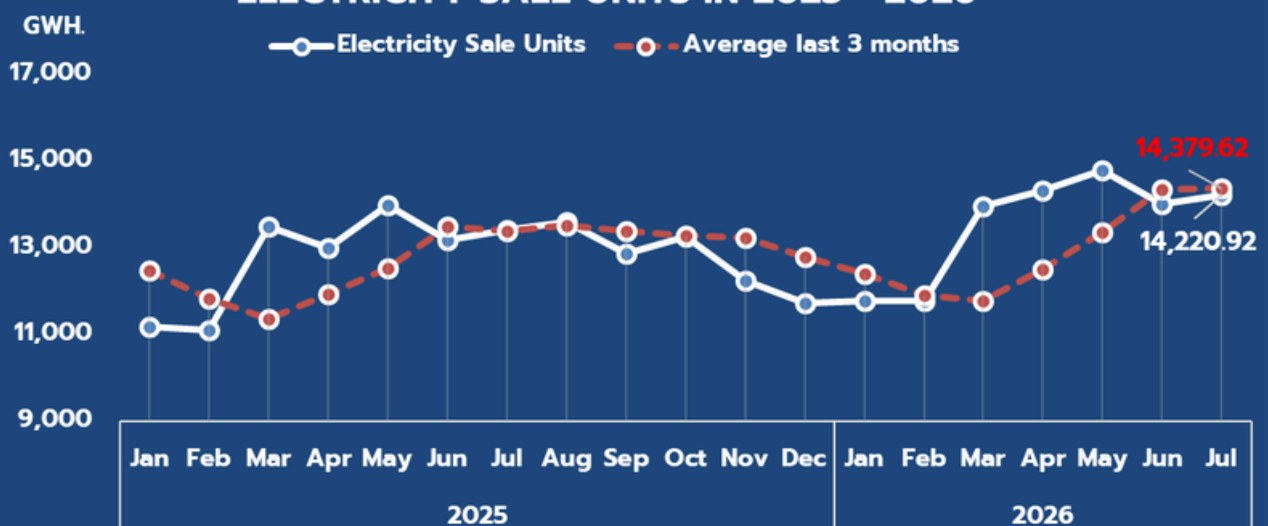


THE ELECTRICITY SALES REPORT OF PEA

JULY 2026

"Smart Energy for Better Life and Sustainability"

