Quarterly update in second quarter of 2026

JUMP+ Plan

Year 2026 - 2028

ITTHIRIT NICE CORPORATION PUBLIC COMPANY LIMITED

(ITTHI)

at 30 June 2026

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ITTHIRIT NICE CORPORATION PUBLIC COMPANY LIMITED

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Consumer Products

CG Report :

SET ESG Ratings: **AA**

Anti-Corruption Certification (CAC): **-**

Business Type

Distributor of electronic devices, consisting of lighting products and IET-type equipment, Production and distribution of disinfectant alcohol productsCurrently, this is not a key area of management, but it continues to be sold primarily to regular customers on an ongoing basis.

Financial Statement

Year	2025	2024	2023	2022
Income Statement (MB)				
Revenues	695.56	652.85	440.48	227.62
Expenses	658.28	615.43	409.22	200.86
Net Profit	28.18	28.02	23.20	21.15
Balance Sheet (MB)				
Assets	461.66	488.43	501.18	201.56
Liabilities	84.51	114.18	154.94	78.81
Shareholders' Equity	376.55	374.25	346.24	122.75
Cash Flow (MB)				
Operating	13.30	120.78	-107.94	32.58
Investing	-7.90	-5.12	-2.99	-0.88
Financing	-40.40	5.52	193.66	-37.15
Financial Ratio				
EPS (Baht)	0.10	0.10	0.09	0.13
GP Margin (%)	15.26	16.97	22.42	33.57
NP Margin (%)	4.05	4.29	5.27	9.29
D/E Ratio (Times)	0.22	0.31	0.45	0.64
ROE (%)	7.51	7.78	9.89	17.23
ROA (%)	7.85	7.43	8.71	13.41

JUMP+ Plan

Business Plan

Target in 2028

Net Profit	**200.00** Million Baht

Strategic Plan	Growth	Profitability & Efficiency	Stability
1. Strategic Plan : Strategy for generating sales growth while sustainably maintaining net profit margins.	✓		

Governance Plan

1. Enhancing the competency and performance of the board of directors
2. Enhancing anti-corruption and fraud prevention efforts
3. Enhancing whistleblowing mechanisms
4. Enhancing business continuity management

Climate Action Plan

1. Greenhouse gas inventory (GHG) plan

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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)	200.00	28.18	7.34

Three key objectives are: increasing sales volume (Sales Volume Growth), expanding the customer base (Customer Base Expansion), and improving net profit margin efficiency (Net Profit Margin Improvement).

Growth plan/Increase business value

Strategic Plan : Strategy for generating sales growth while sustainably maintaining net profit margins.

Strategic Implementation Roadmap

Phase 1: Preparation and Potential Analysis (Pre-Expansion Phase) Public Sector Compliance Analysis:

- Study government procurement standards, vendor registration requirements, and prepare product certification documents to increase bidding opportunities.
- Product Portfolio Selection: Select high-margin products to offer to real estate projects and the public sector, ensuring that sales growth does not reduce the overall net profit margin.

Phase 2: Proactive Market Penetration & Development

Building Relationships within the Real Estate Sector (B2B Relationship Management): * Establish a specialized sales team (Key Account Management) to access leading real estate development companies in the country.

- Offer integrated solutions to increase contract value, rather than competing solely on unit price.

Government Project Bidding (B2G Strategic Bidding):

- Monitor the budget spending plans of relevant agencies.
- Employ a consortium strategy for complex projects to reduce operational costs and diversify risks.

Phase 3: Digital Channel Enhancement and Profit Optimization (Digital Acceleration & Margin Control)

E-commerce Infrastructure Setup:

- Develop an online platform that supports both general customers (B2C) and project customers requiring repeat material orders.
- Implement automated systems for order reception and document issuance to reduce personnel costs (Admin Cost).

Utilizing Data Analytics for Profit Management:

- Utilize online sales data to analyze customer behavior for Up-selling and Cross-selling strategies. * Monitor real-time net profit margins across all channels to adjust pricing strategies (Dynamic Pricing) in response to market conditions.

Targets

Generating revenue growth by expanding the new customer base and maintaining the continuity of the existing customer base through an Omni-channel strategy.

