Quarterly update in second quarter of 2026

JUMP+ Plan

Year 2026 - 2028

MOONG PATTANA INTERNATIONAL PUBLIC COMPANY LIMITED

(MOONG)

at 30 June 2026

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MOONG PATTANA INTERNATIONAL PUBLIC COMPANY LIMITED

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Consumer Products

CG Report :

SET ESG Ratings: **A**

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

Business Type

The Company is a consumer products and a distributor of consumer goods, our core business are 1) Distribute of Ownbrand products, 2) Distributor of consumer goods and 3) Joint venture business

Financial Statement

Year	2025	2024	2023	2022
Income Statement (MB)				
Revenues	903.80	824.75	810.76	831.00
Expenses	885.40	816.62	790.58	812.80
Net Profit	58.69	35.02	40.49	35.70
Balance Sheet (MB)				
Assets	1,308.56	1,278.76	1,337.88	1,352.05
Liabilities	282.80	254.01	271.85	279.01
Shareholders' Equity	1,025.76	1,024.75	1,066.02	1,073.04
Cash Flow (MB)				
Operating	22.40	-10.77	80.09	-1.74
Investing	105.52	119.35	27.01	38.76
Financing	-73.19	-83.62	-40.94	-42.94
Financial Ratio				
EPS (Baht)	0.18	0.10	0.12	0.11
GP Margin (%)	44.42	42.70	40.52	37.96
NP Margin (%)	6.49	4.25	4.99	4.30
D/E Ratio (Times)	0.28	0.25	0.26	0.26
ROE (%)	5.72	3.35	3.79	3.35
ROA (%)	4.90	2.90	3.36	2.96

JUMP+ Plan

Business Plan

Target in 2028

Net Profit	**60-70** Million Baht

Strategic Plan	Growth	Profitability & Efficiency	Stability
1. Strategic Plan 1 : Expand online distribution channels via agents and diversify distribution platforms to enhance product visibility and broaden customer reach.	✓	✓	
2. Strategic Plan 2 : Enhance the efficiency of the online sales process.	✓	✓	

Governance Plan

1. Increasing the diversity of the board of directors
2. Enhancing anti-corruption and fraud prevention efforts
3. Enhancing governance of information security

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)	60-70	58.69	27.14

The company has a plan to expand its business through online channels to enhance competitiveness and increase profitability. The long-term target for net profit under the equity method is set at 60-70 million baht, or 5%-6% of sales, by the year 2028.

Growth plan/Increase business value

Strategic Plan 1 : Expand online distribution channels via agents and diversify distribution platforms to enhance product visibility and broaden customer reach.

The company plans to expand its product distribution through online channels by entering new platforms and leveraging popular agent-based sales models (KOL or Affiliate program) to drive revenue growth. This initiative also aims to enhance brand awareness and improve product accessibility. Additionally, the company will develop a more efficient and faster online sales system to reduce operational costs.

Targets

- **Corporate Financial Targets**

Title	Target			Actual Result	
	2026	2027	2028	2025	6M/2026
Revenue Growth (%) YoY Growth Rate	7	8	9	9.58	1.22

- **Other Targets**

Title	Target			Actual Result	
	2026	2027	2028	2025	6M/2026
Online sales contribution (%)	32	32	32	32	36

Progress description

Online sales channels delivered strong growth, with sales increasing by 18% year-over-year, resulting in the online sales contribution rising from 32% to 36% of total sales.

Strategic Initiative

Strategic Initiative : Expand into new online platforms, with a strong focus on the company's own platform, as well as sales through KOLs and affiliate programs.

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Online sales increase 7% from previous year	18%

Strategic Plan 2 : Enhance the efficiency of the online sales process.

Online channels are experiencing exponential growth, especially for consumer goods, as consumer behavior increasingly shifts toward online purchasing. This has led to noticeable increase in the proportion of sales through these channels, which currently accounts for 32% of total sales and is expected to continue rising. Therefore, operatonal processes must be improved for greater efficency. Investment in information technology is necessary to enhance speed, support the rapidly growing number of orders, and reduce operational costs-ultimately increasing future profitability.

Targets

- **Corporate Financial Targets**

Title	Target			Actual Result	
	2026	2027	2028	2025	6M/2026
Revenue Growth (%) YoY Growth Rate	7	8	9	9.58	1.22

- **Other Targets**

Title	Target			Actual Result	
	2026	2027	2028	2025	6M/2026
Online sales contribution (%)	32	32	32	32	36

Progress description

The optimization of online channel operations improved overall productivity, allowing the team to efficiently manage increased sales demand.

Strategic Initiative

Strategic Initiative : Implement information technology to improve the online sales process and reduce manual operations.

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Support up to 60,000 orders per month.	61078

Quarterly update

Section 2

Governance Plan

Quarterly update : Section 2 Governance Plan

Board Structure and Qualifications

Increasing the diversity of the board of directors

To promote gender diversity on the Board of Directors, which is regarded as one of the key approaches to Good Corporate Governance, aimed at enhancing diverse perspectives and improving the effectiveness of the Board's decision-making. Having a proportion of female directors of no less than 30 percent is also aligned with international corporate governance principles, such as the OECD Principles of Corporate Governance. reflecting the organization's commitment to promoting equality and social responsibility.

