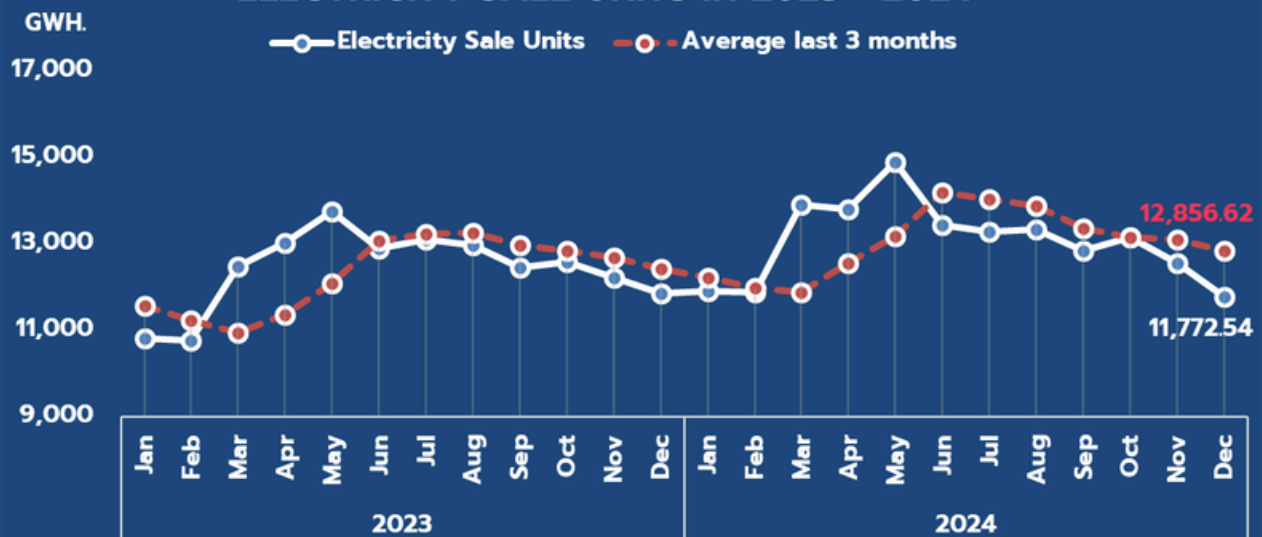


THE ELECTRICITY SALES REPORT OF PEA

IN 2024

"Smart Energy for Better Life and Sustainability"

