

The One Enterprise Plc. ("ONEE") traces its origins back to its inception as "Exact Company Limited" in 1991, under the leadership of Khun Takonkiet Viravan. Following the acquisition of a license from the Office of The National Broadcasting and Telecommunications Commission (NBTC) for Channel ONE 31 in 2013, the Company's evolution has been remarkable. What began as a content creator has now transformed into a comprehensive and fully integrated television media provider. ONEE has expanded its capacities beyond content production, adapting proactively to consumer preferences across all channels.

### SOURCE OF REVENUE



#### Content Marketing

This segment focuses on generating revenue directly from our content through multiple channels, including TV media, online platforms, copyright & licensing, and radio.



#### IDOL Marketing

ONEE monetizes artists' talent, creating revenue through Artist Management, Concerts & Events, and Merchandising. This segment benefits from fan-driven demand and is experiencing strong growth.



#### Production Business

Revenue in this segment is generated through Production Services and Studio Rental, supporting the complete ecosystem from upstream to downstream.

### REVENUE CONTRIBUTIONS

In the 9M of 2024, ONEE is actively conducting its operations and generating revenue across the following domains:

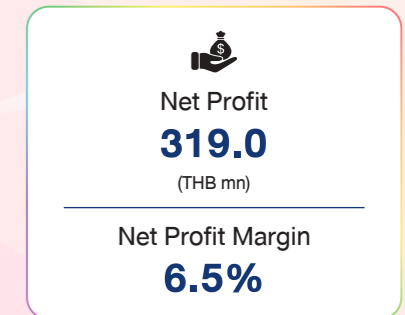
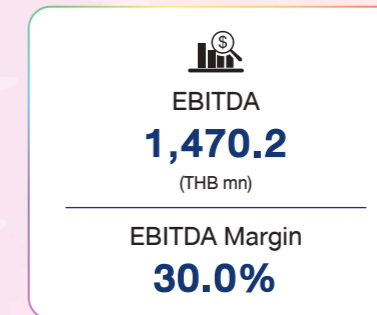
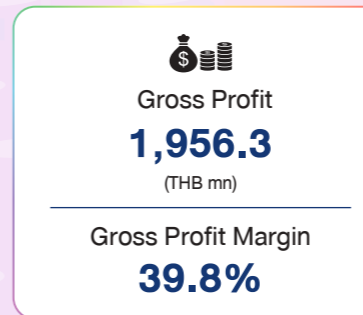
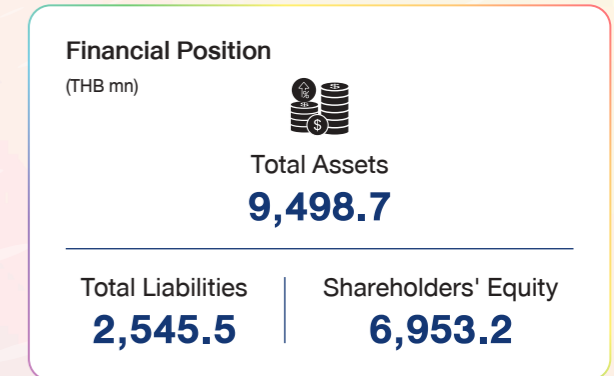
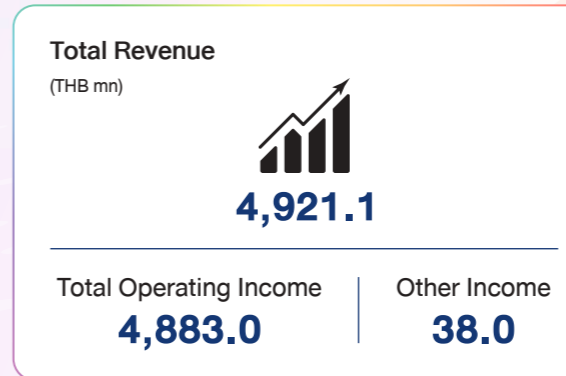


9M/2024

- Content Marketing Business 64.7%
- Idol Marketing Business 33.2%
- Production Business 2.1%

