



IT CITY

OPPORTUNITY DAY Q1/25

May 2025



AGENDA

- About IT CITY
- Financial Performance & Business Overview
- Q2 Overview
- Q&A

IT CITY

Itan Rd

OUR BUSINESS



Retail

IT CITY



SAMSUNG
vivo oppo

realme

mi

Service

SAMSUNG

Online

www.itcity.in.th

Ecommerce
Marketplaces

B2B

Listed

IT CITY

it
by it city

Listed

29%



Retail

24%

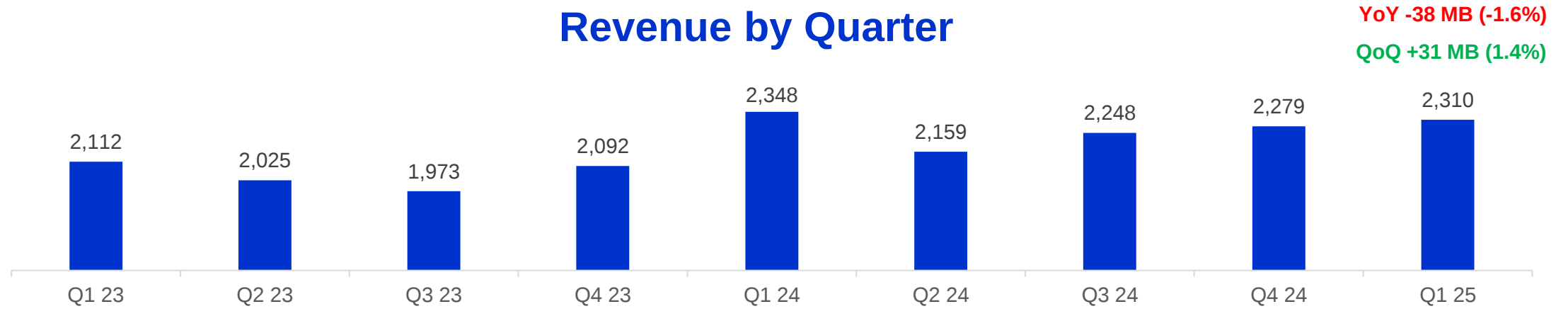
touch
· Printing Republic ·

Service

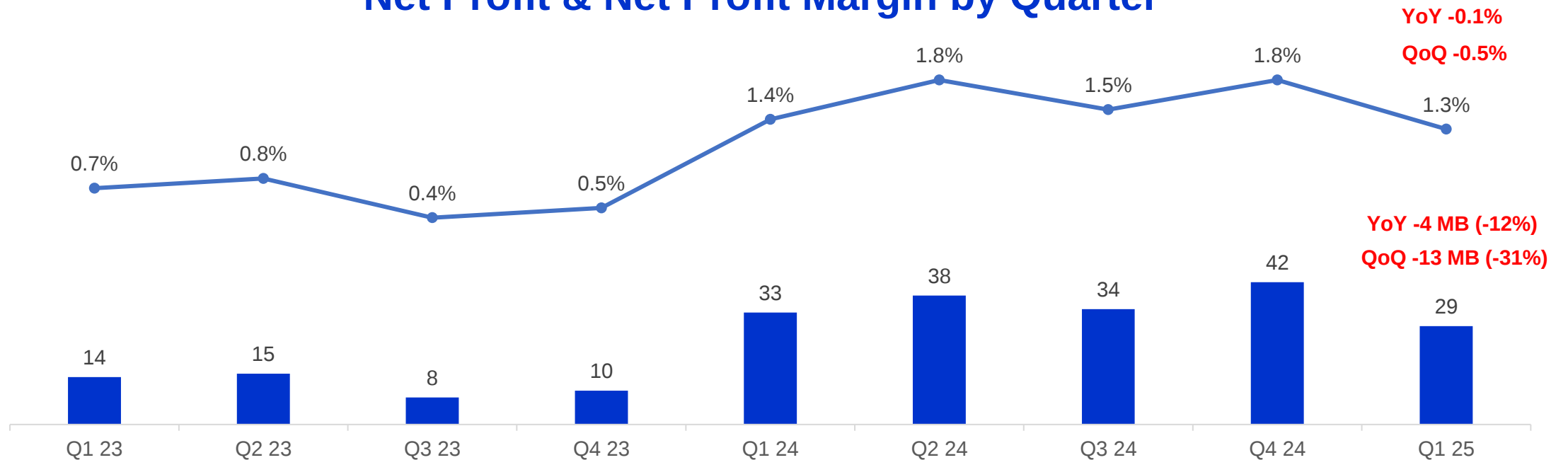
IT CITY

Financial Performance & Business Overview

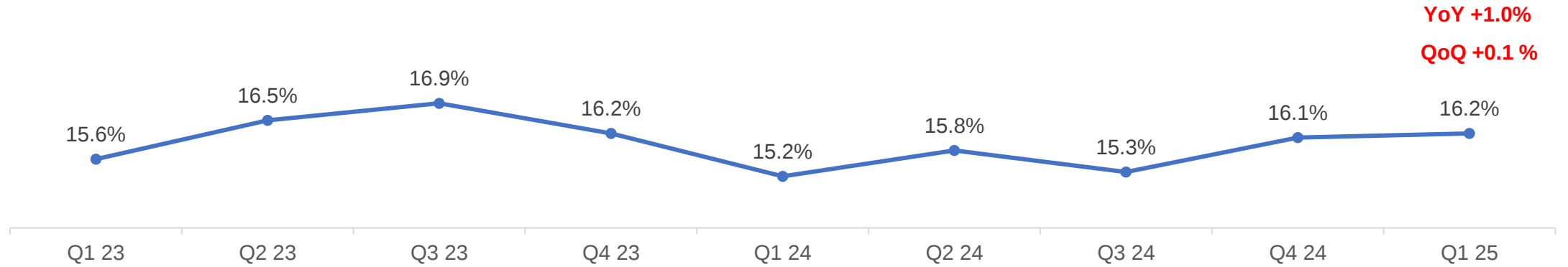
Revenue by Quarter



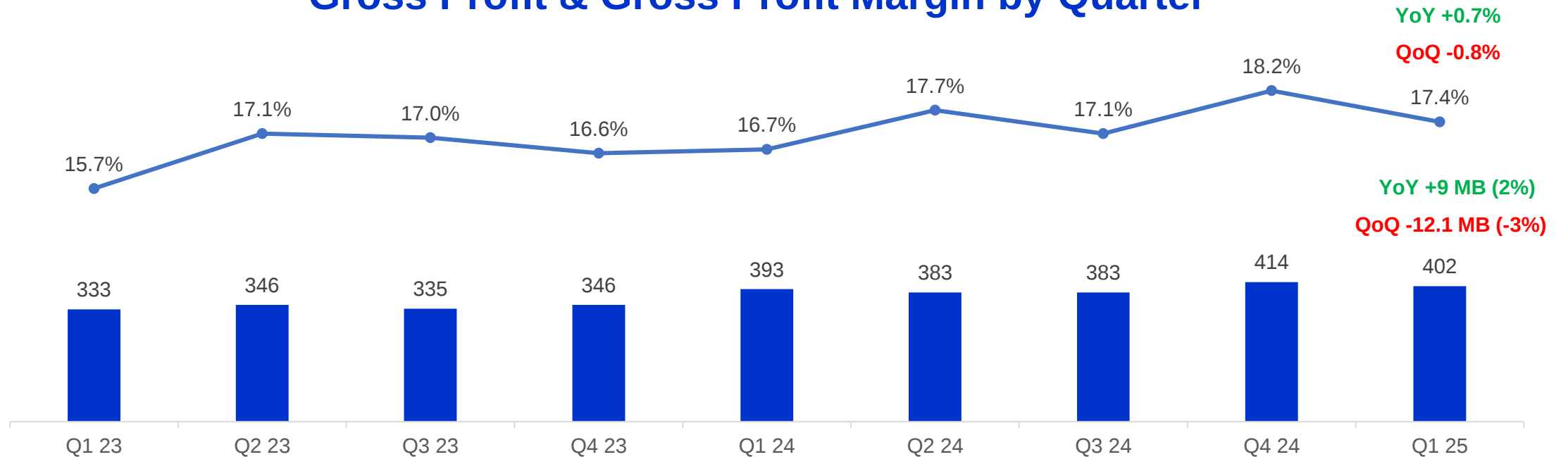
Net Profit & Net Profit Margin by Quarter