Targets

Title	Target			Actual Result	
	2026	2027	2028	Before Project Participation	6M/2026
The company aims to achieve a minimum of 30% female representation on the Board of Directors by 2028.	In Progress	In Progress	Success	In Progress	Success

Strategic Initiative

The Board shall establish a Good Corporate Governance Policy that promotes gender diversity on the Company's Board of Directors, requiring that female director accounts for no less than 30 percent of the total number of directors. The Board also reviews the Good Corporate Governance Policy and monitors progress on board diversity at least once a year.

Strategic Initiative 1 : To establish a Good Corporate Governance Policy that promotes gender diversity within the Company's BOD, specifying that the proportion of female directors must be no less than 30%

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• The Good Corporate Governance Policy stipulates that the proportion of female directors must be no less than 30% • Review the criteria and procedures for the appointment of directors to enhance BOD diversity. • Disclose the Company's ESG performance indicators on the website, in the Annual Report and SD Report	The Company has reviewed its director nomination and selection criteria to promote greater diversity on the Board of Directors. Under the Good Corporate Governance Policy, the Company has established a requirement that female directors comprise no less than 30% of the Board. The policy was reviewed and approved by the Board of Directors at its Meeting No. 1/2026 held on 24 February 2026.

Strategic Initiative 2 : Progress on maintaining at least 30% female representation on the BOD is monitored regularly, at least once a year

Status ● On track

Year	Expected Outcomes	Actual Result
2026		The Company regularly monitors progress against its Board Diversity Policy at least annually, with a target requiring female directors to represent no less than 30% of the Board of Directors. The results are disclosed through the Company's Form 56-1 One Report. Currently, the Company has four female directors, representing 40% of the Board of Directors, exceeding the target set by the Company.

Accountability and Transparency Governance

Enhancing anti-corruption and fraud prevention efforts

The Board of Directors has established Anti-Fraud and Corruption Practices and practices to ensure transparent business operations and sustainable growth. In addition to Good Corporate Governance by the Board, Anti-Corruption Practices are essential in promoting transparency and credibility in the Company’s internal operations. These practices strengthen organizational transparency and sustainability, foster a culture of integrity, ensure efficient and fair resource management, and demonstrate the Company’s commitment to preventing corruption and promoting a transparent corporate culture.

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	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	In Progress	In Progress	Success	In Progress	Success
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	Success
Achieve CAC certification from the Thai Institute of Directors	-	-	-	Certified	Certified

Title	Target			Actual Result	
	2026	2027	2028	Before Project Participation	6M/2026
(Thai IOD)					
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	The Company establishes and communicates guideline for business partners.	The Company establishes a risk assessment and qualification process for Critical Tier 1 suppliers.	At least 90% of the Company's Critical Tier 1 suppliers have been assessed and have confirmed that their Anti-Corruption Policy and practices comply with the Company's requirement.	-	The Company has established a Supplier Code of Conduct and plans to communicate the guidelines to its suppliers through the 2026 Annual Supplier Conference, which is scheduled to be held in Q4 2026.

Strategic Initiative

- The Company reviews its Anti-Corruption Policy and monitors and evaluates compliance with the Policy at least once a year.
- The Company establishes and communicates the Code of Conduct for Suppliers, requiring all Critical Tier-1 suppliers to have a written Anti-Corruption Policy.
- The Company sets out a risk assessment and supplier qualification process covering Anti-Corruption issues.
- The Company monitors and evaluates the compliance of direct business partners (Critical Tier 1 suppliers) with the Company's policies.

Strategic Initiative 1 : Oversight to ensure that Key Business Partner (Critical Tier 1) have Anti-Corruption Policy in place

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• The Company will develop and communicate a Code of Conduct for Suppliers, which specifies that Key Business Partners (Critical Tier 1) must have a written Anti-Corruption Policy	The Company has established a Supplier Code of Conduct and plans to communicate the guidelines to its suppliers through the 2026 Annual Supplier Conference, which is scheduled to be held in Q4 2026. In addition, the Company will seek the cooperation of its Critical Tier 1 suppliers in establishing and implementing an Anti-Fraud and Anti-Corruption Policy. The Company will provide consultation, guidance, and support to suppliers throughout the process to facilitate the development and completion of the aforementioned policy.

Strategic Initiative 2 : The Company has received its fourth CAC Certification from Thai IOD

Status ● On track

Year	Expected Outcomes	Actual Result
2026		The Company has successfully achieved its third certification under Thailand's Private Sector Collective Action Against Corruption (CAC), covering the certification period for 2026. This reflects the Company's continued commitment to conducting business with transparency, upholding good corporate governance principles, and maintaining a zero-tolerance approach toward corruption in all forms.

