



IT CITY

OPPORTUNITY DAY Q1 2026

May 2026



AGENDA

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



IT CITY



SAMSUNG

vivo

oppo

realme

HONOR



Wise



Retail



Service

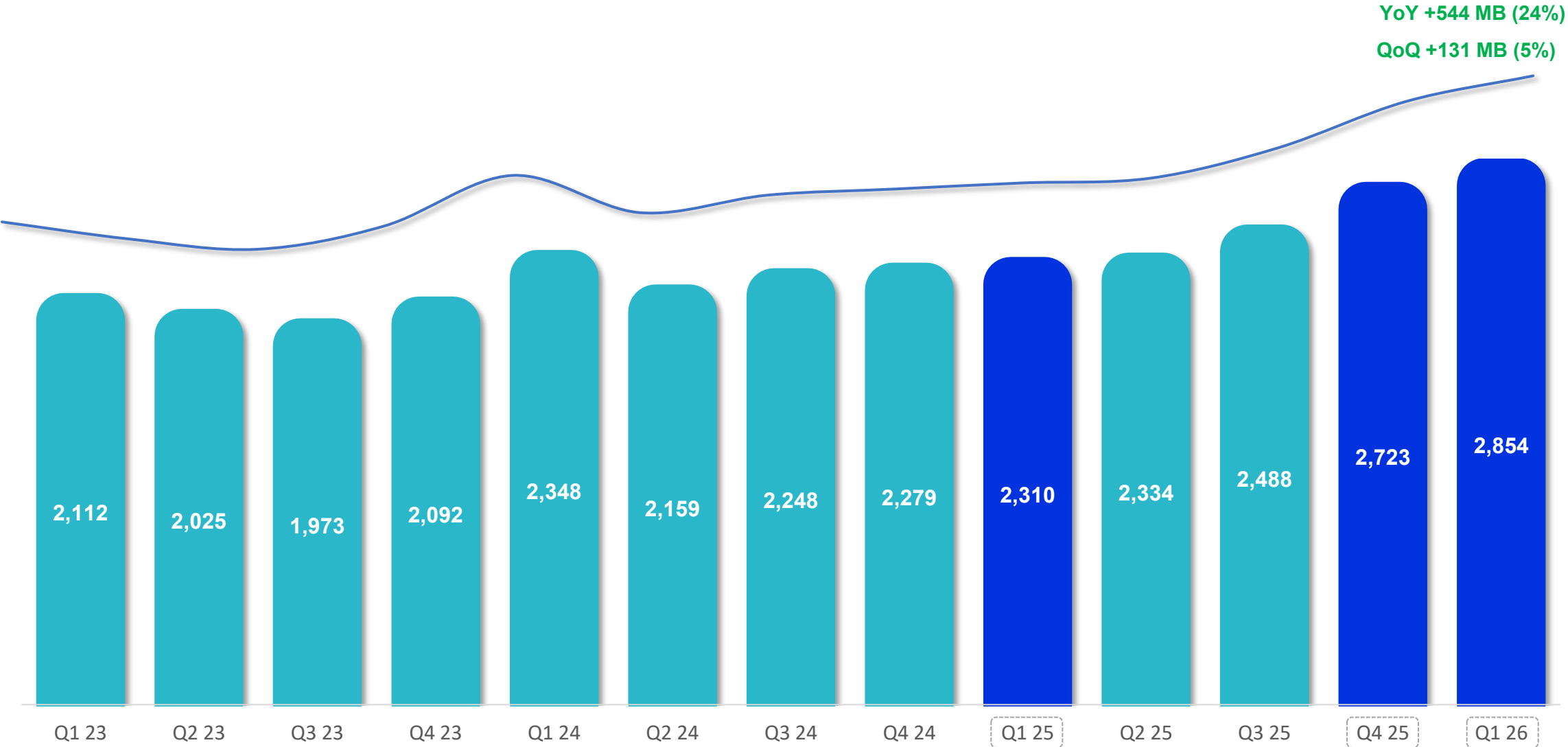


IT CITY

**Financial Performance and
Business Overview**

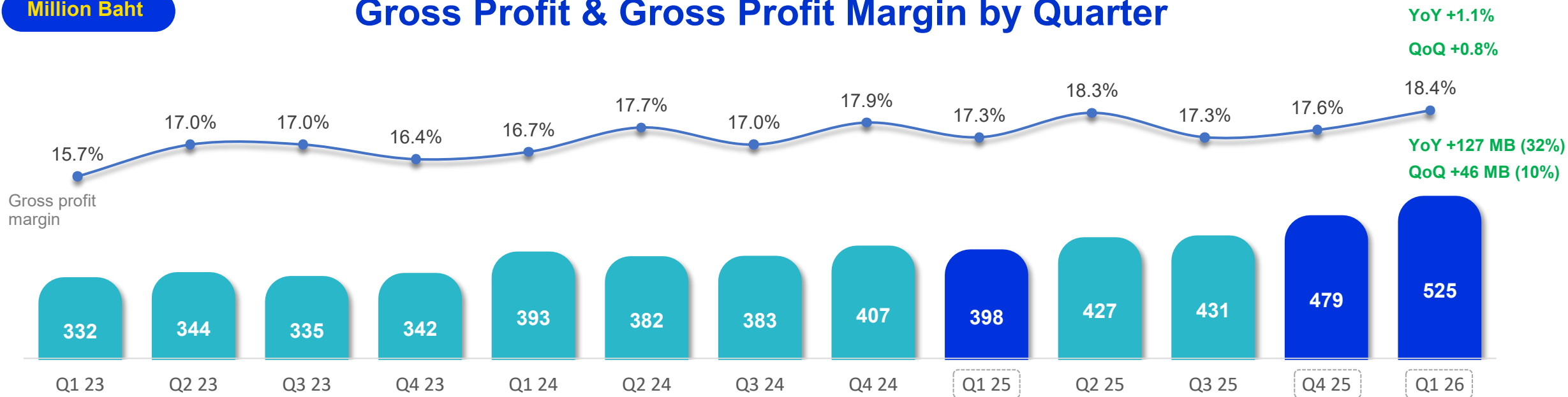
Million Baht

Revenue by Quarter

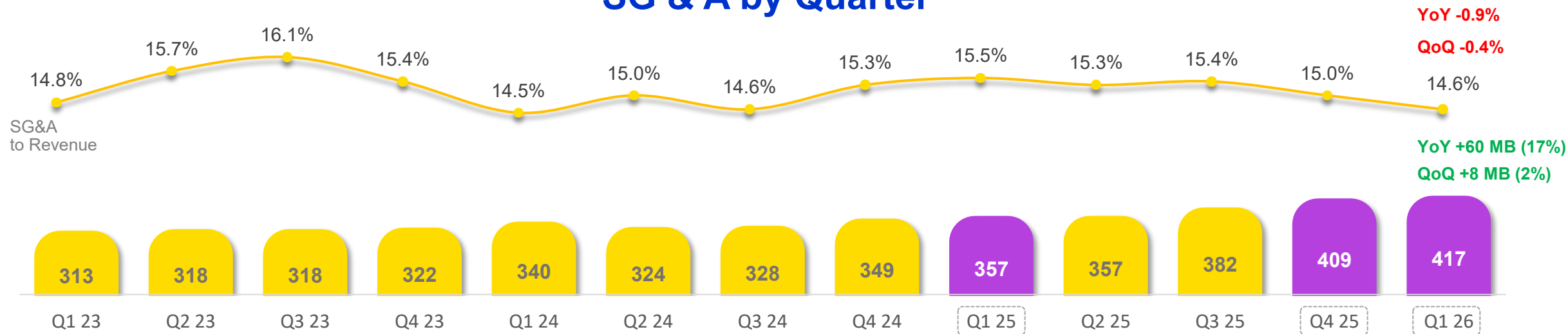


Million Baht

Gross Profit & Gross Profit Margin by Quarter

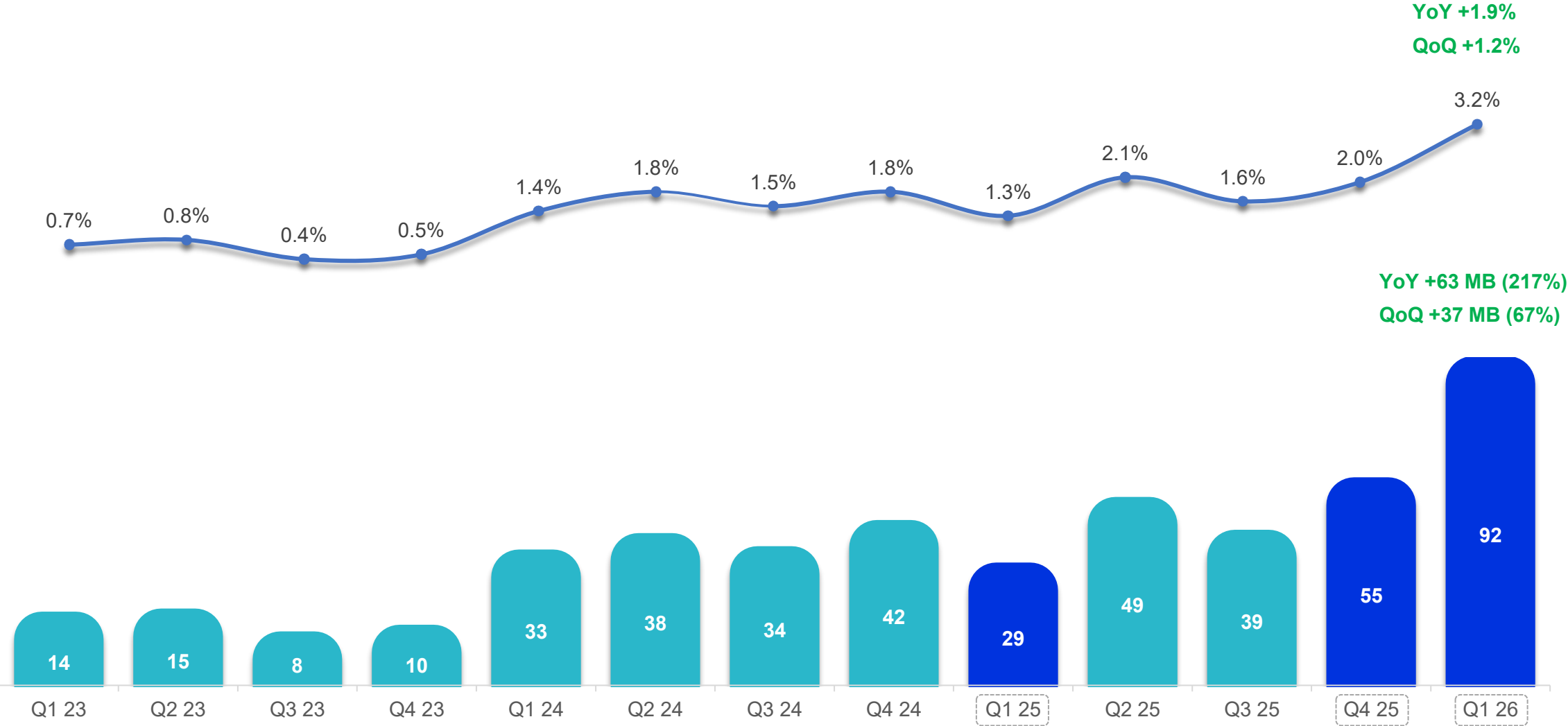


