



IT CITY

OPPORTUNITY DAY Q2 2026

Aug 2026



AGENDA

- About IT CITY
- Financial Performance and Business Overview
- Activity Update Q2 & Second Half
- Q&A



IT CITY



SAMSUNG

vivo

oppo

realme

HONOR



Wise

IT CITY

Subsidiary Company

100%



Associated Company

29%



23%



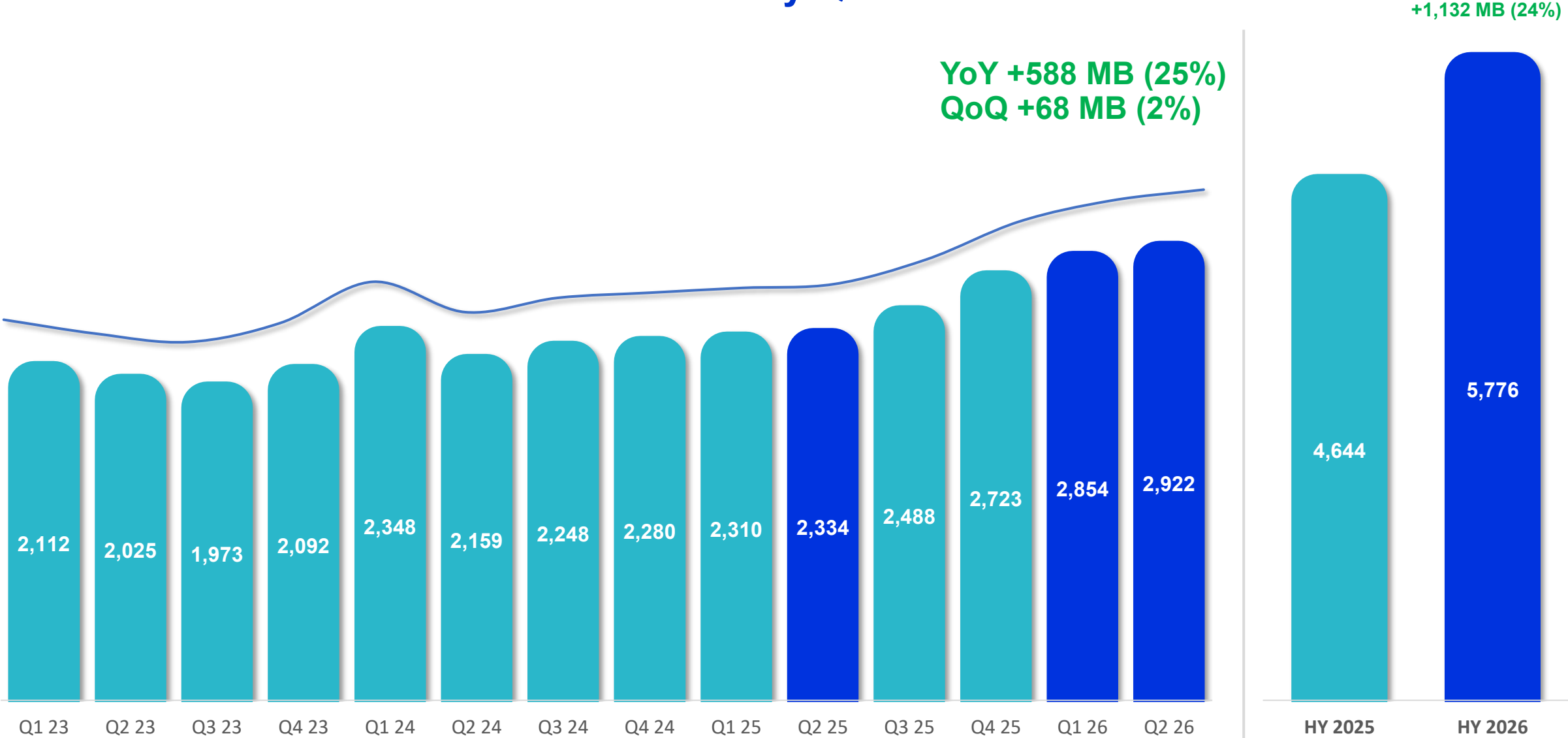


IT CITY

**Financial Performance and
Business Overview**

