

EVOLUTION OF ONEE

“XACT” was established and became leader in situation comedy genre and was one of Khun Takonkiet Viravan’s extraordinary legacy



“Ching Chang” and **“Malai Sarm Chai”**, a content produced by XACT, were critically acclaimed and won **“Nataraj Awards”**



Began creating national experience; **ONE31** channel premiered on May 2014, with Khun Takonkiet Viravan serving as CEO



1991

2004

2009-2010

2013

2014

“Scenario”, another legacy of Khun Takonkiet Viravan was established



ONEE was established by GRAMMY under the name **“GMM HD Digital TV Trading Co., Ltd.”** with **ONE31** as its subsidiary

Obtained an **HD Digital TV License**



Notes: ⁽¹⁾ Khun Takonkiet Viravan, together with Scenario and Wan Tam Dee

Acquired all stakes
in Exact Scenario
and ACTS



Acquired GMMCH and expanded content
production business to encompass all genres
from trendy and teen, sassy, international, to radio
contents

Entered marketing agreement with GMM Channel
and became Marketing Agent for GMM25 Channel



2015

2015

2017

2020

2021

Obtained all of XACT
and Scenario's content
production team

Khun Takonkiet
Viravan Group⁽¹⁾

invested and became
strategic shareholders



Prananporn invested
and
became strategic shareholders

Entered into Right of First Offer
(ROFO) agreement with Scenario
and GDH whereby ONEE will have
the right of first offer to broadcast
television content produced by GDH
and Scenario



Converted to a public company and
submitted an initial filing to the
SEC for IPO