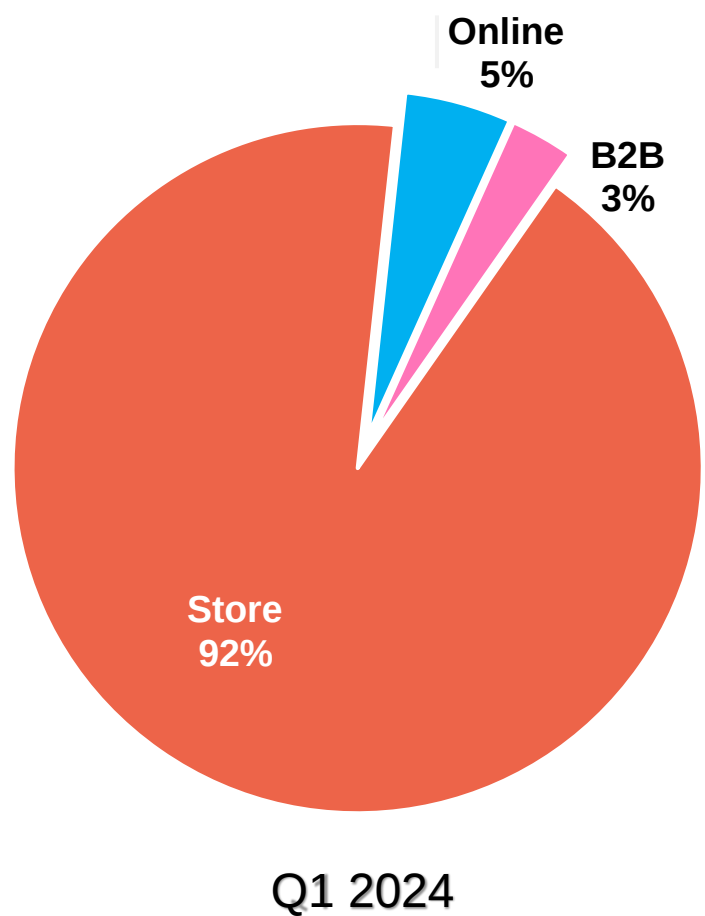
SG & A by Quarter



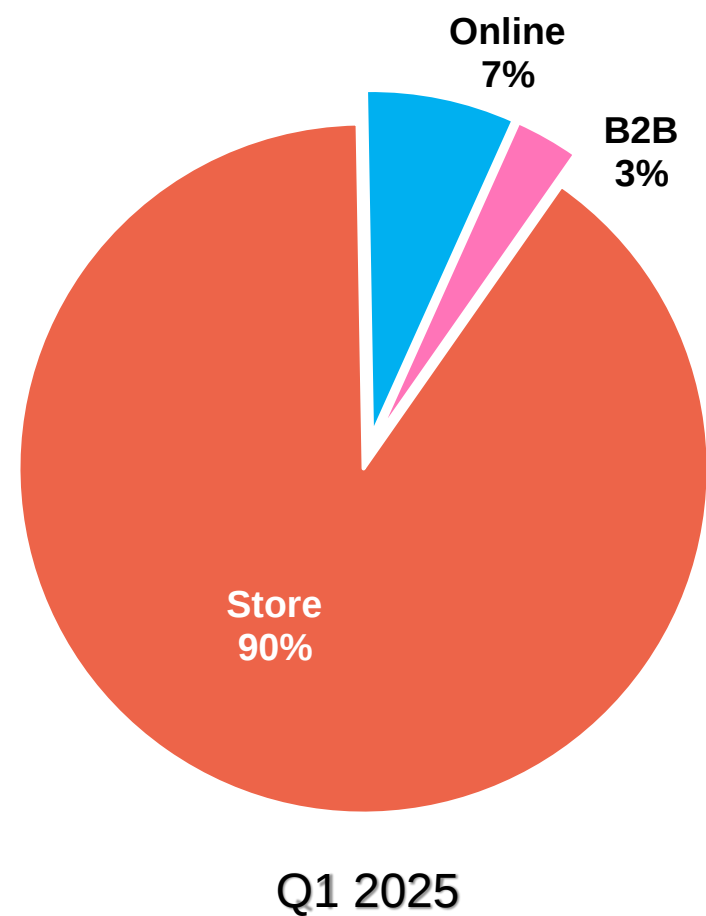
Gross Profit & Gross Profit Margin by Quarter