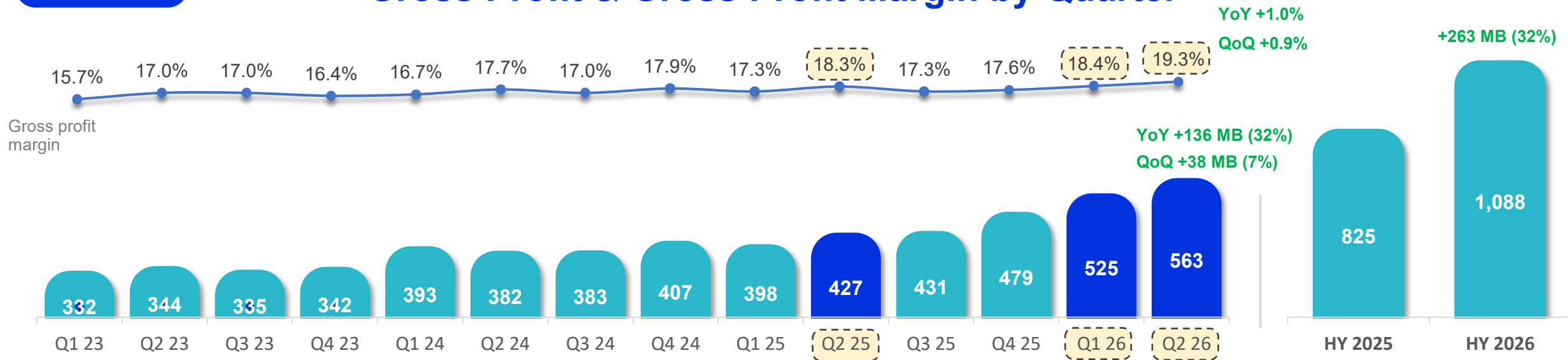
Million Baht

Revenue by Quarter

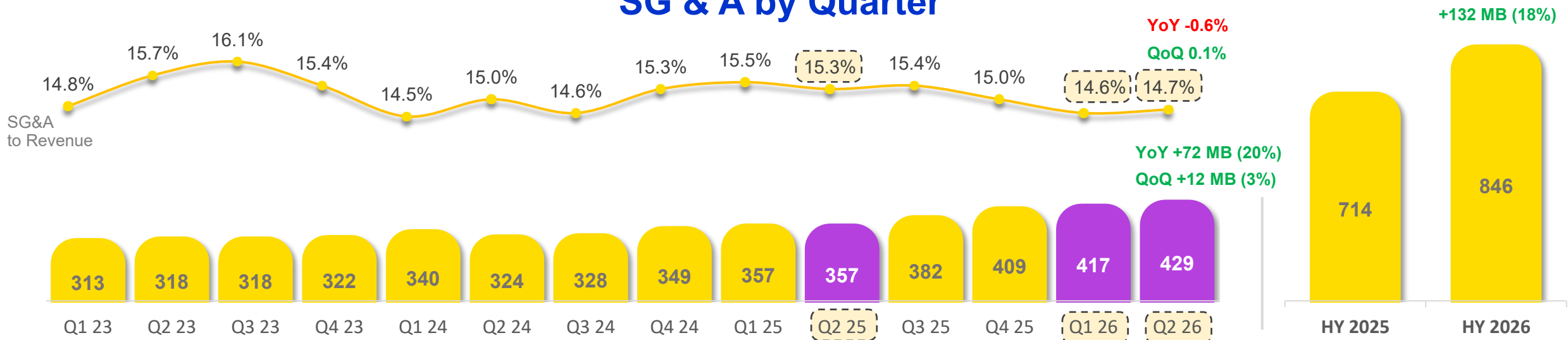


Million Baht

Gross Profit & Gross Profit Margin by Quarter

