



ADDTECH HUB PLC (“ADD”)

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ADD is accelerating its offensive strategy, launching joint projects with operators in H2; it is poised to benefit from providing reality TV voting systems.



Bangkok – AddTech Hub PLC (“ADD”) accelerates business strategies for the second half of 2026, the Company is moving full steam ahead to focus on its core business. By aggressively developing support systems and specialized applications in collaboration with mobile network operators, the Company is poised to secure a long-term stable income via revenue-sharing models. Most recently, it is set to benefit from providing voting system services for reality television programs.

Mr. Sompoch Tanutantivong, Chief Financial Officer of AddTech Hub Public Company Limited (ADD)—a provider of digital content and digital solution services—revealed the business direction for H2 2026. He stated that the Company is fully dedicated to driving organic growth by prioritizing its core businesses, which encompass digital content, digital solution, and digital marketing.

In particular, the Company will continuously develop support systems for mobile network operators. This includes developing specialized applications for niche user groups and launching new collaborative projects with operators. These initiatives will enable the Company to generate steady recurring income through a sustainable, long-term revenue-sharing model.



"The Company continues to provide support systems for various marketing campaigns. This includes developing voting systems for nationwide talent contests, competitions, and major projects, allowing us to earn revenue sharing based on actual system usage. This strongly underscores and demonstrates our core expertise in delivering digital content and digital solutions to the country's top-tier mobile operators," Mr. Sompoch added.

In closing, Mr. Sompoch stated that following the business restructuring—which marks a return to focusing heavily on its core business—the Company will be able to mitigate risks arising from economic volatility and the impacts of external investments. Moving forward, this strategic shift will help the Company restore a stronger financial structure, optimize cost management, and ultimately drive stable growth across its 2026 financial statements, while leaving it well-positioned to continuously capture new system development opportunities in the future.



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