



รายงานประจำปี 2560
ANNUAL REPORT 2017

บริษัท มติชน จำกัด (มหาชน)
MATICHON PUBLIC CO., LTD.



รายงานประจำปี 2560
ANNUAL REPORT 2017





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วิสัยทัศน์ Vision

เป็นองค์กรธุรกิจสื่อสารมวลชนที่มุ่งผลิตสื่อที่มีคุณภาพและมาตรฐาน ด้วยความรับผิดชอบต่อสังคม มีเสถียรภาพและความก้าวหน้าทางธุรกิจ ทนสมัย สอดรับกับความเปลี่ยนแปลงทุกด้าน

Matichon is a mass media institution which aims to provide qualitative and high standard media, to be conscious of our social responsibility, to maintain stability and continue to make progress in the media business, and to modernize in order to meet ever changing and challenging situations.

พันธกิจ Mission

ผลิตสื่อที่มีความถนัดและหลากหลาย พัฒนางองค์กร เป็นผู้นำในการให้บริการข้อมูลข่าวสาร เป็นฐานข้อมูลของสังคมที่เที่ยงตรง เปิดกว้าง รองรับและมีส่วนร่วมในการสร้างความเจริญก้าวหน้า ความเปิดเผยโปร่งใส ความยุติธรรมทางสังคมในทุกมิติ เป็นสถาบันทางด้านสื่อสารมวลชนที่มีคุณภาพ ยึดมั่นในความจริง เปิดช่องทางการให้บริการและเข้าถึงข้อมูลข่าวสารสมัยใหม่ (New Media) ให้บริการลูกค้าและผู้สนับสนุนอย่างมีประสิทธิภาพ

พัฒนานักสื่อสารมวลชนที่มีความสามารถ รับผิดชอบต่อ มีจิตสำนึกสาธารณะ มีความมั่นคงทางวิชาชีพ ส่งเสริมการเป็นองค์กรแห่งการเรียนรู้ เพื่อสร้างสรรค์สังคมไทยให้เป็นสังคมแห่งความรู้ในที่สุด

Our mission is to utilize our expertise in producing all varieties of media, to develop our organization to be the number one news provider and information center under the principles of good governance, to maintain a reputation as being the best quality newspaper of the country, and to create greater accessibility to new media by offering better services to our readers and clients.

To succeed in our mission, we need to also create a media consciousness of “social accountability” in order to ensure stability in the media profession, and to contribute to the creation of a better educated and informed society.

คณะกรรมการ
Board of Directors



นายขรรค์ชัย บุนปาน
Mr.Khanchai Boonpan

ประธานกรรมการ
President

นายขรรค์ชัย บุนปาน

อายุ 74 ปี

ประธานกรรมการ (กรรมการผู้มีอำนาจ)

วันที่ได้รับตำแหน่ง 2 ธ.ค. 2536

คุณวุฒิทางการศึกษาสูงสุด ศิลปศาสตรบัณฑิต มหาวิทยาลัยศิลปากร

กรอบบทบาทหน้าที่กรรมการจาก IOD : ไม่มี

ประสบการณ์การทำงาน

2536-ปัจจุบัน ประธานกรรมการ บมจ. มติชน

2532 ประธานกรรมการและกรรมการผู้จัดการ บ. มติชน จก.

2521 กรรมการผู้จัดการ บ. มติชน จก.

ความสัมพันธ์ทางครอบครัวระหว่างผู้บริหาร : บิดานางสาวปานบัว บุนปาน และ นายปรปต์ บุนปาน

สัดส่วนการถือหุ้นในบริษัท (%) : 34.95 (64,777,760 หุ้น)

การดำรงตำแหน่งกรรมการในปัจจุบัน

กิจการที่เป็นบริษัทจดทะเบียน : ไม่มี

กิจการที่ไม่ใช่บริษัทจดทะเบียน : 1 แห่ง

- กรรมการ บริษัท งานดี จำกัด

Mr. Khanchai Boonpan

Age 74

President (Authorized Director)

Date of Appoint 2 Dec 1993

High Education Bachelor of Arts of Silpakorn University

Training on Director Roles and Responsibilities (IOD) : None

Working Experience

1993 - Present President / Matchon Public Company Limited

1989 President and Managing Director / Matchon Company Limited

1978 Managing Director / Matchon Company Limited

Family Relationship between The Executive Directors : Father of Miss Parnbua Boonpan and Mr. Parp Boonpan

Shareholders (%) : 34.95 (64,777,760 Shares)

Director Positions in Present

In Listed Companies : None

In non-Listed Companies : 1 company

- Director of Ngandee Company Limited



ดร.เรืองชัย ทรัพย์นิรันดร์
Dr.Ruangchai Sapnirund

รองประธานกรรมการ
Vice President

ดร.เรืองชัย ทรัพย์นิรันดร์

อายุ 75 ปี

รองประธานกรรมการ (กรรมการผู้มีอำนาจ)

วันที่ได้รับตำแหน่ง

2 ธ.ค. 2536

คุณวุฒิทางการศึกษาสูงสุด

ปรัชญาดุษฎีบัณฑิต สาขาวิชานโยบายสาธารณะและการจัดการ มหาวิทยาลัยเกษมบัณฑิต

การอบรมบทบาทหน้าที่กรรมการจาก IOD : หลักสูตร Director Accreditation Program**การอบรมจากสถาบันอื่น**

หลักสูตรผู้บริหารระดับสูงด้านการบริหารเมือง (ผู้นำเมือง รุ่นที่ 1)

วิทยาลัยพัฒนามหานคร มหาวิทยาลัยนวมินทราธิราช

หลักสูตรผู้บริหารระดับสูงด้านการบริหารพัฒนาเมือง (มหานคร รุ่นที่ 4)

วิทยาลัยพัฒนามหานคร มหาวิทยาลัยนวมินทราธิราช

หลักสูตรการบริหารจัดการด้านความมั่นคงชั้นสูง รุ่นที่ 4

สมาคมวิทยาลัยป้องกันราชอาณาจักร ในพระบรมราชูปถัมภ์

หลักสูตรการพัฒนาการเมืองและการเลือกตั้งระดับสูง รุ่นที่ 1

สำนักงานคณะกรรมการการเลือกตั้ง

หลักสูตรการเมืองการปกครองระบอบประชาธิปไตย

สำหรับนักบริหารระดับสูง รุ่นที่ 5 สถาบันพระปกเกล้า

หลักสูตรผู้บริหารกระบวนการยุติธรรมระดับสูง รุ่นที่ 4

สถาบันพัฒนาข้าราชการ ฝ่ายตุลาการศาลยุติธรรม

อบรมโครงการเสริมสร้างผู้จัดการยุคใหม่ (MMP)

จุฬาลงกรณ์มหาวิทยาลัย รุ่นที่ 1

ประสบการณ์การทำงาน

ปัจจุบัน

รองประธานกรรมการ บมจ. มติชน

2534

รองกรรมการผู้จัดการ บ. มติชน จก.

2524

บรรณาธิการ นสพ.มติชน บ. มติชน จก.

2521

บรรณาธิการข่าว นสพ.มติชน บ. มติชน จก.

ความสัมพันธ์ทางครอบครัวระหว่างผู้บริหาร : ไม่มี**สัดส่วนการถือหุ้นในบริษัท (%) :** 0.01 (19,000 หุ้น)**การดำรงตำแหน่งกรรมการในปัจจุบัน**

กิจการที่เป็นบริษัทจดทะเบียน : ไม่มี

กิจการที่ไม่ใช่บริษัทจดทะเบียน : ไม่มี

Dr.Ruangchai Sapnirund, Ph.D.

Age 75

Vice President (Authorized Director)

Date of Appointment

2 Dec 1993

High Education

Doctor' Degree of Philosophy in Public Policy and Management Kasem Bundit University

Training on Director Roles and Responsibilities (IOD) : Director Accreditation Program

Training Certified (other institutions)

Program executives of the city administration. Class 1

Institute of Metropolitan Development

Program executives for management development. Class 4

Institute of Metropolitan Development

Advanced Security Management Program (ASMP) Class 4

The Association National Defence College of Thailand under

the Royal Patronage of His Majesty The King

Advance Political and Election Development Program Class 1

Office of The Election Commission of Thailand

Politics and Governance in Democratic Systems for

Executives Course, Class 5 From King Prajadhipok's Institute

The Programme of Senior Executives of Justice

Administration Class 4 College of Justice office Judicial Affair

Modern Managers Program (MMP) Class 1 Chulalongkorn University

Working Experience

Present

Vice President / Matchon Public Company Limited

1991

Deputy Managing Director / Matchon Company Limited

1981

Editor / Matchon Daily / Matchon Company Limited

1978

News Editor Matchon Daily / Matchon Company Limited

Family Relationship between The Executive Directors : None**Shareholders (%) :** 0.01 (19,000 Shares)**Director Positions in Present**

In Listed Companies : None

In non-Listed Companies : None



นายสมหมาย ปาจิณต์
Mr.Sommai Parichart

รองประธานกรรมการ
Vice President

นายสมหมาย ปาริฉัตร

อายุ 64 ปี

รองประธานกรรมการ (กรรมการผู้มีอำนาจ)

วันที่ได้รับตำแหน่ง 28 เม.ย. 2540

คุณวุฒิทางการศึกษาสูงสุด วารสารศาสตร์และสื่อสารมวลชนมหาบัณฑิต
มหาวิทยาลัยธรรมศาสตร์**การอบรมบทบาทหน้าที่กรรมการจาก IOD :** ไม่มี**การอบรมจากสถาบันอื่น** หลักสูตรการเมืองการปกครองระบอบประชาธิปไตย
สำหรับนักบริหารระดับสูง รุ่นที่ 7 สถาบันพระปกเกล้า**ประสบการณ์การทำงาน**

1 พ.ค. 2553 - ปัจจุบัน รองประธานกรรมการ บมจ.มติชน
 2547 - เม.ย. 2553 กรรมการผู้จัดการ บมจ.มติชน
 2545 - 2547 บรรณาธิการอำนวยการ นสพ.มติชน บมจ. มติชน
 2543 - 2544 บรรณาธิการบริหาร นสพ.มติชน บมจ. มติชน
 2541 - 2543 บรรณาธิการอาวุโส นสพ.มติชน บมจ. มติชน
 2536 บรรณาธิการบริหาร นสพ.มติชน บมจ. มติชน
 2535 บรรณาธิการ นสพ.มติชน บ. มติชน จก.

ความสัมพันธ์ทางครอบครัวระหว่างผู้บริหาร : ไม่มี**สัดส่วนการถือหุ้นในบริษัท (%) :** 0.08 (154,400 หุ้น)**การดำรงตำแหน่งกรรมการในปัจจุบัน**

กิจการที่เป็นบริษัทจดทะเบียน : ไม่มี
 กิจการที่ไม่ใช่บริษัทจดทะเบียน : 1 แห่ง
 - กรรมการ บริษัท งานดี จำกัด

Mr. Sommai Parichart

Age 64

Vice President (Authorized Director)

Date of Appointment 28 April 1997

High Education Master's Degree of Journalism and Mass Communication of
Thammasat University**Training on Director Roles and Responsibilities (IOD) :** None**Training Certified (other institutions)**

Politics and Governance in Democratic Systems for
 Executives Course, Class 7 From King Prajadhipok's Institute

Working Experience

1 May 2010 - Present Vice President / Matchon Public Company Limited
 2004 - April 2010 Managing Director / Matchon Public Company Limited
 2002 - 2004 Senior Executive Editor / Matchon Daily / Matchon Public
 Company Limited
 2000 - 2001 Executive Editor / Matchon Daily / Matchon Public Company Limited
 1998 - 2000 Senior Editor / Matchon Daily / Matchon Public Company Limited
 1993 Executive Editor / Matchon Daily / Matchon Public Company Limited
 1992 Editor / Matchon Daily / Matchon Company Limited

Family Relationship between The Executive Directors : None**Shareholders (%) :** 0.08 (154,400 Shares)**Director Positions in Present**

In Listed Companies : None
 In non-Listed Companies : 1 company
 -Director of Ngandee Company Limited



นายปิยะชาติ มงคลไชยสิทธิ์
Mr.Piyachart Mongkolchaisit

รองประธานกรรมการ
Vice President

นายปิยะชาติ มงคลไชยสิทธิ์

อายุ 64 ปี

รองประธานกรรมการ (กรรมการผู้มีอำนาจ)

วันที่ได้รับตำแหน่ง 2 ธ.ค. 2536

คุณวุฒิทางการศึกษาสูงสุด ศิลปศาสตรบัณฑิต มหาวิทยาลัยรามคำแหง**การอบรมบทบาทหน้าที่กรรมการจาก IOD :** หลักสูตร Director Certification Program**การอบรมจากสถาบันอื่น** อบรมหลักสูตรการเมืองการปกครองระบอบประชาธิปไตย
สำหรับนักบริหารระดับสูง รุ่นที่ 6 สถาบันพระปกเกล้า**ประสบการณ์การทำงาน**

25 ธ.ค. 2558-14 ก.พ. 2561 รักษาการกรรมการผู้จัดการ บ.งานดี จำกัด

1 พ.ค. 2557 - ปัจจุบัน รองประธานกรรมการ บมจ. มติชน

1 พ.ค. 2553 - 30 เม.ย. 2557 กรรมการผู้จัดการ บมจ. มติชน

2536 - เม.ย. 2553 ผู้จัดการทั่วไป บมจ. มติชน

2532 บรรณาธิการบริหาร นสพ. ประชาชาติธุรกิจ บ. มติชน จก.

2522 หัวหน้าข่าว นสพ. มติชน บ. มติชน จก.

ความสัมพันธ์ทางครอบครัวระหว่างผู้บริหาร : ไม่มี**สัดส่วนการถือหุ้นในบริษัท (%) :** 0.04 (70,330 หุ้น)**การดำรงตำแหน่งกรรมการในปัจจุบัน**

กิจการที่เป็นบริษัทจดทะเบียน : ไม่มี

กิจการที่ไม่ใช่บริษัทจดทะเบียน : 1 แห่ง

- กรรมการ บริษัท งานดี จำกัด

Mr. Piyachart Mongkolchaisit

Age 64

Vice President (Authorized Director)

Date of Appointment 2 Dec 1993

High Education Bachelor of Arts of Ramkhamhaeng University

Training on Director Roles and Responsibilities (IOD) : Director Certification Program

Training Certified (other institutions)

Politics and Governance in Democratic Systems for Executives Course,
Class 6 From King Prajadhipok's Institute**Working Experience**

25 Dec 2015 - 14 Feb 2018 Acting Managing Director /Ngandee Company Limited

1 May 2014 - Present Vice President

1 May 2010 - 30 April 2014 Managing Director / Matichon Public Company Limited

1993 - April 2010 General Manager / Matichon Public Company Limited

1988 Executive Editor / Prachachat Business / Matichon Company Limited

1979 Chief Reporter / Matichon Daily / Matichon Company Limited

Family Relationship between The Executive Directors : None**Shareholders (%) :** 0.04 (70,330 Shares)**Director Positions in Present**

In Listed Companies : None

In non-Listed Companies : 1 company

- Director of Ngandee Company Limited



นายฐากร บุนปาน
Mr.Thakoon Boonparn

กรรมการผู้จัดการ และบรรณาธิการอำนวยการ
Managing Director and Managing Editor

นายฐากร บุนปาน

อายุ 57 ปี

กรรมการผู้จัดการ และบรรณาธิการอำนวยการ (กรรมการผู้มีอำนาจ)

วันที่ได้รับตำแหน่ง 28 เม.ย. 2553

คุณวุฒิทางการศึกษาสูงสุด รัฐศาสตรบัณฑิต ภาควิชาความสัมพันธ์ระหว่างประเทศ จุฬาลงกรณ์มหาวิทยาลัย**การอบรมบทบาทหน้าที่กรรมการจาก IOD :** ไม่มี**การอบรมจากสถาบันอื่น** หลักสูตรผู้บริหารระดับสูงด้านวิทยาการพลังงาน รุ่นที่ 1 สถาบันวิทยาการพลังงาน

หลักสูตรนักบริหารระดับสูงด้านการพัฒนาธุรกิจอุตสาหกรรม

และการลงทุนรุ่นที่ 1 สถาบันวิทยาการธุรกิจและอุตสาหกรรม

หลักสูตรผู้บริหารระดับสูงสถาบันวิทยาการตลาดทุน รุ่นที่ 18

ประสบการณ์การทำงาน

1 พ.ค. 2557 - ปัจจุบัน

กรรมการผู้จัดการ บมจ.มติชน

9 ม.ค. 2557 - ปัจจุบัน

บรรณาธิการอำนวยการ บมจ.มติชน

1 พ.ค. 2553 - 8 ม.ค. 2557

ผู้จัดการทั่วไป บมจ.มติชน

16 พ.ย. 2553 - ปัจจุบัน

บรรณาธิการที่ปรึกษา นสพ.ประชาชาติธุรกิจ และ นสพ.ข่าวสด

2547 - 15 พ.ย. 2553

บรรณาธิการ นสพ.ข่าวสด บริษัท ข่าวสด จำกัด

2547 - ปัจจุบัน

กรรมการ บริษัท ข่าวสด จำกัด

2534 - 2546

บรรณาธิการบริหาร นสพ.ข่าวสด บริษัท ข่าวสด จำกัด

2533

หัวหน้าข่าวภูมิภาค นสพ.ข่าวสด บริษัท ข่าวสด จำกัด

2527

ผู้สื่อข่าวสายการเงิน นสพ.ประชาชาติธุรกิจ บ. มติชน จก.

2526

ผู้สื่อข่าวต่างประเทศ นสพ.มติชน บ. มติชน จก.

ความสัมพันธ์ทางครอบครัวระหว่างผู้บริหาร : หลานชายนายบรรลือชัย บุนปาน**สัดส่วนการถือหุ้นในบริษัท (%) :** 0.12 (215,660 หุ้น)**การดำรงตำแหน่งกรรมการในปัจจุบัน**

กิจการที่เป็นบริษัทจดทะเบียน : ไม่มี

กิจการที่ไม่ใช่บริษัทจดทะเบียน : 1 แห่ง

- กรรมการ บริษัท ข่าวสด จำกัด

Mr. Thakoon Boonpan

Age 57

Managing Director and Managing Editor (Authorized Director)

Date of Appointment 28 April 2010

High Education Bachelor of Political Science (International Relation) of Chulalongkorn University

Training on Director Roles and Responsibilities (IOD) : None

Training Certified (other institutions)

Energy Literacy for a Sustainable Future Class 1 from Thailand Energy Academy

Executives in Industrial Development and Investment Course 1

from Institute of Business and Industrial Development

Capital Market Leader Program Class 18 from Capital Market Academy

Working Experience

1 May 2014 - Present

Managing Director Matchon Public Company Limited

9 Jan 2014 - Present

Managing Editor Matchon Public Company Limited

1 May 2010 - 8 Jan 2014

General Manager Matchon Public Company Limited

16 Nov 2010 - Present

Advising Editor of Prachachat Business / Matchon Public

Company Limited Khao-sod Newspaper / Khao-sod Company Limited

2004 - 15 Nov 2010

Editor of Khao-sod Newspaper / Khao-sod Company Limited

2004 - Present

Director / Khao-sod Company Limited

1991 - 2003

Executive Editor of Khao-sod Newspaper / Khao-sod Company Limited

1990

Chief reporter of region News / Khao-sod Newspaper / Khao-sod Company Limited

1984

Financial News Reporter / Prachachat Business / Matchon Company Limited

1983

Foreign News Reporter / Matchon Daily / Matchon Company Limited

Family Relationship between The Executive Directors : Mr. Khanchai Boonpan's nephew**Shareholders (%) :** 0.12 (215,660 Shares)**Director Positions in Present**

In Listed Companies : None

In non-Listed Companies : 1 Company

- Director of Khao-Sod Company Limited



พล.ต.อ. วสิษฐ เดชกุญชร
Police General Vasit Dejkunjorn
รองประธานที่ปรึกษา
Vice President of Matchon Advisory Board



พลเอก สำเภา ชูศรี
General Sampao Choosri
ที่ปรึกษา
Advisor



นายลิขสิทธิ์ ปานสมจิตต์
Mr. Likasit Pansomchit
ที่ปรึกษา
Advisor





ดร.วิรพงษ์ รามางกูร
Dr.Virabongsa Ramangkura
กรรมการอิสระ
Independent Director

ดร.วิรพงษ์ รามางกูร
อายุ 75 ปี
กรรมการอิสระ
วันที่ได้รับตำแหน่ง
คุณวุฒิการศึกษาสูงสุด

26 ก.ค. 2556
Doctor of Law (Honorary) Webster University St.Louis, U.S.A.
- Ph.D. (Economics), University of Pennsylvania, U.S.A.
- M.A. (Economics), University of Pennsylvania, U.S.A.
- ปริญญาตรี รัฐศาสตรบัณฑิต เกียรตินิยมอันดับหนึ่ง จุฬาลงกรณ์มหาวิทยาลัย
การอบรมบทบาทหน้าที่กรรมการจาก IOD : หลักสูตร Director Certification Program (DCP) รุ่น 43/2547

ตำแหน่งงานปัจจุบัน

ม.ค. 2559-ปัจจุบัน
2556 - ปัจจุบัน
2551 - ปัจจุบัน
2549 - ปัจจุบัน
2548 - ปัจจุบัน
2547 - ปัจจุบัน
2538 - ปัจจุบัน

ประธานกรรมการ บมจ.ทางด่วนและรถไฟฟ้ากรุงเทพ
กรรมการอิสระ บมจ.มิติน
ประธานกรรมการ บ.ไฟฟ้าพลังน้ำ 2 จำกัด
ประธานกรรมการ บ.เซาท์อีสท์ เอเชีย เอเนอร์จี้ จำกัด
ประธานกรรมการ บมจ.ฟินันซ่า
กรรมการตรวจสอบ บมจ.โพลีเพล็กซ์ (ประเทศไทย)
ประธานกรรมการบริหาร บมจ.ดับเบิลเอ (1991)

ประสบการณ์การทำงาน

2547 - ธ.ค. 2559
พ.ค. 2555 - ก.ค. 2556
2537 - ธ.ค. 2558
2539 - พ.ค. 2555
2549 - มี.ค. 2551
2548 - ก.พ. 2550
2548 - 2550

นายกสมาคม สมาคมไทย-ลาวเพื่อมิตรภาพ กระทรวงการต่างประเทศ
ประธานกรรมการ ธนาคารแห่งประเทศไทย
ประธานกรรมการ บมจ.ทางด่วนกรุงเทพ
กรรมการ บมจ.การบินกรุงเทพ
สมาชิกสภานิติบัญญัติแห่งชาติ
ประธานกรรมการ ธนาคารเพื่อการส่งออกและนำเข้าแห่งประเทศไทย
ที่ปรึกษาคณะกรรมการ บ.กลุ่มวังขนาย จำกัด
ที่ปรึกษาประธานกรรมการบริหาร บ.กลุ่มวังขนาย จำกัด
ประธานกรรมการ บมจ.การบินไทย

2544 - 2545
ความสัมพันธ์ทางครอบครัวระหว่างผู้บริหาร : ไม่มี

สัดส่วนการถือหุ้นในบริษัท (%) : ไม่มี

การดำรงตำแหน่งกรรมการในปัจจุบัน

กิจการที่เป็นบริษัทจดทะเบียน : 3 บริษัท
- ประธานกรรมการ บมจ.ฟินันซ่า
- กรรมการตรวจสอบ บมจ. โพลีเพล็กซ์ (ประเทศไทย)
- ประธานกรรมการ บมจ.ทางด่วนและรถไฟฟ้ากรุงเทพ
กิจการที่ไม่ใช่บริษัทจดทะเบียน : 3 บริษัท
- ประธานกรรมการ บ.ไฟฟ้าพลังน้ำ 2 จำกัด
- ประธานกรรมการ บ.เซาท์อีสท์ เอเชีย เอเนอร์จี้ จำกัด
- ประธานกรรมการบริหาร บมจ.ดับเบิลเอ (1991)

Dr.Virabongsa Ramangkura
Age 75
Independent Director
Date of Appoint
High Education

26 July 2013
Doctor of Law (Honorary) Webster University St.Louis, U.S.A.
- Ph.D. (Economics), University of Pennsylvania, U.S.A.
- M.A. (Economics), University of Pennsylvania, U.S.A.
- First Class Honors B.A. in Political Science,
Chulalongkorn University,Thailand
Director Training Program
Director Certification Program (DCP 43/2004)
Thai Institute of Directors Association

Director Training Program

Present Position

Jan. 2016 - Present
2013 - Present
2008 - Present
2006 - Present
2005 - Present
2004 - Present
1995 - Present

Chairman, Bangkok Expressway & Metro Public Co.,Ltd.
Independent Director, Matichon Public Co.,Ltd.
Chairman of the Board of Directors, Nam Ngum 2 Power Co.,Ltd.
Chairman of the Board of Directors, South East Asia Energy Co.,Ltd.
Chairman of the Board of Directors, Finansa Public Co.,Ltd.
Audit Committee Member, Polyplex (Thailand) Public Co.,Ltd.
Chairman of the Executive Board, Double A (1991) Public Co.,Ltd.

Work Experiences

2004 - Dec 2016
May 2012 - Jul 2013
1994 - Dec. 2015
1996 - May 2012
2006 - Mar 2008

President Thai-Lao Association, Ministry of Foreign Affairs
Chairman of the Board of Directors, The Bank of Thailand
Chairman of the Board of Directors, Bangkok Expressway Public Co.,Ltd.
Director Bangkok Airways Public Co.,Ltd.
Member of the National Legislative Assembly,
The National Legislative Assembly
Chairman of the Board of Directors Export-Import Bank of Thailand
Advisor to the Board of Directors Wang Kanai Group
Advisor to the Chairman of the Executive Board, Wang Kanai Group
Chairman of the Board of Directors,
Thai Airways International Public Co.,Ltd.

Family Relationship between Shareholders (%) : None
Director Positions in Present

The Executive Directors : None

In Listed Companies : 3 Companies

- Chairman of the Board of Directors, Finansa Public Co.,Ltd.
- Audit Committee Member, Polyplex (Thailand) Public Co.,Ltd.
- Chairman of the Board of Directors, Bangkok Expressway & Metro Public Co.,Ltd.

In non-Listed Companies : 3 Companies

- Chairman of the Board of Directors, Nam Ngum 2 Power Co.,Ltd.
- Chairman of the Board of Directors, South East Asia Energy Co.,Ltd.
- Chairman of the Executive Board, Double A (1991) Public Co.,Ltd.

นางสาวปานบัว บุนปาน

รองกรรมการผู้จัดการสายการตลาด

วันที่ได้รับตำแหน่ง

26 ก.ค. 2556

คุณวุฒิทางการศึกษาสูงสุด

ปริญญาตรี คณะรัฐศาสตร์ มหาวิทยาลัยธรรมศาสตร์
ปริญญาโท South East Asian Studies, School of Oriental and
African Studies (SOAS)
Ph.D. candidate, languages and Cultures of South East Asia,
School of Oriental and African Studies (SOAS)

การอบรมบทบาทหน้าที่กรรมการจาก IOD : ไม่มี

ประสบการณ์การทำงาน

ตำแหน่งอื่นในปัจจุบัน

กรรมการมูลนิธิหนังสือเพื่อเด็ก

9 ม.ค. 2557 - ปัจจุบัน

รองกรรมการผู้จัดการสายการตลาด บมจ.มติชน

16 ก.พ. 2555 - 8 ม.ค. 2557

ที่ปรึกษาฝ่ายโฆษณา บมจ.มติชน

15 ก.ค. 2554 - 15 ก.พ. 2555

ผู้อำนวยการสถาบันฝึกอบรมมติชน บมจ.มติชน

1 พ.ค. 2553 - 14 ก.ค. 2554

รองผู้จัดการทั่วไป บมจ.มติชน

ม.ค. 2550 - มิ.ย. 2556

ผู้จัดการกองจัดซื้อและพัสดุในเครือมติชน บมจ.มติชน

ต.ค. - ธ.ค. 2549

รักษาการผู้จัดการกองจัดซื้อและพัสดุในเครือมติชน บมจ.มติชน

ม.ค. - ธ.ค. 2549

บรรณาธิการบริหาร สำนักพิมพ์มติชน บมจ.มติชน

ก.ค. 2548 - ม.ค. 2557

หัวหน้าสำนักประธานกรรมการ บมจ.มติชน

ม.ค. - มิ.ย. 2548

บรรณาธิการหนังสือแปล สำนักพิมพ์มติชน บมจ.มติชน

ความสัมพันธ์ทางครอบครัวระหว่างผู้บริหาร : บุตรสาวนายขรรค์ชัย บุนปาน

สัดส่วนการถือหุ้นในบริษัท (%) : 3.45 (6,389,650 หุ้น)

การดำรงตำแหน่งกรรมการในปัจจุบัน

กิจการที่เป็นบริษัทจดทะเบียน : ไม่มี

กิจการที่ไม่ใช่บริษัทจดทะเบียน : ไม่มี

Miss Parnbua Boonpan

Deputy Managing Director of Marketing

Date of Appointment

26 July 2013

High Education

B.A. : Political Science, Thammasat University
M.A. : South East Asian Studies, School of Oriental and
African Studies (SOAS)
Ph.D. candidate, languages and Cultures of South East Asia,
School of Oriental and African Studies (SOAS)

Training on Director Roles and Responsibilities (IOD) : None

Working Experience

Other Current Position

Committee of Books For Children Foundation

9 Jan 2014 - Present

Deputy Managing Director of Marketing / Matchon Public Company Limited

16 Feb 2012 - 8 Jan. 2014

Advertising Advisor / Matchon Public Company Limited

15 July 2011 - 15 Feb 2012

Director of Matchon Academy / Matchon Public Company Limited

1 May 2010 - 14 July 2011

Vice General Manager / Matchon Public Company Limited

Jan 2007 - Jan 2013

Manager Purchasing and Raw Materials Department,
Matchon Group

Oct. - Dec 2006

Acting Manager Purchasing and Raw Materials Department,
Matchon Group

Jan. - Dec 2006

Managing Editor / Matchon Publishing House / Matchon
Public Company Limited

Jul. 2005 - Jan 2014

Head, office of the President / Matchon Public Company Limited

Jan - Jun 2005

Translations Editor / Matchon Publishing House / Matchon Public
Company Limited

Company Limited

Family Relationship between The Executive Directors : Mr. Khanchai Boonpan's daughter

Shareholders (%) : 3.45 (6,389,650 Shares)

Director Positions in Present

In Listed Companies : None

In non-Listed Companies : None



นางสาวปานบัว บุนปาน

Miss Parnbua Boonpan

รองกรรมการผู้จัดการสายการตลาด

Deputy Managing Director of Marketing



นายศิริวัฒน์ วงศ์จารุกร
Mr. Siriwat Vongjarukorn
กรรมการ
Director

นายศิริวัฒน์ วงศ์จารุกร

อายุ 50 ปี

กรรมการ

วันที่ได้รับตำแหน่ง

คุณวุฒิการศึกษาสูงสุด

24 มิถุนายน 2559

ปริญญาวิทยาศาสตรดุษฎีบัณฑิตกิตติมศักดิ์

สาขาวิชาเทคโนโลยีสารสนเทศ(วท.ด.) มหาวิทยาลัยศรีปทุม

วิศวกรรมศาสตรบัณฑิต จุฬาลงกรณ์มหาวิทยาลัย

การอบรมบทบาทหน้าที่กรรมการจาก IOD

หลักสูตร Director Accreditation Program รุ่นที่ 9 (2547)

หลักสูตร Director Certification Program (DCP) 42 (2547)

การอบรมจากสถาบันอื่น

หลักสูตร นักบริหารระดับสูงด้านการพัฒนาธุรกิจอุตสาหกรรม และการลงทุน (วธอ.) รุ่นที่ 2 (2558)

หลักสูตร การกำกับดูแลกิจการสำหรับกรรมการและผู้บริหารระดับสูง ของรัฐวิสาหกิจและองค์กรมหาชนรุ่นที่ 2 (2554) สถาบันพัฒนากรรมการ และผู้บริหาร ระดับสูงของภาครัฐแห่งสถาบันพระปกเกล้า

ประสบการณ์การทำงาน

2559 - ปัจจุบัน

กรรมการ บมจ.มติชน

2556 - ปัจจุบัน

ประธานกรรมการบริหารและกรรมการผู้จัดการใหญ่ บมจ. เอ็ม เอฟ อี ซี

2546 - 2555

กรรมการผู้จัดการใหญ่ บมจ. เอ็ม เอฟ อี ซี

2540 - 2546

ผู้จัดการทั่วไป บ. เอ็ม เอฟ อี ซี จำกัด

2538 - 2540

รองกรรมการผู้จัดการ บ. เอเทรียม เทคโนโลยี จำกัด

2536 - 2538

ผู้จัดการฝ่ายขายและการตลาด บ. แอดวานซ์ ดิจิทัล รีเสิร์ช จำกัด

2535 - 2536

ผู้จัดการฝ่ายขาย บ. กนกสิน เอกพอร์ท อิมพอร์ต จำกัด

2534 - 2535

พนักงานฝ่ายขาย บริษัท แอดวานซ์ ดิจิทัล รีเสิร์ช จำกัด

2532 - 2534

นักวิเคราะห์ ฝ่ายสารสนเทศ บมจ. เอสซี ประเทศไทย

การดำรงตำแหน่งกรรมการในปัจจุบัน

กิจการที่เป็นบริษัทจดทะเบียน 1 แห่ง

1. กรรมการ บมจ.เอ็ม เอฟ อี ซี

กิจการที่ไม่ใช่บริษัทจดทะเบียน 8 แห่ง

1. กรรมการ บ.ดิจิตัล เวนเจอร์ส จำกัด
2. กรรมการ บ. ปัญจลักษณ์พาสส์ จำกัด
3. กรรมการ บ. แอดวานซ์ อินเทลลิเจนซ์ โมเดิร์นไนน์ จำกัด
4. กรรมการ บ.โมเดิร์นฟอรัม อินทริเกรชั่น เซอร์วิสเอส จำกัด
5. กรรมการ บ.แอ็คคอมพลิช เวย์โฮลดิ้ง จำกัด
6. กรรมการ บ.ไทยคอนซูมเมอร์ ดิสทริบิวชั่น เซ็นเตอร์ จำกัด
7. กรรมการ บ.อัสโตรคอม โซลูชั่น จำกัด
8. กรรมการ บ.วีรันดารีส์ฟอร์ แอนด์ สเปา จำกัด

ความสัมพันธ์ทางครอบครัวระหว่างผู้บริหาร : ไม่มี

สัดส่วนการถือหุ้นในบริษัท (%) : ไม่มี

Mr. Siriwat Vongjarukorn

Age 50

Director

Date of Appointment

June 24, 2016

High Education

Doctor of Science (Honorary Degree) Sripatum University
Bachelor of Science in Computer Engineering (B.S.)
Chulalongkorn University

Training on Director Roles and Responsibilities (IOD)

Director Certification Program (DCP) 2004

Director Accreditation Program (DAP) 2004

Training Certified (other institutions)

Industrial Business Development and Investment for Senior Executive Program Institute of Business and Industrial Development
Public Director Certification Program Public Sector Institute of King Prajadhipok's Institute

Work Experiences

2016 - Present

Director of Matchon Public Company Limited

2013 - Present

Chief Executive Officer & President MFEC Public Company Limited

2003 - 2012

President, MFEC Public Company Limited

1997 - 2003

General Manager MFEC Co.,Ltd.

1995 - 1997

Deputy Managing Director Atrium Technology Co.,Ltd.

1993 - 1995

Marketing & Sales Manager Advance Digital Research Co.,Ltd.

1992 - 1993

Sales Manager Kanoksin Export Import Co.,Ltd.

1991 - 1992

Sales, Advance Digital Research Co.,Ltd.

1989 - 1991

Information Technology Analyst Esso(Thailand) Public Company Limited

Director Positions in Present

In Listed Companies 1 company

1. Director of MFEC Public Company Limited

In non-Listed Companies 8 companies

1. Director of Digital Ventures Co.,Ltd.
2. Director of Panjalu Pasuk Co.,Ltd.
3. Director of Advance Intelligence Modernity Co., Ltd
4. Director of Modernform Integration Services Co.,Ltd.
5. Director of Accomplish way Holdings Co.,Ltd.
6. Director of Thai Consumer Distribution Centre Co.,Ltd.
7. Director of Aungstrom Solutions Co.,Ltd.
8. Director of Veranda Resort and Spa Co.,Ltd.