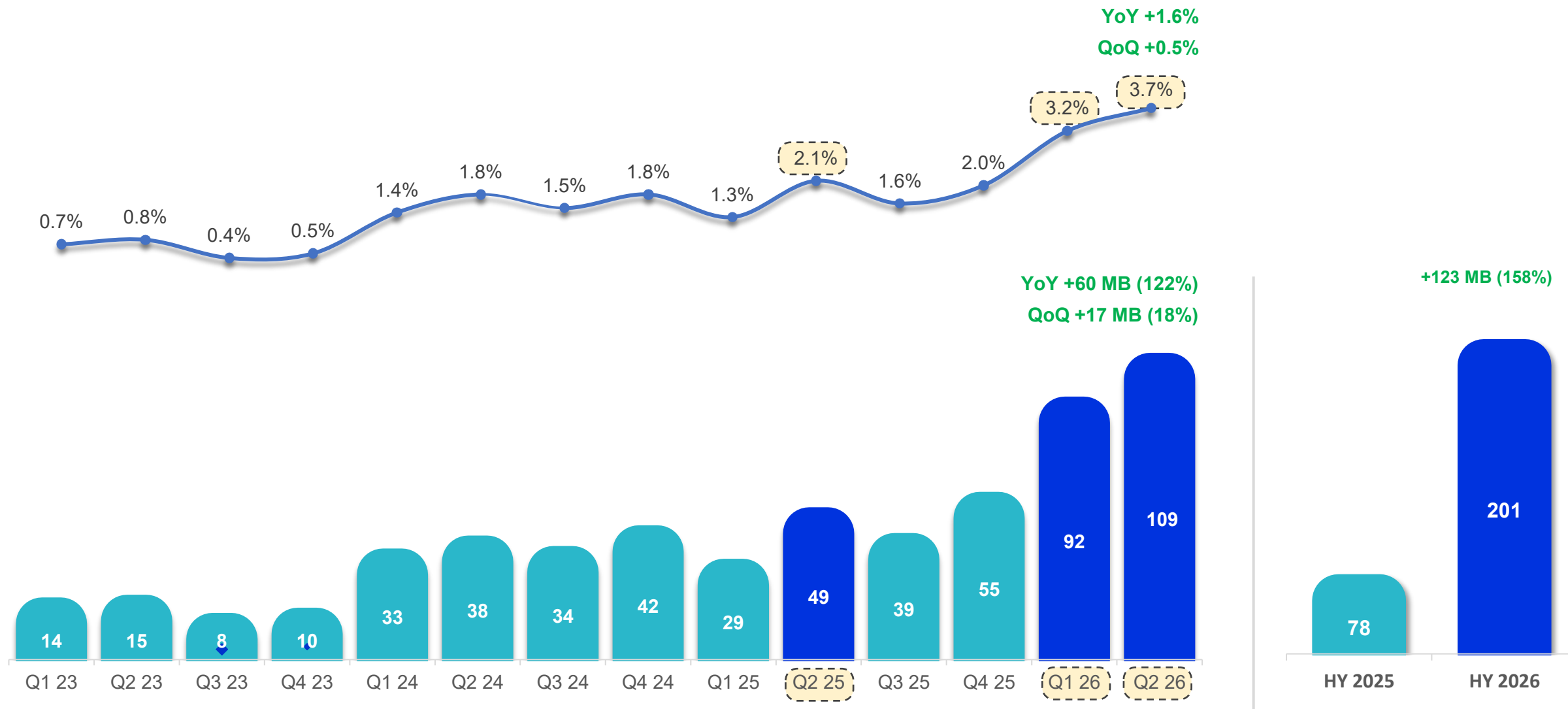


SG & A by Quarter

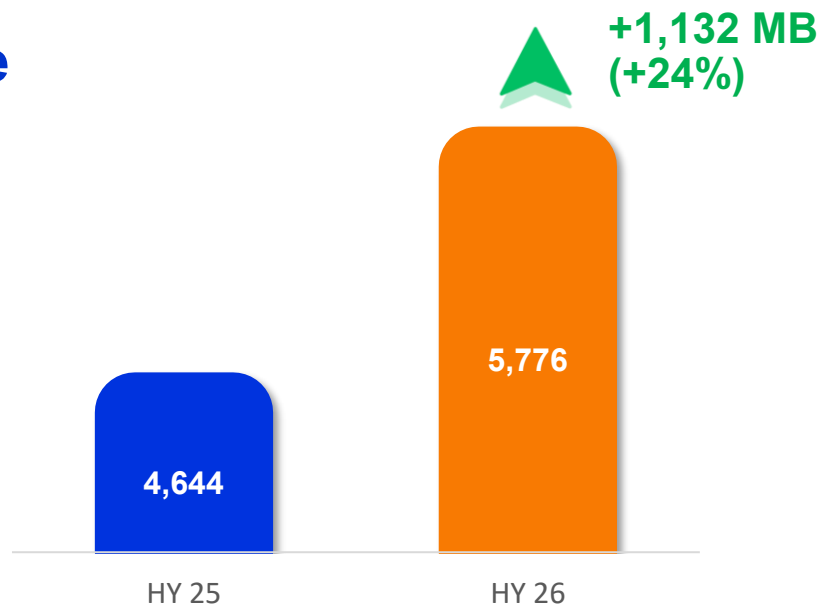


Million Baht

Net Profit & Net Profit Margin by Quarter

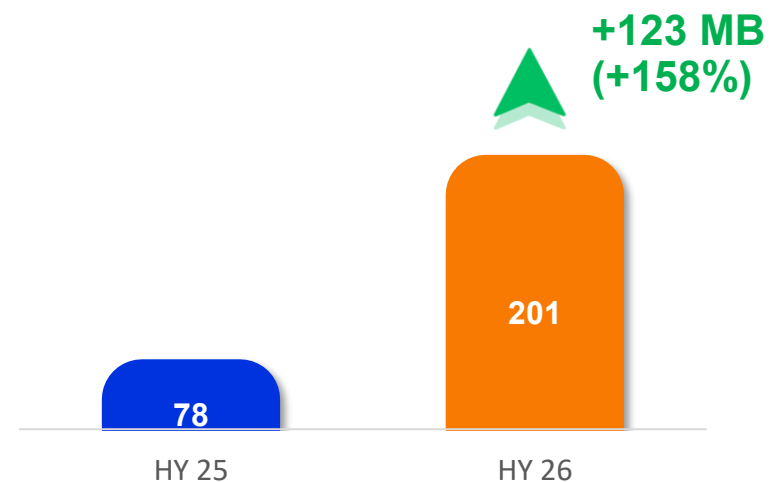


