

23 February 2026

Subject: Notification of Progress on the Establishment of a New Subsidiary for Strategic Business  
Collaboration with Investors

To: Director and President, Stock Exchange of Thailand

MFEC Public Company Limited (“the Company”) would like to notify that pursuant to the resolution of the Board of Directors Meeting No. 1/2026 held on January 23, 2026, which approved the establishment of a new subsidiary to conduct business in collaboration with a strategic investor, namely Crowdabout Consulting Company Limited (“Crowdabout”) for the purpose of market research services, consumer data collection, and comprehensive in-depth data analysis to private sector businesses and organizations. This encompasses services delivered through consumer panel platforms, quantitative and qualitative research, data analysis utilizing technology and digital tools, as well as consulting services in marketing strategy, branding, and business strategy based on in-depth insight.

The said subsidiary has been duly registered with the Department of Business Development, Ministry of Commerce, on February 23, 2026, with a registered capital of 3,000,000 baht.

Please be informed accordingly.

Yours Sincerely

- *Siriwat Vongjarukorn* -

(Mr. Siriwat Vongjarukorn)

Chief Executive Officer