Family Relationship between Executive : None

Shareholders (%) : None

นายธนธร จีรุงเรืองกิจ

อายุ 40 ปี

กรรมการ

วันที่ได้รับตำแหน่ง

คุณวุฒิการศึกษาสูงสุด

26 ก.ค. 2556

- M.A.Science in Global Finance.NYU Stern Business School, New York,USA/Hong Kong University of Science and Technology, HK.
- M.A.Political Economy, Faculty of Economics, Chulalongkorn University Thesis on "Capital Accumulation of Thai Business Elite"
- BEng Mechanical Engineering, Nottingham University,U.K./Thammasat University, Thailand

การอบรมบทบาทหน้าที่กรรมการจาก IOD : อบรมหลักสูตร DAP ตลาดหลักทรัพย์แห่งประเทศไทย
อบรมหลักสูตร Finance for Non-Finance Director

ตำแหน่งงานปัจจุบัน

- 2557 - ปัจจุบัน กรรมการสภาอุตสาหกรรมแห่งประเทศไทย
2556 - 14 มี.ค. 2561 กรรมการ บมจ.มติชน
2545 - ปัจจุบัน รองประธานกรรมการบริหาร ไทยซัมมิทกรุ๊ป

ประสบการณ์การทำงาน

- 2553 - 2555 รองเลขาธิการ กลุ่มอุตสาหกรรมไฟฟ้าและอิเล็กทรอนิกส์
2553 - 2555 ที่ปรึกษาประธานสภาอุตสาหกรรมแห่งประเทศไทย
2552 - 2553 ที่ปรึกษสมาคมผู้ผลิตชิ้นส่วนยานยนต์ไทย
2551 - 2553 กรรมการ สภาอุตสาหกรรมแห่งประเทศไทย (FTI)
2550 - 2554 ประธานสภาอุตสาหกรรมจังหวัดนครนายก
2550 - 2552 เลขาธิการ สมาคมผู้ผลิตชิ้นส่วนยานยนต์ไทย (TAPMA)
2550 - 2551 ที่ปรึกษา สมาคมอุตสาหกรรมแม่พิมพ์ไทย
2550 - 2551 นายกสมาคมผู้ผลิตชิ้นส่วนยานยนต์ไทย (G2-Forum)
2546 - 2549 กรรมการสมาคมผู้ผลิตชิ้นส่วนยานยนต์ไทย (TAPMA)
2545 - 2546 รองประธานกรรมการไทยซัมมิทกรุ๊ป

ความสัมพันธ์ทางครอบครัวระหว่างผู้บริหาร : ไม่มี

สัดส่วนการถือหุ้นในบริษัท (%) : ไม่มี

การดำรงตำแหน่งกรรมการในปัจจุบัน

กิจการที่เป็นบริษัทจดทะเบียน : ไม่มี

กิจการที่ไม่ใช่บริษัทจดทะเบียน : ไม่มี

Mr.Thanathorn Juangroongruangkit

Age 40

Director

Date of Appointment

26 July 2013

High Education

- M.A.Science in Global Finance.NYU Stern Business School, New York,USA/Hong Kong University of Science and Technology, HK.
- M.A.Political Economy, Faculty of Economics, Chulalongkorn University Thesis on "Capital Accumulation of Thai Business Elite"
- BEng Mechanical Engineering, Nottingham University,U.K./Thammasat University, Thailand

Training on Director Roles and Responsibilities (IOD) : - DAP The Stock Exchange of Thailand

- Finance for Non-Finance Director

Present Position

- 2014 - Present Director of The Federation of Thai Industries (FTI)
2013 - 14 Mar 2018 Director, Matichon Public Company Limited
2003 - Present Executive Vice President of Thai Summit Group

Work Experiences

- 2010 - 2012 Deputy secretary general, Electrical Electronics & Allied Industry Club
2010 - 2012 Adviser to President, The Federation of Thai Industries
2009 - 2010 Adviser, Thai Autoparts Manufactures Association
2008 - 2010 Director, The Federation of Thai Industries(FTI)
2007 - 2011 President of The Federation of Thai Industries Nakhonnayok Chapter
2007 - 2009 Secretary General, Thai Autoparts Manufactures Association (TAPMA)
2007 - 2008 Adviser, Thai Tool & Die Industry Association
2007 - 2008 President of The second Generation of Thai Autoparts Manufacturers Association (G2 Forum)
2003 - 2006 Director, Thai Autoparts Manufactures Association (TAPMA)
2002 - 2003 Vice President of Thai Summit Group

Family Relationship between The Executive Directors : None

Shareholders (%) : None

Director Positions in Present

In Listed Companies : None

In non-Listed Companies : None

**นายธนธร จีรุงเรืองกิจ**

Mr.Thanathorn Juangroongruangkit

กรรมการ

Director



นายไพฑูรย์ เนติโพธิ์

Mr.Paitoon Netipoh

กรรมการอิสระ ประธานกรรมการตรวจสอบ
Independent Director, Chairman of
Audit Committee

นายไพฑูรย์ เนติโพธิ์

อายุ 86 ปี

กรรมการอิสระ ประธานกรรมการตรวจสอบ

วันที่ได้รับตำแหน่ง 1 ก.พ. 2549

คุณวุฒิทางการศึกษาสูงสุด เนติบัณฑิตไทย สำนักอบรมศึกษากฎหมายแห่งเนติบัณฑิตยสภา

การอบรมบทบาทหน้าที่กรรมการจาก IOD : หลักสูตร Director Accreditation Program

ประสบการณ์การทำงาน

ก.พ. 2549 - ปัจจุบัน กรรมการอิสระ, ประธานกรรมการตรวจสอบ บมจ. มติชน

2538 - ม.ค. 2549 ที่ปรึกษา บมจ. มติชน

2536 อธิบดีผู้พิพากษาศาลอาญา ศาลยุติธรรม

ความสัมพันธ์ทางครอบครัวระหว่างผู้บริหาร : ไม่มี

สัดส่วนการถือหุ้นในบริษัท (%) : ไม่มี

การดำรงตำแหน่งกรรมการในปัจจุบัน

กิจการที่เป็นบริษัทจดทะเบียน : ไม่มี

กิจการที่ไม่ใช่บริษัทจดทะเบียน : ไม่มี

Mr.Paitoon Netipoh

Age 86

Independent Director, Chairman of Audit Committee

Date of Appointment 1 Feb 2006

High Education The ThaiBar

Training on Director Roles and Responsibilities (IOD) : Director Accreditation Program

Working Experience

Feb 2006 - Present Independent Director, Chairman of Audit Committee /

Matichon Public Company Limited

1995 - Jan 2006 Advisor / Matichon Public Company Limited

1993 Chief Justice of The Criminal Court / Court of Justice

Family Relationship between The Executive Directors : None

Shareholders (%) : None

Director Positions in Present

In Listed Companies : None

In non-Listed Companies : None

นายไทย สุพานิชวรภาชน์

อายุ 67 ปี

กรรมการอิสระ และกรรมการตรวจสอบ

วันที่ได้รับตำแหน่ง

25 เม.ย. 2557

วุฒิการศึกษา

ปริญญาโท คณะรัฐศาสตร์ มหาวิทยาลัยสุโขทัยธรรมาธิราช

ปริญญาตรี คณะนิติศาสตร์ มหาวิทยาลัยธรรมศาสตร์

การอบรมบทบาทหน้าที่กรรมการจาก IOD : ไม่มี

ประสบการณ์การทำงาน

ก.พ. 2558 - ปัจจุบัน

กรรมการ บริษัท รอยัล ราชบุรี กอล์ฟคลับ จำกัด

2557 - ปัจจุบัน

ที่ปรึกษากฎหมาย บริษัท บริหารสินทรัพย์พญาไท จำกัด

2517 - ปัจจุบัน

กรรมการ บริษัท สำนักงาน ชัยพัฒน์ จำกัด

2517 - ปัจจุบัน

ทนายความประจำสำนักงานชัยพัฒน์

2516 - 2517

ทนายความ สำนักงานชมพู่และเพื่อน

งานและผลงานที่ปรึกษากฎหมาย

ธนาคารกรุงศรีอยุธยา จำกัด

ธนาคารมหานคร จำกัด

ธนาคารเจพี มอร์แกน เชส สาขาสหประชาชาติไทย

บล.จัดการกองทุนทหารไทย จำกัด

บริษัท เงินทุนหลักทรัพย์ แปซิฟิกไฟแนนซ์ จำกัด

บริษัท เงินทุนหลักทรัพย์ มหาธนกิจ จำกัด

บริษัท เงินทุนเศรษฐกิจ จำกัด

บริษัท สหพัฒนาประกันภัย จำกัด

บริษัท บางกอกเอ็นเตอร์เทนเมนต์ จำกัด (ไทยทีวีสีช่อง 3)

และอื่นๆ

งานรัฐวิสาหกิจ

อดีตกรรมการ การท่าเรือแห่งประเทศไทย

อดีตกรรมการ การประปานครหลวง

งานการเมือง

อดีตเลขาธิการ องค์การอิสระ ที่ปรึกษากิตติมศักดิ์ องค์การอิสระ

อดีตเลขาธิการ และที่ปรึกษา คณะกรรมการการคมนาคม

สัดส่วนการถือหุ้นในบริษัท : ไม่มี

ความสัมพันธ์ทางครอบครัวระหว่างผู้บริหาร : ไม่มี

การดำรงตำแหน่งกรรมการในปัจจุบัน

กิจการที่เป็นบริษัทจดทะเบียน : ไม่มี

กิจการที่ไม่ใช่บริษัทจดทะเบียน 2 แห่ง

- กรรมการ บริษัท สำนักงาน ชัยพัฒน์ จำกัด

- กรรมการ บริษัท รอยัล ราชบุรี กอล์ฟคลับ จำกัด

Mr.Thai Supanichvorapart

Age 67

Independent Director and Audit Committee Member

Date of Appointment

25 April 2014

High Education

Master of Political Science, Sukhothai Thammathirat Open University

Bachelor Degree in Law, Thammasat University

Training on Director Roles and Responsibilities (IOD) : None

Present Position

Feb 2015 - Present

Director of Royal Ratchaburi Golf Club Co.,Ltd.

2014 - Present

legal counsel Phayathai Asset Management Company Limited.

1974 - Present

Director of Samnaknganchaipat Co.,Ltd.

1974 - Present

Lawyer of Samnaknganchaipat Co.,Ltd.

1973 - 1974

Lawyer of Samnaknganchompu & friend

Work and portfolio legal counsel

Bank of Ayudhya

First Bangkok City Bank

JP Morgan Chase Thailand

TMB Asset Management

Pacific Finance & Securities Co.,Ltd.

Maha Thanakit Finance and Securities Co.,Ltd.

Progressive Finance Co.,Ltd.

Sahawattana Insurance Co.,Ltd.

Bangkok Entertainment Co.,Ltd. (thaitv 3)

State Enterprises in the past

Director of Port Authority of Thailand

Director of Metropolitan Waterworks Authority

Work for Politics in the past

Secretary, Honorary Advisor Independent entity

Secretary and Advisor to the Commission on transportation

Family Relationship between the Executive Directors : None

Shareholders (%) : None

Director Positions in Present

In Listed Companies : None

In non-Listed Companies 2 Companies

- Director of Samnaknganchaipat Co.,Ltd.

- Director of Royal Ratchaburi Golf Club Co.,Ltd.

**นายไทย สุพานิชวรภาชน์****Mr.Thai Supanichvorapart**

กรรมการอิสระ และกรรมการตรวจสอบ

Independent Director

and Audit Committee Member



นายสมชาติ ดลยานุเคราะห์

Mr.Somchart Dolayanukloh

กรรมการอิสระ, กรรมการตรวจสอบ

Independent Director, Audit Committee Member

นายสมชาติ ดลยานุเคราะห์

อายุ 47 ปี

กรรมการอิสระ, กรรมการตรวจสอบ

วันที่ได้รับตำแหน่ง 29 ม.ค. 2544

คุณวุฒิทางการศึกษาสูงสุด รัฐประศาสนศาสตรมหาบัณฑิต มหาวิทยาลัยรามคำแหง
ประกาศนียบัตรบัณฑิตทางการสอบบัญชี มหาวิทยาลัยธรรมศาสตร์
บริหารธุรกิจบัณฑิต (บัญชี) สถาบันเทคโนโลยีราชมงคล

การอบรมบทบาทหน้าที่กรรมการจาก IOD : หลักสูตร Director Accreditation Program
หลักสูตร Director Certification Program
หลักสูตร Audit Committee Program

ประสบการณ์การทำงาน

2544 - ปัจจุบัน กรรมการอิสระ, กรรมการตรวจสอบ บมจ. มติชน,

2538 - ปัจจุบัน ผู้สอบบัญชีรับอนุญาต

ความสัมพันธ์ทางครอบครัวระหว่างผู้บริหาร : ไม่มี

สัดส่วนการถือหุ้นในบริษัท (%) : ไม่มี

การดำรงตำแหน่งกรรมการในปัจจุบัน

กิจการที่เป็นบริษัทจดทะเบียน : ไม่มี

กิจการที่ไม่ใช่บริษัทจดทะเบียน : ไม่มี

Mr.Somchart Dolayanukloh

Age 47

Independent Director, Audit Committee Member

Date of Appointment 29 Jan 2001

High Education Master of Public Administration Program of
Ramkhamhaeng University
Graduate Diploma Teaching Accountancy of
Thammasat University
Bachelor of Business of Rajamangala Institute of Technology

Training on Director Roles and Responsibilities (IOD) : Director Accreditation Program
Director Certification Program
Audit Committee Program

Working Experience

2001 - Present Independent Director, Audit Committee Member / Matichon
Public Company Limited

1995 - Present C.P.A. (Thailand)

Family Relationship between The Executive Directors : None

Shareholders (%) : None

Director Positions in Present

In Listed Companies : None

In non-Listed Companies : None

นางสาวแสงสุรีย์ อินทเดช

อายุ 41 ปี

หัวหน้าสำนักตรวจสอบภายใน

คุณวุฒิทางการศึกษาสูงสุด เศรษฐศาสตรมหาบัณฑิต (เศรษฐศาสตร์ธุรกิจ) มหาวิทยาลัยธรรมศาสตร์
บัญชีบัณฑิต มหาวิทยาลัยเกษตรศาสตร์**ประสบการณ์การทำงาน**

2545 - ปัจจุบัน หัวหน้าสำนักตรวจสอบภายใน, เลขานุการคณะกรรมการตรวจสอบ บมจ.มติชน

2546 - ปัจจุบัน ผู้สอบบัญชีรับอนุญาต

2542 - 2545 ผู้ช่วยผู้ตรวจสอบบัญชี บริษัท สอบบัญชีธรรมนิติ จำกัด

ความสัมพันธ์ทางครอบครัวระหว่างผู้บริหาร : ไม่มี**สัดส่วนการถือหุ้นในบริษัท (%) :** ไม่มี

Miss Sangsuree Intadet

Age 41

Head of Internal Audit

High Education

Master of Arts (Business Economics) Thammasat University

Bachelor of Accountancy Kasetsart University

Working Experience

2002 - Present Head of Internal Audit, Audit Committee Secretary, Matichon Public Company Limited

2003 - Present C.P.A. (Thailand)

1999 - 2002 Audit Assistant/Dharmniti Auditing Co., Ltd.

Family Relationship between The Executive Directors : None**Shareholders (%) :** None**นางทวีพร พิชัย**

อายุ 60 ปี

เลขานุการบริษัท

คุณวุฒิทางการศึกษาสูงสุด รัฐศาสตรบัณฑิต บริหารรัฐกิจ มหาวิทยาลัยรามคำแหง
การอบรม - Company Secretary Program จาก สมาคมส่งเสริมสถาบันกรรมการบริษัทไทย
- หลักสูตร กฎหมายและระเบียบปฏิบัติสำหรับเลขานุการบริษัท รุ่นที่ 2 จากคณะนิติศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย**ประสบการณ์การทำงาน**

2551 - ปัจจุบัน เลขานุการบริษัท บริษัท มติชน จำกัด (มหาชน)

2531 - 2550 เลขานุการบริษัท บริษัท มติชน จำกัด (มหาชน)

2524 - 2530 เลขานุการกองบรรณาธิการ น.ส.พ.มติชน บริษัท มติชน จำกัด

ความสัมพันธ์ระหว่างครอบครัวกับผู้บริหาร : ไม่มี**สัดส่วนการถือหุ้นในบริษัท (%) :** 0.00

Mrs.Thaveeporn Phichai

Age 60

Company Secretary

High Education

Bachelor of Political Science Public Administration

Ramkhamhaeng University

Training

- Company Secretary Program From Thai Institute of Directors Association

- Laws and regulations for company secretary course 2 of the Faculty of Law, Chulalongkorn University.

Working Experience

2008 - Present Company Secretary Matichon Public Company Limited

1988 - 2007 Executive Secretary Matichon Public Company Limited

1981 - 1987 Editorial staff Secretary Matichon newspaper Matichon Company Limited

Family Relationship between The Executive Directors : None**Shareholders (%) :** 0.00

ผู้บริหาร
Executive



นายเสถียร จันทิมาธร
Mr.Sathira Juntimartorn
บรรณาธิการที่ปรึกษาเครือมติชน
Advising Editor of Matichon Group



นายจรูญ พงษ์จิ้น
Mr.Charan Pongchin
ที่ปรึกษาฝ่ายสังคมและธุรกิจ
Advisor of Social and Business



นายวรศักดิ์ ประยูรสุข
Mr.Worasak Prayoonsook
บรรณาธิการ นสพ.มติชน
Editor of Matichon Daily



นายพิเชษฐ์ ณ นคร
Mr.Picheat Na Nakorn
บรรณาธิการบริหาร นสพ.ประชาชาติธุรกิจ
Executive Editor of Prachachat Business



นายสุริวงศ์ เชื้อปฏิพาน
Mr.Suriwong Aurepatipan
บรรณาธิการ นสพ.ข่าวสด
Editor of Khao-sod Newspaper



นางสาวชุมฉันท์ ชำนิประศาสน์
Miss Chumchan Chamniprasart
กรรมการผู้จัดการ บ.ข่าวสด จก.
บรรณาธิการบริหาร นสพ.ข่าวสด
Managing Director of Khao-sod Company Limited
Executive Editor of Khao-sod Newspaper



นายณฤตย์ เสกธีระ
Mr.Narit Sektheera
บรรณาธิการบริหาร นสพ.มติชน
Executive Editor of Matchon Daily



นายสุวพงศ์ จันผิงเพชร
Mr.Suwapong Junfungphetchra
บรรณาธิการ มติชนสุดสัปดาห์
Editor of Matchon Weekly



นายพัฒนพันธุ์ วงษ์พันธุ์
Mr.Pattanaphan Wongphan
บรรณาธิการ นสพ.ประชาชาติธุรกิจ
Editor of Prachachat Business



นายพานิชย์ ยศปัญญา
Mr.Panit Yodpunya
บรรณาธิการ นิตยสารเทคโนโลยีชาวบ้าน
Editor of Technology Chaoban Magazine



นางสาววิมล แซ่ตัน
Miss Wimon Saetan
บรรณาธิการ นิตยสารเส้นทางเศรษฐกิจ
Editor of Sentangsedtee Magazine



นายสุพจน์ แจ้งเรียว
Mr.Supot Chaengrew
บรรณาธิการ นิตยสารศิลปวัฒนธรรม
Editor of Art & Culture Magazine

ผู้บริหาร
Executive



นายสุชาติ ศรีสุวรรณ
Mr.Suchart Srisuwan
ผู้อำนวยการกลุ่มสื่ออิเล็กทรอนิกส์
Director of New Media



นายสมปรารถนา คล้ายวิเชียร
Mr.Sompratana Kraywichian
รองผู้อำนวยการฝ่ายสื่อดิจิทัล / มติชนทีวี
Deputy Director of New Media



นายปรปต์ บุนปาน
Mr.Prap Boonpan
รองผู้จัดการทั่วไป และ
ผู้จัดการฝ่ายสื่ออิเล็กทรอนิกส์
Deputy General Manager and
New Media Manager



นายชลิต กิติญาณทรัพย์
Mr.Chalit Kitiyanasap
ที่ปรึกษาฝ่ายโครงการพิเศษ-อีเวนต์
Advisor Special Project - Event



นายสุรพล พิทยาสกุล
Mr.Surapon Pittayasakul
ผู้จัดการอาวุโสฝ่ายอีเวนต์
Senior Manager Event



นายณัฐพงศ์ ลิ้มจิตติ
Mr.Nattapong Limchitti
รองกรรมการผู้จัดการสายสนับสนุน
และรักษาการผู้อำนวยการฝ่ายผลิต
Deputy Managing Director of Supports and
Services and Acting of Production Director



นายกิตติชัย อินทร์นุรักษ์
Mr. Kittichai Innurak
ผู้จัดการทั่วไป
General Manager



นางสาวสุดารัตน์ วันเพ็ญ
Miss Sudarat Wanpen
ผู้อำนวยการฝ่ายโครงการพิเศษ-อีเวนต์
Director of Special Project - Event



นายศรวีษฐ์ บุญเกื้อ
Mr. Sowrawit Boonkua
ผู้อำนวยการใหญ่ฝ่ายโฆษณา
Executive Director of Advertising



นายประยงค์ คงเมือง
Mr. Prayong Kongmuang
ผู้จัดการโรงพิมพ์ปากเกร็ด
Manager of Matchon Pakkret



นางสาวกิตติวรรณ เทิงวิเศษ
Miss Kittiwat Theangwiset
ผู้จัดการสำนักพิมพ์มิตชน
Manager of Matchon Publishing House



นางสาวมาลินี มนตรีศาสตร์
Miss Malinee Montrisart
ผู้จัดการฝ่ายกองงานรับจ้างพิมพ์
Matchon Premium Print Manager

ผู้บริหาร
Executive



นายจุมพฏ สายหยุด
Mr.Jumpot Saiyut
ผู้อำนวยการฝ่ายวางแผนกลยุทธ์
Director of Strategic Planning



นางสกุณา ประยูรสุข
Mrs.Sakuna Prayoonsuk
ผู้อำนวยการศูนย์อาชีพและธุรกิจมิดิชน
Director of Matichon Academy



นางวิสาตรี บุญปาน
Mrs.Visatree Boonparn
ผู้อำนวยการฝ่ายบัญชีและการเงิน
Director of Accountant and Finance



น.ส.พิมพ์กานต์ รวิบริรเจตกุล
Miss Pimkarn Ravibunjirdkul
ที่ปรึกษาฝ่ายเร่งรัดหนี้สิน
Advisor of Liabilities



นางเอมอร สองสว่าง
Mrs. Emon Songsawang
ผู้จัดการฝ่ายขายพิเศษ
Sales Manager



Consolidated Financial Report

	Consolidated Companies		Matichon Public Company Limited	
	2017 (000 Baht)	2016 (000 Baht)	2017 (000 Baht)	2016 (000 Baht)
Sales and Services	918,291	931,646	642,310	680,724
Cost of Sales and Services	633,943	686,153	503,442	584,025
GROSS PROFIT	284,348	245,493	138,868	96,699
Other Income	118,234	51,497	70,268	29,284
Selling Expenses	95,532	109,739	26,049	20,694
Administrative Expenses	210,407	235,279	171,820	158,559
Financial Cost	61	85	7	-
PROFIT BEFORE INCOME TAXS	96,582	(48,113)	11,260	(53,270)
Income Taxes	(6,799)	(15,556)	3,213	(10,789)
PROFIT FOR THE YEAR	89,783	(63,669)	14,473	(64,059)
Basic Earning Per Share (Unit : Baht)	0.48	(0.34)	0.08	(0.35)



Financial Ratio

- Net Profit margin, ROE, ROA
- EPS, BV

	Consolidated Companies		Matichon Public Company Limited	
	2016	2017	2016	2017
Net Profit margin (%)	(6.83)	9.78	(9.41)	2.25
ROE (%)	(4.50)	6.26	(5.31)	1.22
ROA (%)	(3.58)	5.12	(4.36)	1.02
EPS (Baht)	(0.34)	0.48	(0.35)	0.08
BV (Baht)	7.53	7.95	6.37	6.38



Matichon Public Company Limited and its subsidiaries business records
since it registration at The Stock Exchange of Thailand in 1990 to present

Year	Number of Shares	Total Assets Thousand Baht	Managing Director	Net Profit Thousand Baht	Dividend/Share (Baht)
2533	13,500,000	629,943	Mr.Khanchai Boonpan	111,689	5.00
2534	"	801,659	"	111,765	6.00
2535	"	934,791	"	100,726	6.00
2536	18,000,000	1,045,123	"	176,539	7.00
2537	"	1,192,415	Mr.Narong Joonjuasuparek	188,653	7.00
2538	"	1,406,460	"	105,655	3.00
2539	20,500,000	1,797,947	"	60,409	1.50
2540	"	1,653,123	"	82,813	2.00
2541	"	1,460,169	Mr.Pairot Saitum	115,897	3.00
2542	"	1,547,834	"	152,577	4.00
2543	"	1,719,255	"	158,425	4.50
2544	"	1,694,485	"	117,788	3.50
2545	"	1,734,065	"	111,718	3.00
2546	"	1,863,316	"	163,328	4.50
2547	"	1,881,494	Mr.Sommai Paritchart	103,033	3.00
2548	205,000,000	1,986,024	"	107,525	0.35
2549	185,349,200	1,794,439	"	117,310	0.35
2550	185,349,200	1,891,791	"	161,646	0.45
2551	185,349,200	1,939,436	"	145,396	0.40
2552	185,349,200	1,856,600	"	87,065	0.30
2553	185,349,200	1,985,177	Mr.Piyachart Mongkolchaisit	108,161	0.30
2554	185,349,200	1,988,437	"	64,720	0.25
2555	185,349,200	2,050,809	"	86,710	0.35
2556	185,349,200	2,249,258	"	115,476	0.40
2557	185,349,200	2,045,051	Mr.Thakoon Boonpan	20,925	0.25
2558	185,349,200	1,835,615	"	(87,764)	-
2559	185,349,200	1,723,621	"	(64,059)	-
2560	185,349,200	1,784,966	"	14,473	0.15

Note

- Par value has been changed from Baht 10/share to Baht 1/share in the year 2005
- Share Repurchase 19,650,800 shares in the year 2006
- Net Profit of Separate Financial Statement in the year 2007-2017

Committee Report

To Shareholders

The last few years has been critical for the print media industry. Many publishers have closed down.

“The golden era of print media has passed.” The prosperity in former times will not revert. From now on, we will have to maintain the existing media and dedicate the sources to where our readers and audiences actually are. It’s clearly noticed that the amount of money in print media advertising has decreased, which has been happening globally. Our colleagues have been trying to adapt in different ways. Those who manage to adapt will survive, and those who fail to do so will vanish and will be replaced by others.

The constant economic fluctuations and various circumstances happened throughout 2017 also play a role in the deceleration of use of advertising budget, especially on media like newspapers that see a decrease of 21.82%, magazines 33.60%, television 13.12% , radio 14.95%, and internet 12.59%. On the contrary, the use of advertising budget on media like digital television has increased by 7.42%, cinemas 25.01%, out of home 12.78%, and department stores 34.57%.

Recently, media under Matichon have moved to digital platforms and become the number one leader of online media. In late 2017, “Matichon” decided to stop its in-house operations of newspaper printing and delivery in order to reduce costs. Revenue from newspaper sales and print media advertising has constantly decreased during these ten years. But there are two sources of revenue that see increase: digital platforms and extra activities that Matichon have organized with its knowledge, such as seminars or event organizing for both government and private sectors. So, that will be the path Matichon keeps holding.

The company is aware of the effects that might occur and has established protection and monitoring plans and methods, in order to cope with problems. Especially, the effect that occurs when consumers have moved their attention to digital media, have more channels to receive news, and use more online media, which make their purchasing power decreased comparing to the previous year.

The performance results of the company and its subsidiaries for 2017 see revenue from sales and services of 918.29 million baht, which sees decrease from the same period last year of 13.36 million baht or equivalent to 43%. Cost of sales and services sums up to 633.94 million baht. The amount decreases by 52.21 million baht or equivalent to 7.61%. For sales and services expenses and administration expenses, the total amount is 305.94 million baht, which decreases by 39.09 million baht or equivalent to 11.33%. This data shows that the company’s ratio of cost of sales and services decrease is higher. Therefore, in 2017 the company made a net profit of 89.78 million baht, despite the loss of 63.67 million bath at the same time last year.

The reason that the profit is regained is that the company has urged to seek other business opportunities in different platforms, especially to become the leader of digital news reporters at full range and Thailand’s number one online news channel. Also, the company has amended its organizational structure in order to be in line with the competitive circumstance of the industry and break into the new media market. Those actions have reflected in the performance results for 2017 a better direction.

During the past 40 years, the company has always intended to keep doing business with prudence and precaution, also constantly seeking for opportunity to grow and expand its business with new platforms. The company has also been keeping gathering its abilities in all aspects in order to grow firmly and sustainably.

Nevertheless, the company will also persist in principles of security and safety by expanding business in its fields of expertise and taking into consideration compensation for stakeholders, clients, supporters and colleagues with equity. At the same time, social and public responsibility will not be abdicated.



(Mr. Thakoon Boonparn)
Managing Director

Report of Audit Committee

The Board of Directors approved the appointment of three independent directors of the Board of the Directors to the Audit Committee. Mr. Paitoon Netipoh who chaired the Committee was joined by Mr. Thai Supanichvorapart and Mr. Somchart Dolayanukloh as members of the Audit Committee with Ms. Sangsuree Intadet acting as its Secretary.

The Audit Committee has fulfilled its duties and carried out all the responsibilities assigned by the Company's Board of Directors in compliance with the regulations of the Stock Exchange of Thailand. In the 2017 accounting year, the Audit Committee called a total of four meetings, all with full committee member's attendance, with the management, the Company's Auditor and internal auditors respectively to discuss and review the following matters:

1. Reviewing the Company's quarterly and annual financial statements for the year 2017: members of the Audit Committee attended related meetings where they questioned the Company's management executives and discussed with external auditors and the Accounting and Finance Director on the credibility of financial statements, the adequacy of disclosed information and acknowledgement of the observations and recommendations made by the Company's auditor for the year 2017 to ensure that they also comply with the generally accepted accounting standards.

2. Inspecting the Company's internal control system: to assess its suitability and effectiveness that would help the Company to fulfill its set business objectives, it took into account the 2017 Internal Control Report in tandem with approved plans which covered the Company's major operating systems. As a result, no significant weakness or flaw was detected.

3. Examining the Company's internal auditing procedures in order to assess its effectiveness: it considered the Internal Audit Office's mission, its scope of duties, responsibilities and independence, human resources and budget. It also reviewed its charter to bring it up-to-date with the situation according to the SET Manual of Internal Audit Guidelines. In addition, it approved its auditing plans; including trainings for members of the Audit Committee and auditing personnel. It was the opinion of the Audit Committee that the Company's internal auditing procedures was adequate, suitable and effective, that it has continued to comply with international standards in maintaining its auditing quality development both in terms of personnel and auditing procedures.

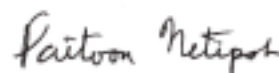
4. Scrutinizing the Company's compliance with laws pertinent to securities and the stock market, SET regulations and other rules and regulations that are relevant to its business, it also ensured that it complied with the Company's code of practice and commitments with external interests. The Audit Committee concluded that no factor of significance in terms of non-compliance of laws and regulations and its commitment to external interests was found.

5. Scrutinizing and making recommendation on related transactions or any other transaction (s) that may be cause of conflict of interest and information disclosure relating to such transaction (s) in accordance with the regulations set forth by the Securities Exchange Commission and the SET, the Audit Committee agreed with the views of the Company's auditor and concluded that items of significance have been disclosed and the Financial Statements and Note to the Financial Statements were correct and complete.

6. Selecting and proposing the appointment and remuneration to the Board of Directors of Matichon Public Company Limited for approval at the Annual General Shareholders Meeting: the Audit Committee, following its review of the performance, independence and remuneration appropriateness, recommended the appointment of Miss Praphasri Leelasupha (Authorised Auditor N0.4664) or Mr. Naris Saowalagsakul (Authorised Auditor N0.5369) of Samnak-Ngan A.M.C. Co., Ltd., as the Company auditors for the year 2018. In doing so, it concluded that :

- The Auditor has no connection whatsoever with the Company or its subsidiaries.
- The Auditor, the Samnak-Ngan A.M.C. Co., Ltd. is knowledgeable, competent, professionally experienced and also be able to give useful recommendations for the company.
- The proposed remuneration for the auditor was appropriate.

On the whole, the Audit Committee has fulfilled the obligations as stipulated in the Company's Board of Directors' approved Audit Committee Charter. It views that Matichon Public Company Limited has an accurate financial and operation report, an appropriate and effective internal control system and internal audit, compliance of laws, regulations and commitments, accurate disclosure of related transactions. In this regard, the Company has managed an operation that is consistent with adequate, transparent and credible corporate governance, and with an ongoing operating system development plan for quality enhancement appropriate for its environment.



(Paitoon Netipoh)

Chairman, Audit Committee

General Information

Name and Location

Company Name	:	Matichon Public Company Limited
Symbol	:	MATI
Main Business	:	Company's business operation consist - Printed Media Sale and Advertising Sales - Vocational Training and Publisher - TV Media - Event Organization
Location	:	12 Tethsabannarueman Road Prachanivate 1 Ladyao, Chatuchak Bangkok
Tel. No.	:	0-2589-0020
Fax. No.	:	0-2589-7049
Registered Capital	:	225,349,200 Baht (225,349,200 ordinary shares@ Baht 1.00 par value each)
Paid-up Capital	:	185,349,200 Baht (185,349,200 ordinary shares@ Baht 1.00 par value each)
Registration Number	:	0107536001451
Website	:	www.matichon.co.th
E-mail	:	Company Secretary secretary_b@matichon.co.th Investor Relation matichon.pr@gmail.com

Name and Location of Subsidiary Companies

Company Name	:	Khao-sod Company Limited
Main Business	:	Newspaper and Advertising Sales
Location	:	40/10 Tethsabannimitai Road Prachanivate 1 Ladyao, Chatuchak Bangkok
Tel. No.	:	0-2589-2222
Fax. No.	:	0-2954-3992
Registered Capital	:	Fully paid up 125,000,000 Baht for 12,500,000 shares at Baht 10.00 per share MATI holds 99.99% of shares

Name and Location of Subsidiary Companies

Company Name	:	Ngandee Company Limited
Main Business	:	Selling newspaper and pocketbooks
Location	:	12 Tethsabannarueman Road Prachanivate 1 Ladyao, Chatuchak Bangkok
Tel. No.	:	0-2589-0020, 0-2589-7183
Fax.No.	:	0-2954-3992
Registered Capital	:	Fully paid up 15,000,000 Baht for 1,500,000 shares at Baht 10.00 per share MATI holds 99.96% of shares

References

Share Register	:	Thailand Securities Depository Co., Ltd. 93 Ratchadaphisek Road, Dindaeng, Bangkok 10400, Thailand
Tel. No.	:	(66 2) 009-9999
Fax. No.	:	(66 2) 009-9991 SET Contact center (66 2) 009-9999
Website	:	www.set.or.th/tsd
E-mail	:	SETContactCenter@set.or.th
Bond holder Representative	:	No bonds
Auditor	:	Mr.Ampol Chamnongwat (Authorised Auditor No.4663) or Miss Praphasri Leelasupha (Authorised Auditor No.4664) or Mr.Naris Saowalagsakul (Authorised Auditor No.5363) of Samnak-Ngan A.M.C. Co., Ltd. 4 th Unit, 19 th Floor, Silom Complex Building, 191 Silom Road, Silom, Bangrak, Bangkok 10500
Tel. No.	:	0-2231-3980-7
Fax. No.	:	0-2231-3988
E-mail	:	amc@amc-mri.com
Website	:	www.amc-mri.com
Legal Advisor	:	Mr. Sit Sunansataporn 318 Soi Ladphrau 47 (Sapan 2) Wangthonghlang Bangkok 10240
Tel. No.	:	0-2589-2222
Financial Advisor	:	None
Advisor or Manager under administration contract	:	None

Business Overview

Matichon Public Company Limited and affiliates conduct the newspaper and magazine businesses which include Matichon Newspaper, Khaosod Newspaper, Prachachat Business Newspaper, Matichon Weekly Magazine, Sentangsedtee Magazine, Technology Chaoban Magazine, Art & Culture Magazine and pocket books.

There are also digital news media and online websites that connected the young generation to the online edition of all newspaper and magazines: www.matichon.co.th, www.khaosod.co.th, www.khaosodenglish.com, www.prachachat.net, www.matichonweekly.com, www.technologychaoban.com, www.sentangsedtee.com, www.silpa-mag.com.

Social network includes Facebook Live and YouTube channel.

Matichon also provides advertisement services, all types of advertising media, advertising materials, and training services, as well as organizes exhibitions, events and seminars.