ELECTRICITY SALE UNITS IN 2025 - 2026

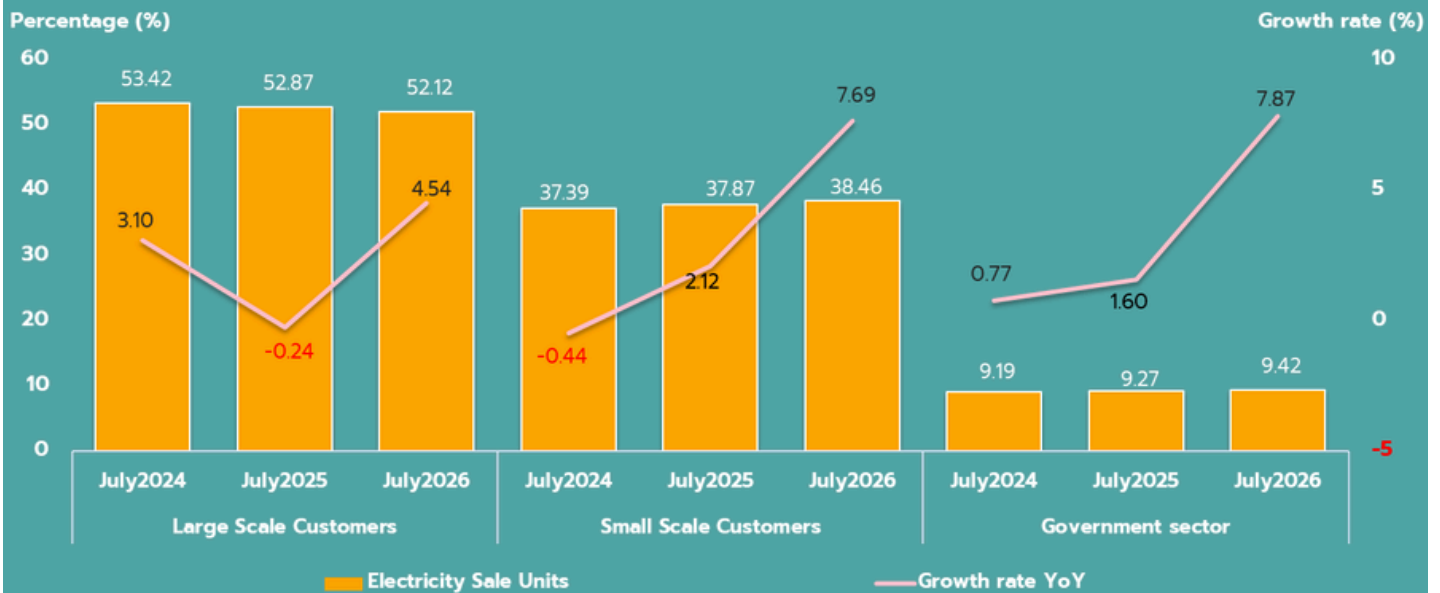


ELECTRICITY SALE UNITS
INCREASED AT

6.04%
YOY

Electricity sales units increased due to the expansion of export, especially in electronics, electrical appliance and communication equipment that increasing following by a demand of advanced technology and digital infrastructure. While, supportive measures in consumption and domestic tourism caused an increase in electricity consumption in related businesses. Moreover, the smart device in household grew up, the electrical consumption of household significantly increased.

ELECTRICITY SALE UNITS: PERCENTAGE OF CUSTOMERS GROUP IN JULY



LARGE SCALE CUSTOMER

4.54%
YoY

The Industrial sector increased by 3.56% YoY.

the expansion of export in electronics continued to expand such as computers, communication devices and electric appliances, driven by the demand of advanced technology and digital infrastructure. Moreover, Thailand's competitiveness was supported the government measure that reduce fuel cost and the Baht depreciation.

Large-scale commercial customers grew by 7.70% YoY.

Higher electricity consumption in hotels was driven by domestic tourism that used the electricity for cooling, along with the expansion of construction sector in the part of private and public investment following by the investment index and infrastructure project.

SMALL SCALE CUSTOMERS

7.69%
YoY

The residential sector rose by 8.34% YoY.

This was driven by the usage of electrical appliance such as smart devices and IoT like CCTV, smart electrical appliance and EV charging.

Small-scale commercial customers grew by 5.74% YoY.

This growth was driven by domestic consumption that was supported by the government measure as "Thais Help Thais Plus" project. As a result, restaurant and retail businesses needed more electrical usage. In addition, Ready-to-Eat food is in demand, so convenience stores expanded both their physical and online channels to meet customers' needs.

