations	Time	0	0	0				
		Measures for Addressing and Remediating Human Rights Violations	Yes/no	no	no	yes				
S2 Fair Labor Practices										
				Female	Male	Female	Male	Female	Male	
S2.1C	GRI 401	Total Number of Employees	person	136	86	120	77	118	81	
<i>Employee Statistics by Age Group</i>										
		- Under 30 years old	person	No data collected	No data collected	No data collected	No data collected	50	24	
		- 30 - 50 years old	person	No data collected	No data collected	No data collected	No data collected	38	32	
	- Over 50 years old	person	No data collected	No data	No data collected	No data	30	25		

Section	GRI	Topic	Unit	Result					
				2022		2023		2024	
					collect ed		collect ed		
		<i>Employee Statistics by Job Level</i>							
		- Operational Level	person	No data collected	No data collect ed	No data collected	No data collect ed	83	51
		- Management Level	person	No data collected	No data collect ed	No data collected	No data collect ed	26	20
		- Senior Management	person	No data collected	No data collect ed	No data collected	No data collect ed	9	10
		<i>Employee Statistics by Place of Origin</i>							
		- Bangkok	person	No data collected	No data collect ed	No data collected	No data collect ed	67	41
		- Northern Region	person	No data collected	No data collect ed	No data collected	No data collect ed	8	7
		- Central Region	person	No data collected	No data collect ed	No data collected	No data collect ed	26	19
		- Northeastern Region	person	No data collected	No data collect ed	No data collected	No data collect ed	7	7
		- Southern Region	person	No data collected	No data collect ed	No data collected	No data collect ed	4	5
		- Western Region	person	No data collected	No data collect ed	No data collected	No data collect ed	4	4
		- Eastern Region	person	No data collected	No data collect ed	No data collected	No data collect ed	2	3
S2.2C	GRI	Number of Employees with Disabilities	person	1		2		2	
S2.3C	405	Total Employee Compensation	Baht	147,105,533		137,309,402		142,671,716	
S2.4C		Percentage of Employees Who Are Members of the Provident Fund (PVD)	%	60.8		59.4		57.7	
S2.5R		Gender Pay Gap	Female: Male	No data collected		No data collected		61:39	
S2.6C	GRI	Employee Development Plans or Activities	Yes/no	yes		yes		yes	
S2.7C	404	Average Employee Training Hours	hour/per son/year	6		6		7.8	

Section	GRI	Topic	Unit	Result		
				2022	2023	2024
S2.9R		Employee Development Goals	Yes/no	yes	yes	yes
S2.10R		Employee Development Expenses	Baht	68,679.43	435,510.39	413,155
S2.12C	GRI 403	Plans or Activities Related to Occupational Health, Safety, and Work Environment Development	Yes/no	yes	yes	yes
S2.13C		Number of Lost-Time Work Injuries	Time	0	0	0
S2.14C		Occupational Safety Goals	Yes/no	no	no	yes
S2.15R		Lost Time Injury Frequency Rate: LTIFR	time/200,000 hr.	0	0	0
S2.16R	GRI 402	Employee Engagement Development Plan	Yes/no	no	no	yes
S2.17R		Percentage of Voluntary Employee Turnover	%	38%	31%	34%
S2.18C	GRI 407	Number of Significant Labor Disputes with Corrective Measures	Time	0	0	0
S2.19R		Employee Engagement Development Targets	Yes/no	yes	yes	yes
S2.20R		Employee Engagement Assessment Results	%	No data collected	No data collected	59%
S2.21R		Employee Collective Bargaining for Employee Benefits	Time	0	0	0
S3 Customer/Consumer Responsibility						
S3.1C	GRI 418	Client Personal Data Protection Policies and Practices	Yes/no	no	no	yes
S3.2C		Number of Client Data Breaches	Time	0	0	0
S3.3C		Number of Incidents or Complaints Related to Client Rights Violations, with Corrective Measures	Time	No data collected	0	0
S3.4R		Channels for Client/Consumer Complaints	Yes/no	yes	yes	yes
S3.6R		Client Satisfaction Development Targets	Yes/no	no	no	yes
Company's Indicator		Customer Complaints	Time	Cannot be collected (Not implemented)	Cannot be collected (Not implemented)	0
S4: Community/Social Responsibility						
S4.1C	GRI 413	Policy on Development and Engagement with Communities/Society Potentially Impacted by Business	Yes/no	yes	yes	yes
S4.2C		Plan to Promote Development and Engagement with Communities/Society Potentially Impacted by Business	Yes/no	no	no	yes

Section	GRI	Topic	Unit	Result		
				2022	2023	2024
S4.3R		Number of Disputes with Communities/Society and Corrective Measures	Time	0	0	0
S4.4R		Targets for Development and Engagement with Communities/Society Potentially Impacted by Business	Yes/no	no	no	yes
S4.5R		Benefits from Projects or Activities for Community/Social Development and Assistance	N/A	Educating Youth/Creating a Safe Mental Space on Social Media	Educating Youth/Creating a Safe Mental Space on Social Media	Educating Youth/Creating a Safe Mental Space on Social Media
S4.6R		Total Amount Spent on Projects or Activities for Community/Social Development and Assistance	Baht	Not implement	42,618	150,000

Corporate Governance and Economic Aspect

Section	GRI	Topic	Unit	Result		
				2022	2023	2024
G1 Corporate Governance Policies, Structures, and Systems						
G1.1C	GRI 2	Individual Board of Directors Profiles	Yes/no	yes	yes	yes
G1.2C		Total Number of Directors	Person	8	8	8
G1.3C		Total Independent Directors	Person	3	3	3
G1.4C		Number of Non-Executive Directors	Person	4	4	4
G1.5C		Number of Female Directors	Person	1	1	0
G1.6C		Chairman of the Board is an Independent Director	Yes/no	no	no	no
G1.7C		Chairman of the Board and Managing Director are the Same Person	Yes/no	no	no	no
G1.8C		Number of Independent Directors on Each Sub-Committee	Yes/no	Audit Committee: 3 CSR Committee: 0	Audit Committee: 3 CSR Committee: 0	Audit Committee : 3 CSR Committee : 0
G1.9C		The Chairman of Each Sub-Committee is an Independent Director	N/A	Audit Committee: Independent CSR Committee:	Audit Committee: Independent CSR Committee:	Audit Committee: Independent CSR Committee:

Section	GRI	Topic	Unit	Result		
				2022	2023	2024
				Non-Independent	Non-Independent	Non-Independent
G1.10 C		Individual Director's Years of Tenure	Year	Details in Form 56-1 One Report, page 48	Details in Form 56-1 One Report, page 40	Details in Form 56-1 One Report, page 73
G1.11 C		Years of Service for Each Individual Director	Year	12	9	9
G1.12 C		Number of Board Meetings	Time	Details in Form 56-1 One Report, page 53	Details in Form 56-1 One Report, page 45	Details in Form 56-1 One Report, page 81
G1.13 C		Board of Directors Performance	N/A	4	4	4
G1.14 C		Number of Audit Committee Meetings	Time	Details in Form 56-1 One Report, page 56 and attachment 4	Details in Form 56-1 One Report, page 48 and attachment 4	Details in Form 56-1 One Report, page 83 and attachment 4
G1.15 C		Number of Meetings of Each Sub-Committee				
		Audit Committee	Time	4	4	4
		Social Responsibility and Sustainable Development Committee	Time	4	4	4
G1.16 C		Performance of Each Sub-Committee	N/A	Details in Form 56-1 One Report, page 56	Details in Form 56-1 One Report, page 48	Details in Form 56-1 One Report, page 83
G1.17R		Results of Succession Plan Implementation	N/A	no	no	Details in Form 56-1 One Report, page 77
G1.18 C		Policies and Criteria for Director Recruitment with Qualifications Aligned with Corporate Strategy	Yes/no	yes	yes	yes
G1.19 C		Analysis of Director Skills and Experience Based on Business Characteristics (Board Skill Matrix)	Yes/no	no	no	yes
G1.20 C		Profiles of Newly Appointed Directors	Yes/no	yes	yes	yes

Section	GRI	Topic	Unit	Result		
				2022	2023	2024
G1.21 C		Policies and Criteria for Director Compensation	Yes/no	yes	yes	yes
G1.22 C		Individual Director Compensation	Baht/person	Details in Form 56-1 One Report, page 54	Details in Form 56-1 One Report, page 46	Details in Form 56-1 One Report, page 81
G1.23 C		Non-Monetary Compensation for Directors	N/A	Accident Insurance, Medical Expenses	Accident Insurance, Medical Expenses	Accident Insurance, Medical Expenses
G1.24 C		Policies and Criteria for Senior Management Compensation	Yes/no	yes	yes	yes
G1.25 C		Total Senior Management Compensation	Baht	15,234,970.32	14,395,416	15,697,469.54
G1.26R		Other Compensation and Long-Term Benefits for Senior Management	N/A	Accident Insurance, Medical Expenses	Accident Insurance, Medical Expenses	Accident Insurance, Medical Expenses
G1.27 C		Policies Regarding Director Development Plans	Yes/no	yes	yes	yes
G1.28R		Individual Director Development Performance	N/A	No data collected	No data collected	Details in Form 56-1 One Report, page 81
G1.29 C		Criteria for Evaluating Board of Directors Performance	Yes/no	No data collected	No data collected	yes
G1.31 C		Performance Evaluation Results of Each Sub-Committee	N/A	No data collected	No data collected	Good
G1.32R		Individual Board Member Performance Evaluation Results	N/A	No data collected	No data collected	Excellence
G1.33R		Criteria for Evaluating the Managing Director's Performance	Yes/no	no	no	yes
G1.34R		Business Ethics	Yes/no	yes	yes	yes
G1.35 C		Anti-Corruption Policies and Practices	Yes/no	yes	yes	yes
G1.36 C		Number of Cases of Business Ethics Violations or Corruption	Case	0	0	0
G1.37 C		Whistleblowing Policies and Practices	Yes/no	yes	yes	yes

Section	GRI	Topic	Unit	Result		
				2022	2023	2024
G1.38R		Measures to Prevent Business Ethics Violations	Yes/no	no	no	yes
G2 Sustainability Policies and Strategies						
G2.1C	GRI	Corporate Sustainability Policies and Goals	Yes/no	yes	yes	yes
G2.2C	102	Corporate Sustainability Material Topics	Yes/no	no	no	yes
G2.3R	-55	Sustainability Report	Yes/no	no	no	yes
G2.4R		Sustainability Performance Disclosure Standards, such as GRI Standards, etc.	Yes/no	no	no	yes
G3 Sustainability Risk Management						
G3.1C	GRI	Sustainability Risk Management Policies and Practices	Yes/no	yes	yes	yes
G3.3C	-15	Emerging Risks that May Impact the Business in the Near Future	Yes/no	no	no	yes
G3.4C		Business Continuity Plans (BCP)	Yes/no	yes	yes	yes
G3.5R		Sustainability Risk Management Measures	Yes/no	no	no	yes (Referring to the Enterprise Risk Management Measures)
G4 Sustainable Supply Chain Management						
G4.1C	GRI	Sustainable Supply Chain Management Policies and Practices	Yes/no	no	no	yes
G4.2C	GRI	Sustainable Supply Chain Management Plan	Yes/no	no	no	yes
G4.4R	414	Supplier Code of Conduct	Yes/no	no	no	yes
G5 Innovation Development						
G5.3C		Research and Innovation Development Expenses	Baht	No data collected	No data collected	171,204

Service Sector Industry

Section	GRI	Topic	Unit	Result		
				2022	2023	2024
Social Aspect						
MPU-S1 Quality Media Access						
MPU-S1.1	GRI	Policies and Practices to Promote Quality Media Access	Yes/no	no	no	yes
MPU-S1.2	413-1	Projects to Promote Quality Media Access	Yes/no	no	no	yes

Section	GRI	Topic	Unit	Result		
				2022	2023	2024
MPU-S2 Respect for Diversity and Equality						
MPU-S2.1	GRI 405-1	Policies and Practices Regarding Respect for Diversity and Equality Within the Organization and Supply Chain, Without Discrimination Based on Gender, Age, Nationality, Disability, Religion, or Other Factors	Yes/no	yes	yes	yes
MPU-S2.2		Employee Data Classified by Gender and Nationality	Person	Female:136 Male: 86	Female:120 Male: 77	Female:118 Male:81
MPU-S2.3	GRI 406-1	Number of Incidents or Complaints Regarding Violations of Rights, Equality, and Unfair Labor Practices, Along With Corrective and Remedial Measures	Case	0	0	0
MUP-S3 Promotion of Women's Labor						
MPU-S3.1	GRI 405-1	Policies and Practices Related to the Equal Promotion of Women in the Workplace	Yes/no	yes	yes	yes
MPU-S3.2	GRI 405-1	Number of Female Employees	Person	136	120	118
		Classified by Position Level				
		- Senior Management	Person	No data collected	No data collected	9
		- Management	Person	No data collected	No data collected	26
		- Staff	Person	No data collected	No data collected	83
Corporate Governance and Economic Aspect						
MPU-G1 Cybersecurity and Personal Data Protection						
MPU-G1.1	GRI 418-1	Cybersecurity and Personal Data Protection Policies and Practices	Yes/no	yes	yes	yes
MPU-G1.3		Measures and Practices Regarding the Use of Personal Data	Yes/no	Not implement	Not implement	yes
MPU-G1.4		Percentage of Employees Trained in Cybersecurity and Personal Data Usage	%	Not implement	Not implement	0
MPU-G1.5		Number of Incidents or Cases of Cyberattacks Against the Company, Along with Corrective Measures	Time	No data collected	No data collected	0
MPU-G1.6		Number of Incidents or Cases of Personal Data Breaches, Along with Corrective Measures	Time	No data collected	No data collected	0

Section	GRI	Topic	Unit	Result		
				2022	2023	2024
MPU-G2 Quality and Ethics of Print Media Production						
MPU-G2.1	GRI 416-1	Quality Management and Ethics Policies for Print Media Production	Yes/no	No data collected	No data collected	yes
MPU-G2.2	GRI G4-M5*	Number of Cases or Complaints Regarding Violations of Print Media Production Ethics, Along with Corrective and Remedial Measures	Case	No data collected	0	0

Management Discussion and Analysis

Business Operation Overview

2024 Operating Results

In 2024, the Thai economy continued to slow down due to both domestic and external factors, particularly the impact of the global economy and political uncertainties. This resulted in a slight decline in the overall advertising media spending compared to the previous year. However, market competition remained intense, affecting the performance of the advertising media business. Despite these challenges, the company was able to adapt effectively through cost control strategies, the use of Generative AI (Gen AI) to enhance operational efficiency, and a focus on selecting the most suitable media that meets customer needs. As a result, the overall performance showed strong growth.

In 2024, the group generated total revenue from advertising activities, net of service costs, amounting to 205.45 million baht, an increase of 53.56 million baht or 35.26% compared to 2023, which was 151.89 million baht. The main factor supporting revenue growth was the increased advertising budget from clients, with a shift towards online media, which has a higher commission rate than television. This led to a 29.98 million baht or 24.96% increase in commission income. Additionally, service profit (service income minus service costs) in 2024 amounted to 55.35 million baht, an increase of 23.58 million baht from the previous year, as a result of effective cost management. This allowed the group to reduce service costs, leading to an increase in the gross profit margin, from 21.39% in 2023 to 25.48% in 2024.

The group's distribution and administrative expenses amounted to 172.29 million baht, compared to 165.56 million baht in 2023, an increase of 6.73 million baht or 4.07%. The primary reason for the increase was higher employee-related expenses, an impairment loss of 5.5 million baht for non-current financial assets, and a decrease in depreciation.

The group achieved a profit from normal activities after tax of 57.18 million baht, an increase of 47.29 million baht from 2023. However, the group recorded a share of losses from associates and joint ventures totaling 138.93 million baht, resulting in a net loss for the year of 81.75 million baht, an increase of 314.02 million baht compared to the previous year. This was due to a gain from the sale of investment properties, net of tax, of 356.66 million baht in 2023.

Financial Position

As of the end of 2024, the group had total assets of 1,252.25 million baht, a decrease of 12.71% compared to the previous year, while total liabilities amounted to 425.24 million baht, representing 33.96% of total assets.

The group maintains a strong financial position with total shareholders' equity of 827.01 million baht and a debt-to-equity (D/E) ratio of 0.51 times.

Liquidity and Cash Flow

As of December 31, 2024, the group had cash and cash equivalents of 198.23 million baht, an increase of 65.47 million baht from the previous year. This was due to net cash flows from operating and investing activities of 125.92 million baht, offset by cash outflows from financing activities of 60.45 million baht. The group's liquidity ratio was 1.68 times, reflecting its ability to manage working capital appropriately.

Factors impacting future business operation

The advertising media industry is directly linked to the overall economic conditions of a country, particularly in terms of marketing and advertising expenditures by brands. If the economy slows down due to internal or external factors, including political uncertainties, businesses across various sectors may reduce their advertising budgets and adjust their communication strategies to maximize cost efficiency.

As a media agency specializing in strategic planning and media buying, the company is committed to helping clients adapt effectively by selecting media that align with rapidly changing consumer behavior. It also focuses on optimizing advertising investments to achieve the best possible results, even in challenging economic conditions.

Market competition is another critical factor that the company prioritizes. Businesses today face increasing competition due to technological advancements, rapidly evolving consumer behavior, and new market entrants. As a result, brands must compete to maintain and expand their market share.

One of the key factors transforming the advertising industry is Generative AI (Gen AI), which plays a significant role in data analysis, content creation, and real-time communication customization based on consumer behavior. As an expert media agency, the company integrates AI technology to enhance clients' competitiveness by improving media strategy planning, selecting the most suitable platforms, and personalizing advertisements for target audiences. This ensures clients gain a competitive edge and maximize their reach and engagement.

The group also places importance on investing in the healthcare sector. It has acquired a 32% stake in Sukhumvit 62 Medical Company Limited and has invested in Ruamjairak Hospital, which commenced operations in September 2022. However, the initial phase of operations may experience losses due to revenue not yet covering costs. Nonetheless, the healthcare sector presents growth opportunities driven by increasing demand for medical services, potentially contributing to the group's long-term expansion.

Operating Results and Profitability

Consolidated Comprehensive Income Statement

Unit: Million baht

Description	Prakit Group		
	2024	2023	2024
1. Revenues from rendering of services	217.25	148.57	185.98
2. <u>Less</u> Cost of rendering of services	(161.90)	(116.80)	(150.55)
3. Income from service (net)	55.35	31.77	35.43
4. Commission income	150.10	120.12	111.32
5. Total income from advertising activities	205.45	151.89	146.75
6. Management income	1.86	1.86	1.99
7. Interest income	3.32	2.01	0.19
8. Dividend income	2.46	3.27	3.18
9. Other income	29.81	15.33	18.07
10. Total income from other activities	37.45	22.47	23.43
11. Total income from recurring activities	242.90	174.36	170.18
12. <u>Less</u> selling expense	(74.42)	(69.38)	(71.99)
13. <u>Less</u> administrative expense	(97.87)	(96.18)	(91.63)
14. Profit from recurring activities-before tax	70.61	8.80	6.56
15. Income tax expense	13.43	1.09	(3.44)
16. Profit from recurring activities-after tax	57.18	9.89	3.12
17. Share of net profit (loss) from associated company & joint venture	(138.93)	(134.28)	(49.83)
18. Gain from sale of investment property (net from tax)		356.66	-
19. Net profit for the year	(81.75)	232.27	(46.71)
20. Total other comprehensive income (loss) after income tax	(4.57)	(17.51)	1.84
21. Total comprehensive income for the year	(86.32)	214.76	(44.87)

The operating results of the company's group in the year 2024 are summarized as follows:

- Income from advertising activity:** In 2024, the total value reached 205.45 million baht, an increase of 53.56 million baht or 35.26% compared to 2023. This growth was primarily driven by a 29.98 million baht (24.96%) increase in commission revenue, as clients expanded their advertising budgets and shifted towards online media, which offers higher commission rates than television.

The company also recorded a gross profit from services (service revenue minus service costs) of 55.35 million baht, an increase of 23.58 million baht from the previous year. This improvement resulted from

effective cost control measures, which reduced service costs and led to a higher gross profit margin. As a result, the gross profit margin increased from 21.39% in 2023 to 25.48% in 2024.

2. **Income from other activity:** In 2024, the total value reached 37.45 million baht, an increase of 14.98 million baht or 66.67% compared to 2023. This growth was driven by a 1.31 million baht increase in interest income and a 14.48 million baht rise in other income. The increase in other income was primarily due to higher rental revenue from the Mahachon Building and the recognition of gains from investment revaluation.
3. **Distribution Costs:** In 2024, distribution costs totaled 74.42 million baht, an increase of 5.04 million baht or 7.26% compared to 2023. This increase was primarily due to higher employee-related expenses.
4. **Administrative expenses:** In 2024, administrative expenses totaled 97.87 million baht, an increase of 1.69 million baht or 1.76% compared to 2023. This increase was mainly due to a 5.5 million baht impairment loss on other non-current financial assets and higher employee-related expenses, while depreciation expenses decreased.
5. **Share of profit (loss) from associates and joint ventures:** In 2024, the share of loss from investments using the equity method in associates and joint ventures increased by 4.65 million baht compared to the previous year. This was due to the company recognizing a loss of 140.17 million baht from its investment in Sukhumvit 62 Medical Company Limited, an increase in losses by 4.75 million baht compared to the previous year.
6. **Gain from sale of non-current assets held for sale:** In 2023, the company sold two land plots located on Sukhumvit 50 Road, realizing a gain of 445.83 million baht from the sale of investment properties, which resulted in a net gain of 356.66 million baht after income taxes.

Profitability ratios

	<u>Unit</u>	<u>2024</u>	<u>2023</u>	<u>2022</u>
Profit from production of advertising materials	%	25.48	21.39	19.05
Profit from recurring activities	%	4.61	32.53	0.27
Net profit for the year (excluded Gain from sale of land)	%	(6.59)	(11.04)	(4.08)
Net profit for the year (included Gain from sale of land)	%	(6.59)	20.61	(4.08)
Return on equity	%	(9.08)	25.93	(5.44)

Efficiency ratio

	<u>Unit</u>	<u>2024</u>	<u>2023</u>	<u>2022</u>
Return on assets	%	(6.50)	18.92	(3.90)

Growth rates

	<u>Unit</u>	<u>2024</u>	<u>2023</u>	<u>2022</u>
Billings	%	10.15	(1.55)	(16.29)
Total income from advertising activities	%	35.26	3.50	(10.35)
Operating Expenses	%	4.06	1.19	3.30

Net profit from ordinary activities	%	(84.40)	216.99	(88.66)
Net profit for the year (Excluded Gain from sale of land)	%	(135.20)	(166.31)	(304.42)
Net profit for the year (Included Gain from sale of land)	%	(135.20)	597.26	(304.42)

Ability of Asset Management

Financial Status as at 31 December 2024.