Revenue

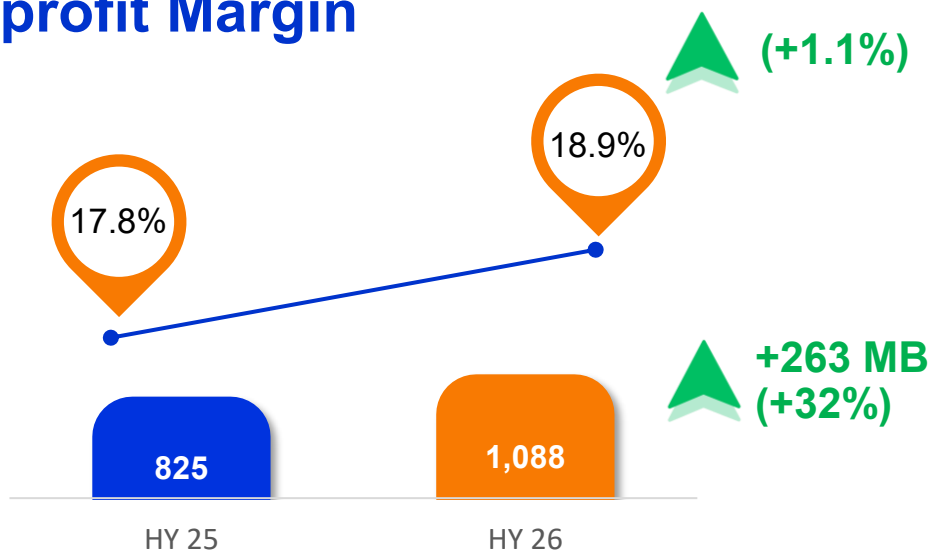


Net Profit

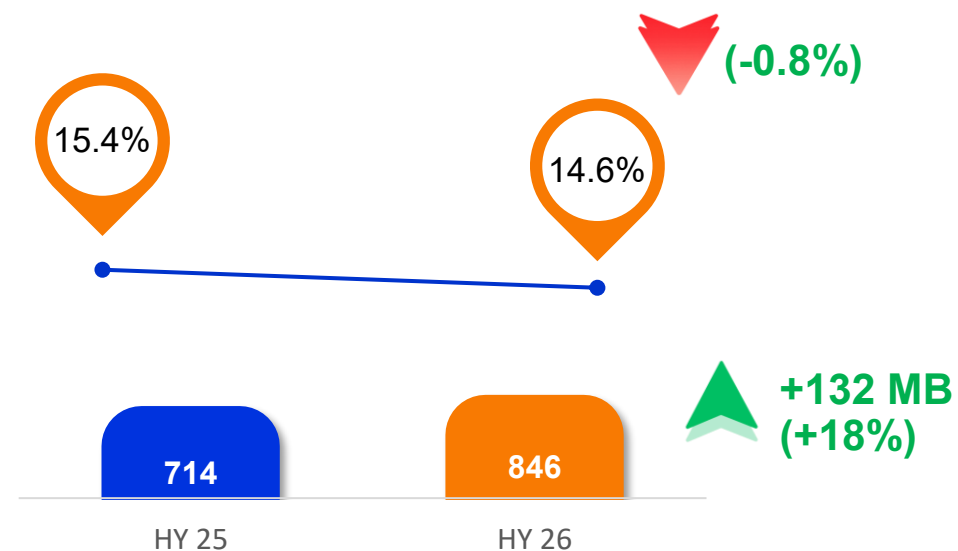
Million Baht



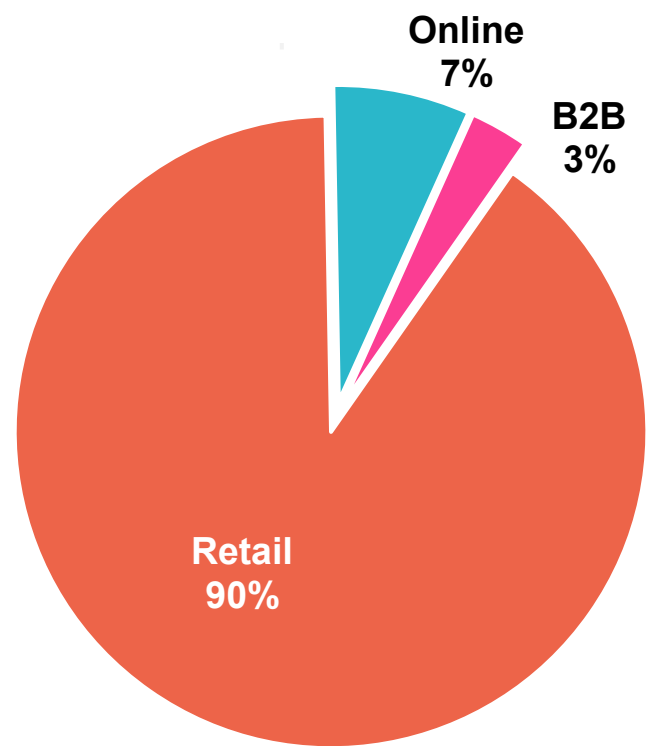