GOVERNMENT SECTOR

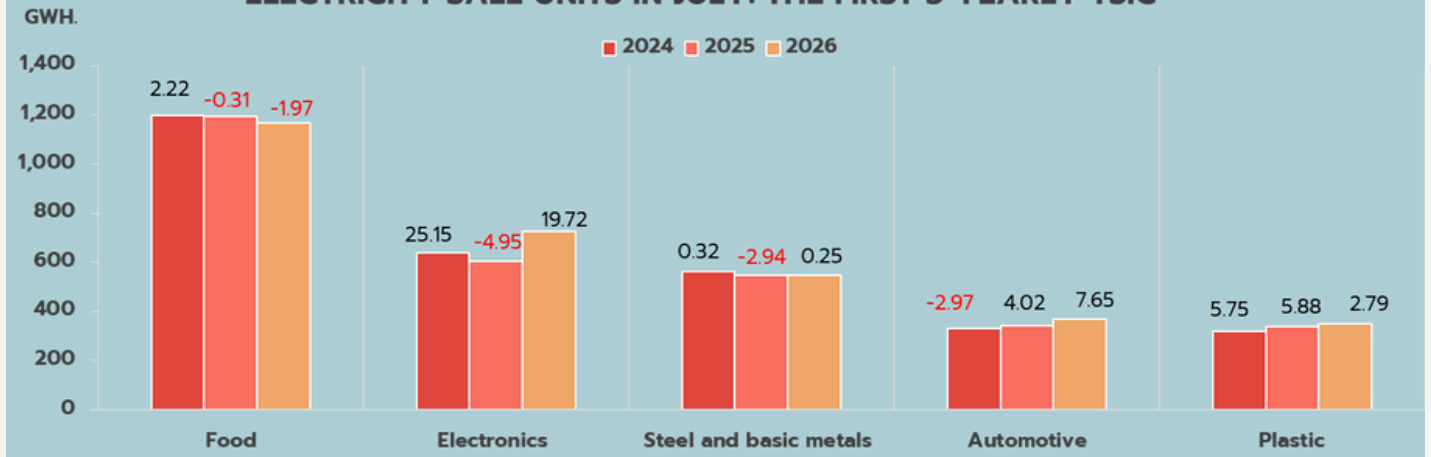
7.87%
YoY

The expansion of responsibilities among local administrative organizations has contributed to higher electricity demand particularly, intensive operation of water pumping and drainage systems. Besides, electricity consumption has continued to increase due to the operation of community water supply systems, public lighting, CCTV surveillance systems, and other digital equipment that require continuous operation.



Manufacturing Sector 3.04% YoY

ELECTRICITY SALE UNITS IN JULY: THE FIRST 5 YEARLY TSIC



-1.97%
YoY

Food

The production of cassava declined because of the bad weather and Mosaic disease. The production of rice still went down because of the decrease in off-season rice and the limited amount of water. Moreover, Thailand faced the price competitiveness with rice from India and Vietnam which affected Thai export.

19.72%
YoY

Electronic

Production for computers and components, including integrated circuits, cable tire, and communication devices increased, particularly for products related to artificial intelligence (AI), data centers, and technology.

0.25%
YoY

**Steel &
basic metals**

Due to the government infrastructure and high energy consumption in production processes and pollution control systems, there was an increase in its electricity consumption.

7.65%
YoY

Automotive

Sales of automobiles expanded, particularly HEV, PHEV and BEV cars, since the government's measures supported electric vehicles (EV). In addition, there was a growth in export of EV, thanks to the demand from Indonesia, and Asia region that focused on the carbondioxide emission.

2.79%
YoY

Plastic

Demand from restaurants increased the use of plastic packaging and food containers that was supported by "Thais Help Thais Plus" project causing the better trend in economic activities and consumption. Moreover, there was a demand from related business such as automotive and electrical appliance industry.

Sale and Hotel sector

5.77%
YoY

The electricity consumption of hotel sector increased, relating to a upward trend in domestic tourism following occupancy rate and tourists number. These caused the high demand for air condition and cooler. While the consumption businesses were supported by government measure, the convenience stores' usage also increased following by the branch expansion and online channel to increase the customers' demand.