- **Corporate Financial Targets**

Title	Target			Actual Result	
	2026	2027	2028	2025	6M/2026
Revenue Growth (%) YoY Growth Rate	40	45	50	6.54	-24.99
EBIT Margin (%)	20	22	24	5.36	3.69

Strategic Initiative

Strategic Initiative 1 : Strategic Revenue Enhancement and Competitive Advantage Framework The organization is committed to driving strategic revenue growth through aggressive market expansion, beginning with a focused penetration into the public sector and the establishment of strategic partnerships with major real estate developers. Furthermore, we aim to broaden our operational footprint into specialized institutional and industrial segments, including healthcare, educational institutions, hospitality, and manufacturing complexes. By delivering solutions that meet rigorous international engineering and architectural standards, we ensure a robust and sustainable net profit margin. In terms of distribution innovation, the organization is accelerating its digital channel capabilities to align with evolving consumer behaviors while simultaneously strengthening brand identity and corporate image to ensure market leadership and credibility. Ultimately, to ensure sustainable excellence, we prioritize the optimization of operational systems and the elevation of after-sales service standards. These efforts are designed to deliver a superior customer experience, fostering long-term retention and brand loyalty across all commercial platforms.

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Achieving a 5-15% increase in total revenue relative to the established base year. • Positioning the brand as a professional authority in innovative lighting, Solar PV systems, Smart Home technologies, Smart Poles, and EV Charging infrastructure. • Transitioning from SEO to AEO (Answer Engine Optimization) to enhance brand visibility through AI-driven search, alongside re-engineering the website architecture to be "AI-ready," thereby driving conversion rates across digital channels.	On Process

Strategic Initiative 2 : (Strategic Framework for Operational Excellence and Resource Optimization) The organization is committed to enhancing operational efficiency through an "Integrated Cost Management Framework." This involves restructuring energy and water resource utilization through stringent control measures and energy-saving technologies. Simultaneously, we aim to optimize IT infrastructure and internet connectivity expenditures by aligning services with actual requirements to eliminate redundancies.

Furthermore, a strategic supply management system will be implemented to minimize the wastage of consumables. At the core of this strategy is the "Corporate Awareness and Sustainability Culture Initiative," designed to instill a sense of responsibility and resourcefulness across all levels of personnel, ensuring both financial stability and environmental sustainability for the firm.

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Implementation of Solar Rooftop systems across office buildings and warehouses to enhance energy autonomy, reduce operational costs, and significantly lower carbon dioxide emissions. • Initiatives to optimize water consumption and promote conservation awareness, aiming for a measurable reduction in water usage compared to historical benchmarks. • Transitioning towards a Paperless Office environment to minimize resource consumption and enhance digital workflow efficiency. • Elevating the corporate identity towards becoming a "Green Company," reflecting a steadfast commitment to environmental stewardship and global sustainability standards. • A strategic roadmap to transition 50% of the corporate fleet to Electric Vehicles (EVs) to mitigate greenhouse gas emissions and align with Net Zero trajectories. • Integrating automated control systems for HVAC operations in accordance with the company's ESG (Environmental, Social, and Governance) energy management framework. • Strengthening internal communication and fostering a sustainability mindset to ensure comprehensive employee engagement in operational goals. • Migrating to Cloud-based infrastructure to reduce energy consumption and on-site server maintenance costs, while enhancing architectural flexibility to support future business scalability.	On Process

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Section 2

Governance Plan

Quarterly update : Section 2 Governance Plan

Board Structure and Qualifications

Enhancing the competency and performance of the board of directors

Aiming for a dynamic, diverse, and globally aware board for the sustainable growth of the organization, by laying the foundation and restructuring (Foundation & Restructuring)

In a world driven by technology and sustainability, organizations need a board with a forward-thinking vision. This strategic plan focuses on creating a "High-Performance Board" that is diverse and possesses comprehensive skills to guide the organization through the challenges of the next decade.

Targets

Title	Target			Actual Result	
	2026	2027	2028	Before Project Participation	6M/2026
The company engages external consultants to support the development of the Board's evaluation framework and to provide recommendations for the Board's performance assessment	In Progress	In Progress	Success	In Progress	In Progress
Board Development Strategy	Foundation & Restructuring	Deepening Competency	Success	-	In Progress

Strategic Initiative

Strategic Initiative : Foundation & Restructuring

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Redefining diversity for the future starts with updating the Board Skill Matrix. This ensures coverage of 2026 global trends such as AI Governance, Green Energy, and managing a workforce spanning five different generations.	In Progress

Accountability and Transparency Governance

Enhancing anti-corruption and fraud prevention efforts

Sustaining the enhancement of anti-corruption efforts within an organization is not merely about issuing additional regulations, but rather about transitioning the organization towards a "Proactive Approach" system. This approach focuses on eliminating opportunities for misconduct from the outset, relying on the synergy of three key components: technology, management systems, and personnel.

