

Ref. WORK13/2024 Nov8, 2024

Re: Management Discussion and Analysis for the 3rd quarter ended September 30, 2024

To: President of the Stock Exchange of Thailand

Attachment: 1. Business Performance Report (Form F45-3)

2. The consolidated and separate financial statement the 3rd quarter ended September 30, 2024

Workpoint Entertainment Public Company Limited ("The Company") is pleased to submit herewith the consolidated and separate financial statement for the 3rd quarter ended September 30, with the financial analysis in comparison to the financial statement for the 3rd quarter ended September 30, 2024. The performance can be summarized as follows:

The operating performance of the Company and its subsidiaries for 3rd quarter ended September 30, 2024 has shown the net profit (loss) of THB (17.34) million, decreasing by THB 32.06 million or 218%, from the same period in the previous year which shown the net profit of THB 14.72 million.

Revenue:

For the 3rd quarter ended September 30, 2024, the total Revenue (Excluding Other Income) of the Company was THB 509.72 million which represented a decrease of THB 104.45 million or 17% from the same period in the previous year which shown the total Revenue (Excluding Other Income) of THB 614.18 million. The change of total Revenue was mainly resulted from the following business:

Revenue from Television Programs

Revenue from television programs was comprised of revenue from the advertising and promotion during each broadcasting period of the Company's TV channel ("WORKPOINT TV"), and other online media channels such as YouTube. Revenue from television programs also includes revenue from Renting Air time to 3rd parties for TV program broadcasting on WORKPOINT TV, revenue from the production of TV programs for 3rd parties for broadcasting on WORKPOINT TV, and revenue from sales of TV program licenses.

For the 3rd quarter ended September 30, 2024, the Company had the revenue from television programs at THB 387.22 million, decreasing by THB 119.30 million or 24% from the same period in 2023 which had the revenue from television programs at THB 506.52 million. The decrease was mainly from the decrease in advertising revenue on TV channels and Online media channels. Additionally, during the same period in 2023, the Company received advertising revenue from live broadcasts of sports events, a special program that does not occur regularly.

Revenue from Event Marketing

Revenue from event marketing was comprised of the revenue from event activities arranged by the company and event activities which the Company organized for 3rd parties. For the 3rd quarter ended September 30, 2024, the Company had the revenue from event activities at THB 38.68 million, increasing by THB 14.75 million or 62% from the revenue from event activities in 2023 which had the revenue at THB 23.93 million. The increase of the revenue from event activities arranged with the strategic plan to sell event-based services alongside television media, to enhance benefits for clients. For the 3rd quarter ended September 30, 2024, The Company's major events in this period were "CJ Mall On Tour'SS3", "Workpoint On Tour", and "Tiktok Shop Thailand Summit 2024", etc.



Revenue from Concerts and Plays

Revenue from concerts and plays was comprised of the revenue from concerts and plays produced by the Company, and revenue from Playhouse's title sponsor. The Company had the revenue from concerts and plays for the 3rd quarter ended September 30, 2024 at THB 62.57 million, decreasing by THB 4.0 million or 6% from the revenue at THB 66.58 from the same period in 2023. For the 3rd quarter ended September 30, 2024, the Company had many concerts such as "KEYLAND ON: AND ON ASIA TOUR", "TALES OF FIREFLY THE MUSICAL", and "Atlas concert the 1st Journey Concert", etc.

Revenue from Sale of Goods and Rendering of other Services

Revenue from sale of goods and rendering of other services for the 3rd quarter ended September 30, 2024 was THB 20.85 million, increasing by THB 4.49 million or 27% from the same period in 2023 which had the revenue at THB 16.36 million. The increase was mainly from the increase of the profit from Actors Casting, especially, the group of teenage artists from XOXO Entertainment.

Costs:

For the 3rd quarter ended September 30, 2024, the Company had total costs at THB 400.87 million, decreasing by THB 60.50 million or 13% from the total costs at THB 461.37 million from the same period in 2023. The decrease in the total costs was mainly from a decrease in costs from the business of television programs for the 3rd quarter ended September 30, 2024, in which, the Company does not engage in the broadcasting of live sports events.

Selling and Administrative Expenses and Other Expenses:

For the 3rd quarter ended September 30, 2024, the Company had selling and administrative expenses in total at THB 143.66 million, decreasing by THB 7.26 million or 5% from the same period in 2023 in which the Company had selling and administrative expenses in total at THB 150.92 million. For the 3rd quarter ended September 30, 2024, the Company had selling expenses at THB 31.32 million, decreasing from the same period in 2023 in which the Company had the selling expenses at THB 34.57 million. The decrease was mainly from the decrease of concert ticket selling expenses. Meanwhile, for the 3rd quarter ended September 30, 2024, the Company had administrative expenses at THB 112.34 million, decreasing slightly from the same period in 2023 which had administrative expenses at THB 116.35 million. The decrease was mainly from the decrease of office expenses and utilities expenses.

Workpoint Group's Sustainability Development

The company recognizes the importance of continuous sustainability development in conducting its business with good governance characterized by integrity, transparency, and fairness. This commitment adheres to the principles of sound corporate governance and sustainable development throughout the supply chain, encompassing three core dimensions: social responsibility, environmental stewardship, and corporate governance. Alongside these efforts, the company aims for balanced economic growth. Since the beginning of 2024, several important initiatives have been launched, as follows:



Social Responsibility

• The company has acted as an intermediary for flood relief donations through the "Thai Helping Thai" initiative, channeling contributions to various foundations, affected schools, and communities in need.

Environmental Responsibility

- Workpoint has implemented electricity-saving measures in both office spaces and studio production areas, encouraging employees to practice energy conservation. As a result, as of 2024, the company has reduced electricity consumption by 401,360 kWh compared to the same period in 2023.
- Water-saving systems have been installed in office buildings, and employees are educated on water conservation practices. As a result, water savings reached 5,582 liters by 2024 compared to the same timeframe in 2023.
- The company has established an electronic waste recycling policy. By 2024, 2,168 kilograms of electronic waste have been recycled, effectively reducing CO₂ emissions by 11,673 kgCO₂e.

Corporate Governance

- To promote gender equality, the company has updated its benefits policy to offer equal marriage allowances for all spouses, marking a significant step toward supporting sustainability and inclusivity.
- Healthcare benefits have been expanded to cover mental health services, fostering a healthy and sustainable workplace.

Please be informed accordingly.

Best Regards,

Workpoint Entertainment Public Company Limited

(Mr. Surakarn Sirimothya)

Chief Financial Officer

Authorized to sign on behalf of the company