1. Asset

As of December 31, 2024, the group had total assets of 1,252.25 million baht, a decrease of 12.07 million baht or 1% compared to December 31, 2023. The following are the significant changes:

- Cash and cash equivalents increased by 65.47 million baht.
- Trade receivables and other receivables increased by 38.92 million baht.
- Other current financial assets increased by 43.62 million baht.
- Short-term loans to related parties decreased by 6 million baht.
- Other non-current financial assets decreased by 28.39 million baht.
- Investments in joint ventures, associates, and subsidiaries decreased by 140.30 million baht due to the recognition of a share of losses using the equity method from the investment in Sukhumvit 62 Medical Company Limited, amounting to 140.17 million baht.
- Investment properties increased by 14.70 million baht.

The quality of the significant assets

- Most trade receivables were paid on time. In 2024, the average collection period was 55 days, the same as in 2023.
- Other non-current financial assets - equity instruments had unrealized losses from fair value adjustments as of December 31, 2024, amounting to 15.50 million baht, with an additional impairment loss of 5.5 million baht. As of December 31, 2023, the unrealized loss from fair value adjustments was 10.76 million baht.

2. Liabilities

As of December 31, 2024, the group had total liabilities of 425.24 million baht, an increase of 134.08 million baht or 46.05% compared to December 31, 2023, when total liabilities were 291.16 million baht.

The following are the significant changes:

- Trade payables and other payables increased by 127.68 million baht.
- Income tax payable increased by 3.12 million baht.

3. Shareholders' equity

As of December 31, 2024, the group had total shareholders' equity of 827.01 million baht, a decrease of 146.77 million baht from December 31, 2023. This was due to the group's net loss for the year 2024 amounting to 81.75 million baht, other comprehensive loss of 4.57 million baht, and dividend payments of 60.45 million baht.

Liquidity and Fund Sufficiency

Cash and cash equivalents totaled 198.23 million baht, an increase of 65.47 million baht from the previous year. The change in cash flow was driven by net cash provided by operating activities of 115.88 million baht, net cash provided by investing activities of 10.04 million baht, and net cash used in financing activities of 60.45 million baht.

Liquidity ratios

	<u>Unit</u>	<u>2024</u>	<u>2023</u>	<u>2022</u>
Current Ratio	Times	1.68	1.99	1.05
Quick Ratio	Times	1.68	1.94	0.88
Cash Flows Ratio	Times	(0.37)*	(0.48)*	0.33
Accounts Receivable Turnover	Times	6.60	6.59	7.45
Average Collection Period	Days	55	55	48
Accounts payable Turnover	Times	5.14	6.85	6.66
Average Payment Period	Days	70	53	54
Cash Cycle	Days	(15)	2	(6)

Remark : *Cash Flows Ration in Y2024 and Y2023 was loss because Company used the excess cash flow from operation activities to invest in other current investment.

Commitment

To ensure that the subsidiaries and joint ventures have sufficient working capital, the company and company's director mortgaged the assets as follows:

- The subsidiary company's fixed deposit amount of 30 million baht has been pledged as collateral and to facilitate a 27.5-million-baht overdraft line for one Joint Venture.
- Land and building of its current office premises, were mortgaged to bank as collateral for
 - 30-million-baht overdraft facilities for one subsidiary
 - 80-million-baht credit facilities for issuing of promissory notes, tender offer and letter of guarantee for one Joint Venture.
- The director's Land and Building were mortgaged to bank as collateral for 10-million-baht overdraft for one subsidiary.

General and Other Important Information

Summary of Associated and Subsidiary Company

Associated Companies

Sukhumvit 62 Medical Limited

Company name	: Sukhumvit 62 Medical Limited
Office Address	: 77 Soi Sukhumvit 62, 3 rd intersection, Phra Khanong Tai, Phra Khanong, Bangkok
Business Type	: Private hospital
Registered Share	: 17,000,000 ordinary shares, par value of 100 baht issued and paid up
Share Held	: 5,440,000 ordinary shares or 32 % of the issued shares

Joint Venture

Bangkok Writer and Partners Limited

Company name	: Bangkok Writer and Partners Limited
Office Address	: 88 Soi Sukhumvit 62, 3 rd intersection, Phra Khanong Tai, Phra Khanong, Bangkok
Business Type	: Media strategic planning and media broker and creating advertisement, special events and Public Relation
Registered Share	: 100,000 registered ordinary shares of 1,000 baht par value, issue and paid up
Share Held	: Prakrit Advertising Limited holds 42 % of issued and fully paid-up shares or 42,000 shares

Subsidiary

Prakit Advertising Limited

Company name	: Prakrit Advertising Limited
Office Address	: 88 Soi Sukhumvit 62, 3 rd intersection, Phra Khanong Tai, Phra Khanong, Bangkok
Business Type	: Media broker and creating advertisement
Registered Share	: Ordinary share 100,000 shares of 100 par value, issue and fully paid-up
Share Held	: Ordinary share 99,993 shares which is 99.993% of issued and fully paid-up

Marketing Drive Worldwide (Thailand) Limited

Company name	: Marketing Drive Worldwide (Thailand) Limited
Office Address	: 88 Soi Sukhumvit 62, 3 rd intersection, Phra Khanong Tai, Phra Khanong, Bangkok
Business Type	: Direct advertising covers special marketing activities which better reach target
Registered Share	: Ordinary share 20,000 shares of 100 baht par value, issue and fully paid-up
Share Held	: Ordinary share 19,993 shares that is 99.965% of issued and fully paid-up

PRAKIT ADVERTISING CO., LTD.

Company name	: PRAKIT ADVERTISING CO.,LTD.
Office Address	: 11/44B, Yodayar Street, 9 Mile, Mayangone Township, Pyay Road, Yangon, Myanmar

Business Type : Media broker and creating advertisement, direct advertising (event) and Public Relation
Registered Share : Ordinary share 500 shares of US 100 par value, 50% issued and fully paid-up
Share Held : 70% of issued and fully paid-up

Other reference information

Registrar

Thailand Securities Depository Co., Ltd.

93 SET building, Fl. 14, Rachadapisek Road, Dindaeng, Dindaeng, Bangkok 10400.

Tel. 0-2009-9378 Fax 0-2009-9476

Auditor

Mr. Pornchai Kitti-punyangam and/or Ms. Saleela Puttjarungvong and/or Ms. Natthamon Worathanatham
Bunchikij Co.,Ltd.

87/102-103 Modern Tower Building, 9th Floor, Ekamai Soi 3, Sukhumvit 63 Rd.,

Klongton-Nua, Wattana, Bangkok 10110

Telephone no. (66) 2382-0414 Facsimile no. (66) 2381-5849

Legal Advisor

Mr. Siwa Tishabiramy

Attorney Certificate No. 13357/2529

44/86 Moo 11, Soi Charoenpattana, Tiwanont Road, Taladkwan, Mueng, Nonthaburi 11000

Other Information

- None -

Legal Cases

- None -

Corporate Governance

Corporate Governance Policy

Corporate Governance Overview

The Company values the good corporate governance as a basis of its business operation. The performance of the Board of Directors complies with the best practice guidelines of the Stock Exchange of Thailand. The Board is aware of its roles, duties and responsibilities and that it must utilize knowledge, skills and experience to benefit the business, with business ethics in mind. Their performance must comply with the law, objectives, regulations of the company, resolution of the shareholders' meeting with honesty, caution. They also must be protective of the Company's benefit and be responsible to the shareholders.

The Company established the corporate governance and ethics policy in written form and disclosed them on the Company's website.

Policy and Practice Regarding the Board

1. Board Structure

- The Board of Directors consists of directors with various qualifications: gender, skills, experiences, knowledge and abilities that are beneficial to the Company, and with independence.
- The number of independent directors is not less than one-third of the total number of directors.
- Company directors have a tenure of 3 years each. The directors retiring by rotation may be re-elected as a director.
- The Chairman of the Board is not the Managing Director of the Company.

- A director can hold a position in no more than 5 other listed companies to ensure that the directors are able to devote sufficient time and efficiency to perform their duties for the Company.

2. Independent Director

Independent directors must have sufficient knowledge and skills suitable for the business of the Company. They must adhere to fairness, be able to express opinions on the work of the management independently and be able to counterbalance the decision-making of the Board of Directors to protect the interests of the Company and its shareholders. Qualifications of persons who will be elected as independent directors of the Company are in accordance with the rules and regulations of the Securities and Exchange Commission (SEC) and the Stock Exchange of Thailand.

3. Sub-Committee

The Board of Directors has appointed sub-committees for good corporate governance. The sub-committees consist of the Audit Committee and the Corporate Social Responsibility and Sustainable Development Committee

4. Roles, Duties and Responsibilities of the Board

Determine and review the company's vision and mission, monitor business direction, consider and approve matters related to the company's operations, supervise the management of the business based on ethics and good corporate governance and dedicate

sufficient time to perform duties with responsibility and caution.

5. Board of Directors Meeting

- Board meetings are scheduled regularly, dividing into quarterly meetings 4 times a year and other meetings as necessary, not less than 3 times a year.
- Agenda for the meeting is clearly set in advance and there is an agenda for monitoring the performance on a regular basis.
- The company secretary arranges the meeting invitation letter with the meeting agenda and supporting documents 7 days in advance of the meeting.
- The company secretary informs the directors of the schedule of the annual board meetings in advance. The quarterly meeting will inform the annual meeting schedule in advance. Other meeting agendas will be informed at least 2 weeks in advance.
- In passing a resolution, at least two-thirds of the total number of directors must be present in the meeting.

6. Board Performance Evaluation

The performance evaluation of the Company's Board of Directors utilizes an assessment form developed in accordance with the guidelines of the Stock Exchange of Thailand, adapted to suit the characteristics and structure of the Board. Annual performance evaluations are conducted for the entire Board, individual directors, and sub-committees once a year. This process allows directors to review their performance over the past year for completeness and appropriateness, and to

collectively determine ways to improve their performance efficiency.

The Company Secretary will distribute the performance evaluation forms to all Company Directors at the end of each year. After each director completes their evaluation, the forms are returned to the Company Secretary. The Secretary then compiles the evaluation scores and reports the summary results to the Board of Directors meeting for acknowledgment.

Board Evaluation Criteria:

- 90% or higher = Excellent
- 80% or higher = Very Good
- 70% or higher = Good
- 60% or higher = Fair
- Below 60% = Needs Improvement

7. Director Remuneration

- Remuneration of the Board and executives will be considered by comparing with other businesses similar to the business of the Company in order to allow people with professional knowledge to work for the Company for a long time.
- Remuneration of the Managing Director and top executives is in accordance with the principles and policies set by the Board of Directors.
- Remuneration for directors to non-executive directors who do not receive salaries in executive positions are considered based on the responsibilities of the Board and proposed to the Annual General Meeting of Shareholders for approval.

8. Director Development

The Company has a policy to promote knowledge and develop skills for its directors and executives. It provides internal training

and encourages them to attend training courses from external organizations necessary for the performance. It also provides orientation for new directors By about the regulations, code of conduct, good management of the company, nature of business, including other necessary information.

Policy and Practice Regarding the Stakeholders

1. Rights of Shareholder

The company ensures that shareholders are informed of the criteria, methods for attending the meeting and sufficient information prior to the meeting, gives shareholders the opportunity to propose agenda in advance, ask questions and express their opinions at the meeting. It also discloses shareholder meeting minutes on its website within 14 days after the meeting.

2. Equitable Treatment of Shareholders

- Allows shareholders to propose meeting agendas and nominate candidates for election as directors in advance of the shareholders' meeting date, according to the rules and timeframe specified by the Company, which are published on the Company's website.
- Provides foreign shareholders the right to access information and participate by making news, announcements and important information which must be disclosed to shareholders in English.
- Refrain from adding agendas to shareholders' meetings or changing important information without notifying shareholders in advance.

3. Roles towards Stakeholder

The company has established a policy on the treatment of each stakeholder group of the company with responsibility and fairness as the code of business ethics to promote cooperation between each other and create sustainable business performance of the company, including establishing a process and communication channels for receiving opinions and complaints from all stakeholders.

4. Disclosure and Transparency

The Company requires that important information relating to the Company be accurately, completely and transparently disclosed via the Stock Exchange of Thailand. The Chairman, Managing Director and Company Secretary are assigned to disclose information stakeholders. The Company provides analysts and investors the opportunity to meet with the company's management by appointment.

5. Anti-Corruption

The company has a policy not to tolerate, support, or be involved in corruption directly or indirectly. Directors, executives and staff are prohibited to accept or support or take part in any corruption acts. Giving or receiving gifts cost more than 3,000 baht per time per person is prohibited. The Company has measures for fraud reporting and provides knowledge about anti-corruption to the employees. It also arranges the risk assessment on corruption, separately from other risk factors. The internal audit is responsible for auditing, assessing, and reporting the result to the Audit Committee and Board of Director.

Ethics

To comply with the vision and goals of creating value and sustainable growth together with all stakeholder, the Company values and encourages good attitude and operating with responsibility and ethics by establishing a code of conduct in order to operate on an ethical and transparent basis, strictly complying with relevant laws and regulations. All directors, executives and employees are obligated to comply with the Company's business ethics. The ethics is divided into 5 categories as follows:

1. Business Transparency and Ethics
2. Anti-Corruption
3. Conflict of Interest
4. Data and Inside Information Confidentiality
5. Responsibility towards Stakeholders

The Company sets written guidelines for employees and communicates to employees since they start working with the company. The principles and guidelines cover how to perform and behave towards colleagues, customers, partners and other related persons based on ethics. The Company also provides procedures and channels for notifying clues and complaints of employees, all stakeholders and third parties in case of suspected illegal, corrupt or unethical acts. Procedures for receiving complaints and protection measures for whistleblowers are as follow:

Whistle Blowing Channel

1. Send complaints via the Secretary of Audit Committee at ac@prakit.com or Tel: 027153000
2. Report to the supervisor and/or Human Resource Consultant via e-mail: info@prakit.com
3. Report directly to the Audit Committee by sending a mail to 88 Sukhumvit 62 section 3,

Phra Khanong Tai, Phra Khanong, Bangkok 10260.

4. Report via a comment box, which is moderated by the Human Resource Consultant

Complaint receiving process

1. After receiving the complaint, the person entitled will report to the Audit Committee.
2. The person entitled by the Audit committee conducts the investigation within 7 days.
3. After finishing the investigation and fixing the problem, the results will be announced to the whistle blower, both the employees and other people, within 15 days. If the whistle blower is not satisfied with the result and solution, the whistle blower can appeal to the Audit Committee.

Whistle blower protection

The Company must keep the whistle blower's information confidential. In case the whistle blower is the victim, the Company will investigate and relieve the damage using fair and appropriate procedures. The Company ensures that the complaints will not be the reason for the whistle blower to be terminated from employment, punished, or any other harmful actions.

Measures to Prevent Business Ethics Violations

The Company has measures in place to prevent business ethics violations as follows:

1. Establishing clear and written business ethics guidelines, and reviewing and updating them regularly every year.
2. Communicating and disseminating information to all employees within the organization for awareness and understanding, with a regular employee training plan to ensure employees

understand business ethics, the importance of compliance, and the consequences of business ethics violations. This will commence in 2025.

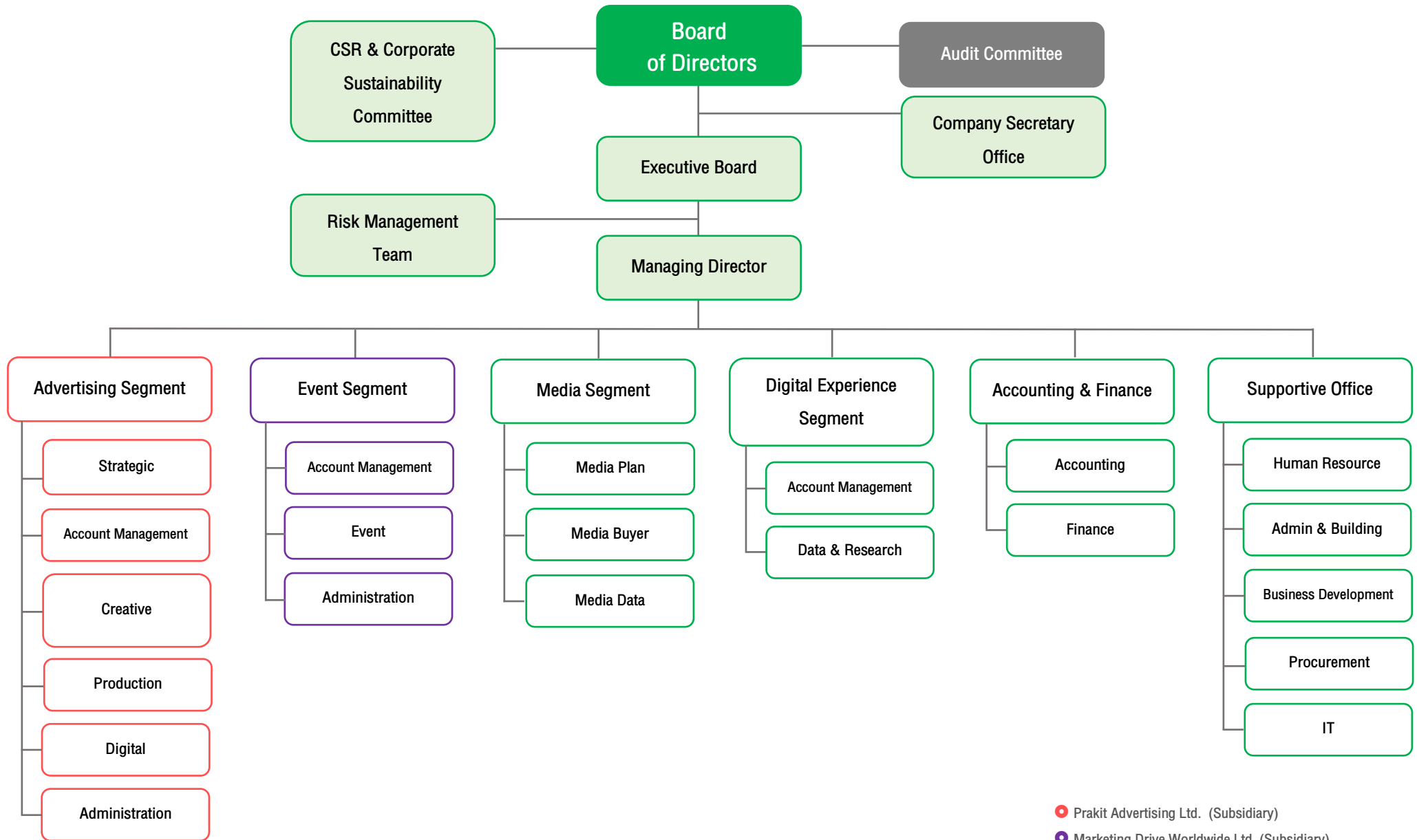
3. Having reporting and verification mechanisms, providing diverse and secure reporting channels such as suggestion boxes and email, to enable employees and external parties to report business ethics violations, including establishing measures to verify facts and take corrective actions.
4. Regularly evaluating the performance of business ethics violation prevention measures

to identify strengths, weaknesses, and opportunities for improvement.

Major Changes and Developments in Policies, Practices and Corporate Governance Systems

In 2024, the Company reviewed the corporate governance policy. The current policy still covers important issues that affect the Company's business on the good corporate governance basis. The Company has focused on communicating policies and best practices to employees for better acknowledgment and awareness, such as making PR materials and posted them on PR boards, elevators within the office and via e-mail.

Corporate Governance Structure Chart



Director Information

Company's Directors come from various directions. Executive Directors have long time experience with the Company's business whereas External Directors are specialist of art and marketing to support the operation of Executive Board. Independent Directors are Audit Committee who control and audit performance of the Executive Board, which is a combination of committee and non-committee specialists to ensure that everything is in accordance with Company's policy.

Composition of the Board of Directors

Total Directors	8 persons
Executive Directors	4 persons
Non-Executive Directors	1 persons
Independent Directors	3 persons

The Board of Directors of Prakit Holdings Public Company Limited as of December 31, 2024 consists of 8 directors:

Director's Name		Position	Date of Appointment	Term as Director
1.	Mr. Prakit Apisarnthanarax	President	28 December 1992	32 years
2.	Mr. Phisal Prahasdangkura	Vice President/Director	28 December 1992	32 years
3.	Mr. Pheecha Chaochotechuang	Director	28 December 1992	32 years
4.	Mr. Apirak Apisarnthanarak	Managing Director/Director	24 April 2008	16 years
5.	Mr. Vichien Nakintanond	Director	28 December 1992	32 years
6.	Mr. Pichai Charnsupharindr	Independent Director/Audit Committee	25 April 2005	19 years
7.	Mr. Bhawat Yupabhorn	Independent Director/Audit Committee	25 April 2022	2 years
8.	Mr. Thitawat Asaves	Independent Director/Audit Committee	26 April 2024	8 months

The Company authorized directors

The signatory Directors consist of Mr. Prakit Apisarnthanarax co-signs with Mr. Phisal Prahasdangkura or Mr. Pheecha Chaochotechuang or Mr. Apirak Apisarnthanarak with the Company seal. There is no restriction on the authority of Directors.

Duties and Responsibilities

The authority of Directors is defining policy, directing the operation in accord with policy within the rules and regulations of the Company, related rules of law as well as the resolutions of the shareholders meeting. Authority of the Company's policy are:

1. Establish and review the Company's vision and mission and ensure the operation is in compliance with the vision.
2. Consider the annual budget and quarterly result of the Company and group of companies
3. Consider the investment in new projects, acquisition and disposition of assets.
4. Consider and approve salary adjustment, bonus for the management and staff.
5. Consider the appointment and end of Directors, audit committee, company's secretary, subcommittee, subsidiary company's Directors

and executive management as well as defining the Directors' remuneration.

6. Consider and set the annual general meeting of shareholders date, agenda and interim dividend payment.
7. Direct governance and management with integrity, good morals, follow the Company's rules and regulations, related rules of law and the regulations of the Stock Exchange of Thailand and Securities and Exchange Commission.

Sub-Committee Information

Audit Committee

The Audit Committee consists of 3 independent directors appointed by The Company's Board of Directors 2/2021 on February 24, 2021 each for a 3-year term. All of the Audit Committee are independent directors. As of December 31, 2024, the Audit Committee consists of:

1. Mr. Pichai Charnsuparindr:
Audit Committee Chairman
2. Mr. Thitawat Asaves:
Audit Committee Member
3. Mr. Bhawat Yupabhorn: Audit Committee
Member with financial and accounting
Knowledge
4. Ms. Wichuda Grairithikul:
Audit Committee Secretary

Duties and Responsibilities

Audit Committees will report the following duties and responsibility to the Company's Board of Directors.

