Quarterly update in second quarter of 2026

JUMP+ Plan

Year 2026 - 2028

ARIP PUBLIC COMPANY LIMITED

(ARIP)

at 30 June 2026

This report was disseminated on 26/08/2026

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JUMP+

ARIP PUBLIC COMPANY LIMITED

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Services

CG Report :

SET ESG Ratings: -

Anti-Corruption Certification (CAC): -

Business Type

The core businesses can be divided into 3 categories as follow: 1)Printed Media and Content 2)Exposition, Event and Integrated Marketing Communication 3)Digital Services

Financial Statement

Year	2025	2024	2023	2022
Income Statement (MB)				
Revenues	258.03	216.19	246.99	226.54
Expenses	245.45	208.21	232.79	212.21
Net Profit	11.17	8.30	12.62	12.10
Balance Sheet (MB)				
Assets	279.95	274.13	276.95	269.34
Liabilities	50.33	47.81	48.85	43.83
Shareholders' Equity	229.61	226.32	228.11	225.51
Cash Flow (MB)				
Operating	25.17	15.72	23.11	33.49
Investing	6.14	-22.24	3.87	-32.87
Financing	-8.51	-10.15	-10.15	-0.43
Financial Ratio				
EPS (Baht)	0.02	0.02	0.03	0.03
GP Margin (%)	24.61	28.65	26.45	26.35
NP Margin (%)	4.33	3.84	5.11	5.34
D/E Ratio (Times)	0.22	0.21	0.21	0.19
ROE (%)	4.90	3.65	5.56	5.52
ROA (%)	4.54	2.90	5.20	5.44

JUMP+ Plan

Business Plan

Target in 2028

Net Profit	**20.22** Million Baht

Strategic Plan	Growth	Profitability & Efficiency	Stability
1. Strategic Plan : Elevating Quality Growth & Systemic Margin	✓	✓	

Governance Plan

1. Enhancing anti-corruption and fraud prevention efforts
2. Enhancing whistleblowing mechanisms
3. Strengthening emerging risk oversight practices

Climate Action Plan

1. Greenhouse gas inventory (GHG) plan

Quarterly update

Section 1

Business Plan

Quarterly update : Section 1 Business Plan

Target in 2028

Title	Target	Actual Result	
	2028	2025	6M/2026
Net Profit (Million Baht)	20.22	11.17	3.08

The Company has set a net profit target of 20.22 million Baht by 2028, up from 8.30 million Baht in 2024, reflecting significant recovery and growth over the next three years. This plan aims to elevate the gross profit margin from 25% to 29% and the net profit margin from 4% to 7% by 2028, achieved through systematic operational efficiency enhancements and strategic revenue management.

This growth plan is driven by transforming customer databases into commercial intelligence assets to develop high-value-added products, enhancing overall operational efficiency through Business Process Optimization, coupled with personnel skill development and the refinement of Key Performance Indicator (KPI) systems to focus on profitability. The Company aims to restructure its revenue streams to be of higher quality, more continuous, and more predictable, while creating operating efficiency to achieve exponential profit growth through efficient cost structure control, leading to margin expansion and sustainable long-term growth.

Progress description

Net profit for the first 6 months of 2026 stood at 3.08 million Baht, below the targeted trajectory. This shortfall was primarily due to a number of projected projects, both government and private sector, that did not materialize or close as planned, impacting revenue during the first half of the year.The Company plans to accelerate recovery in the second half of the year, though it may not fully reach the original target.

Growth plan/Increase business value

Strategic Plan : Elevating Quality Growth & Systemic Margin

Sustainable growth over the next three years will be driven by the establishment of a comprehensive 'Strategic Business Engine.' Under the concept of data-driven business operations, we aim to build a centralized strategic data foundation covering both Audience and Client segments. This will elevate our data into Commercial Intelligence, serving as the core mechanism for business decision-making to achieve stable and consistent profitability by focusing on optimization across four key pillars.

