

President and Executive Chairman disclosed that Company Performance 2024 ;

Thailand's 2024 economy expanded to grow by 2.7%, improving from 1.9% in 2023. Key drivers included the recovery of tourism, growth in domestic spending, and year-end stimulus measures for vulnerable groups. However, private investment is expected to contract, partly due to policy discontinuity following the government transition, delays in public investments, and structural issues within the manufacturing sector.

In 2024, the global fashion products will face economic difficulties. Changes in technology and consumer behavior towards a new way of doing things, along with leading to a changing market, as well as regulations that will be supervised to create a concrete sustainability for the fashion products. Which is a time when must adjust their business plans in many aspects to create growth amid pressure from increasing competition. The entry of e-commerce platforms from China has had the impact of customer spending changes. However, among the negative factors, there are still positive signs from the government. The Bank has started spending on stimulating the economy and tourism has recovered, the approach to adaptation of the Company is based on the new product management by reducing product stock and focusing on high-profit products. Along with managing internal organizations to reduce internal costs and invest in technology to increase business efficiency, including marketing activities including organizing events and promotions. Stimulate purchasing power.

In 2024, despite facing economic challenges and natural disasters both domestically and internationally, the Company reported a revenue from sales and rendering of services of 8,734.92 million Baht, which represented a 1.22% decrease compared to the same period last year. The EBITDA was recorded at 1,558.28 million Baht. Additionally, the profit attributable to Owners of parent reached 982.95 million Baht, reflecting a 9.92% increase compared to the same period last year.

Fluctuations from Exchange rates have both positive and negative effects on the Thai economy. And it is something that the company as an exporter/importer have to face. Changes in exchange rates will cause the Company's income stream or expenses in baht terms to be uncertain. Which may lead to increased profits or loss, however, exchange rate fluctuations It is something that is difficult to predict. Because various factors affect the trend of exchange rates. Domestic economic fundamentals, monetary and fiscal policies, world economic situation, forecasts and speculation. Political situation in the country and abroad, market psychology and various rumors. Although the Company can't control exchange rate fluctuations, but it can manage exchange rate risk. Using various tools appropriate to prevent risks in advance. Such as entering into foreign exchange contracts in advance, in order to manage the benefits and costs more effectively.

Therefore, the Company was prompt to develop new models of business operation in all dimensions, in response to the market and consumer changes, also to form a commercial alliance both with the trade partners in the large digital market place and the Platform Ecommerce Service Providers. In addition, we also connected the electronic payment system with the financial, logistics and warehouse service providers, aiming to build the automatic system, developed the data scientist team to study the consumption behavior that changed all the time, facilitated rapidity and precision in goods management, communication, as well as to respond to our customers

from manufacturers, distributors, online and offline trade partners. Including setting up new work procedures which are creative, innovative, attractive and impressive to the customers, jointly linked to the supply chains from designers, manufacturers, distributors and trade partners, networks as well as other services rendering.

The Company kept focusing on strengthening the quality of the in-depth access to customer needs and restructuring the Supply Chain to achieve lowest cost possible to gain competitive advantage. The Company also focused on organization restructuring to be more agile, effective and quick to meet customer needs; so that the sustainable competitive advantage could be achieved. In addition, we determined to advance our organization with Good Governance, to make the business grow continuously, to provide great and sustainable benefits for all stakeholders, and to strengthen the balance in all three dimensions: economic, social and environmental, together with the expansion of new businesses and the continuity of personnel development under the principles of Good Governance.