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TACC Expects Strong 2H Performance with New Products Nationwide

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In **Markets, Thailand**

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Mr. Chatchawe Vatanasuk, Chairman of the Executive Committee of T.A.C. Consumer Public Company Limited (mai: **TACC**), stated that the company's performance in the latter half of this year may grow stronger than the first half, both in the B2B (7-Eleven) and B2C (Non 7-Eleven) segments. The company also plans to introduce new products in the third and fourth quarters as well.

In the second half of 2025, TACC is still focusing on developing products for its core menu and new menu, as well as launching new products, including beverages for 7-Selects machine and All Cafe's Non-Coffee Menu.

This month, the company presents a new Americano, a special microground coffee that contains the mix of premium Arabica and Robusta coffee. Customers can purchase it from a 7-Select machine from any 7-Eleven in Thailand.

Mr. Chatchawe stated that TACC is advancing its B2B sector by introducing a new creative menu with 7-Eleven. As for the B2C sector, the company is focused on expanding Cafe Business' customer groups and advancing the company's brands, with focus on health & wellness products and the new customer bases.

Meanwhile, in the Lifestyle & License Business, the company is building a new characteristic for product diversification and to penetrate young and working customers.

TACC is looking for new business opportunities generated from mergers and acquisitions and joint ventures to be a new S-curve that

expands its original business. In addition, the company also applies technology to help manage its operation, increasing its efficiency.

TACC is promoting Environmental, Social, and Governance principles to operate its business sustainably, while prioritizing capital management, both directly and indirectly, to generate highest efficiency continually. The company speculated that its 2025's revenue would reach THB 2 billion, a 10% increase from last year's.

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