1. Utilize technology to initiate a Data Analytics system. Corruption has been thoroughly investigated, covering data from procurement, partners, and finance, to the operational behavior of personnel, to identify "Red Flags" or warning signs that humans might overlook in tens of thousands of documents.

2. Proactive Risk Management Do not wait for problems to arise; identify "weaknesses" beforehand. Corruption Risk Assessment: Assess risk points in each process, such as approval tasks, procurement, or high-value projects. No Gift Policy: Seriously announce a "no giving, no receiving" gift policy for all occasions to break the cycle of hidden bribery. Whistleblowing System: A secure complaint channel that protects the identity of whistleblowers and has a rapid response process.

3. Fostering Conscience and Culture (Integrity Culture) Regulations may be violated, but "conscience" will be the most sustainable control. Tone at the Top: Organizational leaders must clearly demonstrate commitment and set an example. Ethical Training: Provide training in the form of real-life case studies, not just reading legal texts, to enable employees to distinguish between "what is permissible" and "what constitutes a risk." Incentivizing Integrity: Reward or recognize departments or individuals demonstrating excellent transparency.

Targets

Title	Target			Actual Result	
	2026	2027	2028	Before Project Participation	6M/2026
The company has established an anti-corruption policy and practices.	-	-	-	Complete	Success
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	-	-	-	Complete	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	-	-	-	Complete	Success
The company conducts an annual review of its anti-corruption and anti-bribery policy and practices with the Board of Directors	-	-	-	Complete	Success

Title	Target			Actual Result	
	2026	2027	2028	Before Project Participation	6M/2026
Achieve CAC certification from the Thai Institute of Directors (Thai IOD)	Signatory	In the process of applying for certification.	Certified	Not Started	Not Started
Implement and verify that all critical Tier 1 business partners have anti-corruption policies,and ensure that the company actively monitors and assesses business partners' adherence to these policies	Engage at least 50% of critical business partners to establish and implement Anti-Bribery and Corruption policies	Ensure 100% of critical business partners establish Anti-Corruption policies, while actively monitoring and evaluating their compliance.	Expand the requirement for Anti-Corruption policy establishment to secondary business partners, covering at least 25% of the total partners in this group.	-	In Progress

Strategic Initiative

Strategic Initiative : Foundation & Digitalization Analytics & Monitoring Sustainability & Ecosystem

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• The information is readily available and the complaint channels are reliable.	Complete

Enhancing whistleblowing mechanisms

Enhance and develop accessible and diverse reporting channels, including suggestion boxes, hotlines, emails, and online platforms that support anonymous reporting. Conduct training for employees at all levels to foster an understanding that reporting concerns is about "protecting the organization" rather than "making an accusation." Furthermore, communicate anonymous success stories to illustrate the significance of their input, and senior management must unequivocally demonstrate their commitment to supporting this system in all corporate communication meetings.

Targets

Title	Target			Actual Result	
	2026	2027	2028	Before Project Participation	6M/2026
The company has established a whistleblowing policy and procedures for reporting misconduct.	-	-	-	Complete	Success
The company has established a formal,written whistleblowing policy and procedures,which have been approved by the Board of Directors	-	-	-	Complete	Success
Appointment of an impartial recipient for whistleblowing reports.	-	-	-	Complete	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.	-	-	-	Complete	Success
The whistleblowing policy and procedures reviewed by the Board of Directors at least annually.	-	-	-	Complete	Success
Reduce the complaint resolution time.	30	20	15	-	15

Strategic Initiative

Strategic Initiative : Increasing the variety and accessibility of whistleblower channels, and strictly enforcing anonymity policies, are crucial to protect whistleblowers from harassment or negative impacts on their careers.

