

Ref. WORK 04 /2015

February 27, 2015

Re:

Clarification of the Operating Results for the year ended December 31, 2014

To:

Directors and President of the Stock Exchange of Thailand

Attachment:

Business Performance Report (F45-3) and the Consolidated and the Company Financial

Statements for year ended December 31, 2014

Workpoint Entertainment Public Company Limited ("The Company") is pleased to submit the Consolidated Financial Statement of the Company and its subsidiaries for the year 2014 ended December 31, 2014 in comparison with the Consolidated Financial Statement of the Company and its subsidiaries for the year ended December 31, 2013. The performance can be summarized as follow:

The operating performance of the Company and its subsidiaries for the year ended December 31, 2014 has presented Net Profit attributable to shareholders of the Parent Company of the same period last year of THB 20.82 million decreased by THB 235.96 million or 92% from the Net Profit attributable to shareholders of the Parent Company of the same period last year.

Revenue:

In 2014, the Company had the Total Revenues of THB 2,269.85 million increased by THB 83.92 million or 4% from the Total Revenues of THB 2,185.93 million in 2013. The increase of the Total Revenues was resulted mainly from the increase in following businesses:

Revenue from Television Program.

Revenue from Television Programs was comprised of Revenue from TV programs on air in other channels and Revenue from TV programs on air in the Company's channels. In 2014, the Company had Total Revenue from Television Programs in the amount of 1,776.07 which represented an increase of 49.97 or 3% from that of 2013,

- Revenue from TV programs on air in other channels in 2014 was 1,164.31 decreased by 320.27 from that of 2013, or 22%. A decrease in such revenue was from the amount of TV programs running in other channels dropped, compared to the previous year.
- Revenue from TV programs on air in the Company's Channels in 2014 was 611.76, increased by 241.53 from last year, or 153%. Main Contribution to such revenue came from earnings of terrestrial digital television in the general category with standard resolution which is "Workpoint Creative TV" channel. In 2014, Workpoint Creative TV had revenue in the amount of 549.37 (including revenue from operation under Satellite TV license in the 1st quarter of 2014. Workpoint Creative TV officially began to air under Digital TV license in the 2nd quarter of 2014). Earnings of Workpoint Creative TV increased by 334.47 or 156% from



that of the previous year because of the higher utilization rate and increased average advertising price per minute. Since Workpoint Creative TV was officially run under Digital TV license, its rating has been among the top channels out of all digital television channels (including analog TV channels which are running in parallel on both digital system and analog system). In 2014, Workpoint Creative TV was ranked No.3 in term of rating among all TV channels in Thailand (including analog TV channels which are running in parallel on both digital system and analog system). The popular programs include "Lightning Quiz Show", "The Vocalist", and "Black sheep", for example.

Revenue from Event Marketing
Revenue from Event Marketing was comprised of Revenue from TV production for 3rd
parties and Revenue from Event activities. In 2014, total Revenue from Event Marketing was
398.77 increased 77.96 from that of the previous year or 24%. An increase was mainly from
"3 Cha Carniwow Project" which was a big event, running 50 shows in many provinces in
Thailand. Moreover, the Company began to recognize earnings from The Universal
Exhibition Milano 2015 ITLY project of which the Company was appointed by Ministry of
Agriculture to be official project manager.

Cost of Production:

In 2014, the Company had the Cost of Production of THB 1,537.16 million increased by THB 196.74 million or 15% from the Cost of Production of THB 1,340.42 million of the year 2013. This was mainly from increased Costs of Workpoint Creative TV operations such as TV Programs production costs, Broadcasting related Costs, Amortization of digital TV license, and Amortization of International contents The main objective of increased costs was to enhance variety and attractiveness of Workpoint Creative TV 's contents to boost audiances' popularity, which was the main factor to compete in the television industry.

Selling and Administrative Expenses, Other Expenses:

In 2014, the Company had Selling, General, and Administrative Expenses (SG&A) of THB 665.16 million increased by THB 160.90 million or 32% from the SG&A of THB 504.26 million of the year 2013. This was mainly due to the increase in staffing according to the Company's expansion plan. In addition, the Company had Finance Cost of THB 40.36 in 2014 increased by THB 30.25 or 30 % from that of the year 2013. This was mainly attributed to fees of Letter of Bank Guarantee pledged by financial institution for digital TV license and interest expenses of credit facility drawdown from financial institution for 1st installment of digital TV license.



Please be informed accordingly.

Best Regards,

Workpoint Entertainment Public Company Limited

(Mr.Surakarn Sirimothya)

Chief Financial Officer

Authorized to sign on behalf of the company