Pillar 1: Data & AI-Driven Product Development

Analyze existing customers and partner behavioral data using AI technology to design high value-added products and services that precisely meet customer needs. This focus on creating differentiated and unique offerings aims to minimize marketing trial-and-error costs while effectively maximizing Gross Profit Margin.

Pillar 2: Sales Process Optimization via CRM

Enhance and govern the sales process through CRM systems to systematically track and analyze sales team performance from high-quality lead scoring to final conversion. This initiative aims to reduce the cost per sale and prioritize generating high-quality revenue with maximum profitability from every transaction.

Pillar 3: Business Process Optimization (BPO)

Streamline operations and increase agility by implementing technologies such as E-signatures, Task Management, and automated data processing. By eliminating non-value-added steps and maintaining stable operating costs, the organization will achieve an elevated level of operational efficiency, allowing for increased workload capacity without a proportional increase in administrative overhead.

Pillar 4: Human Capital Empowerment & Outcome-Based Performance Realignment

Empower the workforce with strategic thinking and data literacy skills, while realigning the performance management system (KPIs) to focus on 'outcomes and resource efficiency.' This will foster a high-performance corporate culture that prioritizes smart productivity and cost-effectiveness at every stage of operation.

Through these strategic initiatives, the Company is committed to enhancing revenue quality, expanding profit margins, and building a stable, long-term profit structure. Additionally, by transitioning to a Data-Driven Model powered by deep customer insights and systemic efficiency, we will create sustainable value and remain resilient against future capital market fluctuations.

Targets

- **Corporate Financial Targets**

Title	Target			Actual Result	
	2026	2027	2028	2025	6M/2026
Gross Profit Margin (%)	28	28.50	29	24.61	30.10
Net Profit Margin (%)	5	6	7	4.33	2.98

Strategic Initiative

Strategic Initiative 1 : Consolidate and organize audience data across all media channels into a unified structure. This serves as a strategic guideline for analyzing customer behavior and designing products or services that precisely meet market demands, focusing on high-quality revenue and Gross Profit Margin enhancement.

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Organize the audience database to ensure that it is immediately in a format that is ready to use • Apply data insights to service packages to ensure that we are meeting our potential customers' needs • Reduced data consolidation redundancy	Currently developing and organizing the customer audience database into a ready-to-use format, while beginning to explore how these insights can be applied to design service packages that meet target customer needs, alongside efforts to reduce redundancy in data consolidation. We have also started exploring Local AI options to enhance data security.

Strategic Initiative 2 : Implement a CRM system to organize sales workflows, ensuring accurate tracking and prioritizing high-potential leads to improve the win rate of profitable deals.

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Utilize a standardized sales tracking system • The sales team has analyzed the current customer base in a holistic way • Increase consistency and continuity in following up with customers to minimize lost opportunities	Currently implementing a sales tracking system, while increasing consistency and continuity in customer follow-up through third-party software.

Strategic Initiative 3 : Enhance workforce capabilities to be ready for the digital era, while improving performance measurement systems that focus on the value of outcomes. This aims to build an organizational culture that prioritizes maximum efficiency and the effective use of resources.

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Full E-signature implementation • Streamlined task management for improved productivity • Clear SOPs to minimize errors	Has subscribed to software to support task management tools aimed at reducing duplicated work, and is currently onboarding. We are also in the process of clarifying and refining our SOPs to minimize errors.

Strategic Initiative 4 : Empower the workforce with strategic thinking and data literacy skills, while realigning the performance management system to focus on 'outcomes and resource efficiency' to foster a high-performance corporate culture.

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Setting and implementing outcome-based KPIs for all projects • Equipping and upskilling our workforce in terms of Digital & Data tools • Increase resource efficiency awareness	Continuously discussing and developing new organizational structures, and have organized internal meetings to communicate these directions to the whole team.

Quarterly update

Section 2

Governance Plan

Quarterly update : Section 2 Governance Plan

Accountability and Transparency Governance

Enhancing anti-corruption and fraud prevention efforts

This initiative aims to enhance the Company’s governance and transparency standards in a systematic, auditable manner aligned with external standards (CAC). It seeks to mitigate legal and reputational risks, strengthen investor and partner confidence, and foster a culture of integrity and transparency to support sustainable long-term growth.

