

FAR EAST FAME LINE DDB PUBLIC COMPANY LIMITED

INTERIM CONSOLIDATED

AND SEPARATE FINANCIAL STATEMENTS

MARCH 31, 2024

INDEPENDENT AUDITOR'S REPORT ON REVIEW OF INTERIM FINANCIAL INFORMATION

To the Shareholders and Board of Directors of Far East Fame Line DDB Public Company Limited

I have reviewed the consolidated statements of financial position of Far East Fame Line DDB Public Company Limited and its subsidiaries as at March 31, 2024, the related consolidated statements of income, comprehensive income, changes in shareholders' equity and cash flows for the three-month period then ended, as well as the condensed notes to the financial statements, and have also reviewed the separate financial statements of Far East Fame Line DDB Public Company Limited for the same period. Management is responsible for the preparation and presentation of this interim financial information in accordance with Thai Accounting Standard No.34: Interim Financial Reporting. My responsibility is to express a conclusion on this interim financial information based on my review.

Scope of review

I conducted my review in accordance with the Thai Standard on Review Engagements 2410: Review of Interim Financial Information Performed by the Independent Auditor of the Entity. A review of interim financial statements consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Thai Standards on Auditing and consequently does not enable me to obtain assurance that I would become aware of all significant matters that might be identified in an audit. Accordingly, I do not express an audit opinion.

Conclusion

Based on my review, nothing has come to my attention that causes me to believe that the accompanying interim financial information is not prepared, in all material respects, in accordance with Thai Accounting Standard No.34: Interim Financial Reporting.

(Mr. Apiruk Atianuwat)

Certified Public Accountant Registration No. 5202

Dr. Virach & Associates Office Co., Ltd.

Bangkok: May 13, 2024

FAR EAST FAME LINE DDB PUBLIC COMPANY LIMITED AND SUBSIDIARIES

STATEMENTS OF FINANCIAL POSITION

	Notes	THOUSAND BAHT			
		CONSOLIDATED		THE SEPARATE FINANCIAL STATEMENTS	
		As at	As at	As at	As at
		March 31, 2024	December 31, 2023	March 31, 2024	December 31, 2023
		Unaudited Reviewed	Audited	Unaudited Reviewed	Audited
ASSETS					
Current Assets					
Cash and cash equivalents	4	77,326	64,403	29,083	39,086
Trade accounts receivable	5	127,806	298,842	108,325	273,609
Other current receivables					
Accrued discount received		710	4,534	710	4,534
Prepaid expenses		16,071	14,804	15,014	14,539
Other receivables		6,024	2,160	5,865	2,019
Total other current receivables		22,805	21,498	21,589	21,092
Advertising-in-progress		16,271	13,276	16,242	13,082
Current tax assets		3,195	4,024	3,152	3,620
Other current financial assets					
Fixed deposit at bank		23,410	26,362	181	181
Investments in Open-end Fund	6	315	313	-	-
Total other current financial assets		23,725	26,675	181	181
Other current assets		6,312	14,034	4,867	11,595
Total Current Assets		277,440	442,752	183,439	362,265
Non-Current Assets					
Fixed deposit with obligations		14,000	14,000	10,000	10,000
Other non-current financial assets					
Marketable securities	7.1	332,090	320,000	329,630	317,520
Private Fund	7.2	558,939	511,796	548,985	501,835
Non-marketable securities	7.3	194,252	194,252	194,252	194,252
Total other non-current financial assets		1,085,281	1,026,048	1,072,867	1,013,607
Investments in associate	8	198,468	195,479	6,001	6,001
Investments in subsidiaries	9	-	-	1,400	1,400
Property, plant and equipment	10	187,142	187,224	184,488	184,515
Right-of-use assets	11	1,764	1,946	1,764	1,946
Refundable withholding tax		12,704	9,060	11,316	7,696
Other non-current assets		907	907	143	143
Total Non-Current Assets		1,500,266	1,434,664	1,287,979	1,225,308
TOTAL ASSETS		1,777,706	1,877,416	1,471,418	1,587,573

FAR EAST FAME LINE DDB PUBLIC COMPANY LIMITED AND SUBSIDIARIES
STATEMENTS OF FINANCIAL POSITION

THOUSAND BAHT

	Notes	CONSOLIDATED		THE SEPARATE FINANCIAL STATEMENTS	
		As at	As at	As at	As at
		March 31, 2024	December 31, 2023	March 31, 2024	December 31, 2023
		Unaudited Reviewed	Audited	Unaudited Reviewed	Audited
LIABILITIES AND SHAREHOLDERS' EQUITY					
Current Liabilities					
Trade accounts payable		112,384	211,595	89,820	187,933
Other current payables					
Accrued expenses		2,613	3,833	2,296	2,284
Accrued directors' remuneration and bonus		6,207	50,722	4,017	38,000
Other payables		52,545	7,709	25,235	4,806
Total other current payables		61,365	62,264	31,548	45,090
Current portion of lease liabilities	12	302	399	302	399
Accrued corporate income taxes		233	214	-	-
Other current liabilities		8,092	19,717	6,705	17,304
Total Current Liabilities		182,376	294,189	128,375	250,726
Non-Current Liabilities					
Lease liabilities-net of current portion	12	1,600	1,677	1,600	1,677
Deferred tax liabilities	13	62,173	60,430	63,688	62,053
Non-current provisions for employee benefits	14	32,172	33,883	24,410	26,243
Other non-current liabilities		142	142	241	241
Total Non-Current Liabilities		96,087	96,132	89,939	90,214
TOTAL LIABILITIES		278,463	390,321	218,314	340,940

