Quarterly update in second quarter of 2026

JUMP+ Plan

Year 2026 - 2028

JAKPAISAN ESTATE PUBLIC COMPANY LIMITED

(JAK)

at 30 June 2026

This report was disseminated on 20/08/2026

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JUMP+

JAKPAISAN ESTATE PUBLIC COMPANY LIMITED

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Property & Construction

CG Report : -

SET ESG Ratings: **-**

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

Business Type

Real estate development business for sale

Financial Statement

Year	2025	2024	2023	2022
Income Statement (MB)				
Revenues	466.63	266.59	282.45	89.38
Expenses	401.92	225.09	227.54	91.69
Net Profit	40.70	16.97	31.76	2.60
Balance Sheet (MB)				
Assets	770.04	837.93	810.27	812.86
Liabilities	256.55	355.16	349.89	384.24
Shareholders' Equity	513.49	482.77	460.39	428.63
Cash Flow (MB)				
Operating	175.70	48.94	69.01	-137.66
Investing	-1.25	-5.56	3.95	-0.74
Financing	-129.64	-48.39	-65.68	129.78
Financial Ratio				
EPS (Baht)	0.13	0.05	0.10	0.01
GP Margin (%)	29.35	40.04	41.86	36.53
NP Margin (%)	8.72	6.36	11.24	2.90
D/E Ratio (Times)	0.50	0.74	0.76	0.90
ROE (%)	8.17	3.60	7.15	0.61
ROA (%)	8.05	4.69	6.72	1.26

JUMP+ Plan

Business Plan

Target in 2028

Revenue Growth	**500.00** Million Baht

Strategic Plan	Growth	Profitability & Efficiency	Stability
1. Strategic Plan 1 : Establishing a broad presence for customers to recognize and remember in the project's location.	✓		
2. Strategic Plan 2 : Design for Living. Priced for Real Life.	✓	✓	

Governance Plan

1. Ensuring the independence of the board of directors
2. Enhancing anti-corruption and fraud prevention efforts
3. Formulation of a succession plan for the CEO, executive management, and critical roles

Climate Action Plan

1. Greenhouse gas inventory (GHG) plan

Explanation : *2024 Balance Sheet as follows: Assets 804.24 MB, Liabilities 348.42 MB and Shareholders' Equity 455.82 MB*

* The listed companies or their directors or executives have any scandalous corporate governance issues such as regulatory wrong-doings, bribery, and corruption. In this case, the CGR information should be used with care and in conjunction with the related governance news.

Quarterly update

Section 1

Business Plan

Quarterly update : Section 1 Business Plan

Target in 2028

Title	Target	Actual Result	
	2028	2025	6M/2026
Revenue Growth (Million Baht)	500.00	463.10	232.33

Striving to be a leader in developing first-home residential properties at accessible prices, to ensure sustainable business growth.

Progress description

Based on the operational plan for 2026, the company has set an annual revenue target of 378 million baht. The company's performance over the past 6 months generated revenue of 232.33 million baht, representing 61.46% of the full-year operational target.

Growing by 156% from the 6-month target, or 1.56 times, and it is anticipated that the company will be able to grow in line with the set targets.

Growth plan/Increase business value

Strategic Plan 1 : Establishing a broad presence for customers to recognize and remember in the project's location.

Enhancing "organizational value (Value Up)" through building Brand Identity and systematic customer recognition in the area, to position the company as a top-of-mind real estate developer for customers in the locations where its projects are situated.

The key strategy is to transform from a "local brand" to a trusted real estate brand (Trusted Developer) by utilizing area-specific marketing communications and creating customer experiences (Customer Experience).

Targets

- **Corporate Financial Targets**

Title	Target			Actual Result	
	2026	2027	2028	2025	6M/2026
Revenue From Operations (MILLION BAHT)	378	435	500	463.10	232.33

Progress description

Based on the operational plan for 2026, the company has set an annual revenue target of 378 million baht. Over the past 6 months, the company generated revenue of 232.33 million baht, representing 61.46% of the full-year operational target.

Growing 156% from the 6-month target, or 1.56 times, and it is anticipated that the company will be able to grow in line with the set objectives.

Strategic Initiative

Strategic Initiative : 2026: Launch of new projects, Pine Condo and Sequoia. 2027: Launch new projects to increase company sales in areas where the company has experience (ongoing projects such as Pathum Thani, Chonburi, and Rayong), while simultaneously developing the company's brand. 2028: Reduce marketing cost per unit.

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Increase Sales Speed (Sales speed) • Increase sales for the company	On June 6, 2026, the company launched a new project, Pine Condo. This project received excellent feedback from customers and enabled the transfer of ownership to commence within Q2/2026, which contributed to an increase in the company's recognized revenue. Coupled with ongoing projects where the company was able to increase sales velocity by approximately 15% compared to the previous year, this resulted in the company's revenue growing beyond the set 6-month target. Currently, the company is developing a new project, the Sequoia project, which is expected to launch in late 2026.