Targets

Title	Target			Actual Result	
	2026	2027	2028	Before Project Participation	6M/2026
The company has established an anti-corruption policy and practices.	In Progress	In Progress	Success	In Progress	In Progress
An anti-corruption and anti-bribery policy has been developed to comprehensively cover the organization's business operations,formally approved by the Board of Directors,and supported by clear and practical implementation guidelines	Success	Success	Success	In Progress	Success
The company conducts regular monitoring and evaluation of compliance with its anti-corruption and anti-bribery policy and procedures. Audit results are reported by internal auditors to the Board of Directors at least annually. In the event of any violations,corrective actions and preventive measures are clearly defined to prevent recurrence	In Progress	In Progress	Success	In Progress	In Progress
The company conducts an annual review of its anti-corruption and anti-bribery policy and practices with the Board of Directors	In Progress	In Progress	Success	In Progress	In Progress
Achieve CAC certification from the Thai Institute of Directors (Thai IOD)	In the process of applying for certification.	In the process of applying for certification.	Certified	Signatory	Not Started
Strengthening Anti-Corruption Awareness through Training and Assessment	In Progress	In Progress	Success	-	Not Started

Strategic Initiative

Strategic Initiative 1 : Review and enhancement of the anti-fraud and anti-corruption policy, along with evaluation of policy compliance performance.

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Review and enhance the Company's existing anti-fraud and anti-corruption policy, including strengthening reporting mechanisms to the Board of Directors and establishing clear timelines for implementation.	In Progress

Strategic Initiative 2 : Certification under the Thai Private Sector Collective Action Against Corruption (CAC) by the Thai Institute of Directors (Thai IOD)

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Declare the Company's intention to participate in the CAC program, study the requirements, develop an implementation roadmap, conduct corruption risk assessments, and strengthen internal controls in alignment with CAC guidelines.	Assigned a team to research and prepare documents for the company to join the CAC Certification process.

Strategic Initiative 3 : Strengthening Anti-Corruption Awareness through training and assessment

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Review and enhance the content and communication approach of anti-corruption and transparency policies to ensure suitability for employees, management, and stakeholders. Conduct ongoing communication through multiple channels to ensure a broad understanding.	In progress of reviewing and enhancing content and communcation approach.

Enhancing whistleblowing mechanisms

This initiative aims to strengthen the whistleblowing system to ensure clarity, transparency, and auditability, while establishing defined timelines for handling complaints to enable more timely resolution. The objective is to build confidence in the reporting and investigation process, mitigate ethical risks, and elevate the organization's governance standards.

Targets

Title	Target			Actual Result	
	2026	2027	2028	Before Project Participation	6M/2026
The company has established a whistleblowing policy and	In Progress	In Progress	Success	In Progress	In Progress

Title	Target			Actual Result	
	2026	2027	2028	Before Project Participation	6M/2026
procedures for reporting misconduct.					
The company has established a formal,written whistleblowing policy and procedures,which have been approved by the Board of Directors	Success	Success	Success	In Progress	Success
Appointment of an impartial recipient for whistleblowing reports.	Success	Success	Success	In Progress	Success
All complaints are thoroughly investigated,and outcomes are reported to the Board in a timely manner,with appropriate corrective and preventive actions in cases of confirmed misconduct to avoid recurrence.	In Progress	In Progress	Success	In Progress	In Progress
The whistleblowing policy and procedures reviewed by the Board of Directors at least annually.	In Progress	In Progress	Success	In Progress	In Progress
Reduce the complaint resolution time.	In Progress	In Progress	Success	-	Communicating and implementing a decreased amount of days to review complaint.

Strategic Initiative

Strategic Initiative 1 : Development of Whistleblowing Policy and Procedures

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Revise and formalize whistleblowing rules and guidelines into an official corporate policy • Submit the policy to the Board of Directors for consideration and approval, with endorsement from the Chairman and the Board	Revising and formalizing the whistleblowing policy for submission to the Board of Directors for consideration and approval.