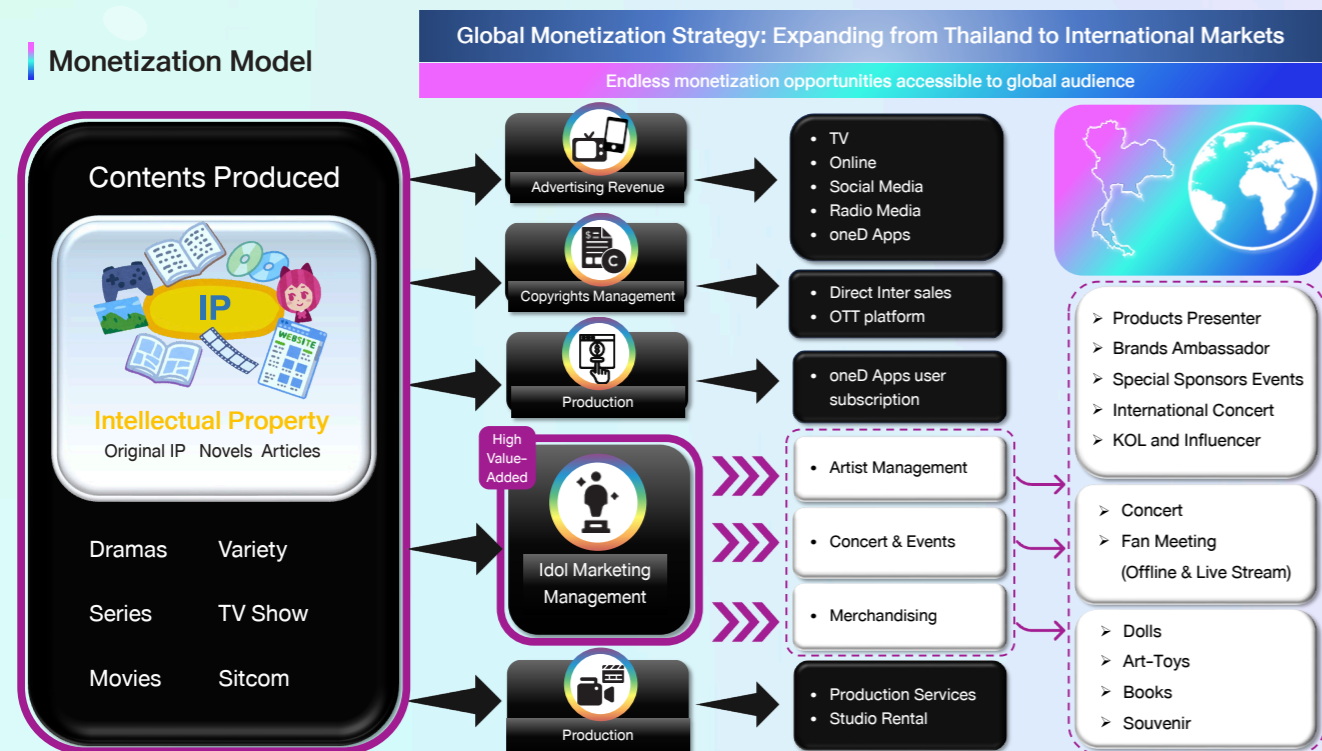
Content Marketing Business	Idol Marketing Business		Production Business
<b>64.7%</b>	<b>33.2%</b>		<b>2.1%</b>
Advertising 44.4%	Artist Management 15.4%	Production Services 1.4%	
Copyrights & Licensing 15.5%	Concert & Event 11.7%	Studio Rental 0.7%	
Radio 4.8%	Merchandising 6.1%		

### FINANCIAL HIGHLIGHTS 9M/2024 (As of 24 Sep 2024)

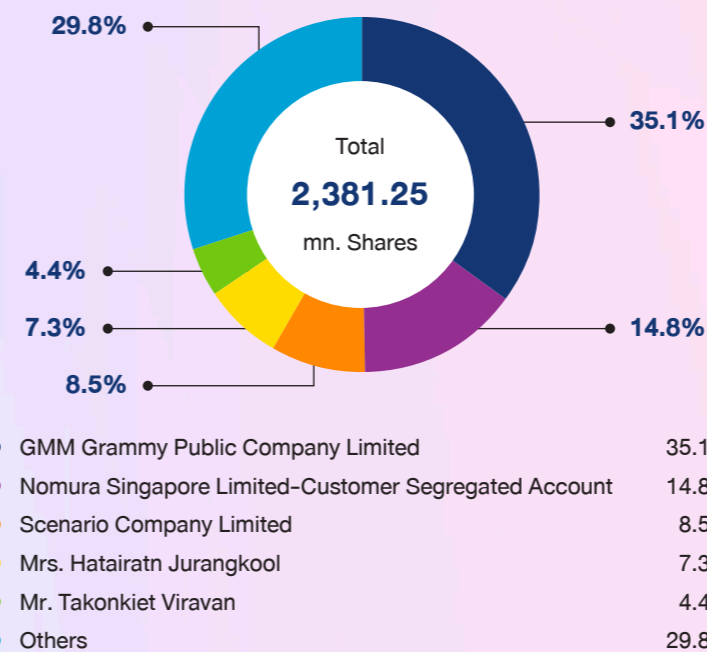


### BUSINESS STRATEGY

#### Monetization Model



### TOP 5 SHAREHOLDERS (As of 6 Sep 2024)



%Free Float : **30.36%** (As of May 2024) | %Foreign Limit : **49.00%** | %NVDR Shareholders : **5.42%** (As of May 2024)

### GENERAL INFORMATION

SYMBOL: ONEE | PAR: 2.00 Baht  
 LISTED DATE: 5 Nov 2021 | PAID-UP CAPITAL: 4,762.50 Million Baht

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