

1Q25: Management Discussion and Analysis

Business overview

In 1Q25, Samart Digital PLC. (SDC) reported total consolidated revenue in an amount of Baht 141 million, decreased by Baht 50 million or 26.0% YoY, which was primarily due to the revenue from trading business decreased by Baht 78 million. However the revenue from airtime service and the revenue from I-Sport business increased by Baht 20 million and Baht 8 million, respectively. Compared to 4Q24, total revenue decreased by Baht 44 million or 23.6% QoQ, mainly due to the decline in revenue of trading business.

The Company reported operating profit of Baht 45 million, increased by Baht 29 Million or 184.6% YoY, which mainly from the higher profit margin of airtime service. Compared to 4Q24, an operating profit increased by Baht 4 Million or 10.9% QoQ, mainly due to the reduction in selling and administrative expenses.

The Company reported the consolidated net profit attributable to equity holders of the Company of Baht 19 million, a significant improvement from net loss attributable to equity holders of the Company of Baht 18 million in 1Q24. This was primarily due to higher profit margin from airtime services, along with lower selling and administrative expenses and interest expense.

Compared to 4Q24, the consolidated net profit attributable to equity holders of the Company increased by Baht 5 million or 30.7% QoQ, mainly due to the reduction in selling and administrative expenses and interest expense.

Financial highlights

Revenue breakdown			in Million Baht		
Business Unit	1/25	1/24	%YoY	4/24	%QoQ
Digital Network	112	170	(34.1%)	164	(31.7%)
Digital Content	28	20	40.0%	21	33.3%
Total revenue*	140	190	(26.3%)	185	(24.3%)

* 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 112 million, which represented 80.0% of total revenue. The revenue decreased by Baht 58 million or 34.1% YoY, and decreased by Baht 52 million or 31.7% QoQ, primarily due to a decrease in revenue from the trading business.

Digital Content business: This quarter, the revenue of digital content business reported of Baht 28 million, which represented 20.0% of total revenue. The revenue increased by Baht 8 million or 40.0% YoY, and increased by Baht 7 million or 33.3% QoQ, primarily due to an increase in revenue from I-Sport business.

Gross profit

In 1Q25, gross profit reported of Baht 59 million, increased by Baht 28 million or 90.9% YoY. which was mainly from higher profit margin of airtime service. Compared to 4Q24, gross profit increased by Baht 0.4 million or 0.7% QoQ.

The gross profit margin was 42.0%, increasing by 25.7% from 16.3% in 1Q24 and increasing by 10.3% from 31.6% in 4Q24.

S&A and other expenses

In 1Q25, selling and administrative expenses including other expenses reported of Baht 15 million, decreased by Baht 2 million or 9.5% YoY, and decreased by Baht 3 million or 18.0% QoQ.

Financial costs

In 1Q25, financial costs reported of Baht 26 million, decreased by Baht 9 million or 25.9% YoY, and decreased by Baht 2 million or 8.8% QoQ.

Net Profit

In 1Q25, the consolidated net profit attributable to equity holders of the Company of Baht 19 million, a significant improvement from net loss attributable to equity holders of the Company of Baht 18 million in 1Q24. This was primarily due to higher profit margin from airtime services, along with lower selling and administrative expenses and interest expense.

Compared to 4Q24, the consolidated net profit attributable to equity holders of the Company increased by Baht 5 million or 30.7% QoQ, mainly due to the reduction in selling and administrative expenses and interest expense.

Financial position

As at March 31, 2025, SDC reported total assets at Baht 3,130 million, decreased by Baht 63 million or 2.0% compared with December 31, 2024, mainly resulted from cash and cash equivalents decreased by Baht 72 million and equipment decreased by Baht 41 million, while the trade and other receivables increased by Baht 55 million.

The Company reported total liabilities at Baht 2,804 million, decreased by Baht 82 million or 2.8% compared with December 31, 2024, mainly resulted from current portion of long-term loans from financial institutions decreased by Baht 58 million and trade and other payables decreased by Baht 20 million.

Total shareholders' equity was Baht 326 million, increased by Baht 19 million or 6.2% compared with December 31, 2024.