Revenue Breakdown by Channel

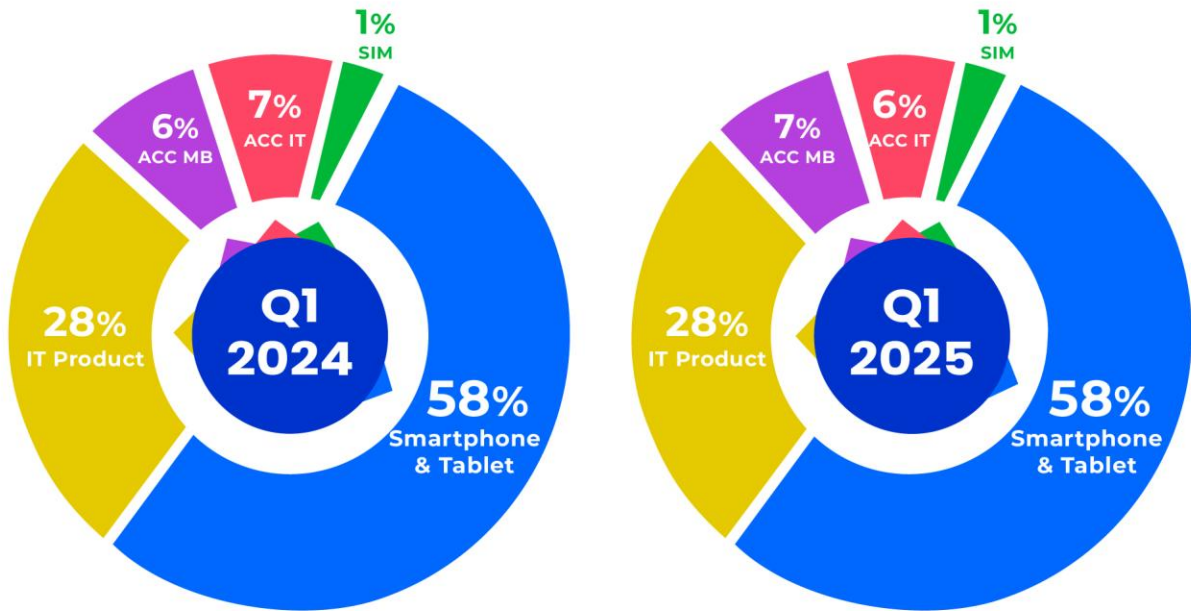


▼ -4% | Store

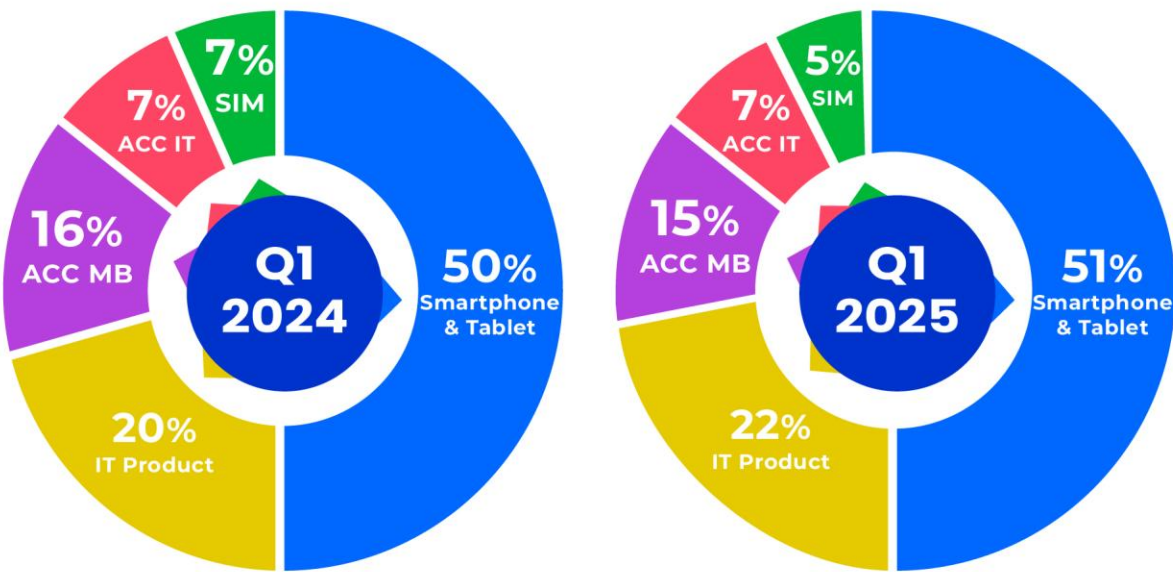


▲ +35% | Online
▼ -6% | B2B

Revenue Breakdown by Category

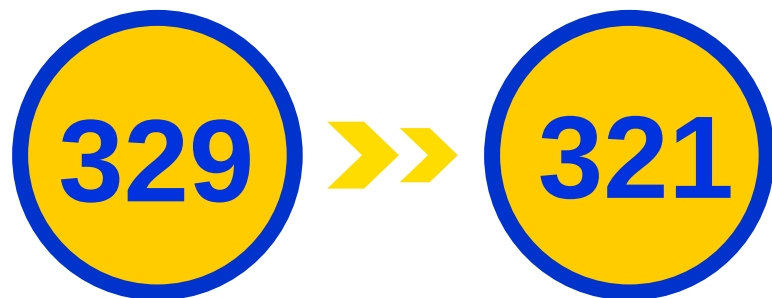


