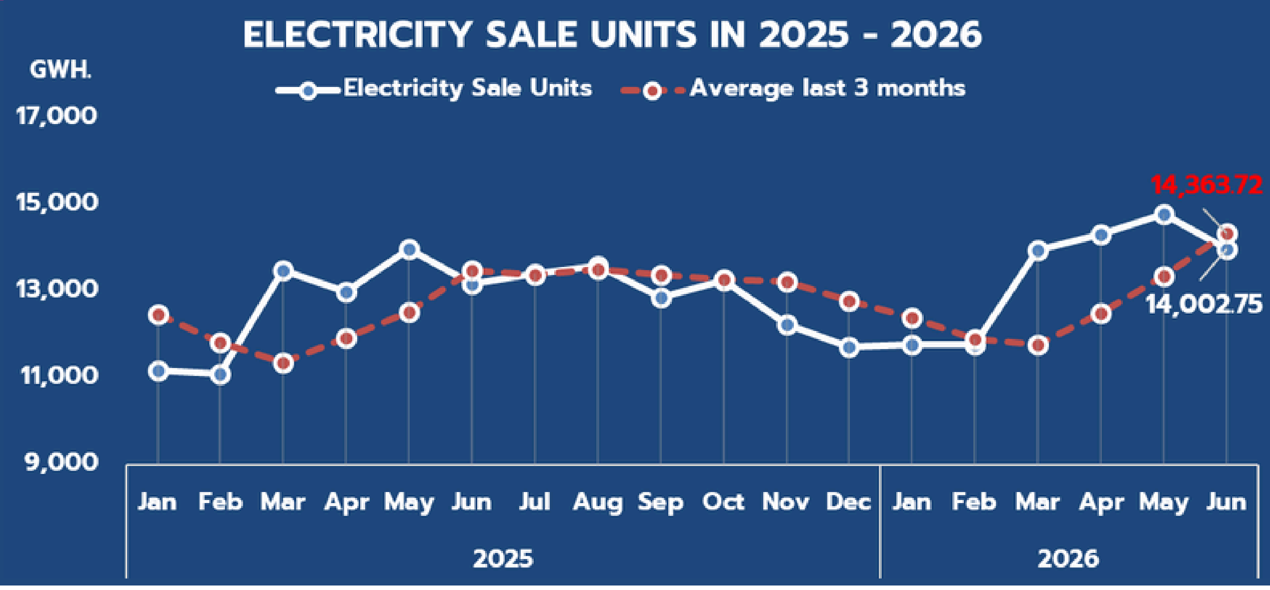
PROVINCIAL ELECTRICITY AUTHORITY

THE ELECTRICITY SALES REPORT OF PEA

JUNE 2026

“Smart Energy for Better Life and Sustainability”



ELECTRICITY SALE UNITS INCREASED AT

6.27%

YOY

Electricity sales units increased due to the expansion of production of electronics and consumer goods that increasing following by short-term purchasing power because of “Thais Help Thais Plus” project. Besides, there was a growth in public and private construction projects. While the temperature went high, the electrical consumption of household and hotel businesses significantly increased.

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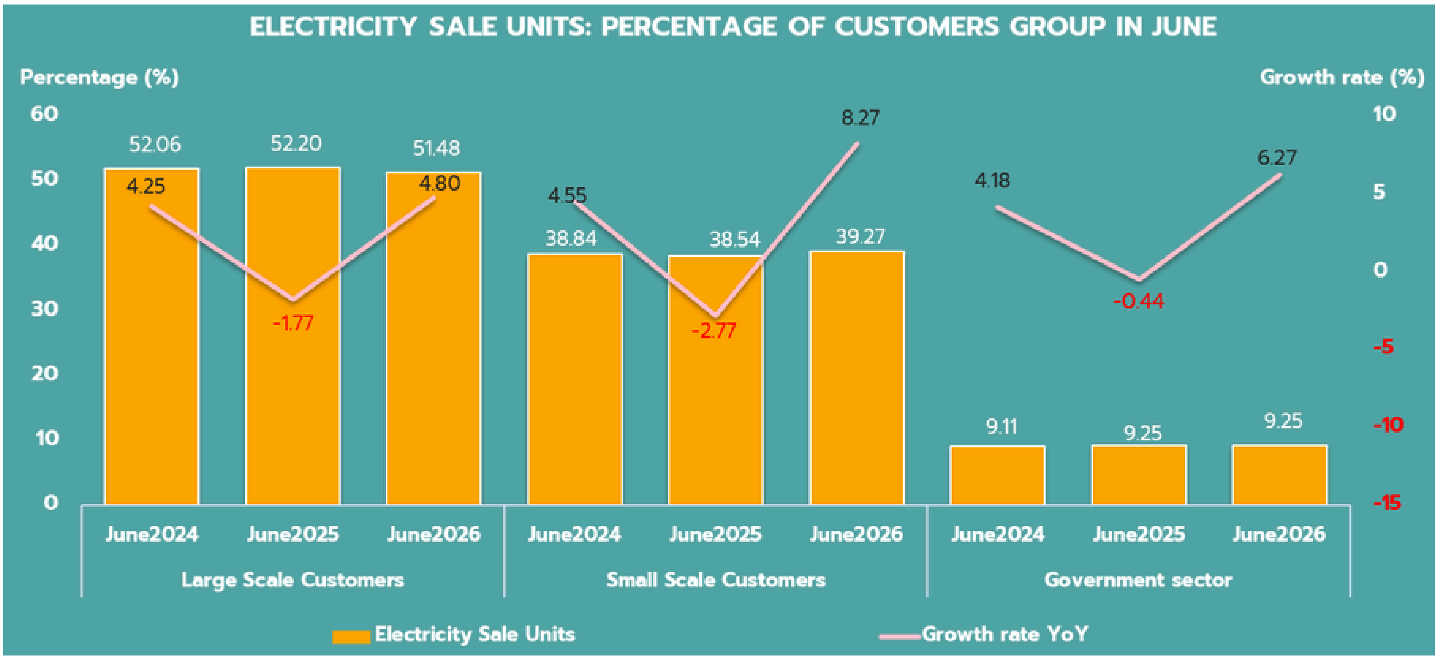