Gross profit Margin



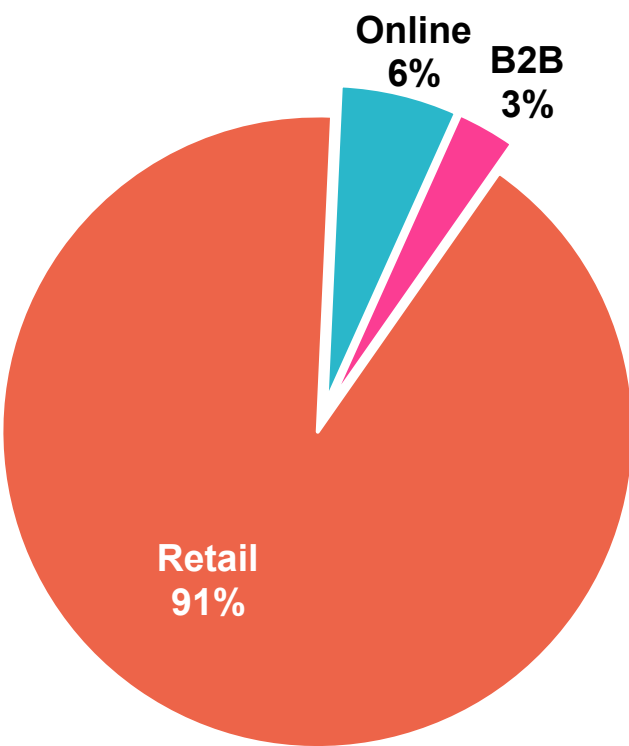
SG & A



Revenue Breakdown by Channel



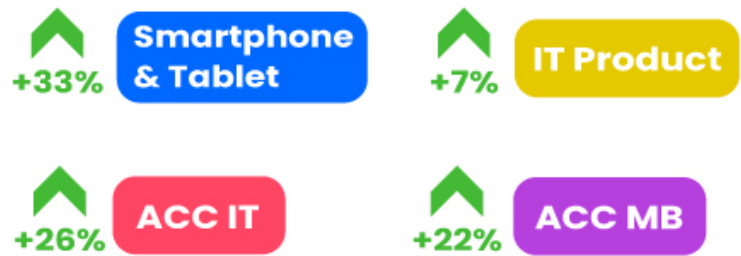
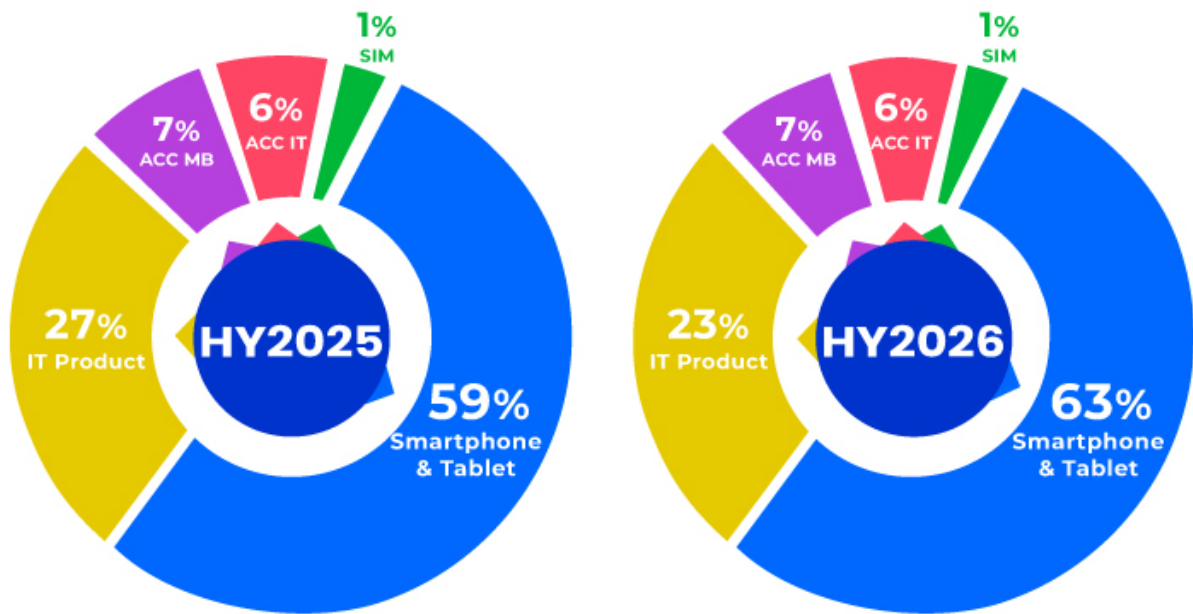
HY 2025