ELECTRICITY SALE UNITS IN 2023 - 2024

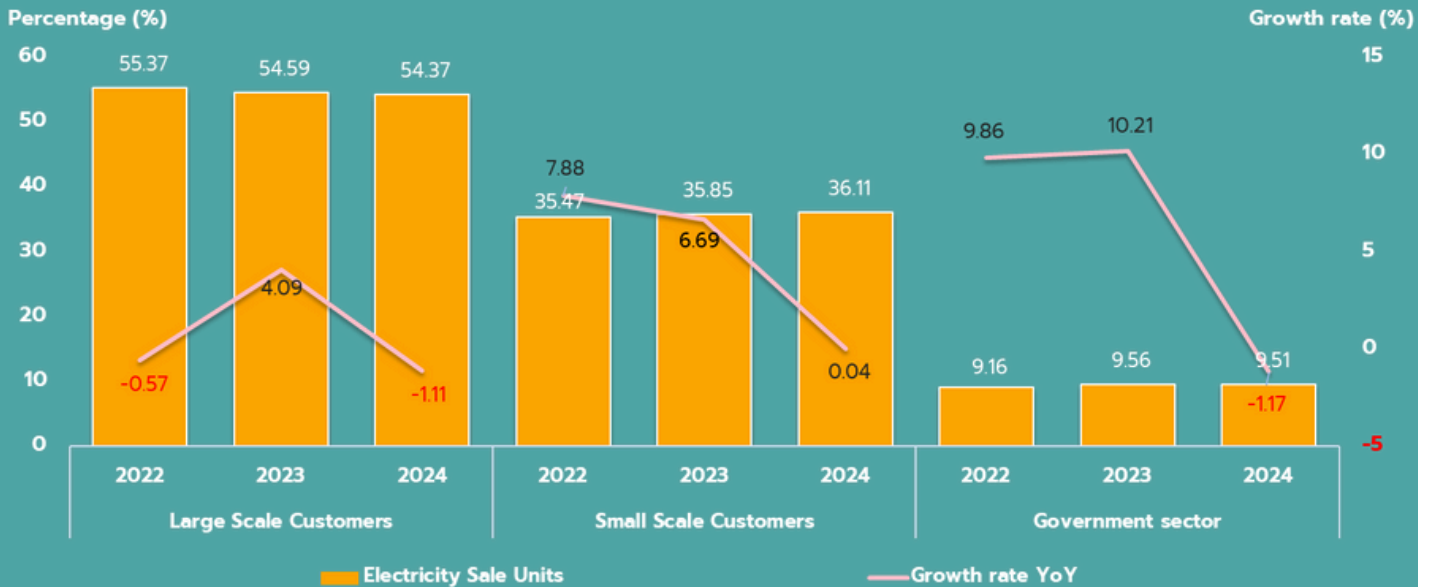


ELECTRICITY SALE UNITS
INCREASED AT

5.28%
YOY

In 2024 Electricity Sale units were 156,838.24 million units which increased 5.28% YoY. the supportive factors were tourism, domestic consumption from government policies and the recovering export. Moreover, there was an increase in public investment supporting employment and economic.

ELECTRICITY SALE UNITS IN 2022 - 2024: PERCENTAGE OF CUSTOMERS GROUP



LARGE SCALE CUSTOMER

+3.86%
YoY

Industrial sector grew at 2.36% YoY because government invested in infrastructure, especially in transportation and logistics, for driving the economic growth and attracting foreign investors.

Large scale commercial customers rose at 9.18% YoY from the domestic demand for services, restaurant and department store. These affected from change in price strategy and branch expansion in potential areas for supporting tourism and competitive advantage.

SMALL SCALE CUSTOMERS

+7.36%
YoY

Residential sector increased at 7.93% YoY owing to, the economic stimulus projects such as diesel price freeze, "digital wallet" project and electricity fee reduction. These caused a rise in consumer confidence and purchasing power.

Small scale commercial customers grew at 5.67% YoY from supportive measures and High season for travelling causing a rise in businesses in tourism such as small hotels, souvenir shop, busses and transportation

GOVERNMENT SECTOR

+5.23%
YoY

owing to a growth of electrical usage in administrative government such as hospitals, schools and universities.



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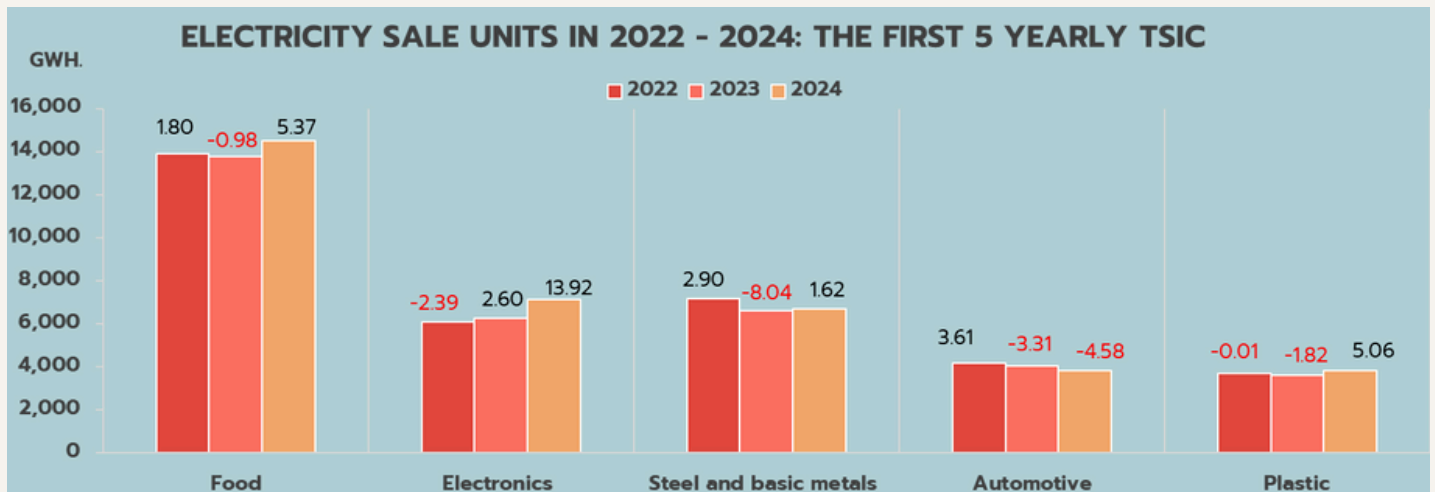


