

2Q25: Management Discussion and Analysis

Business overview

In 2Q25, Samart Digital PLC. (SDC) reported total consolidated revenue in an amount of Baht 141 million, increased by Baht 30 million or 26.4% YoY, which was primarily due to the revenue from trading business and the revenue from airtime service increased by Baht 15 million and Baht 14 million, respectively. Compared to 1Q25, total revenue was mostly equal to the last quarter.

The Company reported operating profit of Baht 38 million, increased by Baht 23 Million or 150.0% YoY, which mainly from the higher profit margin of airtime service. However, compared to 1Q25, an operating profit decreased by Baht 7 Million or 15.4% QoQ.

The Company reported the consolidated net profit attributable to equity holders of the Company of Baht 15 million, a significant improvement from net loss attributable to equity holders of the Company of Baht 18 million in 2Q24. This was primarily due to the higher profit margin from airtime services, along with the lower interest expense. Compared to 1Q25, the consolidated net profit attributable to equity holders of the Company decreased by Baht 4 million or 21.1% QoQ.

Financial highlights

Revenue breakdown

in Million Baht

Business Unit	2/25	2/24	%YoY	1/25	%QoQ
Digital Network	119	85	38.7%	112	5.9%
Digital Content	22	24	(6.4%)	28	(20.5%)
Total revenue*	141	109	28.9%	140	0.6%

* Total Revenue (sales, service revenue and revenue from contract work)

Revenue

Digital Network Business: This quarter, the revenue of digital network business reported of Baht 119 million, which represented 84.2% of total revenue. The revenue increased by Baht 34 million or 38.7% YoY, and increased by Baht 7 million or 5.9% QoQ.

Digital Content business: This quarter, the revenue of digital content business reported of Baht 22 million, which represented 15.8% of total revenue. The revenue decreased by Baht 2 million or 6.4% YoY, and decreased by Baht 6 million or 20.5% QoQ.

Gross profit

In 2Q25, gross profit reported of Baht 53 million, increased by Baht 23 million or 73.7% YoY, which was mainly from higher profit margin of airtime service. However, compared to 1Q25, gross profit decreased by Baht 5 million or 9.3% QoQ.

In 2Q25, gross profit margin was 37.9%, increased by 9.7% from 28.2% in 2Q24, but the gross profit margin decreased by 4.1% from 42.1% in 1Q25.

S&A and other expenses

In 2Q25, selling and administrative expenses including other expenses reported of Baht 16 million, decreased by Baht 2 million or 13.1% YoY, but increased by Baht 1 million or 7.5% QoQ.

Financial costs

In 2Q25, financial costs reported of Baht 25 million, decreased by Baht 10 million or 28.3% YoY, and decreased by Baht 1 million or 3.3% QoQ.

Net Profit

In 2Q25, the consolidated net profit attributable to equity holders of the Company of Baht 15 million, a significant improvement from net loss attributable to equity holders of the Company of Baht 18 million in 2Q24. This was primarily due to the higher profit margin from airtime services, along with the lower selling interest expense. Compared to 1Q25, the consolidated net profit attributable to equity holders of the Company decreased by Baht 4 million or 21.1% QoQ.

Financial position

As at June 30, 2025, SDC reported total assets at Baht 3,149 million, decreased by Baht 43 million or 1.4% compared with December 31, 2024, mainly resulted from equipment decreased by Baht 81 million, and cash and cash equivalents decreased by Baht 78 million. While the trade and other receivables increased by Baht 126 million.

The Company reported total liabilities at Baht 2,809 million, decreased by Baht 77 million or 2.7% compared with December 31, 2024, mainly resulted from current portion of long-term loans from financial institutions decreased by Baht 116 million and bank overdrafts and short-term loans from banks decreased by Baht 19 million. While short-term loans increased by Baht 60 million.

Total shareholders' equity was Baht 340 million, increased by Baht 33 million or 10.9% compared with December 31, 2024.