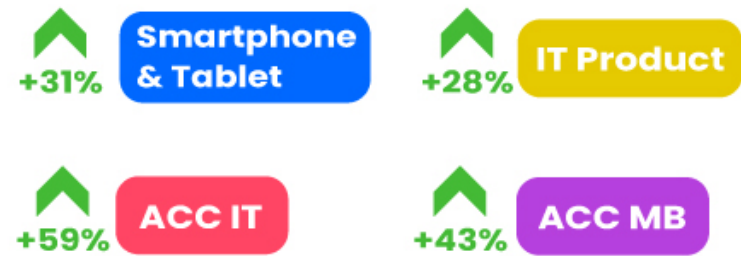
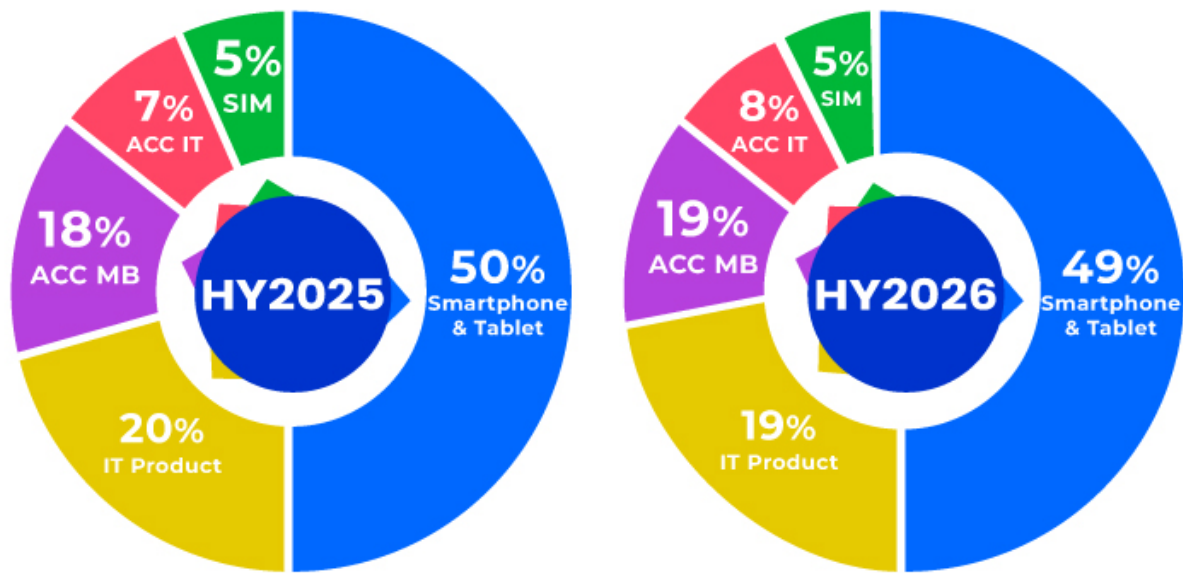
HY 2026