LARGE SCALE CUSTOMER

4.80%
YoY

The Industrial sector increased by 4.32% YoY.
the expansion of industrial manufacturing in electronics continued to expand such as computers, phones and electric appliances, driven by the demand of advanced technology. Moreover, the production in consumer goods still increased because of the domestic demand that was supported by the government measure as “Thais Help Thais Plus” project.

Large-scale commercial customers grew by 6.38% YoY.
Higher electricity consumption in rental housing and hotels was driven by increased cooling demand due to hot weather, 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

8.27%
YoY

The residential sector rose by 8.96% YoY.
This was driven by hot weather and low precipitation because of El Nino led to higher demand for usage of air condition and cooler during all day.

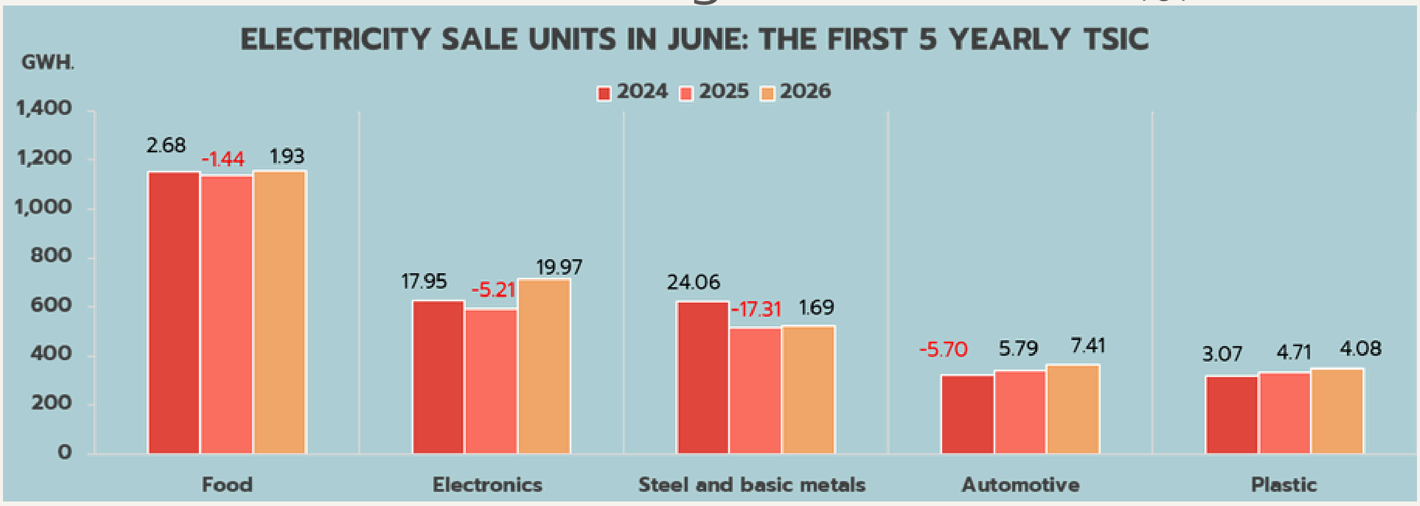
Small-scale commercial customers grew by 6.14% YoY.
This growth was driven by domestic consumption that was supported by the government measure as “Thais Help Thais Plus” project. As a result, restaurant and retail businesses needed more electrical usage. In addition, Ready-to-Eat food is in demand, so convenience stores expanded both their physical and online channels to meet customers' needs.

