

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



REVENUE CONTRIBUTIONS

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



2024

Content Marketing Business	64.2%
Idol Marketing Business	33.6%
Production Business	2.1%

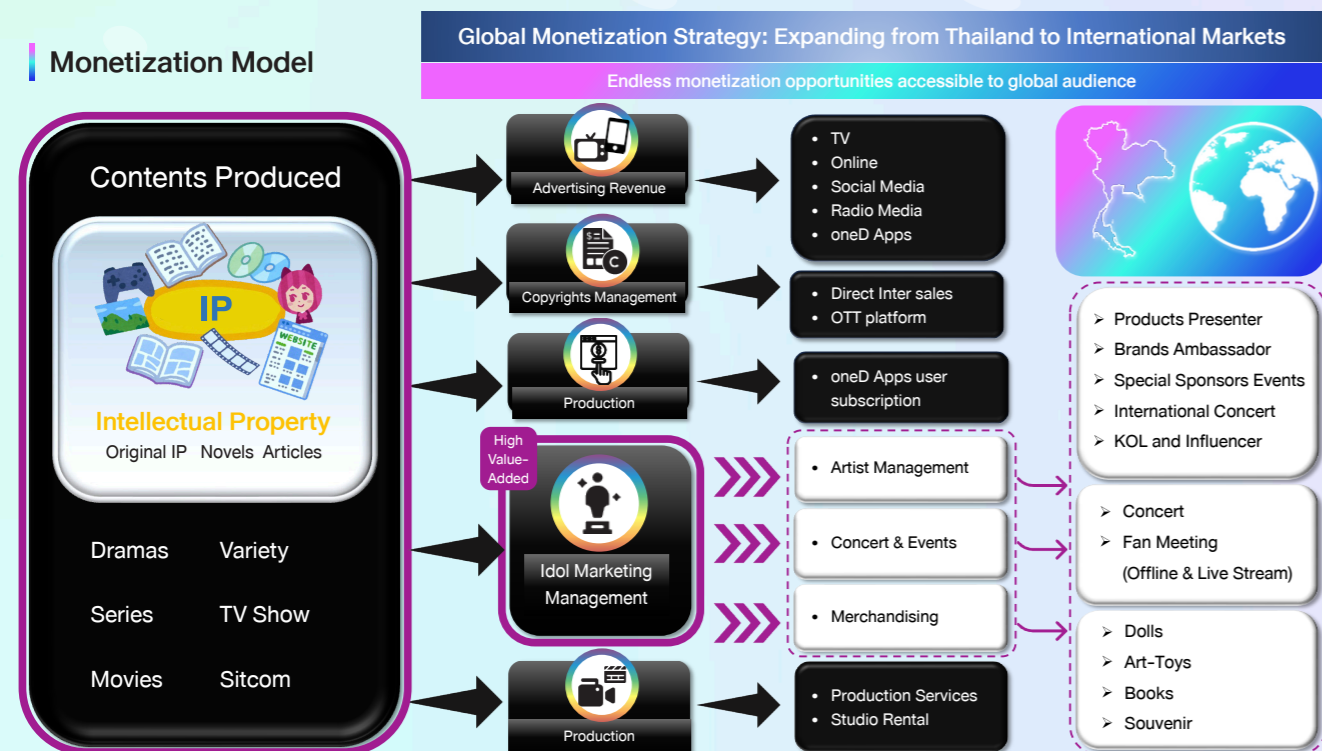
Content Marketing Business	64.2%	Idol Marketing Business	33.6%	Production Business	2.1%
TV/ Online advertising	42.9%	Artist Mngt. & Consulting	15.8%	Production Services & Studio Rental	2.1%
Copyright Management	16.5%	Concert & Event	11.4%		
Radio Media	4.9%	Merchandising	6.4%		

FINANCIAL HIGHLIGHTS 2024

(As of 31 Dec 2024)

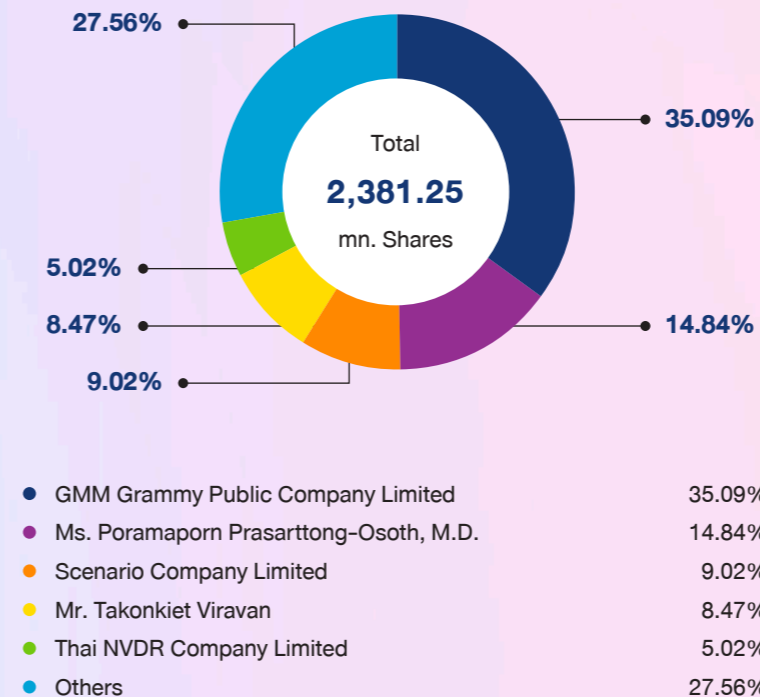
Total Revenue (THB mn) 6,669.3	Financial Position (THB mn) Total Assets 9,235.8
Total Operating Income 6,568.7	Other Income 59.3
Gross Profit (THB mn) 2,629.0	EBITDA (THB mn) 1,995.7
Gross Profit Margin 39.4%	EBITDA Margin 29.9%
Total Liabilities 2,194.1	Shareholders' Equity 7,041.2
Net Profit (THB mn) 426.2	Net Profit Margin 6.4%

BUSINESS STRATEGY



TOP 5 SHAREHOLDERS

(As of 6 Sep 2024)



GENERAL INFORMATION

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

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