Business outlook of affiliates

1. Newspapers and magazine

Newspaper

Matichon Daily Since 1978 10 Baht	■ Daily newspaper that share contents about political, social, and economic issues of both domestic and international updates
Khao-sod Since 1991 10 Baht	■ Highly-accepted daily newspaper among readers, covering various news contents such as crime, politics, entertainments, sports, and Buddha amulet. Khao-sod also presents a lot of articles and analysis.
Prachachat Business Since 1978 25 Baht	■ Business-Economy newspaper every 3 days, offering updated business information, articles, analysis

Magazines

Matichon Weekly Since 1980 50 Baht	<p>■ Weekly tabloid criticism magazine (10 1/8 inches X 13 inches), covering in-depth, updated contents and precise analysis of politics, economy, entertainments, social issues, sports, and international news. The most famous columnist thinker. The content sparked the idea to society.</p>
Art and Culture Since 1980 120 Baht	<p>■ Available at the beginning of each month, this magazine offers contents about arts, cultures, history, and archeology knowledge. Reach the truth based on new evidence. The magazines that the academy trust are purchased regularly.</p>
Technology Chaoban Since 1988 50 Baht	<p>■ Biweekly tabloid magazine available on the 1st and 15st of each month, offering contents about agriculture, livestock, fishery, handicraft, fruits and vegetables, as well as local wisdoms. A wide range of covers. Production to Marketing. Magazine at the National Institute of Agriculture Be the center of knowledge dissemination. Readable content is not obsolete.</p>
Sentangsedtee Since 1995 40 Baht	<p>■ Monthly tabloid magazine, offers a wealth of career paths. Focus on interesting career and not high investment. Including a career in the small business community (SMEs) content that readers can apply to or engage in another career. Open new career channels. Create a new millionaire.</p>
Pocket Books	<p>■ Picks and produces good quality books for all ages. Covering all kinds of books, knowledge, history, entertainment, short stories, novels, poetry, literary works and Young Adult books.</p>

2. Electronic – New Media

Matichon and affiliates websites	<p>■ Websites that fulfill needs of readers in terms of politics, economy, social quality, justice system, education, sports, entertainment, lifestyle, technology, foreign affairs, etc. Contents also include well-rounded, valid, and hot issues from social media.</p>
Matichon TV	<p>■ Present live news via Facebook page. The content of news, analysis, depth, every event, entertainment, sports, lifestyle, every taste. By the young news announcer, the news forum straight from the news producer. For fanpage and the general public to receive news every situation of the event. Have your own TV show. Can see the news at any time and can still see back.</p> <ul style="list-style-type: none"> - Noon news at 11.30 - 12.00 a.m. - Hot News from 19.00 to 19.30 p.m.

3. Career and Business Center

Matichon Academy

**Matichon Career and
Business Center**

■ Pioneers in professional training for more than 20 years. Create over 10,000 independent entrepreneurs each year, covering all professional, hands-on and career-related courses. There are over 2,500 square meter professional training and business centers. Consists of an operating kitchen. Kitchen Bakery Demo Kitchen Equipped with modern kitchen equipment with standard quality. There is also a conference room and a multipurpose area for activities and Exclusive tours with specialized specialists.

Publication

Matichon Premium Print

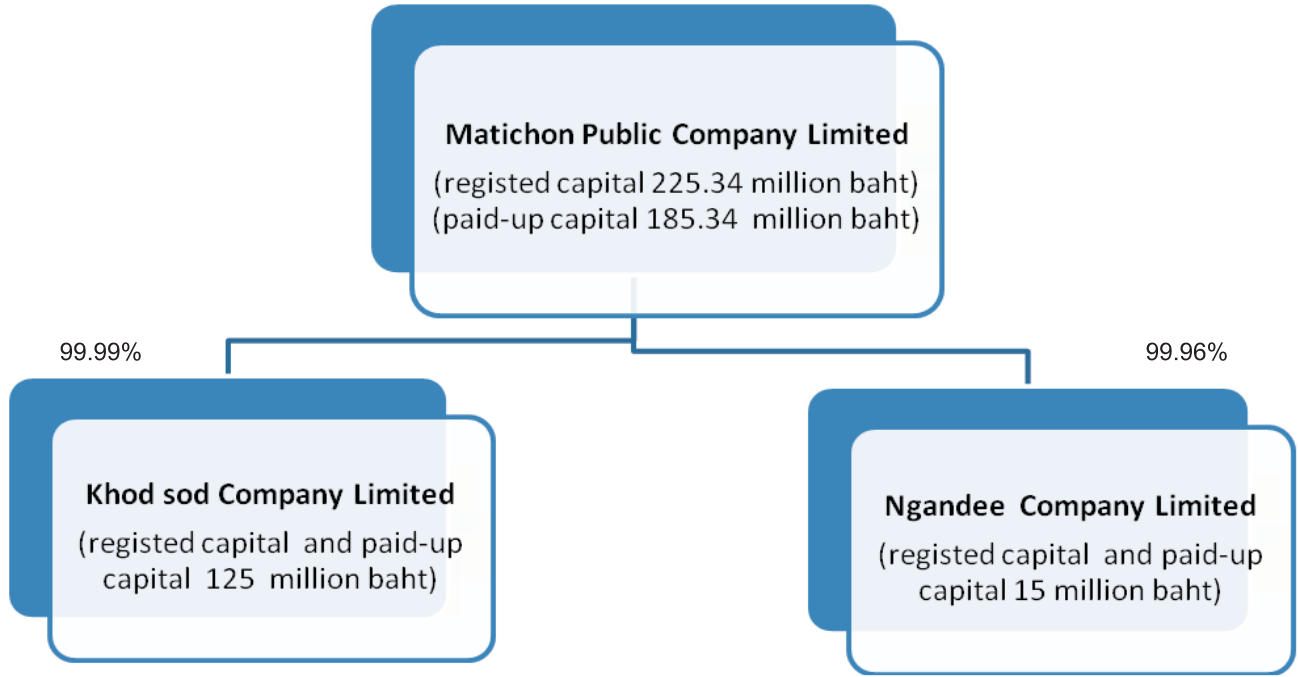
■ Publishing of all printed media such as pocket book, magazine, annual report, manual, poster, brochure, leaflet, flyer by using modern printing technology, color separation and plating process, to ensure quality.

4. Event organizer

Event organizer

■ Conduct events for both governmental and private organizations.

Share Structure of Consolidated Companies



Khao-Sod Co.,Ltd. is a subsidiary company of Matchon Plc. And the publisher of Khao-sod daily , the fastest growing newspaper in the history of Thailand's newspaper industry. Within a few years of launching, it now ranks the third nationally of the mass-market newspaper in term of circulation.

Ngandee Co.,Ltd. is subsidiary company of Matchon Plc. And the distributor of the group's publications by coordinating with news agents across the nation. Since the end of 2017 the company operates about selling newspaper and pocketbooks.

Revenue Structure segregated by business sector

	Operated by	Consolidated financial statements			
		2017		2016	
		Million (baht)	%	Million (baht)	%
Revenue Structure from Business sector					
- Print Media Sales advertising sales	Company and Subsidiary	814.71	78.60	843.19	85.76
- Vocational training And Publishing	Company	31.22	3.01	35.42	3.60
- Event Organizing	Company and Subsidiary	65.53	6.32	45.91	4.67
- Information Center income	Company	6.83	0.66	7.13	0.73
Total		918.29	88.59	931.65	94.76
- Other income	Company and Subsidiary	118.23	11.41	51.51	5.24
Total		1,036.52	100.00	983.16	100.00

Proportion Revenue

Revenue Structure Matichon Public Company Limited

	2015		2016		2017	
	Baht Million	%	Baht Million	%	Baht Million	%
Sales and Services	591.14	74.92	528.62	74.51	512.37	71.94
Printing service revenue	134.34	17.03	113.94	16.16	80.02	11.23
Income from Exhibition Arrangement	34.31	4.35	38.06	5.36	49.92	7.01
Dividend Receipt from Subsidiary	-	-	-	-	-	-
Other revenue ⁽¹⁾	29.23	3.70	28.86	4.07	69.91	9.82
Total	789.02	100.00	709.48	100.00	712.22	100.00

Revenue Structure of Matchon Public Company Limited and Subsidiaries

(Million : baht)

	2015		2016		2017	
	Baht Million	%	Baht Million	%	Baht Million	%
Sales and Services	975.51	90.62	885.74	90.09	852.76	82.27
Income from Exhibition Arrangement	53.12	4.94	45.91	4.67	65.53	6.32
Other revenue ⁽¹⁾	47.85	4.44	51.51	5.24	118.23	11.41
Total	1,076.48	100.00	983.16	100.00	1,036.52	100.00
Grand Total Add (Less) From the previous year	(149.87)	(12.22)	(93.32)	8.67	53.36	5.43

⁽¹⁾ Including re-cycle paper sales waste materials and gain on temporary investments.

Revenue Structure of Ngandee Company Limited

(Million : baht)

	2015	%	2016	%	2017	%
Publication Sales newspaper and pocket book	448.11	98.64	379.15	97.80	303.46	74.06
Other revenue	6.16	1.36	8.52	2.20	106.27	25.94
Total	454.27	100.00	387.67	100.00	409.73	100.00

Revenue Structure of Khao-Sod Company Limited

(Million : baht)

	2015	%	2016	%	2017	%
Sales and Services	245.81	87.65	243.89	91.89	244.14	78.74
Income from Exhibition Arrangement	20.49	7.31	7.75	2.92	15.68	5.06
Other revenue	14.13	5.04	13.78	5.19	50.24	16.20
Total	280.43	100.00	265.42	100.00	310.06	100.00

Revenue Structure

Revenue Structure of Consolidated Companies during the past 3 years

(Million Baht)

Publication	2015	%	2016	%	2017	%
Matichon Daily - Sales and Services	249.17	31.58	251.87	35.50	275.86	38.73
Prachachat Business - Sales and Services	124.64	15.80	101.32	14.28	83.94	11.79
Matichon Weekly - Sales and Services	75.95	9.63	64.06	9.03	52.88	7.42
Media Production and Services (TV)	33.09	4.19	-	-	-	-
Other ⁽¹⁾ - Sales and Services	242.61	30.75	225.31	31.76	179.71	25.23
Other revenues ⁽²⁾	29.25	3.70	28.86	4.07	69.91	9.82
Income from Exhibition Arrangement	34.31	4.35	38.06	5.36	49.92	7.01
Total revenue	789.02	100.00	709.48	100.00	712.22	100.00

⁽¹⁾ Including sales and service of technology Chao-Ban, Sentangsedtee, Art&Culture magazine, printing service, Matichon Academy and Information Center.

Market and Competition

In 2017, there was a change in every business. Adjustment was inevitable. The media industry also faced quite a challenge.

Print media (i.e. newspapers and magazines) is dying. Almost every newspaper had to reduce their pages due to decreased number of advertisement. Many magazines closed down. Some stopped selling and started handing out free copies. Despite the decline, newspapers and magazines are still connected to consumers especially in Bangkok and vicinities. Though consumption pattern have changed, a printed copy of newspaper always gives a different feeling and pleasurable lifestyle.

On the contrary, digital media is growing rapidly as it offers real-time visitor statistics and a platform to communicate product details or stories linked to the product's/company's website, or to make online reservations and purchases conveniently.

Change Is Opportunity

Matichon Group, one of the core media recognized by society, has adapted and entered into the online world as a major news agency. www.khaosod.co.th and Khaosodonline become the No. 1 news website and social network in Thailand with a team of professional reporters that promptly posts the news online and feeds various types of news to the website in the form of live streams right from concert halls or crime scenes offering strong contents to answers the needs of the new generation of consumers who prefers quick, up-to-date and reliable news.



Risk Management

The Company's operating result is influenced by some important risk factors that could jeopardize the investment of investors.

1. Risk on Interest Rates

The Group Companies constitutes assets and liabilities which hold risk from interest rates, and it may affect upon the result of operation and cash flows from the change of interest rates in the future as follows.

(Unit : Baht)

	Consolidated Financial Statements As at December 31, 2017						
	Fixed interest rate			Floating inter- est rate	No interest bearing	Total	Interest Rate
	Within 1 year	Within 1 year to 5 year	More than 5 years				
							(% per annum)
Financial assets							
Cash and cash equivalents	83,819.62	-	-	67,337,163.38	26,173,268.19	93,594,251.19	0.100-1.550
Temporary investments	459,991,268.28	-	-	-	259,000,000.00	718,991,268.28	0.875-1.550
Trade and other receivables	-	-	-	-	179,524,041.44	179,524,041.44	-
	460,075,089.90	-	-	67,337,163.38	464,697,309.63	992,109,560.91	-
Financial liabilities							
Trade and other payables	-	-	-	-	65,613,634.23	65,613,634.23	-
	-	-	-	-	65,613,634.23	65,613,634.23	-

(Unit : Baht)

	Consolidated Financial Statements As at December 31, 2016						
	Fixed interest rate			Floating inter- est rate	No interest bearing	Total	Interest Rate
	Within 1 year	Within 1 year to 5 year	More than 5 years				
							(% per annum)
Financial assets							
Cash and cash equivalents	10,083,046.02	-	-	60,059,773.01	101,144,144.83	171,286,963.86	0.00-1.25
Temporary investments	549,965,066.68	-	-	-	-	549,965,066.68	1.50-4.95
Trade and other receivables	-	-	-	-	161,004,083.04	161,004,083.04	-
	560,048,112.70	-	-	60,059,773.01	262,148,227.87	882,256,113.58	-
Financial liabilities							
Short-term loans from financial institutions	8,456,640.19	-	-	-	-	8,456,640.19	3.58
Trade and other payables	-	-	-	-	68,104,773.87	68,104,773.87	-
	8,456,640.19	-	-	-	68,104,773.87	76,561,414.06	-

(Unit : Baht)

	Separate financial Statements As at December 31, 2017						
	Fixed interest rate			Floating interest rate	No interest bearing	Total	Interest Rate
	Within 1 year	Within 1 year to 5 years	More than 5 years				
							(% per annum)
Financial assets							
Cash and cash equivalents	83,819.62	-	-	27,788,115.67	18,821,655.09	46,693,590.38	0.00-0.80
Temporary investments	284,447,802.22	-	-	-	129,500,000.00	413,947,802.22	0.80-1.50
Trade and other receivables	-	-	-	-	182,216,860.95	182,216,860.95	-
	284,531,621.84	-	-	27,788,115.67	330,538,516.04	642,858,253.55	-
Financial liabilities							
Trade and other payables	-	-	-	-	42,087,557.75	42,087,557.75	-
	-	-	-	-	42,087,557.75	42,087,557.75	-

(Unit : Baht)

	Separate financial Statements As at December 31, 2016						
	Fixed interest rate			Floating interest rate	No interest bearing	Total	Interest Rate
	Within 1 year	Within 1 year to 5 years	More than 5 years				
							(% per annum)
Financial assets							
Cash and cash equivalents	10,083,046.02	-	-	27,729,188.90	41,730,465.84	79,542,700.76	0.00-0.80
Temporary investments	364,624,070.63	-	-	-	-	364,624,070.63	0.80-1.50
Trade and other receivables	-	-	-	-	208,298,296.73	208,298,296.73	-
	374,707,116.65	-	-	27,729,188.90	250,028,762.57	652,465,068.12	-
Financial liabilities							
Short-term loans from financial institutions	8,456,640.19	-	-	-	-	8,456,640.19	3.58
Trade and other payables	-	-	-	-	49,865,938.71	49,865,938.71	-
	8,456,640.19	-	-	-	49,865,938.71	58,322,578.90	-

2. Risk from Exchange Rate

It incurred from raw material purchase which is imported from abroad, the Group applicably exposes to risk in connection to change of exchange rates. Nevertheless, the Group's consider an appropriately financial derivative to hedge against such risk when the exchange rates trend is no longer stable.

3. Risk from Credit Provision

The Group exposes to risk from credit provision in relation to trade debtors. However, presently, the Group constitute conservative policy of credit provision by prior analysis of client's financial status. Moreover in some case of new clients, deposit in advance is demanded. Clients are mainly long term contact and make a sufficient provision for doubtful debts in accordance with accounting policy and estimated the allowance for returned goods. Management of the Group believes recoded as sufficient.

4. Risk from newspaper print paper price

The newspaper industry almost around the world has explicitly encountered the downturn crisis. The popularity of electronics media and social media inevitably affected the sales of newspapers. Since this also affected the newspaper print paper manufacturing business, many factories had to close down their business or change to manufacture other types of papers. The demand for paper used for printing newspaper the ratio is close to the amount produced by the manufacturer. It is also not affected by the shortage of newsprint. The risk from the insufficiency of newspaper print papers was quite low whereas the price volatility was little, the price of newspaper print papers in the previous year was steady at USD 450-480 per ton.

Since Matichon has changed its policy to purchase over 80% of the newspaper print papers from the domestic manufactures which can be traded in Baht currency whereas the papers can be delivered based on the actual usage, the costs of paper inventory and the risks caused by the exchange rate can be efficiently reduced.

Significant changes and developments.

- Changes and developments in respect of the shareholders group.

Shareholders	Shareholder (%)				
	(31 December)				
	2013	2014	2015	2016	2017
1. Mr.Khanchai Boonpan	34.93	34.93	34.93	34.93	34.95
2. Mrs.Somporn Jungrungruangkit	19.71	19.97	20.07	20.07	19.33
3. Siber Venger Co.,Ltd.	5.50	5.50	5.50	5.50	5.50
4. Doctor Wicharat Chawanaumporn	3.28	3.45	3.51	3.52	3.49
5. Miss Parnbua Boonpan	3.45	3.45	3.45	3.45	3.45
6. Mrs. Varaporn Puangrueangsri	2.80	2.83	2.85	2.85	2.80
7.Mr. Sirichai Jarungsathitpong	2.76	2.78	2.80	2.80	2.80
8. Mr.Prap Boonpan	2.80	2.80	2.80	2.80	2.80
9. Thailand Securities Depository Company Limited for Depository	2.20	2.43	2.43	2.40	2.35
10. Others	22.57	21.86	21.66	21.68	22.53
Total	100.00	100.00	100.00	100.00	100.00
Paid-up Capital (Million)	185,349,200	185,349,200	185,349,200	185,349,200	185,349,200
Registered Capital(Million)	225,349,200	225,349,200	225,349,200	225,349,200	225,349,200

Past Year's Development

2017 was the year of restructuring to make the organizational structure properly fit for driving the organization along the changing society and staying ahead of changes to maintain the No. 1 position in the print media industry.

On April 26, 2017, in the “Khaosod Number One” event, Khaosod claimed to be a leader of online media as the most visited website in the country. Since the beginning of the site, it took almost 3-4 years to create such a huge viewer base. Khaosod Website had gradually climbed the ranks to be No. 2 in the media and news category in 2014 and to be No. 1 in the media and news category in 2015. This year, Khaosod became the No. 1 website in Thailand.

On November 1, 2017, the Company closed the Printing Department and the Transportation Department, and outsourced the printing and delivery tasks to Siam Sport Syndicate Public Company Limited in the process of restructuring to ensure more fit and effective cost management.

Matchon Group has never neglected the CSR activities, e.g. the teak, yang, iron wood and Andaman redwood planting project that aims to preserve rare woods for renovation and repair of temples and historic sites at Santisuk New Meditation Center in Phrong Maduea Sub-district, Mueang District, Nakhon Pathom Province; and the scholarships for Hoobrak School and Phrong Maduea Sub-district Administrative Organization Kindergarten.

The “Prom Panya Library” project has also been continued throughout 2017 under the “Knowledge Sharing, Religion Promotion and Water Source Development” project to fulfill Her Royal Highness Princess Maha Chakri Sirindhorn’s vision.

Matchon Group is committed to faithfully carry out the media business in the social and public interest for sustainable growth of the business and the country.



มติชน

2560 มติชนรายวันและมติชนออนไลน์ได้รายงานเหตุการณ์ประวัติศาสตร์ กล่าวคือ พระราชพิธีถวายพระเพลิงพระบรมศพ พระบาทสมเด็จพระปรมินทรมหาภูมิพลอดุลยเดช บรมนาถบพิตร ในเดือนตุลาคม และมีการจัดทำฉบับพิเศษ เพื่อบันทึกแง่มุมต่างๆ ให้สมบูรณ์ที่สุด เป็นการถวายความจงรักภักดีและส่งเสริมจิตสำนึกที่ดี ร่วมกับปวงชนชาวไทยทุกคน

ในวาระเข้าสู่ปีที่ 40 ของมติชนในปี 2560 มติชนได้จัดกิจกรรมพิเศษ เป็นการเสวนา 3 ครั้งตลอดปี เพื่อเผยแพร่ความรู้ความเข้าใจเกี่ยวกับการพัฒนาประเทศไทยไปสู่ยุค 4.0 ในหัวข้อเรื่องสตาร์ทอัพ, ฟินเทค และระเบียงเศรษฐกิจภาคตะวันออกหรืออีอีซี ซึ่งได้รับความสนใจอย่างกว้างขวางจากประชาชน รวมถึงภาครัฐและเอกชน

สำหรับแวดวงของสื่อสารมวลชน เกิดปรากฏการณ์เทคโนโลยีใหม่เข้ามาจัดระบบของสื่ออย่างขนานใหญ่ จากสื่อเดิม ได้แก่ หนังสือพิมพ์รายวัน สื่อทีวี วิทู เป็นสื่อออนไลน์และดิจิทัล มติชนรายวันและออนไลน์ เป็นส่วนหนึ่งของกระแสการปรับเปลี่ยนดังกล่าว และได้ดำเนินการอย่างเป็นขั้นเป็นตอนอย่างต่อเนื่อง ปรับโครงสร้างการทำงานข่าวให้สอดคล้องกับเทคโนโลยีใหม่และความต้องการติดตามข่าวสารของประชาชนที่ปรับเปลี่ยนไป โดยตั้งเป้าหมายตอบสนองผู้อ่านที่ติดตามมติชนมาตลอด และผู้อ่านกลุ่มใหม่ๆ อย่างเต็มที่ด้วยแนวทางของมติชนที่ยึดมั่นมาตลอด 40 ปี ได้แก่ การเสนอข่าวที่แม่นยำ ถูกต้อง ครบถ้วน ตรงไปตรงมา เป็นธรรม เพื่อผลประโยชน์ของประชาชนและประเทศ

ปี 2561 จะเป็นช่วงเวลาที่มีมติชนจะทุ่มเทความตั้งใจ บุคลากร และทรัพยากร เพื่อพัฒนางานข่าวในทุกช่องทางให้ประชาชนได้รับข่าวสารที่จำเป็นอย่างทันการณ์ เพื่อเป็นพลังสำคัญในการร่วมขับเคลื่อนประเทศไทยที่ยังอยู่ในหัวเลี้ยวหัวต่อของการเปลี่ยนแปลงเช่นกัน

Matichon

In 2017, Matichon Daily and Matichon Online reported the historical event, which was the royal funeral ceremony of the Thai monarch King Bhumibol Adulyadej in October and the special edition was prepared in order to record perfect stories in all aspects. It was intended to give the loyalty and send off King Bhumibol Adulyadej's soul to heaven, together with all Thai citizens.

On the occasion of 40th anniversary of Matichon in 2017, it held special activities which were 3 forums throughout the year for providing knowledge and understanding on development to Thailand 4.0 on the topic of Startup, Fin Tech, and Eastern Economic Corridor or EEC. Such activities were widely interested by the public, as well as the private and public sectors.

Regarding the mass media industry, there was a significant change of new technology in the media system. The original media, such as daily newspaper, TV media, radio, became the online and digital media. Matichon Daily and Matichon Online were also the part of this changing trend. They had been operated gradually and continuously. News working structure was adapted to correspond to new technologies and changing requirements on news update of the public. The goal is to fully respond Matichon readers and new readers with Matichon's approaches that have been adhered to for 40 years, such as, accurate, complete, straightforward, and fair news presentation, for the benefits of the public and the nation.

In 2018, it will be the moment that Matichon dedicate its effort, personnel and resources to develop news operation in all channels so that the public will be able to receive necessary news in real time. This will be the major power to drive Thailand which is in the middle of changes as well.

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มติชนออนไลน์ ข่าวสด ประชาชาติธุรกิจ สุดสัปดาห์ ศิลปวัฒนธรรม
เทคโนโลยีชาวบ้าน เส้นทางเศรษฐี สำนักพิมพ์มติชน
ศูนย์ข้อมูลมติชน มติชนออนไลน์ Khaosod English
Matichon Investor Relation ร่วมงานกับเรา.



มติชนออนไลน์ [อ่านต่อ >>](#)

ภารกิจ เสร็จงาน ระวัง โคถึก ไม่กลัว (บุรพา) พยัคฆ์
วันที่ 22 มีนาคม 2561 - 12:31 น.

สยามคาร์เทล จับมือ เอ็มจี เบส ออโต้ เซลล์ จัดโปรแรง เอาใจแฟนเอ็มจี
วันที่ 22 มีนาคม 2561 - 12:25 น.

โผล่อีก! แด่เทคนิคคร.เอกชน ปลอมใบเกิดเด็ก สร้างร.ฝึ โกงเงินแผ่นดินต่อเนื่องนับสิบปี
วันที่ 22 มีนาคม 2561 - 12:24 น.

ร้านอาหารสายดาร์ก 'แดกด่วนโกชนา' ชาวเน็ตตามหาจริงหรือ?
วันที่ 22 มีนาคม 2561 - 12:20 น.

ลำปาง ตรวจยึดไม้สักกว่า 200 ท่อน คาด เตรียมแปรรูป สร้างบ้านพัก
วันที่ 22 มีนาคม 2561 - 12:19 น.

CPF มุ่งมั่นร่วมอนุรักษ์ทรัพยากรน้ำ ลดปริมาณการใช้และบริหารจัดการการเกิดประโยชน์คุ้มค่าสูงสุด
วันที่ 22 มีนาคม 2561 - 12:18 น.

การเมือง



'ประวิตร' เตือน 'สมชัย' อย่าเคลื่อนไหวขัดกฎหมาย แจงเหตุย้ายผู้ว่าการฯ เพราะแก้ไขปมราคาไม่สำเร็จ...
วันที่ 22 มีนาคม 2561 - 11:18 น.



'บิ๊กป้อม' เหมิน 'ทิดชา' ทวงสัญญาออก บอกไม่ได้ผิดอะไร รอ ป.ป.ช. ชี้ขาด (คลิป)...
วันที่ 22 มีนาคม 2561 - 10:59 น.



การชุมนุมประท้วงประจำวัน 22 มี.ค. 61
วันที่ 22 มีนาคม 2561 - 10:39 น.

ติดตามเรา

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Matichon Weekly

In 2017, Matichon Weekly remained adapting to the trend of electronic media and fully entered into the digital age. Apart from launching its own website, www.matichonweekly.com, it also presented contents through social media channel, such as Facebook matichon weekly, in order to access to new readers and fully enter into the digital information age in all channels.

In 2018 and in the future, “Matichon Weekly” still adheres to such direction, especially the development of website and all kinds of electronic media, in order to support the leaping growth of contents and advertisements in electronic media.

Regarding the presentation in a form of printed media, Matichon Weekly magazine is still accepted as the leadership of weekly political magazines consistently. It presents reports, analysis, and reviews on political situations intensively, completely, and comprehensively from all groups and concepts. That’s why “Matichon Weekly” is very popular among readers.

In addition, “Matichon Weekly” is able to maintain its outstanding features as a source of new and existing leading writers and thinkers. It covers various aspects, such as politics, economy, society, art, culture, literature, entertainment, sport, etc., so contents of “Matichon Weekly” are diverse and widely meet requirements of readers.

However, Matichon Weekly will not stop and always improve its contents by offering opportunities to new and existing writers to present interesting contents continuously in order to attract readers, obtain feedbacks from readers, and create reaction on aspects of presented contents at all times.

“Matichon Weekly”, whether in a form of printed media or electronic media, still maintain its outstanding features in terms of intensity of contents, a source of writers and thinkers from various industries, and opportunity offering to new and existing writers, so that “Matichon Weekly” will be keep the position of the best seller of weekly political magazine and the leader of weekly political magazine in Thailand continuously.

In the meantime, it will move forward to be the advanced electronic media and the leadership as it used to be the leader of publications in a form of weekly political magazine for a long time.



Prachachat Business

Currently, the business world has changed dramatically. What keep occurring are endless changes, whether innovation, technology or consumer behavior, which have severe influences on lifestyles and business organizations nowadays.

The only solution to help the business survive and stay ahead of your competitors is to adapt yourself among new challenges of the realistic world. Particularly, “leader” must have wide visions, realize changes and appropriate business operation approaches, and discover innovations of business operation meeting the needs of readers.

Prachachat Business Newspaper

“Prachachat Business” is the publication in the Group of Matichon (Public) Company Limited. It is regarded as the first business newspaper published every 3 days in Thailand. The business has been operated and stayed together with businessmen and readers for 41 years. It has passed several challenges and economic crisis. Its responsibility is to communicate and report economic situations, both good and bad news, throughout 4 decades to warn readers in advance.

In 2017, the editor of Prachachat Business developed and adapted its operation to be more effective and efficient. It is the step-by-step adaptation, that is, to allocate professional news personnel to perform multiple duties, such as writing news article, making video clip, shooting videos and photos, reporting live situations, etc. In addition, they are able to report news via paper and online media and focus on reducing cost in the editor’s team.

However, Prachachat Business newspaper maintains the significance of news contents which must be comprehensive and detailed for presenting to readers. As a result, it has always obtained the high reliability from readers.

Prachachat Online

Prachachat Online or digital content is another channel to present real-time news to readers every day. It focuses on rapidness and interesting contents of news. In addition, it also provides accurate and ethical knowledge to readers. Prachachat Online offers a variety of contents, including economic news, political news, social news, lifestyle, articles, and analysis.

Currently, the website of Prachachat Online becomes one of the top ten digital media. In 2017, the website had been developed to be more global and international, which increased more advertising revenues. In addition, normal live streaming programs were also developed to be programs on the webpage. The one which has good tendency and feedback is the program of “Talk about Real Estate with Prachchat” with over 20,000-50,000 views per episode.

In addition, there are short video clips with contents of lifestyle, tourism, food, etc., under the concept of Prachachat+. Plus, Human of Office is the short series relating to the story of a salary man, which obtains positive feedback from audiences. Regarding Prachachat+, there are audiences watching video clips around 20,000-50,000 views. In 2017, Prachachat Online had 103,041,695 million page views, totaling 17,774,349 UIP. Regarding its Facebook Page, in 2017, there was 950,000 likes, which it is expected to become 1 million in 2018.

In 2018, the approaches on website development remain the same under the concept of premium mass, emphasizing on qualitative contents and increasing number of online readers. Additionally, Prachachat Business Application is also developed to increase one more channel for readers to download the Application and access to Prachachat news.

However, there is still a plan to promote regular readers to download the Application and directly access its website to read news in order to reduce the issues on Reach adaptation on Facebook. In 2018, the editor's team also provides the training on online news for its reporters so that they will understand and update news by themselves. This is the preparation to become the administrator in the future.



Prachachat Seminar

Apart from the responsibility of reporting news, information of situations, and trending events, another one of Prachachat Business is to organize the seminar for providing knowledge to businessmen, entrepreneurs and investors, either in the public or private sector. Previously, seminars of Prachachat Business were very successful based on the number of participants and knowledgeable, well-known and socially reliable lecturers.

Regarding information and news received from seminars, it was presented in other various publications. Some topics of seminars become the “trend” or movement for others to follow and lead to social changes, for example, the seminar on the topic of “China, Driving Power of World”, “New World, New Opportunity, New Business”, etc.

Above of all, in the world of future, Prachachat plays another role, which is to be a reliable organizer of seminars for organizations in the public and private sectors. Previously, there were well-known employers, such as Thai Commercial Bank, Grand Home Mart Company, etc.

Commitment to Better Future

During the year 2018-2019, Prachachat Business is still committed to create new ideas and concepts in the paper media industry which relate to digital media. It will be the “3 coordination”, paper media, online media, and seminar organization, that works simultaneously. In addition, Prachachat Business attempts to discover new pilot projects in the world of paper and digital media and manage such projects to obtain the highest benefits.

Nowadays business environments have changed dramatically and rapidly so businesses, including media business, need to change and catch up. Prachachat Business is committed to be the real time organization by adapting its strategies to changing global situations. It will not apply same method or projects as new working methods and projects can lead to the better future.





29 °C BANGKOK

MONDAY, APRIL 2, 2018



NEWS ▾

POLITICS ▾

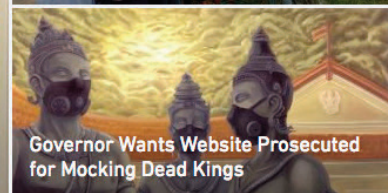
LIFE@BANGKOK ▾

CRIME & LEGAL ▾

VIDEOS ▾

DOT.NET ▾

OPINION ▾

**Trending Now** Trans Survivor of Nazi Germany's Story Coming to Bangkok

Khaosod

In the past several years, Khaosod Newspaper has abruptly expanded into the online media to catch up with the modern world, and successfully become the nation's No. 1 news website ranked by truehits.net, the most reliable website usage statistics provider in Thailand. In 2017, Khaosod Online still remains popular among digital media consumers as can be seen from the number of visitors to the site that has been rising day by day.

In regards to social media especially Facebook, the most popular social media in the world and Thailand, the number of followers to our Facebook account has been increasing throughout 2017 and expected to reach 13 million likes by 2018. Thanks to our contents which can sharply and widely raise a lot of discussion among social media users, many posts were shared countless times. As a leader in reporting all high-profile incidents via video clips and Facebook Live, we have been recognized by lots of social media users.

We have been working our way through the online channel to become the No. 1 online media by reaching readers on every platform. We have also contributed to the Company's activities by promoting the affiliates' events and activities to a large number of people.

Khaosod Newspaper, the steady foundation and key section of our business, continues offering in-depth, quality contents. Based on such credibility, we can quickly infiltrate into the online market and initiate interaction with readers. In 2018, there will be a rewarding event for readers involving the major sport events-the 18th Asian Games in Indonesia and the 2018 FIFA World Cup in Russia. There will also be other exhibitions, events and CSR activities like the tree-planting project for religion maintenance which have been continued for a long time.



Technology Chaoban

Agricultural sector has long been vital industry and government is likely to support when some economic crops encounter problems. Some crops include political influence such as rice and palm oil.

Sometimes agricultural sector gains less acceptance, but it is still critical part of economy. There are many associates that exchange knowledge such as “Khon Kla Kuen Thin” which include about 3 thousand households that formerly stay in urban area and return to home town. They are likely to share best practices in agriculture to each other.

According that agriculture is still important, entrepreneurs need to gather information, and agricultural reporter to keep on working despite more works.

Meanwhile, new format of communication such as website and Facebook have been already developed and gained massive audience's acceptance.

Project launched since January 2018 was agriculture demonstration video via Technology Chaoban Facebook page which broadcasts every day at 10.00.

There are some ad-hoc agriculture TV programs that continuously cooperate with organizations in Matichon group. Apart from combination of new and current media, Editors also arrange seminar which adjust some presentation format in 2018 that allows participants to observe workshop “Learning by doing and applying marketing.”

Annual event such as Kaset Mahatsajan has gained more awareness and acceptance. According to changing news report format and intense competition, Technology Chaoban Magazine keeps learning and adjusting working process to suits needs of readers and sponsors.



Sentangsedtee

To facilitate lifestyle of readers to access media every time and everywhere, Sentangsedtee is available in online format to support printed format of Sentangsedtee monthly. Online channels include www.SENTANGSEDTEE.com and www.FACEBOOK.com/SentangSedtee.matichon.

Both channels present contents about freelance career or own business in various perspectives. Such contents are demonstrated by presenting concrete examples in society. These contents can promote freelance business among people who are likely to ignore own business to understand guideline about how to be successful. Furthermore, the contents can work as PR tools to promote awareness about business or products, which lead to popularity among target customers.

Throughout 2017, Sentangsedtee has offered a lot of examples of real business that feature various business approaches and investment. This is to provide alternatives of business case studies that suit different situation, preference, location of reader countrywide.

Sentangsedtee in various formats such as monthly magazine, or digital media which include Facebook or website can meet requirement of people who are interested in running their own business.

In 2018, Sentangsedtee looks forward to presenting contents in all channels to meet their requirements.

Sentangsedtee monthly is available every beginning of month and audiences can visit online media via www.SENTANGSEDTEE.com and www.FACEBOOK.com/SentangSedtee.matichon to enjoy interesting contents all the time.



Art and Culture

In 2017, Art and Culture Magazine serve as media that conveys information about art, culture, history, archeology, etc., as well as debate area for scholars and writers to discuss about new perspectives and arguments that require further conclusions.

Editors of Art and Culture Magazine are highly committed to achieving both effectiveness and efficiency of contents that meet demands of audiences in terms of timeliness to market and transition of technology to digital era by offering social media channel so that customers can reach variety of information in timely manner.

Missions of Art and Culture's Editor are divided into 4 sections as follows;

1. Monthly Art and Culture Magazine

With interdisciplinary profiles of authors, this is the only academic magazine that gathers the most extensive knowledge and research of history, art, and culture which are easy to understand. The magazine not only features rare and valuable pictures with historical value but also valid and precise information.

Such unique contents are key success factors that drive Art and Culture Magazine to become category leader. In 2017, average sales volume is 80%, and extra edition was launched in October during Royal Cremation of H.M. Phrabat Somdej Phra Paraminthara Maha Bhumibol Adulyadej so maximum volume reached 98% because of massive audience's reservation that led to double publishing.

2. Art and Culture Forum Club

CSR activities (Corporate Social Responsibility) of Matichon Group are arranged every 3rd or 4th Thursday of each month and demonstrate various contents based on concept of Art and Culture Magazine. Guest speakers who are specialists in their fields will be invited to exchange ideas and share knowledge such as Tha Sadej Su Far Savoey Sawan (The King to Heaven) by Professor Thongthong Chandrangsue in October, Puenbaan Chanmueng Withi Chaobaan Thai (Local Traits, Thai Folklores) by Kwanjit Sriprachan and Anek Nawikmool in December, etc. Such activities are the key PR tools for Art and Culture Magazine to reach broader range of readers.

Moreover, the activities also generate by-products such as revenues from sponsors, book sales, PR of cultural tourism, and Matichon career and business training courses for participants, etc.