SG & A by Quarter

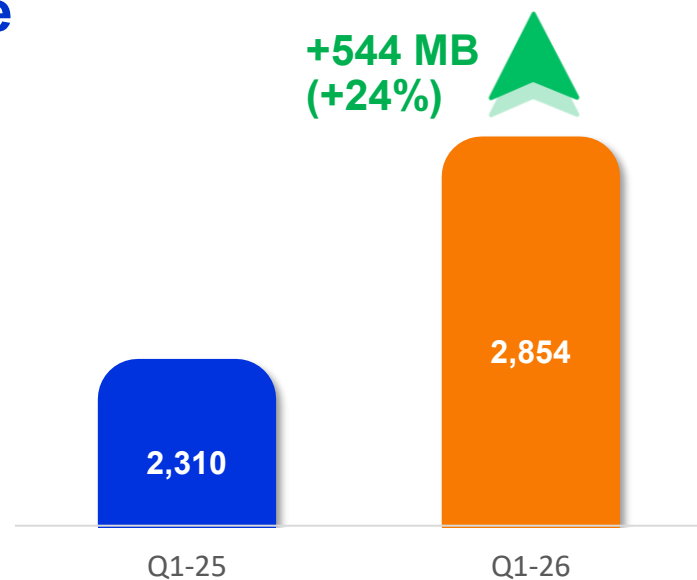


Million Baht

Net Profit & Net Profit Margin by Quarter

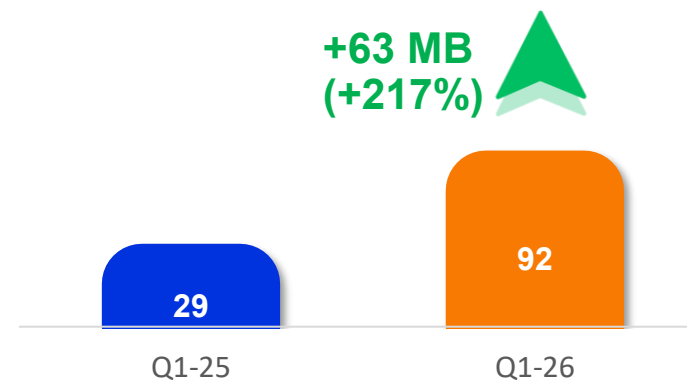


Revenue

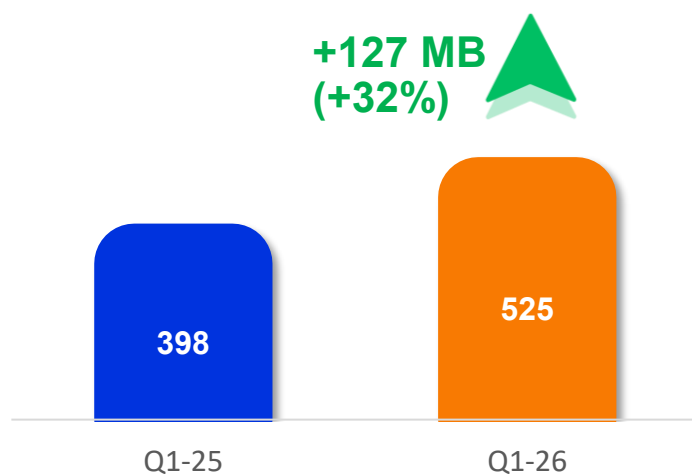


Net Profit

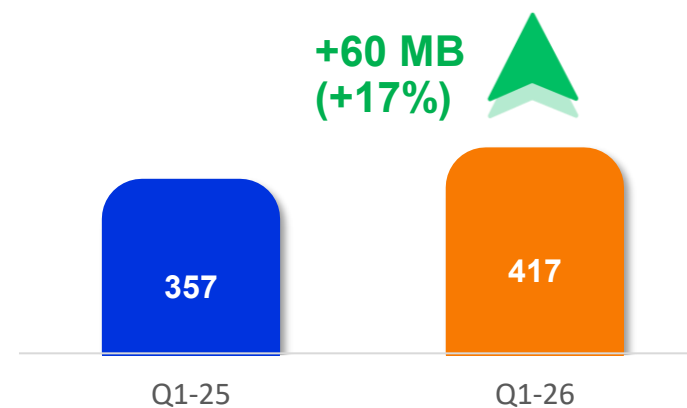
Million Baht



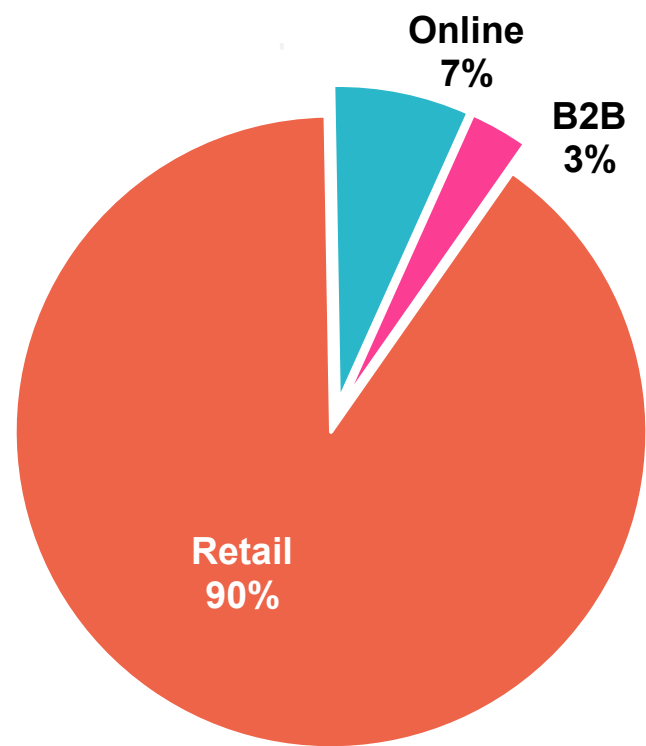
Gross profit



SG & A



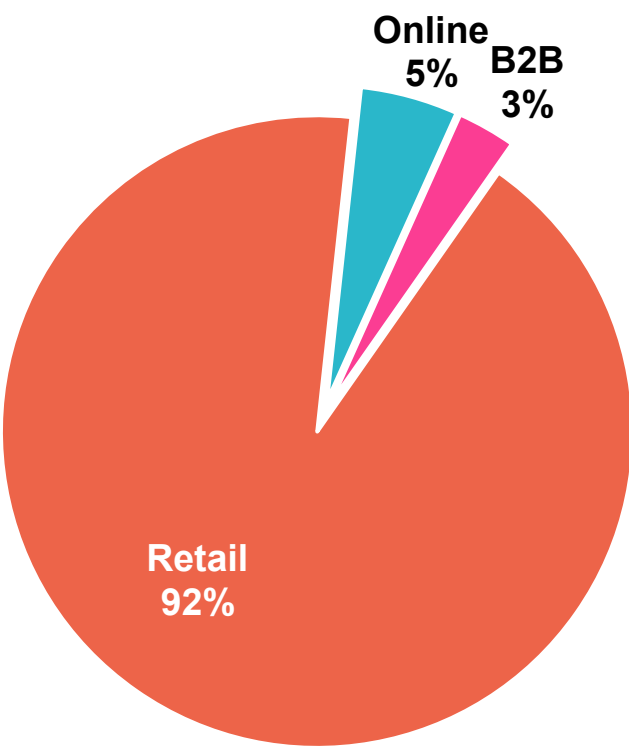
Revenue Breakdown by Channel



Q1 25



Retail



Q1 26

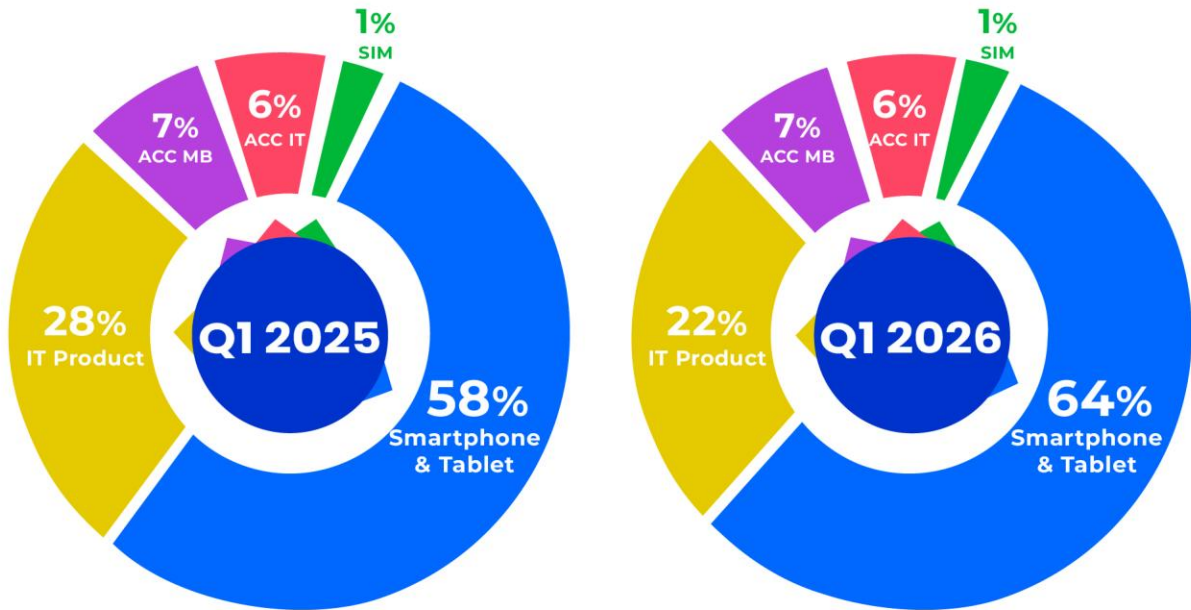