Revenue Breakdown by Category

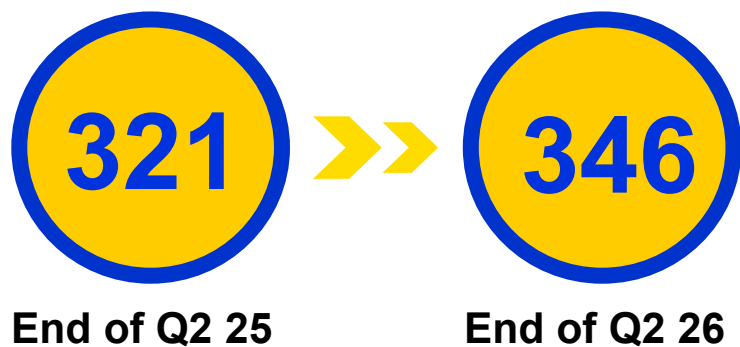


Gross Profit Breakdown by Category





Total Number of Stores



Store Performance

End of HY25 vs End of HY26

Revenue HY 26



Overall

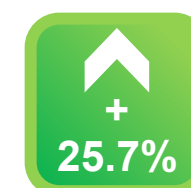


Same Store

Gross Profit HY 26

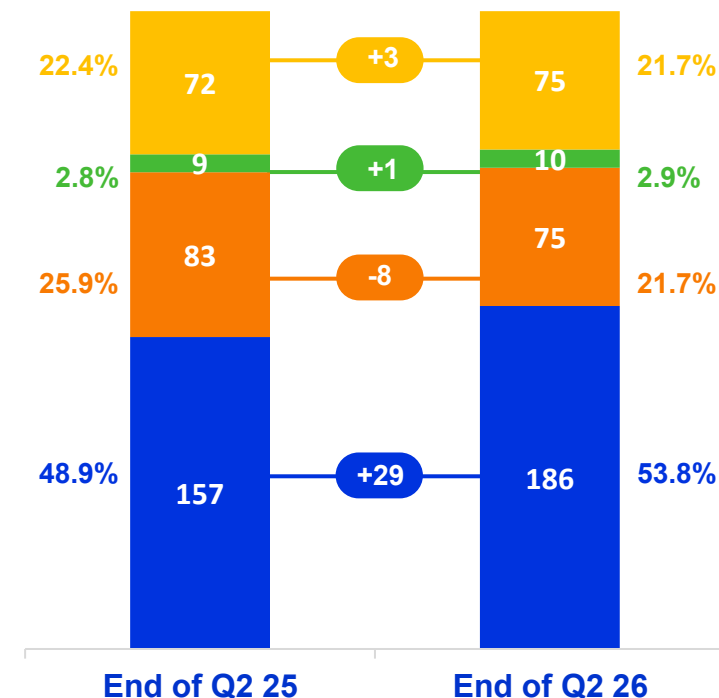


Overall



Same Store

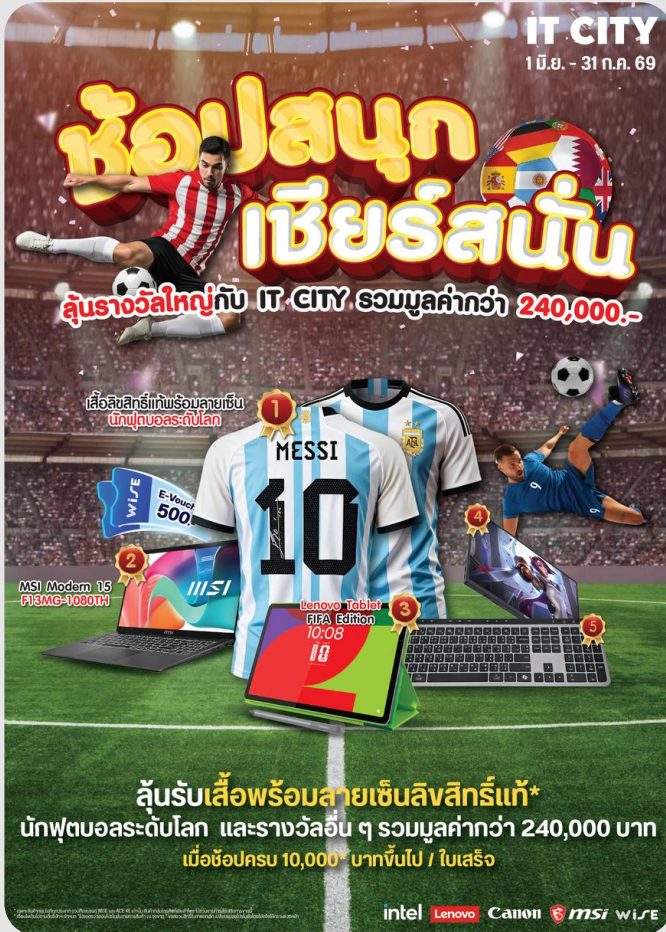
Store Mix





IT CITY

Activity Update Q2 & Second Half



Campaign: IT CITY

หือปสนุกเชียร์สนั่น ลุ้นรางวัลใหญ่

DATE: 1 JUNE - 31 JULY 2026



Activity Update Q2 & Second Half



COM MART THAILAND

ULTRA FORCE

รวมตัวท็อป ช้อปโปรแรง 2-5 ก.ค. 69 EH98-99 ไทนา



Activity Update Q2 & Second Half



IT CITY TECH PLAYGROUND 2026

@ Central Westgate

DATE: 30 Sep – 13 Oct 2026

Play • Explore • Experience • Shop

เปลี่ยนการเลือกซื้อสินค้าไอที ให้กลายเป็น "ประสบการณ์"
ที่สนุกเหมือนการเดินอยู่ในสวนสนุกของคนรักเทคโนโลยี



Create a complete customer journey through shopping, entertainment, influencer engagement, and rewarding experiences to maximize event traffic and sales conversion.



IT CITY

Q&A