3. Art and Culture in digital media

Apart from magazine, Editors of Art and Culture have developed digital media in various formats in alignment with Company's policies. In 2017, there are 155,178 Likes in Facebook, 17,000 audiences in website (www.silpa-mag.com) per day. Art and Culture Forum Club was broadcasted via Facebook Live of Matichon and gained 40,000-50,000 persons/time approximately. These contents were also shared via Facebook and website of Art and Culture Magazine.

4. Extra Edition

Throughout 40 years, Art and Culture Magazine gained substantial trust from audiences, public and private organizations that use contents of Magazine as references. Company has presented extra books as follows;

- **Extra edition, Art and Culture Magazine** Editors of Art and Culture Magazine has cooperated with Matichon Publishing in selecting articles of Art and Culture Magazine or original contents which feature interesting contents, and creating extra edition in pocket book such as Nop Phra Phumibarn – Editor of Art and Culture Magazine, Thamniam Phra Borommasop Lae Phra Sop Jaonai – Nontaporn Yumangmee, Ngarn Phra Men: Silpa Sathapattayakam Prawattisart Lae Wattanadham Kiew Nueng – Dr. Kiangkrai Kerd Siri, Channasoot Prawattisart Mue Krao Sawannakot – Assoc. Prof. Ekachai Kowawisarat, Wat-Chedi: Nai Lae Nok Koh Krungsri Ayudhya – Prof. Dr. Santi Leksukhum, etc.

- **Extra books** that many public-private organizations proposed Editors of Art and Culture Magazine to create special books for auspicious occasions such as Tamnan Phra Buddharoop Samkan (B.E. 2555), Wat Chanasongkram, Phra Nippon Somdej Phra Sangraraj (Sa Pussathewo) (B.E. 2556), Wat Rachapradithasatit, Prawatsart Chainat (B.E. 2558), Chainat, Kathin Phrarachathan Wat Boromwongisuanwararamworawiharn (B.E. 2559), Berli Jucker Plc., etc.

Moreover, information of Art and Culture Magazine and network of Editors are also applied for many activities in Matichon Group, as data source for cultural documentary of Matichon TV, or setting route of cultural tour of Matichon Academy. Writer of Art and Culture Magazine also works as guest speaker and tour guide to visit historical sites.



Matichon Publishing House

Due to the great loss Thai people had experienced through the passing away of our beloved King Rama IX in the late 2016, the event helped boosting the sales of all titles about the King Rama IX published by Matichon Publishing House, most of which were collected as memorial of His Late Majesty and as a way to display personal gratitude and mourning by his loyal subjects.

This is especially the case for our title “Soo Pha Sawoei Sawan”, the book that documents the details of the construction of Royal Pyre and the custom and believes surrounding the Royal Cremation Ceremony completed with pictures of the ceremony. The title became bestselling in the 22nd book fair and with the phenomenal demand from our customers, it went on to be one of the most reprinted books in a very short period of time.

Other bestselling titles are Chinese History, Science, international literary awarded writers which are our main advantages and have been received favourable responses from our readers.

As for Matichon Publishing House’s direction in 2018, we will continue to anticipate the demand and trend of book market to ensure our sale through the selection of quality titles for our main customer base as well as seeking new content for expanding our customer base into new group of readers.

Matichon TV

The rapid change among media business group, especially television and online-social media, in 2017, has made Matichon TV adapted to create contents mainly as VDO content via online media under Matichon.

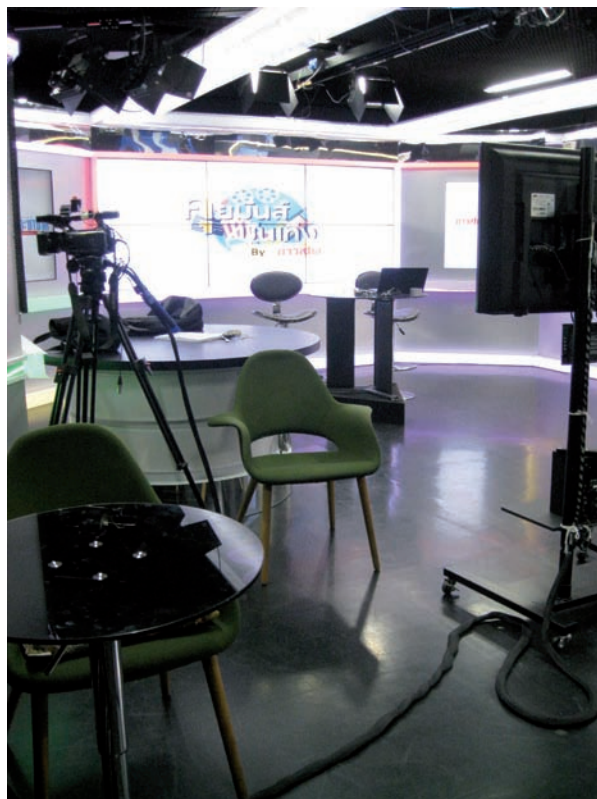
In collaboration with Khaosod editorial department, Matichon TV has produced a show called Khao Den Praden Hot, broadcasting at 11.30 and 19.00 on Monday to Friday, via 2 main channels: Khaosod Facebook page and Matichon TV Youtube channel.

Besides, Matichon TV has also collaborated with other editorial departments to produce more interesting shows. For example, collaborating with Prachachat Turakij editorial department in the production of "Kuy Asangha Kab Prachachat", with Sentang Setthi editorial department in the production of "Sentang Setthi", with Matichon and Silpa Watthanatham editorial department in the production of "Tour Tod Nong Tong Tiew", which are published via Khaosod Facebook page as the main channel.

They also do live broadcasting in Facebook and Youtube of news, seminars, and custom contents to meet the needs of clients, who will be in close collaboration with advertising department.

The production of VDO clip, presenting scoops, reports and documentary about all types of contents, is another job area of Matichon TV that gets more demands and has been constantly developed. There are also continuous projects of documentary production, such as, a show called "Sieng Chak Paendin", a documentary production project called "Su Fah Sawoey Sawan", etc.

At the same time, the production-development of contents in FEED page to be a new channel to publish unique, easy-to-understand, and multi-style contents about new generation lifestyle, entertainment, food, careers, etc., is considered successful and gets satisfactory feedbacks, that can be further developed in the future.



ศูนย์ข้อมูลมติชน

ศูนย์ข้อมูลมติชน เป็นหน่วยผลิตงานสนับสนุนกองบรรณาธิการหนังสือพิมพ์-นิตยสาร และหน่วยงานอื่นๆ ในเครือ “มติชน” รวมทั้งยังให้บริการลูกค้าภายนอก โดยมีกิจกรรมหลัก ดังนี้

1. การจัดทำภาคข่าว (News Clipping) จัดเก็บในฐานข้อมูลคอมพิวเตอร์ออนไลน์ผ่านเครือข่ายอินเทอร์เน็ต และให้บริการลูกค้าภายนอกทั้งในรูปแบบของสำเนาจัดส่ง by hand, News Clipping Online (ข่าวเช้าวันนี้) และ Matichon E-library Online (ห้องสมุดข่าวมติชน)

2. บริการห้องสมุดภาพ

3. จัดเก็บข่าวจากหนังสือพิมพ์และนิตยสารในเครือมติชนในรูปแบบ Text File และ PDF File

4. จัดทำเนื้อหาหนังสือพ็อกเก็ตบุ๊ก “มติชน บันทึกประเทศไทย” เพื่อจัดจำหน่ายต่อเนื่องมาตั้งแต่ปี 2551 โดยในปี 2560 ผลิตเป็นเล่มที่ 10 แล้ว

5. ผลิตหนังสืออิเล็กทรอนิกส์ (E-Book) จากพ็อกเก็ตบุ๊กของสำนักพิมพ์มติชน กับหนังสือพิมพ์และนิตยสารในเครือ ได้แก่ หนังสือพิมพ์ประชาชาติธุรกิจ, นิตยสารมติชนสุดสัปดาห์, นิตยสารเทคโนโลยีชาวบ้าน, นิตยสารเส้นทางเศรษฐกิจ และนิตยสารศิลปวัฒนธรรม

ในปี 2560 ที่ผ่านมา ศูนย์ข้อมูลมติชนได้ทำการปรับปรุงฐานข้อมูลและเว็บไซต์ให้บริการ Clipping Online และขยายการผลิตหนังสืออิเล็กทรอนิกส์ (E-Book) โดยนำหนังสือพิมพ์มติชนรายวันและหนังสือพิมพ์ข่าวสดเข้าสู่ตลาด E-Book เพื่อเพิ่มรายได้ให้กับองค์กร รวมทั้งเพิ่มพันธมิตรธุรกิจผู้ให้บริการ E-Book Store เพื่อให้ E-Book ในเครือมติชนมีช่องทางการจำหน่ายเพิ่มมากขึ้น

Matichon Information Center

Matichon Information Center is a unit that creates contents in support of newspaper-magazine editorial department and other departments under "Matichon", as well as provides services to external clients. Its main activities are as follows;

1. To create news clippings to be archived in online database via internet network and provided to external clients, sent as a hard copy by hand and news clipping online (Khao Chao Wannee) and via Matichon E-library Online.

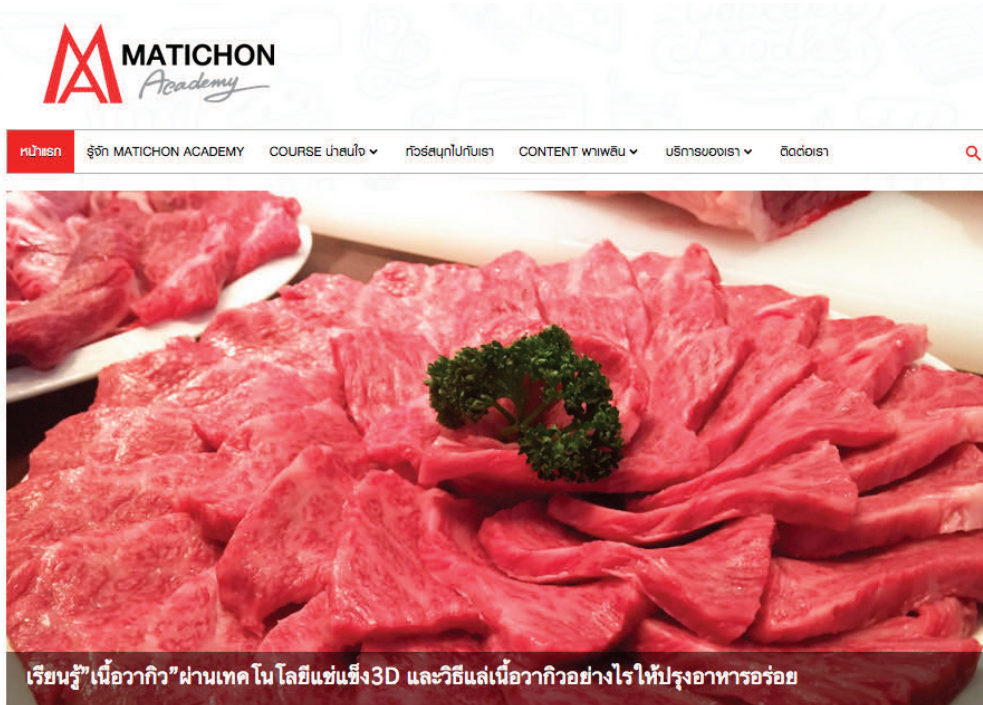
2. To provide image library service.

3. To archive news from newspapers and magazines under Matichon as text file and PDF file.

4. To create contents to be published in the series of pocket book named "Matichon Ban Tuek Pratet Thai" that has been sold continuously since 2008. The 10th book of this series will be published in 2017.

5. To produce E-book version of pocket books, newspapers, and magazines under Matichon Press, namely Prachachat Turakij newspaper, Matichon Sudsapda magazine, Technology Chao Ban magazine, Sen Tang Setthi magazine, and Silpa Wattthanatham magazine.

In the past 2017, Matichon Information Center had enhanced its database and websites that provide service of online clipping. The center has also expanded its E-book production by bringing Matichon Rai Wan and Khaosod newspaper into the E-book market in order to add more revenue to the company and more business partners for E-book store providers. The latter is to increase channels of distribution for E-book under Matichon.



Matichon Academy

Matichon Academy has been a pioneer and developer of vocational skills for over 21 years. It supports and creates careers for people, such as catering, mechanics and handicraft, with various courses. From the previous success and experiences, Matichon Academy has never stopped developing and still focused on expanding its operation continuously, including organizing special activities, providing on-site training courses, and leasing areas. With the usable area of 2,500 square meters, it consists of operating kitchens, food and bakery kitchens, demonstration kitchens with state-of-the-art equipment based on quality and standards, rooms for conference and seminar, and multi-purpose areas for any activities with full facilities. It meets requirements of service users widely. In the building, there is Matichon Book Club where books and magazines in Matichon Group are available for sale, and also parking spaces.

Matichon Academy is an organization emphasizing on “creating jobs for Thais”. Courses and activities in all aspects are developed to correspond to services provided to trainees and users in the public and private sectors. Regarding catering courses, there are operating kitchens, demonstration kitchens, and bakery kitchens and they are instructed by professional and internationally accepted chefs at Matichon Academy as well as successful business owners in food industry. For the mechanical and handicraft courses, Matichon Academy has selected popular courses from various channels and invited experienced lecturers to provide theoretical and practical knowledge and introduce marketing and business operations to learners.

Another business of Matichon Academy is the leader of historical and cultural tourism under the concept of “art and cultural tour”. There are creative activities for deeply studying history in any aspects through the lecture of Thailand’s leading historical experts. In addition, there are agricultural tourism and interesting overseas tours, especially AEC, which experts will provide information along the route.

Matichon Academy is committed to continuously develop quality of all aspects and standardized services in order to support various requirements of customers and respond all types of customer in the future.

บริษัท งานดี จำกัด

บริษัท งานดี จำกัด เป็นบริษัทในเครือ บริษัท มติชน จำกัด (มหาชน) ซึ่งดำเนินกิจการรับจ้างจัดจำหน่ายหนังสือในเครือ บริษัท มติชน จำกัด (มหาชน) ทั้งหมด ทั้งหนังสือพิมพ์ 3 รายการ (ประกอบด้วย มติชนรายวัน, ข่าวสดรายวัน และประชาชาติธุรกิจราย 3 วัน) นิตยสาร อีก 4 รายการ (ประกอบด้วย มติชนสุดสัปดาห์รายสัปดาห์, ศิลปวัฒนธรรมรายเดือน, เทคโนโลยีชาวบ้านรายปักษ์ และเส้นทางเศรษฐกิจรายเดือน) รวมทั้งพ็อกเก็ตบุ๊กด้วย

จากช่องทางการจัดจำหน่ายเดิมเพียงช่องทางเดียว คือ การขนส่งหนังสือ จากบริษัท งานดี จำกัด นำส่ง เอเยนต์หนังสือพิมพ์ ทุกจังหวัดทั่วประเทศ แล้วจากนั้นร้านค้าย่อยจะรับจากเอเยนต์หลักในจังหวัดก่อนกระจายหนังสือสู่ผู้อ่านต่อไป ทั้งผู้ส่งหนังสือ และในร้านสะดวกซื้อ เพื่อเป็นการปรับตัวให้สอดคล้องกับสถานการณ์การบริโภคสื่อสิ่งพิมพ์ที่เปลี่ยนแปลงไปในปัจจุบัน บริษัท งานดี จำกัด ได้เปลี่ยนแปลงการจัดส่งหนังสือและสิ่งพิมพ์ต่างๆ ที่รับผิดชอบ จากเดิมที่จัดส่งด้วยตนเอง มาเป็นการว่าจ้างบริษัทสื่อ สิ่งพิมพ์รายอื่นๆ ในการนำส่งพิมพ์ต่างๆสู่เอเยนต์และร้านหนังสือในขอบเขตทั่วประเทศ

ขณะเดียวกันปัจจุบันนี้ มีการขยายตัวของการจัดจำหน่ายในช่องทางใหม่ โดยการติดต่อสื่อสารทางสื่ออิเล็กทรอนิกส์ได้รับความนิยมเพิ่มขึ้น เพิ่มความสะดวกในการติดต่อให้เกิดความสะดวกรวดเร็วมากขึ้น เพื่อเป็นการตอบสนองการใช้ชีวิตที่ทันสมัย สะดวกสบายมากขึ้น ทางบริษัท งานดี จำกัด ได้ปรับตัวนำเสนอการขายสินค้าสู่ผู้อ่าน ให้ผู้อ่านและผู้สนใจสามารถเข้าถึงช่องทางการจำหน่ายผ่านทางสื่ออิเล็กทรอนิกส์ เพิ่มมากขึ้นเช่นกัน

ผู้ที่สนใจในสื่อสิ่งพิมพ์ ของบริษัท มติชน จำกัด (มหาชน) สามารถใช้ช่องทางการติดต่อสื่อสารผ่านทางเครื่องมือสื่อออนไลน์ใน ช่องทางต่างๆที่ บริษัท งานดี จำกัด จัดเตรียมไว้เพื่อตอบสนองความต้องการที่สะดวกจับไว้ได้เสมอ ท่านผู้อ่านสามารถพบเห็นช่องทาง ต่างๆ ในการติดต่อสื่อสารด้วยเครื่องมืออิเล็กทรอนิกส์และเลือกใช้บริการต่างๆตามที่นัดได้ตามต้องการ

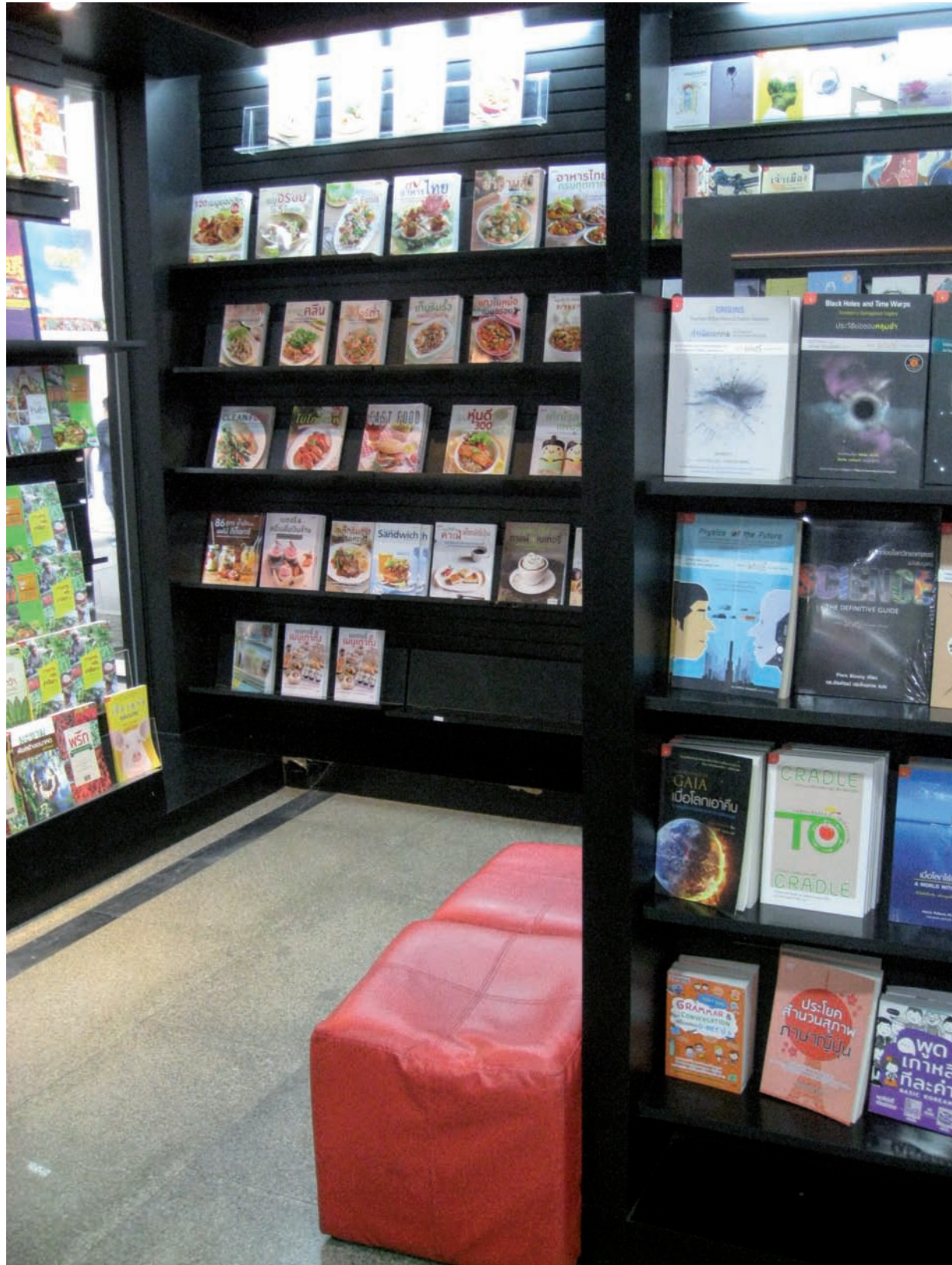
Ngandee Company Limited

Ngandee Company Limited is an affiliate of Matichon Company Limited, which operates the business of distributing publications in the Group of Matichon Company Limited, consisting of 3 newspapers (Matichon Daily newspapers, Khaosod Daily newspapers, and Prachachat Business newspapers published every 3 days), 4 magazines (Matichon Weekly magazine, Monthly Silapawattanatham magazine, Bi-weekly Technology Chao Ban magazine, and Monthly Senthang Setthi magazine), and pocket books.

The only existing distribution channel is to transport books from Ngandee Company Limited to nationwide newspaper agencies in all provinces. Afterwards, retail stores will receive them from main agencies in provinces and then distribute them to both bookstores and convenient stores in districts. To adjust the business to correspond to the changing situation of publication consumption nowadays, Ngandee Company Limited has changed the method of shipping its responsible books and publications. Previously, the Company delivered them by itself but now it hires other publication companies to deliver them to nationwide agencies and bookstores.

Currently, there is the expansion of new distribution channel and e-communication is more preferable and facilitates fast and convenient communication. To respond modern and convenient lifestyles, Ngandee Company Limited has also adapted and presented products to allow more readers and interested persons to access to the distribution channel via electronic media.

Persons interested in publications of Matichon Company Limited are able to use any communication channels through online media tools provided by Ngandee Company Limited in order to meet any requirements for convenience and rapidness. Readers can discover any communication channels with electronic tools and choose preferable services as needed.





โรงพิมพ์มติชน ปากเกร็ด

ในช่วง 3-4 ปีที่ผ่านมา สื่อสิ่งพิมพ์ถูกกระแสสื่อดิจิทัลรุกหนัก

สื่อสิ่งพิมพ์ในเครือมติชนปรับตัวสู่สื่อดิจิทัลกันอย่างคึกคัก

โรงพิมพ์มติชน ปากเกร็ด ซึ่งเคยผลิตงานภายในสัดส่วน 70/30 จากยอดการผลิตทั้งหมด คือ ประชาชาติธุรกิจ ปกมติชนสุดสัปดาห์ เทคโนโลยีชาวบ้าน เส้นทางเศรษฐกิจ นิตยสารศิลปวัฒนธรรม พ็อกเก็ตบุ๊กสำนักพิมพ์มติชน งานเฉพาะกิจ และกิจกรรมพิเศษอื่นๆ

ในปี 2561 โรงพิมพ์มติชน ปากเกร็ด จึงปรับเปลี่ยนเป้าหมายรับจ้างการผลิตให้มากขึ้น

เมื่อชั่วโมงการผลิตงานภายในจากเดิมเหลือมากขึ้น จึงปรับเปลี่ยนเป้าหมายใช้เวลาดังกล่าวรับงานรับจ้างผลิตทดแทน โดยประสานกองบรรณาธิการต่างๆ วางแผนเวลาการผลิตงานภายในให้ชัดเจนยิ่งขึ้น เพื่อทำตารางชั่วโมงที่เหลือจากพิมพ์ภายในให้กองงานรับจ้างผลิตหางานทดแทน เช่น หนังสือเล่ม ประวัติดูคนดู ประวัติดูบริษัท รายงานประจำปี โบชัวร์ แผ่นพับ ใบปลิว เป็นต้น

ดังนั้น เมื่อกองงานรับจ้างพิมพ์รับรู้ช่วงเวลาการผลิตล่วงหน้า เบื้องต้นสามารถประเมินเวลาการผลิตและกำหนดวันรับ-ส่งงานลูกค้าได้คล่องตัวยิ่งขึ้น

คาดว่าจะการเปลี่ยนแปลงทิศทางการผลิตครั้งนี้ โรงพิมพ์มติชน ปากเกร็ด สามารถรับงานรับจ้างพิมพ์มาทดแทนชั่วโมงการผลิตงานภายในได้มากขึ้น

โดยคำนึงถึง คุณภาพ เวลา ราคายุติธรรม

Matichon Pakkret Printing

Printed media have been influenced by digital media during last 3-4 years, and printed media of Matichon Group have been massively shifted to digital format. Matichon Publishing Pakkred has printed media in the ratio of 70/30 of all production volume which include Prachachat Business, cover of Matichon Weekly, Technology Chaoban, Sentangsedtee, Art and Culture Magazine, Matichon Pocket Book, ad-hoc printing, and extra activities.

In 2018, Matichon Publishing Pakkred has adjusted goals to acquire more OEM jobs. According that more working hours of production remain, Company spends such timing to produce more products for external clients.

Editors in each department have managed time for effective internal production so that Company can spend remaining time to produce products for other clients such as book, bibliography, company profile, annual report, brochure, leaflet, pamphlet, etc.

With advance planning, OEM department can properly manage production schedule and identify delivery period. It is expected that such shift in media of Matichon Publishing, Pakkred can acquire more printing job to support internal job, while sustaining quality, timeliness and reasonable price.

Corporate Social Responsibility

CSR Projects and Activities

Fair Labour Treatment

Occupational Health and Safety

Occupational Health, Safety and Environment

In 2017, the occupational health, safety and environment activities were led by the Occupational Safety, Health and Environment Committee and the Welfare Committee in the Place of Business which consist of representatives from each unit of the Company, to ensure safety and good health of all employees at all times. The activities included monthly safety inspection, metabolic syndrome risk mitigation project, seasonal influenza vaccination, annual risk-based health examination, training, energy saving and safety week, etc.

The Company participated in and received the Silver Award from the 2017 Zero Accident Campaign which was held by Thailand Institute of Occupational Safety and Health (Public Organization) under the Ministry of Labour to continually reduce injury and loss due to workplace accidents. The award was granted to the Company's representative in the 31st National Occupational Safety and Health on June 29, 2017 at the Bangkok International Trade & Exhibition Centre (BITEC), Bangna.

Matchon Public Company Limited participated in the energy management development project to move from energy management pursuant to Thai law to energy management system according to ISO 50001. The energy management system involved all energy management within the organization with the focus on energy efficiency improvement, especially the energy cost reduction to demonstrate that the organization which adopted such standard had performed energy and environmental conservation systemically and properly according to the global standard by aiming to reduce 3 types of energy cost: electricity, oil and natural gas as this could lead to another cost reduction. The Company completed the project according to the objectives and received an award from the Department of Alternative Energy Development and Efficiency, Ministry of Energy on February 21, 2017.

Welfare

Gold Brooch for Employee Completing 10 Years of Service

On January 9, 2018, Matchon Public Company Limited awarded 18 employees who completed 10 years of service a 1 baht gold brooch each as an incentive for long-serving employees like every year.

Scholarship for Employee's Children

On July 15, 2017, Matchon Public Company Limited held the 24th Scholarship Award Ceremony 2017 awarding 358 scholarships to employees' children in the total amount of 1,047,999 baht.

Employee Welfare Program: "Matchon Strong"

Throughout 2017, Matchon Public Company Limited had offered employees following monthly courses under the welfare program :

- 1.Recreation course for promotion of employees' healthy body and mind consisting of 3 classes : Zumba Music Dance, Tai Chi and Yoga Therapy available every week (every month) from Monday to Friday during 18.00-19.00 hrs.
- 2.Vocational course for extra incomes consisting of 1-2 classes (cooking class, etc.) a month available on Saturday and Sunday.





2017 Social Development Activities

8th Teak and Iron Wood Planting Project at Santisuk New Meditation Center in Nakhon Pathom

On April 30, 2017, the Company held the 8th planting project at Santisuk New Meditation Center in Phrong Maduea Sub-district, Mueang District, Nakhon Pathom Province. Over 500 trees including teak, iron wood, yang and Andaman redwood were planted to preserve rare woods for renovation and repair of temples, historic sites and community buildings in the future. The Company also awarded Hoobrak School and Phrong Maduea Sub-district Administrative Organization Kindergarten a 20,000 baht scholarship each. The 1st project was held at Wat Khao Tham Thiam in U Thong District, Suphan Buri Province. The 2nd project was held at Wat Phra Borommathat Worawihan in Mueang District, Chai Nat Province. The 3rd project was held at Wat Wiwek Wayuphat in Bang Pa-in District, Phra Nakhon Si Ayutthaya Province. The 4th project was held at Wat Thong Sa Ard in Lat Lum Kaeo District, Pathum Thani Province. The 5th project was held at Wat Tham Panya in Mueang District, Nakhon Nayok Province. The 6th project was held at Wat Makut Kiriwan in Pak Chong District, Nakhon Ratchasima Province. The 7th project was held at Wat Mai Yoo Sa-Ngat, in Sattahip District, Chon Buri Province. And the 8th project was held at Santisuk New Meditation Center in Nakhon Pathom Province.

23rd Year of Blood Donation

Matichon Public Company Limited has supported and encouraged employees to join the blood donation activity for 23 years. Until now, the total 8,561 units of blood have been donated. The blood donation activity is held every 3 month with more than 100 donors and the help of a mobile team from the National Blood Centre, Thai Red Cross Society.

24th Music in the Park

For 24 years, Matichon Public Company Limited and the Bangkok Metropolitan Administration have organized a free concert called “Music in the Park: the Era of Thai Music” around February – March of every year at Lumpini Park for everyone to enjoy. The event has been welcomed and admired by a lot of visitors.

“Prom Panya Library” Project

The “Prom Panya Library” project has also been continued throughout 2017 under the “Knowledge Sharing, Religion Promotion and Water Source Development” project to fulfill Her Royal Highness Princess Maha Chakri Sirindhorn’s vision.

On January 9, 2018, Her Royal Highness Princess Maha Chakri Sirindhorn presided over the opening ceremony of Uthai Thani Provincial Prison’s “Prom Panya Library” at Uthai Thani Provincial Prison, Uthai Mai Sub-district, Mueang District, Uthai Thani Province. The government officials and officers of the Department of Corrections were also there to welcome Her Royal Highness Princess Maha Chakri Sirindhorn. Matichon Public Company Limited donated books worth 100,000 baht.

Books and Money for 40 Schools Affected by Floods in South

On May 12, 2017, Matichon Public Company Limited in cooperation with Dr. Kovit Voraphiphat Foundation and Banchong Phongsart Foundation held the donation ceremony to hand over books and money to schools affected by floods in South under the “40 Years of Matichon’s Reading Support: Fundraising for Books for Schools in South” project at Matichon Academy, Matichon Academy Building. Many agencies and individuals, including the Crown Property Bureau, Kasikornbank, SCG Foundation and Chulachomklao Royal Military Academy, also took part in this project by donating money and valuable books. The books and money were given to 40 selected schools in the southern provinces including Chumphon, Nakhon Si Thammarat, Surat Thani, Phatthalung, Trang, Krabi, Songkhla, Satun, Yala, Narathiwat, Pattani and Prachuap Khiri Khan. Each school received books worth 20,000 baht and 15,000 baht cash, **totaling 1,400,000 baht.**

Mr. Teerakiat Jareonsettasin, M.D., Minister of Education presided over the book donation ceremony together with Dr. Veerapong Ramangkul, Former Minister of Finance; Kunying Kasama Worawan Na Ayutthaya, Former Secretary General of the Office of the Basic Education Commission; Mr. Banchong Phongsart, Chairman of Dr. Kovit Voraphiphat Foundation and Banchong Phongsart Foundation; Mr. Khanchai Boonpan, President of Matichon Group; Dr. Krissanapong Keeratikor, Former Deputy Minister of Education; Dr. Sarit Santimetaneedol, Former Deputy Minister of Education ;

Mr. Thakoon Boonparn, Managing Director of Matichon Group; Miss. Parnbua Boonparn, Deputy Managing Director of Marketing Division, Matichon Group; and management from other agencies.

Mr. Teerakiat Jareonsettasin, M.D., said that he was glad and thankful for Matichon for delivering good things to many children. He also said that he might be criticized that giving books to children would make them fall behind in Thailand 4.0 era where most people communicate and learn through digital media. Some people might think that books are obsolete and easily damaged. However, we have seen that reading digital media is not like reading books. He added that the recent seminar at the University of Cambridge revealed the decreased number of digital media readers. Books were about to regain their popularity. Some research also showed that people who read content from digital media or tablet had worst memory than people who read books because when we read books we would memorize the page that contain key text to stay focus. On the contrary, almost 100% of people who read content from digital media were surfing Internet and chatting online at same time. This made them lack of focus in reading.

Recently, the government agencies had provided supports to a lot of flood victims, not just the schools but also people affected by floods. The Ministry of Education had also provided not less than 20 million baht funds to schools for restoration of damaged buildings.

His Majesty the King provided 40 million baht to help schools affected by floods. The Ministry allocated such money to the affected Provincial Education Commissions (PECs) and the Office of the Basic Education Commission (OBEC) to manage the donation.

Mr. Sommai Paritchart, Vice President of Matichon Public Company Limited mentioned the project background that since the southern provinces of Thailand had been affected by multiple floods from late 2016 to early 2017, people had suffered damage and loss of lives and properties. Many farms, paddy fields, working areas, schools, hospitals and temples were widely affected. The government and related agencies had worked together to mitigate the grievance.

As a news media, Matichon took this opportunity to take part in the promotion of fundraising to support the restoration and help the schools affected by floods through the donation for southern people project. Matichon gave donations to the government or related agencies to help and restore 40 school libraries affected by floods in South.

We hoped that this project of little sharing would help the government help people and promote the continued leaning of children and youth to ease the teachers' and parents' mind. We would also like to express our gratitude to all donors/partners who contributed to the restoration of education and learning.

The schools that received books and donations included Wat Hat Sai Kao School, Ban Don Sai Ngam School, Ban Nam Tok School and Wat Walukaram School in Chumphon Province; Ban Bang Nok Wak School, Chauat School, Wat Rong Lek School and Wat Chan Di School in Nakhon Si Thammarat Province; Wat Nikon Prasat School, Wat Sri Suwan School, Tha Fueang Witthaya School and Chaiya Witthaya School in Surat Thani Province; Wat Thung Yao School and Wat Suphasita Ram School in Phatthalung; Kongra Pichakorn School, Udom Witthayayon School, Wat Phrai Son School, Ban Nong Sai School, Wat Bang Di Huai Yot School and Wat Thung Yai School in Trang Province; Chumchon Wat Hat Thua School and Ban Huai Nam Kao School, Krabi Province; Wat Khlong Ped School, Ban Rad Poon School, Chumchon Wat Choeng Sae School and Wat Huai Phut School in Songkhla Province; Ban Tha Nam Khem Tai School and Ban Wang Saithong School in Satun; Ban Talo Halo School, Ban Cha Nan School and Ban Pa Deng School in Yala Province; Ban Manang Kayi School, Ban Na Da School and Ban Sanae School in Narathiwat Province; Bang Saphan Kindergarten, Bang Saphan School, Wat Pak Khlong Kliao School and Kui Buri Kindergarten in Prachuap Khiri Khan Province; and Ban Batakubo School and Ban Balatae School in Pattani Province.

The 40 Years of Matichon's Reading Support: Fundraising for Books for Schools in South project was a part of the **"Knowledge Sharing, Religion Promotion and Water Source Development"** project initiated by Matichon Public Company Limited for reading promotion, temple renovation and water source development.

And in 2018, Matichon Public Company Limited, together with Dr. Kovit Voraphiphat Foundation and Banchong Phongsart Foundation, will continue the reading support project by providing more books to the libraries for further reading and learning promotion.

Anti-corruption Policy

Matichon Limited Company is committed to conducting its business with transparency, legally, anti and does not support the corrupt for the operations of the company according to the good corporate governance (CG: Corporate Governance) and realize that the corruption is a serious threat to sustainable country development. For this reason, the company makes an “Anti-corruption Policy” in written by define the company and its subsidiaries to follow the anti-corruption policy for driving and maintaining a corporate culture by adhering that “corruption is not acceptable to the transaction in both of the public and private sectors.”

Meaning

Corruption is refers to use the acquisition or use the property in the wrong way for their own benefit or cause damage to the interests of others. Corruption may occur for several characteristics such as bribery the officer with solicitation, offer, give or accept a bribe offered in both of money and goods, a conflict interest, fraud, embezzlement, money laundering, concealment of facts, the obstruction of justice and trade under the strong influence. These corruption is not only refers to the relationship between the private and government agencies. It also covers the transactions between individual and business in the private sector too.

Anti-corruption Policy

All directors, management and employees do not perform or accept the corrupt in any form, either directly or indirectly. We have to collate the implementation of the anti-corruption policy regularly as well as review the guidelines and requirements for the operation in according to meet the change of business, regulations, rules and law requirements.

