

ADD sends positive signals for "Digital Content – SECURITY Solutions" On Mobile.

bustling at the end of the year

Reflecting economic stimulus measures and tourism growth

Bangkok – AddTech Hub Public Company Limited ("ADD") is seeing a surge in its digital content and digital solution businesses, particularly in security, as the last quarter of 2024 heats up. This is driven by economic stimulus measures and a booming tourism sector, prompting mobile operators to launch aggressive campaigns supporting "On Mobile" application usage to meet consumer demand.

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 overall "On Mobile" platform industry is expected to be much more active in the final quarter of 2024 compared to earlier in the year. This is a result of economic stimulus measures, especially the THB 10,000 Digital Wallet project, which is leading to a recovery in the business and consumer sectors. Coupled with a more vibrant tourism sector, the Company has positively benefited from marketing activities and the introduction of new mobile subscription packages that significantly meet the increasing demand for digital services.

Regarding digital solution services in security, which involve developing Mobile Cyber Security systems, the Company is continuously developing new systems. This is because the number of users conducting online transactions via mobile phones is rapidly increasing. Therefore, the Group prioritizes helping to verify consumers' online transactions, which indicates a growing trend for developing digital security solutions.

These factors reflect growth opportunities for both the digital content and digital solution businesses, as all industries currently utilize "On Mobile" platforms to facilitate convenience for consumers. To reach more consumers, mobile operators must accelerate the development of systems and applications to support their services. ADD is well-equipped to develop comprehensive digital content and digital solution platforms across all dimensions, expanding channels for continuous new service offerings through various media platforms. This aligns with ADD's vision of creating technology to enhance a secure and sustainable quality of life.

"In this year's final quarter, mobile operators are likely to continue launching new marketing campaigns to better meet customer needs. The recovery of economic activity, consumption, and domestic tourism will drive increased usage of applications, entertainment media and online transactions," Mr. Sompoch concluded.

\*\*\*\*\*



Press release published by: Media Planner Consultant Co., Ltd.

On behalf of AddTech Hub Public Company Limited (ADD): For more information, please contact Natthita Nakkrabandit (Joy) 094-424-5616, Kesuda Ritthimas (Eew) 089-692-6137