Gross Profit Breakdown by Category





Total Number of Stores



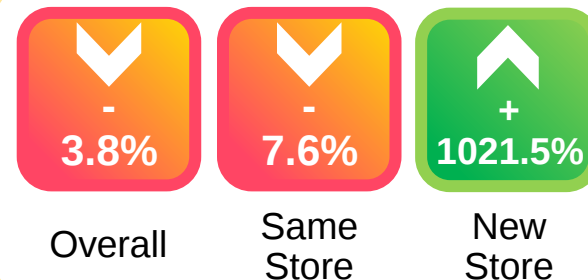
End of Q4/24

End of Q1/25

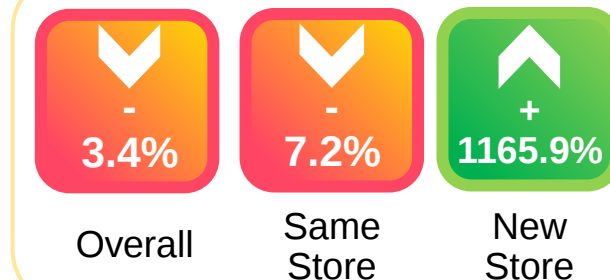
Store Performance

End of Q1/24 VS End of Q1/25

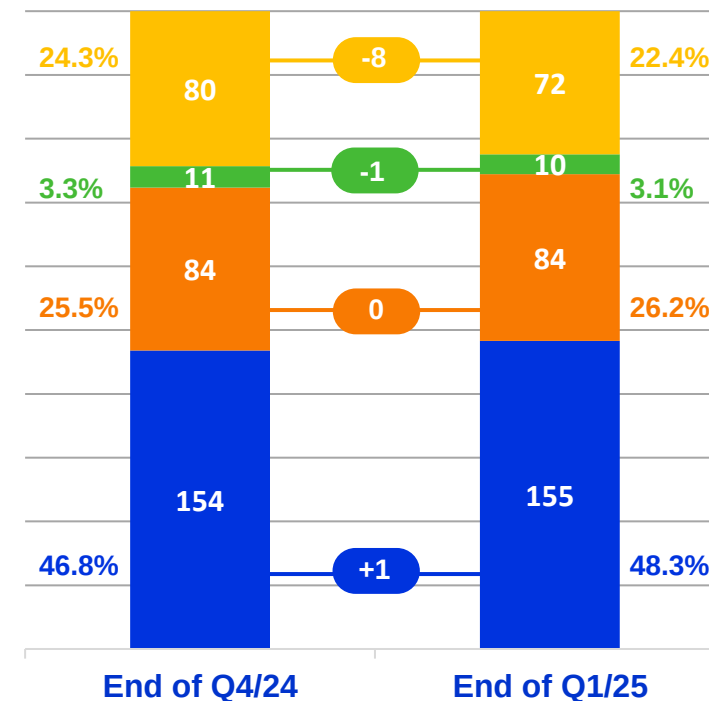