Online

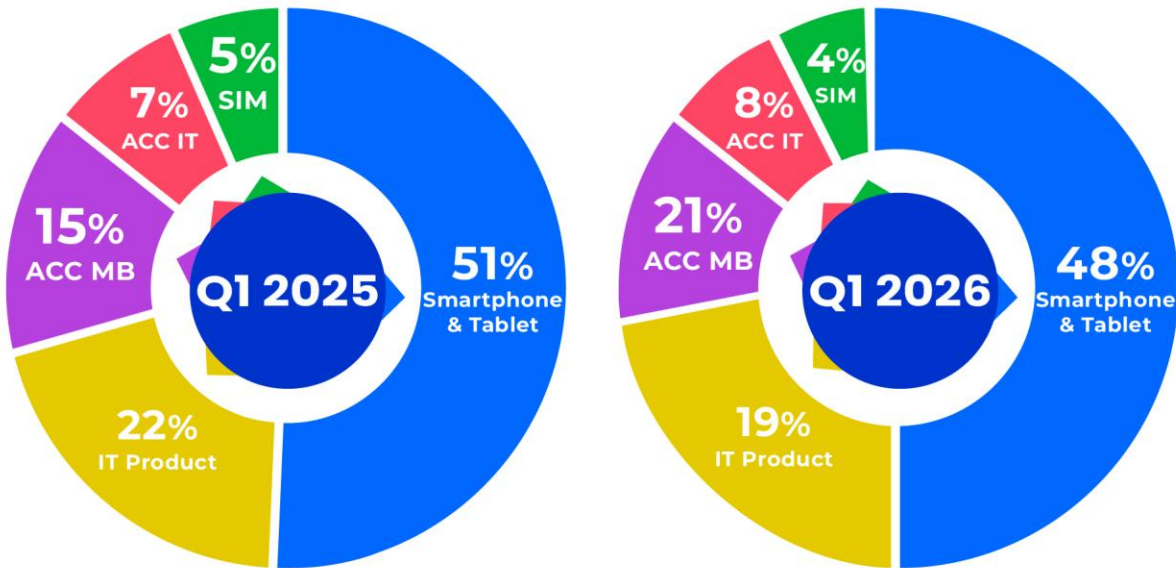


B2B

Revenue Breakdown by Category

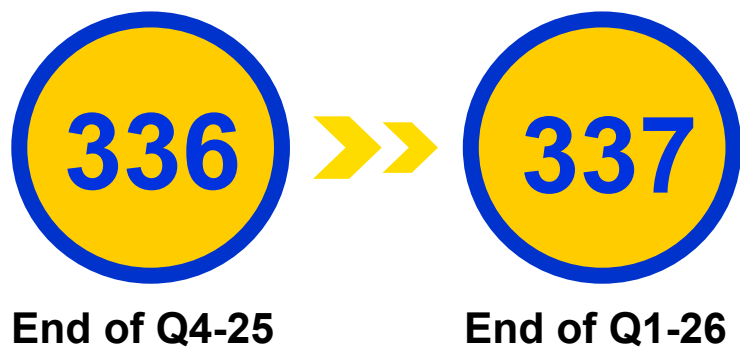


Gross Profit Breakdown by Category





Total Number of Stores



Store Performance

End of Q1 25 VS End of Q1 26

Revenue Q1 26



Overall



Same Store

Gross Profit Q1 26

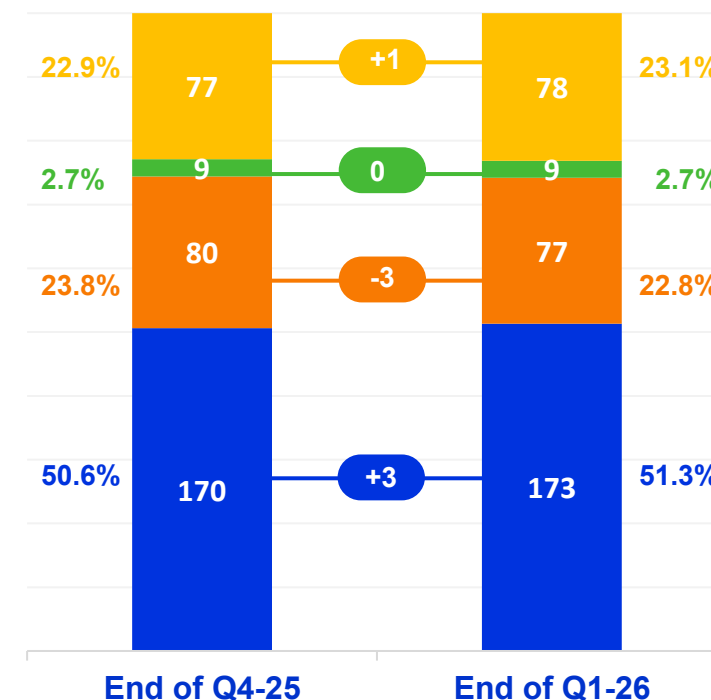


Overall



Same Store

Store Mix





IT CITY

Q2 Overview

Branch Update

