



“AS WE WELCOME THE NEW YEAR,

may the Triple Gem bestow
blessings upon all shareholders
and their families, granting
happiness, prosperity, and good
health in the years ahead.

”

Message from the Chairman

The year 2024 continues to highlight transformative shifts in the Company's distribution channel structure, marked by a steady rise in online platforms and intensifying market competition. Acknowledging these changes, the Company's management has closely monitored market trends and proactively formulated policies and measures to restructure the organization. This ensures readiness to embrace such transformations while exploring new investment opportunities to further enhance the Company's future growth and development.

The management team has convened regular meetings to evaluate strategies aimed at optimizing workforce efficiency and refining the organizational structure to better align with dynamic market conditions. Concurrently, the impact of these structural adjustments on the Company's operations has been closely assessed. Despite market fluctuations leading to a 5.17% decline in revenue in 2024 compared to 2023, the Company successfully achieved a 10.19% increase in profit, a testament to the effectiveness of restructuring policies that have significantly reduced operational costs through enhanced process efficiency.

The Company's steady growth over the decades underscores its strong foundation, with accumulated profits rising consistently to 13,259 million Baht this year, reflecting a 3.98% increase from the

previous year. I wish to acknowledge with gratitude the dedication and collaboration of the Board of Directors, the Executive Committee, and all levels of staff who have collectively driven the Company's continued success.

In addition to our core business achievements, the Company remains deeply committed to social responsibility. In 2024, the Company partnered with Channel 7, Top News, the Royal Thai Armed Forces, and the E-JAN page to provide essential support to flood-affected communities in Northern and Southern Thailand. Contributions included the donation of Company products valued at over 10 million Baht, alleviating hardships faced by those impacted by natural disasters.

As we welcome the New Year, may the Triple Gem bestow blessings upon all shareholders and their families, granting happiness, prosperity, and good health in the years ahead.



(Mr. Boonkiet Chokwatana)

Chairman