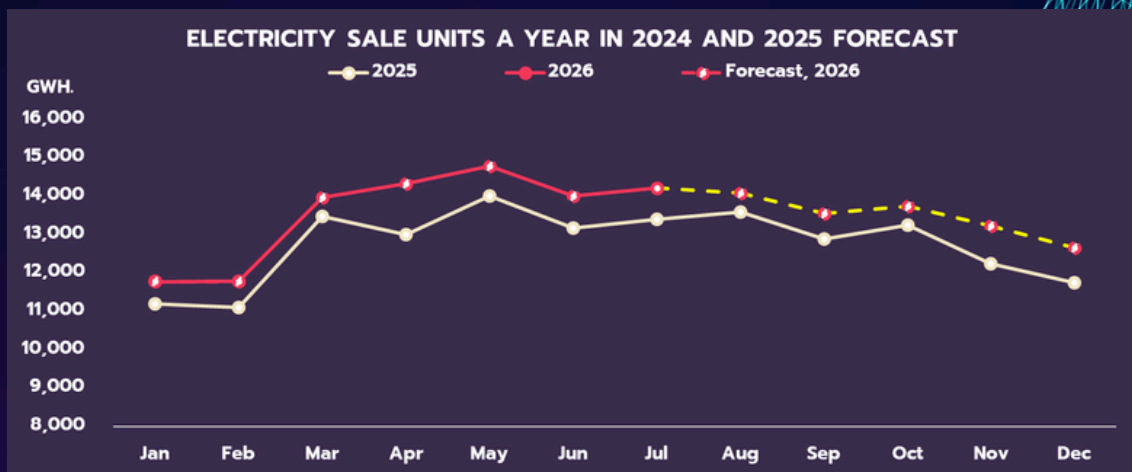
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การไฟฟ้าส่วนภูมิภาค PEA



PEAchannelThailand



5.94% YoY

PEA projects electricity sales to grow by 5.94% in 2026, driven mainly by export, rising electricity demand in the Eastern Economic Corridor (EEC) and increased foreign investment in data centers, supported by the expansion of the digital economy and artificial intelligence (AI) technologies. In addition, the tourism sector is expected to continue recovering, with growth driven more by higher tourist spending and tourism revenue than by the number of tourist arrivals. However, Thailand's economic outlook continues to face several challenges, including slowing economic growth, geopolitical tensions, and persistently high household debt, which are expected to weigh on growth and electricity demand.

Positive Factors

1. The expansion in export from electronics and electrical appliance's demand, which is related to the growth in AI and data centers. Moreover, agricultural goods were elevated to be competitive and flexible for price fluctuation.
2. The BOI promotes foreign investment in S-Curve and New S-Curve industries, including the digital and IT, electronics and electrical appliances, and automotive and auto parts sectors, thereby stimulating private investment and supporting economic growth through innovation and advanced technologies.
3. There were the restructure and driven industries by digital technology, eco-friendly, and carbon emission, including with clean energy goals.
4. The government measures such as Thais Help Thais Plus that supported domestic expenditure and increased purchasing power caused a growth in activities about business and service sector.
5. The investment in infrastructure projects, especially transportation and public utility, supported the economic growth and country's competitiveness.
6. Tourism growth is driven by the TATAP 2026 framework and the "Value Over Volume" strategy, which aims to enhance tourist experiences and increase average spending per tourist rather than focusing on the number of arrivals. The strategy targets high-value market segments, such as wellness, luxury, and creative tourism, while also promoting sustainable tourism and the distribution of income to regional areas.

Negative Factors

1. Tensions in the Middle East have led to higher logistics costs and production cost. Moreover, this caused the lower purchasing power and consumption of trade partners.
2. The U.S. government has implemented the trade barrier policies by setting tax rate in the long term which affect Thai export and production, particular in electronics, computer, digital devices and steel segments.
3. The removal of import tariffs on goods from the United States, covering industrial, food, and agricultural products, has resulted in Thai producers in these industries facing increased competition and a greater loss of market share to imported goods.
4. Excessive production capacity in China, combined with U.S.-China trade tensions, has led to large-scale exports of Chinese goods to Thailand and ASEAN, pressuring the domestic and international price competitiveness of Thai manufacturers.
5. Thailand's tourism faced the limitation to rely on the Chinese tourists causing the tourism when the China's economic declined and the safety confidence of tourists to travel Thailand. Besides, competitors like Japan, South Korea, Vietnam, and Malaysia employ proactive marketing strategies to attract tourists, leveraging superior transport networks, accessible infrastructure, and lower costs, placing significant pressure on Thailand's tourism sector.
6. Elevated household and business debt, along with tighter credit standards and declining credit quality, constrain private sector consumption growth.