Guidelines

1. Director and staff of all level must follow with the anti-corrupt policy and ethics of the company by shall not be involved in corrupt, either directly or indirectly for the benefit of both of the companies, themselves, family and acquaintances.
2. To give or receive the gifts, gratuity and entertainment must be done openly and transparently
3. Make a donation or funds must have a clear purpose, be transparent, can examine and the political support must be transparent and in according to the law that can only be done.
4. Do not give the bribes, either directly or indirectly to the government officials, government agencies, state representative, the involved people or the private sector to reward them for their benefit or wish for the beneficial involved on the company.
5. Do not receive the bribe, either directly or indirectly from government officials or government agencies, state representative, the involved people or the private sector for the benefit of agreements or business contracts. The procurement has to conduct with the transparency, regulations and procedures of the company.
6. The employee in all level have a responsibility to report the clue to their superiors or the person that specified in the information channel if they found the behavior that may be construed as corrupt as well as to cooperate in the investigation of fact. If they have any doubts or questions, should consult or ask the supervisors or a person who have been appointed to responsibly for monitoring the code of conduct through the various defined channel.
7. The Company shall ensure the fairness and protection the employees who refused of report about the corrupt that involved with the company by use the complainant protection or those who cooperate in reporting the corruption as shown in the practice of reporting the clue and complaints.
8. Those who violate the anti-corruption policy of company must have been a pivotal disciplinary action according to the regulation of company and prosecuted by law, if the action is illegal.
9. The Company recognizes the importance of communication and public relations to enhance knowledge and understanding of Directors, employee who involved with the company in regard to compliance with the anti-corruption policy.

Responsibilities

1. Board of Directors have a duty and responsibility to determine the policy and regulate the practices of effective anti-corruption Policy to ensure that management departure and employee focus on the fight against the corrupt and cultivate it as a company culture.
2. The Audit Committee has a duties and responsibilities to collate the financial reports system and accounts, internal control system, internal audit and risk management system to ensure that it will be according to the international standards, concise, appropriate and effective.
3. Managing Director, management division and administrator have a duty and responsibility to define the system, promote and support the anti-corruption policy to communicate toward the employees and other stakeholders including review the appropriateness of the system and standards to comply with the change of the business, regulation, laws and legal requirements.
4. Internal Audit Department have a duty and responsibility to monitor and collate the implementation that is right, meet the policy, guidelines, regulations and legal, laws of regulatory agencies to ensure there are the appropriate internal control system and adequate to the risk of corrupt that may be occurred and reported to the Audit Committee.

So announced for public acknowledgement and shall be followed for company and its subsidiaries.

Announced on February 27, 2015



(Mr.Thakoon Boonpan)
Managing Director

Major Shareholders

Ten largest shareholders in the company, as April 3, 2017 (Book closing date of the last registration)

Name - Surname	Number of share	% of total shares
1. MR.KHANCHAI BOONPAN	64,741,760	34.93
2. MRS.SOMPORN JUANGRUNGRUANGKIT	37,190,900	20.06
3. SIBER VENGGER COMPANY LIMITED	10,200,000	5.50
4. DR.WICHARAT CHAVANAUMPORN	6,522,999	3.52
5. MISS PARNBUA BOONPARN	6,389,650	3.45
6. MRS.VARAPORN PUANGRUENGSR	5,276,600	2.85
7. MR.SIRICHAJ JARUNGSATHITPONG	5,191,400	2.80
8. MR.PRAP BOONPAN	5,183,000	2.80
9. THAI NVDR CO.,LTD	4,727,800	2.55
10. MRS.SOMSUNG LARANANRAT	2,435,400	1.31



Ten largest shareholders in the company as of December 29, 2017

Name - Surname	Number of share	% of total shares
1. MR.KHANCHAI BOONPAN	64,777,760	34.95
2. MRS.SOMPORN JUANGRUNGRUANGKIT	35,836,000	19.33
3. SIBER VENGGER COMPANY LIMITED	10,200,000	5.50
4. DR.WICHARAT CHAVANAUMPORN	6,469,899	3.49
5. MISS PARNBUA BOONPARN	6,389,650	3.45
6. MRS.VARAPORN PUANGRUENGSR	5,190,000	2.80
7. MR.SIRICHAJ JARUNGSATHITPONG	5,190,000	2.80
8. MR.PRAP BOONPAN	5,183,000	2.80
9. MRS.MAYUREE WONGKAEWCHAROEN	5,050,000	2.72
10. MRS.SOMSUNG LARANANRAT	2,440,600	1.31



Distribution of Shares

Distribution of shareholding as on April 3, 2017 (Book closing date of the last registration).

Item	Share Distribution								
	Individual			Juristic individual			Total		
	Individual	Shares	%	Individual	Shares	%	Individual	Shares	%
Thai share-holders	963	155,818,313	84.07	10	25,128,320	13.55	973	180,946,633	97.62
Foreign share-holders	2	27,000	0.02	6	4,375,567	2.36	8	4,402,567	2.38
Total	965	155,845,313	84.09	16	29,503,887	15.91	981	185,349,200	100.00

At the last registration date, there were 973 Thai national shareholders totaling 180,946,633 shares (97.62%) which consist of 10 juristic persons and 963 individual shareholders, 8 foreign shareholders, totaling 4,402,567 shares (2.38%), which consisted of 6 juristic persons and 2 individual shareholders.

Issuing Securities

- none -

Management Structure

The Board of Directors consists of 3 Boards: Board of Directors, Board of Executive Directors and Board of Audit Committee. The authorizations are as follows:

The Board of Directors has the duty to make recommendations and to draw Company policy, working strategy and other visions of the Company's operation. As of February 28, 2018 the Board consisted of the following 12 members:

Name - Surname	Position	Number of The Board of Directors	Number of Attendance of The Board of Directors
1. Mr.Khanchai Boonpan	President	12	12
2. Dr.Ruangchai Sapnirund	Vice President	12	12
3. Mr.Sommai Paritchart	Vice President	12	10
4. Mr.Piyachart Mongkolchaisit	Vice President	12	11
5. Mr.Thakoon Boonpan	Managing Director	12	12
6. Dr.Virabongsa Ramangkura	Independent Director	12	12
7. Mr.Paitoon Netipoh	Independent Director And Chairman of Audit Committee	12	12
8. Mr.Thai Supanichvorapart	Independent Director and Member Audit Committee	12	12
9. Mr.Somchart Dolayanukloh	Independent Director and Member Audit Committee	12	12
10. Miss Parnbua Boonpan	Deputy Managing Director of Marketing	12	7
11. Mr.Siriwat Vongjarukorn	Director	12	9
12. Mr.Thanathorn * Juangroongruangkit	Director	12	6

* Mr.Thanathorn Juangroongruangkit has resigned on March 14,2018

The shares held by the Board of Directors in 2017 and 2016 include shares held by spouses and children under legal age. Shareholders under the Securities and Exchange Commission Act (B.E. 2535) section 258 are shown as follow:

Name – Surname	Number of shares		
	December 31, 2017	December 31, 2016	Number of shares: Increase (Decrease) during the year
1. Mr.Khanchai Boonpan *	64,777,760	64,741,760	36,000
2. Dr.Ruangchai Sapnirund *	19,000	19,000	-
3. Mr.Sommai Paritchart	155,400	155,400	-
4. Mr.Piyachart Mongkolchaisit **	70,330	70,330	-
5. Mr.Thakoon Boonpan **	398,520	396,520	2,000
6. Dr.Virabongsa Ramangkura	-	-	-
7. Mr.Paitoon Netipoh	-	-	-
8. Mr.Thai Supanichvorapart	-	-	-
9. Mr.Somchart Dolayanukloh	-	-	-
10. Mr.Siriwat Vongjarukorn	-	-	-
11. Miss Parnbua Boonpan	6,389,650	6,389,650	-
12. Mr.Thanathom Juangroongruangkit	-	-	-

Remark - * Holding 100 Shares in Ngandee Company Limited Not Change during the fiscal year

** Holding 1 Share in Khao-sod Company Limited Not Change during the fiscal year

Those authorized to sign for the Company are :

Mr.Khanchai Boonpan, Mr.Ruangchai Sapnirund, Mr.Sommai Paritchart , Mr.Piyachart Mongkolchaisit , Mr.Thakoon Boonpan, Miss Parnbua Boonpan¹

Any two of those six may sign jointly and attach the seal of the Company.

¹ The Company has changed Director's Authorized from any two of five directors co-sign to be any two of six co-sign effective February 2, 2018.

Scope of duties and power of the Board of Directors

1. The directors shall conduct their duties by adhering to the applicable laws, the company's objective and articles of association as well as resolution of the shareholders' meeting with integrity, honesty and always at the best benefit of the company.

2. Determine the company's vision, mission, goal, strategy and policy.

3. Determine directions for the company's operation and supervise the management to follow such policy efficiently and effectively.

4. Cause to prepare financial statements and disclosure in correct, clear and transparent manner in compliance with rules and regulations provided the authority.

5. To supervise on the suitable communication channels between the Company and the shareholders and also the interested groups.

6. To ensure the availability of the suitable system or mechanism of executives' remunerations, creating a proper work incentive.

7. To approve budgets for the financial activity such as budgets for stock investments and loans, that will not result in the conflicts of interest toward any Committee member.

With exception, the following matters are required for the Committees to have approval from the shareholders' meeting prior to undertaking the plan.

1. Issues prescribed by law have to be approved for the resolution of general shareholders.

2. Issue of related-party transactions with the value of items needed to be approved from the resolution of general shareholders according to the regulation or promulgation of the Stock Exchange of Thailand about related-party transaction of listed companies.

3. Issue of buying or selling significant assets with the value needed to be approved from the resolution of general shareholders according to the regulation or promulgation of the Stock Exchange of Thailand about acquisition and disposal of assets of listed companies.

In addition, the Board of Directors may assign any director or directors or any other person to perform any act on behalf of the Board of Directors.

The Board of Executive of Directors consisted of the following

1. Mr.Khanchai Boonpan	President
2. Dr.Ruangchai Sapnirund	Executive Director
3. Mr.Sommaai Paritchart	Executive Director
4. Mr.Piyachart Mongkolchaisit	Executive Director
5. Mr.Thakoon Boonparn	Executive Director
6. Miss Parnbua Boonparn	Executive Director
7. Mr.Prap Boonpan	Executive Director
8. Mr.Kittichai Innurak	Executive Director
9. Mr.Chalit Kitiyanasup	Executive Director
10.Mr.Opas Pengcharoen	Executive Director
11.Mr.Worasak Prayoonsook	Executive Director
12.Mr.Nattapong Limchitti	Executive Director
13.Mrs.Visatree Boonparn	Executive Director

Role of the Executive Committee

1. Meet to receive policy from the Board of Directors and put it into practice.
2. Meet to consider matters relating to how operations may be conducted efficiently with the mutual cooperation of all those involved.
3. Meet to consider the creation of work plans, coordinate activities in all important fields of operations and follow up.
4. Meet to receive operational report from all work units and to suggest improvements.

Company Secretary

The Board of Directors' Meeting No. 7/2008 date 25 July 2008 resolved to appoint Mrs.Thaveeporn Phichai to be the Company's Secretary whose Qualification and experience successfully participated in training seminars and related courses (Company Secretary Program class 24/2007 from the Thai Institute of Directors (IOD)) required and being able to carry out the duties of the Company Secretary so that the Company adheres to related laws and Good Corporate Governance regulations.

Duties and Responsibilities of the Company Secretary

- (1) Prepare and maintain following documents:
 - (a) director registration
 - (b) Board of Directors' meeting invitation letter, meeting report and annual report
 - (c) Shareholders' meeting invitation letter and meeting report
- (2) Maintain the report on the interest of director or executive
- (3) Perform other act as required by the Capital Market Supervisory Board

Board of Advisors

- | | |
|------------------------------------|-------------------------------------|
| 1. Police General Vasit Dejkunjorn | Vice President of the Board Advisor |
| 2. General Sampao Choosri | Advisor |
| 3. Mr.Likasit Pansomchit | Advisor |

Audit Committee

- | | |
|-----------------------------|--|
| 1. Mr.Paitoon Netipoh | Independent Director and Chairman of Audit Committee |
| 2. Mr.Thai Supanichvorapart | Independent Director and Audit Committee Member |
| 3. Mr.Somchart Dolayanukloh | Independent Director and Audit Committee Member |
| 4. Miss. Sangsuree Intadet | Audit Committee Secretary |

The Audit Committee number 3 has adequate expertise and experience to review creditability of the financial reports.

The Audit Committee of the Company has the scope of duties and responsibilities to the Board of Director on the following matters :

1. To review the Company's financial reporting process to ensure that it is accurate and adequate.
2. To review the Company's internal control system and internal audit system to ensure that they are suitable and efficient, to determine an internal audit unit's independence, as well as to approve the appointment, transfer and dismissal of the chief of an internal audit unit or any other unit in charge of an internal audit.
3. To review the performance of the Company to ensure compliance with the Securities and Exchange law, regulations of The Stock Exchange of Thailand or laws relating to the Company's business.
4. To consider, select and nominate an external auditor of the Company, including recommendation of remuneration of the external auditor and to attend a meeting with the auditor without the presence of the management at least once a year.
5. To review the connected transactions, or the transactions that may lead to conflicts of interests ,to ensure that they are in compliance with the laws and regulations of The Stock Exchange of Thailand and are reasonable and for the highest benefit of the Company.
6. To prepare, and to disclose in the Company's annual report, an Audit Committee's report which must be signed by the Chairman of the Audit Committee and should consist of information as follows :
 - (a) an opinion on the accuracy, completeness and creditability of the Company's financial report,
 - (b) an opinion on the adequacy of the Company's internal control system,
 - (c) an opinion on the compliance with the law and regulations of The Securities and Exchange, and regulations of The Stock Exchange of Thailand or the laws relating to the Company's business,
 - (d) an opinion on the suitability of an auditor,
 - (e) an opinion on the transactions that may lead to conflicts of interests,
 - (f) The number of the Audit Committee meetings, and the attendance of such meetings by each committee member,
 - (g) an opinion or overview comment received by the Audit Committee from its performance of duties in accordance with the charter and
 - (h) other transactions which, according to the Audit Committee's opinion, should be known to the shareholders and general investors, subject to the scope of duties and responsibilities assigned by the Company's board of directors
7. To perform any other act as assigned by the Company's board of director, with the approval of the Audit Committee.

Definition of Independent Director

In compliance with the Company's good corporate governance, the Board of Directors has considered to appropriately define qualification of Independent Director to be the same as those defined by the Capital Market Supervisory Board, as seen below :

1. Not holding more than 1% of the total outstanding voting shares of the Company, parent company, subsidiaries, affiliates, major shareholders or controlling persons of the Company, including shares held by a person connected to the independent director ;

2. Not being a director participating in management, or not being a staff, an employee or consultant who receives regular salary, or controlling persons of the Company, parent company, subsidiaries, affiliates, same-level subsidiaries, major shareholder, or of the controlling persons of the Company both at present and at least 2 years prior to taking the independent directorship;

3. Not having relationship by blood or legal registration in a way that makes the independent director a parent, spouse, sibling, and children, including spouse of the children of management, major shareholders, controlling persons, or nominated persons to be management or controlling persons of the Company or subsidiaries;

4. Not having business relationship with the Company, parent company, subsidiaries, affiliates, major shareholders or controlling persons of the Company with conflict of interest in a way which may obstruct his independent judgment, or not being significant shareholders or controlling persons having business relationship with the Company, parent company, subsidiaries, affiliates, major shareholders or controlling persons of the Company both at present and at least 2 years prior to taking the independent directorship ;

5. Not being the auditor of the Company, parent company, subsidiaries, affiliates, major shareholders, or controlling persons of the Company and significant shareholders controlling persons or partner of the audit firm which employs the auditor of the Company, parent company, subsidiaries, affiliates, major shareholders, or controlling persons of the Company both at present and at least 2 years prior to taking the independent directorship;

6. Not being any professional service providers including legal or financial consultants who receive annual service fee in the amount of more than Baht 2 Million from the Company, parent company, subsidiaries, affiliates, major shareholders, or controlling persons of the Company, and not being significant shareholders, controlling persons, or partners of such professional service providers both at present and at least 2 years prior to taking the independent directorship;

7. Not representing the Company's directors, major shareholders, or shareholders connecting to major shareholders;

8. Not operating business with a conflict of interest with the Company, subsidiaries, or not being significant shareholders of the partnership, or not being director participating in management, an employee, a staff, a consultant who receive regular salary or holding shares more than 1 % of the total outstanding voting shares of other companies having conflict of interest with the Company or subsidiaries;

9. Not having any other characteristics which may obstruct the director to independently express his opinion regarding the Company's operation.

After the appointment, the Company's Independent Director may be authorized by the Board of Directors to make collective decisions on operating the Company, parent company, subsidiaries, affiliates, same-level subsidiaries, major shareholders, or controlling persons of the Company, whereby such actions are not deemed partaking in the management.

Selection of Board Members and Executives

The Board of Directors is of the opinion that the Nomination and Remunerations for the affairs of Media is very important. The Company has the policy that allows the Company's Board of Directors themselves to screen and nominate directors and consider their remunerations under a strict rule. This rule requires the Board of Directors to consider that the remunerations are competitive to the ones of similar type of industry, and the same size of business, and also considered from the business growth. And nominate directors and executives the Board of Directors has considered all aspects including qualifications, experiences, skills and working profile during the time served as the Company's directors.

Shareholders in the appointment of board members

The Company's board members shall be appointed by a meeting of shareholders according to the following regulations :

(1) One shareholders has a vote equal to one share to one vote.

(2) Board members can be voted for individually or in blocks as the meeting sees fit. However, shareholders must vote as in section (1) above and the shareholder's votes shall be collective and cannot be separated or shared for any reason.

(3) Let a majority decide. If there is tie, let the chairman's vote be decisive.

Remuneration of the Board of Directors

2017			Baht
Total Remuneration of the Board Member 12 persons			
	- Salary	6,360,000.00	9,960,000.00
	- Cost of living	120,000.00	
	- Attendance fee	180,000.00	
	- Retainer fee	3,300,000.00	
Total Remuneration of Executive 28 persons			
	- Salary	21,283,812.00	22,463,812.00
	- Cost of living	1,180,000.00	

Remuneration of the Board of Directors

1. Cash Remuneration (Baht)

Remuneration for Board of Directors consisting of 12 persons as of year 2017 is in the following

	Attendance Fee	Retainer Fee Director	Retainer Fee Audit Committee	Non Monetary	Total In Year 2017
1. Mr.Khanchai Boonpan President	180,000	-	-	-	180,000
2. Dr.Ruangchai Sapnirund Vice President	-	-	-	-	-
3. Mr.Sommai Paritchart Vice President	-	-	-	-	-
4. Mr.Piyachart Mongkolchaisit Vice President	-	-	-	-	-
5. Mr.Thakoon Boonparn Managing Director	-	-	-	-	-
6. Dr.Virabongsa Ramangkura Independent Director	-	780,000	-	-	780,000
7. Mr.Paitoon Netipoh Independent director and Chairman of Audit Committee	-	-	780,000	-	780,000
8. Mr. Thai Supanichvorapart Independent director and Audit Committee Member	-	-	360,000	-	360,000
9. Mr.Somchart Dolayanukloh Independent director and Audit Committee Member	-	-	660,000	-	660,000
10. Miss Parnbua Boonparn Deputy Managing Director of Marketing	-	-	-	-	-
11. Mr.Siriwat Vongjarukorn Director	-	360,000	-	-	360,000
12. Mr.Thanathorn Juangroongruangkit Director	-	360,000	-	-	360,000
Total	180,000	1,500,000	1,800,000	-	3,480,000

2. Remuneration for Management Directors and Management Executives for the first 4 executives next to the position of Managing Director and every executive in the same level as fourth management executive in total of 4 executives and Chief Financial Officer which can be illustrated in the table below. Table show the remuneration of management as defined by SEC in total of 5 individual

Item	Cash Remuneration 2017	
	Amount	Total (Baht)
Salary and cost of living	5	8,056,563.00
Other Remuneration:-		
- Contributions for the Provident Fund	5	211,896.00
- Cost of living	5	300,000.00
Total		8,568,459.00

Remark – Executive 5 persons are Mr.Thakoon Boonparn, Miss Parnbua Boonparn, Mr.Nattapong Limchitti, Mr.Kittichai Innurak, Mrs.Visatree Boonparn

Executive

Company's Executives as of February 28, 2018 with the total of 32 individuals, as follows: (The executive's positions are ranked from 1 to 4 in accordance with the definition of SEC promulgation)

<u>Name/Surname</u>	<u>Position</u>
1. Mr.Thakoon Boonparn	Managing Director / Managing Editor
2. Miss Parnbua Boonparn	Deputy Managing Director of Marketing
3. Mr.Nattapong Limchitti	Deputy Managing Director of Supports and Services and Acting Production Director
4. Mr.Kittichai Innurak	General Manager
5. Mr.Prap Boonpan	Deputy General Manager and Manager of New Media
6. Mr.Chalit Kitiyanasup	Advisor of Special Project-Event
7. Mr.Opas Pengcharoen	Acting Managing Director of Ngandee Co.,Ltd and Advising Editor of TechnologyChaoBan/Sentangsedtee/Matichon Academy
8. Mr.Worasak Prayoonsook	Editor of Matichon Daily
9. Mr.Sathira Juntimatorn	Advising Editor of Matichon Group
10. Mr.Narit Sektheera	Executive Editor of Matichon Daily
11. Mr.Suwapong Junfungphetchra	Editor of Matichon Weekly
12. Mr.Pattanaphan Wongphan	Editor of Prachachat Business
13. Mr.Picheat NaNakorn	Executive Editor of Prachachat Business
14. Mr.Suriwong Aurepatipan	Editor of Khao sod Newspaper
15. Miss Chumchan Chamniprasart	Managing Director Khao sod Company Limited and Executive Editor of Khao sod Newspaper
16. Mr.Panit Yodpunya	Editor of TechnologyChaoBan Magazine
17. Miss Wimol Saiton	Editor of Sentangsedtee Magazine
18. Mr.Supot Chaengrew	Editor of Art & Culture magazine
19. Mr.Suchart Srisuwan	Director of New Media
20. Mr.Sompratana Kraywichian	Deputy Director of New Media
21. Mr.Sowrawit Boonkua	Executive Director of Advertising
22. Mr.Prayong Kongmuang	Manager of Matichon Printing Pak Kret
23. Mr.Charan Pongchin	Advisor of Social and Business
24. Miss Kittiwat Theangwiset	Manager of Matichon Publishing House
25. Mr. Jumpot Saiyut	Director of Strategic Planning
26. Miss Sudarat Wanpen	Director of Special Project - Event
27. Mr.Surapon Pittayasakul	Senior Manager of Event
28. Mrs.Sakuna Prayoonsuk	Director of Matichon Academy
29. Mrs.Visatree Boonparn	Director of Accountant and Finance
30. Miss Pimkarn Ravibunjirdkul	Advisor of Liabilities
31. Miss Malinee Montrisart	Matichon Premium Print Manager
32. Mrs.Emon Songsawang	Sales Manager



Employees' Provident Fund

The Company have established a provident fund in accordance with the Provident Fund Act B.E. 1987. The fund is contributed by both employees and the Company in the rate of 3% of salary. The fund is managed by the Kasikorn Asset Management Provident fund and will be paid to an employee upon termination in accordance with the rules of the Company's staff provident fund.

For the years ended on December 31, 2017, Matichon Public Company Limited contribution amount Baht 4,142,345.75, Khao sod Company Limited contribution amount Baht 1,332,857.75, Ngandee Company Limited contribution amount Baht 451,544.57.

Personnel

Total number of employees of the company and subsidiary on December 31, 2017 was 1,028 persons

Matichon Public Company Limited	733 persons
Khao-Sod Company Limited	233 persons
Ngandee Company Limited	62 persons

Total employee remuneration (salary, cost of living,) totals (Baht) 394,268,075.53

- Matichon Public Company Limited	(Baht) 227,216,071.42
- Khao-sod Company Limited	(Baht) 77,059,477.80
- Ngandee Company Limited	(Baht) 39,992,526.31

Personnel Development Policy

The company has a policy to enhance the potential and efficiency of its staff on a regular basis with a view to better preparing them of global change in both competition and new technology.

Good Corporate Governance

Matichon Pcl. has always adhered strictly to the principles of good corporate governance, as it realizes that these principles are the basis for confidence on the part of shareholders and all those concerned, ensuring efficient management, transparency and accountability. It also enhances the Company's value and form a firm basis for sustainable growth.

In line with the above observations, the Company herein reports the principles of good corporate governance as follows :

Rights of Shareholders

Company recognizes the importance of Shareholders of the Company has always been. Therefore, the Company has a policy to treat all shareholders equally fair to ensure that shareholders are protected by fundamental rights, including the sale or transfer of shares. The share of profit Acquisition of adequate data, participating in the meeting, including the right to vote on important matters of the Company. Such as the allocation of dividends, the election of directors, appointment of auditors, editing rules and memorandum .

In 2017 has taken to promote and facilitate the exercise of shareholders as follows.

(1) The shareholders meeting has set a date, time, venue, meeting in its offices.

(2) Send invitation companies and documents to shareholders in advance. The details of the agenda with opinion of the Commission, proxy and was assigned to the one Independent Director Choice of proxies of shareholders. Including maps, and details of the document to be presented in the meeting. Articles of Association regarding the meeting poll. And for more details at www.matichon.co.th . And open registration in advance of at least 1 hour.

(3) Clarifying voting procedures and vote count before the meeting. And during the meeting to allow shareholders to express their opinions and ask questions. The vote will be counted as 1 share and 1 vote majority a resolution. And the ballot only if there is an objection, abstain, and keep these ballots to be verified later.

(4) The rights to shareholders attending the meeting after the meeting started already. Have the right to vote or vote on the agenda under consideration and not voted.

(5) Most Directors attended meeting, Managing Director acting as President of the Conference. In addition, executives, auditors and Legal Advisor to attend a hearing to, and answer questions.

(6) Published information to shareholders via the Stock Exchange of Thailand and the company's website.

(7) Operational efficiency, to create growth for the organization, so that shareholders receive appropriate compensation.

Equitable Treatment of Shareholders

Company's focus and ensure that treatment of all shareholders equally and fairly. By the various operations as follows:

(1) Allow shareholders to propose additional agenda of the meeting and nominating the persons to be appointed as director in advance And inform them of the criteria for determining whether the matters proposed that the shareholders do. By publishing on Company' s website.

(2) Operations meeting agenda as provided in the invitation. It will not add agenda without let shareholders know in advance.

(3) Encourage shareholders to form Proxy holders can set the direction of votes. The company also offers a 1 Independent Director of proxies of shareholders.

(4) Support the use of voting cards in the main agenda. Which will keep the ballots for the results to calculate the total vote that has already set forth in the proxy statement resolutions will be announced before the vote. And to ensure transparency , Company stores the ballots for review later.

(5) The Minutes prepared and duly delivered to the Stock Exchange of Thailand and the Securities and Exchange Commission. Completed within 14 days after the meeting. And to publish such reports on Company's website.

(6) Measures to prevent the use of inside information. Unlawful by the warning not to directors, employees and related parties, including spouse, children minors. Inside information is essential to change the price of the shares. Which are not publicly disclosed. To trade its shares.

The Securities and Exchange Act of 2535 and Executive Director shall report to the company's shareholding. On their positions and report every time a purchase or sale of securities within 3 working days to Securities and Exchange Commission Thailand and submit to the office.

Stakeholder's Role

The Company sets out practices and responsibilities to different stakeholder groups as follows

Practices and Responsibilities to Shareholders

- (1) To perform their duties loyalty and honestly, and our best talent and perform any discretion with caution and fairness to all shareholders.
- (2) Affairs of the company's growth and stability and cause an appropriate return to shareholders.
- (3) To report on the Company's performance, financial and accounting information and other aspects of its business accurately on a regular basis.
- (4) To inform shareholders of both negative and positive aspects of the Company on a realistic and timely basis supported with appropriate information and reasons.
- (5) To refrain from seeking benefit for oneself and others by using the Company's information which is not in the public domain or acting in anyway that may cause a conflict of interest with the Company.

Responsibility to the Public Sector

- (1) Ascetic respect to the rule and legal control of the governmental directive sector.

Responsibility to the clients

- (1) Deliver premium quality products to the clients with honest condition.
- (2) Expose enough product background to clients with up- to- date information.
- (3) Product guarantee is a must.
- (4) Keep client's information with ethical recognition.
- (5) Offering assistance in what client's appetency and organize the comment and complain in efficiency process.

Responsibility to dealers and/or the trade account creditor

- (1) Equitable Treatment to dealers with win-win agreement.
- (2) Ascetic respect to an official agreement. If unacceptable condition occur, Company agent must notify dealers and trade account creditor in advance.
- (3) Business negotiation must be honesty with provable process.
- (4) Notify dealer as soon as possible, whenever corruption may be detected.
- (5) Report the financial status to the trade account creditor straight on time.

Responsibility to employees

- (1) Offering an appropriate salary and benefit to each employee's working progress.
- (2) Encourage the development of employee's abilities and skills.
- (3) Encourage employee role to the Company state.
- (4) Response to the environmental and safety care.
- (5) To carry out all professional appointments, rewards and disciplinary action in good faith on the basis of competence, capability and suitability.
- (6) Respect to the labor law and workfare.
- (7) To avoid any unfair action that may affect employees's security or harass or psychologically threaten the employees.
- (8) Direct to the Objective of the Company's accomplishment and success.
- (9) Employee's right must include way of petition under the Company's framework.

Responsibility to the business competitor

- (1) Administrate the Company under legal rules and regulation.
- (2) Ethics must be always recognized in every process of the business competition.
- (3) Calumny must not be occurred in the business competition.

Responsibility of Social and community

- (1) To be responsible and hold on the company environment and community.
- (2) The company will hold on CSR activities with communities and neighbors frequently for supporting good living. And to be corporate with other partners from government, individual and private.
- (3) To prevent accidents and control garbage under estimate standard.
- (4) Fast and active responsible to any incidents from working systems which effected to community environment . And the company will be unite closely with any parties from government and other organizations.
- (5) To prolong and continue CSR activities.
- (6) Encourage employees reflection of responsibility and preserves environment.
- (7) Encourage organization to keen on efficiency energy saving.

Role to Stakeholders

The board of directors direct the policy in response with each group of stakeholders with their legal rights. In any case of suggestion, they can contact to the Company Secretary by E-mail : secretary_b@matchon.co.th

Information Disclosure and Transparency

The Board of Directors supervises the Company to communicate and disclose important information relating to the Company, either financial or non-financial information. The Company's key guidelines are as follows :

1. Provision of communication and data distribution channels

The Company has made available communication and data distribution channel so that shareholders, investors and other stakeholders can access information of the Company conveniently, thoroughly and equitably through various channels on a regular basis in both Thai and English such as:

- (1) The Company's website

The Board of Directors has put in place a communication and data distribution channel that through the Company's website (<http://www.matchon.co.th>), which has been developed in a modern form and easy to use with completed.

- (2) The SET Community Portal or SCP and SET's website.

The Board of Directors assign the Corporate Secretary and related department to disclosure of news and information to shareholders, investors and related persons through the SET Community Portal or SCP and SET's website (<http://www.set.or.th>) such as financial statements etc.

2. Disclosure of information and performance of the Board of Directors and Sub-Committees

The Board of Directors arranges for disclosure of information such as business description, the major shareholders, the committee and executives, corporate governance policy, updated information, acquisition and disposal of assets, connected transactions, issuance of securities, shareholders meeting, and committee resignation. These also includes quaterly and annual report in annual information disclosure (Form 56-1), Annual report, Financial statements, and quarterly analysis in order to provide all stakeholders precise, transparent, reliable information complying laws and corporate governance regulations.

The Board of Director's Responsibilities

Structure of the Board of Directors

The Board of Directors consists of people who are knowledgeable, competent, skillful, experienced in business operation, and understand very well the role and duty. This makes the work more effective.

As such, the Board of Directors participates in vision, mission, strategy, target, and business plan of the Company and also monitors, follows up and assesses the result of business management and operation to be in line with objectives and business plans working effectively, according to rule, laws, and regulations of each business unit under supervision and also related governmental unit, and also according to the resolution(s) from the Shareholder's meeting to maximize the economic value added to the business and also stability to the Shareholders, while at the same time take into account of all stakeholders at best.

Moreover, the Board of Directors arrange a communication of strategy, objective, and operation result of the Company for managing director/senior executives, staff to acknowledge and understand in a corporate-wide fashion, through announcement boards, management monthly meeting, the monthly journal. The managing director of the Company later briefed the business environment and overall views of operation performance in the past year, as well as making announcement for the direction and objectives of operation for the following year.

For the act of duty for Directors, all the stated principles will be of honestly, directness and abiding by the rule of laws and regulations of the Company. By adhering to the principles for every business activity, all decisions and transactions made will be processed with honesty at its core.

Balance of Power for Non-Executive Directors

The Board of Directors consists of 12 members :

Directors that are in the management team	6 persons
Independent Directors	4 persons
Non-Executive Director	2 persons

Therefore, the 4 Independent Directors which are accounted for 33.33% of all Directors and have the required qualifications to be in an independent position for the Company. This is in accordance with the proviso set by the Stock Exchange of Thailand.

The Board of the Company is responsible for performing its duties according to legality, objectives and company regulations and shareholders' resolution with integrity for the Company's best interest. The Board of the Company has an exact amount of time to be in office, which is consistent with the Company's regulations which stated that one-third of Committees who have the longest term in position must accept the resignation in each annual general meeting.

The Board of Directors of the qualification requirements were independent Director of the Capital Market supervisory Board.

1. Not holding more than 1% of the total outstanding voting shares of the Company, parent company, subsidiaries, affiliates, major shareholders or controlling persons of the Company, including shares held by a person connected to the independent director ;

2. Not being a director participating in management, or not being a staff, an employee or consultant who receives regular salary, or controlling persons of the Company, parent company, subsidiaries, affiliates, same-level subsidiaries, major shareholder, or of the controlling persons of the Company both at present and at least 2 years prior to taking the independent directorship ;

3. Not having relationship by blood or legal registration in a way that makes the independent director a parent, spouse, sibling, and children, including spouse of the children of management, major shareholders, controlling persons, or nominated persons to be management or controlling persons of the Company or subsidiaries ;

4. Not having business relationship with the Company, parent company, subsidiaries, affiliates, major shareholders or controlling persons of the Company with conflict of interest in a way which may obstruct his independent judgment, or not being significant shareholders or controlling persons having business relationship with the Company, parent company, subsidiaries, affiliates, major shareholders or controlling persons of the Company both at present and at least 2 years prior to taking the independent directorship ;

5. Not being the auditor of the Company, parent company, subsidiaries, affiliates, major shareholders, or controlling persons of the Company and significant shareholders controlling persons or partner of the audit firm which employs the auditor of the Company, parent company, subsidiaries, affiliates, major shareholders, or controlling persons of the Company both at present and at least 2 years prior to taking the independent directorship ;

6. Not being any professional service providers including legal or financial consultants who receive annual service fee in the amount of more than Baht 2 Million from the Company, parent company, subsidiaries, affiliates, major shareholders, or controlling persons of the Company, and not being significant shareholders, controlling persons, or partners of such professional service providers both at present and at least 2 years prior to taking the independent directorship ;

7. Not representing the Company's directors, major shareholders, or shareholders connecting to major shareholders;

8. Not operating business with a conflict of interest with the Company, subsidiaries, or not being significant shareholders of the partnership, or not being director participating in management, an employee, a staff, a consultant who receive regular salary or holding shares more than 1% of the total outstanding voting shares of other companies having conflict of interest with the Company or subsidiaries ;

9. Not having any other characteristics which may obstruct the director to independently express his opinion regarding the Company's operation.

After the appointment, the Company's Independent Director may be authorized by the Board of Directors to make collective decisions on operating the Company, parent company, subsidiaries, affiliates, same-level subsidiaries, major shareholders, or controlling persons of the Company, whereby such actions are not deemed partaking in the management.

Position Combination or Separation

The Company has made this a policy that the Chairman of the Board of Directors shall not be the same individual who positions as the managing director, to ensure the check and balance and, so, made reviewing of work more transparent.

The Board of Directors appointed Independent Director served as Chairman of the Audit Committee and Audit Committee.

The Board of Directors appointed the Company Secretary Providing legal advice and different rules. The Commission will need to know and perform in the committee responsible for coordination and the implementation of Council resolution.

Sub - Committee

The Board of Directors appointed Directors who have the qualifications suitable to undertake, study and analyze details of various matters as assigned by the Board of Directors for sub-committees to take charge. Moreover, the Board of Directors also stipulated the qualification, element, term and duty of sub-committee in a clear manner. Presently, the Company has 1 sub-committee, consisting of The Audit Committee. The details of name list and responsibility are referred to in the section Management Structure.

Roles, Duties and Responsibilities of the Board of Directors

The Board of Directors consists of people who are knowledgeable, competent, skillful, experienced in business operation and understand very well the role and duty. This makes the work more effective.