Strategic Initiative 2 : Reduction of Complaint Handling Time

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Establish a complaint review and response timeframe of no more than 30 days	Communicating and implementing the 30-day complaint review and response timeframe across the related parties.

Governance of Risk and Management Compliance

Strengthening emerging risk oversight practices

This initiative aims to strengthen proactive risk management by systematically identifying and monitoring emerging risks that may impact the business, while developing structured mitigation plans. The plan also integrates emerging risks into strategic planning and ensures appropriate disclosure in the 56-1 One Report to enhance transparency and stakeholder confidence.

Targets

Title	Target			Actual Result	
	2026	2027	2028	Before Project Participation	6M/2026
The company has established policies and guidelines for managing emerging risks.	In Progress	In Progress	Success	In Progress	In Progress
Conduct an analysis to identify and assess a minimum of three emerging risks with potential business impact.	Success	Success	Success	In Progress	Success
Each emerging risk is accompanied by scenario analysis and corresponding mitigation plans	In Progress	In Progress	Success	In Progress	In Progress
Engagement of senior management in the tracking and decision processes related to emerging risks.	In Progress	In Progress	Success	In Progress	In Progress
Disclosure of Emerging Risks and Mitigation Plans in the One Report	In Progress	In Progress	Success	-	In Progress

Strategic Initiative

Strategic Initiative 1 : Establishment of Policy and Guidelines for Emerging Risk Management

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Review and identify emerging risks that may impact the Company’s current business operations • Conduct scenario analysis and develop mitigation plans for each identified risk • Ensure senior management participation in review and feedback processes	Reviewing and identifying emerging risks, developing scenario analysis and mitigation plans for each.

Strategic Initiative 2 : Disclosure of Emerging Risks and Mitigation Plans in the One Report

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Disclose key emerging risks and mitigation approaches in the 56-1 One Report to enhance transparency and stakeholder	Currently developing the emerging risks and corresponding mitigation approaches for disclosure in the 56-1 One Report.

Year	Expected Outcomes	Actual Result
	confidence	

Quarterly update

Section 3

Climate Plan

Quarterly update : Section 3 Climate Plan

Greenhouse gas inventory (GHG) plan

This initiative aims to enhance the credibility of the Company's greenhouse gas management by preparing and verifying greenhouse gas emissions reports (Scope 1 and Scope 2) on an ongoing basis. It also includes implementing energy reduction measures through improvements to air-conditioning systems and the adoption of solar rooftop energy. The objective is to control energy costs, reduce environmental impact, and strengthen the Company's long-term sustainability profile.

Targets

Title	Target			Actual Result
	2026	2027	2028	6M/2026
GHG inventory report, GHG verification and disclosure (specific to Scope 1 and Scope 2 emissions)	In Progress	In Progress	Success	In Progress
Greenhouse Gas Management and Emission Reduction Plan	In Progress	In Progress	Success	In Progress

Strategic Initiative

Strategic Initiative 1 : Preparation, External Verification, and Disclosure of GHG Emissions (Scope 1 & 2)

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Engage an external verifier to review 2025 emission data and provide assurance. Incorporate verifier recommendations to improve future reporting processes.	Currently in the process of selecting and engaging an external verifier to review the 2025 GHG emission data.

Strategic Initiative 2 : Greenhouse Gas Management and Reduction Plan

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Develop a plan and select vendors for upgrading air-conditioning systems. • Conduct feasibility studies and select vendors for solar panel installation (Solar Rooftop).	Currently planning and selecting vendors for the air-conditioning system upgrade, and conducting feasibility studies to select vendors for the solar rooftop installation.

Quarterly update

Attachment

Quarterly update : Attachment

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URL Link to the Document : https://jumpplusmedia-setlink.setgroup.or.th/planSubmission/ARIP0_JUMP%2B_Plan_Year_2026-2028_EN.pdf