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• All employee awareness of the new whistleblowing channels and anti-retaliation policy, with data storage systems meeting international security standards.	Complete

Governance of Risk and Management Compliance

Enhancing business continuity management

Enhance the Business Continuity Plan (BCP) to effectively respond to all forms of crises and emergencies, whether natural disasters, accidents, or malicious acts against the organization (e.g., floods, fires, civil unrest, or epidemics), which could lead to business disruption and impact customer confidence.

Targets

Title	Target			Actual Result	
	2026	2027	2028	Before Project Participation	6M/2026
The company has developed,reviewed,and conducted drills for its Business Continuity Plan (BCP) and crisis response protocols.	In Progress	In Progress	Success	In Progress	In Progress
Prepare and conduct the annul review of the business continuity management plan.	-	-	-	Complete	Success
Organize Crisis Management Drills	In Progress	In Progress	Success	In Progress	In Progress
To mitigate the severity of impacts through structured emergency preparedness.	Conduct at least one emergency response drill per year.	Conduct at least one emergency response drill per year.	Success	-	Schedule the training plan for the fourth quarter.

Strategic Initiative

Strategic Initiative : Testing & Exercise Plan

Status On track

Year	Expected Outcomes	Actual Result
2026	• Develop a Business Continuity Plan (BCP) Annual Simulation Schedule, categorized by threat type identified in the policy, and hold Business Continuity Management meetings to simulate crisis scenarios (e.g., fire or pandemic) and test decision-making based on roles and responsibilities.	Complete

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Section 3

Climate Plan

Quarterly update : Section 3 Climate Plan

Greenhouse gas inventory (GHG) plan

From continuous operations aimed at raising awareness regarding climate change through empirical projects such as Care the Bear, and the utilization of recycled uniforms produced from plastic bottles, to maximize the efficiency of greenhouse gas management, ITTHI is therefore focused on the comprehensive collection and verification of Scope 1 and Scope 2 greenhouse gas data in accordance with TGO and SET standards. The company is also committed to expanding these efforts to include Scope 3 data collection by 2028. ITTHI is dedicated to transitioning its business towards a Low Carbon Business model, emphasizing ongoing environmental initiatives, and investing in sustainable emission reduction projects to genuinely create value that benefits both the environment and society.

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	Success	Success	In Progress
Greenhouse Gas Inventory Plan, Scope 3 (Significant Categories Only)	In progress	Success	Success	In Progress
Carbon Footprint for Organization (CFO) Certification by External Verifier	In progress	Success	Success	In Progress
ISO 14064-1 Certification	In progress	Success	Success	In Progress

Strategic Initiative

Strategic Initiative 1 : Greenhouse Gas Inventory Preparation Plan (GHG Inventory) Scope 1 and 2

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Clearly define the roles, duties, and responsibilities of various departments in collecting, verifying, and managing greenhouse gas data. • Relevant departments involved in greenhouse gas emissions have received training on data collection and greenhouse gas management. • Identify the types of activities related to greenhouse gas emissions correctly according to the Emission Scope for report preparation and greenhouse gas verification in accordance with standards. • The company has appointed a verification body and is currently preparing data for the 2027 carbon footprint assessment.	In Progress

Strategic Initiative 2 : Greenhouse Gas Accounting Plan, Scope 3 (Significant Categories only)

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Study the collection of Scope 3 greenhouse gas emissions data consistent with the industry and business operations.	In Progress

Strategic Initiative 3 : Greenhouse Gas Inventory Preparation and Carbon Footprint for Organization (CFO) Certification Plan

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Clearly define the roles, duties, and responsibilities of various departments in collecting, verifying, and managing greenhouse gas data • Relevant departments involved in greenhouse gas emissions have received training on data collection and greenhouse gas management • Identify activities related to greenhouse gas emissions per Emission Scope and submit CFO application to TGO (Round 3/2027) • The company has engaged a verifier and is preparing data for CFO assessment in 2027	In Progress

Strategic Initiative 4 : ISO 14064-1 International Certification Plan

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Study ISO 14064-1 requirements and compare with current GHG inventory practices to plan alignment with the international standard • Engage an accredited ISO 14064-1 Certification Body • Prepare the same GHG Inventory dataset used for CFO application for international assessment in 2027	In Progress

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Attachment

Quarterly update : Attachment

JUMP+ Plan

URL Link to the Document : https://jumpplusmedia-setlink.setgroup.or.th/planSubmission/ITTHI1_JUMP%2B_Plan_Year_2026-2028_EN.pdf