Revenue



Gross Profit



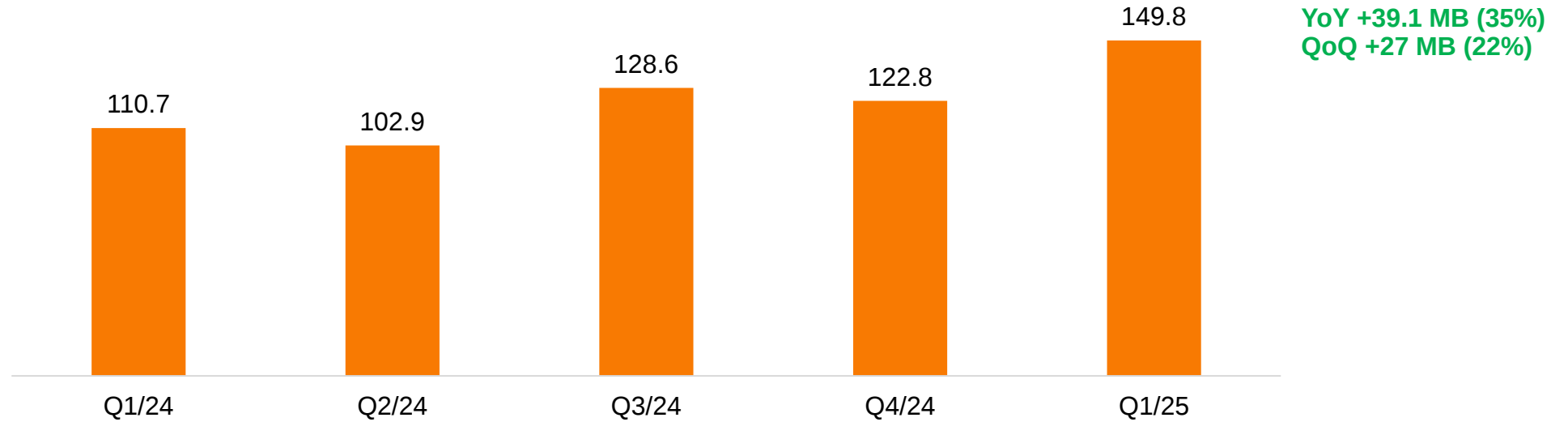
Store Mix



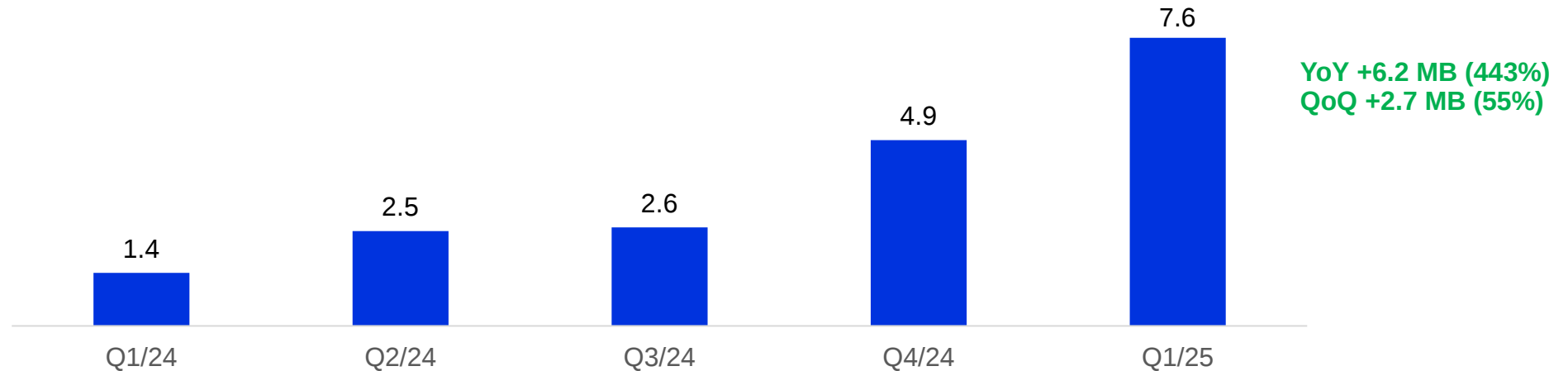
E-Commerce Performance and Update

Million Baht

Revenue



Net Profit



IT CITY

Overview Q2/2025