As such, the Board of Directors participates in the vision, mission, strategy, target and business plan of the Company and also monitor, follow up and assess the result of business management and operation to be in line with objective and business plan worked effectively, according to rule, laws and regulations of each business unit under supervision and also related governmental unit, and also according to the resolution(s) from the Shareholder's meeting to maximize the economic value added to the business and also stability to the Shareholders, while at the same time take into account of all stakeholders at best.

The Board of Directors is aware of the importance of good corporate governance to increase transparency, competitiveness and confidence to the shareholders, the investors and the involved parties. So, it has prescribed the policy on good corporate governance and also revised and updated the policy on good corporate governance that are suitable for the business environments, by stipulating that the revision of good corporate governance policy shall be made at least 1 time per year.

The Company's Board of Directors, and management support Directors, executives, and staffs to endorse the corporate good governance by arranging communication channel of corporate good governance both from the orientation of new Directors and staff, as well as adding course content to the training.

Items that may have conflict of interest

The Company's Board of Directors carefully monitors to avoid any conflict of interest that may arise and also look into the related items, by stipulating in the policy and steps of approval for each item. Moreover, the Audit Committee propose to the Company's Board of Directors regarding the items that could cause conflict of interest. The Company's Board of Directors has been particularly careful when consideration is made, in accordance with criteria stipulated by stock exchange through the determination of price and condition as if such items are dealt with the outsiders (Arm's Length Basis) and disclose the inter-related items which are significance, item value, counterparty, reason/necessity in the annual report and annual information disclosure report.

In the meeting of Board of Directors, should the Directors have interest in the decision, the Chairman of the Board will request for Directors to abiding to the regulation and have Director informed to the meeting and is asked not to vote or voice opinion for the matter.

The Board of Directors is responsible for the accounting financial report auditing reliable.

The Board of Directors is responsible for the process of assessing the internal control and audit of good.

The Board of Directors is responsible for considering the risks that may occur and including the guidelines for a comprehensive risk management.

Board Meetings

As important is the duty of Directors to the Board meeting regularly and decided to learn the business of the Company. Each meeting will be set in advance a clear agenda. And may have a special meeting to consider a priority.

Performed in the President and the President joint review and approval in organizing the agenda of the Committee. The opportunity for each Committee can propose issues to the agenda of the meeting.

In 2017 the Commission has performed 12 times the number in each meeting were sent documents to advance the agenda of Directors have time to learn the issues adequately.

To consider various Managing Director, acting Chairman of the Board meetings open to comment freely. In the vote on the Board of Directors resolved to hold the majority. By the member shall have one vote by a voice. The director has an interest and will not attend or no vote on such matter.

The Committee, Executives attended the meeting in order to provide useful information and to receive direct policy can be implemented effectively.

At the end of the meeting. Company Secretary is responsible for preparing the minutes and distributed to the President consider signing verification. The certificate is offered in the Conference next meeting.

Self-Assessment Committee

Organizing Committee to evaluate their performance annually. Directors to consider the issue and continue to improve

Remuneration

Remuneration of Directors, in a manner that is comparable with the level of remuneration of directors of the Company with similar size in the same industry, considers the duties and responsibilities of each director. And will be subject to approval by the general meeting of shareholders.

Development directors and executives

(1) Council will promote and facilitate training and to educate stakeholders in corporate governance of the company, order to improve performance continuously.

(2) Committee will develop knowledge of regulatory agencies regularly and continuously.

(3) Every time a new director changes. Board of Directors determined that the management provides documents and information that are beneficial to the performance of the new directors. As well as provide guidance Business characteristics and business practices of the Company for new directors.

(4) The Managing Director report regularly to learn and develop succession plans ready to prepare a plan that continues to the succession in case they cannot perform.

Corporate Governance Practices that the Company can not comply

1. The Company's Chairman should be an independent director.

The Company's Chairman is not an independent director, as the Company has the belief that the Chairman should have the knowledge, expertise, and experience in the newspaper and publishing, as this would generate great benefit to the Company overall.

2. The Company should establish Remuneration and Recruiting Committees,

The Company has delegated the Board of Directors to be the Remuneration and Recruit Committees at the same time. In the past, the Board of Directors performed these duties in a most appropriate and efficient manner.

Dividend Payment Policy

Dividend Payment Policy of the Company

The Company declared a policy to pay dividend no less than 50% of the net profit after the deduction of the corporate income tax based on the separate financial statements by proposing that the dividends be paid on an annual basis the year following the Annual General Shareholders' Meeting.

Dividend Payment Policy of the Subsidiaries

As for the subsidiary companies, their dividend policies are considered in consistent with their propriety and in relation with the parent company's policy. However, their liquidity and investment policies will be taken into consideration in accordance with the declaration of the payment of dividend each year.

Inter-Transactions with Related Companies

The Company holds accounting transactions incurred with related entities. Such transactions, which have been concluded on commercial terms and bases agreed upon between the Company, subsidiaries, associates, related companies and related persons and are in ordinary course of business are summarized this appeared in the notes to financials no.5 : Inter-transactions with related companies

Financial Status and Performance Explanation and Analysis

Performance and Financial Status of Matichon Public Co., Ltd. and Subsidiaries

Performance

In 2017, the turnover of Matichon Plc. and its subsidiaries sees revenue from sales and services of 918.29 million baht. The amount decreases from the same period last year by 13.36 million baht, which is equivalent to 1.43%. The total cost of sales and services sums up to 633.94 million baht, which sees decrease of 52.21 million baht or equivalent to 7.61%. For the sales and management expenses of 2017, the total amount of 305.94 million baht is calculated. That decreases by 39.08 million baht, which is equivalent to 11.33%. This data shows that the company's cost of sales and expenses decrease is higher than its drop in revenue. Therefore, the company made a net profit of 89.78 million baht throughout 2017, despite the loss of 63.67 million baht at the same time last year. The rise of company's profit is attributed to the urge of the company to seek for new business opportunities, such as, becoming the leader of digital news reporters at full range and Thailand's number one news channel online, including breaking into the new media market to meet the need of modern consumers for rapid news communications. In addition, the company has made an investment in equity instruments that meet the market demand as a trading security. The company has already recognized a profit for 2017 of 79.00 million baht from the asset fair value adjustment of the investment.

Financial Status

As of 31 December 2017, Matichon Plc. and its subsidiaries have a total net asset of 1,784.97 million baht. The amount consists of current asset value of 1,078.00 million baht or equivalent to 60.39% of the total assets. The rest of that are mostly fixed assets, which are property and equipments with a net worth of 612.27 million baht (after deduction of accumulated depreciation) or equivalent to 34.30% of the total assets. Comparing to the total assets of the company and its subsidiaries on the same date in 2016, which was of 1,723.62 million baht, the increase of 61.35 million baht or equivalent to 3.94% is seen. Most of the value comes from the increase in temporary investment account with a worth of 169.03 million baht. A portion of the increase value of 79.00 million baht is the result of the fair value adjustment at the end of period.

In terms of liabilities, as of 31 December 2017, Matichon Plc. and its subsidiaries have a total value of liabilities of 311.12 million baht. Comparing to the liabilities of the previous year, which was of 328.81 million baht, it decreases by 17.69 million baht or equivalent to 5.38%. Comparing the ratio of liquidity between total assets and total liabilities, the company still sits at the ratio of 13.35:1. This shows that the company's liquidity is still good. Since the company and its subsidiaries had made profits throughout 2017, the price per share (Book Value) increases from the previous year from 7.52 baht per share in 2016 to 7.95 baht per share in 2017.

Financial Ratio

Profitability

In 2017, the company's gross margin equals to 30.96%, which has increased from 26.35% in 2016. The increase of the company's gross margin arises from the company's business plan adjustment in order to bring it in line with the current situation and strictness on expenses efficiency and effectiveness. Throughout 2017, the company had been trying to seek revenue by other means, especially by breaking into the new media market, amending its strategies in order to solve the situation, and making short-term investments to achieve more income other than from the main activities. It shows in the company's 2017 financial statement that the company has received profits from these temporary investments.

Liquidity Ratio and Financial Policy

Matichon Plc. and its subsidiaries have managed to maintain positive cash flows continuously. This results in the current ratio of 13.35:1 and 11.52:1 in 2017 and 2016 respectively. However, revenue from sales and services in 2017 will decrease from the previous year. So, the company has been trying to adjust its nature of business to be in conformity with the current situation, and control its expenses to economize costs. During the third quarter of 2016, the company established a project that encouraged its employee to resign voluntarily, which was quite successful. The company also amended its business structure, during the fourth quarter of 2017, by dissolving the production department and transportation department. This makes the company able to economize its expenses. With this amendment, the administrative department expects that the company will be able to make profits as before.

For financial policies, in the current situation that the company's liquidity is high, the company uses the excess of its liquidity for investments, which are divided into: an investment of 259.00 million baht (including asset fair value adjustment of 79.00 million baht) in equity instruments that meet the market demand as a trading security and a permanent deposit of 459.99 million baht to a bank for a term of 4-12 months.

Audit Fees

The company and its subsidiaries pay audit fee to

- Auditor of the company: amounted throughout the last fiscal year not to exceed 1,200,000 baht

- Audit firm of the auditor, person or business related to the auditor and the audit firm of the auditor: amounted throughout the last fiscal year to 0 baht.

In 2017, the company hired Sam Nak-Ngan A.M.C Co., Ltd. as the auditor of the company as appointed in the 2017 board meeting held on 25 April 2017. The auditor received payments from the company and its subsidiaries as follows :

1. Payment Details

Matichon Public Company Limited	655,000	THB
Khao-sod Company Limited	275,000	THB
Ngandee Company Limited	240,000	THB
Total	1,170,000	THB

2. Other service fees

Throughout the last fiscal year, the company and its subsidiaries have not received any non-audit service from Sam Nak-Ngan A.M.C Co., Ltd. or other business related to the auditor and Sam Nak-Ngan A.M.C Co., Ltd.

Report on Responsibilities of the Board of Directors towards the Financial Report

The company's board of directors realizes the significance of its duties and responsibilities in supervising the company's business to ensure good management in accordance with laws, objectives and regulation of the company, as well as resolutions of the shareholders meetings with integrity and prudence. The board of directors protects the benefits of the company, shareholders and general investors by ensuring that the company's financial report contains accurate and full accounting records that reflect the company's actual financial status and performance results.

The company's board of directors establishes the audit committee comprising independent directors fully qualified in accordance with the requirements of the Stock Exchange of Thailand to review and ensure accuracy and sufficiency of the financial report, including accurate and complete disclosure of connected transactions or transactions with possible conflict of interest, in compliance with the requirements of the Stock Exchange of Thailand and relevant rules and regulations. In this regard, the audit committee has already reported their performance to the company's board of directors.

The company's board of directors is of the opinion that the 2017 financial statements of the company and its subsidiaries, which have been reviewed by the audit committee in conjunction with the administrative department, and audited by the company's auditor, reflect accurate financial status and operational results as appropriate in material aspects in accordance with generally accepted accounting principles.



(Mr. Piyachart Mongkolchaisit)
Vice President



(Mr. Thakoon Boonparn)
Managing Director





INDEPENDENT AUDITOR'S REPORT

To the Shareholders of MATICHON PUBLIC COMPANY LIMITED

Opinion

I have audited the accompanying consolidated and the separate financial statements of MATICHON PUBLIC COMPANY LIMITED and its subsidiary companies ("The Group") and also of MATICHON PUBLIC COMPANY LIMITED only, respectively, which comprise the consolidated and the separate statements of financial positions as at December 31, 2017, and the related consolidated and the separate statements of comprehensive income, changes in shareholders' equity and cash flows for the year then ended, and the consolidated and the separate notes to financial statements including a summary of significant accounting policies and other explanatory notes.

In my opinion, the consolidated and the separate financial statements referred to above present fairly, in all material respects, the consolidated and the separate financial position of MATICHON PUBLIC COMPANY LIMITED and its subsidiary companies and also of MATICHON PUBLIC COMPANY LIMITED only, respectively, as at December 31, 2017, of their consolidated and the separate financial performance and cash flows for the year then ended in accordance with Thai Financial Reporting Standards.

Basis for opinion

I conducted my audit in accordance with Thai Standards on Auditing. My responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of my report. I am independent of the Group in accordance with the Code of Ethics for Professional Accountants as issued by the Federation of Accounting Professions as relevant to my audit of the consolidated and the separate financial statements, and I have fulfilled my other ethical responsibilities in accordance with the Code. I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

Key audit matters

Key audit matters are those matters that, in my professional judgment, were of most significance in my audit of the consolidated and separate financial statements of the current period. These matters were addressed in the context of my audit of the consolidated and separate financial statements as a whole, and in forming my opinion thereon, and I do not provide a separate opinion on these matters.

Allowance for doubtful accounts

As at December 31, 2017, The Group's trade and other receivables in the amount of Baht 179.52 million and allowance for doubtful accounts in the amount of Baht 36.46 million. (Note 7) Trade and other receivables are shown at cost net of allowance for doubtful accounts and estimated of allowance for returned book, then The management must exercise judgment in determining the allowance for doubtful accounts. The receivables are expected to be paid based on historical net debt, age overdue, the payments after the date of the financial statements. The collection and the ability to pay the debt of the debtor after the date of the financial statements are expected to occur.

How my audit addressed the key audit matter

I have been convinced about the appropriateness of the assumptions that the management uses to calculate the allowance for doubtful accounts is determined by testing the aging of accounts receivable aging analysis, the management and review of relevant documents, the cause of the receivables that are overdue. Dunning check for repayment after the period end. Check to compare the number of debtors who are at risk may not be paid or unpaid for a long time compared to the indebtedness of the Group recorded an allowance for doubtful whether it is appropriate or not.

Other information

Management is responsible for the other information. The other information comprises the information included in the annual report, but does not include the consolidated and separate financial statements and my auditor's report thereon the annual report I expected to be made available to us after the date of this auditor's report.

My opinion on the consolidated and separate financial statements does not cover the other information and I will not express any form of assurance conclusion thereon.

In connection with my audit of the consolidated and separate financial statements, my responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the consolidated and separate financial statements or my knowledge obtained in the audit, or otherwise appears to be materially misstated.

When I read the annual report of the Group, if I conclude that there is a material misstatement therein, I am required to communicate the matter to those charged with governance for correction of the misstatement.

Responsibilities of management and those charged with governance for the financial statements

Management is responsible for the preparation and fair presentation of the consolidated and separate financial statements in accordance with Thai Financial Reporting Standards, and for such internal control as management determines is necessary to enable the preparation of consolidated and separate financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the consolidated and separate financial statements, management is responsible for assessing the Group's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Group or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Group's financial reporting process.

Auditor's responsibilities for the audit of the financial statements

My objectives are to obtain reasonable assurance about whether the consolidated and separate financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes my opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Thai Standards on Auditing will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these consolidated and separate financial statements.

As part of an audit in accordance with Thai Standards on Auditing, I exercise professional judgment and maintain professional skepticism throughout the audit. I also :-

- Identify and assess the risks of material misstatement of the consolidated and separate financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for my opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Group's and the Company internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Group's ability to continue as a going concern. If I conclude that a material uncertainty exists, I am required to draw attention in my auditor's report to the related disclosures in the consolidated and separate financial statements or, if such disclosures are inadequate, to modify my opinion. My conclusions are based on the audit evidence obtained up to the date of my auditor's report. However, future events or conditions may cause the Group and the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the consolidated and separate financial statements, including the disclosures, and whether the consolidated and separate financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the Group to express an opinion on the consolidated financial statements. I am responsible for the direction, supervision and performance of the group audit. I remain solely responsible for my audit opinion.

I communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that I identify during my audit.

I also provide those charged with governance with a statement that I have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on my independence, and where applicable, related safeguards.

From the matters communicated with those charged with governance, I determine those matters that were of most significance in the audit of the consolidated and separate financial statements of the current period and are therefore the key audit matters. I describe these matters in my auditor's report unless law or regulation precludes public disclosure about the matter or when, in extremely rare circumstances, I determine that a matter should not be communicated in my report because the adverse consequences of doing so would reasonably be expected to outweigh the public interest benefits of such communication.

The engagement partner on the audit resulting in this independent auditor's report is

SAM NAK-NGAN A.M.C. Co., Ltd.



(Mr. Ampol Chamnongwat)

Certified Public Accountant Registration No. 4663

Bangkok,
February 27, 2018

MATICHON PUBLIC COMPANY LIMITED AND ITS SUBSIDIARY COMPANIES

STATEMENTS OF FINANCIAL POSITION

As at December 31, 2017

(Unit : Baht)

	Notes	Consolidated financial statements		Separate financial statements	
		2017	2016	2017	2016
Assets					
Current assets					
Cash and cash equivalent items		93,794,251.19	171,286,963.86	46,893,590.38	79,542,700.76
Temporary investments	6	718,991,268.28	549,965,066.68	413,947,802.22	364,624,070.63
Trade and other accounts receivable	5.1 and 7	179,524,041.44	161,004,083.04	182,216,860.95	208,298,296.73
Inventories	8	50,600,157.04	85,171,829.70	13,050,152.62	25,085,955.14
Other current assets		35,090,314.20	28,548,996.10	31,917,460.21	22,232,075.82
Total current assets		1,078,000,032.15	995,976,939.38	688,025,866.38	699,783,099.08
Non-current assets					
Investments in subsidiary companies	9	-	-	250,000,000.00	250,000,000.00
Investments properties	10	22,900,909.56	-	1,436,620.89	1,436,620.89
Property, plant and equipment	11	612,270,880.62	661,120,594.92	413,042,140.71	428,712,768.42
Intangible assets	12	7,327,703.24	8,028,219.27	6,877,681.24	7,559,814.93
Deferred tax assets	13	57,988,196.14	51,417,618.30	41,122,538.69	34,914,000.43
Other non-current assets	14	6,479,006.59	7,077,730.56	4,360,848.23	3,672,944.50
Total non-current assets		706,966,696.15	727,644,163.05	716,839,829.76	726,296,149.17
Total assets		1,784,966,728.30	1,723,621,102.43	1,404,865,696.14	1,426,079,248.25

(Reclassified)

Notes to the financial statements are an integral part of the above financial statements.

MATCHON PUBLIC COMPANY LIMITED AND ITS SUBSIDIARY COMPANIES

STATEMENTS OF FINANCIAL POSITION

As at December 31, 2017

(Unit : Baht)

	Notes	Consolidated financial statements 2017	2016	Separate financial statements 2017	2016
Liabilities and shareholders' equity					
Current liabilities					
Short-term loans from financial institutions	15 and 16	-	8,456,640.19	-	8,456,640.19
Trade and other accounts payable	5.1 and 17	65,613,634.23	68,104,773.87	42,087,557.75	49,865,938.71
Other current liabilities		15,154,355.68	9,860,547.88	7,575,467.64	7,157,575.43
Total current liabilities		80,767,989.91	86,421,961.94	49,663,025.39	65,480,154.33
Non-current liabilities					
Employee benefit obligations	18	227,199,691.33	239,922,253.09	172,297,301.86	180,185,468.00
Other non-current liabilities		3,156,908.00	2,468,103.00	-	-
Total non-current liabilities		230,356,599.33	242,390,356.09	172,297,301.86	180,185,468.00
Total liabilities		311,124,589.24	328,812,318.03	221,960,327.25	245,665,622.33
Shareholders' equity					
Share capital	19				
Authorized share capital					
225,349,200 ordinary shares @ 1.00 Baht		225,349,200.00	225,349,200.00	225,349,200.00	225,349,200.00
Issued and Paid-up Share Capital					
185,349,200 ordinary shares @ 1.00 Baht		185,349,200.00	185,349,200.00	185,349,200.00	185,349,200.00
Premium on ordinary shares	20	585,000,000.00	585,000,000.00	585,000,000.00	585,000,000.00
Retained earnings					
Appropriated					
Legal reserve	20	44,000,000.00	44,000,000.00	44,000,000.00	44,000,000.00
Unappropriated		659,492,939.06	580,459,584.40	368,556,168.89	366,064,425.92
Total shareholders' equity		1,473,842,139.06	1,394,808,784.40	1,182,905,368.89	1,180,413,625.92
Total liabilities and shareholders' equity		1,784,966,728.30	1,723,621,102.43	1,404,865,696.14	1,426,079,248.25

Notes to the financial statements are an integral part of the above financial statements.

MATCHON PUBLIC COMPANY LIMITED AND ITS SUBSIDIARY COMPANIES
STATEMENTS OF COMPREHENSIVE INCOME

For the year ended December 31, 2017

(Unit : Baht)

	Notes	Consolidated financial statements		Separate financial statements	
		2017	2016	2017	2016
Revenue from sales and services	21	918,290,840.70	931,646,706.77	642,309,962.80	680,724,932.34
Cost of sales and services	8	(633,942,772.02)	(686,153,108.56)	(503,442,353.02)	(584,025,313.10)
Gross profit		284,348,068.68	245,493,598.21	138,867,609.78	96,699,619.24
Other income		39,234,000.71	51,496,610.35	30,768,411.09	29,284,039.01
Gain on temporary investments	6	79,000,000.00	-	39,500,000.00	-
Selling expenses		(95,531,958.81)	(109,738,910.84)	(26,049,490.17)	(20,693,969.10)
Administrative expenses		(210,406,885.39)	(235,279,405.63)	(171,819,663.61)	(158,559,189.53)
Finance costs		(61,077.32)	(85,143.09)	(6,555.19)	(19.67)
Profit (loss) before income tax		96,582,147.87	(48,113,251.00)	11,260,311.90	(53,269,520.05)
Income tax revenues (expenses)	23.1	(6,799,481.49)	(15,556,342.11)	3,213,116.83	(10,789,523.92)
Profit (loss) for the year		89,782,666.38	(63,669,593.11)	14,473,428.73	(64,059,043.97)
Other comprehensive income					
Actuarial gain (loss) arising from defined benefit plan	18	(16,751,745.22)	31,256,658.38	(14,977,107.19)	17,727,461.33
Income tax relevance with other comprehensive income	23.2	3,350,349.04	(6,251,331.68)	2,995,421.43	(3,545,492.27)
Reversal employee benefit obligations		2,652,084.46	-	-	-
Other comprehensive income for the year-net of income tax		(10,749,311.72)	25,005,326.70	(11,981,685.76)	14,181,969.06
Total comprehensive income for the year		79,033,354.66	(38,664,266.41)	2,491,742.97	(49,877,074.91)
Basic earning (loss) per share	24	0.48	(0.34)	0.08	(0.35)

Notes to the financial statements are an integral part of the above financial statements.

MATICHON PUBLIC COMPANY LIMITED AND ITS SUBSIDIARY COMPANIES
CONSOLIDATED STATEMENTS OF CHANGES IN SHAREHOLDERS' EQUITY

For the year ended December 31, 2017

(หน่วย : บาท)

	Issued and Paid-up Share Capital	Premium on Ordinary Shares	Retained Earnings		Total
			Appropriated Legal Reserve	Unappropriated	
Balance as at January 1, 2016	185,349,200.00	585,000,000.00	44,000,000.00	619,123,850.81	1,433,473,050.81
Loss for the year	-	-	-	(63,669,593.11)	(63,669,593.11)
Other comprehensive income for the year	-	-	-	25,005,326.70	25,005,326.70
Total comprehensive income for the year	-	-	-	(38,664,266.41)	(38,664,266.41)
Balance as at December 31, 2016	185,349,200.00	585,000,000.00	44,000,000.00	580,459,584.40	1,394,808,784.40
Profit for the year	-	-	-	89,782,666.38	89,782,666.38
Other comprehensive income for the year	-	-	-	(10,749,311.72)	(10,749,311.72)
Total comprehensive income for the year	-	-	-	79,033,354.66	79,033,354.66
Balance as at December 31, 2017	185,349,200.00	585,000,000.00	44,000,000.00	659,492,939.06	1,473,842,139.06

Notes to the financial statements are an integral part of the above financial statements.

MATICHON PUBLIC COMPANY LIMITED AND ITS SUBSIDIARY COMPANIES
SEPARATE STATEMENT OF CHANGES IN SHAREHOLDERS' EQUITY

For the year ended December 31, 2017

	Issued and Paid-up Share Capital	Premium on Ordinary Shares	Retained Earnings		Total
			Appropriated Legal Reserve	Unappropriated	
Balance as at January 1, 2016	185,349,200.00	585,000,000.00	44,000,000.00	415,941,500.83	1,230,290,700.83
Loss for the year	-	-	-	(64,059,043.97)	(64,059,043.97)
Other comprehensive income for the year	-	-	-	14,181,969.06	14,181,969.06
Total comprehensive income for the year	-	-	-	(49,877,074.91)	(49,877,074.91)
Balance as at December 31, 2016	185,349,200.00	585,000,000.00	44,000,000.00	366,064,425.92	1,180,413,625.92
Profit for the year	-	-	-	14,473,428.73	14,473,428.73
Other comprehensive income for the year	-	-	-	(11,981,685.76)	(11,981,685.76)
Total comprehensive income for the year	-	-	-	2,491,742.97	2,491,742.97
Balance as at December 31, 2017	185,349,200.00	585,000,000.00	44,000,000.00	368,556,168.89	1,182,905,368.89

(Unit : Baht)

Notes to the financial statements are an integral part of the above financial statements.

MATICHON PUBLIC COMPANY LIMITED AND ITS SUBSIDIARY COMPANIES

STATEMENTS OF CASH FLOWS

For the year ended December 31, 2017

(Unit : Baht)

	Consolidated financial statements		Separate financial statements	
	2017	2016	2017	2016
Cash flow from operating activities				
Gain (loss) before income tax	96,582,147.87	(48,113,251.00)	11,260,311.90	(53,269,520.05)
Adjustments to reconcile profit (loss) before income tax for cash received (paid) from operation				
Reveral doubtful debts-trade receivables	(767,650.90)	(3,755,317.72)	(370,548.98)	(122,810.73)
Loss from reduce debt to subsidiary company	-	-	35,584,184.00	-
Bad debt	-	277,953.09	-	277,953.09
Reversal provision for discount on returned books	(6,949,597.57)	(4,349,107.22)	(439,758.00)	(91,155.00)
Depreciation	34,575,011.87	42,215,012.65	23,783,672.69	29,907,659.83
Amortization of intangible asset	3,388,744.29	4,760,629.10	3,370,361.95	4,591,229.72
Loss from write-off intangible asset	-	38,926.72	-	-
Gain from disposal of assets	(2,512,585.41)	(2,183,840.29)	(922,789.16)	(1,061,547.45)
Loss from write-off of asset	2.00	31.00	-	31.00
Loss from declining in value of inventories (reversal)	11,752,172.47	(5,398,486.82)	-	-
Reversal estimated cost of returned book	1,449,341.36	1,758,975.08	-	-
Unrealized gain on temporary investments	(79,000,000.00)	-	(39,500,000.00)	-
Employee benefit obligations expenses	18,376,253.00	23,572,034.00	13,552,873.00	16,612,782.00
Interest income	(7,885,160.58)	(11,141,051.42)	(5,198,851.13)	(7,185,830.86)
Interest expense	6,754.46	425.61	6,271.00	19.67
Gain (loss) from operation before changes in operating assets and liabilities	69,015,432.86	(2,317,067.22)	41,125,727.27	(10,341,188.78)
Operating assets (increase) decrease				
Trade and other accounts receivables	(7,900,467.13)	13,300,849.99	(7,369,797.43)	(4,532,131.65)
Inventories	21,370,158.83	(13,513,145.27)	12,035,802.52	(8,818,493.86)
Other current assets	2,781,693.24	(85,447.62)	(362,373.05)	7,229.47
Other non-current assets	(884,794.78)	254,782.68	(687,903.73)	233,058.66
Operating liabilities increase (decrease)				
Trade and other accounts payables	162,069.82	16,705,024.67	7,777,255.96	(3,235,761.07)
Other current liabilities	146,056.59	(5,330,569.15)	417,892.21	(5,304,917.21)
Employee benefit obligations	(47,850,559.98)	(51,965,398.53)	(36,418,146.33)	(34,364,595.67)
Other non-current liabilities	688,805.00	(101,259.00)	-	-
Cash received (paid) from operation	37,528,394.45	(76,462,278.79)	963,945.50	(66,356,800.11)
Cash paid for income tax	(14,194,970.42)	(12,360,755.07)	(9,323,011.34)	(9,405,271.10)
Cash received from income tax	-	13,986,461.87	-	10,794,630.28
Net cash received from (used in) operating activities	23,333,424.03	(74,836,571.99)	(8,359,065.84)	(64,967,440.93)

Notes to the financial statements are an integral part of the above financial statements.

MATICHON PUBLIC COMPANY LIMITED AND ITS SUBSIDIARY COMPANIES

STATEMENTS OF CASH FLOWS

For the year ended December 31, 2017

(Unit : Baht)

	Consolidated financial statements		Separate financial statements	
	2017	2016	2017	2016
Cash flow from investing activities				
(Increase) decrease in temporary investments	(90,026,201.60)	19,046,623.58	(9,823,731.59)	19,760,082.46
Cash paid for purchases of fixed assets	(10,491,539.60)	(2,087,340.90)	(8,114,741.79)	(1,810,787.44)
Cash received from disposal of fixed assets	4,377,915.88	3,684,380.37	924,485.97	1,061,593.45
Cash paid for purchases of intangible asset	(2,688,228.26)	(759,864.09)	(2,688,228.26)	(759,864.09)
Cash received from interest	6,466,436.53	11,080,095.50	3,876,207.32	7,160,979.71
Net cash received from (used in) investing activities	(92,361,617.05)	30,963,894.46	(15,826,008.35)	25,412,004.09
Cash flow from financing activities				
Increase (decrease) in short-term loans from financial institutions	(8,456,640.19)	8,456,640.19	(8,456,640.19)	8,456,640.19
Cash paid for interest expense	(6,754.46)	(425.61)	(6,271.00)	(19.67)
Dividend paid	(1,125.00)	-	(1,125.00)	-
Net cash received from (used in) financing activities	(8,464,519.65)	8,456,214.58	(8,464,036.19)	8,456,620.52
Cash and cash equivalent items decrease-net	(77,492,712.67)	(35,416,462.95)	(32,649,110.38)	(31,098,816.32)
Cash and cash equivalent items at the beginning of the year	171,286,963.86	206,703,426.81	79,542,700.76	110,641,517.08
Cash and cash equivalent items at the ending of the year	93,794,251.19	171,286,963.86	46,893,590.38	79,542,700.76
<u>Additional disclosure :</u>				
1. Items not affecting cash flow are as follows :-				
- Transfer of long-term investments within 1 year to temporary investment	-	10,000,000.00	-	-
- Write-off allowance for doubtful debts with trade accounts receivable	-	1,803,089.98	-	1,021,454.98
- Actuarial gain (loss) arising from defined benefit plan	(16,751,745.22)	31,256,658.38	(14,977,107.19)	17,727,461.33
- Transfer of other current asset to other non - current asset	-	103,710.28	-	-
- Transferred property, plant and equipment to investment properties	22,900,909.56	-	-	-
2. Cash and equivalents are consisted of :				
- Cash	3,167,325.00	2,486,572.75	2,117,657.00	1,996,144.25
- Cheque on hand	5,118,963.63	3,366,952.50	3,007,764.33	1,089,010.85
- Saving deposit accounts	67,537,163.38	60,059,773.01	27,988,115.67	27,729,188.90
- Current deposit accounts	3,746,846.60	1,218,320.53	(443,899.20)	(4,217,714.25)
- Fixed deposit accounts no more than 3 months	83,819.62	10,083,046.02	83,819.62	10,083,046.02
- All high liquidity investments	14,140,132.96	94,072,299.05	14,140,132.96	42,863,024.99
Total	93,794,251.19	171,286,963.86	46,893,590.38	79,542,700.76

Notes to the financial statements are an integral part of the above financial statements.

MATICHON PUBLIC COMPANY LIMITED AND ITS SUBSIDIARY COMPANIES
NOTES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED DECEMBER 31, 2017

1. General information

The Company was registered as a public company on December 2, 1993, registration number 0107536001451. Its office is located at 12 Tethsaban-Narueman Road, Prachanivate 1, Ladyao, Chatuchuk, Bangkok, Thailand.

The Company's main business activities are publishing newspapers, pocket books and journal, advertisement service and preparation of all types of advertising media including engagement of all types of advertising material, engagement of organizer for exhibition and various activities, and also providing training service and various seminar.

2. Basis of financial statement preparation

2.1 The financial statements are issued for reporting purposes to be used in Thailand are prepared in the Thai language. This English translation of the financial statements has been prepared for the convenience of readers not conversant with the Thai language.

2.2 The consolidated and the separate financial statements were prepared in accordance with the generally accepted accounting principles under the Accounting Act B.E. 2543, which include the already announced accounting standards, financial reporting standards and their interpretation including accounting guidance issued by the Federation of Accounting Professionals ("FAP") established under the Accounting Professions Act B.E. 2547 and regulations in accordance with the determination of the Office of the Securities and Exchange Commission on the subject of preparation and presentation of the financial reports.

The presentation of financial statements is in accordance with the determination stated in the Notification of the Department of Business Development dated September 28, 2011, issued under the Accounting Act, B.E. 2543.

These financial statements were prepared by using historical cost basis except those disclosed otherwise in the accounting policies.

2.3 New financial reporting standards

2.3.1 New and revised TFRS that became effective in the current period

During the year, the Group adopted a number of new and revised Thai financial reports standards (TFRS) and interpretations, issued by the FAP, that is effective for fiscal years beginning on or after January 1, 2017, as listed below.

Reference standard No.	Name
<u>Thai Accounting Standards (TAS)</u>	
TAS 1 (revised 2016)	Presentation of Financial Statements
TAS 2 (revised 2016)	Inventories
TAS 7 (revised 2016)	Statement of Cash Flows
TAS 8 (revised 2016)	Accounting Policies, Changes in Accounting Estimate and Errors
TAS 10 (revised 2016)	Events After the Reporting Period
TAS 11 (revised 2016)	Construction Contracts
TAS 12 (revised 2016)	Income Taxes
TAS 16 (revised 2016)	Property, Plant and Equipment
TAS 17 (revised 2016)	Leases
TAS 18 (revised 2016)	Revenue
TAS 19 (revised 2016)	Employee Benefits
TAS 20 (revised 2016)	Accounting for Government Grants and Disclosure of Government Assistance
TAS 21 (revised 2016)	The Effects of Changes in Foreign Exchange Rates
TAS 23 (revised 2016)	Borrowing Costs
TAS 24 (revised 2016)	Related Party Disclosures
TAS 26 (revised 2016)	Accounting and Reporting by Retirement Benefit Plans
TAS 27 (revised 2016)	Separate Financial Statements
TAS 28 (revised 2016)	Investments in Associates and Joint Ventures
TAS 29 (revised 2016)	Financial Reporting in Hyperinflationary Economies
TAS 33 (revised 2016)	Earnings per Share
TAS 34 (revised 2016)	Interim Financial Reporting
TAS 36 (revised 2016)	Impairment of Assets
TAS 37 (revised 2016)	Provisions, Contingent Liabilities and Contingent Assets
TAS 38 (revised 2016)	Intangible Assets
TAS 40 (revised 2016)	Investment Property
TAS 41 (revised 2016)	Agriculture
TAS 104 (revised 2016)	Accounting for Troubled Debt Restructuring
TAS 105 (revised 2016)	Accounting for Investments in Debt and Equity Securities
TAS 107 (revised 2016)	Financial Instruments Disclosure and Presentation

Reference standard No.

