



(Translation)

Ref. MONO 010/2024

May 9, 2024

Subject: Notification of Operating Results and Submission of Report and Financial Statements for the First Quarter of the Year 2024

To: President
The Stock Exchange of Thailand

Enclosures: 1) A copy of financial report and consolidated financial statements
2) A summary of the operating results of the listed company and subsidiaries for the first quarter of the year 2024 (F45)

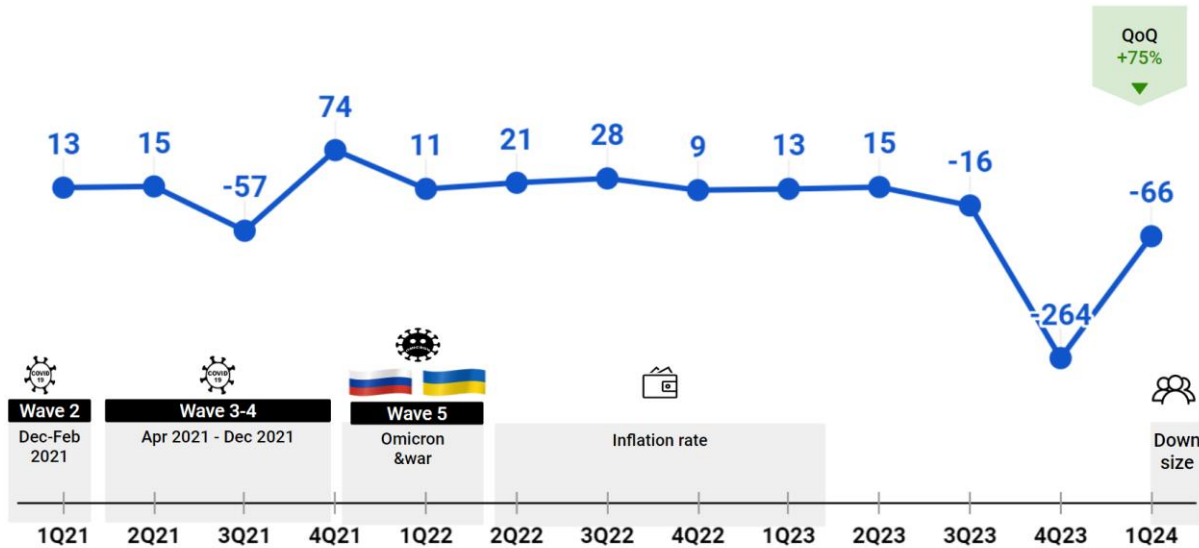
Mono Next Public Company Limited (the “Company”) would like to submit the copy of financial report and financial statements for the first quarter of the year 2024 (ended March 31, 2024) reviewed by the auditor and the meeting of the Audit and Corporate Governance Committee No. 3/2024 held on May 9, 2024. The financial report and financial statements were also approved by the meeting of the Board of Directors No. 4/2024 held on May 9, 2024. Details of the operating results are as follows:

Operating Results for 3 Months Period

Unit: Million Baht

	1Q/24	4Q/23	1Q/23	QoQ		YOY	
				Increase (Decrease)	Percent	Increase (Decrease)	Percent
Advertising Revenue	239.5	308.3	259.6	(68.8)	(22.3)	(20.1)	(7.7)
Content Service Revenue from MONOMAX/GIGATV	186.0	177.9	169.9	8.1	4.6	16.1	9.5
Product Sales Revenue (Home Shopping)	6.2	10.3	4.2	(4.1)	(39.8)	2.0	47.6
Other Revenue	57.1	12.4	4.9	44.7	360.5	52.2	1,065.3
Total Revenue	488.8	508.9	438.6	(20.1)	(3.9)	50.2	11.4
Cost of Sales and Services	295.5	396.7	309.0	(101.2)	(25.5)	(13.5)	(4.4)
Expenses of Sales and Administration	216.0	154.0	95.0	62.0	40.3	121.0	127.4
EBITDA	192.1	180.3	260.6	11.8	6.5	(68.5)	(26.3)
EBIT	(54.7)	(75.0)	9.6	20.3	27.1	(64.3)	(669.8)
Net Profit (Loss)	(105.7)	(263.8)	10.8	158.1	59.9	(116.5)	(1,078.6)

The operating results of 1Q/2024 (ended March 31, 2024) revealed a net loss amounting to 105.7 million Baht. Profit decreased by 116.5 million Baht compared to the same quarter of the year 2023, and increased by 158.1 million Baht compared to 4Q/2023.