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PEAchannelThailand

Manufacturing Sector +2.20%_{YoY}



| | | |
|----------------|---------------------------------|--|
| +5.37% YoY | Food | grew by the export and recovery in tourism businesses, hotels and restaurants. The products that rose were rice, canned tuna, processed chicken, sugar and animal feed. Fast food and related industry escalated from the change of consumption way. |
| +13.92% YoY | Electronics | following a rise of export from the growth of 5G technology, smart devices and demand for electronics products for transforming infrastructure with Internet of Thing and Data center. |
| +1.62% YoY | Steel & basic metals | went up, owing to an increase of public and private investment in industrial sector such as construction, container and machines. This caused high demand for like Hot Rolled Structural Steel, Chromium Sheets and Galvanized Sheets. |
| -4.58% YoY | Automotive | from a drop of production in pick-up cars and small passenger cars because of the decline demand in domestic and international markets. Besides, there were high household debt causing the strict loan of financial institutions and the price competitive with EVs. |
| +5.06% YoY | Plastic | grew from the growth of related industries like food and beverage, cosmetics, retail and E-Commerce that had an effect to plastic containers such as food box, bag and bottle. Government launched supportive policies in New S-Curve industries which pushed the plastic in supply chain to consume more power. |

Sale and Hotel sector

+8.01%
YoY

They rose because of the increase in the number of tourists from free VISA extension, VISA on Arrival and the long holidays in many countries. There were tourism measures through festival and annual events and in Much and Less visited areas.



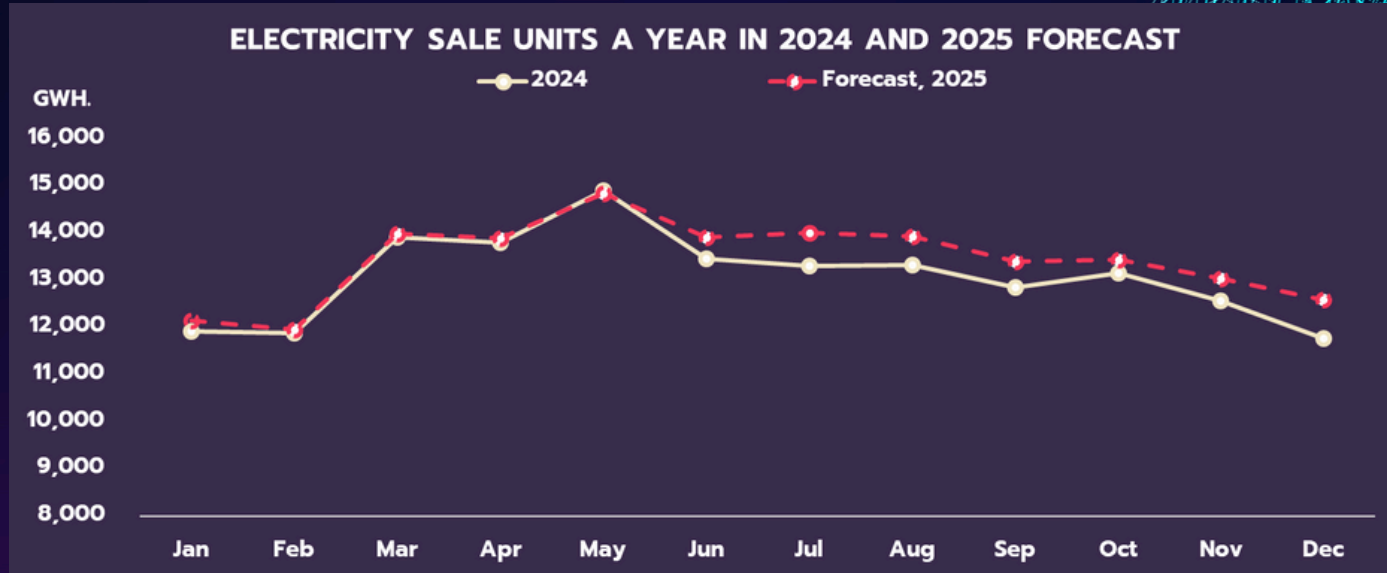
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+2.76% YoY

PEA has forecasted the electricity sale units in 2025 to improve 2.76% YoY since a growth of public consumption, tourism and export. Nonetheless, there were risk from household debt and fluctuated economic.