1. Review and ensure that the company's financial disclosure is accurate and sufficient.

2. Ensure that the company has appropriate and effective internal control and internal audit systems. Select and nominate the head of internal audit unit and/or external internal audit company. Participate the meeting with the internal audit unit at least 4 times yearly.
3. Monitor that the company complies with the Securities and Exchange Acts, regulation of the SET, and any related business laws.
4. Consider, select, nominate, terminate employment, propose audit fee and have meetings with the Company's auditors at least once a year.
5. Consider that the company complies with all connected transaction disclosures or the conflict-of-interest disclosures and propose to the Board for consideration.
6. Consider the corruption risk assessment results from the internal audit and report to the Board of Directors.
7. Carry out the assignment from the Board of Directors, which is agreed upon by the Audit Committee.

Sustainability Development Committee

The Company's Managing Director is the chairman of the committee. The members of this committee consist of representatives from various departments of the Company and its group companies as follows:

- Account Management Senior Director
- Strategic and Research Senior Director
- A Representative from Human Resources Department
- A Representative from Accounting and Finance

- A representative from the Company Secretary team as the secretary of the committee.

As of December 31, 2023, the committee consists of 3 Executive Director level staffs

1. Mr. Apirak Apisarntharak Sustainability Development Committee Chairman
2. Ms. Nutrapee Boonyapuk Sustainability Development Committee Member
3. Ms. Sivaporn Majaroen Sustainability Development Committee Member

Duties and Responsibilities

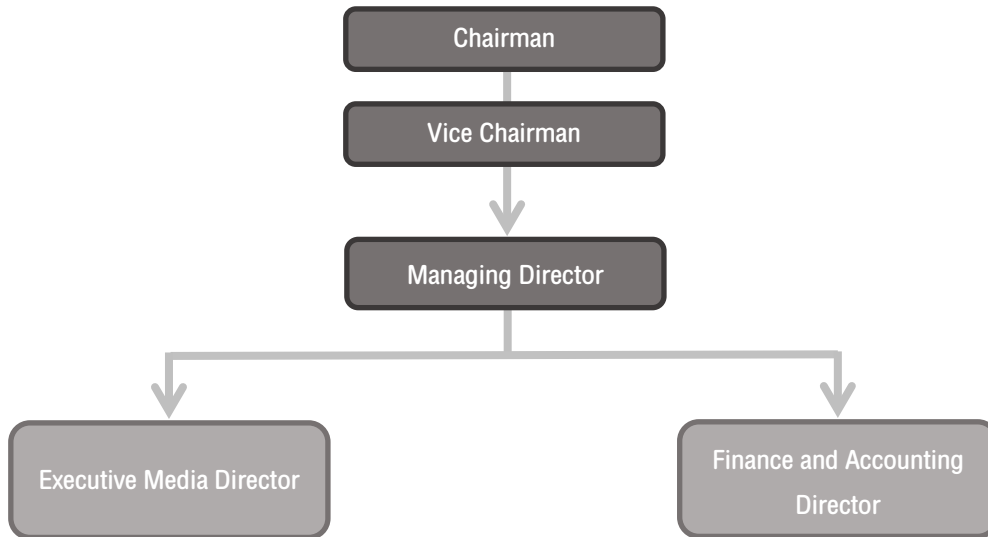
1. Create quality products according to good governance for sustainable growth.
2. Plan the development of the employees to lead to the sustainability of the organization.
3. Schedule social responsibility activities.
4. Encourage all stakeholders to participate in anti-corruption.

Board Skills Matrix as of December 31, 2024

The company has considered the suitability of the knowledge, experience, and specific expertise or experience in the core business or industry of the directors that are beneficial to the company. Creating a board skill matrix helps ensure that the recruitment of directors aligns with the company's business direction and fosters diversity, which is beneficial to the company's operations.

Director	Knowledge and Experience								
	Advertising Media Business	Asset and Investment Management	Finance and Accounting	Risk Management	Organizational Management and HR Management	Internal Audit	Strategic Marketing Planning	Information Technology and Digital	Corporate Governance and Sustainability
Mr. Prakrit Apisarntharax	✓	✓			✓		✓		
Mr. Phisal Prahasdangkura	✓				✓		✓		
Mr. Pheecha Chaotechuang	✓						✓		
Mr. Apirak Apisarntharax	✓			✓	✓		✓	✓	
Mr. Vichien Nakintanond	✓						✓		
Mr. Pichai Charnsupharindr		✓		✓	✓	✓			
Mr. Bhawat Yupabhorn		✓	✓	✓	✓	✓	✓	✓	✓
Mr. Thitawat Asaves		✓	✓	✓			✓		

Executive Information



As of December 31, 2024, Executive Management was the management team of the Company and consisted of 5 members as follows:

1. Mr. Prakrit Apisarntharax Executive Chairman
2. Mr. Phisal Prahasdangkura Executive Vice Chairman
3. Mr. Apirak Apisarntharak Managing Director
4. Mrs. Siri-orn Chernpipat Executive Media Director
5. Ms. Sirirat Darasrisak Finance and Accounting Director

Duties and Responsibilities

1. Follow up policy defined by the Company Board of Directors by setting operational plans accordingly.
2. Prepare operational plan and annual budget to propose to the Board of Directors.
3. Conduct and propose investment project to the Board of Directors.
4. Report the Company's performance results to the Audit Committee and Board of Directors.

5. Carry on other tasks assigned by the Board of Directors.

Executive Management of the Subsidiary Prakit Advertising Company Limited

1. Mr. Apirak Apisarntharak Managing Director
2. Mrs. Siri-orn Chernpipat Executive Media Director
3. Ms. Arveepan Malairat Media Director
4. Ms. Sirirat Darasrisak Finance and Accounting Director
5. Mr. Thanun Anurakjunyong General Manager
6. Mr. Veerakard Prahasdangkura Executive Creative Director
7. Mr. Pirapat Limsawasdiphol Executive Creative Director
8. Ms. Sivaporn Majaroen Strategic and Research Senior Director
9. Ms. Nutrapee Boonyapuk Account Management Senior Director

10. Ms. Duangjai Tungyingcharoen
Account Management Senior Director

Risk Management Team

Risk Management Team is appointed by the management. The names are as follows:

1. Ms. Sirirat Darasrisak
Finance and Accounting Director
2. Ms. Sivaporn Majaroen
Strategic and Research Senior Director
3. Ms. Suphanan Piyarithiphong
Senior Account Director
4. Mr. Pirapat Limsawasdiphol
Executive Creative Director
5. Ms. Panawate Nitiruksa Traffic Manager
6. Ms. Ratchada Harutaipree
Senior Media Buying Director
7. Mr. Peerapong Choengsuksirikul
Online Biddable Director
8. Ms. Em-On Wongyai
Associate Government Relations Director
9. Ms. Rakchanok Prasopnin Company Secretary

Duties and Responsibilities

1. Communicate information and knowledge about risk management to employees and risk owners
2. Prepare a risk management manual
3. Follow up with risk owners to assess and control risks
4. Report the progress of risk management to the management team

Succession Plan

The Company has established a succession plan, particularly for senior management positions, to replace personnel in key positions so that the Company can operate continuously, as follows

1. The Board of Directors considers and defines key positions that require a succession plan.

2. The Board will consider and select personnel with the knowledge, abilities, experience, and other qualifications that align with the job duties, prioritizing internal recruitment.
3. Assess the knowledge and abilities of qualified personnel and executives to develop individual executive potential plans, ensuring they are suitable and sufficient to succeed in each position.
4. Plan to develop the knowledge, skills, and potential of successors, and begin their development to prepare them for future work, such as learning job duties and responsibilities, assigning them to participate in meetings with senior executives, and learning operational practices to gain knowledge and understanding of their roles.

In 2024, the Company implemented the succession plan by conducting knowledge and skill development for successors throughout the year.

Performance Evaluation of Senior Executives

The company conducts annual performance evaluations of the Managing Director and the executive team. The evaluation criteria are based on the best practices of the Stock Exchange of Thailand and are tailored to suit the company's structure and business characteristics as followed:

- 1) Financial performance in line with the business plan and budget approved by the Board of Directors, taking into account the overall economic conditions of that year.
- 2) Organizational performance in line with the Key Performance Indicators (KPIs) approved by the Board of Directors.

Remuneration for Directors and Management

The Company takes into consideration remuneration paid in similar types of business to pay for Company's Directors and Management. This is meant to draw highly qualified professionals to join for a long period of time. The Company's director remuneration payment policy is as follows:

1. Pay remuneration according to the duties assigned.
2. Not paying directors' remuneration to directors who are employees and receive regular salary.
3. Pay remuneration to independent directors in the form of meeting allowances according to the number of times they attend the meeting. The Company takes into consideration remuneration paid in similar types of business to pay for Company's Directors and Management. This is meant to draw highly qualified professionals to join for a long period of time. The Company's director remuneration payment policy is as follows:
 - Pay remuneration according to the duties assigned.

- Not paying directors' remuneration to directors who are employees and receive regular salary.
- Pay remuneration to independent directors in the form of meeting allowances according to the number of times they attend the meeting.

The remuneration consists of 1) monetary compensation and 2) other compensation such as group accident insurance and medical expenses.

As at December 31, 2024, the Company Directors consisted of:

1. The Board of Directors of 8 members:

Executive Directors	4 persons
External Directors	1 persons
Independent Director	3 persons
2. Audit Committee of 3 members:

Independent Committee	3 persons
-----------------------	-----------
2. Executive Management of 5 members:

Company's Director	3 persons
Non-Company's Director	2 persons

Human Resource Information

As at December 31, 2024, staff of the Company and subsidiary are as follow:

Department	Company	Subsidiaries
Management	9	7
Media	50	3
Account team/Creative/Strategic planning/Production	8	73
Administration	41	22
Total	108	105

The remuneration as salary, bonus, provident fund and social insurance contribution of 2024 totaled:

Company	Subsidiary
71,819,751.49	70,851,964.47
baht	baht

Provident Fund Participation

	Number of Employees Participating Provident Fund	Proportion of employees participating in provident funds to total employees
Company	67	62%
Subsidiary	48	46%

Other Information

Finance and Accounting Director

Ms. Sirirat Darasrisak is directly responsible for supervising the accounting

Company Secretary

The Board of Directors has appointed Ms. Rakchanok Prasopnin to be the company secretary. The details of the company secretary appear on Attachment 1

Internal Audit

Prakit Group has appointed Thirty-Four Audit Co., Ltd. to perform the duties of the Company's internal auditors. Thirty-four Audit Office Co., Ltd. has assigned Dr. Thanadol Raksapol to be the main

person responsible for performing the duties of the company's internal auditor. Details of the internal auditors are in Attachment 3.

Remuneration of The Audit

In 2023, The Company and Subsidiaries paid Bunchi-Kij Company Limited as follows:

Remuneration for auditing at 1,607,000 baht

Other services: - none -

Shareholders and Investor Relations

The Company has assigned Ms. Rakchanok Prasopnin, Company Secretary, to answer questions from shareholders and investors. with the following communication channels:

E-mail: info@prakit.com or Phone: 02715300

Report on Performance in Corporate Governance

Summary of performance of the Board of Directors in the past year

Appointment of Board of Directors and Executive

The Company has not appointed the Appointment Committee. Director of the company will be determined by the board of Directors for qualification, competence and experience beneficial to the Company including not prohibit by Public Limited Company ACT and The Securities and Exchange Act B.E. 2535. Then, the names shall be proposed to the Shareholder's meeting for the appointment. For appointment policy for independent directors, the Company stipulates the qualifications of Independent Directors as follows:

Criteria for independent director nomination

1. Must hold no more than 1% of all voting share in the Company, its subsidiaries, affiliates or others which may cause a conflict of interests, which is inclusive of shareholding of one relating to the Independent Director
2. The Director must not or never be part of the management, employee, consultant with regular salary nor with controlling authority over the Company, its subsidiaries, affiliates or others which may cause a conflict of interests for at least two years.
3. Must not be related, in anyway, to Executives, major shareholders who has controlling authority or a nominee for Executive or a person who has controlling authority over the Company or its subsidiaries.
4. Must have no business relation with the Company, affiliates or others which may cause a conflict of interests that could lead to the lack of independent judgement. Must not be major shareholders, director or management of the partners of the Company, its subsidiaries, affiliates or others which may cause conflict of interests for at least two years.
5. Must not be external auditor of the Company, its subsidiaries, affiliates or others which may cause conflict of interest. And must not be major shareholders, directors or partner of Auditor Company which audit the Company, its subsidiaries, affiliates or others which may cause a conflict of interest for at least two years.
6. Must not or never be the company of professional services including legal consultant or financial consultant which earn service fee of more than two million baht per year from the Company, its subsidiaries, affiliates or others which may cause a conflict of interest and must not be major shareholders, directors or partner of the Company providing these professional services for at least two years.
7. The Director must not be appointed to represent the Company's director, major shareholders nor shareholders related to Company's major shareholders.
8. Must not have any characteristic causing incapability to make independent comment on the Company's operation.

Training and Education for Director

In 2024, there were a Director and Executives attending a course and seminar.

Director and Executive	Position	Course and Seminar
Mr. Apirak Apisarntharak	Managing Director	<ul style="list-style-type: none"> Local Planet 5th Global Conference AI Empowerment for CEO's Version 2
Mr. Thitawat Asaves	Independent Director	<ul style="list-style-type: none"> Director Certification Program - DCP 373/2024 - Thai Institute of Director Insight in SET 1/2567 - The Stock Exchange of Thailand
Ms. Sirirat Darasrisak	Finance and Accounting Director	<ul style="list-style-type: none"> Transforming Thai Accounting with AI and RPA - Thirty Four Audit Co., Ltd. AI Thailand Conference 2024 - ACTIONABLE INSIGHT CO.LTD.

Board Meeting

Director's Name	Attendance
1. Mr. Prakrit Apisarntharak	8/8
2. Mr. Phisal Prahasdangkura	8/8
3. Mr. Pheecha Chaochotechuang	8/8
4. Mr. Apirak Apisarntharak	8/8
5. Mr. Vichien Nakintanond	8/8
6. Mr. Pichai Charnsupharindr	4/8*
7. Ms. Sukanya Nitungkorn	2/8*
8. Mr. Bhawat Yupabhorn	4/8*
9. Mr. Thitawat Asaves	2/8*

* Complete, according to director's role and duty

Note: 1. Ms. Sukanya Nitungkorn resigned on June 1, 2024

2. Mr. Thitawat Asaves was appointed as Director on April 26, 2024 and Audit Committee Director on June 4, 2024

In 2024, the non-executive directors had a meeting without the management 1 time

Remuneration for Directors

In 2024, total director remuneration was as follows

Company

Cash Remuneration

Director's Name	Remuneration and Meeting Allowance
1. Mr. Prakrit apisarntharak	0
2. Mr. Phisal Prahasdangkura	1,200,000
3. Mr. Pheecha Chaochotchuang	960,000
4. Mr. Vichien Nakintanond	600,000
5. Mr. Apirak Apisarntharak	0
6. Dr. Pichai Charnsupharindr	75,000
7. Dr. Sukanya Nitungkorn	45,000
8. Mr. Bhawat Yupabhorn	75,000
9. Mr. Thitawat Asaves	30,000

Note: 1. Ms. Sukanya Nitungkorn resigned on June 1, 2024

2. Mr. Thitawat Asaves was appointed as Director on April 26, 2024 and Audit Committee Director on June 4, 2024

Other Benefits

Group Accident Insurance and Medical Expense totally 1,922,166.19 baht. Moreover, Company paid the remuneration to Directors who were Executive Management and Executive Management Member as salary, bonus and other benefits was 15,697,469.54 baht.

Subsidiaries

Subsidiary Companies did not pay to Director in cash or other benefits for the position of Directors.

Subsidiary Companies paid the remuneration to Director who was Executive Management and Executive Management Member as salary, bonus and other benefits was 18,554,869 baht.

Subsidiary Companies paid meeting allowance, 15,000 baht per time, to the Directors and Executives participating the Subsidiary Companies' Board meeting and Executive meeting.

Board Performance Evaluation

In 2024, the company conducted a performance evaluation of the board of directors, with the following results:

Individual Director Performance Evaluation:

Score	93 out of 100
Result	Excellence

Sub-Committee Performance Evaluation:

Audit Committee:

Score	70 out of 100
Result	Good

Social Responsibility and Corporate Sustainable

Development Committee:

Score	78 out of 100
Result	Good

Directing the operation of subsidiary and associated companies

Policy of the Company is that the Board of Directors appoints or selects qualified persons to be Directors and Executives of subsidiaries to take best care of the Company's investment.

The Board of subsidiary company appoints the Managing Director and senior Executives to define the operational policy for maximum benefits of the subsidiaries.

Directors of the Company define policy for subsidiary companies. The appointed Directors and Executives hold the authority to make decision in the line of business operation except for the cases which require approval from the Company's Board of Directors.

Compliance with CG Policies and Guidelines

The company is aware of the importance of conducting business on the basis of good corporate governance. These policies and guidelines have been established in the corporate governance policy and business ethics of the company and encouraged and monitored for regular practice.

policy, covering the issues of 1) employee care 2) data security 3) responsible treatment of stakeholders, and has followed up to achieve compliance with good corporate governance in 4 other issues as follows:

1) Prevention of conflicts of interest

The company has set a policy for directors and executives to report their own interests and related persons since the first time they become directors and executives of the company and when there is a change. Employees should not have financial interests and any other benefits with customers or business partners.

Last year, no director, executives and employees violate the conflicts of interest prevention policy.

2) Using inside information

The Company has established a policy to prevent the use of insider information to seek benefits to prevent the use of information to trade the Company's securities. The Company prohibits directors, executives and related persons from using inside information that has not yet been disclosed to the public to trade, transfer or receive the transfer of the Company's securities, or use confidential and inside information without permission from the Company. The Company's directors and senior executives are responsible for reporting to the Company whenever there is a change in their securities holdings.

Last year, no director Executives and employees violate the policy to prevent the use of insider information to seek benefits.

3) Anti-Corruption

The Company has established anti-corruption policies and procedures. The Audit Committee is responsible for overseeing the internal control system to ensure that the Company's operations comply with the anti-corruption policy.

In addition, the Audit Committee has reviewed the adequacy of the Company's internal control system. It was found that the internal control system was adequate, appropriate and without significant flaws that could lead to corruption. The Audit Committee has emphasized that the management department supervises, discusses and communicates with employees to follow good practices.

4) Whistle Blowing

The company provides a channel for complaints of employees, all stakeholders and outsiders through

e-mail, telephone and e-mail. The Audit Committee, which is independent from the management, considers and has the secretary of the Audit Committee screening clues and complaints. No whistleblowers or complaints were found last year.

Summary of performance of the Audit Committee in the past year

In 2024, the Audit Committee held 4 meeting attended by the following:

Director's Name		Attendance
1.	Mr. Pichai Charnsupharindr	4/4
2.	Ms. Sukanya Nitungkorn	2/4
3.	Mr. Bhawat Yupabhorn	4/4
4.	Mr. Thitawat Asaves	2/4

1. Ms. Sukanya Nitungkorn resigned on June 1, 2024
2. Mr. Thitawat Asaves was appointed as Audit Committee Director on June 4, 2024

Mr. Bhawat Yupabhorn is the audit committee director with adequate financial knowledge and experience to review and prove opinion to the financial statement.

In 2023, The Audit Committee joined the meeting with the auditors twice and with the internal audit company 4 times.

The details about the performance of the Audit Committee are in Attachment 4 "Audit Committee Report"

Summary of performance of the Sub-Committee

Sustainable Development Committee

In 2024, the Sustainable Development Committee held 4 meeting attended by the following:

Director's Name		Attendance
1.	Mr. Apirak Apisarnthanarak	4/4
2.	Ms. Nutrapee Boonyapuk	4/4
3.	Ms. Sivaporn Majaroen	4/4

In the previous year, the Corporate Sustainable Development Committee has performed its assigned duties. The Committee acknowledged the results of corporate social responsibility and sustainable development activities, discussed guidelines and organized activities in accordance with the sustainable development strategy by focusing on the development of knowledge and competency of employees and knowledge sharing in the partner network to study and create new innovations in the product creation process.

Internal Control and Related Transaction

Internal Control

The Board of Directors, the Audit Committee and the Executive Management reviewed internal controlling system on accounting, finance and the adequacy of the Organization control system as well as appraise, risk management policy and information technology system and agreed that internal control was adequate and effective for the type of business. The Board of Directors and the Audit Committee agree that the Company's internal control system is adequate and appropriate. The company has allocated sufficient personnel to carry out internal control effectively, able to protect the company's assets from being used by directors or executives wrongfully or without authority, including transactions with individuals that may have conflicts and connected persons.

The Board of Directors has hired an internal audit firm since 2016. There are many developments in

our organization to improve our internal control and reduce risk which may occur in some department.

Head of Internal Control

The Audit Committee has appointed Thirty-Four Audit Co., Ltd. to perform the duties of the Company's internal auditors. Thirty-four Audit Office Co., Ltd. has assigned Dr. Thanadol Raksapol to be the main person responsible for performing the duties of the company's internal auditor.

The Board of Directors has considered the qualifications of the Office of Thirty-Four Audit Co., Ltd. and Dr. Thanadol Raksaphon and found that they have qualifications, knowledge, experience and independence that are suitable for performing their duties.

In this regard, the appointment, removal and transfer of the person in charge of internal audit must be approved by the Audit Committee.

Related Transaction

The Company has transactions with related companies by way of having common share holdings and/or directors and/or company managements as described below:

Rental income

Reason: The Company charges office rental per used space based on the rate charged to other tenants

Relationship	Company	Amount (thousand baht)		
		2024	2023	2022
Subsidiaries	• Prakit Advertising Ltd.	3,516	3,516	3,516
	• Marketing Drive Worldwide (Thailand)Ltd.	480	480	480
Joint Venture	• Bangkok Writer & Partners Ltd.	405	360	360
Related Company	• Double P Marketing Communication Ltd.	360	360	480
	• 62 Content & Design Ltd.	54	54	54
Total		4,815	4,770	4,890

Management Income

Reason: The Company has agreement with subsidiaries, joint venture, and related companies for management service. This was due to the fact that these companies are not specialists in some areas of expertise

Relationship	Company	Amount (thousand baht)		
		2024	2023	2022
Subsidiaries	• Prakit Advertising Ltd.	1,220	1,340	1,490
	• Marketing Drive Worldwide (Thailand)Ltd.	384	384	384
Joint Venture	• Sukhumvit 62 Medical Ltd.	-	-	130
	• Bangkok Writer & Partners Ltd.	1,800	1,800	1,800
	• 62 Content & Design Ltd. (Executive of the Company listed as Director and Shareholder)	60	60	60
Total		3,464	3,584	3,864

Income from other services, Water / Electricity bill

Reason: The Company has agreed with subsidiaries, joint venture and related companies to charge these expenses based on estimated “use” units.