Name

Thai Financial Reporting Standards (TFRS)

TFRS 2 (revised 2016)	Share-based Payment
TFRS 3 (revised 2016)	Business Combinations
TFRS 4 (revised 2016)	Insurance Contracts
TFRS 5 (revised 2016)	Non-current Assets Held for Sale and Discounted Operations
TFRS 6 (revised 2016)	Exploration for and Evaluation of Mineral Resources
TFRS 8 (revised 2016)	Operating Segments
TFRS 10 (revised 2016)	Consolidated Financial Statements
TFRS 11 (revised 2016)	Joint Arrangements
TFRS 12 (revised 2016)	Disclosure of Interests in Other Entities
TFRS 13 (revised 2016)	Fair Value Measurement

Thai Accounting Standard Interpretations (TSIC)

TSIC 10 (revised 2016)	Government Assistance-No Specific Relation to Operating Activities
TSIC 15 (revised 2016)	Operating Leases-Incentives
TSIC 25 (revised 2016)	Income Taxes-Changes in the Tax Status of an Enterprise or its Shareholders
TSIC 27 (revised 2016)	Evaluating the Substance of Transactions in the Legal Form of a Lease
TSIC 29 (revised 2016)	Service Concession Arrangements: Disclosures
TSIC 31 (revised 2016)	Revenue-Barter Transactions involving Advertising Services
TSIC 32 (revised 2016)	Intangible Assets-Web Site Costs

Thai Financial Reporting Interpretations (TFRIC)

TFRIC 1 (revised 2016)	Changes in Existing Decommissioning, Restoration and Similar Liabilities
TFRIC 4 (revised 2016)	Determining whether an Arrangement contains a Lease
TFRIC 5 (revised 2016)	Rights to Interests Arising from Decommissioning, Restoration and Environmental Rehabilitation Funds
TFRIC 7 (revised 2016)	Applying the Restatement Approach under TAS 29 (revised 2016) Financial Reporting in Hyperinflationary Economies
TFRIC 10 (revised 2016)	Interim Financial Reporting and Impairment
TFRIC 12 (revised 2016)	Service Concession Arrangements
TFRIC 13 (revised 2016)	Customer Loyalty Programmer
TFRIC 14 (revised 2016)	TAS 19-The Limit on a Defined Benefit Asset, Minimum Funding Requirement and their Interaction
TFRIC 15 (revised 2016)	Agreements for the Construction of Real Estate
TFRIC 17 (revised 2016)	Distributions of Non-cash Assets to Owners
TFRIC 18 (revised 2016)	Transfers of Assets from Customers
TFRIC 20 (revised 2016)	Stripping Costs in the Production Phase of a Surface Mine
TFRIC 21 (revised 2016)	Levies

2.3.2 New and revised financial reporting standards not yet effective

The Federation of Accounting Professions has published new and revised accounting standards, financial reporting standards, interpretations accounting standards, interpretations financial reporting standards and accounting practices that are mandatory for annual periods beginning on or after January 1, 2018. The Group has not yet early adopted these new and revised financial reporting standards which are as follows:-

Reference standard No.	Name
<u>Thai Accounting Standards (TAS)</u>	
TAS 1 (revised 2017)	Presentation of Financial Statements
TAS 2 (revised 2017)	Inventories
TAS 7 (revised 2017)	Statement of Cash Flows
TAS 8 (revised 2017)	Accounting Policies, Changes in Accounting Estimate and Errors
TAS 10 (revised 2017)	Events After the Reporting Period
TAS 11 (revised 2017)	Construction Contracts
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TAS 17 (revised 2017)	Property, Plant and Equipment
TAS 17 (revised 2017)	Leases
TAS 18 (revised 2017)	Revenue
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TAS 21 (revised 2017)	The Effects of Changes in Foreign Exchange Rates
TAS 23 (revised 2017)	Borrowing Costs
TAS 24 (revised 2017)	Related Party Disclosures
TAS 27 (revised 2017)	Accounting and Reporting by Retirement Benefit Plans
TAS 27 (revised 2017)	Separate Financial Statements
TAS 28 (revised 2017)	Investments in Associates and Joint Ventures
TAS 29 (revised 2017)	Financial Reporting in Hyperinflationary Economies
TAS 33 (revised 2017)	Earnings per Share
TAS 34 (revised 2017)	Interim Financial Reporting
TAS 37 (revised 2017)	Impairment of Assets
TAS 37 (revised 2017)	Provisions, Contingent Liabilities and Contingent Assets
TAS 38 (revised 2017)	Intangible Assets
TAS 40 (revised 2017)	Investment Property
TAS 41 (revised 2017)	Agriculture

Reference standard No.

Name

Thai Financial Reporting Standards (TFRS)

TFRS 2 (revised 2017)	Share-based Payment
TFRS 3 (revised 2017)	Business Combinations
TFRS 4 (revised 2017)	Insurance Contracts
TFRS 5 (revised 2017)	Non-current Assets Held for Sale and Discounted Operations
TFRS 6 (revised 2017)	Exploration for and Evaluation of Mineral Resources
TFRS 8 (revised 2017)	Operating Segments
TFRS 10 (revised 2017)	Consolidated Financial Statements
TFRS 11 (revised 2017)	Joint Arrangements
TFRS 12 (revised 2017)	Disclosure of Interests in Other Entities
TFRS 13 (revised 2017)	Fair Value Measurement

Thai Accounting Standard Interpretations (TSIC)

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TFRIC 7 (revised 2017)	Applying the Restatement Approach under TAS 29 (revised 2017) Financial Reporting in Hyperinflationary Economies
TFRIC 10 (revised 2017)	Interim Financial Reporting and Impairment
TFRIC 12 (revised 2017)	Service Concession Arrangements
TFRIC 13 (revised 2017)	Customer Loyalty Programmes
TFRIC 14 (revised 2017)	TAS 19-The Limit on a Defined Benefit Asset, Minimum Funding Requirement and their Interaction
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TFRIC 18 (revised 2017)	Transfers of Assets from Customers
TFRIC 20 (revised 2017)	Stripping Costs in the Production Phase of a Surface Mine
TFRIC 21 (revised 2017)	Levies

The management of the Group believes that above financial reporting standards will not have any significant impact on the financial statements in the year of initial application.

- 2.4 Certain transactions in the Separate Financial Statements position as at January 1, 2016 and December 31, 2016, have been reclassified to correspond with the presentation of the financial statements for the year ended December 31, 2017, with no effect to the reported total comprehensive income for the year or shareholders' equity. The reclassifications comprised of the following:

(Unit : Baht)

	Separate financial statements		
	Before reclassified	Reclassified increase(decrease)	After reclassified
Financial Statements positions as at 1 January 1, 2016			
Investment property	-	1,436,620.89	1,436,620.89
Property, plant and equipment	430,149,389.31	(1,436,620.89)	428,712,768.42
Financial Statements positions as at 1 January 31,2016			
Investment property	-	1,436,620.89	1,436,620.89
Property, plant and equipment	430,149,389.31	(1,436,620.89)	428,712,768.42

- 2.5 Preparation of the financial statements in conformity with Generally Accepted Accounting Principles requires management to make estimates and assumptions that affect the application of policies and reported amounts of assets, liabilities, income and expenses. The estimates and underlying assumptions are resulted from experience and other factors that the management has reasonably assurance under such circumstance. Actual results may differ from these estimates.

Estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognized in the period in which estimates are revised and in any future periods affected the significant estimates and assumptions are as follows:-

Lease agreement

In determining whether a lease is to be classified as an operating lease or financing lease, the management is required to use judgment regarding whether significant risk and rewards of ownership of the leased asset have been transferred, taking into consideration terms and conditions of the arrangement.

Allowance for doubtful accounts-trade receivables

In determining an allowance for doubtful accounts-trade receivables, the management needs to make judgment and estimates based upon, among other things, past collection history, aging profile of outstanding debts and the prevailing economic condition.

Reduction of inventories to become net realizable value

In estimating the reduction of inventories to become net realizable value, the management uses the discretion in estimating the net realizable value of inventories. The sum of money expected to receive from inventories is considered from the change in sale price or cost directly related to the events occurring after of report period.

Provision for discount from returned goods

In determining a provision for discount from returned goods, the management makes a provision for discount from returned goods according to sale condition.

Estimated cost of returned books

In estimating the cost of returned books, the management uses the discretion in estimating the cost of returned books from the book returned according to sale condition which calculated from average cost of goods sold rate multiply provision for discount from returned books.

Investment properties, property, plant and equipment and depreciation

In determining depreciation of investment properties, property, plant and equipment, the management is required to make estimates of the useful lives and residual values of investment properties, property, plant and equipment and to review estimate useful lives and residual values when there are any changes.

In addition, the management is required to review investment properties, property, plant and equipment for impairment on a periodical basis and record impairment losses in the period when it is determined that their recoverable amount is lower than the carrying amount. This requires judgments regarding forecast of future revenues and expenses relating to the assets subject to the review.

Intangible assets and amortization

Intangibles are systematically amortized over their estimated useful lives, and are subject to impairment if there is an indication they may be impaired.

Deferred tax assets

Deferred tax assets are recognized for deductible temporary differences and unused tax losses to the extent that it is probable that taxable profit will be available against which the temporary differences and losses can be utilized. Significant management judgment is required to determine the amount of deferred tax assets that can be recognized, based upon the likely timing and level of estimate future taxable profits.

Post employment benefits

The obligation under defined benefit plan is determined based on actuarial valuations. Inherent within these calculations are assumptions as to discount rates, future salary increases, mortality rates and other demographic factors. In determining the appropriate discount rate, an independent actuary selects an interest rate that reflects the current economic situation. The mortality rate is based on publicly available mortality tables for the country. However, actual post-retirement costs may ultimately differ from these estimates.

Other estimates are disclosed under related caption in these notes to financial statements.

3. Basis of the consolidation financial statements preparation

- 3.1 The consolidated financial statements have been prepared by consolidating the financial statements of the Company and of two subsidiary companies (collectively called the “The Group”). The detail of the structure and shareholding ratio of the Group is as follows:-

Company's name	Type of business	Relationship	Percentage of shareholdings		Country
			As at		
			December 31, 2017	December 31, 2016	
NGANDEE CO.,LTD.	Printed media sales	Subsidiary	99.96%	99.96%	THAILAND
KHAO-SOD CO.,LTD.	Printed media sales, advertising sales and exhibition arrangement	Subsidiary	99.99%	99.99%	THAILAND

- 3.2 Subsidiaries are entities controlled by the Company. Control exists when the Company has the power, directly or indirectly, to govern the financial and operating policies of an entity so as to obtain benefits from its activities. The financial statements of subsidiaries are included in the consolidated financial statements from the date that control commences until the date that control ceases.
- 3.3 The consolidated financial statements have been prepared using the same accounting policy for the same accounting items and other events in the similar situation.
- 3.4 The accounting periods of subsidiary companies ended the same date as that of Matichon Public Company Limited.
- 3.5 The consolidated financial statements combine the accounts of the Company and subsidiary companies after eliminating inter-company transaction items. The balances between the Company and subsidiary companies, significant intra-group transactions, investments in subsidiary companies and share capital of subsidiary companies have already been eliminated from the consolidated financial statements.

4. Summary of significant accounting policies

The significant accounting policies of the Group can be summarized as follows :

- 4.1 Cash and cash equivalents consist of cash in hand and at banks, and all highly liquidity investments with an original maturity of three months or less and not subject to withdrawal restrictions.
- 4.2 Trade and other accounts receivable are shown at the net realizable value, allowance for doubtful accounts are calculated as a percentage from aging of account receivable overdue more than 12 month and future expectations of customer payment from uncollectability.
- 4.3 Estimates the allowance for returned book which were estimated by consideration from the rate of books returned compared with the average delivery rate in the past and the consignment of the book.
- 4.4 Inventories are recorded at cost under FIFO method or net realizable value, whichever is the lower. Inventories of pocket books are valued at cost using the specific method.

Net realizable value is the estimated selling price in the ordinary course of business less the estimated costs to complete and to make the sale.

- 4.5 Estimates cost of allowance for returned books which were computed from the average rate of cost of goods sold multiplied with the estimate allowance of reduced debt incurred from books returned and the consignment of the book.
- 4.6 Investments in subsidiary companies in the separate financial statements are recorded under the cost method net by the allowance for accumulated impairment (if any) and the recognition of the change in the investment in the statements of comprehensive income is recorded when the investment is disposed or the impairment of the investment incurred.
- 4.7 Temporary and other long-term investments
 - Held for trading securities were shown in fair value, change in fair value of securities is recognized in profit or loss.
 - Investments in non-marketable securities which are held as a general investment are shown at cost price and also adjusted the allowance for impairment (if any). The Company recognized the change of the value of general investments in the statements of comprehensive income when there is a disposal of the investment or the impairment of investment.
 - Held to maturity debt instrument stated at amortized cost.

- 4.8 Investment properties which held to earn rental income, for capital appreciation or for both, but not for sale in the ordinary course of business, use in the production or supply of goods or services or for administrative purposes. The Group recorded the initial value of the investment properties at cost. Afterward, the Group would record the investment properties at cost less accumulated depreciation and allowance for impairment (if any) and the depreciation is calculated from cost less its residual value on the straight-line basis over the estimated useful life as follows :-

Building	20	years
Building improvement	5	years

The depreciation of the investment properties is included in the operations performance and did not carry for land.

The Group recognized the difference between the assets's net realizable value and book value in the profit or loss in the period are derecognized from the account.

4.9 Property, plant and equipment

Land are recorded at cost on the transaction date. Plant and equipment are recorded at cost on the transaction date less accumulated depreciation (if any). Depreciation is calculated on a straight-line basis over the approximate useful life as follows :

- Building and building improvements	20	years
- Machines	5-7	years
- Elevator	10	years
- Other	5	years

The Group did not carry depreciation for land and asset being construction.

The residual value, the useful life and the depreciation method of an asset will be reviewed at least at each financial year-end.

Gain or loss from disposal of land, plant and equipment is computed from discrepancy between net cash received and book value and recognized as revenue or expense in the gain or loss for the period.

4.10 Intangible assets and amortization

Intangible assets of computer software are valued in initial historical cost deducted by accumulated amortization (if any); amortization is calculated by reference to its cost on a straight line method over the 5 years useful life.

Intangible assets of head of newspaper are recorded by at cost less allowance for impairment (if any).

4.11 Impairment

The carrying amounts of assets are assessed at the end of each reporting period to determine whether there is any indication of impairment. If any such indication exists, the assets' recoverable amounts are estimated of asset or its cash-generating unit to which the asset is included in the recognition of an impairment loss when the recoverable amount less than the carrying amount of the asset or its cash generating unit.

Other intangible assets with indefinite useful lives, and intangible assets not yet available for use, are tested for impairment annually, even though there is no indicator of impairment are identified.

Impairment loss is recognized as expenses in profit or loss immediately.

Calculation of recoverable amount

- The recoverable amount is the higher of the asset's fair value less cost to sell of asset or the cash-generating unit or its value in use.
- In assessing value in use of an asset by estimating the present value of future cash flows generated by the asset, discounted using a pre-tax discount rate which reflects current market assessments of the time value of money and the risks specific to the asset.
- The asset that does not generate cash inflows largely independent of those from other assets, the recoverable amount is determined for the cash-generating unit to which the asset belongs.

Reversals of impairment loss

- The loss on impairment of assets excluding goodwill recognized in the prior period will be reversed if the estimation for indicated net realizable value changes since the last impairment loss was recognized. The carrying amount of the asset not exceed just to be the carrying amount that would have been (net of depreciation or amortization), if no impairment loss had been recognized.
- Reversals of impairment loss will be recognized as income in profit or loss immediately.

4.12 Trade and other accounts payable are shown at cost.

4.13 Interest bearing liabilities are shown at cost and state the expense related to the incurrence of debt as the expense for the year.

4.14 Employee benefit

Short-term employee benefits

- The Group is recognized salary, wage, bonus, social security fund and provident fund are expense on date the transactions occur.

Long-term employee benefits

- The Group provides for post employment benefit to or retirement indemnity employees under the labor laws applicable in Thailand and the project benefits from a full 10 years, the Group recognizes liabilities for employee benefit are calculated by the actuarial techniques. Estimates based on actuarial principles (Actuarial Technique) and benefits are discounted using the discount factor is estimated for each unit. (Projected Unit Credit Method) The estimated future cash flows shall reflect employee salaries, turnover rate, mortality, length of service and other. The Group recorded provision of employee benefit is non-current liabilities. The costs associated with providing these benefits are charged to the gain or loss for the period so as to spread the cost over the employment period during which the entitlement to benefits is earned and actuarial gains and losses for post-employment benefits of the employees are recognized immediately in other comprehensive income, it is the part of retained earnings.

- 4.15 Provision of liabilities, the Group are recognized when the Group has a present legal or constructive obligation as a result of past events, it is probable that an outflow of resources will be required to settle the obligation, and a reliable estimate of the amount can be made. Where the Group expects a provision to be reimbursed, the reimbursement is recognized as a separate asset but only when the reimbursement is virtually certain.
- 4.16 Revenue recognized excludes value added taxes and is arrived at after deduction of trade discounts with the following policies :-
- 4.16.1 Sale of goods is recognized as revenue when the significant risks and rewards of ownership have been transferred to the buyer. No revenue is recognized if there is continuing management involvement with the goods, or there are significant uncertainties regarding recovery of the consideration due, or the economic benefit due from the sale of goods or the amount of the revenue and costs incurred could not be reasonably measure, or probable return of goods. Service income is recognized as services are provided.
- 4.16.2 Revenues from advertisement is recognized when service are provided.
- 4.16.3 Interest income is recognized in accordance with the period of time and computed from the accrued principal balance.
- 4.16.4 Other income is recognized on an accrual basis.
- 4.17 Expenses recognition are as follows :-
- 4.17.1 For asset under lease contract, in which risk and ownership right in that asset vested in the lesser, is treated as operating lease contract. Leasing fee paid under the operating lease contract is accounted as expense by straight-line method throughout the lease period.
- 4.17.2 Finance costs such as interest expenses and similar costs are charged to the statements of income for the period in which they are incurred, except to the extent that they are capitalized as being directly attributable to the acquisition, construction or production of an asset which necessarily takes a substantial period of time to be prepared for its intended use or sale.
- 4.17.3 Other expenses are recognized by accrual basis.
- 4.18 Income tax expense comprises current tax and deferred tax. Income tax expense is recognized in profit or loss except to the extent that related to items recognized in other comprehensive income or recognized directly in equity which will recognize in other comprehensive income or recognized directly in equity as same as that items.

Current tax

Current income tax is provided in the accounts at the amount expected to be paid to the taxation authorities, based on taxable profits determined in accordance with tax legislation.

Deferred tax

Deferred income tax is provided on temporary differences between the tax bases of assets and liabilities and their carrying amounts at the end of each reporting period, using the tax rates enacted at the end of the reporting period.

The Group recognizes deferred tax liabilities for all taxable temporary differences while they recognizes deferred tax assets for all deductible temporary differences and tax losses they carried forward to the extent that it is probable that future taxable profit will be available against which such deductible temporary differences and tax losses carried forward can be utilized.

At each reporting date, the Group reviews and reduce the carrying amount of deferred tax assets to the extent that it is no longer probable that sufficient taxable profit will be available to allow all or part of the deferred tax asset to be utilized.

- 4.19 The calculations of basic earnings (loss) per share for the year were based on the profit (loss) for the year attributable to equity holders of the Company divided by the weighted average number of ordinary shares held by outsiders during the year.
- 4.20 Foreign currency transactions are translated into Baht at the rates ruling on the occurrence dates. Assets and liabilities in foreign currency outstanding on the year-end date are translated into Baht at the rates ruling on that date. Exchange gains or losses are included as incomes or expenses in the statements of comprehensive income of the year.
- 4.21 The related parties and related companies with the Group meant individuals or enterprises which have the controlling power over the Group or are controlled by Group either directly or indirectly, or under the same control with the Group. Furthermore, the related parties or related companies also meant the associated companies and the parties whose holding the shares with voting rights, either directly or indirectly, and have significant influence to the Group, important management, directors or the employees of the Group who have the power to plan and control the operations of the Group including the family members close to the said persons which could persuade or power to persuade to act in compliance with the said persons and business that the said persons have control power or significant influence, either directly or indirectly.
- 4.22 The sectoral business operation is disclosed under the separate business sectors of the Group, by the business sector that source products or provide services which have different risks and return from the risks and return of the products or services provide by other business sectors.
- 4.23 Financial instruments consisted of financial assets and liabilities carried on the statement of financial positions include cash and cash equivalents, investment, trade and other receivables, trade and other payables, and loan receivables and payables. The accounting policies on recognition and measurement of these items are disclosed in the respective accounting policies for related items.

4.24 Fair value measurement

Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between buyer and seller (market participants) at the measurement date. The Company and its subsidiaries apply a quoted market price in an active market to measure their assets and liabilities that are required to be measured at fair value by relevant financial reporting standards. Except in case of no active market of an identical asset or liability or when a quoted market price is not available, the Company and its subsidiaries measure fair value using valuation technique that are appropriate in the circumstances and maximises the use of relevant observable inputs related to assets and liabilities that are required to be measured at fair value.

All assets and liabilities for which fair value is measured or disclosed in the financial statements are categorised within the fair value hierarchy into three levels based on categorise of input to be used in fair value measurement as follows :-

Level 1 - Use of quoted market prices in an observable active market for such assets or liabilities.

Level 2 - Use of other observable inputs for such assets or liabilities, whether directly or indirectly.

Level 3 - Use of unobservable inputs such as estimates of future cash flows.

At the end of each reporting period, the Company and its subsidiaries determine whether transfers have occurred between levels within the fair value hierarchy for assets and liabilities held at the end of the reporting period that are measured at fair value on a recurring basis.

5. Inter-transactions with related companies

The Company has significant inter-transactions items incurred with its subsidiaries with common shareholders group and mutual directors and management. The material inter-transaction items and outstanding balance with the subsidiary could be summarized as follows :-

5.1 Inter-assets and liabilities

(Unit : Baht)

	Consolidated financial statements		Separate financial statements	
	As at December 31,		As at December 31,	
	2017	2016	2017	2016
Trade receivable				
Subsidiary companies				
NGANDEE Co., Ltd.	-	-	91,623,144.85	121,414,374.05
<u>Less</u> Provision for discount on returned books	-	-	(2,066,244.00)	(2,506,002.00)
Net	-	-	89,556,900.85	118,908,372.05
KHAO-SOD Co., Ltd.	-	-	2,919,931.85	16,110,895.81
Total	-	-	92,476,832.70	135,019,267.86
Other payable				
Subsidiary companies				
KHAO-SOD Co., Ltd.	-	-	-	416,300.00
Accrued expenses				
Subsidiary companies				
NGANDEE Co., Ltd.	-	-	137,479.80	468,437.90

5.2 Inter-revenues and expenses

(Unit : Baht)

	Consolidated financial statements		Separate financial statements	
	For the years ended December 31,			
	Pricing policies	2017	2016	2017

Inter-transaction with the subsidiary companies

(Eliminated from consolidated financial statements)

Revenue from sales of newspapers and pocket books	(1)	-	-	155,157,744.30	199,684,099.05
Revenue from advertisement	Based on contract	-	-	-	500,000.00
Revenue from publishing service	Based on contract	-	-	63,346,804.50	95,017,847.70
Revenue from paper roll	Agreed upon agreements	-	-	5,545,643.75	-
Rental income	Based on contract	-	-	1,680,000.00	1,680,000.00
Purchase of goods	(2)	-	-	1,575,816.50	1,584,621.65
Advertising	Based on contract	-	-	500,000.00	-
Petrol expense	At cost	-	-	1,259,543.00	1,183,596.00
Credit note to subsidiary company	Agreed upon agreements	-	-	35,584,184.00	-

(1) Cover price less the discount 40-55%

(2) Cover price less the discount 30-50%

5.3 Management's remuneration

(Unit : Baht)

	Consolidated financial statements		Separate financial statements	
	For the years ended December 31,			
	2017	2016	2017	2016
Short-term employee benefits	10,147,104.00	14,928,148.00	7,815,096.00	6,280,600.00
Post-employment benefits	881,541.00	1,106,292.00	753,363.00	499,203.00
Total	11,028,645.00	16,034,440.00	8,568,459.00	6,779,803.00

5.4 Relationship among the companies

Company's name	Relationship
KHAO-SOD Co., Ltd.	Subsidiary company-direct holding
NGANDEE Co., Ltd.	Subsidiary company-direct holding

6. Temporary investments

Consisted of :-

	Consolidated financial statements		Interest rate	
	As at December 31,		As at December 31,	
	2017	2016	2017	2016
	Bath	Bath	%	%

Held for trading securities

Equity instrument	180,000,000.00	-		
Plus Unrealized gain from the change of the valuation of temporary investments	79,000,000.00	-		
Total	259,000,000.00	-		
Fixed deposit accounts for 4-12 months	459,991,268.28	539,965,066.68	0.80-1.50	0.80-1.50
Investments in debenture for 3 years				
within 1 year	-	10,000,000.00	-	3.70
Total	718,991,268.28	549,965,066.68		

	Consolidated financial statements		Interest rate	
	As at December 31,		As at December 31,	
	2017	2016	2017	2016
	Bath	Bath	%	%

Held-for-trading securities

Equity instrument	90,000,000.00	-		
Plus Unrealized gain from the change of the valuation of temporary investments	39,500,000.00	-		
Total	129,500,000.00	-		
Fixed deposit accounts for 4-12 months	284,447,802.22	364,624,070.63	0.80-1.50	0.80-1.50
รวม	413,947,802.22	364,624,070.63		

During the period, changes in held for trading securities are as follows :-

(Unit : Baht)

	Consolidated financial statements	Separate financial statements
Fair value at January 1, 2017	-	-
Purchases during the period	180,000,000.00	90,000,000.00
Fair value adjustment	79,000,000.00	39,500,000.00
Fair value at December 31, 2017	259,000,000.00	129,500,000.00

7. Trade and other accounts receivable

Consisted of :-

(Unit : Baht)

	Consolidated financial statements		Separate financial statements	
	As at December 31,		As at December 31,	
	2017	2016	2017	2016
Trade accounts receivable-related parties	-	-	94,543,076.70	137,525,269.86
Trade accounts receivable-other parties	223,442,593.53	215,165,800.41	102,532,436.47	87,326,738.17
<u>Less</u> Allowance for doubtful debts	(36,460,876.11)	(37,228,527.01)	(19,429,582.13)	(19,800,131.11)
Estimated of allowance for returned book	(18,098,496.40)	(25,048,093.97)	(2,066,244.00)	(2,506,002.00)
Trade accounts receivables-net	168,883,221.02	152,889,179.43	175,579,687.04	202,545,874.92
Other receivables				
Accrued income	207,394.00	702,918.90	-	-
Prepaid expense	4,322,358.13	4,736,357.84	3,632,989.19	3,934,330.14
Accrued interests	2,249,000.87	830,276.82	1,832,410.16	509,766.35
Others	3,862,067.42	1,845,350.05	1,171,774.56	1,308,325.32
Other accounts receivable	10,640,820.42	8,114,903.61	6,637,173.91	5,752,421.81
Total	179,524,041.44	161,004,083.04	182,216,860.95	208,298,296.73

Trade accounts were classified by aging as follows :-

7.1 Trade accounts receivable-related parties

(Unit : Baht)

	Consolidated financial statements		Separate financial statements	
	As at December 31,		As at December 31,	
	2017	2016	2017	2016
Trade accounts receivable within credit term	-	-	2,919,931.85	62,381,944.86
Overdue				
- Not over 3 months	-	-	34,727,879.85	34,153,449.00
- Over 3 months but not over 6 months	-	-	28,210,782.00	31,725,213.00
- Over 6 months but not over 9 months	-	-	26,573,022.00	9,264,663.00
- Over 9 months but not over 12 months			2,111,461.00	-
Total trade accounts receivable	-	-	94,543,076.70	137,525,269.86
<u>Less</u> Estimated of allowance for returned book	-	-	(2,066,244.00)	(2,506,002.00)
Net	-	-	92,476,832.70	135,019,267.86

7.2 Trade accounts receivable-other parties

(Unit : Baht)

	Consolidated financial statements		Separate financial statements	
	As at December 31,		As at December 31,	
	2017	2016	2017	2016
Trade accounts receivable which not issued invoice	28,781,260.77	23,537,127.07	12,883,114.69	10,881,573.16
Trade accounts receivable which issued invoice				
Within credit term	86,410,066.86	98,549,860.36	63,267,358.84	52,902,764.42
Overdue				
- Not over 3 months	29,625,773.20	38,088,693.02	2,969,704.06	3,439,132.72
- Over 3 months but not over 6 months	26,640,938.43	16,101,555.97	3,573,508.93	264,699.90
- Over 6 months but not over 9 months	14,158,629.85	1,611,524.14	258,364.00	17,489.99
- Over 9 months but not over 12 months	1,358,370.50	348,190.63	-	4,490.00
- Over 12 months	36,467,553.92	36,928,849.22	19,580,385.96	19,816,587.98
Total trade accounts receivable	223,442,593.53	215,165,800.41	102,532,436.47	87,326,738.17
<u>Less</u> Allowance for doubtful debts	(36,460,876.11)	(37,228,527.01)	(19,429,582.13)	(19,800,131.11)
Estimated of allowance for returned book	(18,098,496.40)	(25,048,093.97)	-	-
Net	168,883,221.02	152,889,179.43	83,102,854.34	67,526,607.06

The normal credit term granted to customers of the Group Companies is 60-90 days.

The movement of allowance for doubtful debts-trade accounts receivable-other parties for the year ended December 31, 2017 and 2016, were as follows :-

(Unit : Baht)

	Consolidated financial statements		Separate financial statements	
	2017	2016	2017	2016
Beginning balance	(37,228,527.01)	(42,786,934.71)	(19,800,131.11)	(20,944,396.82)
Additions during the year	(1,423,180.35)	(1,345,181.72)	(3,745.00)	(434,113.21)
Collect during the year	2,190,831.25	5,100,499.44	374,293.98	556,923.94
Bad debts written off	-	1,803,089.98	-	1,021,454.98
Ending balance	(36,460,876.11)	(37,228,527.01)	(19,429,582.13)	(19,800,131.11)

Management of the Company believes that the allowance for doubtful accounts recorded as sufficient in the circumstances present.

At as December 31, 2016 in the consolidated financial statement and separate financial statement had the bad debt of Bath 0.27 millions.

The movement of estimated allowance for returned book for the year ended December 31, 2017 and 2016, were as follows:-

Unit : Baht)

	Consolidated financial statements		Separate financial statements	
	2017	2016	2017	2016
Beginning balance	(25,048,093.97)	(29,397,201.19)	(2,506,002.00)	(2,597,157.00)
Decrease during the year	6,949,597.57	4,349,107.22	439,758.00	91,155.00
Ending balance	(18,098,496.40)	(25,048,093.97)	(2,066,244.00)	(2,506,002.00)

8. Inventories

Consisted of :-

Unit : Baht)

	Consolidated financial statements		Separate financial statements	
	As at December 31, 2017	2016	As at December 31, 2017	2016
Pocket books	46,840,111.74	56,174,468.05	-	-
Papers	8,067,320.12	10,567,384.84	8,067,320.12	10,567,384.84
Goods in transit	-	8,413,770.10	-	8,413,770.10
Spare-part	558,592.19	1,638,279.50	558,592.19	1,638,279.50
Supplies	4,424,240.31	4,466,520.70	4,424,240.31	4,466,520.70
Total	59,890,264.36	81,260,423.19	13,050,152.62	25,085,955.14
<u>Add</u> Estimated cost of returned books	9,495,582.20	10,944,923.56	-	-
<u>Less</u> Allowance for declining value	(18,785,689.52)	(7,033,517.05)	-	-
Net	50,600,157.04	85,171,829.70	13,050,152.62	25,085,955.14

The movement of estimated cost of returned books for the year ended December 31, 2017 and 2016 were as follow :-

(Unit : Baht)

	Consolidated financial statements		Separate financial statements	
	2017	2016	2017	2016
Beginning balance	10,944,923.56	12,703,898.64	-	-
decrease during the year	(1,449,341.36)	(1,758,975.08)	-	-
Ending balance	(9,495,582.20)	(10,944,923.56)	-	-

The movement of allowance for decline in value of inventories for the year ended December 31, 2017 and 2016, was as follows:-

(Unit : Baht)

	Consolidated financial statements		Separate financial statements	
	2017	2016	2017	2016
Beginning balance	(7,033,517.05)	(12,432,003.87)	-	-
(Increase)decrease during the year	(11,752,172.47)	5,398,486.82	-	-
Ending balance	(18,785,689.52)	(7,033,517.05)	-	-

Cost of inventories recognized as an expense and were included in cost of goods sold and services as follows:-

(Unit : Baht)

	Consolidated financial statements		Separate financial statements	
	For the years ended December 31,		2017	2016
	2017	2016		
Cost of goods sold and services	620,741,258.19	689,792,620.30	503,442,353.02	584,025,313.10
Estimated cost of returned books	1,449,341.36	1,758,975.08	-	-
The reduction in net worth was expected to be received (reversal)	11,752,172.47	(5,398,486.82)	-	-
Net	633,942,772.02	686,153,108.56	503,442,353.02	584,025,313.10

9. Investments in subsidiary companies

Consisted of:-

(Unit : Baht)

Company's name	Paid-up capital	Percentage of Shareholding %	Separate financial statements			
			Investment by cost method		Dividend	
			As at December 31,		For the years ended December 31,	
			2017	2016	2017	2016
Ngandee Co., Ltd.	15,000,000.00	99.96	14,994,000.00	14,994,000.00	-	-
Khao-sod Co., Ltd.	125,000,000.00	99.99	250,000,000.00	250,000,000.00	-	-
Total			264,994,000.00	264,994,000.00	-	-
<u>Less</u> Allowance for impairment loss			(14,994,000.00)	(14,994,000.00)		
Net			<u>250,000,00.00</u>	<u>250,000,000.00</u>		

For the year ended December 31, 2017, no movement of impairment for investment in subsidiary companies.

10. Investment properties

Consisted of :-

(Unit : Bath)

	Consolidated financial statements		
	Land and land improvement	Buildings and construction	Total

Cost :-

As at January 1, 2016	-	-	-
As at December 31, 2016	-	-	-
Transfer in from Property, plant and equipment	22,900,907.56	24,698,897.90	47,599,805.46
As at December 31, 2017	22,900,907.56	24,698,897.90	47,599,805.46

Accumulated depreciation :-

As at January 1, 2016	-	-	-
As at December 31, 2016	-	-	-
Transfer in from Property, plant and equipment	-	(24,698,895.90)	(24,698,895.90)
As at December 31, 2017	-	(24,698,895.90)	(24,698,895.90)

Net book value :-

As at December 31, 2016	-	-	-
As at December 31, 2017	22,900,907.56	2.00	22,900,909.56

Depreciation in Statements of income

For the year ended December 31, 2016	-
For the year ended December 31, 2017	-

	Separate financial statement		
	Land and land improvement	Buildings and construction	Total

Cost :-

As at January 1, 2016	1,436,616.89	4,253,440.62	5,690,057.51
As at December 31, 2016	1,436,616.89	4,253,440.62	5,690,057.51
As at December 31, 2017	1,436,616.89	4,253,440.62	5,690,057.51

Accumulated depreciation :-

As at January 1, 2016	-	(4,253,436.62)	(4,253,436.62)
As at December 31, 2016	-	(4,253,436.62)	(4,253,436.62)
As at December 31, 2017	-	(4,253,436.62)	(4,253,436.62)

Net book value :-

As at December 31, 2016	1,436,616.89	4.00	1,436,620.89
As at December 31, 2017	1,436,616.89	4.00	1,436,620.89

Depreciation in Statements of income

For the year ended December 31, 2016	-
For the year ended December 31, 2017	-

The consolidated financial statements

For the years ended December 31, 2017, investment properties caused rental income recognized in profit or loss amount of Baht 0.64 million.

As at December 31, 2017, the Group had amount of investment properties were pledged as collateral against the credit facilities from two financial institutes in the bank overdrafts facility for the group company in Note 15.

As at December 31, 2017, the Group had the investment properties which had not the depreciation but they still used. The cost price was Baht 24.70 million and the book value was Baht 2.00.

As at December 31, 2017, investment properties the cost price was Baht 47.60 million and the book value was Baht 22.90 million, underlying asset revaluation.

The separate financial statements

For the years ended December 31, 2017 and 2016, investment properties caused rental income recognized in profit or loss amount of Baht 1.68 million for the both years.

As at December 31, 2017 and 2016, the Group had the investment properties which had not the depreciation but they still used. The cost price was Baht 4.25 million and the book value was Baht 4.00 for the both years.

As at December 31, 2017, investment properties the cost price was Baht 5.69 million and the book value was Baht 1.44 million, underlying asset revaluation.