IT CITY continually strives and it is committed and present products various kinds of services under the concept of “One Stop Shopping” and touchpoints for Customers service. Nationwide network of **337** Branch across Thailand.

IT CTY 170 Branch

CSC 80 Branch

ACE 9 Branch

Brand shop 78 Branch

North
33 Branch

Northeast
58 Branch

Central
52 Branch

Western
9 Branch

Eastern
38 Branch

Bangkok
104 Branch

Southern
43 Branch

End of Q12026

Store Expansion

The company plans to improve product placement, including store expansion and shelf displays, to enhance product visibility for customers within shopping malls, both IT products and smartphones. and Q2/2026, company also plans to open an additional 19 branches to provide services to customers nationwide.



CSC Robinson สุพรรณบุรี
AIS BIG-C บางปะกอก
TECNO Robinson สุพรรณบุรี
VIVO BIG-C ลพบุรี
IT CITY Lotus นวนคร (ขยายพื้นที่)

IT CITY BIG-C ศรีสะเกษ
Xiaomi Robinson สกลนคร
IT CITY Robinson มุกดาหาร kiosk
Xiaomi CENTRAL ขอนแก่น
IT CITY BIG-C นครพนม kiosk

IT CITY Lotus สงขลา kiosk
OPPO-HONOR BIG-C นราธิวาส
IT CITY BIG-C นราธิวาส
IT CITY Robinson ตรัง kiosk

IT CITY BIG-C พัทธากลาง
CSC Robinson ฉะเชิงเทรา kiosk
Xiaomi Robinson ปอวิน

CSC Robinson กาญจนบุรี kiosk

IT CITY BIG-C กำแพงเพชร

IT CITY FOOTBALL WORLD CUP 2026

A special promotional campaign, Connect brand with Football Lifestyle and accelerate Customer Engagement & Traffic (offline + online) through Football-Themed Campaigns

- Phase 1 IT CITY WORLD CUP MEGA DEAL
ดีลเด็ดระดับโลก
Period: 1-30 Jun 2026
- Phase 2 IT CITY THE TECH WORLD CUP
โปรแรงระดับโลก
Period: 1-31 Jul 2026

IT CITY FOOTBALL WORLD CUP 2026





IT CITY has declared its intention to join Collective Action Against Corruption (CAC). We are committed to conducting our business with transparency, alongside a firm stance against all forms of corruption.

Participation in the CAC not only enhances the Company's credibility, but also plays a key role in mitigating ESG risks and supporting sustainable, high-quality long-term growth.



IT CITY

Q&A