Relationship	Company	Amount (thousand baht)		
		2024	2023	2022
Subsidiaries	• Prakit Advertising Ltd.	915	763	569
	• Marketing Drive Worldwide (Thailand)Ltd.	96	96	96
Joint Venture	• Sukhumvit 62 Medical Ltd.	69	11	129
	• Bangkok Writer & Partners Ltd.	107	114	86
Related Company	• Double P Marketing Communication Ltd.	108	120	104
	• 62 Content & Design Ltd.	16	16	16
Total		1,311	1,120	1,000

Commission Income

Reason: The Subsidiaries provide creative work and marketing service to the subsidiaries, joint venture and related companies as the Company can purchase media at more advantageous rates.

Relationship	Company	Amount (thousand baht)		
		2024	2023	2022
Subsidiaries	• Prakit Advertising Ltd.	3,140	4,131	3,806
	• Marketing Drive Worldwide (Thailand)Ltd.	-	30	20
	• Prakit Advertising Ltd. (Myanmar)	-	-	-
Joint Venture	• Sukhumvit 62 Medical Ltd.	-	829	699
	• Bangkok Writer & Partners Ltd.	317	107	511
Related Company	• Double P Marketing Communication Ltd.	368	1,355	160
	• Draft Advertising Co., Ltd. (Cambodia)	566	375	226
Total		4,391	6,827	5,422

Cost of Rendering of Service

Reason: The Subsidiary and related companies provide creative work and marketing service to the Company at market rate. The Company has no specialists in this area of work.

Relationship	Company	Amount (thousand baht)		
		2024	2023	2022
Subsidiaries	• Prakit Advertising Ltd.	2,826	2,338	3,764
	• Marketing Drive Worldwide (Thailand)Ltd.	-	-	-
	• Prakit Advertising Ltd. (Myanmar)	-	-	-
Joint Venture	• Sukhumvit 62 Medical Ltd.	1,288	-	193
	• Bangkok Writer & Partners Ltd.	-	160	1,500
Related Company	• 62 Content & Design Ltd. (The Company's executives are listed as directors and shareholders.)	291	278	3,472
	• Draft Advertising (Cambodia) Co., Ltd.	-	200	-
Total		4,405	2,976	8,929

Dividend Income

Reason: Dividend payment from investment in subsidiaries.

Relationship	Company	Amount (thousand baht)		
		2024	2023	2022
Subsidiaries	• Prakit Advertising Ltd.	5,000	1,999	9,999
	• Marketing Drive Worldwide (Thailand)Ltd.	1,999	-	1,999
Total		6,999	1,999	11,998

The above-mentioned related transactions are the normal transactions among the Company, subsidiaries, joint venture and related companies. These shared resources allow our group to maximize profit which enables the Company to pay higher dividends to the shareholders.

In case of future related transactions, the Company still complies with general trading conduct and related law and regulations. The Board of Directors consistently reports the transaction to the Audit Committee.

The Company has guaranteed overdraft facilities and short-term loans for subsidiaries and joint venture as follows:

- Land and building of its current office premises, were mortgaged to bank as collateral for:
 - 30 million baht overdraft facilities for one subsidiary.
 - 80 million baht credit facilities for issuing of promissory notes, tender offer and letter of guarantee for Bangkok Writer & Partners Ltd., the joint venture.
- The subsidiary company's fixed deposit been pledged as collateral and to facilitate bank guarantee in the amount of 7.5 million baht for one Joint Venture.

The above-mentioned collateral was to ensure the subsidiary and joint venture have sufficient working capital.

Prakit Holdings Public Company Limited
and its Subsidiaries
Financial Statements
and Independent Auditor's Report
1 January 2024 to 31 December 2024

Independent Auditor’s Report

To the Shareholders and the Board of Directors of Prakrit Holdings Public Company Limited

Opinion

I have audited the consolidated financial statements of Prakrit Holdings Public Company Limited and its subsidiaries (the Group) and the separate financial statements of Prakrit Holdings Public Company Limited (the Company), which comprise the consolidated and separate statements of financial position as at 31 December 2024, and the related consolidated and separate statements of comprehensive income, changes in equity and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In my opinion, the accompanying consolidated and separate financial statements present fairly, in all material respects, the consolidated financial position of Prakrit Holdings Public Company Limited and its subsidiaries and the separate financial position of Prakrit Holdings Public Company Limited as at 31 December 2024, and the related consolidated and separate financial performance and cash flows for the year then ended in accordance with Thai Financial Reporting Standards.

Basis for Opinion

I conducted my audit in accordance with Thai Standards on Auditing. My responsibilities under those standards are further described in the Auditor’s Responsibilities for the Audit of the Consolidated and Separate Financial Statements section of my report. I am independent of the Group and the Company in accordance with Code of Ethics for Professional Accountants including Independence Standards issued by the Federation of Accounting Professions (Code of Ethics for Professional Accountants) that are relevant to my audit of the consolidated and separate financial statements, and I have fulfilled my other ethical responsibilities in accordance with the Code of Ethics for Professional Accountants. I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

Key Audit Matters

Key audit matters are those matters that, in my professional judgment, were of most significance in my audit of the consolidated and separate financial statements of the current period. These matters were addressed in the context of my audit of the consolidated and separate financial statements as a whole, and in forming my opinion thereon, and I do not provide a separate opinion on these matters.

Key audit matter	How the matter was addressed
<p>Commission income on media agency service</p> <p>For the year ended 31 December 2024, the Group and the Company earns commission income from media agency service amounting to Baht 150.10 million in the consolidated financial statements and Baht 129.47 million in the separate financial statements. The commission income is recognized when the advertisement of client is broadcasted through media and based on commission rate, discount rate and media costs. Accordingly, the timing of revenue recognition and measurement of the commission income is a significant risk of misstatement which might materially affect the financial statements of the Group and the Company.</p>	<p>The key audit procedures included, but not limited to, the followings:</p> <ul style="list-style-type: none"> • Inquire the management to obtain the agreement and understand criteria of media agency service regarding sale and purchase, discount, and significant change from previous year, • Evaluate and test of key internal control for commission income system. • Analyze the commission rate whether it is corresponding to the agreement of media agency service. • Perform sampling test to verify supporting documents of commission income, media cost and related discount. • Perform sampling test to verify cash collection and trace to the accounting records. • Perform subsequent test to verify media discount received after the financial reporting period.

Other Information

Management is responsible for the other information included in the Group and the Company's annual report, but does not include the consolidated and separate financial statements and my auditor's report thereon. The Group's annual report is expected to be made available to me after the date of this auditor's report.

My opinion on the consolidated and separate financial statements does not cover the other information as referred to above and I will not express any form of assurance conclusion thereon.

In connection with my audit of the consolidated and separate financial statements, my responsibility is to read the other information as referred to above when it becomes available and, in doing so, consider whether such the other information is materially inconsistent with the audited consolidated and separate financial statements or my knowledge obtained in the audit, or otherwise appears to be materially misstated.

When I read the Group's annual report, if I conclude that there is any material misstatement in those other information, I am required to communicate the matter to the management and those charged with governance to correct such information.

Responsibilities of Management and Those Charged with Governance for the Consolidated and Separate Financial Statements

Management is responsible for the preparation and fair presentation of the consolidated and separate financial statements in accordance with Thai Financial Reporting Standards, and for such internal control as management determines is necessary to enable the preparation of the consolidated and separate financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the consolidated and separate financial statements, management is responsible for assessing the Group and the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Group and the Company or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Group and the Company's financial reporting process.

Auditor's Responsibilities for the Audit of the Consolidated and Separate Financial Statements

My objectives are to obtain reasonable assurance about whether the consolidated and separate financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes my opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Thai Standards on Auditing will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these consolidated and separate financial statements.

As part of an audit in accordance with Thai Standards on Auditing, I exercise professional judgment and maintain professional skepticism throughout the audit. I also:

- Identify and assess the risks of material misstatement of the consolidated and separate financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for my opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Group and the Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Group and the Company's ability to continue as a going concern. If I conclude that a material uncertainty exists, I am required to draw attention in my auditor's report to the related disclosures in the consolidated and separate financial statements or, if such disclosures are inadequate, to modify my opinion. My conclusions are based on the audit evidence obtained up to the date of my auditor's report. However, future events or conditions may cause the Group and the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the consolidated and separate financial statements, including the disclosures, and whether the consolidated and separate financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the Group to express an opinion on the consolidated financial statements. I am responsible for the direction, supervision and performance of the Group audit. I remain solely responsible for my audit opinion.

I communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that I identify during my audit.

I also provide those charged with governance with a statement that I have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on my independence, and where applicable, related safeguards.

From the matters communicated with those charged with governance, I determine those matters that were of most significance in the audit of the consolidated and separate financial statements of the current period and are therefore the key audit matters. I describe these matters in my auditor's report unless law or regulation precludes public disclosure about the matter or when, in extremely rare circumstances, I determine that a matter should not be communicated in my report because the adverse consequences of doing so would reasonably be expected to outweigh the public interest benefits of such communication.

The engagement partner responsible for the audit resulting in this independent auditor's report:

(Ms. Saleela Puttjarungvong)

Certified Public Accountant No. 6817

Bunchikij Co., Ltd.

Bangkok

27 February 2025

Prakit Holdings Public Company Limited and its Subsidiaries

Statements of Financial Position

As at 31 December 2024

Unit : Baht

	Notes	Consolidated financial statements		Separate financial statements	
		2024	2023	2024	2023
ASSETS					
CURRENT ASSETS					
Cash and cash equivalents	5	198,232,311	132,764,943	152,732,551	91,508,875
Trade and other current receivables	6	243,604,418	204,687,326	208,033,838	184,446,173
Current contract assets	7	17,125,923	18,575,605	15,297,122	17,193,962
Other current financial assets	8	178,549,710	134,930,737	136,101,488	115,801,960
Short-term loan to related company	4.5	-	6,000,000	-	-
Total current assets		637,512,362	496,958,611	512,164,999	408,950,970
NON-CURRENT ASSETS					
Bank deposit used as collateral	9	30,089,133	30,000,000	-	-
Other non-current financial assets	10	70,531,417	98,921,776	70,531,417	98,921,776
Investments in joint venture, associated and subsidiary companies	11	180,575,386	320,878,824	555,998,600	558,572,481
Other non-current receivables		9,703,623	8,978,007	2,400	2,400
Investment property	13	236,112,619	221,410,929	236,112,619	221,410,929
Property, plant and equipment	14	73,709,926	75,407,623	72,397,305	74,055,779
Intangible assets		125,967	112,902	125,964	112,899
Deferred tax assets	15	13,884,585	12,268,653	8,816,995	6,970,450
Total non-current assets		614,732,656	767,978,714	943,985,300	960,046,714
TOTAL ASSETS		1,252,245,018	1,264,937,325	1,456,150,299	1,368,997,684

Prakit Holdings Public Company Limited and its Subsidiaries

Statements of Financial Position

As at 31 December 2024

Unit : Baht

	Notes	Consolidated financial statements		Separate financial statements	
		2024	2023	2024	2023
LIABILITIES AND EQUITY					
CURRENT LIABILITIES					
Trade and other current payables	16	375,285,975	247,608,678	309,724,784	200,994,739
Accrued income tax		4,801,618	1,683,236	4,108,957	1,591,397
Total current liabilities		380,087,593	249,291,914	313,833,741	202,586,136
NON-CURRENT LIABILITIES					
Other non-current payables		1,869,560	1,538,540	1,869,560	1,538,540
Non-current provision for employee benefits	17	43,279,979	40,331,688	17,827,568	18,970,587
Total non-current liabilities		45,149,539	41,870,228	19,697,128	20,509,127
TOTAL LIABILITIES		425,237,132	291,162,142	333,530,869	223,095,263
EQUITY					
Share capital	18				
Authorized share capital					
94,438,800 ordinary shares of Baht 1 each		94,438,800	94,438,800	94,438,800	94,438,800
Issued and paid-up share capital					
60,450,262 ordinary shares of Baht 1 each		60,450,262	60,450,262	60,450,262	60,450,262
Premium on share capital	19	193,568,560	193,568,560	193,568,560	193,568,560
Retained earnings					
Appropriated to legal reserve	19	10,000,000	10,000,000	10,000,000	10,000,000
Unappropriated		575,410,875	718,501,255	870,996,420	890,488,360
Other components of equity		(12,835,499)	(9,056,876)	(12,395,812)	(8,604,761)
Total equity attributable to the Company's shareholders		826,594,198	973,463,201	1,122,619,430	1,145,902,421
Non-controlling interests		413,688	311,982	-	-
Total equity		827,007,886	973,775,183	1,122,619,430	1,145,902,421
TOTAL LIABILITIES AND EQUITY		1,252,245,018	1,264,937,325	1,456,150,299	1,368,997,684

Prakit Holdings Public Company Limited and its Subsidiaries

Statements of Comprehensive Income

For the year ended 31 December 2024

Unit : Baht

	Notes	Consolidated financial statements		Separate financial statements	
		2024	2023	2024	2023
REVENUES					
Revenues from rendering of services	21	217,251,518	148,569,062	30,241,328	18,253,974
Commission income	21	150,103,103	120,115,936	129,468,187	103,167,377
Interest income		3,317,396	2,012,789	2,730,049	1,399,077
Dividend income		2,458,097	3,267,405	9,457,047	5,267,265
Management income		1,860,000	1,860,000	3,464,000	3,584,000
Gain from sale of non-current assets held for sale		-	445,825,974	-	445,825,974
Other income		29,807,373	15,335,721	22,742,015	13,877,357
Total revenues		404,797,487	736,986,887	198,102,626	591,375,024
EXPENSES					
Costs of services rendered		161,895,289	116,795,413	27,515,537	16,400,979
Distribution costs		74,415,254	69,380,000	47,912,698	44,472,443
Administrative expenses		97,873,955	96,175,253	75,354,502	71,494,458
Total expenses		334,184,498	282,350,666	150,782,737	132,367,880
Profit (Loss) before share of net results from investments in joint venture and associated companies		70,612,989	454,636,221	47,319,889	459,007,144
Share of profit (loss) from investments in joint venture and associated companies - equity method		(138,931,871)	(134,283,462)	-	-
Profit (Loss) before income tax		(68,318,882)	320,352,759	47,319,889	459,007,144
Income tax	24	(13,434,797)	(88,084,017)	(8,622,565)	(84,888,567)
Net profit (loss) for the years		(81,753,679)	232,268,742	38,697,324	374,118,577
Other comprehensive income (loss):					
Items that may be reclassified to profit or loss					
Currency translation differences		12,428	(24,116)	-	-
		12,428	(24,116)	-	-
Items that will not be reclassified to profit or loss					
Actuarial gain(loss)	17	(5,090,251)	-	(2,205,291)	-
Gain (loss) on changes in value of other non-current financial assets		(713,583)	(12,343,749)	(713,583)	(12,343,749)
Share of other comprehensive income (loss) from investments in joint venture and associated companies - equity method		(736,713)	-	-	-
Income tax effects		1,965,813	(5,144,638)	1,388,821	(5,144,638)
		(4,574,734)	(17,488,387)	(1,530,053)	(17,488,387)
Total comprehensive income (loss) for the years		(86,315,985)	214,756,239	37,167,271	356,630,190
Profit (Loss) attributable to:					
The Company's shareholders		(81,856,435)	233,404,529	38,697,324	374,118,577
Non-controlling interests		102,756	(1,135,787)	-	-
Net profit (loss) for the years		(81,753,679)	232,268,742	38,697,324	374,118,577
Total comprehensive income (loss) attributable to:					
The Company's shareholders		(86,418,741)	215,892,026	37,167,271	356,630,190
Non-controlling interests		102,756	(1,135,787)	-	-
Total comprehensive income (loss) for the years		(86,315,985)	214,756,239	37,167,271	356,630,190
Earnings (loss) per share					
Basic earnings (loss) per share	25	(1.35)	3.86	0.64	6.19

Prakit Holdings Public Company Limited and its Subsidiaries

Consolidated statement of changes in equity

For the year ended 31 December 2024

Unit : Baht

	Equity attributable to the Company's shareholders										
	Notes	Retained earnings			Other components of equity			Equity attributable to the Company's shareholders	Non-Controlling Interests	Total equity	
		Issued and paid-up share capital	Share premium	Legal reserve	Unappropriated	Fair value changes in financial assets	Currency translation differences				Total other components of equity
Balance at 1 January 2023		60,450,262	193,568,560	10,000,000	583,613,927	(29,183,313)	(427,999)	(29,611,312)	818,021,437	1,447,909	819,469,346
Dividend paid		-	-	-	(60,450,262)	-	-	-	(60,450,262)	(140)	(60,450,402)
Total comprehensive income (loss) for the year											
Profit (loss) for the year		-	-	-	233,404,529	-	-	-	233,404,529	(1,135,787)	232,268,742
Other comprehensive income (loss)		-	-	-	-	(17,488,387)	-	(17,488,387)	(17,488,387)	-	(17,488,387)
Transfer loss of other non-current financial assets designated at fair value through other comprehensive income		-	-	-	(38,066,939)	38,066,939	-	38,066,939	-	-	-
Currency translation differences		-	-	-	-	-	(24,116)	(24,116)	(24,116)	-	(24,116)
Balance at 31 December 2023		60,450,262	193,568,560	10,000,000	718,501,255	(8,604,761)	(452,115)	(9,056,876)	973,463,201	311,982	973,775,183
Balance at 1 January 2024		60,450,262	193,568,560	10,000,000	718,501,255	(8,604,761)	(452,115)	(9,056,876)	973,463,201	311,982	973,775,183
Dividend paid	20	-	-	-	(60,450,262)	-	-	-	(60,450,262)	(1,050)	(60,451,312)
Total comprehensive income (loss) for the year											
Profit (loss) for the year		-	-	-	(81,856,435)	-	-	-	(81,856,435)	102,756	(81,753,679)
Other comprehensive income (loss)											
Actuarial gain(loss)		-	-	-	(4,808,914)	-	-	-	(4,808,914)	-	(4,808,914)
Transfer gain of other non-current financial assets designated at fair value through other comprehensive income		-	-	-	4,025,231	(3,791,051)	-	(3,791,051)	234,180	-	234,180
Currency translation differences		-	-	-	-	-	12,428	12,428	12,428	-	12,428
Balance at 31 December 2024		60,450,262	193,568,560	10,000,000	575,410,875	(12,395,812)	(439,687)	(12,835,499)	826,594,198	413,688	827,007,886

Prakit Holdings Public Company Limited and its Subsidiaries

Separate statement of changes in equity

For the year ended 31 December 2024

Unit : Baht

	Notes	Issued and paid-up share capital	Share premium	Retained earnings		Other components of equity	Total equity
				Legal reserve	Unappropriated	Fair value changes in financial assets	
Balance at 1 January 2023		60,450,262	193,568,560	10,000,000	614,886,984	(29,183,313)	849,722,493
Dividend paid		-	-	-	(60,450,262)	-	(60,450,262)
Total comprehensive income (loss) for the year							
Profit (loss) for the year		-	-	-	374,118,577	-	374,118,577
Other comprehensive income (loss)		-	-	-	-	(17,488,387)	(17,488,387)
Transfer loss of other non-current financial assets designated at fair value through other comprehensive income		-	-	-	(38,066,939)	38,066,939	-
Balance at 31 December 2023		60,450,262	193,568,560	10,000,000	890,488,360	(8,604,761)	1,145,902,421
Balance at 1 January 2024		60,450,262	193,568,560	10,000,000	890,488,360	(8,604,761)	1,145,902,421
Dividend paid	20	-	-	-	(60,450,262)	-	(60,450,262)
Total comprehensive income (loss) for the year							
Profit (loss) for the year		-	-	-	38,697,324	-	38,697,324
Other comprehensive income (loss)							
Actuarial gain(loss)		-	-	-	(1,764,233)	-	(1,764,233)
Transfer gain of other non-current financial assets designated at fair value through other comprehensive income		-	-	-	4,025,231	(3,791,051)	234,180
Balance at 31 December 2024		60,450,262	193,568,560	10,000,000	870,996,420	(12,395,812)	1,122,619,430

Prakit Holdings Public Company Limited and its Subsidiaries

Statements of Cash Flows

For the year ended 31 December 2024

Unit : Baht

	Notes	Consolidated financial statements		Separate financial statements	
		2024	2023	2024	2023
Cash flows from operating activities					
Profit (loss) for the years		(81,753,679)	232,268,742	38,697,324	374,118,577
<i>Adjustments to net cash from operating activities</i>					
Depreciation - investment property	13	5,587,944	4,946,561	5,587,944	4,946,561
Depreciation - property, plant and equipment	14	5,708,951	10,991,646	4,842,045	10,060,963
Amortization - intangible assets		82,935	52,005	82,935	52,005
Bad debt		5,535,699	-	-	-
(Reversal of) allowance for expected credit loss		113,689	619,377	78,091	747,168
Written off withholding tax		2,268,863	2,054,077	-	-
(Gain) loss on sales of other current financial assets		(1,670,882)	1,815,737	(1,516,818)	1,870,172
(Gain) loss on adjustment of fair value of other current financial assets		(1,193,579)	(2,896,898)	(1,089,488)	(2,893,188)
(Gain) loss on sale of non-current assets held for sale		-	(445,825,974)	-	(445,825,974)
Loss on liquidation of associated company		27,254	-	812,848	-
Loss on written off investment property		239,831	-	239,831	-
Provision for impairment of investment in subsidiary company		-	-	1,153,433	-
Provision for impairment of investment in other company		5,500,000	-	5,500,000	-
(Gain) loss on sale of equipment		76,537	3,371	76,532	(6,787)
Employee benefit expenses	17	3,727,240	3,932,946	1,704,223	1,782,566
Revenue from deferred lease right		-	(273,030)	-	(273,030)
Dividend income		(2,458,097)	(3,267,405)	(9,457,047)	(5,267,265)
Interest income		(3,317,396)	(2,012,789)	(2,730,049)	(1,399,078)
Share of (profit) loss from associated companies and joint venture - equity method		138,931,871	134,283,462	-	-
Unrealized (gain) loss from exchange rates		(12,428)	26,778	-	-
Income tax expense	24	13,434,797	88,084,017	8,622,565	84,888,567
		90,829,550	24,802,623	52,604,369	22,801,257
<i>Changes in operating assets and liabilities</i>					
Trade and other current receivables		(41,825,007)	(935,314)	(23,770,170)	(37,498,028)
Current contract assets		1,449,683	(14,375,667)	1,896,840	(17,085,315)
Sale of other current financial assets		849,139,100	342,201,877	729,997,895	321,169,337
Purchase of other current financial assets		(889,893,612)	(465,838,016)	(747,691,117)	(430,774,806)
Other non-current receivables		(2,994,480)	(2,993,922)	-	-
Trade and other current payables		127,677,297	84,198,968	108,730,045	90,154,322
Other non-current payables		331,021	998,540	331,021	998,540
Employee benefit obligations paid	17	(5,869,200)	(17,486,926)	(5,052,533)	(6,710,493)
Cash provided by (used in) operating activities		128,844,352	(49,427,837)	117,046,350	(56,945,186)
Income tax paid		(12,961,549)	(84,510,232)	(6,562,728)	(79,934,803)
Net Cash provided by (used in) operating activities		115,882,803	(133,938,069)	110,483,622	(136,879,989)

