



(Translate)

NO. 017 / 2025

14 August 2025

Subject : Management discussion and analysis of the company performance
for the Quarter 2 Year 2025

Attention : Managing Director , The Stock Exchange of Thailand

Enclosure : One Copy of Financial Statement for the three-month ended June 30, 2025

Saha Pathanapibul Public Company Limited would like to notify for the operation results of the company for the three-month period ended June 30,2025, the Company and subsidiaries had net profit of 827.91 million baht, compared to 1,049.62 million baht with the same period of the previous year, representing a decrease of 221.71 million baht or 21.12 %. The main reason for the decrease in net profit was the increase in promotion expenses. The details of the analysis are as follows :

1.Total Revenue

In the Quarter 2 of the Year 2025, the Company and subsidiaries had total revenue amount of 10,750.28 million baht, an increased of 95.29 million baht or 0.89 %. Compared to the same period of the previous year, This was mainly due to an increase in sales revenue, while dividend income decreased by 177.68 million baht due to receiving stock dividends instead of cash. Additionally, the Company recognized a gain on the sale of assets amounting to 109.79 million baht.

The company has set clear sales targets to establish direction and motivate the organization. Continuous development of sales and marketing strategies such as launching new products, expanding the customer base, and enhancing online distribution channels. However, sales growth has remained low due to a sluggish economy, economic uncertainty, and unrest in border areas , all of which have affected consumer's livelihood and, the company's sales performance.

2.Selling and distribution expenses and administrative expenses

The company and subsidiaries had total Selling and distribution expenses and administrative expenses amount of 1,144.11 million baht, an increase of 90.19 million baht or 8.56 % ,compared to the same period of the previous year. The main contributor to this increase was promotional expenses, which are a key strategy to stimulate sales, support market expansion, and improve customer reach in a highly competitive market environment.

Yours sincerely,

(Mr.Vathit Chokwatana, Mrs.Chailada Tantivejakul)

Director