

ADD Pieces Together SECURITY – LOYALTY Services, Targeting Bank and Department Store Customers
Board Approves Q1/2024 Dividend of THB 0.17 Per Share, XD Date Set for 23 May

Bangkok – AddTech Hub Public Company Limited ("ADD") continues to provide digital content and digital solution services through business collaborations to develop new solutions. It is also developing SECURITY – LOYALTY solutions to target bank and department store customers. ADD reported Q1/2024 service revenue of THB 79 million, an increase of 21.91%, while profit attributable to the parent company's shareholders was THB 6.63 million. The Board has approved an interim dividend for Q1/2024 at THB 0.17 per share, with the XD date on 23 May and dividend payment on 7 June 2024.

Mr. Sompoch Tanutantivong, Chief Financial Officer of AddTech Hub Public Company Limited (ADD), a service provider of digital content and digital solutions, revealed that the growth trend in the digital business continues due to increased consumer usage. This aligns with economic stimulus policies, especially the promotion of spending through digital platforms, which boosts demand for new applications and solutions.

For ADD's business expansion plan for the remaining quarters of 2024, the Company will continue to provide digital content and digital solutions through business collaborations with partners to expand and develop new solutions. This aims to enhance service capabilities, such as mobile payment systems and online transaction security systems.

Additionally, the Company is collaborating with Hyweb Technology (Thailand) Company Limited ("HWTHAI"), an ADD subsidiary, to further develop SECURITY and LOYALTY digital solutions. This follows their success in providing customer relationship management (CRM) systems to leading financial institutions and expanding services to major department stores in Thailand. This strategic business extension plan for the group is expected to continuously generate revenue growth for the Company in the future.

Meanwhile, the Company also plans to develop the growth potential of its associated companies that it has invested in, such as Seven Connect Advisory Company Limited ("7C"), Orisma Company Limited (OMH), and GTI Corporation Company Limited ("GTI"), with a plan to list these companies on the stock exchange. Initially, it is expected that at least one company will be able to list on the stock exchange in early 2025 to strengthen the potential and stability of each business for sustainable growth in the future.



Mr. Sompoch, CFO of ADD, also stated regarding the Q1/2024 performance that service revenue for Q1/2024 was THB 79 million, an increase of 21.91% compared to the same period of last year. Gross profit reached THB 22.43 million, an increase of THB 8.65 million or 62.81%. Profit attributable to the parent company's shareholders for Q1/2024 was THB 6.63 million, an increase compared to the same period of last year. This growth reflects a gradual recovery after the merger of mobile operators (TRUE-DTAC) was completed, resulting in more efficient service benefits for users. ADD benefited from the resumption of marketing activities and the launch of new packages that significantly meet increased digital demands.

Due to the overall improved performance, the Board of Directors resolved to pay an interim dividend for Q1/2024 at a rate of THB 0.17 per share. The XD date is set for 23 May 2024, the record date for eligible shareholders is 24 May 2024, and the dividend payment date is 7 June 2024.

"In the first quarter, ADD's group service revenue was divided into three segments:

1. Digital Content Services generated THB 59.26 million, an increase of 9.22% due to increased user engagement from expanded marketing activities by mobile operators compared to the same period of last year. Gross profit was THB 14.85 million, up 5.78%, with a gross profit margin of 25.05%, a slight decrease from 25.87% in Q1/2023.

2. Digital Solution Services generated THB 19.59 million, a significant increase of 91.55% due to a continuous rise in users from increased marketing activities by mobile operators compared to the same period of last year. Gross profit was THB 8.36 million, an impressive increase of 5030.43%, with a gross profit margin of 42.69%, a substantial increase from 1.59% in Q1/2023.

3. Advertising Services generated THB 0.15 million, a decrease of 52.56% from the same period of last year, and incurred a gross loss of THB 0.78 million, primarily due to fixed employee-related costs."



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