Prakit Holdings Public Company Limited and its Subsidiaries

Statements of Cash Flows

For the year ended 31 December 2024

Unit : Baht

	Notes	Consolidated financial statements		Separate financial statements	
		2024	2023	2024	2023
Cash flows from investing activities					
Loans to employees	12	(200,000)	-	(200,000)	-
Loan repayments from employees	12	110,000	60,000	90,000	-
(Increase) decrease in bank deposit used as collateral	9	(89,133)	59,400	-	-
Short term loan to related company	4.5	-	(20,000,000)	-	-
Cash received from short term loan to related company	4.5	6,000,000	14,000,000	-	-
Investment in other company		(150,000)	-	(150,000)	-
Investment in associated company		-	(44,000,000)	-	(44,000,000)
Proceeds from liquidation of associated company	11	607,600	-	607,600	-
Investments in other non-current financial assets		(26,610,838)	(96,478,848)	(26,610,838)	(96,478,849)
Proceeds from sales of other non-current financial assets		48,937,615	76,850,118	48,937,615	76,850,118
Purchase of investment property	13	(20,529,466)	(3,357,490)	(20,529,466)	(3,357,490)
Proceeds from sale of non-current assets held for sale		-	355,336,400	-	355,336,400
Purchases of property, plant and equipment	14	(4,274,707)	(7,915,957)	(3,447,019)	(7,720,339)
Proceeds from sale of equipment		186,916	14,019	186,916	8,411
Purchases of intangible assets		(96,000)	(164,900)	(96,000)	(164,900)
Dividend received		2,458,097	3,267,405	9,457,047	5,267,265
Interest received		3,673,365	1,357,469	2,944,461	958,135
Difference from currency translation of foreign subsidiaries' financial statements		12,428	(24,116)	-	-
Net cash provided by (used in) investing activities		10,035,877	279,003,500	11,190,316	286,698,751
Cash flows from financing activities					
Loan from director		-	(18,000,000)	-	(18,000,000)
Dividend paid to shareholders	20	(60,450,262)	(60,450,262)	(60,450,262)	(60,450,262)
Dividend paid to non-controlling interests		(1,050)	(140)	-	-
Net cash provided by (used in) financing activities		(60,451,312)	(78,450,402)	(60,450,262)	(78,450,262)
Increase (decrease) in cash and cash equivalents - net		65,467,368	66,615,029	61,223,676	71,368,500
Cash and cash equivalents as at 1 January		132,764,943	66,149,914	91,508,875	20,140,375
Cash and cash equivalents as at 31 December		198,232,311	132,764,943	152,732,551	91,508,875
Supplemental disclosure of cash flow information					
Unutilized credit facilities for future working capital		41,000,000	41,000,000	1,000,000	1,000,000

1. General information

Prakit Holdings Public Company Limited (“the Company”), has been incorporated in Thailand and has its registered office at 88 Soi Sukhumvit 62 , 3rd intersection, Sukhumvit Road, Phra Kanong Tai, Prakanong, Bangkok, Thailand.

The Company was registered with the Stock Exchange of Thailand on 30 July 1991.

The major shareholder is Prakit and Associated Co., Ltd (held 24.97%) which has been incorporated in Thailand.

The Company and its subsidiaries (“the Group”) is principally engaged in the production of media and advertisement, media agency, investing in securities and providing the management service to subsidiary and affiliated companies. Details of the Company’s subsidiaries as at 31 December 2024 and 2023 are disclosed in Note 11.

2. Basis for preparation and presentation of the financial statements

2.1 The financial statements have been prepared in accordance with Thai Financial Reporting Standards which are issued under the Accounting Professions Act B.E.2547, and have been presented under the Accounting Act. B.E.2543, and applicable rules and regulations of the Securities and Exchange Commission under the Securities and Exchange Act.

2.2 Historical cost is used as measurement basis in preparing these financial statements except for some items as indicated in the accounting policy.

2.3 The financial statements of the Group are prepared and presented from the statutory financial statement that are in Thai language and Thai currency. The English version has been prepared from Thai financial statements.

2.4 New and Revised Financial Reporting Standards

2.4.1 The Financial Reporting Standards that are effective in the current accounting period.

The Group has adopted a number of revised Financial Reporting Standards by the Federation of Accounting Professions that have been effective for accounting periods beginning on or after 1 January 2024. The adoption of these Financial Reporting Standards does not have any material effect on the Group’s financial statements.

2.4.2 The Financial Reporting Standards that have not yet been effective in the current accounting period.

The Federation of Accounting Professions issued several revised financial reporting standards, which are effective for accounting periods beginning on or after 1 January 2025. which the Group have not adopted the above standards before the effective date. The management of the Group believes that the adoption of these amendments will not have any significant impact on the Group’s financial statements.

2.5 Use of judgements and estimates

In the preparation of financial statements in conformity with Thai Financial Reporting Standards, management applied make judgements, estimates and assumptions that affect the application of the Group's accounting policies. Actual results may differ from these estimates. Significant judgements and estimates are as follows:

Investment by equity method

- Considering the significant influence of the Group over an investee.

Consolidation

- Whether the Group has de facto control over an investee.

Revenue recognition

- Determining a bundled services are capable of being distinct.
- Commission revenue : Determining the transaction of the Group acts as an agent in the transaction rather than as a principal.

Allowance for expected credit losses of trade receivables

- In determining an allowance for expected credit losses of trade receivables the management needs to make judgement and estimates based upon, among other things, past collection history, aging profile of outstanding debts and the forecast economic.
- The Group's historical credit loss experience and forecast economic conditions may also not be representative of whether a customer will default in the future.

Investment properties/Depreciation

- In determining depreciation of investment properties, the management is required to make estimates of the useful lives and residual values of the investment properties and to review estimate useful lives and residual values when there are any changes.
- The management is required to review investment properties for impairment on a periodical basis and record impairment losses when it is determined that their recoverable amount is lower than the carrying amount.

This requires judgements regarding forecast of future revenues and expenses relating to the assets subject to the review.

Property, plant and equipment/Depreciation

- In determining depreciation of plant and equipment, the management is required to make estimates of the useful lives and residual values of the plant and equipment and to review estimate useful lives and residual values when there are any changes.
- The management is required to review property, plant and equipment for impairment on a periodical basis and record impairment losses when it is determined that their recoverable amount is lower than the carrying amount.
- This requires judgements regarding forecast of future revenues and expenses relating to the assets subject to the review.

Leases

- Assessment that an arrangement contains a lease.

- Whether the Group is reasonably certain to exercise extension options.
- Whether the Group exercises termination options.
- Determining the Group has transferred substantially all the risks and rewards incidental to the ownership of the assets to lessees.
- Determining the incremental borrowing rate to measure lease liabilities.

Employee benefits

- Measurement of defined employee benefit obligations which related to actuarial assumptions.

Income tax

- Recognition of deferred tax assets, availability of future taxable profit against which deductible temporary differences and tax losses carried forward can be utilized.

Financial instruments

- Measurement of ECL allowance for trade receivables and contract assets: key assumptions in determining the weighted-average loss rate.
- Determining the fair value of financial instruments on the basis of significant unobservable inputs.

3. Significant accounting policies

3.1 Basis of consolidation

The consolidated financial statements consisted of the Group's financial statements and the Group's interests in associates and joint venture.

Intra-group balances and transactions, and any unrealised income or expenses arising from intra-group transactions, are eliminated. Unrealised gains arising from transactions with equity-accounted investees are eliminated against the investment to the extent of the Group's interest in the investee. Unrealised losses are eliminated in the same way as unrealised gains, but only to the extent that there is no evidence of impairment.

Subsidiaries

Subsidiaries are entities controlled by the Group. The Group controls an equity when it is exposed to, or has rights to, variable returns from its involvement with the entity and has the ability to affect those returns through its power over the entity. The financial statements of subsidiaries are included in the consolidated financial statements from the date on which control commences until the date on which control ceases.

The Group treats transactions with non-controlling interests similar to transactions with equity owners of the Group. For purchases from non-controlling interests, the difference between any consideration paid and the relevant share acquired of the carrying value of net assets of the subsidiary is recorded in equity. Gains or losses on disposals to non-controlling interests are also recorded in equity.

When the Group loses control over a subsidiary, it derecognises the assets and liabilities of the subsidiary, and any related non-controlling interests and other components of equity. Any resulting gain or loss is recognised in profit or loss. Any interest retained in the former subsidiary is measured at fair value when control is lost.

Change in the Group's interest in a subsidiary that do not result in a loss of control are accounted for as equity transactions.

Associates

Associates are those entities in which the Group has significant influence, but not control or joint controls over the financial and operating policies.

Investments in associates are accounted for in the consolidated financial statements using the equity method and are recognised initially at cost, which includes transaction costs. Subsequent to initial recognition, the consolidated financial statements include the Group's share of the profit or loss and other comprehensive income of equity-accounted investees, until the date on which significant influence ceases.

Joint venture

A joint venture is an arrangement in which the Group has joint control, whereby the Group has rights to the net assets of the arrangement, rather than rights to its assets and obligations for its liabilities.

Investment in joint venture is accounted for in the consolidated financial statement using the equity method and are recognised initially at cost, includes transaction costs. Subsequent to initial recognition, the consolidated financial statements include the Group's share of the profit or loss and other comprehensive income of equity-accounted investees, until the date on which joint control ceases.

3.2 *Investments in subsidiaries, associates and joint ventures*

Investment in joint venture, associates and subsidiaries in the separate financial statements of the Company are accounted for using the cost method, while the accounting for investments in joint ventures and associates in the consolidated financial statements is accounted for using the equity method.

3.3 *Foreign currencies*

Foreign currency transactions

Transactions in foreign currencies are translated to the respective functional currencies of Group entities at exchange rates at the dates of transactions.

Monetary assets and liabilities denominated in foreign currencies are translated to the functional currency at the exchange rate at the reporting date.

Non-monetary assets and liabilities measured at cost in foreign currencies are translated to the functional currency at the exchange rates at the dates of the transactions.

Foreign operations

The monetary assets and liabilities of foreign operations are translated to Thai Baht at the exchange rate at reporting date.

The revenues and expenses of foreign operations are translated to Thai Baht at rates approximating the exchange rate at the dates of the transactions.

Foreign exchange differences are recognised in other comprehensive income and accumulated in the translation reserve, except to the extent that the translation difference is allocated to non-controlling interests.

When the settlement of a monetary item receivable from or payable to a foreign operation is neither planned nor likely in the foreseeable future, foreign exchange gains and losses arising from such a monetary item are considered to form part of a net investment in a foreign operation and are recognised in other comprehensive income, and presented in the foreign currency translation reserve in equity until disposal of the investment.

3.4 Cash and cash equivalents

Cash and cash equivalents comprise cash balances, call deposits and highly liquid short-term investments.

3.5 Trade and other current receivables

Trade receivables are presented at amount to be receive from customers for services.

Trade receivables are recognized initially at the amount of consideration that is unconditional unless they contain significant financing components, when they are recognized at its present value.

The Group measure expected credit losses by using a simplified approach, which requires expected lifetime losses to be recognized from initial recognition of the receivables.

3.6 Contract assets

A contract asset is a rights that the Group can receive in exchange for goods or services that it has transferred to a customer, upon the elapse of certain conditions other than time. The Group recognises a contract asset when services are rendered.

3.7 Investments

Investments in subsidiaries in the separate financial statements are accounted for by the cost method less allowance for loss impairment of investment.

3.8 Financial assets and financial liabilities

Classification and measurement

The Group classifies the financial asset depended on the characteristics of the contractual cash flows and the entity's business model, as follows:

Financial assets - Debt instruments

- Amortized cost: A financial assets will be measured at amortized cost when the financial asset is held in order to collect contractual cash flows and the contractual terms of the financial asset give rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding. Financial assets at amortized cost are subsequently measured using the effective interest rate (“EIR”) method and are subject to impairment. Gains and losses are recognized in profit or loss when the asset is derecognized, modified or impaired.

Financial assets - Equity instrument

- Investment in equity instruments that not held for trading as the financial asset measured at fair value through other comprehensive income. Gains and losses arising from changes in fair value is recognized in other comprehensive income and not subsequently transferred to profit or loss when disposal, it is transferred to retained earnings. Dividends on these investments are recognized in profit or loss.

- Investment in equity instruments that held for trading as the financial asset measured at fair value through profit or loss which are carried in the statement of financial position at fair value. The changes in fair value are recognized in profit or loss. Dividends on these investments are recognized in profit or loss.

The Group are classifying and measure the financial liabilities at amortized cost.

Derecognition

Financial assets are derecognized when the rights to receive cash flows from the financial assets have expired or have been transferred substantially all the risks and rewards of ownership of the financial assets. The Group derecognize financial liabilities when the obligation under the liabilities is discharged or expires.

Impairment

The Group accounts for the expected credit losses on its financial assets carried at amortizes cost and FVOCI without the circumstance that a credit losses. The Group applies the general approach to measurement expected credit losses, except trade receivables applies the simplified approach to measurement expected credit losses.

3.9 *Investment properties*

Investment properties are properties which that are owned by the Group. Investment properties are held to earn rental income, for capital appreciation or for both, but not for sale in the ordinary course of business, use in the production or supply of goods or services or for administrative purposes.

Investment properties are measured at cost less accumulated depreciation and impairment losses.

Cost includes expenditure that is directly attributable to the acquisition of the investment properties. The cost of self-constructed investment properties includes the cost of materials and direct labour, and other costs directly attributable to bringing the investment properties to a working condition for its intended use and capitalised borrowing costs.

Any gains and losses on disposal of investment properties are determined by comparing the proceeds from disposal with the carrying amount of investment properties, and are recognised in profit or loss.

Depreciation is charged to profit or loss on a straight-line basis over the estimated useful lives of each properties. The estimated useful lives are as follows:

Buildings and improvement	20 Years
Furniture and fixtures	5 Years

No depreciation is provided on freehold land or assets under construction.

3.10 Property, plant and equipment

Recognition and measurement

Owned assets

Property, plant and equipment are stated at cost less accumulated depreciation and impairment losses.

Cost includes expenditure that is directly attributable to the acquisition of the asset and any other costs directly attributable to bringing the assets to a working condition for their intended use, the costs of dismantling and removing the items and restoring the site on which they are located, and capitalised borrowing costs. Purchased software that is integral to the functionality of the related equipment is capitalised as part of that equipment.

When parts of an item of property, plant and equipment have different useful lives, they are accounted for as separate items (major components) of property, plant and equipment.

Gains and losses on disposal of an item of property, plant and equipment are determined by comparing the proceeds from disposal with the carrying amount of property, plant and equipment, and are recognised net in profit or loss.

Subsequent costs

The cost of replacing a part of an item of property, plant and equipment is recognised in the carrying amount of the item if it is probable that the future economic benefits embodied within the part will flow to the Group, and its cost can be measured reliably. The carrying amount of the replaced part is derecognised. The costs of the day-to-day servicing of property, plant and equipment are recognised in profit or loss as incurred.

Depreciation

Depreciation is calculated based on the depreciable amount of buildings and equipment, which are the cost of an asset, or other amount substituted for cost, less its residual value.

Depreciation is charged to profit or loss on a straight-line basis over the estimated useful lives of each component of an item of property, plant and equipment. The estimated useful lives are as follows :

Buildings and improvement	8-30	Years
Land improvement	30	Years
Leasehold asset improvement	5	Years
Furniture and fixtures	5-10	Years
Office equipment	3-10	Years
Vehicles	5	Years

No depreciation is provided on freehold land or assets under construction and installation.

Depreciation methods, useful lives and residual values are reviewed at each financial year-end and adjusted if appropriate.

3.11 Intangible assets

Intangible assets that are acquired by the Group and have finite useful lives are measured at cost less accumulated amortisation and impairment losses.

Amortisation

Amortisation is based on the cost of the asset, or other amount substituted for cost, less its residual value.

Amortisation is recognised in profit or loss on a straight-line basis over the estimated useful lives of intangible assets, from the date that they are available for use, since this most closely reflects the expected pattern of consumption of the future economic benefits embodied in the asset. The estimated useful lives for the current and comparative periods are as follows :

Computer software	3	Years
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Amortisation methods, useful lives and residual values are reviewed at each financial year-end and adjusted if appropriate.

3.12 Leases

At inception of contract, the Group assesses whether a contract is, or contains, a lease. A contract is, or contains, a lease if the contract conveys the right to control the use of an identified asset for a period of time in exchange for consideration.

The Group as a lessee

The Group recognizes right-of-use assets at the commencement date of the lease. Right-of-use assets are measured at cost, less any accumulated depreciation and impairment losses, and adjusted for any remeasurement of lease liabilities. The cost of right-of-use assets includes the amount of lease liabilities recognized through initial measurement, initial direct costs incurred, and lease payments made at or before the commencement date, less any lease incentives received.

Unless the Group is reasonably certain that it will obtain ownership of the leased asset at the end of the lease term, the recognized right-of-use assets are depreciated on a straight-line basis from the commencement date of the lease to the earlier of the end of the useful life of the right-of-use asset or the end of the lease term.

At the commencement date of the lease, the Group recognizes lease liabilities measured at the present value of the lease payments to be made over the lease term, discounted by the interest rate implicit in the lease or the Group's incremental borrowing rate. After the commencement date, the amount of lease liabilities is increased to reflect the accretion of interest and reduced for the lease payments made. In addition, the carrying amount of lease liabilities is remeasured if there is a modification or reassessment.

Short-term leases and Leases of low-value assets

A lease that has a lease term less than or equal to 12 months from commencement date or a lease of low-value assets is recognized as expenses on a straight-line basis over the lease term.

The Group as a lessor

The Group determines at lease inception whether each lease is a finance lease or an operating lease. To classify each lease, the Group makes an overall assessment of whether the lease transfer substantially all of the risks and rewards accompanying to ownership of the underlying asset.

A lease that transfers substantially all the risks and rewards incidental to ownership of an underlying asset to a lessee is classified as finance leases. As at the commencement date, an asset held under a finance lease is recognized as a receivable at an amount equal to the net investment in the lease or the present value of the lease payments receivable and any unguaranteed residual value. Subsequently, finance income is recognized over the lease term to reflect a constant periodic rate of return on the net investment in the lease.

A lease is classified as an operating lease if it does not transfer substantially all the risks and rewards accompanying to ownership of an underlying asset to a lessee. Lease receivables from operating leases is recognized as income in profit or loss on a straight-line basis over the lease term. Initial direct costs incurred in obtaining an operating lease are added to the carrying amount of the underlying assets and recognized as an expense over the lease term on the same basis as the lease income.

3.13 Impairment

The Group assess the impairment of assets i.e. investment property, property, plant and equipment and intangible assets whenever there is indication that an asset may be impaired, the impairment will be assessed by estimating the recoverable amount of asset, if it is below the carrying amount of asset, it signs an asset is impairment. The Group will recognize the impairment loss in profit or loss.

The recoverable amount is the higher of an asset's fair value less costs of disposal and value in use.

Non-financial assets other than goodwill that suffered an impairment are reviewed for possible reversal of the impairment at each reporting date.

3.14 Trade and other current payables

Trade and other current payables are stated at cost.

3.15 Non-current provision for employee benefits

Defined contribution plans

Obligations for contributions to the registered provident fund are recognised as an employee benefit expense in profit or loss in the periods during which services are rendered by employees.

Defined benefit plans

The Group's net obligation in respect of defined benefit plans is calculated separately for each plan by estimating the amount of future benefit that employees have earned in the current and prior periods, discounting that amount. The calculation of defined benefit obligations is performed annually by a qualified actuary using the projected unit credit method. Remeasurements of the net defined benefit liability, actuarial gain or loss are recognized immediately in other comprehensive income.

When the benefits of a plan are changed or when a plan is curtailed, the resulting change in benefit that relates to past service or the gain or loss on curtailment is recognised immediately in profit or loss. The Group recognises gains and losses on the settlement of a defined benefit plan when the settlement occurs.

Termination benefits

Termination benefits are expensed at the earlier of when the Group can no longer withdraw the offer of those benefits and when the Group recognizes costs for a restructuring. If benefits are not expected to be settled wholly within 12 months of the end of the reporting period, then they are discounted.

Short-term employee benefits

Short-term employee benefits are expensed as the related service is provided. A liability is recognised for the amount expected to be paid if the Group has a present legal or constructive obligation to pay this amount as a result of past service provided by the employee and the obligation can be estimated reliably.

3.16 Provisions

The Group recognized provisions in the financial statements when it has legal obligation or possible obligation arising from past events, the settlement of which is expected to be made in the amount that can be estimated with sufficient reliability.

3.17 Revenue

Revenue excludes value added taxes and is arrived at after deduction of trade discounts and volume rebates.

Revenue of services rendered

Revenue of services rendered is recognised over time when services have been rendered taking into account the stage of completion.. The related costs are recognized in profit or loss when they are incurred.

Commissions income

When the Group acts in capacity of an agent rather than as the principal in a transaction, the revenue recognized is the net amount of commission made by the Group.

Investments

Revenue from investments comprises rental income from investment property, dividend and interest income from investments and bank deposits.

Rental income

Rental income is recognized using the straight-line method over the period of lease.

Dividend income

Dividend income is recognized when the right to receives dividends established.

Interest income

Effective interest rate

3.18 Expenses

Finance costs

Finance costs comprise interest expense on borrowings, unwinding of the discount on provisions and contingent consideration,

Borrowing costs that are not directly attributable to the acquisition, construction or production of a qualifying asset are recognised in profit or loss using the effective interest method.

Other expense

Other expense is recognized in profit or loss on the accrual basis.

3.19 Income tax

Income tax represents the aggregate of current income tax expense and deferred tax.

Current income tax and deferred tax are recognized in profit or loss except for the related items which recognized directly in equity or in other comprehensive income.

Current income tax represents the amount of expected income tax payable or recoverable on the taxable profit or loss for the period, using tax rate in accordance with the regulation in the Revenue Code.

Deferred tax is recognized in respect of temporary differences between the carrying amounts of assets and liabilities purposes and the amounts used for taxation purposes.

The measurement of deferred tax reflects the consequences that the Company expects, at the end of the reporting period, to recover or settle the carrying amount.

Deferred tax liabilities are recognized for all income tax payable in the future periods in respect of taxable temporary differences.

