

No. MVP100/2023

November 14, 2023

Subject: Management Discussion and Analysis for the quarter 3rd ended September 30, 2023

To: President and Manager
The Stock Exchange of Thailand

We would like to submit the description and analysis of the operational performance of the management for the third quarter ending on September 30, 2023. This report includes the financial accounts of M Vision Company Limited (Public Company) ("the Company") and its subsidiaries. For subsidiaries with no significant operational impact, only the financial statements related to the core business are presented.

Overview of Q3/2023:

During the 3rd quarter of 2566, the Company prepared for major events scheduled for the 4th quarter of this year. These events include the mobile events (Thailand Mobile EXPO), the electrical vehicles and alternative panel (Bangkok EV EXPO), at the Queen Sirikit National Convention Center be held during October 26 – 29, 2023 and the boat and water toys events (Thailand BOAT EXPO) at Phuket, be held during November 14 – 19, 2023, including preparing caravans for using in various music festivals and sport events.



However, for the financial statements of the 3rd quarter for the 9 months period ended on September 30, 2023, the Company incurred a loss of million 71.0 Baht. This loss primarily stems from recording provisions for losses in accordance with accounting standards for receivables. The setup of the allowance for expected credit loss is done prudently and cautiously to reflect the potential of

customer debt repayments most accurately. The Company has assisted customers impacted by the COVID-19 situation by extending and postponing debt repayments. The Company is confident in its ability to track customer repayments accurately because the digital asset business is currently in a testing phase and structures for sales in the secondary market in the country with ICO Portal and advisory whom certified by the Securities and Exchange Commission (SEC) to ensure ease of use, flexibility and most importantly, being clear price references. These initiatives are still underway and are expected to be completed next year, which will allow the reversal of allowance and provide a long-term solution in the allowance issues of the Company's digital asset business, permanently.

Operating Results Overview


An overview of the operating results in the Company's separate financial statements for the three-months period ended September 30, 2023 is as follows.

(Unit: Million Baht)

Operating Segment	Revenue		Cost		Gross profit		Increase (Decrease)
	Y2023	Y2022	Y2023	Y2022	Y2023	Y2022	
1. Technology and events business	44.4	35.6	41.5	23.4	2.9	12.2	(9.3)
2. Advertising and agency business	28.0	5.7	11.7	1.4	16.3	4.3	12.0
3. Commercial business	0.7	9.6	2.7	9.5	(2.0)	0.1	(2.1)
Total	73.1	50.9	55.9	34.3	17.2	16.6	0.6
Increase (%)	43.6%		63.0%		3.6%		

An overview of the operating results in the Company's separate financial statements for the six-month period ended September 30, 2023 is as follows.

(Unit : Million Baht)

Operating Segment	Revenue		Cost		Gross profit		Increase (Decrease)
	Y2023	Y2022	Y2023	Y2022	Y2023	Y2022	
1. Technology and events business	158.3	153.0	135.1	101.0	23.2	52.0	(28.8)
2. Advertising and agency business	52.2	26.6	21.6	3.8	30.6	22.8	7.8
3. Commercial business	21.3	11.4	18.5	11.3	2.8	0.1	2.7
Total	231.8	191.0	175.2	116.1	56.6	74.9	(18.3)
Increase (%)	21.4%		51.0%		(24.4)%		

For the three-months period ended September 30, 2023, the total revenue amounted to Baht 73.1 million, with gross profit of Baht 17.2 million, primarily, the revenue was generated from the marketing of health drinks and energy drinks under the brand "HIGHKICK," totaling Baht 20.0 million, Income from the Bitcoin business contributed Baht 10.9 million, and revenue from advertising and public relations amounted to Baht 15.5 million.

The Company efficiently managed costs, leading to an increase in the gross profit by Baht 0.7 million, representing 4.1% of the gross profit in the same period of the previous year.

Net Profit

Net profit

The net loss for the three-month period ended September 30, 2023, was Baht 83.4 million, an increase from the same period of the previous year when the loss was Baht 65.2 million. The majority of the loss is attributed to the allowance for expected credit loss in accordance with accounting standards for receivables.

Litigation

On September 21, 2018, the Company was sued for the restitution of property and damage compensation regarding the non-compliance with the memorandum in the amount of Baht 9.2 million. On March 30, 2021, the Civil Court sentenced 1) the Company takes in return of goods sold and the Company make a payment for goods to the plaintiff in the amount of Baht 6.2 million with interest at the rate of 7.5% per annum from the date of the lawsuit and 2) the plaintiff makes a payment for goods to the Company in the amount of Baht 0.3 million with interest at the rate of 7.5% per annum from the date of counterclaimed.

On August 25, 2022, the Court of Appeal read the verdict that judge the plaintiff to pay the Company in the amounts of Baht 97.9 million with the interest at the rate 7.5% per annum of the principal from the date of the counterclaim (December 13, 2018) onwards until April 10, 2021, with the interest rate of 5% per annum from April 11, 2021, onwards until the payment is completed to the Company.

On October 25, 2022, the plaintiff filed a petition and a request for permission to petition the court. In which the Company filed an objection to the request for permission to petition on December 23, 2022. According to the opinion of the Company's management and legal team, we are of the opinion that there is still discrepancy between the consignment contract and the consignment contract. The management and the legal team have assessed that the Company is not at fault and that the company will prevail. Litigation lawsuits and the Company will receive payment for goods and damages according to the verdict of the Court of Appeal.

On October 20, 2023, the Company filed a counterclaim and objections to the request for judicial enforcement.

Executive Views for Forward Looking in the year 2024

The Company believes that the economy will rebound, and there will be an increase in various events. The Company is committed to its core business of organizing mobile phone event (Thailand Mobile EXPO). Additionally, the Company is consistently expanding its business. The Company has held two major events this year: the electrical vehicles and alternative panel (Bangkok EV EXPO), which has received excellent responses and demonstrated clear growth in each event, despite being in its first year. And another new event is the boat and water toys events (Thailand Boat EXPO), held in Phuket, which has received positive feedback from both the government and private sectors. Given that Andaman and Phuket are already globally renowned for their seas and boats, the Company is determined and confident that it can make this event be a world-class within 3 years.

Please be informed accordingly,

Yours sincerely,



Mr.Opas Cherdphan
Chief Executive Officer
M Vision Public Company Limited