The above graph illustrates net profits (loss) in each accounting period and shows that the Company and its subsidiaries have been profitable in several past quarters. In this regard, there has been a loss in 1Q/2024, mainly due to advertising revenues that have dropped owing to various economic uncertainties, including Thailand’s interest rate hike and slow purchasing demand. Thus, advertising revenues for this year have decreased from the previous year; however, the Company and its subsidiaries have generated revenues from the subscription video-on-demand service MonoMax which advocates the Company’s overall revenues and shows promising signs of growth in the future. In this quarter, the Company started to initiate aggressive marketing strategies in order to strengthen its brand positioning and promote our original movies and series under the brand “Mono Original”, which began streaming on MonoMax. Moreover, the Company and its subsidiaries always adhere to efficient cost and expense management where more financial support should add more value to our products and services in order to create resilient revenue growth in the sustainable future.

Comparisons on the cause of changes in operating results of the first quarter of the year 2024 are as follows:

Total Revenue

- Total revenue in 1Q/2024 increased by 50.2 million Baht or 11.4 percent compared to the same quarter of the previous year and decreased by 20.1 million Baht or 3.9 percent compared to the previous quarter mainly due to the following reasons.

- 1) Advertising revenue decreased by 20.1 million Baht or 7.7 percent compared to the same quarter of the previous year and decreased by 68.8 million Baht or 22.3 percent compared to the previous quarter, and the abovementioned results indicated in the same way as the advertisement industry's direction, mainly due to the overview of the economy has slowly recovered affecting advertisement expenses have moved sideways.
- 2) The revenue from the content-provider services like MonoMax and 3BB GIGATV increased by 16.1 million Baht or 9.5 percent compared to the same quarter of the previous years and increased by 8.1 million Baht or 4.6 percent compared to the previous quarter, and the business has continuously grown in line with changes in consumer behavior towards digital products and services. As of March 31, 2567, the total number of Monomax users was 0.87 million subscribers.

Cost and Expense

- Cost of sales and services in 1Q/2024 decreased by 13.5 million Baht or 4.4 percent compared to the same quarter of the previous year and decreased by 101.2 million Baht or 25.5 percent compared to the previous quarter, mainly due to a decrease in the cost of amortization according to copyright-management policies.
- Expense of sales and administration in 1Q/2024 increased by 121 million Baht or 127.4 percent compared to the same quarter of the previous year and increased by 62 million Baht or 40.3 percent compared to the previous quarter mainly due to the following reasons.
 - The increased employee expenses to support the growth in the film production unit. In the first quarter of 2024, the company restructured its organization by reducing the number of employees in all departments to an appropriate size, downsizing non-profitable business units, eliminating redundant units, and outsourcing to skilled personnel. As a result, in 2024, employee expenses decreased by approximately 17 million baht per month, or by 50% compared to before the restructuring.

Business Plan and Significant Development

- 1) **Content Strategies:** Content strategies have two main approaches. 1. content acquisition and rights management, which involves acquiring international contents from overseas. 2. content production, e.g., original movies, series, dramas, news, and variety shows, which are our own production under the brand "Mono Original", distributed on two platforms, MonoMax and Mono29.

In 1Q/2024, Mono Original's movie "Hor Taew Tak: The Finale", directed by Poj Arnon, has screened in theaters since March 14, 2024. The feedback is well-received, grossing over 125 Baht in revenue at present (now showing).

2) **MonoMax:** MonoMax's revenue target in 2024 is expected to be around 650–700 million Baht. Currently, MonoMax has generated revenue continuously. Whilst the number of subscribers has been growing. Moreover, our original content “Bromise”, directed by “Au Thanakorn Posayanon”, has been premiered on MonoMax since February 15, 2024, featuring renowned lead actors, namely, Tao Somchai, Shahkrit Yamnam, etc. This series can generate a buzz and quickly secure the first rank on MonoMax for two consecutive months. Furthermore, the K-Drama “Night Has Come” can generate revenue of over 1,000,000 Baht from the special feature “Fast Track” on MonoMax. This series can also gain significant attention from TikTok users, with over 300 million views. Other interesting Chinese series also create a buzz on MonoMax as well, such as “Castle in the Time”, “Oh! My Sweet Liar!”, “The Trust”, etc.

In addition, a joint campaign with AIS has been performed, and the number of subscribers has increased by over 62,000. At the end of the year 2024, the number of subscribers participating in this campaign is expected to reach 500,000.

3) **Mono29:** Mono29's revenue target in 2024 is expected to be around 1,200 million Baht. Despite the fact that the TV industry has shown a downward trend, the Company is striving to maintain the amount of revenue share and the quality of our contents. The Company has plans to increase the proportion of news programs from 25 percent to 35 percent. Extending the airtime of our famous and high-rating news programs is included, and adding two more news segments, such as economic news and late-night news, will also be performed.

4) **Cost reduction:** The Company has implemented cost reduction in terms of employee expenses by approximately 130–140 million Baht. Once a one-time legal severance pay to employees is deducted, and the total expenses are calculated annually, the Company is able to reduce employee expenses by 200 million Baht per year. Furthermore, cost control and rights management plans regarding content acquisition and production cost planning have been set to enhance efficiency.

Please be informed accordingly.

Yours sincerely,

(Mr. Navamin Prasopnet)
Acting Chief Executive Officer