Deferred tax assets are recognized to the extent that it is probable that future taxable profits will be available against which the temporary differences can be utilised. Deferred tax assets are reviewed at each reporting date and reduced to the amount that the related tax benefit will be realised.

3.20 *Earnings per share*

The Group and the Company present basic earnings per share data for its ordinary shares. Basic earnings per share is calculated by dividing the profit or loss attributable to ordinary shareholders of the Group and the Company by the weighted average number of ordinary shares outstanding during the year.

3.21 *Segment reporting*

Segment results that are reported to the chief operating decision maker include items directly attributable to a segment, as well as those that can be allocated on reasonable basis.

4. **Related parties**

The financial statements included related party transactions with intercompany shareholding or the same group of shareholders, directors or management team. Besides, the related parties are taken into account when one party has the ability to control another party or can exercise significant influence over another party in making financial and operating decisions. Parts of the Group's assets, liabilities, revenues and expenses arose from transactions with the related parties. The effects of these transactions are reflected in the accompanying financial statements on the basis determined in the business practice normally dealt with other parties.

Relationships with the related parties beside subsidiaries and associate companies and joint venture as disclosed in note 11 are as follows :

Related parties	Country/ Nationality	Relationships
62 Content & Design Limited	Thailand	Some common shareholders and/or directors
Double P Marketing Communications Limited	Thailand	Some common shareholders and/or directors
DRAFT Advertising (Cambodia) Limited	Cambodia	Some common shareholders
Prakit and Sons Limited	Thailand	Some common shareholders and/or directors
Haadsaikaew Bankrut Resort Partnership Limited	Thailand	Some common shareholders and/or directors

The pricing policies for particular types of transactions are explained below :

Transaction	Pricing policies
Service income	The mutually agreed rate
Cost of service	The mutually agreed rate
Sale of asset	The mutually agreed price
Sale of investment property	Appraised value performed by independent appraiser
Office rental	Based on the space rate charged to other tenants
Management agreement	The mutually agreed rate
Dividend income	As declared by the invested entities
Interest income	MOR of a Commercial bank

The related party transactions for the years ended 31 December 2024 and 2023 are detailed as follows :

Unit : Thousand Baht

	Consolidated		Separate	
	financial statements		financial statements	
	2024	2023	2024	2023
Subsidiary companies				
Management income	-	-	1,604	1,724
Rental income	-	-	3,996	3,996
Dividend income	-	-	6,999	2,000
Commission income	-	-	2,424	2,590
Other income	-	-	1,011	859
Service income	-	-	716	1,571
Costs of services	-	-	2,826	2,338
Expense	-	-	792	-
Joint Venture				
Service income	682	206	50	-
Commission income	267	107	267	107
Management income	1,800	1,800	1,800	1,800
Rental income	405	360	405	360
Other income	107	114	107	114
Interest income	20	302	-	-
Costs of services	-	200	-	160
Associated Companies				
Service income	5,081	8,397	-	403
Commission income	-	425	-	425
Other income	69	11	69	11
Costs of services	1,288	569	1,288	-
Expense	258	153	220	123
Other related parties				
Service income	488	1,199	488	1,079
Commission income	446	561	446	561
Management income	60	60	60	60
Rental income	414	414	414	414
Other income	2,652	2,632	124	136
Costs of services	9,122	5,161	181	478
Expense	110	-	110	-
Key management remuneration				
Short-term benefits	26,464	24,294	18,463	18,016
Post-employment benefits	1,576	665	635	445

Balances as at 31 December 2024 and 2023 are detailed as follows :

4.1 Trade accounts receivable - related parties

	Unit : Thousand Baht			
	Consolidated		Separate	
	financial statements		financial statements	
	2024	2023	2024	2023
Subsidiary companies				
Prakit Advertising Ltd.	-	-	3,854	6,131
Marketing Drive Worldwide (Thailand) Ltd.	-	-	83	126
Joint Venture				
Bangkok Writer and Partners Ltd.	880	1,518	880	1,304
Associated company				
Sukhumvit 62 Medical Ltd.	1,063	2,483	45	43
Other related companies				
Double P Marketing Communications Ltd.	158	336	157	207
62 Content & Design Ltd.	34	11	34	11
DRAFT Advertising (Cambodia) Ltd.	2,145	219	698	219
Total	4,280	4,567	5,751	8,041
Less : allowance for expected credit loss	-	-	-	-
Net	4,280	4,567	5,751	8,041

As at 31 December 2024 and 2023, aging analyses of trade accounts receivable from related parties are detailed as follows :

	Unit : Thousand Baht			
	Consolidated		Separate	
	financial statements		financial statements	
	2024	2023	2024	2023
Within credit terms	2,129	3,344	3,324	3,749
Overdue:				
Less than 3 months	1,261	1,162	1,513	1,981
3 - 6 months	546	10	494	1,815
6 - 12 months	206	51	281	207
Over 12 months	138	-	139	289
Total	4,280	4,567	5,751	8,041
Less : allowance for expected credit loss	-	-	-	-
Net	4,280	4,567	5,751	8,041

4.2 Media receivable - related parties

	Unit : Thousand Baht			
	Consolidated		Separate	
	financial statements		financial statements	
	2024	2023	2024	2023
Subsidiary companies				
Prakit Advertising Ltd.	-	-	17,858	24,945
Marketing Drive Worldwide (Thailand) Ltd.	-	-	-	2,026
Joint venture				
Bangkok Writer and Partners Ltd.	7,460	4,228	7,460	4,228
Associated company				
Sukhumvit 62 Medical Ltd.	1,587	1,621	-	-
Other related companies				
DRAFT Advertising (Cambodia) Ltd.	2,178	919	2,178	919
Double P Marketing Communication Ltd.	4,760	8,566	4,760	8,566
Total	15,985	15,334	32,256	40,684
Less : allowance for expected credit loss	-	-	-	-
Net	15,985	15,334	32,256	40,684

As at 31 December 2024 and 2023 , aging analyses of media accounts receivable from related parties are detailed as follows :

	Unit : Thousand Baht			
	Consolidated		Separate	
	financial statements		financial statements	
	2024	2023	2024	2023
Within credit terms	8,223	6,368	16,395	19,885
Overdue:				
Less than 3 months	5,584	6,723	13,683	16,758
3 - 6 months	853	352	853	595
6 - 12 months	995	1,891	995	3,446
Over 12 months	330	-	330	-
Total	15,985	15,334	32,256	40,684
Less : allowance for expected credit loss	-	-	-	-
Net	15,985	15,334	32,256	40,684

4.3 *Advances to related parties*

		Unit : Thousand Baht			
		Consolidated		Separate	
		financial statements		financial statements	
		2024	2023	2024	2023
Other related company					
	DRAFT Advertising (Cambodia) Ltd.	827	1,329	824	1,045

4.4 *Accrued interest – related company*

		Unit : Thousand Baht			
		Consolidated		Separate	
		financial statements		financial statements	
		2024	2023	2024	2023
Joint venture					
	Bangkok Writer and Partners Ltd.	-	157	-	-

4.5 *Short term loan to related company*

		Unit : Thousand Baht			
		Consolidated		Separate	
		financial statements		financial statements	
		2024	2023	2024	2023
	<i>Rate</i>				
	<i>(%)</i>				
Joint venture					
	Bangkok Writer and Partners Ltd.	5.00	-	6,000	-

The movements of loan to related company for each of the years ended 31 December 2024 and 2023 are as follows :

		Unit : Thousand Baht			
		Consolidated		Separate	
		financial statements		financial statements	
		2024	2023	2024	2023
Short term loan to related company					
Joint venture					
	As at 1 January	6,000	-	-	-
	Increase	-	20,000	-	-
	Decrease	(6,000)	(14,000)	-	-
	As at 31 December	-	6,000	-	-

4.6 *Trade accounts payable - related parties*

Unit : Thousand Baht

	Consolidated		Separate	
	financial statements		financial statements	
	2024	2023	2024	2023
Subsidiary companies				
Prakit Advertising Ltd.	-	-	6,389	17,043
Prakit Advertising Co., Ltd. (Myanmar)	-	-	9,192	9,456
Joint venture				
Bangkok Writer and Partners Ltd.	-	171	169	171
Other related companies				
62 Content & Design Ltd.	1,634	1,941	-	318
Prakit and Sons Limited	-	23	-	23
Associated company				
Sukhumvit 62 Medical Ltd.	-	38	-	-
Total	1,634	2,173	15,750	27,011

4.7 *Media accounts payable - related party*

Unit : Thousand Baht

	Consolidated		Separate	
	financial statements		financial statements	
	2024	2023	2024	2023
Subsidiary company				
Prakit Advertising Co., Ltd. (Myanmar)	-	-	850	548

4.8 *Billing agent payable - related party*

Unit : Thousand Baht

	Consolidated		Separate	
	financial statements		financial statements	
	2024	2023	2024	2023
Other related company				
DRAFT Advertising (Cambodia) Ltd.	2,361	2,811	-	-

4.9 Employee expenses payable - related party

	Unit : Thousand Baht			
	Consolidated		Separate	
	financial statements		financial statements	
	2024	2023	2024	2023
Subsidiary company				
Prakit Advertising Ltd.	-	-	770	770

4.10 Other matters

Two subsidiary companies have entered into agreements to rent office spaces from the Company for a period of 1 year ended December 2024 with the monthly rental rate for each subsidiary at Baht 197,000 and Baht 40,000, respectively.

Two related companies have entered into agreements to rent office spaces from the Company for periods of 3 years and 1 year ending December 2025 and ended December 2024, respectively, with the monthly rental rates at Baht 30,000 and Baht 4,500, respectively.

A subsidiary has entered into an agreement to lease office equipment and vehicle from the Company for a period of 1 year ended December 2024, with the monthly rental totalling Baht 96,000.

A joint-venture company has entered into an agreement to rent office space from the Company for a period of 1 year ended December 2024, with the monthly rental rate at Baht 30,000.

The Company has entered into agreements to provide management services to a subsidiary company for a period of 1 year ended December 2024, with the monthly service rate at Baht 32,000.

The Company has also entered into an agreement to provide management service to a joint-venture company for a period of 1 year ended December 2024 with the monthly service rate at Baht 150,000.

5. Cash and cash equivalents

	Unit : Thousand Baht			
	Consolidated financial statements		Separate financial statements	
	2024	2023	2024	2023
Cash on hand	183	1,029	45	45
Cash at banks – current accounts	2,576	4,343	-	2,146
Cash at banks – savings accounts	195,473	127,393	152,688	89,318
Total	198,232	132,765	152,733	91,509

6. Trade and other current receivables

As at 31 December 2024 and 2023, trade and other current receivables are detailed as follows :

	Unit : Thousand Baht			
	Consolidated financial statements		Separate financial statements	
	2024	2023	2024	2023
Trade accounts receivable				
Trade accounts receivable				
Related parties	4,280	4,567	5,751	8,041
Other companies – net	39,006	27,959	15,904	7,612
Media receivables				
Related parties	15,985	15,334	32,256	40,684
Other companies – net	142,776	124,945	124,365	104,630
Other current receivables				
Billing agent receivables	597	511	-	-
Advances to related parties	827	1,329	824	1,045
Advanced payments for media	17,531	5,525	15,747	3,620
Accrued interest income – related company	-	157	-	-
Accrued income	8,484	8,169	7,441	7,646
Advanced payments – others	2,851	2,232	5	5
Receivable from the Revenue Department	6,649	7,400	3,905	5,214
Others	4,618	6,559	1,836	5,949
Total	243,604	204,687	208,034	184,446

As at 31 December 2024 and 2023 , aging analyses of trade accounts receivable from other companies are detailed as follows :

	Unit : Thousand Baht			
	Consolidated financial statements		Separate financial statements	
	2024	2023	2024	2023
Within credit terms	34,674	17,881	14,466	5,684
Overdue:				
Less than 3 months	3,743	9,688	1,426	1,795
3 - 6 months	424	461	86	205
6 - 12 months	285	-	46	-
Over 12 months	-	1,240	-	-
Total	39,126	29,270	16,024	7,684
Less : allowance for expected credit loss	(120)	(1,311)	(120)	(72)
Net	39,006	27,959	15,904	7,612

As at 31 December 2024 and 2023 , aging analyses of media receivables from other companies are detailed as follows :

	Unit : Thousand Baht			
	Consolidated financial statements		Separate financial statements	
	2024	2023	2024	2023
Within credit terms	120,954	99,712	105,394	81,737
Overdue:				
Less than 3 months	21,626	23,075	18,739	20,739
3 - 6 months	932	3,171	932	3,167
6 - 12 months	343	-	343	-
Over 12 months	-	4,296	-	-
Total	143,855	130,254	125,408	105,643
Less : allowance for expected credit loss	(1,079)	(5,309)	(1,043)	(1,013)
Net	142,776	124,945	124,365	104,630

7. **Current contract assets**

As at 31 December 2024 and 2023 Current contract assets are consisted of :

	Unit : Thousand Baht			
	Consolidated financial statements		Separate financial statements	
	2024	2023	2024	2023
Accrued income – subsidiary	-	-	463	-
Accrued income – other companies	17,126	18,575	14,834	17,194
Total	17,126	18,575	15,297	17,194

8. **Other current financial assets**

As at 31 December 2024 and 2023 other current financial assets are detailed as follows:

	Unit : Thousand Baht			
	Consolidated financial statements		Separate financial statements	
	2024	2023	2024	2023
Gold	2,876	-	2,876	-
Unit trusts	175,674	134,931	133,226	115,802
Total	178,550	134,931	136,102	115,802

As at 31 December 2024 and 2023 other current financial assets – Gold comprised:

	Unit : Thousand Baht			
	Consolidated financial statements		Separate financial statements	
	2024	2023	2024	2023
Gold – at cost	2,765	-	2,765	-
Gain (loss) on fair value adjustment	111	-	111	-
Net	2,876	-	2,876	-

The movements of other current financial assets – Gold for the years ended 31 December 2024 and 2023 are as follows :

	Unit : Thousand Baht			
	Consolidated financial statements		Separate financial statements	
	2024	2023	2024	2023
Balances at beginning of the years – at cost	-	-	-	-
Acquisition	2,765	-	2,765	-
Disposal	-	-	-	-
Total	2,765	-	2,765	-
Gain (loss) on fair value adjustment	111	-	111	-
Net	2,876	-	2,876	-

As at 31 December 2024 and 2023 other current financial assets – Unit trusts comprised:

	Unit : Thousand Baht			
	Consolidated financial statements		Separate financial statements	
	2024	2023	2024	2023
Unit trusts – at cost	178,659	138,999	136,359	119,914
Gain (loss) on fair value adjustment	(2,985)	(4,068)	(3,133)	(4,112)
Total	175,674	134,931	133,226	115,802

The movements of other current financial assets – Unit trusts for the years ended 31 December 2024 and 2023 are as follows :

	Unit : Thousand Baht			
	Consolidated financial statements		Separate financial statements	
	2024	2023	2024	2023
Balances at beginning of the years – at cost	138,999	14,377	119,914	9,377
Acquisition	887,128	455,821	744,926	430,775
Disposal	(847,468)	(331,199)	(728,481)	(320,238)
Total	178,659	138,999	136,359	119,914
Gain (loss) on fair value adjustment	(2,985)	(4,068)	(3,133)	(4,112)
Net	175,674	134,931	133,226	115,802

9. Bank deposit used as collateral

Unit : Thousand Baht

	Consolidated financial statements			
	2024		2023	
	Amount	Interest Rate	Amount	Interest Rate
Time deposit - collateral for bank overdraft and letter of guarantee	30,089	0.30%	30,000	0.20%

Since 2021, a subsidiary has guaranteed the business contract of a joint venture amounting to Baht 30 million, using the above deposit as collateral.

10. Other non-current financial assets

Unit : Thousand Baht

As at 31 December 2024

	Consolidated/ Separate financial statements			
	Marketable equity securities	Held to maturity debt securities	Non marketable equity securities	Total
Debt Securities - at cost	-	30,000	-	30,000
Equity Securities - at cost	55,726	-	5,800	61,526
Unrealized gain (loss) on fair value adjustment	(15,495)	-	-	(15,495)
Loss from impairment	-	-	(5,500)	(5,500)
Net	40,231	30,000	300	70,531

Unit : Thousand Baht

As at 31 December 2023

	Consolidated/ Separate financial statements			
	Marketable equity securities	Held to maturity debt securities	Non marketable equity securities	Total
Debt Securities - at cost	-	30,000	-	30,000
Equity Securities - at cost	74,028	-	5,650	79,678
Unrealized gain (loss) on fair value adjustment	(10,756)	-	-	(10,756)
Net	63,272	30,000	5,650	98,922

Movements of other non-current financial assets for the years ended 31 December 2024 and 2023 are as follows :

	Unit : Thousand Baht	
	Consolidated/ Separate financial statements	
	2024	2023
Balances at beginning of the years – at cost	109,678	131,306
Investment in debt securities	-	30,000
Investment in equity securities	26,761	69,458
Sold	(44,913)	(117,943)
Written-off	-	(3,143)
Total	91,526	109,678
Unrealized gain (loss) on fair value adjustment	(15,495)	(10,756)
Allowance for impairment	(5,500)	-
Net	70,531	98,922

Differences between fair values and cost are treated as “unrealized gain (loss) all fair value adjustment in securities” and presented in the statements of comprehensive income.

11. Investments in joint venture , associated and subsidiary companies

As at 31 December 2024 :

Unit : Thousand Baht

Consolidated financial statements						
Entitles' Name	Type of business	Paid-up share capital (Baht)	Investment Ownership (%)	Valuation		
				Cost method	Equity method	Dividend received
Associated Company						
Sukhumvit 62 Medical Ltd.	Hospital	1,700,000,000	32.00	544,000	154,446	-
Joint Venture (Held by a subsidiary)						
Bangkok Writer and Partners Ltd.	Advertising	10,000,000	42.00	16,800	26,129	-
					180,575	-

As at 31 December 2023 :

Unit : Thousand Baht

Consolidated financial statements

Entitles' Name	Type of business	Paid-up share capital (Baht)	Investment Ownership (%)	Valuation		
				Cost method	Equity method	Dividend received
Associated Companies						
Direct Response (Thailand) Co., Ltd.	Advertising	2,000,000	49.00	1,421	635	-
Sukhumvit 62 Medical Ltd.	Hospital	1,700,000,000	32.00	544,000	295,349	-
Joint Venture (Held by a subsidiary)						
Bangkok Writer and Partners Ltd.	Advertising	10,000,000	42.00	16,800	24,895	-
					320,879	-

As at 31 December 2024 and 2023

Unit : Thousand Baht

Separate financial statements

Entitles' Name	Type of business	Paid-up share Capital (Baht/ US\$)	Investment Ownership (%)		Valuation of investments by cost method		Dividend	
			2024	2023	2024	2023	2024	2023
Subsidiary Companies								
Prakit Advertising Ltd.	Advertising	10,000,000	99.99	99.99	9,999	9,999	4,999	1,999
Marketing Drive Worldwide (Thailand) Ltd.	Advertising	2,000,000	99.965	99.965	1,999	1,999	1,999	-
Prakit Advertising Co.,Ltd. (Myanmar)	Advertising	50,000 US\$	70.00	70.00	1,154	1,154	-	-
Total					13,152	13,152		
Associated Companies								
Direct Response (Thailand) Co., Ltd.*	Advertising	2,000,000	-	49.00	-	1,421	-	-
Sukhumvit 62 Medical Ltd.	Hospital	1,700,000,000	32.00	32.00	544,000	544,000	-	-
Total					544,000	545,421		
Total					557,152	558,573	6,998	1,999
Less Allowance for impairment loss					(1,154)	-		
Total investments					555,998	558,573		

* The Extraordinary General Meeting of Shareholders No. 1/2024 on 18 March 2024 of Direct Response (Thailand) Co., Ltd. passed a resolution to dissolve the business, effective from 18 March 2024 onward. The Company received a refund of Baht 607,600 for its investment in shares of this company, resulting in a loss of Baht 27,254 in the consolidated financial statements and Baht 812,848 in the separate financial statements.

The financial statements of associates and joint ventures and the Group's interests in these entities are as follows:

	Unit : Thousand Baht					
	Direct Response (Thailand) Co., Ltd.		Bangkok Writer and Partners Ltd.		Sukhumvit 62 Medical Ltd.	
	2024	2023	2024	2023	2024	2023
Total assets	-	2,534	128,176	111,999	2,271,920	2,300,637
Total liabilities	-	1,239	95,964	82,726	1,611,893	1,200,288
Total income	-	16	180,136	222,511	529,778	319,405
Profit (loss) for the years	-	(149)	3,196	2,881	(437,443)	(425,164)
Other comprehensive income (loss) for the years	-	-	-	-	(2,878)	-
Share of profit (loss) on equity method	-	(73)	1,342	1,210	(140,903)	(136,052)
Company's share of net asset	-	635	26,129	24,895	154,446	295,349

12. Loans to employees

As at 31 December 2024 and 2023 , the movements of loans to employees are as follows :

	Unit : Thousand Baht			
	Consolidated financial statements		Separate financial statements	
	2024	2023	2024	2023
Balances at beginning of the years	20	80	-	-
Add increase during the years	200	-	200	-
Total	220	80	200	-
Less decrease during the years	(110)	(60)	(90)	-
Balances at the end of the years	110	20	110	-
Less current portion of due within 1 year	(110)	(20)	(110)	-
Net	-	-	-	-

According to the Company's policy, the interest free loans are provided to its employees as staff welfare. Current portion of loans to employees was included in trade and other current receivables.

13. Investment property

Unit : Thousand Baht

	Consolidated financial statements / Separate financial statements				
	Land	Buildings and improvement	Furniture and fixtures	Asset in progress	Total
At Cost					
As at 1 January 2023	130,900	92,100	-	-	223,000
Increase	-	-	3,187	170	3,357
As at 31 December 2023 / 1 January 2024	130,900	92,100	3,187	170	226,357
Increase	2,213	16,217	2,100	-	20,530
Transfer in / (out)	-	170	-	(170)	-
Disposals	-	(259)	-	-	(259)
As at 31 December 2024	133,113	108,228	5,287	-	246,628
Accumulated depreciation					
As at 1 January 2023	-	-	-	-	-
Depreciation for the year	-	4,605	341	-	4,946
As at 31 December 2023 / 1 January 2024	-	4,605	341	-	4,946
Depreciation for the year	-	4,695	893	-	5,588
Disposals	-	(19)	-	-	(19)
As at 31 December 2024	-	9,281	1,234	-	10,515
Net book Value					
As at 31 December 2023	130,900	87,495	2,846	170	221,411
As at 31 December 2024	133,113	98,947	4,053	-	236,113

On 18 December 2024, the Group purchased and registered the ownership of residential land and buildings at the Nakhon Ratchasima Provincial Land Office for long-term investment at a value of Baht 14,000,000 and classified it as investment property.

Measurement of fair value

The fair value of investment property was assessed by an external independent property appraiser. The Group has its policy to reassess the fair value of the Group's investment property every 3 years.