Strategic Plan 2 : Design for Living. Priced for Real Life.

We differentiate ourselves by designing homes that address the practical needs of our target market at an affordable price point. Our priority is placed on functionality, usable living space, and overall value, rather than unnecessary luxury. The core of this strategy lies in understanding customer pain points such as insufficient space, inflexible floor plans, and excessive pricing relative to actual utility. By leveraging these insights, we develop home designs with systematic cost control, ensuring our final prices remain strictly aligned with the market's purchasing power.

Targets

- **Corporate Financial Targets**

Title	Target			Actual Result	
	2026	2027	2028	2025	6M/2026
Revenue From Operations (MILLION BAHT)	378	435	500	463.10	232.33

Progress description

Based on the operational plan for 2026, the company has set an annual revenue target of 378 million baht. Over the past 6 months, the company generated revenue of 232.33 million baht, representing 61.46% of the full-year operational target. Growing 156% from the 6-month target, or 1.56 times, and it is anticipated that the company will be able to grow in line with the set objectives.

Strategic Initiative

Strategic Initiative : 2026 : Strategic Land Acquisition Acquire land in proven, high-performing locations at optimal prices to ensure continuous development within core zones, specifically Pathum Thani, Chonburi, and Rayong. 2027 : Product & Interior Evolution Enhance and adapt internal project designs and layouts to meet evolving customer needs and changing lifestyle trends over time. 2028 : Strategic Market Expansion Launch new projects in high-demand locations, featuring product types and pricing strategies specifically tailored to achieve the best "Product-Market Fit" for each area.

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Self-Evident Value • Accelerated Decision-Making	Currently, the Company is in the process of acquiring land at appropriate prices to continuously develop new projects, thereby ensuring the Company's sales grow consistently in line with the set targets. The Company anticipates that the land acquisition will be completed by December 2026. The Company is currently designing homes to meet customer needs by incorporating feedback from existing customers to optimize the functionality of the living spaces more effectively.

Quarterly update

Section 2

Governance Plan

Quarterly update : Section 2 Governance Plan

Board Structure and Qualifications

Ensuring the independence of the board of directors

At JAK, we do not only focus on real estate expansion but also remain steadfast in building a strong foundation through Good Corporate Governance. We believe that "Independence and Transparency" are the core pillars that lead our organization toward long-term sustainability. Board Independence and Commitment: Since our inception as a listed company, JAK has demonstrated a clear commitment to establishing a management structure centered on Checks and Balances. This ensures the protection of the best interests of our shareholders and all stakeholders.

The Chairman of the Board is an Independent Director Structure: Since inception, we have consistently required that the Chairman of the Board be an Independent Director. This structure exceeds basic legal requirements, aiming to foster absolute independence in strategic decision-making and ensure effective oversight of executive management.

Clear Segregation of Duties: By strictly separating the roles of the Chairman (Independent Director) and the Managing Director (Executive Management), we effectively prevent the centralization of power. This clear segregation guarantees transparency and accountability throughout our management processes.

Targets

Title	Target			Actual Result	
	2026	2027	2028	Before Project Participation	6M/2026
The Chairman of the Board is an Independent Director	-	-	-	Complete	Success

Progress description

The company's Chairman is an independent director.

Strategic Initiative

Strategic Initiative : The chairman of the board is an independent director.

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Complete	The company's chairman is an independent director, which is part of the director independence plan.

Accountability and Transparency Governance

Enhancing anti-corruption and fraud prevention efforts

The Company is committed to strengthening its anti-corruption systems through a robust and systematic approach, grounded in Good Corporate Governance principles. We have established a comprehensive Anti-Corruption Policy approved by the Board of Directors, covering all business activities with clear operational guidelines. To ensure effectiveness, the policy includes continuous monitoring and evaluation. The Internal Auditor is mandated to report audit findings directly to the Board of Directors at least once a year. This rigorous oversight is designed to prevent and manage corruption risks across the entire value chain, fostering an organizational culture rooted in transparency, business ethics, and long-term sustainable growth.

Targets

Title	Target			Actual Result	
	2026	2027	2028	Before Project Participation	6M/2026
The company has established an anti-corruption policy and practices.	-	-	-	Complete	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	-	-	-	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	In Progress
The company conducts an annual review of its anti-corruption and anti-bribery policy and practices with the Board of Directors	-	-	-	Complete	In Progress
Achieve CAC certification from the Thai Institute of Directors (Thai IOD)	Signatory	Certified	Certified	Not Started	In the process of applying for certification.
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	In progress	Complete	Complete	-	In progress

Progress description

The company has completed the CGR online checklist 2026. Currently, it is awaiting the announcement of results from the agency in October.