SYNNEX

HONOR

HONOR

IT CITY | CS

IT CITY | CS

IT CITY
โปรโมชั่น
ไฮเดย์
มือถือ
3 บาท

HONOR Magic7 Pro

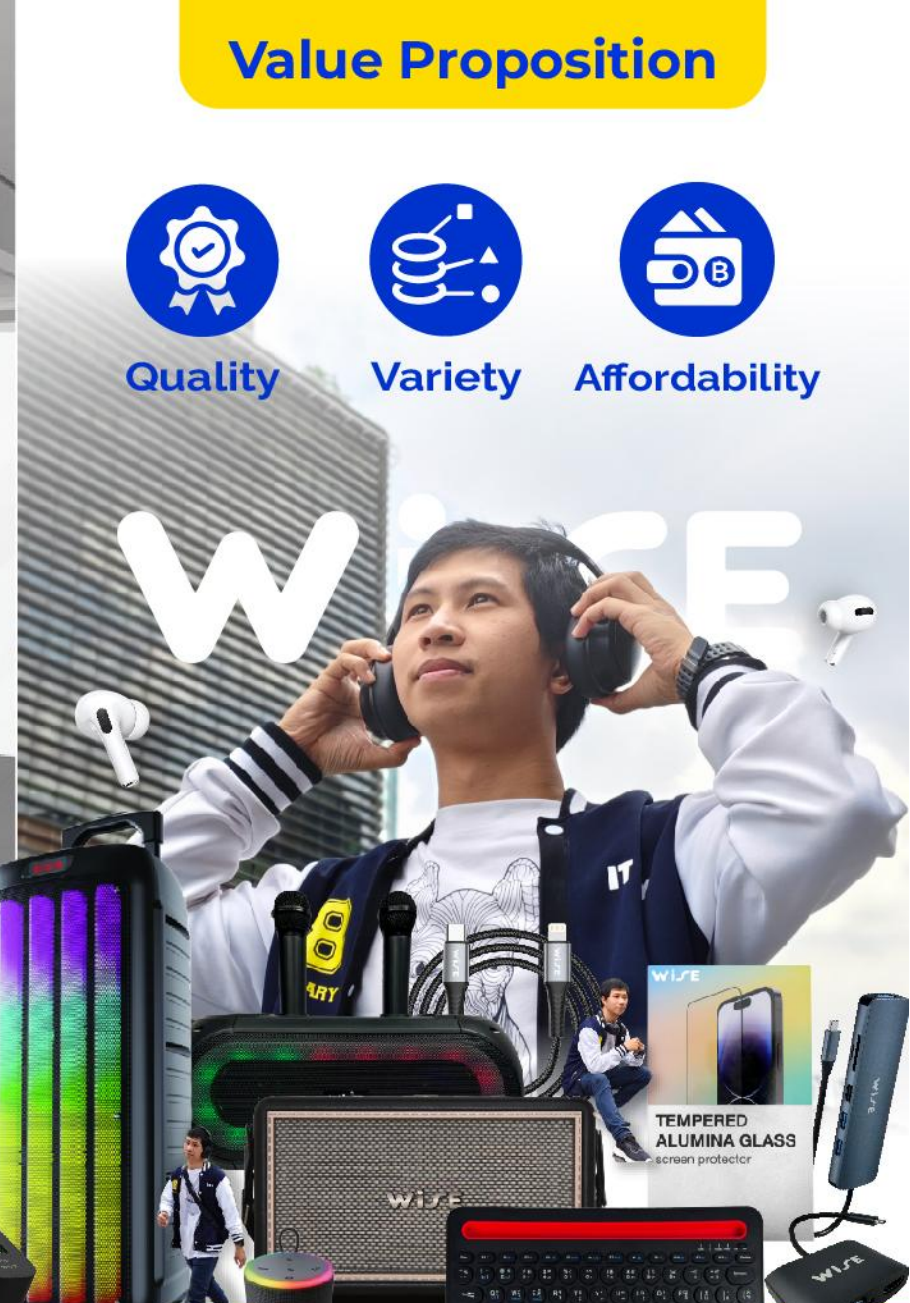
Magic7 Pro

HONOR

IT CITY REWARDS



สมาชิก **56,176** คน



Affordability





IT CITY

Q&A