FAR EAST FAME LINE DDB PUBLIC COMPANY LIMITED AND SUBSIDIARIES
STATEMENTS OF FINANCIAL POSITION

THOUSAND BAHT

	CONSOLIDATED		THE SEPARATE FINANCIAL STATEMENTS	
	As at March 31, 2024	As at December 31, 2023	As at March 31, 2024	As at December 31, 2023
	Unaudited Reviewed	Audited	Unaudited Reviewed	Audited
LIABILITIES AND SHAREHOLDERS' EQUITY (CONTINUED)				
Shareholders' Equity				
Share capital				
Authorized share capital				
7,870,000 common stocks of Baht 10 par value	78,700	78,700	78,700	78,700
Issued and paid-up share capital				
7,870,000 common stocks at Baht 10 each	78,700	78,700	78,700	78,700
Premium on common stocks	127,930	127,930	127,930	127,930
Capital reserve for share-based payment transactions	34,621	34,621	34,621	34,621
Surplus from change in shareholding in subsidiaries and associate	199	199	-	-
Retained earnings				
Appropriated				
Legal reserve	8,500	8,500	8,500	8,500
Unappropriated	946,555	937,302	729,568	724,672
Other components of the shareholders' equity	272,593	270,965	273,785	272,210
Total Shareholders' Equity of Parent Company	1,469,098	1,458,217	1,253,104	1,246,633
Non-controlling interests	30,145	28,878	-	-
Total Shareholders' Equity	1,499,243	1,487,095	1,253,104	1,246,633
TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY	1,777,706	1,877,416	1,471,418	1,587,573

FAR EAST FAME LINE DDB PUBLIC COMPANY LIMITED AND SUBSIDIARIES
STATEMENTS OF INCOME
FOR THE THREE-MONTH PERIOD ENDED MARCH 31, 2024

	Notes	THOUSAND BAHT (Except earnings (loss) per share presented in Baht)			
		CONSOLIDATED		THE SEPARATE FINANCIAL STATEMENTS	
		2024	2023	2024	2023
Revenues from rendering of services and commissions		136,838	104,152	105,471	73,626
Cost of services and commissions		(100,943)	(87,196)	(77,908)	(62,772)
Gross profit		35,895	16,956	27,563	10,854
Dividend income		-	14	-	14
Other incomes		1,503	985	1,727	1,237
Profit before expenses		37,398	17,955	29,290	12,105
Services and administrative expenses		(34,855)	(33,831)	(30,246)	(29,508)
Unrealized gain on fair value measuring of financial assets - Open-end Fund and Private Fund		7,145	733	7,150	814
Profit (loss) from operating activities		9,688	(15,143)	6,194	(16,589)
Finance cost		(56)	(83)	(56)	(83)
Share of profit from investments in associate	8	2,930	2,891	-	-
Profit (loss) before income tax		12,562	(12,335)	6,138	(16,672)
Income tax revenues (expenses)	13	(2,032)	2,903	(1,242)	3,325
Profit (loss) for the periods		10,530	(9,432)	4,896	(13,347)
Profit (loss) attributable to					
Equity holders of the parent		9,253	(10,419)	4,896	(13,347)
Non-controlling interests		1,277	987	-	-
		10,530	(9,432)	4,896	(13,347)
Earnings (loss) per share to equity holders of the parent					
Basic earnings (loss) per share (Baht)		1.18	(1.32)	0.62	(1.70)
Issued and paid-up common stocks (Share)		7,870,000	7,870,000	7,870,000	7,870,000

FAR EAST FAME LINE DDB PUBLIC COMPANY LIMITED AND SUBSIDIARIES
STATEMENTS OF COMPREHENSIVE INCOME
FOR THE THREE-MONTH PERIOD ENDED MARCH 31, 2024

	THOUSAND BAHT			
	CONSOLIDATED		THE SEPARATE FINANCIAL STATEMENT	
	2024	2023	2024	2023
Profit (loss) for the periods	10,530	(9,432)	4,896	(13,347)
Other comprehensive income (loss) :				
Item that may be reclassified subsequently to profit or loss :				
Translation of financial statement differences of associate	(26)	(3)	-	-
Items that not reclassified subsequently to profit or loss :				
Loss from the fair value measuring of other non-current financial assets-marketable securities	(364)	(14,332)	(344)	(14,222)
Components of income tax	73	2,866	69	2,844
Loss from the fair value measuring of other non-current financial assets-marketable securities-net of tax	(291)	(11,466)	(275)	(11,378)
Gain from the fair value measuring of other non-current financial assets-non marketable securities	-	25	-	25
Components of income tax	-	(5)	-	(5)
Gain from the fair value measuring of other non-current financial assets-non marketable securities-net of tax	-	20	-	20
Gain on re-measurement of defined benefit plans	2,312	-	2,312	-
Components of income tax	(462)	-	(462)	-
Gain on re-measurement of defined benefit plans-net of tax	1,850	-	1,850	-
Gain on re-measurement of defined benefit plans of associate-net of tax	85	-	-	-
Total other comprehensive income (loss) for the periods	1,618	(11,449)	1,575	(11,358)
Total comprehensive income (loss) for the periods	12,148	(20,881)	6,471	(24,705)
Total comprehensive income (loss) attributable to				
Equity holders of the parent	10,881	(21,816)	6,471	(24,705)
Non-controlling interests	1,267	935	-	-
	12,148	(20,881)	6,471	(24,705)

FAR EAST FAME LINE DDB PUBLIC COMPANY LIMITED AND SUBSIDIARIES
STATEMENTS OF CHANGES IN SHAREHOLDERS' EQUITY
FOR THE THREE-MONTH PERIOD ENDED MARCH 31, 2024
CONSOLIDATED

