



ADDTECH HUB PLC

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ADD distributes a dividend of THB 0.06, with the XD date on 26 August 2025.

First-half profits show 32.05% year-over-year growth.

Benefits from surge in digital solution usage - Music Monetization also supports.

Bangkok – AddTech Hub Public Company Limited (“ADD”) announced an interim dividend payment of THB 0.06 per share, with the XD date set for 26 August 2025, and dividend payment scheduled on 9 September 2025. The announcement follows the Company’s strong performance in 1H2025, reporting an operating profit of THB 32.22 million, up 32.05% YoY, and service revenue of THB 190.95 million, growing 22.63% YoY, driven by surging demand for digital solutions and the first-time recognition of revenue from its Music Monetization service.

Mr. Sompoch Tanutantivong, Chief Financial Officer of AddTech Hub Public Company Limited (ADD), a provider of digital content and digital solution services, revealed that the Board of Directors resolved to approve the interim dividend payment for Q2/2025 performance at the rate of THB 0.06 per share. The record date is 27 August 2025, and the XD date is 26 August 2025, with payment on 9 September 2025.

In 1H2025, despite pressure from weakened consumer confidence and global economic uncertainty, the Company continued to adjust its internal strategies alongside cost management, enabling it to achieve positive results. For the first six months of 2025, ADD posted an operating profit of THB 32.22 million, up 32.05% YoY, and total service revenue of THB 190.95 million, up THB 35.23 million or 22.63% YoY.

For Q2/2025, the Company recorded total service revenue of THB 104.73 million, up THB 28.02 million or 36.52% YoY, and an operating profit of THB 15.89 million, up 36.77% YoY. The growth reflects recovery in the mobile telecommunications sector, where reduced competition among fewer players led to improved efficiency in customer services. At the same time, the Company fully recognized revenue from its Music Monetization business during the quarter.

Revenue breakdown by business segment:

Digital Content Services: Q2/2025 revenue of THB 30.42 million, up 15.59% YoY; 1H2025 revenue of THB 55.51 million, up 2.90% YoY, supported by contributions from Music Monetization.

Digital Solution Services: Q2/2025 revenue of THB 31.64 million, up 29.33% YoY; 1H2025 revenue of THB 63.89 million, up 45.02% YoY, thanks to higher usage and spending via systems provided to mobile operator clients.

Digital Marketing Services: Q2/2025 revenue of THB 42.66 million, up 64.58% YoY; 1H2025 revenue of THB 71.55 million, up 23.97% YoY, boosted by revenue recognition from Music Monetization.



Looking ahead to 2H2025, Mr. Sompoch noted that the Company will continue to focus on its three core business units (BUs): Digital Content Services, Digital Solution Services, and Digital Marketing Services, with additional support from the Music Monetization business which became a new revenue stream following investments in GLORY and OCEAN. This business is expected to play a key role in driving ADD's growth and supporting a successful turnaround for full-year 2025 as planned.