Positive Factors

• Tourism

A recovery of tourism related to the number of tourists that was higher closing to pre-pandemic. There was the increase of flight from the supportive measure such as Long term resident VISA (LTR) to attract tourists who has high potential and purchasing power, VISA free for 93 countries and stimulating travel in Much and Less visited areas. Moreover, government pushed Thailand to be the Tourism Hub affecting to a growth of related businesses such as transportation, restaurants and beverage, hotels, department stores and retail stores.

• Investment

Private investment grew from the supportive measure of BOI in industries that was advanced technology and eco-friendly. Mostly, there were electrical appliances and electronics, automotive and parts and petrochemical. These measures increased the investors' confidence to attack more direct foreign fund and joint venture to make opportunity for related businesses during the investment relocation which affected from trade barrier.

Public investment also expedited investment in Mega projects for transportation such as High Speed trains and pier. Because these will increase potential of transportation and reduce cost of logistics. Moreover, The Free Trade agreement (FTA) is supporting the foreign investment and growing investor's confidence that supported manufacturing sector and competitiveness.

• Export

There were export of potential and demanding goods following the expansion of global trade from New Order. There were made to order that responded to demand. They rose competitiveness and reduced the risk of over-supply in many industries such as fashion , health, eco-friendly product, food, beverage, agricultural processing, electronics, electrical appliances and telecommunication.

Power Economic Division, Power Economics Policy Department CALL 02-590-9475



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Positive Factors

- **Efficiency and Competitiveness Improvement**

Efficiency improvement through innovation and advanced technology leads to produce goods with potential and high valued that could compete in major markets. Besides these goods were standardized the demand and requirement of importer to avoid price competitiveness and improve raw material production and intermediate products, especially in advanced-tech industries such as AI, Internet of Things and renewable energy.

Negative Factors

- **Debt**

Household and private debt were high from loan during the lack of liquidity causing the strict loan of financial institution such as increased collateral and interest rate. These caused the limitation of liquidity accession of businesses and SMEs which lied on informal loan.

- **Risk from Global Economic Fluctuation**

Uncertainty of U.S. policies affected to global economic and trade, especially trade barrier with China, in the way of supply chain and investment. The U.S. policies that caused the fluctuation of monetary market and U.S. economic were tax and labor. In addition, there was a risk from a recession of Chinese economic because of a lack of liquidity, debt and a drop of consumption from non-recovery of consumer confidence, labor market and domestic demand. These caused over supply in electronics, computer and automotive leading to export to other countries and price competitiveness. Some factory may shut down or decrease productivity such as automotive producer which affected to unemployment rate and local economic.

- **Political Crisis**

Political crisis was prolonged such as Middle East crisis Between Israel and Hamas, Russia and Ukraine, Trade barrier between U.S.A. and China. The crisis affected to global supply chain and global trade volume. Moreover, there were an effect to monetary market, energy price and transportation cost. The drought was from climate change which stopped transportation through Panama canal affecting to production cost and purchasing power.

- **Climate Change**

Climate change and natural disasters affected to production, food price and stability, especially in countries that relied on agriculture. Thailand faced with El Nino causing high temperature and drought in first six months, while Thailand got La Nina in the other half year that caused flood damaging the agricultural products, houses, factories and infrastructure.

- **Technology Transformation**

Thai products didn't need the global demand and be in traditional industries such as textile, chemical products, leather goods, plastic, construction materials, electronics and automotive. They couldn't adapt to technology disruptive, a change in supply chain structure and new trend of demand which caused the high cost, particular in energy price and wage. There were high competition from Chinese goods in local market and export market that be the limitation of economic recovery and pressure to Thai production.