	THOUSAND BAHT												
	Shareholders' equity of the parent											Non-controlling interests	Total shareholders' equity
	Issued and paid-up share capital	Premium on common stocks	Capital reserve for share-based payment transactions	Surplus from changes in shareholding in subsidiaries and associate	Retained earnings		Other components of the shareholders' equity				Total equity holders of the parent		
					Appropriated-Legal reserve	Unappropriated	Other comprehensive income (loss)			Total other components of the shareholders' equity			
Translation of financial statements differences							Other non-current financial assets	Loss on re-measurement of defined benefit plans					
Year 2023													
Beginning balances, January 1, 2023	78,700	127,930	34,621	199	8,500	877,227	(165)	281,408	(5,238)	276,005	1,403,182	24,225	1,427,407
Loss from liquidation completion of other non-current financial assets - non-marketable securities						(29)					(29)		(29)
Total comprehensive income (loss) for the period 2023						(10,419)	(3)	(11,394)	-	(11,397)	(21,816)	935	(20,881)
Ending balances, March 31, 2023	78,700	127,930	34,621	199	8,500	866,779	(168)	270,014	(5,238)	264,608	1,381,337	25,160	1,406,497
Year 2024													
Beginning balances, January 1, 2024	78,700	127,930	34,621	199	8,500	937,302	(142)	276,272	(5,165)	270,965	1,458,217	28,878	1,487,095
Loss from liquidation completion of other non-current financial assets - non-marketable securities						-					-		-
Total comprehensive income (loss) for the period 2024						9,253	(26)	(281)	1,935	1,628	10,881	1,267	12,148
Ending balances, March 31, 2024	78,700	127,930	34,621	199	8,500	946,555	(168)	275,991	(3,230)	272,593	1,469,098	30,145	1,499,243

**FAR EAST FAME LINE DDB PUBLIC COMPANY LIMITED AND SUBSIDIARIES
STATEMENTS OF CHANGES IN SHAREHOLDERS' EQUITY
FOR THE THREE-MONTH PERIOD ENDED MARCH 31, 2024
THE SEPARATE FINANCIAL STATEMENTS**

THOUSAND BAHT

	Issued and paid-up share capital	Premium on common stocks	Capital reserve for share-based payment transactions	Retained earnings		Other components of the shareholders' equity			Total shareholders' equity
				Appropriated	Unappropriated	Other comprehensive income (loss) of the shareholders' equity		Total other component of the shareholders' equity	
				Legal reserve		Other non-financial assets	Loss on re-estimated defined benefit plan		
<u>Year 2023</u>									
Beginning balances, January 1, 2023	78,700	127,930	34,621	8,500	677,702	281,284	(3,984)	277,300	1,204,753
Loss from liquidation completion of other non-current financial assets - non-marketable securities					(29)			-	(29)
Total comprehensive loss for the period 2023					(13,347)	(11,358)	-	(11,358)	(24,705)
Ending balances, March 31, 2023	<u>78,700</u>	<u>127,930</u>	<u>34,621</u>	<u>8,500</u>	<u>664,326</u>	<u>269,926</u>	<u>(3,984)</u>	<u>265,942</u>	<u>1,180,019</u>
<u>Year 2024</u>									
Beginning balances, January 1, 2024	78,700	127,930	34,621	8,500	724,672	276,194	(3,984)	272,210	1,246,633
Loss from liquidation completion of other non-current financial assets - non-marketable securities								-	-
Total comprehensive income (loss) for the period 2024					4,896	(275)	1,850	1,575	6,471
Ending balances, March 31, 2024	<u>78,700</u>	<u>127,930</u>	<u>34,621</u>	<u>8,500</u>	<u>729,568</u>	<u>275,919</u>	<u>(2,134)</u>	<u>273,785</u>	<u>1,253,104</u>

FAR EAST FAME LINE DDB PUBLIC COMPANY LIMITED AND SUBSIDIARIES
STATEMENTS OF CASH FLOWS (1/2)

FOR THE THREE-MONTH PERIOD ENDED MARCH 31, 2024

	THOUSAND BAHT			
	CONSOLIDATED		THE SEPARATE FINANCIAL STATEMENTS	
	2024	2023	2024	2023
CASH FLOWS FROM OPERATING ACTIVITIES				
Profit (loss) for the periods	10,530	(9,432)	4,896	(13,347)
Adjustment to reconcile profit (loss) for the periods to cash provided from (used in) operation :				
Income tax (revenues) expenses	2,032	(2,903)	1,242	(3,325)
Depreciation of plant and equipment	2,405	2,667	2,170	2,518
Depreciation of right-of-use assets	182	438	182	438
Dividend income from investments	-	(14)	-	(14)
Interest income	(224)	(66)	(70)	(10)
Finance cost	56	83	56	83
Unrealized gain from the fair value measuring of other current financial assets	(2)	-	-	-
Unrealized gain from the fair value measuring of other non-current financial assets	(7,143)	(733)	(7,150)	(814)
Employee benefits provisions	601	566	479	448
Share of profit from investments in associate	(2,930)	(2,891)	-	-
Profit (loss) from operation before changes in operating assets and liabilities items	5,507	(12,285)	1,805	(14,023)
(INCREASE) DECREASE IN OPERATING ASSETS ITEMS				
Other current financial assets - investments in Open-end Fund	-	10,016	-	10,016
Trade accounts receivable	171,036	60,251	165,284	51,151
Other current receivables	(1,244)	(2,118)	(482)	(1,043)
Advertising-in-progress	(2,995)	(10,624)	(3,160)	(11,002)
Other current assets	7,722	1,948	6,728	1,402
DECREASE IN OPERATING LIABILITIES ITEMS				
Trade accounts payable	(99,211)	(22,036)	(98,113)	(17,715)
Other current payables	(899)	(13,776)	(13,542)	(7,056)
Other current liabilities	(11,625)	(3,695)	(10,599)	(3,370)
Cash provided from operation	68,291	7,681	47,921	8,360

FAR EAST FAME LINE DDB PUBLIC COMPANY LIMITED AND SUBSIDIARIES
STATEMENTS OF CASH FLOWS (2/2)