Strategic Initiative 3 : The Board of Directors conducts an annual review of the Anti-Corruption Policy and Practices

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• The Board of Directors reviews the Anti-Corruption Policy and Practices	The Company's Anti-Fraud and Anti-Corruption Policy and Guidelines were reviewed and approved by the Board of Directors at Meeting No. 3/2026 held on 11 August 2026. The policy serves as a framework for conducting business with transparency, upholding good corporate governance principles, and strengthening anti-corruption measures throughout the organization.

Governance of Risk and Management Compliance

Enhancing governance of information security

The company is focused on establishing a strong foundation for information security by setting clear policies, conducting audits by external experts, and fostering a culture of security awareness among personnel. This also includes performing penetration tests to enhance security, reduce risks, ensure business continuity, and support sustainable business operations in the digital era.

Targets

Title	Target			Actual Result	
	2026	2027	2028	Before Project Participation	6M/2026
The company has established policies and guidelines for information security governance.	In Progress	In Progress	Success	In Progress	In Progress
The company has developed a clear,documented IT security policy and guidelines,which have been approved by the Board of Directors.	In Progress	Success	Success	In Progress	Success
Information cybersecurity undergoes evaluation by an independent external auditor,accompanied by clear and actionable improvement and development strategies	In Progress	In Progress	Success	In Progress	In Progress

Title	Target			Actual Result	
	2026	2027	2028	Before Project Participation	6M/2026
All employees undergo training,communication,and understanding assessments to enhance awareness of IT security.	In Progress	Success	Success	In Progress	Success
Conduct cybersecurity penetration testing at least once every three years.	Conduct penetration testing for the organization's critical information systems and infrastructure, performed by independent external experts. Present a summary report of the test results, identifying discovered vulnerabilities along with a clear remediation plan, to the executive management.	Conduct penetration testing for the organization's critical information systems and infrastructure, performed by independent external experts. Present a summary report of the test results, identifying discovered vulnerabilities along with a clear remediation plan, to the executive management.	Conduct penetration testing for the organization's critical information systems and infrastructure, performed by independent external experts. Present a summary report of the test results, identifying discovered vulnerabilities along with a clear remediation plan, to the executive management and the testing will be repeated at least every three years.	-	The Company completed a Vulnerability Assessment (VA Scan) in July 2026 and plans to conduct a Penetration Test (Pen Test) in September 2026 to further strengthen its cybersecurity posture.

Strategic Initiative

Strategic Initiative 1 : Refinement and Enhancement of IT Governance Framework and Policies

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Conduct an annual review of written policies and guidelines to ensure they remain current and responsive to evolving situations. These policies are formally approved by the Board of	The Board of Directors, at its Meeting No. 3/2026 held on 11 August 2026, reviewed and approved the revised Information Security Policy and related Information Security Guidelines. The

Year	Expected Outcomes	Actual Result
	Directors to establish a unified standard throughout the organization.	policy has been formally documented in writing and serves as the Company's framework for information security governance, providing guidance for the protection of information assets and ensuring alignment with applicable legal, regulatory, and information security requirements.

Strategic Initiative 2 : IT security Awareness & Training Program

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• 100% of employees trained and assessed, resulting in enhanced awareness and minimized human-related security risks.	The Company conducted a Cyber Security Drill in May 2026 to validate the effectiveness of its incident response process, communication procedures, and cross-functional coordination in responding to potential cybersecurity incidents. In addition, Cyber Security Awareness training sessions were provided to employees, followed by knowledge assessments to evaluate their understanding of cybersecurity risks, security best practices, and information security responsibilities. These activities were implemented to enhance employees' security awareness, reduce risks associated with human error, and strengthen the overall cybersecurity posture of the organization. The Executives and staffs attended 100%.

Strategic Initiative 3 : External Cybersecurity Audit and Assessment

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Acquired expert insights and actionable development strategies to align with international security standards.	The Company plans to engage an independent external assessor to conduct an information security and cybersecurity assessment during the fourth quarter of 2026. The assessment aims to validate the effectiveness of the implemented controls, evaluate compliance with applicable requirements and standards, and identify opportunities for continuous improvement of the Company's information security and cybersecurity management practices.

Strategic Initiative 4 : Penetration Testing for Critical Infrastructure

Status ● On track

Year	Expected Outcomes	Actual Result
2026	• Identified and remediated all system vulnerabilities to ensure business continuity and long-term digital sustainability.	The Company conducted a Vulnerability Assessment (VA Scan) in July 2026 to identify and assess potential security vulnerabilities that may impact its information systems and technology infrastructure. In addition, the Company plans to perform a Penetration Test (Pen Test) in September 2026 to evaluate the effectiveness of existing security controls and to validate the organization's ability

Year	Expected Outcomes	Actual Result
		to prevent, detect, and respond to potential cyber threats in a systematic manner.

Quarterly update

Attachment

Quarterly update : Attachment

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URL Link to the Document : https://jumpplusmedia-setlink.setgroup.or.th/planSubmission/MOONG0_JUMP%2B_Plan_Year_2026-2028_EN.pdf