GOVERNMEN T SECTOR

6.27%
YoY

Higher average temperatures have driven government agencies to increase electricity use, mainly due to heavier reliance on cooling appliances such as air condition and electric fan.

Manufacturing Sector 4.21% YoY

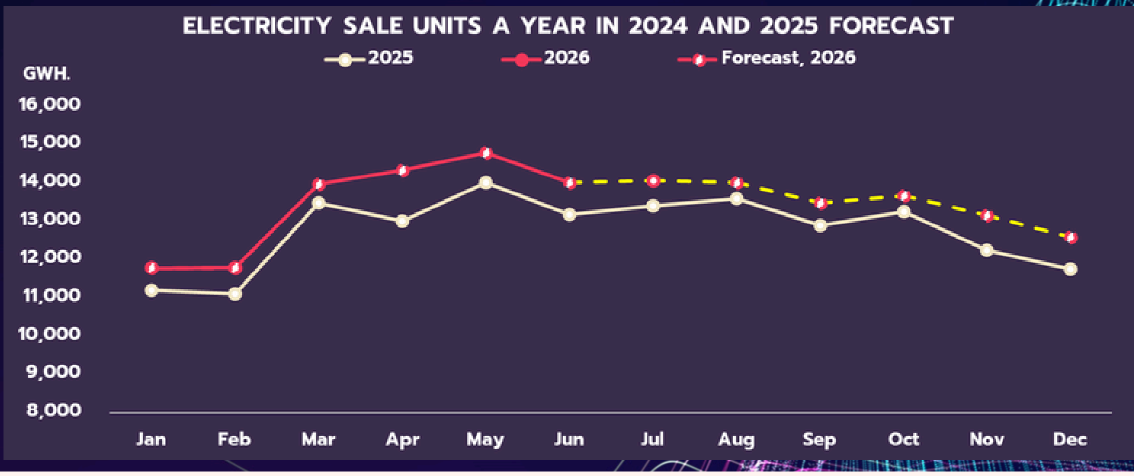


1.93% YoY	**Food**	The production for ice production and non-alcoholic beverage relating with higher customer demand grew up following the hotter temperature and "Thais Help Thais Plus" project, which supported food bussiness such as restaurants and berverages. This also caused the electricity consumption in raw material businesses and food's supply chain.
19.97% YoY	**Electronic**	Production for computers and components, including integrated circuits, and communication devices increased, particularly for products related to artificial intelligence (AI), data centers, and technology. Furthermore, battery production expanded in response to growing demand from the electric vehicle (EV) and electrical appliance sectors.
1.69% YoY	**Steel & basic metals**	Due to the order and inventory management, the growth was driven by an increase in production of finished steel products. Moreover, there was a demand for steel in related industries such as construction and electrical appliance following the private investment.
7.41% YoY	**Automotive**	Sales of automobiles expanded, particularly HEV, PHEV and BEV cars, since the oil price went higher because of the Middle East conflict. In addition, there was a growth in export of motorcycle and component, thanks to the demand from Asean countries.
4.08% 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 ecocnomic 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 and the hotter weather. These caused the high demand for air condition and cooler. While the consumption businesses were supported by government measure, the convenince stores' usage also inceased following by the branch expansion and online channel to increase the customers' demand.



5.60% YoY

PEA projects electricity sales to grow by 5.60% in 2026, driven mainly by 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 electical appliance's demand, which is related to the growth in AI and data centers. Moreover, U.S. tariff measures supported the export.
2. The unofficial announcement that the U.S. tariff rate would be set at 15% eased cost pressures on exporters. However, as the measure is effective for only 150 days, developments should be monitored closely.
3. 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. In addition, investment in data centers has been approved across strategic locations, including Rayong, Chonburi, Pathum Thani, and Samut Prakan, creating employment opportunities in the technology and digital sectors. Furthermore, the development of digital infrastructure supports the growth of emerging industries, such as artificial intelligence (AI), the Internet of Things (IoT), and financial technology (FinTech).
4. The government measures such as Thais Help Thais Plus that support domestic expenditure and tourism affected the growth in businesses, services and tourism.
5. 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, particularly in the Strait of Hormuz, a critical global oil and natural gas shipping route, have disrupted maritime transport. Attacks and threats to vessels passing through the area by Iran have led to higher logistics costs and increased energy prices.
2. The U.S. government has announced a temporary global tariff rate of 15%, up from the previous rate of 10%, which has led to higher costs for exporters. Moreover, uncertainty surrounding U.S. tariff policy has reduced the ability of Thai entrepreneurs to plan their business activities with precision.
3. The removal of import tariffs on goods from the United States to Thailand, 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. 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. The tension in the Middle East affects Thai tourism in the form of a decrease in the number of flights and a higher cost due to the lack of fuel. As well as the tourists' confidence goes down in the safety and economic recession.
7. Elevated household and business debt, along with tighter credit standards and declining credit quality, constrain private sector consumption growth.

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