FOR THE THREE-MONTH PERIOD ENDED MARCH 31, 2024

	THOUSAND BAHT			
	CONSOLIDATED		THE SEPARATE FINANCIAL STATEMENTS	
	2024	2023	2024	2023
Interest expenses paid	(56)	(83)	(56)	(83)
Income tax expenses paid	(3,854)	(3,044)	(3,152)	(2,277)
Proceeds from income tax refund	380	676	-	-
NET CASH PROVIDED FROM OPERATING ACTIVITIES	64,761	5,230	44,713	6,000
CASH FLOWS FROM INVESTING ACTIVITIES				
(Increase) decrease in other current financial assets				
- fixed deposit at bank	2,952	(13)	-	-
Interest received	161	23	55	1
Purchase of investments in other non-current financial assets				
- Marketable securities	(12,454)	-	(12,454)	-
- Private Fund	(40,000)	-	(40,000)	-
Purchase of plant and equipment	(2,323)	(621)	(2,143)	(410)
Dividend income from investments	-	14	-	14
Proceeds from liquidation of other non-current financial assets				
- Non-marketable securities	-	1	-	1
NET CASH USED IN INVESTING ACTIVITIES	(51,664)	(596)	(54,542)	(394)
CASH FLOWS FROM FINANCING ACTIVITIES				
Repayment of lease liabilities	(174)	(438)	(174)	(438)
NET CASH USED IN FINANCING ACTIVITIES	(174)	(438)	(174)	(438)
NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS	12,923	4,196	(10,003)	5,168
CASH AND CASH EQUIVALENTS AS AT JANUARY 1,	64,403	26,126	39,086	6,718
CASH AND CASH EQUIVALENTS AS AT MARCH 31,	77,326	30,322	29,083	11,886

ADDITIONAL DISCLOSURE ITEMS TO CASH FLOWS STATEMENTS :

NON-CASH FLOWS ITEMS COMPRISE :

Transferred withholding tax over one year to non-current assets	4,024	8,828	3,620	7,696
Loss from the fair value measuring of other non-current financial assets - Marketable securities	(364)	(14,332)	(344)	(14,222)
Gain from the fair value measuring of other non-current financial assets - Non-marketable securities	-	25	-	25
Decrease investments in associate due to translation of financial statements differences on exchange rate	(26)	(3)	-	-
Increase in equipment from asset payable				
Gain on re-measurement of defined benefit plans	2,312	-	2,312	-
Loss from liquidation completion of other non-current financial assets - Non-marketable securities	-	(29)	-	(29)

FAR EAST FAME LINE DDB PUBLIC COMPANY LIMITED AND SUBSIDIARIES

NOTES TO THE INTERIM FINANCIAL STATEMENTS

MARCH 31, 2024

1. GENERAL INFORMATION

1.1 Legal status	A juristic person established under Thai law and listed on the Stock Exchange of Thailand.
1.2 Company location	465/1-467 Sri Ayudhya Road, Kwaeng Thungphayathai, Khet Ratchathewi, Bangkok, Thailand.
1.3 Type of business	(1) Advertising agent or broker, and in production and advertising related services. (2) Investing in its associate and subsidiaries which carry on business according to Notes 8 and 9 to the interim financial statements, respectively.

2. BASIS FOR PREPARATION OF INTERIM FINANCIAL STATEMENTS

- 2.1 The interim consolidated and the separate financial statements are prepared on a condensed basis in accordance with Thai Accounting Standards No.34 Interim Financial Reporting issued by the Federation of Accounting Professions and the Notification of the Office of the Securities and Exchange Commission, except the financial statements of MEDIA INTELLIGENCE (MYANMAR) LIMITED, a subsidiary of Media Intelligence Group Co., Ltd., an associate of the Company is prepared in accordance with the Accounting Standards of REPUBLIC OF THE UNION OF MYANMAR. In preparation of interim consolidated financial statements, they are adjusted to be under the same accounting policy as parent company. These interim financial statements should be read in conjunction with the financial statements for the year ended December 31, 2023.
- 2.2 These interim financial statements have been prepared on a historical cost basis except where otherwise disclosed in the accounting policies.
- 2.3 These interim consolidated financial statements included the interim financial statements of Far East Fame Line DDB Public Company Limited and its subsidiaries and its equity in associate as follows:

SUBSIDIARIES

COMPANIES	% HOLDING		ESTABLISHED
	March 31, 2024	December 31, 2023	IN
SPRINGBOARD PLUS COMPANY LIMITED	99.99	99.99	THAILAND
INTEGRATED COMMUNICATION COMPANY LIMITED	40.00	40.00	THAILAND

The Company has included the financial statements of INTEGRATED COMMUNICATION COMPANY LIMITED to prepare the consolidated financial statements because of the Company has power and control over such company.

ASSOCIATE

COMPANIES	% HOLDING		ESTABLISHED
	March 31, 2024	December 31, 2023	IN
<u>ASSOCIATE DIRECTLY HELD BY THE COMPANY</u>			
MEDIA INTELLIGENCE GROUP COMPANY LIMITED	30.00	30.00	THAILAND
<u>SUBSIDIARIES HELD BY MEDIA INTELLIGENCE</u>			
<u>GROUP COMPANY LIMITED</u>			
MEDIA INSIGHT COMPANY LIMITED	99.99	99.99	THAILAND
MIM (THAILAND) COMPANY LIMITED	60.00	60.00	THAILAND
I-DAC (BANGKOK) COMPANY LIMITED	60.00	60.00	THAILAND
MEDIA INTELLIGENCE (MYANMAR) LIMITED	60.00	60.00	REPUBLIC OF THE UNION MYANMAR

2.4 Inter-company balances and significant transactions of the Company and its subsidiaries have been eliminated from the interim consolidated financial statements.

2.5 Accounting standards that became effective in the current accounting period

The Group has adopted the revised financial reporting standards which are effective for fiscal years beginning on or after January 1, 2024. These financial reporting standards were aimed at alignment with the corresponding International Financial Reporting Standards with most of the changes directed towards clarifying accounting treatment and providing accounting guidance for users of the standards.