14. Property, plant and equipment

Unit : Thousand Baht

Consolidated financial statements								
At Cost	Land	Buildings and improvement	Land improvement	Furniture and fixtures	Office equipment	Vehicles	Asset in progress	Total
As at 1 January 2023	54,811	94,450	2,699	32,581	27,256	13,124	8,607	233,528
Purchases	-	-	-	1,091	2,785	4,039	-	7,915
Disposals	-	-	-	(119)	(457)	-	-	(576)
Transfer in (out)	-	-	-	8,607	-	-	(8,607)	-
As at 31 December 2023 / 1 January 2024	54,811	94,450	2,699	42,160	29,584	17,163	-	240,867
Purchases	-	-	-	173	1,529	2,572	-	4,274
Disposals	-	-	-	(148)	(490)	(1,300)	-	(1,938)
As at 31 December 2024	54,811	94,450	2,699	42,185	30,623	18,435	-	243,203
Accumulated depreciation								
As at 1 January 2023	-	90,825	2,350	29,493	22,908	9,451	-	155,027
Depreciation for the year	-	3,278	81	4,135	2,255	1,242	-	10,991
Disposals	-	-	-	(119)	(439)	-	-	(558)
As at 31 December 2023 / 1 January 2024	-	94,103	2,431	33,509	24,724	10,693	-	165,460
Depreciation for the year	-	232	52	2,297	1,971	1,157	-	5,709
Disposals	-	-	-	(149)	(487)	(1,040)	-	(1,676)
As at 31 December 2024	-	94,335	2,483	35,657	26,208	10,810	-	169,493
Net book Value								
As at 31 December 2023	54,811	347	268	8,651	4,860	6,470	-	75,407
As at 31 December 2024	54,811	115	216	6,528	4,415	7,625	-	73,710

Unit : Thousand Baht

	Separate financial statements							Total
	Land	Buildings and improvement	Land improvement	Furniture and fixtures	Office equipment	Vehicles	Asset in progress	
At Cost								
As at 1 January 2023	54,811	94,450	2,699	32,039	23,197	10,610	8,607	226,413
Purchases	-	-	-	1,059	2,622	4,039	-	7,720
Disposals	-	-	-	(87)	(256)	-	-	(343)
Transfer in (out)	-	-	-	8,607	-	-	(8,607)	-
As at 31 December 2023 / 1 January 2024	54,811	94,450	2,699	41,618	25,563	14,649	-	233,790
Purchases	-	-	-	174	702	2,571	-	3,447
Disposals	-	-	-	(148)	(392)	(1,300)	-	(1,840)
As at 31 December 2024	54,811	94,450	2,699	41,644	25,873	15,920	-	235,397
Accumulated depreciation								
As at 1 January 2023	-	90,825	2,350	29,050	19,745	8,045	-	150,015
Depreciation for the year	-	3,278	81	4,075	1,764	863	-	10,061
Disposals	-	-	-	(87)	(255)	-	-	(342)
As at 31 December 2023 / 1 January 2024	-	94,103	2,431	33,038	21,254	8,908	-	159,734
Depreciation for the year	-	232	52	2,250	1,405	904	-	4,843
Disposals	-	-	-	(148)	(389)	(1,040)	-	(1,577)
As at 31 December 2024	-	94,335	2,483	35,140	22,270	8,772	-	163,000
Net book Value								
As at 31 December 2023	54,811	347	268	8,580	4,309	5,741	-	74,056
As at 31 December 2024	54,811	115	216	6,504	3,603	7,148	-	72,397

As at 31 December 2024 and 2023 , certain portions of land and buildings at the value of Baht 54.93 million and Baht 55.16 million, respectively have been mortgaged to secure the bank overdraft of a subsidiary.

15. **Deferred tax**

Unit : Thousand Baht

	Consolidated financial statements		Separate financial statements	
	2024	2023	2024	2023
Comprised:				
Deferred tax assets	13,885	12,269	8,817	6,970
Deferred tax liabilities	-	-	-	-
Net	13,885	12,269	8,817	6,970

Movements in deferred tax assets and liabilities during for the years ended 31 December 2024 and 2023 are detailed as follows :

Unit : Thousand Baht

	Consolidated financial statements				31 December 2024
	(Charged) / Credited to:				
	1 January 2024	Profit or loss	Other comprehensive income	Recognized direct to Equity	
Deferred tax assets					
Allowance for expected credit loss	1,238	(1,013)	-	-	225
Financial assets at FVPL	813	(239)	-	-	574
Impairment provision for investment in subsidiary company	-	230	-	-	230
Impairment provision for investment in other company	-	1,100	-	-	1,100
Financial assets at FVOCI	2,152	-	948	-	3,100
Non-current provision for employee benefits	8,066	(428)	1,018	-	8,656
Total	12,269	(350)	1,966	-	13,885

Unit : Thousand Baht

Consolidated financial statements

	(Charged) / Credited to:				31 December 2023
	1 January 2023	Profit or loss	Other comprehensive income	Recognized direct to Equity	
<i>Deferred tax assets</i>					
Allowance for expected credit loss	1,363	(125)	-	-	1,238
Financial assets at FVPL	628	185	-	-	813
Financial assets at FVOCI	10,152	(2,856)	(5,144)	-	2,152
Non-current provision for employee benefits	10,777	(2,711)	-	-	8,066
Total	22,920	(5,507)	(5,144)	-	12,269

Unit : Thousand Baht

Separate financial statements

	(Charged) / Credited to:				31 December 2024
	1 January 2024	Profit or loss	Other comprehensive income	Recognized direct to Equity	
<i>Deferred tax assets</i>					
Allowance for expected credit loss	203	15	-	-	218
Financial assets at FVPL	822	(217)	-	-	605
Impairment provision for investment in subsidiary company	-	230	-	-	230
Impairment provision for investment in other company	-	1,100	-	-	1,100
Financial assets at FVOCI	2,152	-	948	-	3,100
Non-current provision for employee benefits	3,793	(670)	441	-	3,564
Total	6,970	458	1,389	-	8,817

Unit : Thousand Baht

Separate financial statements

	(Charged) / Credited to:				31 December 2023
	1 January 2023	Profit or loss	Other comprehensive income	Recognized direct to Equity	
<i>Deferred tax assets</i>					
Allowance for expected credit loss	69	134	-	-	203
Financial assets at FVPL	628	194	-	-	822
Financial assets at FVOCI	10,160	(2,864)	(5,144)	-	2,152
Non-current provision for employee benefits	4,780	(987)	-	-	3,793
Total	15,637	(3,523)	(5,144)	-	6,970

16. Trade and other current payables

As at 31 December 2024 and 2023 , trade and other current payables are consisted of :

	Unit : Thousand Baht			
	Consolidated financial statements		Separate financial statements	
	2024	2023	2024	2023
Trade accounts payable				
Trade accounts payable				
Related parties	1,634	2,173	15,750	27,011
Other companies	60,259	32,650	29,822	4,358
Media payable				
Related parties	-	-	850	548
Other companies	184,016	140,383	166,140	118,876
Total	245,909	175,206	212,562	150,793
Other current payables				
Billing agent payable - related parties	2,361	2,811	-	-
Staff expenses payable - related parties	-	-	770	770
Payable for investment in marketable equity securities	-	2,979	-	2,979
Deposits received from customer	88,413	40,662	72,891	30,465
Accrued expenses	7,727	3,547	4,631	3,122
Payable to the Revenue Department	27,629	21,795	18,307	12,390
Others	3,247	608	564	475
Total	129,377	72,402	97,163	50,202
Total trade and other current payables	375,286	247,608	309,725	200,994

17. Non-current provision for employee benefits

	Unit : Thousand Baht			
	Consolidated financial statements		Separate financial statements	
	2024	2023	2024	2023
Defined benefit obligations at 1 January	40,332	53,886	18,971	23,899
Actuarial loss	5,090	-	2,205	-
Service cost	2,731	2,903	1,243	1,310
Interest on obligation	996	1,030	461	472
Defined benefit obligations paid	(5,869)	(17,487)	(5,053)	(6,710)
Defined benefit obligations at 31 December	43,280	40,332	17,827	18,971

As at 31 December 2024, the weighted-average duration of the defined benefit obligation of the Company was 7 years and the subsidiaries were 8-12 years).

Actuarial assumptions at the reporting date are detailed as follows :

	Consolidated		Separate	
	financial statements		financial statements	
	2024	2023	2024	2023
	(%)			
Discount rate	2.28-2.33	2.30-2.96	2.28	2.30
Turnover rate	2.87-34.38	4.30-34.38	3.82-34.38	4.30-34.38
Future salary increases	3.00	3.00	3.00	3.00
Mortality rate	According to 2017 Thailand Mortality Ordinary Life Table			

Sensitivity analysis

Reasonably possible changes at the reporting date to one of the relevant actuarial assumptions, holding other assumptions constant, would have affected the defined benefit obligation by the amounts shown below.

	Unit : Thousand Baht			
	Consolidated		Separate	
	financial statements		financial statements	
	Increase	Decrease	Increase	Decrease
<i>Defined benefit obligation 31 December 2024</i>				
Discount Rate (0.50% change)	(1,314)	1,380	(496)	520
Salary Increase Rate (1.00% change)	2,782	(2,572)	1,047	(972)
Turnover Rate (20.00% change)	(2,031)	2,227	(876)	975

18. Share Capital

	Par value (Baht)	Unit : Thousand shares/Thousand Baht			
		2024		2023	
		No. of shares	Baht	No. of shares	Baht
<i>Shares registered</i>					
As at 1 January		94,439	94,439	94,439	94,439
As at 31 December	<i>1</i>	94,439	94,439	94,439	94,439
<i>Issued and paid-up shares</i>					
As at 1 January		60,450	60,450	60,450	60,450
As at 31 December	<i>1</i>	60,450	60,450	60,450	60,450

19. Capital surplus and reserves

Share premium

Section 51 of the Public Companies Act B.E. 1992 requires the Company to set aside share subscription monies received in excess of the par value of the shares issued to a reserve account (“share premium”). Share premium is not available for dividend distribution.

Legal reserve

Section 116 of the Public Companies Act B.E. 1992 requires that the Company shall allocate not less than 5% of its annual net profit, less any accumulated losses brought forward, to a reserve account (“legal reserve”), until this account reaches an amount not less than 10% of the registered authorised capital. The legal reserve is not available for dividend distribution.

Other component of equity

Currency translation differences

The currency translation differences account in equity comprises all foreign currency differences arising from the translation of the financial statements of foreign operations in other countries.

Fair value changes in other non-current financial assets

The fair value changes in other non-current financial assets account within equity comprises the cumulative net change in the fair value of other non-current financial assets until derecognized .

20. Dividend

The Company

The Company’s shareholders at the Annual General Meeting No.1/2024 held on 26 April 2024 passed a resolution to pay dividend at the rate of Baht 1.00 per share, amounting to Baht 60.45 million, and was paid on 23 May 2024.

Subsidiaries

The shareholders of a subsidiary at the Annual General Meeting No.1/2024 held on 29 April 2024 passed a resolution to pay dividend at the rate of Baht 50 per share, amounting to Baht 5 million, and was paid on 20 May 2024.

The shareholders of a subsidiary at the Annual General Meeting No.1/2024 held on 26 April 2024 passed a resolution to pay dividend at the rate of Baht 100 per share, amounting to Baht 2 million, and was paid on 20 May 2024.

21. Segment information

The Group has three reportable segments, as described below, which are the Group's strategic divisions. The strategic divisions offer different services and are managed separately. For each of the strategic divisions, the chief operating decision maker (CODM) reviews internal management reports on at least a quarterly basis. The following summary describes the operations in each of the Group's reportable segments.

- Segment 1 Advertising production
- Segment 2 Media agency
- Segment 3 Investing business

In addition, the Group has presented the information relating to geographic segments based on the geographical location of assets. Information regarding the results of each reportable segment is included in the internal management reports that are reviewed by the Group's CODM.

Information in reportable segment in the consolidated financial statement information for the years ended 31 December 2024 and 2023 are as follows :

							Unit : Million Baht	
	Service income		Commission income		Investment income		Total	
	2024	2023	2024	2023	2024	2023	2024	2023
Revenues	217	149	150	120	20	452	387	721
Profit for reportable segments	55	32	76	50	15	447	146	529
Unallocated other income							23	21
Share of profit (loss) from investments								
- equity method							(139)	(134)
Unallocated expenses							(98)	(96)
Profit (loss) before income tax							(68)	320

							Unit : Million Baht	
	Service income		Commission income		Investment income		Total	
	2024	2023	2024	2023	2024	2023	2024	2023
Total assets for reportable segments	40	28	163	145	666	776	869	949
Other unallocated assets	-	-	-	-	-	-	383	316
Total assets	40	28	163	145	666	776	1,252	1,265

Information relating to geographical segments in the consolidated financial statements for each of the years ended 31 December 2024 and 2023 are as follows :

	Unit : Million Baht					
	Domestic		Overseas		Total	
	2024	2023	2024	2023	2024	2023
Commission , services and investment income	375	717	12	4	387	721
Profit for reportable segment	146	533	-	(4)	146	529
Total assets for reportable segment	1,225	1,238	27	27	1,252	1,265

22. Provident fund

The Group and their employees have jointly established a provident fund in accordance with the Provident Fund Act B.E. 2530. The Company, the subsidiary companies and their employees contributed to the fund monthly at the rate of 5 percent of the basic salary. The fund, which is managed by Thanachart Fund Management Co., Ltd. will be paid to employees upon termination in accordance with the fund rules. For the years ended 31 December 2024 and 2023, the Group contributed to the fund in the amounts of Baht 4.46 million and Baht 4.72 million, respectively.

23. Expense classification

Significant expenses classified by nature are consisted of :

	Unit : Thousand Baht			
	Consolidated financial statements		Separate financial statements	
	2024	2023	2024	2023
Employee expenses	152,740	148,196	78,328	74,778
Costs of services	195,316	116,795	60,936	16,401
Depreciation	11,297	15,938	10,430	15,008

24. Income tax

Income tax for the years ended 31 December 2024 and 2023 are as follows :

	Unit: Thousand Baht			
	Consolidated financial statements		Separate financial statements	
	2024	2023	2024	2023
Current income tax	13,085	82,577	9,080	81,366
Deferred income tax	350	5,507	(458)	3,523
Total	13,435	88,084	8,622	84,889

Income tax recognized in other comprehensive income :

Unit: Thousand Baht

	Consolidated financial statements					
	2024			2023		
	Tax (expense)			Tax (expense)		
	Before tax	income	Net of tax	Before tax	income	Net of tax
Gain (loss) on fair value adjustment of other non-current financial assets	(4,739)	948	(3,791)	25,723	(5,144)	20,579
Gain (loss) on sales of other non-current financial assets	4,025	-	4,025	(38,067)	-	(38,067)
Share of other comprehensive income (loss) from investments in joint venture and associated companies - equity method	(921)	184	(737)	-	-	-
Employee benefit obligations	(5,090)	1,018	(4,072)	-	-	-
Total	(6,725)	2,150	(4,575)	(12,344)	(5,144)	(17,488)

Unit: Thousand Baht

	Separate financial statements					
	2024			2023		
	Tax (expense)			Tax (expense)		
	Before tax	income	Net of tax	Before tax	income	Net of tax
Gain (loss) on fair value adjustment of other non-current financial assets	(4,739)	948	(3,791)	25,723	(5,144)	20,579
Gain (loss) on sales of other non-current financial assets	4,025	-	4,025	(38,067)	-	(38,067)
Employee benefit obligations	(2,205)	441	(1,764)	-	-	-
Total	(2,919)	1,389	(1,530)	(12,344)	(5,144)	(17,488)

Reconciliation between the average effective tax rate and the applicable tax rate for the years ended 31 December 2024 and 2023 are as follows :

Unit : Thousand Baht

	Consolidated financial statements			
	2024		2023	
	<i>Rate (%)</i>	<i>Amount</i>	<i>Rate (%)</i>	<i>Amount</i>
Profit (loss) before income tax expense		(68,319)		320,353
Income tax using the Thai corporation tax rate	20.00	(13,664)	20.00	64,071
Effect From elimination with subsidiaries and associated		26,441		22,540
Exemption of income/additional expenses allowed		(3,220)		(5,458)
Expenses not deductible for tax purposes and others		3,528		1,424
Current income tax		13,085		82,577
Change in temporary differences		350		5,507
Income tax expenses	19.66	13,435	27.49	88,084

Unit : Thousand Baht

	Separate financial statements			
	2024		2023	
	<i>Rate (%)</i>	<i>Amount</i>	<i>Rate (%)</i>	<i>Amount</i>
Profit before income tax expense		47,320		459,007
Income tax using the Thai corporation tax rate	20.00	9,464	20.00	91,801
Exemption of income/additional expenses allowed		(3,036)		(3,390)
Expenses not deductible for tax purposes and others		2,652		(7,045)
Current income tax		9,080		81,366
Change in temporary differences		(458)		3,523
Income tax expenses	18.22	8,622	18.49	84,889

The income tax expenses is computed from the profit before income tax, which is in accordance with the regulation in the Revenue Code.

25. Earnings (loss) per share

The calculation of basic earnings (loss) per share for each of the years ended 31 December 2024 and 2023 is based on the profit (loss) for each year attributable to shareholders of the Company and the number of ordinary shares outstanding during each year by using weighted average number of ordinary shares during each year as follows :

Unit : Thousand Baht/ Thousand Shares

	Consolidated financial statements		Separate financial statements	
	2024	2023	2024	2023
Profit (Loss) attributable to ordinary shareholders of the Company	(81,856)	233,405	38,697	374,119
Number of ordinary shares outstanding	60,450	60,450	60,450	60,450
Basic earnings (loss) per share (Baht)	(1.35)	3.86	0.64	6.19

26. Financial instruments

26.1 Financial risk management policies

The Group's board of directors manages the financial risks for the establishment and oversight of the risk management framework. The board of directors has established the risk management committee, which is responsible for developing and monitoring the Group's risk management policies. The risk reports identifies risk factors based on their level and potential impact. These risks include credit risk, interest rate risk, foreign exchange risk and, liquidity risk.

The Risk Management Committee will report regularly to the board of directors on its activities.

Credit risk

Credit risk refers to the risk that counterparty will default on its agreement and conditions resulting in collection losses to the Group. Credit limit is granted for a specific credit amount and is being monitored regularly. Furthermore, the Group manage the risk by adopting the policy of only dealing with creditworthy counterparty and obtaining sufficient collateral or other security where appropriate, as a means of mitigating the risk of financial losses from defaults.

Interest rate risk

Interest rate risk arises from the potential change in market interest rates to having affected the value of the financial assets and liabilities of the Group. Financial assets and liabilities interest rates are mainly adjust in accordance to market rate or are fixed which is close to current market rate.

The Group has the significant financial assets and liabilities are classified by type of interest rate, and the fixed interest rates are classified based on the maturity date or the date of new interest rate is applied, whichever is earlier.

As at 31 December 2024, significant financial assets and liabilities of the Group were exposed to the interest rate risk as follows :

Unit : Thousand Baht

Consolidated financial statements							
Fixed Rate				Adjusted to market rate	No interest rate	Total	Interest rates (% per annum)
Within 1 year	1 - 5 years	>5 years					
Financial assets							
Cash and cash equivalents	-	-	-	195,473	2,759	198,232	0.25
Trade and other current receivables	-	-	-	-	243,604	243,604	-
Current contract assets	-	-	-	-	17,126	17,126	-
Other current financial assets	-	-	-	-	178,550	178,550	-
Bank deposit used as collateral	30,089	-	-	-	-	30,089	0.30
Other non-current financial assets	-	-	30,000	-	40,531	70,531	3.10 – 3.70
Financial liabilities							
Trade and other current payables	-	-	-	-	375,286	375,286	-

Unit : Thousand Baht

Separate financial statements							
Fixed Rate				Adjusted to market rate	No interest rate	Total	Interest rates (% per annum)
Within 1 year	1 - 5 years	>5 years					
Financial assets							
Cash and cash equivalents	-	-	-	152,688	45	152,733	0.25
Trade and other current receivables	-	-	-	-	208,034	208,034	-
Current contract assets	-	-	-	-	15,297	15,297	-
Other current financial assets	-	-	-	-	136,102	136,102	-
Other non-current financial assets	-	-	30,000	-	40,531	70,531	3.10 – 3.70
Financial liabilities							
Trade and other current payables	-	-	-	-	309,725	309,725	-

As at 31 December 2023, significant financial assets and liabilities of the Group were exposed to the interest rate risk as follows :

Unit : Thousand Baht

Consolidated financial statements							
Fixed Rate							
	Within 1	1 - 5	>5	Adjusted to	No	Total	Interest
	year	years	years	market rate	interest		rates (%)
					rate		per annum)
Financial assets							
Cash and cash equivalents	-	-	-	127,393	5,372	132,765	0.25-0.30
Trade and other current receivables	-	-	-	-	204,687	204,687	-
Current contract assets	-	-	-	-	18,575	18,575	-
Other current financial assets	-	-	-	-	134,931	134,931	-
Bank deposit used as collateral	30,000	-	-	-	-	30,000	0.30
Other non-current financial assets	-	-	30,000	-	68,922	98,922	3.10 – 3.70
Financial liabilities							
Trade and other current payables	-	-	-	-	247,608	247,608	-

Unit : Thousand Baht

Separate financial statements							
Fixed Rate							
	Within 1	1 - 5	>5	Adjusted to	No	Total	Interest
	year	years	years	market rate	interest		rates (%)
					rate		per annum)
Financial assets							
Cash and cash equivalents	-	-	-	89,318	2,191	91,509	0.25-0.30
Trade and other current receivables	-	-	-	-	184,446	184,446	-
Current contract assets	-	-	-	-	17,194	17,194	-
Other current financial assets	-	-	-	-	115,802	115,802	-
Other non-current financial assets	-	-	30,000	-	68,922	98,922	3.10 – 3.70
Financial liabilities							
Trade and other current payables	-	-	-	-	200,994	200,994	-

Foreign currency risk

The Group's exposure to foreign currency risks relating to service which are denominated in foreign currency. The Group's management believes that foreign exchange rate risk will have no material effect to their operations.

As at 31 December 2024 and 2023, the Group was exposed to foreign exchange rate risk. As a result of having financial assets and liabilities denominated in foreign currencies as follows :

	Unit : Thousand Baht			
	Consolidated financial statements		Separate financial statements	
	2024	2023	2024	2023
<i>Myanmar Kyat</i>				
Cash and cash equivalents	14,612	13,956	-	-
Trade and other current receivables	11,898	11,788	-	-
Other current payables	(26,830)	(22,885)	-	-
Risky statement of financial position accounts	(320)	2,859	-	-

Liquidity risk

The Group monitors its liquidity risk and maintains a level of cash and cash equivalents deemed adequate by management to finance the Group's operations and to mitigate the effects of fluctuations in cash flows.

