



(Translation)

Ref. MONO 012/2024

August 8, 2024

Subject: Notification of Operating Results and Submission of Report and Financial Statements for the Second 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 second 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 second quarter of the year 2024 (ended June 30, 2024) reviewed by the auditor and the meeting of the Audit and Corporate Governance Committee No. 4/2024 held on August 8, 2024. The financial report and financial statements were also approved by the meeting of the Board of Directors No. 6/2024 held on August 8, 2024. Details of the operating results are as follows:

Operating Results for 3 Months Period

Unit: Million Baht

	2Q/24	1Q/24	2Q/23	QoQ		YOY	
				Increase (Decrease)	Percent	Increase (Decrease)	Percent
Advertising Revenue	264.9	239.5	293.3	25.4	10.6	(28.4)	(9.7)
Content Service Revenue from Monomax/GIGATV	192.5	186.0	174.3	6.5	3.5	18.2	10.4
Product Sales Revenue (Home Shopping)	0.6	6.2	5.7	(5.6)	(90.3)	(5.1)	(89.5)
Other Revenue	27.7	57.1	4.4	(29.4)	(51.5)	23.3	529.5
Total Revenue	485.7	488.8	477.7	(3.1)	(0.6)	8.0	1.7
Cost of Sales and Services	278.3	295.5	316.8	(17.2)	(5.8)	(38.5)	(12.2)
Expenses of Sales and Administration	123.3	216.0	106.0	(92.7)	(42.9)	17.3	16.3
EBITDA	285.8	192.1	286.0	93.7	48.8	(0.2)	(0.1)
EBIT	54.8	(54.7)	21.3	109.5	200.2	33.5	157.3
Net Profit (Loss)	32.1	(263.8)	14.1	295.9	112.2	18.0	127.7

The operating results of 2Q/2024 (ended June 30, 2024) revealed a net profit amounting to 32.1 million Baht. Profit increased by 18 million Baht compared to the same quarter of the year 2023, and increased by 295.9 million Baht compared to 1Q/2024.



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 profit in 2Q/2024, mainly due to 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 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 second quarter of the year 2024 are as follows:

Total Revenue

- Total revenue in 2Q/2024 increased by 8 million Baht or 1.7 percent compared to the same quarter of the previous year and decreased by 3.1 million Baht or 0.6 percent compared to the previous quarter mainly due to the following reasons.
 - 1) Advertising revenue decreased by 28.4 million Baht or 9.7 percent compared to the same quarter of the previous year and increased by 25.4 million Baht or 10.6 percent compared to the previous quarter, and the above-mentioned 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 18.2 million Baht or 10.4 percent compared to the same quarter of the previous years and increased by 6.5 million Baht or 3.5 percent compared to the previous quarter, and the business has continuously grown in line with changes in consumer behavior towards digital products and services.

Cost and Expense

- Cost of sales and services in 2Q/2024 decreased by 38.5 million Baht or 12.2 percent compared to the same quarter of the previous year and decreased by 17.2 million Baht or 5.8 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 2Q/2024 increased by 17.3 million Baht or 16.3 percent compared to the same quarter of the previous year and decreased by 92.7 million Baht or 42.9 percent compared to the previous quarter mainly due to the following reasons.
 - Marketing and advertising budget allocation according to progressive marketing strategies where the allocation has been allocated in each period resulting in fluctuating expenses.
 - Employee expenses have decreased due to the organizational restructuring. In 2024, thus, employee expenses spotted a decrease of 17 million Baht per month, or about 50 percent of the amount set prior to the restructuring process.

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.
- 2) **Monomax:** Monomax’s revenue target in 2024 is expected to be around 650-700 million Baht. Currently, Monomax has generated revenue continuously. During 2Q/2024, Monomax successfully acquired the licensing of the Chinese Mega Drama (S+ level) titled “Joy of Life 2”, first airing on May 21, 2024. Due to the overwhelming success of its first season, the next sequel (S+ level) has garnered immense popularity. This marks the long-awaited mega-hit drama since its first season was launched over 5 years ago. Within the first hour, the drama attracted over 200,000 viewers and secured the top rank on Monomax for two consecutive months. Furthermore, the drama has gained significant attention on Monomax with over 6 million views.

In addition, Monomax also successfully acquired the rights to the top-ranked Korean series “Connection”, which is the most-talked according to a survey by Good Data Corporation (South Korean). The Company also acquired other noteworthy series, namely, Different Princess, In Blossom, Five Kings of Thieves, Missing Crown Prince, etc. Moreover, Mono Original also released three titles of the top-notch Thai series to broadcast on Monomax. The first series is a remake of a renowned Korean original “Remember” which stars Nonkul, Bua Nalinthip, and Shahkrit Yamnam in a crime and investigation story that secures the top rank on Monomax for a month. This series also gained great attention on X from the hashtag #RemembertoDeath. The second series is “Fierce & Furious Academy” which focuses on the colorful lives of teenagers portrayed by new generations of actors and those with established fan bases, namely, Oak Nanthiphat, Stars Saranlaphat, and Pavel Naret. The last one is the action and fantasy story “Zodiac Slayer” directed by “Noom Atthapon”, starring New Chaiyapol, Ice Preechaya, Win Thanat, Nat Thewphaingam, Chin Chinawut, Saiparn Apinya, and Kwang Abnormal. This series gained immense attention on TikTok, with over 135 million views. In this regard, Mono Original has committed to creating and producing high-quality movies and series in a wide range of genres to go above and beyond the needs of viewers of all generations.

Monomax has launched several campaigns in collaboration with AIS. During 2Q/2024, the special campaign was offered to AIS customers with a complementary of 6-month free access to a wide variety of contents such as movies, series, sports programs, and variety shows, with over 400 contents in total for viewers to indulge in the pleasure of watching our quality contents with limited episode access (up to 6 episodes) and a maximum resolution of HD on one device. Over 220,000 customers subscribed to this campaign, with an established target of reaching 500,000 members by the end of 2024.

- 3) **Mono29:** Mono29’s revenue target in 2024 is expected to be around 1,200 million Baht. 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. In 2Q/2024, Mono29 launched its latest news program “Malao Khao Pak Thong”, adding vibrancy to the morning news lineup. This program is hosted by “Aekpittaya Iemkongaek” and “Supachai Kritpolchai” presenting up-to-date and complex economic and social news in a digestible and explicit manner.

Additionally, Mono29 in collaboration with Khon Kaen Municipality organized the grand Songkran festival “Mono29 Khon Kaen Songkran Wet & Fun 2024”, featuring an amazing lineup of artists to serve joyful moments over three days, from April 13-15, 2024. The festival was held at the Khao Niao Road (Mitrphap Road), Khon Kaen City. This festival was filled with joy and crowd, and there was also a human wave at every corner of the Khao Niao Road.

Furthermore, well-known artists also attended this event, namely, Pop Pongkool, Tono Pakin, P-Saderd, Ble Patumrach, Pexky Sretunya, Zani, Mono Original, Show Team Academy, E29 Trainees, and Engfa Waraha. In this regard, this 3-day festival attracted over 400,000 participants in total.

Please be informed accordingly.

Yours sincerely,

(Mr. Navamin Prasopnet)
Acting Chief Executive Officer