The adoption of these financial reporting standards does not have any significant impact on the financial statements of the Company and the Group.

3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Accounting policies and methods of computation used in these interim financial statements are consistent with those applied in the financial statements for the year ended December 31, 2023.

4. CASH AND CASH EQUIVALENTS

THOUSAND BAHT

PARTICULARS	CONSOLIDATED		THE SEPARATE FINANCIAL STATEMENTS	
	March 31, 2024	December 31, 2023	March 31, 2024	December 31, 2023
Cash	38	47	24	36
Cash at bank	53,365	43,511	19,004	29,050
Short term fixed deposit	23,923	20,845	10,055	10,000
Cash and cash equivalents	77,326	64,403	29,083	39,086

5. TRADE ACCOUNTS RECEIVABLE

THOUSAND BAHT

PARTICULARS	CONSOLIDATED		THE SEPARATE FINANCIAL STATEMENTS	
	March 31, 2024	December 31, 2023	March 31, 2024	December 31, 2023
<u>Trade accounts receivable of related parties</u>				
Current	65,311	192,856	60,391	191,739
Overdue within 3 months	12,736	15,365	12,736	12,098
Total	78,047	208,221	73,127	203,837
<u>Trade accounts receivable of other companies</u>				
Current	39,640	60,009	31,542	47,319
Overdue within 3 months	9,841	30,184	3,378	22,025
Overdue 3 to 6 months	-	428	-	428
Overdue 6 to 12 months	278	-	278	-
Total	49,759	90,621	35,198	69,772
Total trade accounts receivable	127,806	298,842	108,325	273,609

6. OTHER CURRENT FINANCIAL ASSETS

THOUSAND BAHT

PARTICULARS	CONSOLIDATED		THE SEPARATE FINANCIAL STATEMENTS	
	March 31, 2024	December 31, 2023	March 31, 2024	December 31, 2023
Investments in Open-end Fund-Debt securities	309	10,309	-	10,000
Less Sold during the periods	-	(10,000)	-	(10,000)
Total cost	309	309	-	-
Add Allowance for investments adjustment	6	4	-	-
Investments in Open-end Fund-fair value	315	313	-	-

Investments in Open-end Fund are measured at fair value through profit or loss. Gain on investments in Open-end Fund incurred during the period were duly presented in the statements of income as follows:

THOUSAND BAHT

PARTICULARS FOR THE THREE-MONTH PERIODS ENDED MARCH 31,	CONSOLIDATED		THE SEPARATE FINANCIAL STATEMENTS	
	2024	2023	2024	2023
Unrealized gain on investments in Open-end Fund	2	-	-	-
Realized gain on disposal of investments in Open-end Fund	-	17	-	17
Gain on investments in Open-end Fund	2	17	-	17

7. OTHER NON - CURRENT FINANCIAL ASSETS

7.1 Marketable securities

THOUSAND BAHT

PARTICULARS	% Holding		Investment Value		Dividends for the three-month periods	
	March 31, 2024	December 31, 2023	March 31, 2024	December 31, 2023	March 31, 2024	March 31, 2023
Related Companies						
1. Saha Pathana Inter-Holding Plc.	0.24	0.24	12,896	12,896	-	-
2. I.C.C. International Plc.	0.29	0.29	5,519	5,519	-	-
3. Saha Pathanapibul Plc.	0.93	0.87	118,905	106,451	-	-
4. Boutique New City Plc.	0.60	0.60	1,710	1,710	-	-
5. Sun Vending Technology Plc.	0.30	0.30	3,375	3,375	-	-
Total cost			142,405	129,951	-	-
<u>Less</u> Allowance for loss on capital decrease			(1,266)	(1,266)		
<u>Add</u> Allowance for measuring of marketable securities			186,294	186,687		
Marketable securities - fair value			327,433	315,372		
Other Companies						
1. The Siam Cement Plc.			387	387	-	-
2. SCG Packaging Plc.			14	14	-	-
3. Nation Group (Thailand) Plc.			4,072	4,072	-	-
4. Super Turtle Plc.			52	52	-	-
5. The One Enterprise Plc.			2,125	2,125	-	-
Total cost			6,650	6,650	-	-
<u>Less</u> Allowance for measuring of marketable securities			(4,453)	(4,502)		
Marketable securities - fair value			2,197	2,148		
Total Marketable securities - fair value (Separate financial statements)			329,630	317,520	-	-
<u>Subsidiary invested in</u>						
Related Company						
Saha Pathanapibul Plc.	0.01	0.01	2,232	2,232	-	-
<u>Add</u> Allowance for measuring of marketable securities			228	248		
Marketable securities - fair value (Subsidiary)			2,460	2,480		
Total Marketable securities - fair value (Consolidated)			332,090	320,000	-	-

THOUSAND BAHT

RELATED COMPANIES	TYPE OF BUSINESS	RELATIONSHIP	ISSUED AND PAID - UP SHARE CAPITAL	
			March 31, 2024	December 31, 2023
1. Saha Pathana Inter-Holding Plc.	Commerce	Shareholders / co - directors	571,891	571,891
2. I.C.C. International Plc.	Fashion	Shareholders / co - directors	290,634	290,634
3. Saha Pathanapibul Plc.	Commerce	Shareholders / co - directors	330,000	330,000
4. Boutique New City Plc.	Fashion	Co - shareholders	120,000	120,000
5. Sun Vending Technology Plc.	Commerce	Shareholders / co - directors	700,000	700,000

In March 2024, the Company has invested in Saha Pathanapibul Public Company Limited amount of shares 200,400 (cost value of Baht 62.14 per share) amount of Baht 12,453,548.38.