26.2 Fair values measurement

The fair value is the amount for which an asset could be exchanged, or a liability settled, between knowledgeable, willing parties in an arm's length transaction. Further information about the fair value assumptions is disclosed in the notes relating to those assets and liabilities.

Financial assets and financial liabilities with short-term maturities, are stated in the statement of financial position approximating their fair value.

The carrying amounts and fair values of financial assets and financial liabilities by category as at 31 December 2024 and 2023 are as follows :

Unit: Million Baht

As at 31 December 2024	Consolidated financial Statements				
	Fair value through profit or loss	Fair value through other comprehensive income	Amortized cost	Total book value	Fair value
Financial assets					
Cash and cash equivalents	198	-	-	198	198
Trade and other current receivables	-	-	244	244	244
Current contract assets	-	-	17	17	17
Other current financial assets					
Gold	3	-	-	3	3
Unit trusts	176	-	-	179	176
Bank deposit held as collateral	30	-	-	30	30
Other non-current financial assets					
Investment in marketable equity securities	-	41	-	41	41
Investment in held to maturity – debt securities	-	-	30	30	30
Financial liabilities					
Trade and other current payables	-	-	375	375	375

Unit: Million Baht

As at 31 December 2024

	Separate financial Statements				
	Fair value through profit or loss	Fair value through other comprehensive income	Amortized cost	Total book value	Fair value
Financial assets					
Cash and cash equivalents	153	-	-	153	153
Trade and other current receivables	-	-	208	208	208
Current contract assets	-	-	15	15	15
Other current financial assets					
Gold	3	-	-	3	3
Unit trusts	133	-	-	136	133
Other non-current financial assets					
Investment in marketable equity securities	-	41	-	41	41
Investment in held to maturity – debt securities	-	-	30	30	30
Financial liabilities					
Trade and other current payables	-	-	310	310	310

Unit: Million Baht

As at 31 December 2023

Consolidated financial Statements

	Fair value through profit or loss	Fair value through other comprehensive income	Amortized cost	Total book value	Fair value
Financial assets					
Cash and cash equivalents	133	-	-	133	133
Trade and other current receivables	-	-	204	204	204
Current contract assets	-	-	18	18	18
Other current financial assets					
Unit trusts	135	-	-	135	135
Bank deposit held as collateral	30	-	-	30	30
Other non-current financial assets					
Investment in marketable equity securities	-	63	-	63	63
Investment in held to maturity – debt securities	-	-	30	30	30
Investment in non-marketable equity securities	6	-	-	6	6
Financial liabilities					
Trade and other current payables	-	-	247	247	247

Unit: Million Baht

As at 31 December 2023

	Separate financial Statements				
	Fair value through profit or loss	Fair value through other comprehensive income	Amortized cost	Total book value	Fair value
Financial assets					
Cash and cash equivalents	92	-	-	92	92
Trade and other current receivables	-	-	184	184	184
Current contract assets	-	-	17	17	17
Other current financial assets					
Unit trusts	116	-	-	116	116
Other non-current financial assets					
Investment in marketable equity securities	-	63	-	63	63
Investment in held to maturity – debt securities	-	-	30	30	30
Investment in non-marketable equity securities	6	-	-	6	6
Financial liabilities					
Trade and other current payables	-	-	201	201	201

Fair value hierarchy

All assets and liabilities for which fair value is measured or disclosed in the financial statements are categorized within the fair value hierarchy into three levels based on categories of input to be used in fair value measurement as follows :

Level 1 Use of quoted market prices in an active market for such assets or liabilities.

Level 2 Use of other observable inputs for such assets or liabilities, whether directly or indirectly.

Level 3 Use of unobservable inputs such as estimates of future cash flows.

At the end of each reporting period, the Group determines whether transfers have occurred between levels within the fair value hierarchy for assets and liabilities held at the end of the reporting period that are measured at fair value on a recurring basis.

The following financial assets and liabilities are measured at fair value at 31 December 2024 :

Unit: Thousand Baht

	Consolidated financial Statements			
	Level 1	Level 2	Level 3	Total
<i>Assets</i>				
<i>Other current financial assets</i>				
Unit trusts	-	175,674	-	175,674
Gold	-	2,876	-	2,876
<i>Other non-current financial assets</i>				
Marketable equity securities	40,231	-	-	40,231
Held to maturity - debt securities	-	30,000	-	30,000
Others	-	-	300	300
Total assets	40,231	208,550	300	249,081

Unit: Thousand Baht

	Separate financial Statements			
	Level 1	Level 2	Level 3	Total
<i>Assets</i>				
<i>Other current financial assets</i>				
Unit trusts	-	133,226	-	133,226
Gold	-	2,876	-	2,876
<i>Other non-current financial assets</i>				
Marketable equity securities	40,231	-	-	40,231
Held to maturity - debt securities	-	30,000	-	30,000
Others	-	-	300	300
Total assets	40,231	166,102	300	206,633

The following financial assets and liabilities are measured at fair value at 31 December 2023 :

Unit: Thousand Baht

	Consolidated financial Statements			
	Level 1	Level 2	Level 3	Total
<i>Assets</i>				
<i>Other current financial assets</i>				
Unit trusts	-	134,931	-	134,931
<i>Other non-current financial assets</i>				
Marketable equity securities	63,272	-	-	63,272
Held to maturity - debt securities	-	30,000	-	30,000
Others	-	-	5,650	5,650
Total assets	63,272	164,931	5,650	233,853

Unit: Thousand Baht

	Separate financial Statements			
	Level 1	Level 2	Level 3	Total
<i>Assets</i>				
<i>Other current financial assets</i>				
Unit trusts	-	115,802	-	115,802
<i>Other non-current financial assets</i>				
Marketable equity securities	63,272	-	-	63,272
Held to maturity - debt securities	-	30,000	-	30,000
Others	-	-	5,650	5,650
Total assets	63,272	145,802	5,650	214,724

There was no transfer between the fair value levels in this accounting period.

Valuation Method for Measurement of Fair Value

Level 1 Fair value of marketable equity instruments are based on the closing price by reference to the Stock Exchange of Thailand.

Level 2 The fair value of investments in debt instrument is determined by using the net asset value as announced by Assets Management Companies.

Level 3 The fair values of non-marketable equity instruments are based on adjusted the asset method whereby the information is reasonably available.

27. Capital management

The primary objectives of the Group's capital management are to maintain their ability to continue on the ongoing basis and to maintain an appropriate structure.

As at 31 December 2024 and 2023, debt-to-equity ratios in the consolidated financial statement are 0.51:1 and 0.30:1, respectively, and in the separate financial statements are 0.30:1 and 0.19:1, respectively.

28. Commitments

As at 31 December 2024, the Company had commitments, which were not disclosed in other places in these financial statements, as follows :

The Group has obtained overdraft credit lines from several banks amounting to Baht 68.5 million. The Company's land and buildings and bank deposits of a subsidiary company and its directors have been used as collateral, and also have the directors of the Company and its subsidiary as co-guarantors.

The Company has pledged certain land and buildings as collateral for the issuance of promissory notes, contract guarantee and bid bonds obtaining from banks for the joint venture in the amount of Baht 80 million.

A director's government bonds amounting to Baht 500,000 were used as collateral for obtaining bank guarantee for the Company's electricity consumption with respect to the contract made with the Metropolitan Electricity Authority.

29. Other information

As at 31 December 2024 and 2023, net asset per share in the consolidated financial statements were Baht 13.67 per share and Baht 16.10 per share, respectively, and were Baht 18.57 per share and Baht 18.96 per share, respectively, in the separate financial statements.

30. Reclassification of accounts

Certain accounts in the 2023 financial statements have been reclassified to conform with the presentation of the 2024 financial statements as follows:

Unit: Thousand Baht

	Consolidated financial Statements		
	Before reclassification.	Reclassification.	After reclassification.
Statement of Financial Position			
Trade and other receivables	215,862	(215,862)	-
Trade and other current receivables	-	204,687	204,687
Current contract assets	-	18,575	18,575
Other current assets	7,400	(7,400)	-
Other non-current assets	8,978	(8,978)	-
Other non-current receivables	-	8,978	8,978
Trade and other payables	225,813	(225,813)	-
Trade and other current payables	-	247,608	247,608
Other current liabilities	21,795	(21,795)	-
Other non-current liabilities	1,538	(1,538)	-
Other non-current payables	-	1,538	1,538
Statements of Comprehensive Income			
Selling expenses	69,380	(69,380)	-
Distribution costs	-	69,380	69,380

Unit: Thousand Baht

	Separate financial Statements		
	Before reclassification.	Reclassification.	After reclassification.
Statement of Financial Position			
Trade and other receivables	196,426	(196,426)	-
Trade and other current receivables	-	184,446	184,446
Current contract assets	-	17,194	17,194
Other current assets	5,214	(5,214)	-
Other non-current assets	2	(2)	-
Other non-current receivables	-	2	2
Trade and other payables	188,604	(188,604)	-
Trade and other current payables	-	200,994	200,994
Other current liabilities	12,390	(12,390)	-
Other non-current liabilities	1,538	(1,538)	-
Other non-current payables	-	1,538	1,538
Statements of Comprehensive Income			
Selling expenses	44,472	(44,472)	-
Distribution costs	-	44,472	44,472

31. Approval of financial statement

These financial statements have been approved for issue by the Company's Board of Directors on 27 February 2025.

Attachment

Details of Directors



Mr. Prakrit Apisarnthanarax

Chairman and Executive Chairman

Age

85 years old

Company Share Portion

5,829,890 share or 9.64%

(Spouse: 200,000 share or 0.33%)

as of May 9, 2024

Education

BA in Economics, Thammasart University

Director Training Course

- None -

Family Relationship of Directors

Father of Mr. Apirak Apisarnthanarak

(Managing Director)

Working Experience within 5 Years

1986 -present Chairman and Director

Prakit Holdings PLC.

Prakit & Associate Co., Ltd.

Prakit Advertising Co., Ltd.

Marketing Drive Worldwide

(Thailand) Co., Ltd.

Present

Director

Sukhumvit 62 Medical Co., Ltd.



Mr. Phisal Prahasdangkura

Vice Chairman and Director

Age

80 years old

Company Share Portion

25,300 share or 0.04%

(Spouse: 55,700 share or 0.09%)

as of May 9, 2024

Education

B.A. in Mass Communication

Miami College, United States of America

Director Training Course

- None -

Family Relationship of Directors

- None -

Working Experience within 5 Years

1986 -present Vice Chairman and Director

Prakit Holdings PLC.

Prakit Advertising Co., Ltd.

Marketing Drive Worldwide

(Thailand) Co., Ltd.

Double P Marketing

Communication Co.,Ltd



Mr. Preecha Chaochotechuang

Director

Age

77 years old

Company Share Portion

16,500 share or 0.03%

(Spouse: 123,200 share or 0.20%)

as of May 9, 2024

Education

- B.A. in Business
Ohio College, United States of America
- Marketing Management Certification
Lausanne University, Switzerland

Director Training Course

DAP 46/2005

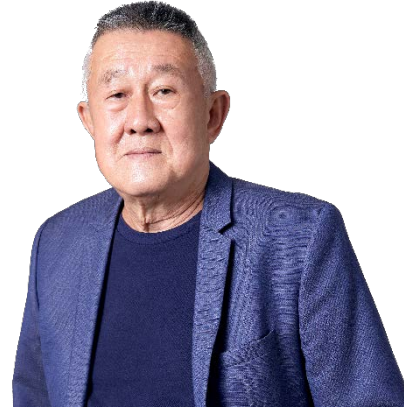
Family Relationship of Directors

- None -

Working Experience within 5 Years

Present Director

Prakit Holdings PLC.



Mr. Vichien Nakintanond

Director

Age

76 years old

Company Share Portion

- None -

Education

High School, Vatrangbua School

Director Training Course

- None -

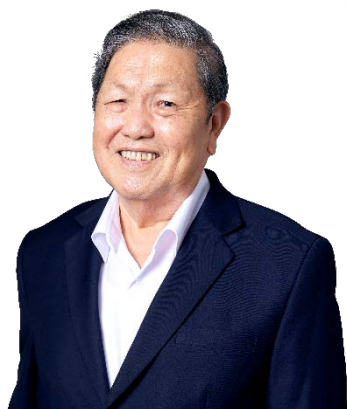
Family Relationship of Directors

- None -

Working Experience within 5 Years

Present ● Director
Prakit Holdings PLC.

● Director
Direct Response Recruitment Co.Ltd



Dr. Pichai Charnsupharind

Independent Director and Audit Committee

Age

82 years old

Company Share Portion

- None -

Education

- B.A. in Economic, Thammasart University
- Master Degree in Economics, University of the Philippines
- Ph.D. in Economics, University of the Philippines

Director Training Course

DAP 71/2008

Family Relationship of Directors

- None -

Working Experience within 5 Years

- | | |
|---------|---|
| Present | <ul style="list-style-type: none"> ● Independent Director / Audit Committee
Prakit Holdings Plc. ● Advisor to the Economics Association, Thammasat University ● Honorary Advisor, Thammasat University Savings Cooperative |
|---------|---|



Mr. Bhawat Yupabhorn

Independent Director and Audit Committee

Age

53 years old

Company Share Portion

- None -

Education

- Bachelor's degree in Accounting, Thammasat University
- Bachelor's degree in Law, Chulalongkorn University
- Master's degree in Economics (Coursework), Thammasat University
- Master of Science, IT in Business, Accounting Information System – AIS, Chulalongkorn University (Scholarship from the office Securities and Exchange Commission)

Director Training Course

DAP 104/2013, AACP 21/2015, DCP 350/2023, SFE 41/2023, RCP 57/2024

Family Relationship of Directors

- None -

Working Experience within 5 Years

- | | |
|----------------|--|
| 2018 - 2020 | Deputy Chief Executive Officer Chief Auditor (CAE), General Beverage Co., Ltd. |
| 2021 - 2024 | Executive Director, Finstable Co., Ltd. |
| 2021 - 2024 | TFAC Academy Working Group, Federation of Accounting Professions under the Royal Patronage of His Majesty the King |
| 2021 - Present | Director/ Independent Director/ Member of the Audit Committee and Chairman of Risk Management, Genesis Fertility Center PLC. |



Mr. Thitawat Asaves

Independent Director and Audit Committee

Age

53 years old

Company Share Portion

- None -

Education

- Bachelor of Business Administration - Finance and Banking, Thammasat University
- Master of Business Administration (MBA), Kenan-Flagler Business School, The University of North Carolina at Chapel Hill

Director Training Course

DAP 373/2024

Family Relationship of Directors

- None -

Working Experience within 5 Years

2015 - 2022	Executive Vice President, Investment Banking Division, Bank of Ayudhaya PCL.
2019 - 2022	Director and Audit Committee, The Thai Bond Market Association (ThaiMBA)
2022	Independent Director, Prakit Holdings PCL.
2022- 2024	Chief Executive Officer, DTGO Prosperous Co.,Ltd.
2566-Present	Director DTGO Prosperous Co.,Ltd.
2567-Present	Chief Financial Officer DTGO Corporation Co.,Ltd.



Mr. Apirak Apisarntharak

Director and Managing Director

Age

52 years old

Company Share Portion

3,754,052 share or 6.21%

(Spouse: 150,650 share or 0.25%)
as of May 9, 2024

Education

- BBA in Marketing and Management of Information System, Southern Methodist University
- MBA The University of North Carolina, Chapel Hill, USA

Family Relationship of Directors

the Chairman's son

Working Experience within 5 Years

Present	<ul style="list-style-type: none">● Managing Director Prakit Holdings Plc.● Director Marketing Drive Worldwide (Thailand) Ltd.● Managing Director Prakit Advertising Co., Ltd.● Director and Managing Director Sukhumvit 62 Medical Co., Ltd.
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Details of Executives



Mrs. Siriorn Chernpipat

Executive Media Director

Age

60 years old

Company Share Portion

- None -

Education

B.A.in Mass Communication
Thammasart University

Family Relationship of Directors

- None -

Working Experience within 5 Years

1993 – present Executive Media Director
Prakit Holdings PLC.



Ms. Sirirat Darasrisak

Finance and Accounting Director

CFO

Age

53 years old

Company Share Portion

9,000 share or 0.01%
as of May 9, 2024

Education

- Bachelor's degree in Accounting,
Thammasat University
- Master of Science, IT in Business -
Accounting Information System,
Chulalongkorn University

Family Relationship of Directors

- None -

Working Experience within 5 Years

2014-2018 Finance and Accounting Director
Major Cineplex Group PLC.

2019 Regional Finance Director
Thai Garment Export Co., Ltd.

2020-present Finance and Accounting Director
Prakit Holdings Plc.

Details of Company Secretary

Ms. Rakchanok Prasopnin

Company Secretary

Responsibility

Age

32 years old

Company Share Portion

- None -

Education / Training

- Bachelor's degree in Liberal Arts, Thammasart University
- Company Secretary Program (CSP 139/2023), Thai Institute of Director

Family Relationship of Directors

- None -

Working Experience within 5 Years

2015 – 2017	Investor Relations Officer Pacific Pipe PLC.
2017 – 2022	PA to Managing Director Prakit Holdings PLC.
2022 – 2023	Assistant to Company Secretary Prakit Holdings PLC.
2023 – present	Company Secretary Prakit Holdings PLC.

- Prepare and keep important documents such as board meetings invitation notice, minutes of board meetings, annual reports, shareholder meeting invitation, minutes of shareholders' meetings, director registration and report of conflict of interest.
- Organize board meetings and shareholder meetings.
- Provide advice on related laws and regulations, including guidelines for the Board to carry out activities of in accordance with the law.
- Coordinate with the internal departments of the company to comply with the resolutions of the Board of Directors and the resolutions of the shareholders' meeting.
- Coordinate with regulatory agencies such as the Stock Exchange of Thailand and oversee the disclosure and reporting of information to regulatory agencies and the public to be accurate, complete and in compliance with the law.
- Other tasks assigned by the Company

Details of Executives and Controlling Persons of the Company

Director / Controlling person	Prakit Holdings PLC	Subsidiary Company			Joint Venture	Related Company	Other Company		
		Prakit Advertising	Marketing Drive Worldwide	Prakit Advertising (Myanmar)	Bangkok Writer & Partners	Sukhumvit 62 Medical	62 Content & Design	Double P Marketing	Prakit & Associate
Mr. Prakit Apisanthanarax	A,B,C	A,C	C			C			A,C
Mr. Phisal Prahasdadangkura	B,C	C	C					C	
Mr. Preecha Chaochotechuang	C								
Mr. Vichien Nakintanond	C								
Mr. Pichai Charnsupharindr	F,G								
Mr. Bhawat Yupabhorn	F,G								
Mr. Thitawat Asaves	F,G								
Mr. Apirak Apisanthanarak	B,C,D	B,C,D	C	C	C	C,D	C		C
Mrs. Siriorn Chernpipat	B	B		C					
Ms. Sirirat Darasrisak	B								

A = President

B = Executive Board

C = Director

D = Managing Director

E = General Manager

F = Audit Committee

G = Independent Director

Detail of the Head of Internal Audit

Prakit Group has assigned Thirty-Four Audit Office Co., Ltd. as the Group's internal audit. Thirty-Four Audit Office Co., Ltd. assigned Mr. Thanadol Ruksapol as the head of internal audit of the Company.

Name

Mr. Thanadol Ruksapol

Education

- Bachelor of Accounting, Chulalongkorn University (1st Class Honors)
- Master of Accounting Chulalongkorn University
- Doctorate of Accounting Chulalongkorn University

Work Experience

2011-present Thana Accounting Group and Thirty-Four Audit Office Co., Ltd.
2005-2011 Ernst & Young Corporate Services Limited
2004 KPMG Phoomchai Audit Co., Ltd.

Present Position

- Partner of Audit Group, Thana Accounting Group and Thirty-Four Audit Office Co., Ltd.
- Academics of the Board of Accounting Standards, Thailand to Federation of Accounting Professions
- Certified Public Accountant, registration number 8910
- Standards experts according to the Thai Financial Reporting Certificate (Dip-TFR)
- Cooperative auditor and inspector, Cooperative Auditing Department
- Auditor certified by the Office of the Auditor General of Thailand
- Branch Development Sub-Committee Federation of Accounting Professions
- Audit Committee of Companies listed on multiple stock exchanges (IPOs)

Contact

48bThana Place, 2nd Floor, Soi Charansanitwong 34, Charansanitwong Rd.,
Arun Amarin, Bangkok Noi, Bangkok 10700
Tel 02-4349999 Fax 02-4349998
Email : thanadol@thanacorp.com

Audit Committee Report

The Audit Committee was appointed by the Board of Directors. The Audit Committee is comprised of Dr. Pichai Charnsupharindr, Chairman, Mr. Bhawat Yupabhorm and Mr. Thitawat Asaves as members.

The Audit Committee performed its duties and responsibilities as assigned by the Board of Directors. This year, the Audit Committee held four meetings to review with the Management and the external auditor as summarized below:

Review of financial reports

The Audit Committee reviewed the 2024 quarter, annual, and consolidated financial statements. All adequate information in connection with the related transaction had been disclosed and complied with accounting standard under generally accepted accounting principles. The Executives participated in every meeting.

Review of internal control

The Audit Committee reviewed the internal control and internal audit of the Company and reported the result in the Audit Committee meeting every quarter. The committee agreed that the internal control system was adequate and effective for the type of business and no significant flaws. Moreover, the Audit Committee proposed to the Board of Directors to appoint the internal audit firm for continuously improving its internal control. The Board of Directors considered and approved the hiring of the internal auditor firm for 2024.

Review of corporate governance

The Audit Committee monitored and enforced compliance with the Company's regulations, ethics, and corporate governance, and announced the regulations and ethics to all employees. The Committee reported the compliance results to the Board of Directors quarterly. In case of any violations, the Committee would discuss with the Board to find solutions to put into practice. In 2024, no violation of the regulations, ethics and corporate governance were found.


Review of risk management

The Audit Committee reviewed the Company's risk management policy, management plan and operations and discussed with Management the area where risk might occur and presented preventive measures that could be applied.

Appointment of the external auditor

The Audit Committee considered, selected and proposed to appoint the Company's auditor, an individual with independence and qualifications in accordance with regulations of the Security Exchange of Thailand, including proposing the auditor's compensation. The Audit committee assigned the auditor to participate in the Audit Committee meeting at least once a year to discuss about important matters.

According to the all the reviews, the Audit Committee believes that The Company's Board of Directors, Executives and Employees have an excellence effort to deliver great performance results. The Company has been improving and adjusting its working procedures and systems to enhance the internal control system more adequately every year. It will lead the Company to sustainable growth and benefit itself and all stakeholders.



Pichai Charnsupharindr
Chairman of Audit Committee



Prakit Holdings Public Company Limited