Strategic Initiative

Strategic Initiative 1 : 1. The company develops its own CAC assessment form to monitor and correct any shortcomings in accordance with the assessment. 2. An assessment is then conducted by the Thai IOD.

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• complete the CAC Self-Evaluation and implement necessary internal control improvements for formal certification	The company is in the process of preparing and reviewing the CAC assessment form.

Strategic Initiative 2 : 3 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

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Establish criteria requiring key business partners who deal directly with the Company (Critical Tier 1) to maintain their own anti-corruption and anti-bribery policies • Formally communicate ethical expectations and anti-corruption requirements to all key business partners.	The company has established criteria mandating that key business partners directly engaging with the company must possess an anti-corruption and anti-bribery policy. Currently, preparations are underway to communicate the significance of these criteria and guidelines to foster a mutual understanding of their importance and the collective benefits.

Governance of Risk and Management Compliance

Formulation of a succession plan for the CEO, executive management, and critical roles

The Company prioritizes Human Resource Risk Management, recognizing that our people are the most critical success factor in driving the organization to adapt, innovate, and maintain a competitive advantage. Without robust succession planning, the organization faces significant risks, including a loss of operational continuity, disruption of key business processes, and the potential forfeiture of strategic business opportunities.

Targets

Title	Target			Actual Result	
	2026	2027	2028	Before Project Participation	6M/2026
The company has established a succession plan for the President & CEO,senior executives,and key position holders.	In Progress	Success	Success	In Progress	Success
Risk assessment and identification of critical roles to categorize and prioritize positions requiring succession	-	-	-	Complete	Success

Title	Target			Actual Result	
	2026	2027	2028	Before Project Participation	6M/2026
plans.					
Define core qualifications and competencies by regularly reviewing and updating job descriptions to ensure clarity and relevance,and specifying essential competencies for each position.	-	-	-	Complete	Success
Identification and assessment of high-potential employees for future key roles.	-	-	-	Complete	Success
Development of Individual Development Plans	-	-	-	Complete	Success
Monitor IDP progress and evaluate the overall effectiveness of the succession plan,ensuring key role incumbents participate in and complete essential training and skill development.	-	-	-	Complete	Success
Effectively communicate the value of the succession plan to employees and encourage a culture of continuous learning across the company.	In Progress	Success	Success	In Progress	Success
Succession planning training program	In Progress	Success	Success	-	The company has completed the development of a training plan to prepare for succession.

Progress description

The company has conducted a risk assessment and identified key positions to prioritize those requiring succession plans, defined core qualifications and competencies, and has completed the development of training plans to prepare for succession. Currently, it is awaiting approval by the Nomination and Remuneration Committee.

Strategic Initiative

Strategic Initiative : Communicating the strategic importance of succession planning to all employees and implementing targeted training programs for succession readiness.

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Communication regarding professional development plans and career paths, ensuring employees clearly understand their roles	Communication regarding internal development plans and career paths has been completed, and employees understand the

Year	Expected Outcomes	Actual Result
	within the organization succession planning.	importance of succession plans.

Quarterly update

Section 3

Climate Plan

Quarterly update : Section 3 Climate Plan

Greenhouse gas inventory (GHG) plan

Preparation, verification, and dissemination of greenhouse gas emissions (Scope 1 and 2)

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

Progress description

Currently, the company is in the process of collecting baseline data for greenhouse gas accounting and plans to collect current year data once the baseline data collection has been completed, to ensure the continuity of such data.

Strategic Initiative

Prepare a greenhouse gas inventory, verify data, and set targets for greenhouse gas reduction. Implement and monitor the results of greenhouse gas reduction.

Strategic Initiative : Conduct greenhouse gas inventory, verify data, set targets for greenhouse gas reduction, and implement and monitor greenhouse gas reduction results.

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Define scope and train employees to collect greenhouse gas accounting data for use as baseline data, and complete greenhouse gas accounting for the years 2025 and 2026. • Consider installing Solar Cells to reduce electricity consumption.	The company has already completed the scope definition, and responsible personnel have participated in the "SETCarbon Master Class for Listed Companies, Batch 1/2026" organized by the Stock Exchange of Thailand to receive training on various functionalities of the SETCarbon system, which is an integrated system designed to store, calculate, and generate corporate greenhouse gas reports. It is anticipated that by the end of 2026, the company will be able to store the collected data in the SETCarbon system.

Quarterly update

Attachment

Quarterly update : Attachment

JUMP+ Plan

URL Link to the Document : https://jumpplusmedia-setlink.setgroup.or.th/planSubmission/JAK0_JUMP%2B_Plan_Year_2026-2028_EN.pdf