7.2 Private Fund

THOUSAND BAHT

PARTICULARS	Investment Value		Return on investments in Private Fund for the three-month periods	
	March 31, 2024	December 31, 2023	March 31, 2024	March 31, 2023
1. BBL Asset Management Co., Ltd.	190,000	190,000	-	-
2. Kasikorn Asset Management Co., Ltd.	300,000	300,000	-	-
3. Kiatnakin Phatra Asset Management Co., Ltd.	52,581	12,581	-	-
Total cost	542,581	502,581		
<u>Add (less) Allowance for measuring of Private Fund</u>	6,404	(746)		
Private Fund - fair value (Separate financial statements)	548,985	501,835	-	-
<u>Subsidiary invested in</u>				
Kasikorn Asset Management Co., Ltd.	10,000	10,000	-	-
<u>Less Allowance for measuring of Private Fund</u>	(46)	(39)		
Private Fund - fair value (Subsidiary)	9,954	9,961		
Private Fund - fair value (Consolidated)	558,939	511,796	-	-

In March 2024, the Company has invested in Private Fund - Kiatnakin Phatra Asset Management Co., Ltd., amount of Baht 40,000,000.00.

In 2023, the Company has invested in Private Fund - Kiatnakin Phatra Asset Management Co., Ltd., amount of Baht 30,000,000.00 and the Company has disposed of investments amount of Baht 31,952,595.99 by recording the reversal allowance for unrealized loss on fair value measuring amount of Baht 442,431.23 and recognizing gain on disposal amount of Baht 240,992.89 in the statements of income.

7.3 Non - Marketable securities

THOUSAND BAHT

PARTICULARS	% Holding		Investment Value		Dividends for the three-month periods	
	March 31, 2024	December 31, 2023	March 31, 2024	December 31, 2023	March 31, 2024	March 31, 2023
Other long-term investments						
1. Thai Samsung Electronics Co., Ltd.	0.08	0.08	1,000	1,000	-	-
2. Raja Uchino Co., Ltd.	1.50	1.50	1,533	1,533	-	-
3. Treasure Hill Co., Ltd.	1.00	1.00	2,000	2,000	-	-
4. Advantage Footwear Co., Ltd.	0.38	0.38	*1,388	*1,388	-	14
5. Sahapat Properties Co., Ltd.	2.50	2.50	500	500	-	-
6. K. Commercial & Construction Co., Ltd.	2.00	2.00	1,000	1,000	-	-
7. First United Industry Co., Ltd.	1.00	1.00	400	400	-	-
8. Waseda Education (Thailand) Co., Ltd.	4.91	4.91	491	491	-	-
9. Thanara Co., Ltd.	1.67	1.67	1,500	1,500	-	-
10. Dairy Thai Co., Ltd.	3.04	3.04	*5,850	*5,850	-	-
11. United Utility Co., Ltd.	5.71	5.71	20,000	20,000	-	-
12. Nutrition House Co., Ltd.	0.03	0.03	12	12	-	-
13. P A Capital Co., Ltd.	0.02	0.02	3	3	-	-
Total cost			35,677	35,677	-	14
<u>Less</u> Allowance for loss on capital decrease			*(4,847)	*(4,847)		
Non - marketable securities - book value			30,830	30,830		
<u>Add</u> Allowance for investments adjustment			161,182	161,182		
Total non - marketable securities - fair value			192,012	192,012		
Gold Bars 99.99%			2,240	2,240		
Total non - marketable securities - fair value						
(Consolidated and Separate financial statements)			194,252	194,252		

In 2023, the Company has purchased 99.99% of gold bars (1 kilogram) amount of Baht 2,240,240.00.

8. INVESTMENTS IN ASSOCIATE

THOUSAND BAHT

CONSOLIDATED AND THE SEPARATE FINANCIAL STATEMENTS	% Holding		Equity Method		Cost Method	
	March 31, 2024	December 31, 2023	March 31, 2024	December 31, 2023	March 31, 2024	December 31, 2023
Media Intelligence Group Co., Ltd.	30	30	198,468	195,479	6,001	6,001

THOUSAND BAHT

COMPANY	TYPE OF BUSINESS	ISSUED AND PAID - UP SHARE CAPITAL		DIVIDENDS FOR THE THREE-MONTH PERIODS	
		March 31, 2024	December 31, 2023	March 31, 2024	March 31, 2023
Media Intelligence Group Co., Ltd.	Agency or broker advertising	20,000	20,000	-	-

The share of profit from investments for using the equity method which are recorded on the consolidated statements of income for the three-month periods ended March 31, 2024 and 2023, as follows:

THOUSAND BAHT

SHARE OF PROFIT FROM INVESTMENTS FOR USING THE EQUITY METHOD FOR THE THREE-MONTH PERIODS ENDED MARCH 31,	CONSOLIDATED	
	2024	2023
Media Intelligence Group Co., Ltd.	2,930	2,891

Summarized financial information of associate

Financial information of the associate is summarized, as follow:

MILLION BAHT

COMPANY	Total assets		Total liabilities		Profit for the three-month periods	
	March 31, 2024	December 31, 2023	March 31, 2024	December 31, 2023	March 31, 2024	March 31, 2023
Media Intelligence Group Co., Ltd.	1,896.30	2,007.18	1,223.44	1,339.60	9.77	9.64

9. INVESTMENTS IN SUBSIDIARIES

THOUSAND BAHT

PARTICULARS	% Holding		THE SEPARATE FINANCIAL STATEMENTS (Cost Method)	
	March 31, 2024	December 31, 2023	March 31, 2024	December 31, 2023
SPRINGBOARD PLUS COMPANY LIMITED	99.99	99.99	3,385	3,385
INTEGRATED COMMUNICATION COMPANY LIMITED	40.00*	40.00*	1,400	1,400
Total cost			4,785	4,785
<u>Less</u> Allowance for impairment in subsidiary			(3,385)	(3,385)
Total Investments in Subsidiaries - net			1,400	1,400

* The Company has power more than one half of the total voting rights or power to govern the financial and operating policies of subsidiary.

THOUSAND BAHT

COMPANIES	TYPE OF BUSINESS	ISSUED AND PAID - UP SHARE CAPITAL		DIVIDENDS FOR THE THREE-MONTH PERIODS	
		March 31, 2024	December 31, 2023	March 31, 2024	March 31, 2023
SPRINGBOARD PLUS COMPANY LIMITED	Advertising Agency	6,511	6,511	-	-
INTEGRATED COMMUNICATION COMPANY LIMITED	Public Relation	3,500	3,500	-	-
Total				-	-

10. PROPERTY, PLANT AND EQUIPMENT

THOUSAND BAHT

PARTICULARS	CONSOLIDATED	
	March 31, 2024	December 31, 2023
<u>Cost</u>		
Beginning balances	303,031	378,324
Increase during the periods	2,323	4,932
Transferred from right-of-use assets	-	2,546
Disposal/unused	-	(82,771)
Ending balances	305,354	303,031
<u>Accumulated depreciation</u>		
Beginning balances	(115,807)	(183,289)
Depreciation for the periods	(2,405)	(10,449)
Transferred from right-of-use assets	-	(2,546)
Disposal/unused	-	80,477
Ending balances	(118,212)	(115,807)
Net book value	187,142	187,224

THOUSAND BAHT

PARTICULARS	THE SEPARATE FINANCIAL STATEMENTS	
	March 31, 2024	December 31, 2023
<u>Cost</u>		
Beginning balances	289,999	365,462
Increase during the periods	2,143	3,045
Transferred from right-of-use assets	-	2,546
Disposal/unused	-	(81,054)
Ending balances	292,142	289,999
<u>Accumulated depreciation</u>		
Beginning balances	(105,484)	(171,894)
Depreciation for the periods	(2,170)	(9,808)
Transferred from right-of-use assets	-	(2,546)
Disposal/unused	-	78,764
Ending balances	(107,654)	(105,484)
Net book value	184,488	184,515

11. RIGHT-OF-USE ASSETS

The net book value of right-of-use assets related to motor vehicles for the periods of 2-7 years are presented as follows:

THOUSAND BAHT

PARTICULARS	CONSOLIDATED AND THE SEPARATE FINANCIAL STATEMENTS	
	March 31, 2024	December 31, 2023
<u>Cost</u>		
Beginning balances	3,743	7,343
Transferred to equipment	-	(2,546)
Cancel the lease	(1,353)	(1,054)
Ending balances	2,390	3,743
<u>Accumulated depreciation</u>		
Beginning balances	(1,797)	(3,953)
Depreciation for the periods	(182)	(1,444)
Transferred to equipment	-	2,546
Cancel the lease	1,353	1,054
Ending balances	(626)	(1,797)
Net book value	1,764	1,946

13. INCOME TAX

Corporate income taxes of the Company and subsidiaries for the three-month periods ended March 31, 2024 and 2023 were calculated from accounting profit or loss and adjusted with other revenues and some expenses which are exempted from income tax, such as dividend income, or being disallowable expenses in income taxes computation purposes.

The corporate income taxes of the Company and subsidiaries are calculated at the rate of 20 percent.

Income tax (revenues) expenses recognized in statements of income consist:

THOUSAND BAHT

PARTICULARS FOR THE THREE-MONTH PERIODS ENDED MARCH 31,	CONSOLIDATED		THE SEPARATE FINANCIAL STATEMENTS	
	2024	2023	2024	2023
The corporate income tax for the periods	678	462	-	-
Deferred taxes from temporary differences and reversal temporary differences	1,354	(3,365)	1,242	(3,325)
Income tax (revenues) expenses	2,032	(2,903)	1,242	(3,325)

As at March 31, 2024 and December 31, 2023, the deferred tax assets/liabilities arose from the following temporary differences:

THOUSAND BAHT

PARTICULARS	CONSOLIDATED		THE SEPARATE FINANCIAL STATEMENTS	
	March 31, 2024	December 31, 2023	March 31, 2024	December 31, 2023
Accumulated temporary differences in the statements of income				
Allowance for measuring of other current financial assets	(6)	(4)	-	-
Allowance for loss on capital decrease in marketable securities	1,266	1,266	1,266	1,266
Allowance for measuring of marketable securities - Private Fund	(6,358)	785	(6,404)	746
Allowance for loss on capital decrease in non-marketable securities	4,847	4,847	4,847	4,847

PARTICULARS	CONSOLIDATED		THE SEPARATE FINANCIAL STATEMENTS	
	March 31, 2024	December 31, 2023	March 31, 2024	December 31, 2023
Allowance for impairment in non-marketable securities	1,875	1,875	1,875	1,875
Unused tax losses	463	688	463	-
Provision for long-term employee benefits	26,657	26,055	21,742	21,263
Total	28,744	35,512	23,789	29,997
Temporary differences in the statements of comprehensive income - recognized in other components of the shareholders' equity				
Allowance for measuring of marketable securities	(182,069)	(182,433)	(181,841)	(182,185)
Allowance for measuring of non-marketable securities	(163,057)	(163,057)	(163,057)	(163,057)
Loss on re-measurement of defined benefit plans	5,515	7,828	2,668	4,980
Total	(310,867)	(302,150)	(318,441)	(310,265)
Deferred tax liabilities	(62,173)	(60,430)	(63,688)	(62,053)

14. NON - CURRENT PROVISIONS FOR EMPLOYEE BENEFITS

THOUSAND BAHT

PARTICULARS	CONSOLIDATED		THE SEPARATE FINANCIAL STATEMENTS	
	March 31, 2024	December 31, 2023	March 31, 2024	December 31, 2023
<u>Defined benefit obligation</u>				
Beginning balances	33,883	35,959	26,243	28,791
<u>Add</u> Current service cost	393	1,637	307	1,298
Interest cost	208	626	172	493
<u>Less</u> Gain on re-measurement of defined benefit plans	(2,312)	-	(2,312)	-
<u>Less</u> Benefit paid during the periods	-	(4,339)	-	(4,339)
Ending balances	32,172	33,883	24,410	26,243

15. DIVIDEND PAYMENT AND DIRECTORS' REMUNERATION

On April 27, 2023, the resolutions of the Company's Ordinary General Shareholders' Meeting No.29 for the year 2023, approved to pay dividend from the Company's operations for the year 2022 to the shareholders of 7,870,000 shares at Baht 3.50 per share the amount of Baht 27.54 million. The dividend payment to the shareholders was made on May 25, 2023 and approved a resolution to pay directors' remuneration at the maximum of Baht 7 million per year.

16. FINANCIAL INFORMATION BY SEGMENT

The Group has operated only as a domestic advertising agency, therefore, there is no presentation of operating segment.

17. TRANSACTIONS WITH RELATED PARTIES

The Company has certain business transactions with its related parties which are related through, directorship or shareholding or having shareholders or some co-directors. The effects of these transactions were reflected in the accompanying financial statements in normal business and general trading conditions.

RELATED PARTIES	RELATIONSHIP
Associate	See Note 8
Subsidiaries	See Note 9
Related companies	
1. Saha Pathana Inter-Holding Plc.	Shareholders / Co - directors
2. I.C.C. International Plc.	Shareholders / Co - directors
3. Saha Pathanapibul Plc.	Shareholders / Co - directors
4. Lion Corporation (Thailand) Limited	Co - directors
5. Boutique New City Plc.	Co - shareholders
6. Thai President Foods Plc.	Shareholders / Co - directors
7. Ruamissara Co., Ltd.	Co - directors
8. HAKUHODO DY MEDIA PARTNERS INC.	Shareholder in an associate of the Company
9. Future Marketing Communications Group Co., Ltd.	Shareholder in an associate of the Company
10. HAKUHODO (BANGKOK) CO., LTD.	Shareholder in an associate of the Company
11. President Bakery Plc.	Co - Major shareholders
12. Chailadadol Co., Ltd.	Co - directors
13. Data First Co., Ltd.	Co - directors
14. Chokwattana Co., Ltd.	Co - directors
15. Bangkok Athletic Co., Ltd.	Director is relative with director of the the Company
16. Munk Productions Co., Ltd.	Co - directors
17. Saha Lawson Co., Ltd.	Co - directors
18. Sun Vending Technology Plc.	Shareholders / Co - directors
19. Thai Wacoal Plc.	Co - directors
20. Chokchaipibul Co., Ltd.	Co - directors

The significant transactions with related parties are as follows:

THOUSAND BAHT

Transactions in statements of financial position	CONSOLIDATED		THE SEPARATE FINANCIAL STATEMENTS	
	March 31, 2024	December 31, 2023	March 31, 2024	December 31, 2023
<u>Trade accounts receivable</u>				
- Subsidiaries	-	-	49	14,092
- Related companies	78,047	208,221	73,078	189,745
Total	78,047	208,221	73,127	203,837
<u>Other current receivables</u>				
- Subsidiaries	-	-	26	20
- Associate	274	882	274	882
- Related company	520	3,880	520	3,880
Total	794	4,762	820	4,782
<u>Marketable securities-fair value</u>				
- Related companies	329,893	317,852	327,433	315,372
<u>Trade accounts payable</u>				
- Subsidiaries	-	-	2,208	-
- Associate	882	42,905	571	42,594
- Related companies	38,665	34,663	38,665	34,663
Total	39,547	77,568	41,444	77,257
<u>Lease liabilities</u>				
- Related company	1,902	2,076	1,902	2,076
<u>Other non-current liabilities</u>				
- Subsidiaries	-	-	99	99
- Related company	70	70	70	70
Total	70	70	169	169

Transactions in statements of income for the three-month periods ended March 31,	CONSOLIDATED		THE SEPARATE FINANCIAL STATEMENTS	
	2024	2023	2024	2023
<u>Income from services and commissions</u>				
- Subsidiaries	-	-	6	398
- Associate	274	385	274	385
- Related companies	89,660	64,498	78,874	55,076
Total	89,934	64,883	79,154	55,859
<u>Other incomes</u>				
- Subsidiaries	-	-	439	308
- Related companies	702	775	702	775
Total	702	775	1,141	1,083
<u>Cost of services and commissions</u>				
- Subsidiaries	-	-	2,213	-
- Associate	192	244	192	244
- Related companies	13,669	10,244	13,669	9,504
Total	13,861	10,488	16,074	9,748
<u>Finance cost</u>				
- Related company	56	83	56	83

18. COMMITMENT AND CONTINGENT LIABILITIES

18.1 As at March 31, 2024, the Group has contingent liabilities in relation to letters of guarantee issued by commercial banks amounting to approximately amount of Baht 1.84 million. The Group pledged their 3 months and 12 months time deposit as collateral for the letter of guarantee.

18.2 As at March 31, 2024, the Company had overdraft facilities amount of Baht 10 million guaranteed by one director of the Company and person related to such director and letter of guarantee from commercial banks amount of Baht 10 million guaranteed by 3 months and 12 months time deposit.

18.3 As at March 31, 2024, the Company had outstanding forward contract line from a commercial bank of USD 200,000 from the total of USD 200,000 or equivalent.

19. EVENTS AFTER THE REPORTING PERIOD

On April 25, 2024, the Company's Ordinary General Shareholders' Meeting No.30 for the year 2024 was held and approved a resolution to pay dividend for the Company's operations for the year 2023, to the shareholders of 7,870,000 shares at Baht 8.50 per share, amount Baht 66.89 million. The dividend payment date is fixed on May 23, 2024 and approved a resolution to pay directors' remuneration at the maximum of Baht 7 million per year.

20. FINANCIAL STATEMENTS APPROVAL

These interim financial statements were authorized for issuing by the Company's authorized directors on May 13, 2024.