11. Property, plant and equipment

Consolidated financial statements

(Unit : Baht)

	Land and land improvements	Buildings and building improvements	Machines	Computer and equipments	Vehicles	Office equipments and other assets	Elevator	Work in construction	Total
Cost :-									
As at January 1, 2016	505,632,743.17	465,536,056.00	658,175,613.23	125,242,216.09	83,333,215.73	121,755,165.56	9,901,988.46	1,842,533.40	1,971,419,531.64
Purchase	-	-	-	490,809.02	-	1,596,531.88	-	-	2,087,340.90
Disposal/Write off	-	-	-	(3,629,638.04)	(12,394,607.16)	(769,083.34)	-	-	(16,793,328.54)
As at December 31, 2016	505,632,743.17	465,536,056.00	658,175,613.23	122,103,387.07	70,938,608.57	122,582,614.10	9,901,988.46	1,842,533.40	1,956,713,544.00
Purchase	-	1,713,423.17	-	4,634,611.23	-	3,517,023.36	-	626,481.84	10,491,539.60
Disposal/Write off	-	(721,862.00)	-	(806,208.69)	(12,773,772.91)	(364,666.09)	-	-	(14,666,509.69)
Transfers out to Investment properties	(22,900,907.56)	(24,698,897.90)	-	-	-	-	-	-	(47,599,805.46)
As at December 31, 2017	482,731,835.61	441,828,719.27	658,175,613.23	125,931,789.61	58,164,835.66	125,734,971.37	9,901,988.46	2,469,015.24	1,904,938,768.45
Accumulated depreciation :-									
As at January 1, 2016	(4,271,271.93)	(363,824,977.34)	(593,798,774.67)	(113,740,190.44)	(70,813,342.15)	(110,552,761.39)	(9,826,842.57)	-	(1,266,828,160.49)
Depreciation for the year	(525,936.22)	(13,899,999.89)	(11,806,788.92)	(5,414,628.66)	(4,614,537.46)	(5,902,026.74)	(51,094.76)	-	(42,215,012.65)
Disposal/Write off	-	-	-	3,629,586.04	10,894,109.08	769,062.34	-	-	15,292,757.46
As at December 31, 2016	(4,797,208.15)	(377,724,977.23)	(605,605,563.59)	(115,525,233.06)	(64,533,770.53)	(115,685,725.79)	(9,877,937.33)	-	(1,293,750,415.68)
Depreciation for the year	(503,397.93)	(11,170,909.76)	(11,004,531.64)	(4,881,065.38)	(3,340,665.98)	(3,661,108.09)	(13,333.09)	-	(34,575,011.87)
Disposal/Write off	-	687,437.69	-	806,195.69	10,944,557.56	362,986.28	-	-	12,801,177.22
Transfers out to Investment properties	-	24,698,895.90	-	-	-	-	-	-	24,698,895.90
As at December 31, 2017	(5,300,606.08)	(363,509,553.40)	(616,610,095.23)	(119,600,102.75)	(56,929,878.95)	(118,983,847.60)	(9,891,270.42)	-	(1,290,825,354.43)
Allowance for impairment-asset :-									
As at January 1, 2016	-	-	-	-	-	-	-	(1,842,533.40)	(1,842,533.40)
As at December 31, 2016	-	-	-	-	-	-	-	(1,842,533.40)	(1,842,533.40)
As at December 31, 2017	-	-	-	-	-	-	-	(1,842,533.40)	(1,842,533.40)
Net book value :-									
As at December 31, 2016	500,835,535.02	87,811,078.77	52,570,049.64	6,578,154.01	6,404,838.04	6,896,888.31	24,051.13	-	661,120,594.92
As at December 31, 2017	477,431,229.53	78,319,165.87	41,565,518.00	6,331,686.86	1,234,956.71	6,751,123.77	10,718.04	626,481.84	612,270,880.62
Depreciation in the statements of comprehensive income :-									
For the year ended December 31, 2016									42,215,012.65
For the year ended December 31, 2017									34,575,011.87

Separate financial statements

(Unit : Bant)

	Land and land improvements	Buildings and building improvements	Machines	Computer and equipments	Vehicles	Office equipments and other assets	Elevator	Work in construction	Total
Cost :									
As at January 1, 2016	344,225,990.49	297,445,650.78	658,175,613.23	117,831,151.64	46,580,303.90	95,107,647.72	7,457,343.50	1,842,533.40	1,568,666,234.66
Purchase	-	-	-	490,809.02	-	1,319,978.42	-	-	1,810,787.44
Disposal/Write off	-	-	-	(3,553,869.04)	(5,662,302.98)	(698,646.45)	-	-	(9,914,818.47)
As at December 31, 2016	344,225,990.49	297,445,650.78	658,175,613.23	114,768,091.62	40,918,000.92	95,728,979.69	7,457,343.50	1,842,533.40	1,560,562,203.63
Purchase	-	1,713,423.17	-	4,634,611.23	-	1,140,225.55	-	626,481.84	8,114,741.79
Disposal/Write off	-	-	-	(806,208.69)	(4,158,243.91)	(211,548.14)	-	-	(5,176,000.74)
As at December 31, 2017	344,225,990.49	299,159,073.95	658,175,613.23	118,596,494.16	36,759,757.01	96,657,657.10	7,457,343.50	2,469,015.24	1,563,500,944.68
Accumulated depreciation :-									
As at January 1, 2015	(4,271,271.93)	(265,895,090.90)	(593,798,774.67)	(107,672,346.53)	(45,186,150.12)	(85,808,149.69)	(7,382,199.61)	-	(1,110,013,983.45)
Depreciation for the year	(525,936.22)	(6,815,555.79)	(11,806,788.92)	(4,753,075.99)	(914,816.05)	(5,040,392.10)	(51,094.76)	-	(29,907,659.83)
Disposal/Write off	-	-	-	3,553,817.04	5,662,297.98	698,626.45	-	-	9,914,741.47
As at December 31, 2015	(4,797,208.15)	(272,710,646.69)	(605,605,563.59)	(108,871,605.48)	(40,438,668.19)	(90,149,915.34)	(7,433,294.37)	-	(1,130,006,901.81)
Depreciation for the year	(503,397.93)	(4,365,981.10)	(11,004,531.64)	(4,426,246.34)	(479,267.73)	(2,990,914.86)	(13,333.09)	-	(23,783,672.69)
Disposal/Write off	-	-	-	806,195.69	4,158,237.91	209,870.33	-	-	5,174,303.93
As at December 31, 2016	(5,300,606.08)	(277,076,627.79)	(616,610,095.23)	(112,491,656.13)	(36,759,698.01)	(92,930,959.87)	(7,446,627.46)	-	(1,148,616,270.57)
Allowance for impairment-asset :-									
As at January 1, 2016	-	-	-	-	-	-	-	(1,842,533.40)	(1,842,533.40)
As at December 31, 2016	-	-	-	-	-	-	-	(1,842,533.40)	(1,842,533.40)
As at December 31, 2017	-	-	-	-	-	-	-	(1,842,533.40)	(1,842,533.40)
Net book value :-									
As at December 31, 2016	339,428,782.34	24,735,004.09	52,570,049.64	5,896,486.14	479,332.73	5,579,064.35	24,049.13	-	428,712,768.42
As at December 31, 2017	338,925,384.41	22,082,446.16	41,565,518.00	6,104,838.03	59.00	3,726,697.23	10,716.04	626,481.84	413,042,140.71

Depreciation in the statements of comprehensive income :-

For the year ended December 31, 2016

For the year ended December 31, 2017

29,907,659.83

23,783,672.69

The consolidated financial statements

As at December 31, 2017 and 2016, the Group had some part of land in amount of Baht 338.40 million and Baht 361.30 million respectively and building with the book value in amount of Baht 71.29 million and Baht 79.11 million respectively, were pledged as collateral against the credit facilities from several financial institutes as in Note 15.

As at December 31, 2017 and 2016, the Group had the assets which had not the depreciation but they still used. The cost price was Baht 1,108.31 million and the book value was Baht 2,855 and the cost price was Baht 1,075.52 million and the book value was Baht 2,272 respectively.

The separate financial statements

As at December 31, 2017 and 2016, the Company had some part of land in amount of Baht 201.33 million for both years and building with book value in amount of Baht 14.38 million and Baht 16.07 million respectively, were pledged as collateral against the credit facilities received from several financial institutes as in Note 15.

As at December 31, 2017 and 2016, the Company had the assets which had not the depreciation but they still used. The cost price was Baht 1,035.82 million and the book value was Baht 1,957 and the cost price was Baht 1,005.80 million and the book value was Baht 1,467 respectively.

12. Intangible assets

Consists of :-

(Unit : Baht)

	Consolidated financial statements			
	Software	Nameplate	Royalty	Total

Cost :-

As at January 1, 2016	21,210,415.83	450,000.00	9,202,522.66	30,862,938.49
Purchase	-	-	759,864.09	759,864.09
Written off	(244,845.72)	-	-	(244,845.72)
As at December 31, 2016	20,965,570.11	450,000.00	9,962,386.75	31,377,956.86
Purchase	2,310,331.95	-	377,896.31	2,688,228.26
As at December 31, 2017	23,275,902.06	450,000.00	10,340,283.06	34,066,185.12

Accumulated amortized :-

As at January 1, 2016	(11,952,502.58)	-	(6,842,524.91)	(18,795,027.49)
Amortized for the year	(3,623,464.82)	-	(1,137,164.28)	(4,760,629.10)
Written off	205,919.00	-	-	205,919.00
As at December 31, 2016	(15,370,048.40)	-	(7,979,689.19)	(23,349,737.59)
Amortized for the year	(2,844,633.50)	-	(544,110.79)	(3,388,744.29)
As at December 31, 2017	(18,214,681.90)	-	(8,523,799.98)	(26,738,481.88)

Book value :-

As at December 31, 2016	5,595,521.71	450,000.00	1,982,697.56	8,028,219.27
As at December 31, 2017	5,061,220.16	450,000.00	1,816,483.08	7,327,703.24

The amortized in the statements of comprehensive income

For the year ended December 31, 2016	4,760,629.10
For the year ended December 31, 2017	3,388,744.29

(Unit : Baht)

	Separate financial statements		
	Software	Royalty	Total
Cost :-			
As at January 1, 2016	20,104,148.57	9,202,522.66	29,306,671.23
Purchase	-	759,864.09	759,864.09
As at December 31, 2016	20,104,148.57	9,962,386.75	30,066,535.32
Purchase	2,310,331.95	377,896.31	2,688,228.26
As at December 31, 2017	22,414,480.52	10,340,283.06	32,754,763.58
Accumulated amortized :-			
As at January 1, 2016	(11,072,965.76)	(6,842,524.91)	(17,915,490.67)
Amortized for the year	(3,454,065.44)	(1,137,164.28)	(4,591,229.72)
As at December 31, 2016	(14,527,031.20)	(7,979,689.19)	(22,506,720.39)
Amortized for the year	(2,826,251.16)	(544,110.79)	(3,370,361.95)
As at December 31, 2017	(17,353,282.26)	(8,523,799.98)	(25,877,082.34)
Book value :-			
As at December 31, 2016	5,577,117.37	1,982,697.56	7,559,814.93
As at December 31, 2017	5,061,198.16	1,816,483.08	6,877,681.24
The amortized in the statements of comprehensive income			
For the year ended December 31, 2016			4,591,229.72
For the year ended December 31, 2017			3,370,361.95

13. Deferred tax assets

Deferred tax assets and liabilities as at December 31, 2017 and 2016, were as follows :-

(Unit : Baht)

	Consolidated financial statements		Separate financial statements	
	As at December 31,		As at December 31,	
	2017	2016	2017	2016
Deferred tax assets	60,477,457.37	54,966,044.55	41,712,683.48	36,273,441.97
Deferred tax liabilities	(2,489,261.23)	(3,548,426.25)	(590,144.79)	(1,359,441.54)
Net	57,988,196.14	51,417,618.30	41,122,538.69	34,914,000.43

Movements in deferred tax assets and liabilities for the year ended on December 31, 2017 and 2016, were as follows :-

(Unit : Baht)

	Consolidated financial statements				Separate financial statements			
	As at January 1, 2017	Recognized as income or expense in the profit or loss (Note 23.1)	Recognized as income or expense in the statement of other comprehensive income (Note 23.2)	As at December 31, 2017	As at January 1, 2016	Recognized as income or expense in the profit or loss (Note 23.1)	Recognized as income or expense in the statement of other comprehensive income (Note 23.2)	As at December 31, 2017
Deferred tax assets								
Trade and other accounts receivable	12,455,324.21	(1,543,449.68)	-	10,911,874.53	3,960,026.23	(74,109.79)	-	3,885,916.44
Inventories	1,232,652.96	2,524,484.94	-	3,757,137.90	-	-	-	-
Investments in subsidiary companies	-	-	-	-	2,998,800.00	-	-	2,998,800.00
Property, plant and equipment	368,506.68	-	-	368,506.68	368,506.68	-	-	368,506.68
Employee benefit obligations	40,909,560.70	1,180,028.51	3,350,349.05	45,439,938.26	28,946,109.06	2,517,929.86	2,995,421.44	34,459,460.36
Total	54,966,044.55	2,161,063.77	3,350,349.05	60,477,457.37	36,273,441.97	2,443,820.07	2,995,421.44	41,712,683.48
Deferred tax liabilities								
Property, plant and equipment	(1,359,441.54)	769,296.75	-	(590,144.79)	(1,359,441.54)	769,296.75	-	(590,144.79)
Estimated for returned book	(2,188,984.71)	289,868.27	-	(1,899,116.44)	-	-	-	-
Total	(3,548,426.25)	1,059,165.02	-	(2,489,261.23)	(1,359,441.54)	769,296.75	-	(590,144.79)
Net	51,417,618.30	3,220,228.79	3,350,349.05	57,988,196.14	34,914,000.43	3,213,116.82	2,995,421.44	41,122,538.69

(Unit : Baht)

	Consolidated financial statements				Separate financial statements			
	As at January 1, 2016	Recognized as income or expense in the profit or loss (Note 23.1)	Recognized as income or expense in the statement of other comprehensive income (Note 23.2)	As at December 31, 2016	As at January 1, 2016	Recognized as income or expense in the profit or loss (Note 23.1)	Recognized as income or expense in the statement of other comprehensive income (Note 23.2)	As at December 31, 2016
Deferred tax assets								
Trade and other accounts receivable	14,436,827.19	(1,981,502.98)	-	12,455,324.21	4,188,879.37	(228,853.14)	-	3,960,026.23
Inventories	2,486,400.77	(1,253,747.81)	-	1,232,652.96	-	-	-	-
Investments in subsidiary companies	-	-	-	-	2,998,800.00	-	-	2,998,800.00
Property, plant and equipment	368,506.68	-	-	368,506.68	368,506.68	-	-	368,506.68
Employee benefit obligations	59,914,455.20	(12,753,562.82)	(6,251,331.68)	40,909,560.70	43,132,948.60	(10,641,347.27)	(3,545,492.27)	28,946,109.06
Total	77,206,189.84	(15,988,813.61)	(6,251,331.68)	54,966,044.55	50,689,134.65	(10,870,200.41)	(3,545,492.27)	36,273,441.97
Deferred tax liabilities								
Estimated for returned book	(2,540,779.72)	351,795.01	-	(2,188,984.71)	-	-	-	-
Property, plant and equipment	(1,440,118.03)	80,676.49	-	(1,359,441.54)	(1,440,118.03)	80,676.49	-	(1,359,441.54)
Total	(3,980,897.75)	432,471.50	-	(3,548,426.25)	(1,440,118.03)	80,676.49	-	(1,359,441.54)
Net	73,225,292.09	(15,556,342.11)	(6,251,331.68)	51,417,618.30	49,249,016.62	(10,789,523.92)	(3,545,492.27)	34,914,000.43

As at December 31, 2017 and 2016, the consolidated financial statements, the Group had temporary difference mainly arising from the unutilized tax losses with consolidated financial statements Baht 188.74 million and Baht 290.34 million respectively, and separate financial statements as at December 31, 2017 and 2016, Baht 143.46 million and Baht 161.83 million respectively, which have not been recognized as deferred tax assets in the statement of financial position. (because it is not probable that it will be able to utilize the tax benefit in the foreseeable future.)

14. Other non-current assets

Consists of :-

(Unit : Baht)

	Consolidated financial statements		Separate financial statements	
	As at December 31,		As at December 31,	
	2017	2016	2017	2016
Pledged banks deposits for other guarantee	4,223,411.99	4,210,242.97	2,720,600.00	2,720,600.00
Other non-current assets	2,255,594.60	2,867,487.59	1,640,248.23	952,344.50
Total	6,479,006.59	7,077,730.56	4,360,848.23	3,672,944.50

15. Credit facilities and guarantee

As at December 31, 2017 and 2016, the Company and subsidiaries received the following credit facilities from several financial institutes in form of bank overdrafts facility in amount of Baht 50.50 million, trust receipts facility in amount of Baht 620.00 million and guaranteed facility in amount of Baht 25.92 million for both years, while whole amount of land and buildings as in Note 10 and 11 are collateral and mutually guarantee.

16. Short-term loans from financial institutions

In the consolidated and separate financial statements as at December 31, 2016, the whole amount of short-term loans from financial institutions are loans in trust receipts with the bearing interest rate of 3.58% per annum under conditions of the trust receipts agreement. The Group would receive imported goods by using credit facilities from financial institutions, thus the Group have obligation to that financial institutions for the value of imported goods, both being stored or already sold.

17. Trade and other accounts payable

Consists of :-

(Unit : Baht)

	Consolidated financial statements		Separate financial statements	
	As at December 31,		As at December 31,	
	2017	2016	2017	2016
Trade accounts payable-other parties	14,566,045.32	22,334,979.32	8,673,880.70	15,380,615.75
Notes payable	12,847,411.33	8,039,560.04	11,904,259.17	7,990,264.04
Total trade accounts payable and notes payable	27,413,456.65	30,374,539.36	20,578,139.87	23,370,879.79
Other accounts payable				
Other accounts payable-related parties	-	-	-	416,300.00
Other accounts payable-other parties	5,708,782.13	3,440,714.55	1,099,640.98	1,535,924.92
Accrued expenses-related parties	-	-	137,479.80	468,437.90
Accrued expenses-other parties	26,693,616.84	28,896,114.51	14,520,738.49	19,031,225.72
Others	5,797,778.61	5,393,405.45	5,751,558.61	5,043,170.38
Total other accounts payable	38,200,177.58	37,730,234.51	21,509,417.88	26,495,058.92
Total	65,613,634.23	68,104,773.87	42,087,557.75	49,865,938.71

18. Employee benefit obligations

Employee benefit obligations were as follows :-

(Unit : Baht)

	Consolidated financial statements		Separate financial statements	
	As at December 31,		As at December 31,	
	2017	2016	2017	2016
Present value of the obligations as at January 1,	239,922,253.09	299,572,276.00	180,185,468.00	215,664,743.00
Current service cost	11,783,080.00	14,105,483.00	7,746,979.00	10,066,341.00
Interest expenses	6,593,173.00	9,466,551.00	5,805,894.00	6,546,441.00
<u>Add</u> Receive for voluntary resignation project	-	744,423.65	-	744,423.65
<u>Less</u> Repayment for the year	(37,012,370.23)	(9,863,105.37)	(36,418,146.33)	(8,453,993.25)
Voluntary resignation project	(10,838,189.75)	(42,846,716.81)	-	(26,655,026.07)
Total	210,447,946.11	271,178,911.47	157,320,194.67	197,912,929.33
Actuarial (profit) losses arising from defined benefit plan	16,751,745.22	(31,256,658.38)	14,977,107.19	(17,727,461.33)
Present value of the obligations as at December 31,	227,199,691.33	239,922,253.09	172,297,301.86	180,185,468.00

Expenses recognized in statements of comprehensive income are shown collectively for the years ended December 31, 2017 and 2016, were as follows :-

(Unit : Baht)

	Consolidated financial statements		Separate financial statements	
	As at December 31,		As at December 31,	
	2017	2016	2017	2016
<u>Recognized in profit or loss :</u>				
Cost of sales and services	13,119,124.00	15,690,167.00	10,803,360.00	12,374,176.00
Selling expenses	932,193.00	1,269,438.00	-	-
Administrative expenses	3,443,395.00	5,506,137.00	1,996,150.00	3,739,403.00
Management benefit expense	881,541.00	1,106,292.00	753,363.00	499,203.00
Total	18,376,253.00	23,572,034.00	13,552,873.00	16,612,782.00

Recognized in other comprehensive income :

Actuarial (gain) loss arising from defined benefit plan	16,751,745.22	(31,256,658.38)	14,977,107.19	(17,727,461.33)
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Actuarial (gain)losses recognised in other comprehensive income arising from :

(Unit : Baht)

	Consolidated financial statements		Separate financial statements	
	As at December 31,		As at December 31,	
	2017	2016	2017	2016
Discount rate	6,031,075.00	(3,495,107.00)	5,390,813.00	(3,987,074.00)
Increasing salary rate	(303,387.00)	7,164,688.00	(190,895.00)	9,263,518.00
Turnover rate	4,231,450.00	(27,921,144.00)	2,934,484.00	(18,586,398.00)
Mortality & Disability rate	4,728,889.00	-	4,359,130.00	-
Plan Experience	2,063,718.22	(7,005,095.38)	2,483,575.19	(4,417,507.33)
Total	16,751,745.22	(31,256,658.38)	14,977,107.19	(17,727,461.33)

Principal actuarial assumptions as at December 31, 2017 and 2016, were as follows:-

(Unit : Baht)

	Monthly Employee As at December 31,		Daily Employee As at December 31,	
	2017	2016	2017	2016
Annual discount rate	2.71%	3.11%	3.08%	3.51%
Average salary increase rate	3.70%	3.71%	2.51%	4.20%
Employee turnover	0-22%	0-24%	0-45%	0-36%
Retirement Age	60 years	60 years	60 years	60 years

Assumptions for gold price as at December 31, 2017 and December 31, 2016, the estimated for the future gold price by regression analysis form the latest data for 30 years ago.

Sensitivity analysis

Reasonably possible changes at the reporting date to one of the relevant actuarial assumptions, holding other assumptions constant, would have affected the defined benefit obligation by the amounts for the year ended December 31, 2017 and 2016, were as follows :-

(Unit : Baht)

	Consolidated financial statements		Separate financial statements	
	2017	2016	2017	2016
Discount Increase rate 0.5%	(9,600,790.00)	(11,751,508.00)	(7,136,615.00)	(8,930,159.00)
Discount rate decrease 0.5%	10,230,891.00	10,920,717.00	7,597,511.00	7,897,745.00
Future salary growth increase 0.5%	10,281,392.00	10,748,535.00	7,460,700.00	7,759,878.00
Future salary growth decrease 0.5%	(9,751,204.00)	(10,193,487.00)	(7,079,112.00)	(7,364,043.00)
Employee turnover rate increase 0.5%	(10,564,036.00)	(11,069,483.00)	(7,680,627.00)	(7,998,599.00)
Employee turnover rate decrease 0.5%	11,182,081.00	11,757,688.00	8,116,452.00	8,498,617.00

19. Share capital

The movement of share capital for the year ended on December 31, 2017, was as follows :-

	Number of share (Unit : Share)	Amount (Unit : Baht)
Registered share capital (Baht 1.00 per share)		
As at January 1, 2017	225,349,200	225,349,200.00
Increased (decreased) shares during in the year	-	-
As at December 31, 2017	225,349,200	255,349,200.00
Issued and paid-up share capital (Baht 1.00 per share)		
As at January 1, 2017	185,349,200	185,349,200.00
Increased (decreased) shares during in the year	-	-
As at December 31, 2017	185,349,200	185,349,200.00

Capital management

The primary objective of the Company and subsidiaries' capital management are to maintain their ability to continue as a going concern and to maintain an appropriate capital structure and to maintain the debt to equity ratio not exceeding the covenants of the loan agreements.

As at December 31, 2017 and 2016, in the consolidated financial statements, debt to equity ratio is 0.21:1.00 and 0.24:1.00 respectively and the separate financial statements, debt to equity ratio is 0.18:1.00 and 0.21:1.00 respectively.

20. Share Premium and Legal Reserve

Share Premium

Section 51 of the Public Companies Act B.E. 2535 requires companies to set aside share subscription monies received in excess of the par value of the shares issued to a reserve account ("share premium"). Share premium is not available for dividend distribution.

Legal reserve

Section 116 of the Public Companies Act B.E. 2535 requires that a company shall allocate not less than 5% of its annual net profit, less any accumulated losses brought forward, to a reserve account ("legal reserve"), until this account reaches an amount not less than 10% of the registered authorised capital. The legal reserve is not available for dividend distribution.

21. Revenues from sales and services

For the years ended December 31, 2017 and 2016, have revenue from inter-barter of goods or services as follows:-

(Unit : Baht)

	For years ended December 31,	
	2017	2016
Consolidated financial statements	5,826,931.26	3,695,360.50
Separate financial statements	1,978,928.00	-

22. Expenses by nature

Consist of :-

(Unit : Baht)

	Consolidated financial statements		Separated financial statements	
	For the years ended December 31,		For the years ended December 31,	
	2017	2016	2017	2016
Raw material and chemical used	270,109,315.37	284,991,249.40	234,872,113.54	272,044,639.96
Loss from declining in value of inventories (reversal)	11,752,172.47	(5,398,486.82)	-	-
Expenses employees	394,268,075.53	465,099,909.55	277,216,071.42	336,781,759.26
Management's remuneration	11,028,645.00	16,034,440.00	8,568,459.00	6,779,803.00
Depreciation	34,575,011.87	42,215,012.65	23,783,672.69	29,907,659.83
Amortization of intangible asset	3,388,744.29	4,760,629.10	3,370,361.95	4,591,229.72
Illustrations news	32,063,898.44	33,779,919.54	18,508,405.10	19,111,420.48
Repair machinery and other assets	24,791,521.56	25,114,962.29	24,791,521.56	25,114,962.29
Utilities expenses	21,662,392.24	22,918,598.48	17,656,284.66	19,290,577.22
Sale promotion expenses	27,938,854.31	25,509,382.40	20,185,655.92	11,631,000.52
Commission expenses	7,155,800.07	11,663,755.54	5,861,765.45	8,981,407.78
Transportation and travel expenses	34,430,985.31	39,270,680.57	5,316,374.24	5,028,248.25
Others	66,777,277.08	65,296,515.42	61,187,376.46	24,015,783.09
Total	939,942,693.54	1,031,256,568.12	701,318,061.99	763,278,491.40

23. Income tax expenses (revenue)

23.1 Income tax is recognized in profit or loss

(Unit : Baht)

	Consolidated financial statements		Separate financial statements	
	For the years ended on December 31,			
	2017	2016	2017	2016
Current tax expense				
Current year	10,019,710.29	-	-	-
Deferred tax expense (Note 13)				
Movements in temporary differences	(3,220,228.80)	15,556,342.11	(3,213,116.83)	10,789,523.92
Total	6,799,481.49	15,556,342.11	(3,213,116.83)	10,789,523.92

24.2 Income tax is recognized in other comprehensive income

(Unit : Baht)

	Consolidated financial statements		Separate financial statements	
	For the years ended on December 31,			
	2017	2016	2017	2016
Actuarial (gain) losses arising from defined benefit plan	3,350,349.05	(6,251,331.68)	2,995,421.43	(3,545,492.27)

Reconciliation between income tax expenses and the product of accounting loss multiplied by the applicable tax rates for the years ended December 31, 2017 and 2016, were as follows :-

(Unit : Baht)

	Consolidated financial statements		Separate financial statements	
	2017	2016	2017	2016
Accounting (loss) before tax	111,951,948.54	(50,238,230.78)	41,260,311.90	(53,269,520.05)
Applicable tax rate	20%	20%	20%	20%
Accounting profit(loss) before tax multiplied by applicable tax rate	22,390,389.71	(10,047,646.15)	8,252,062.38	(10,653,904.01)
Tax effect of income and expenses that are not considered				
As income tax expense as follows :-				
Unrealized gain from the change of the valuation held for				
trading securities	(15,800,000.00)	-	(7,900,000.00)	-
Reversal provision for discount on returned books	(1,389,919.51)	(869,821.44)	-	-
Loss on declining in value of inventories (reversal)	4,036,473.94	(1,767,035.47)	-	-
Provisions for employee benefit	650,836.80	-	-	-
Employee retirement payments	(398,210.80)	-	-	-
Reversal of allowance for doubtful accounts	(8,548.59)	-	-	-
Reversal estimated cost of returned book	550,969.96	647,068.86	-	-
Commission expense	-	915,200.00	-	553,000.00
Employee benefit obligations	(6,147,487.40)	(5,139,940.78)	(4,573,054.67)	(3,550,362.73)
Doubtful debts (reversal)	159,311.27	(708,289.06)	(72,397.67)	(105,961.78)
Non-deductible expense	20,426,630.86	-	7,143,467.66	-
Others	989,842.45	441,533.95	815,676.85	285,617.34
Loss brought forward	(15,440,578.40)	16,528,930.09	(3,665,754.55)	13,471,611.18
Total	10,019,710.29	-	-	-
Changes in temporary differences	(3,220,228.80)	15,556,342.11	(3,213,116.83)	10,789,523.92
Income tax shown in the statements of comprehensive income	6,799,481.49	15,556,342.11	(3,213,116.83)	10,789,523.92

24. Basic earnings (loss) per share

Basic earnings(loss) per share is calculated by dividing profit (loss) for the year attributable to equity holders of the Company (excluding other comprehensive income) by the number of issued and paid-up ordinary shares during the year.

	Consolidated financial statements		Separate financial statements	
	For the years ended December 31,			
	2017	2016	2017	2016
Profit(loss) for the year (Unit : Baht)	89,782,666.38	(63,669,593.11)	14,473,428.73	(64,059,043.97)
The number of issued and paid-up ordinary shares (Unit : shares)	185,349,200	185,349,200	185,349,200	185,349,200
Basic earnings (loss) per share (Baht/Share)	0.48	(0.34)	0.08	(0.35)

25. Presentation of financial data segregated by business sector

The detail of segment information was as follows :-

(Unit : Baht)

	Consolidated financial statements					
	For the year ended December 31, 2017					
	Business sector printed media sales, advertising sales	Business sector vocational training	Business sector TV media	Business sector event organization	Eliminate	Total
Revenue from sales and services	1,113,823,195.22	31,218,159.35	7,225,933.67	52,685,571.76	(286,662,019.30)	918,290,840.70
Cost of sales and services	(887,351,334.38)	(16,564,531.35)	(3,304,707.53)	(32,365,776.98)	305,643,578.22	(633,942,772.02)
Gross profit	226,471,860.84	14,653,628.00	3,921,226.14	20,319,794.78	18,981,558.92	284,348,068.68
Other Income						118,234,000.71
Selling expenses						(95,531,958.81)
Administrative expenses						(210,406,885.39)
Finance cost						(61,077.32)
Profit before income tax						96,582,147.87
Income tax expenses						(6,799,481.49)
Profit for the year						89,782,666.38
Other comprehensive income						
Item that will not be reclassified to profit or loss						
Actuarial gain(loss) arising from defined benefit plan						(14,541,674.84)
Income tax relevance with other comprehensive income						3,792,363.12
Other comprehensive income for the year-net of income tax						(10,749,311.72)
Total comprehensive income for the year						79,033,354.66
Fixed assets of business sector						612,270,880.62
Investment Property						22,900,909.56
Other assets						1,149,794,938.12
Total assets						1,784,966,728.30

(Unit : Baht)

Consolidated financial statements						
For the year ended December 31, 2016						
	Business sector printed media sales, advertising sales	Business sector vocational training	Business sector TV media	Business sector Event organization	Eliminate	Total
Revenue from sales and services	1,237,702,690.36	35,416,936.10	3,461,081.08	35,305,778.13	(380,239,778.90)	931,646,706.77
Cost of sales and services	(1,019,307,006.77)	(17,918,004.73)	(6,218,935.76)	(23,898,066.53)	381,188,905.23	(686,153,108.56)
Gross profit(loss)	218,395,683.59	17,498,931.37	(2,757,854.68)	11,407,711.60	949,126.33	245,493,598.21
Other Income						51,496,610.35
Selling expenses						(109,738,910.84)
Administrative expenses						(235,279,405.63)
Financial cost						(85,143.09)
Loss before income tax						(48,113,251.00)
Income tax expenses						(15,556,342.11)
Loss for the year						(63,669,593.11)
Other comprehensive income						
Item that will not be reclassified to profit or loss						
Actuarial gain arising from defined benefit plan						31,256,658.38
Income tax relevance with other comprehensive income						(6,251,331.68)
Other comprehensive income for the year-net of income tax						25,005,326.70
Total comprehensive income for the year						(38,664,266.41)
Fixed assets of business sector						661,120,594.92
Other assets						1,062,500,507.51
Total assets						1,723,621,102.43

26. Obligation and contingent liabilities

Apart from liabilities reflected in the statements of financial position as at December 31, 2017 and 2016, the Group hold other obligations as follows :-

26.1 Obligation and contingent liabilities with financial institutions :-

(Unit : Million Baht)

Consolidated financial statements						
	As at December 31, 2017			As at December 31, 2016		
	Total	Utilized	Available	Total	Utilized	Available
Letters of guarantee	25.92	4.93	20.99	25.82	5.16	20.66
Letters of credit and trust receipt	620.00	-	620.00	620.00	9.41	610.59
Bank overdraft	50.50	-	50.50	50.50	-	50.50
Fleet card	1.90	0.16	1.74	-	-	-
Credit line through electronic channels	0.20	0.20	-	-	-	-

(Unit : Million Baht)

	Separate financial statements					
	As at December 31, 2017			As at December 31, 2016		
	Total	Utilized	Available	Total	Utilized	Available
Letters of guarantee	22.72	4.56	18.16	22.72	4.28	18.44
Letters of credit and trust receipt	620.00	-	620.00	620.00	9.41	610.59
Bank overdraft	33.50	-	33.50	33.50	-	33.50
Fleet card	1.30	0.06	0.24	-	-	-

26.2 Commitment

As at December 31, 2017 and 2016, the Company and its subsidiaries constitutes obligation commitment in accordance with the of contract to rental the computer for use in the operation for 3 years, the rental charge which has to pay to reach the contract are as follows :-

(Unit : Million Baht)

	Consolidated financial statements		Separated financial statements	
	As at December 31,		As at December 31,	
	2017	2016	2017	2016
Within 1 year	2.13	7.82	1.69	6.22
Over 1 year but not over 5 years	0.01	2.36	0.01	1.93
Total	2.14	10.18	1.70	8.15

As at December 31, 2017 and 2016, the Company constitutes commitment in accordance with the of contract to lease the copier for use in the operation, the amount which has to pay to reach the contract are as follows :-

(Unit : Million Baht)

	Consolidated/Separated financial statements	
	As at December 31,	
	2017	2016
Within 1 year	0.16	0.16
Over 1 year but not over 5 years	0.38	0.54
Total	0.54	0.70

As at December 31, 2017 and 2016, the Company and its subsidiaries constitutes obligation commitment in accordance with the of contract to rental the car for use in the operation, the rental charge which has to pay to reach the contract are as follows :-

(Unit : Million Baht)

	Consolidated financial statements		Separated financial statements	
	As at December 31,		As at December 31,	
	2017	2016	2017	2016
Within 1 year Within 1 year	2.10	3.02	1.51	0.30
Over 1 year but not over 5 years	1.46	1.14	0.91	-
Over 5 year	1.92	-	1.92	-
Total	<u>5.48</u>	<u>4.16</u>	<u>4.34</u>	<u>0.30</u>

26.3 Contingent liabilities from cases

26.3.1 The Company is prosecuted in civil cases and criminal cases. The summary of total cases are as follows :-

	Number of case	
	As at December 31,	
	2017	2016
Court of First Instance (criminal case)	2	3
Court of First Instance (civil case)	2	2
Appeal Court (criminal case)	-	1
Appeal Court (civil case)	4	6
Supreme Court (criminal case)	-	1
Supreme Court (civil case)	1	-
Total	<u>9</u>	<u>13</u>

The above civil cases can be summarized as follows :-

Item	Case Black No.	Date	The accused No.	Faulty or Guilty	Plaintiff Asked for Indemnity	Sentence
1	4422/2544	Sep 06, 2001	2	Infringement	Jointly or Severally Liable	- Temporarily discharge so as to wait for criminal case result.
2	660/2553	Aug 11, 2010	7	Infringement	Jointly or Severally Liable	- The Court of first instance sentenced to dismiss. - The plaintiff filed a petition.
3	3514/2553	Oct 11, 2010	1	Infringement	Jointly or Severally Liable	- The Court of first instance sentenced to dismiss. - The plaintiff appealed.
4	628/2558	Aug 3, 2015	2	Infringement	Jointly or Severally Liable	- The Court of Appeal insurance have to compensate the damage in amount of Bath 0.71 million together with the interest 15% per annum.
5	629/2558	Aug 3, 2015	2	Infringement	Jointly or Severally Liable	- The Court of Appeal insurance sentenced to dismiss
6	630/2558	Aug 3, 2015	2	Infringement	Jointly or Severally Liable	- The Court of Appeal insurance have to compensate the damage in amount of Bath 0.06 million together with the interest 15% per annum.
7	135/2559	Feb 11, 2016	1	Infringement	Only one	- Temporarily discharge so as to wait for criminal case result.

26.3.2 The subsidiary company is prosecuted in civil cases and criminal cases. The summary of total cases are as follows :-

	Number of case As at December 31,	
	2017	2016
Court of First Instance (criminal case)	1	1
Appeal Court (civil case)	1	3
Supreme Court (criminal case)	1	1
Supreme Court (civil case)	1	-
Total	4	5

The above civil cases can be summarized as follows :-

Item	Case Black No.	Case Red No.	Date	The accused No.	Faulty or Guilty	Plaintiff Asked for Indemnity	Sentence
1	3882/2549	4629/2550	Sep 6, 2006	1	Infringement	Jointly or Severally Liable	- The Court of First instance sentenced to dismiss. The defendants appealed in prescription issue. The plaintiff appealed.
2	660/2553	-	Aug 11, 2010	6	Infringement	Jointly or Severally Liable	- Court of Appeal instance sentenced to dismiss. The plaintiff appealed.

Presently, the cases of the Company and its subsidiaries are anticipated to be compromise and indemnity may not need to be paid to the plaintiff while such cases are under the consideration of the court and the ultimate outcome is not yet known. Therefore, the Company and its subsidiaries have not yet recorded contingent indemnity incurred from such cases on book.

27. Financial Instruments

27.1 Risk Management

The Group has the policy to decrease financial risk by using financial instruments such as to make forward contract of foreign currency, to make fixed interest rate contracts in replacement of floating market rate. However, the Group has no policy to use financial instruments for speculating or for trading.

27.2 Risk on Interest Rates

The Group constitutes assets and liabilities which hold risk from interest rates, and it may affect upon the result of operation and cash flows from the change of interest rates in the future as follows :-

(Unit : Baht)

Consolidated Financial Statements As at December 31, 2017							
Fixed interest rate							
	Within 1 year	Within 1 year to 5 years	More than 5 years	Floating interest rate	No interest bearing	Total	Interest Rate
(% per annum)							
<u>Financial assets</u>							
Cash and cash equivalents	83,819.62	-	-	67,337,163.38	26,173,268.19	93,594,251.19	0.100-1.550
Temporary investments	459,991,268.28	-	-	-	259,000,000.00	718,991,268.28	0.875-1.550
Trade and other receivables	-	-	-	-	179,524,041.44	179,524,041.44	-
	460,075,089.90	-	-	67,337,163.38	464,697,309.63	992,109,560.91	
<u>Financial liabilities</u>							
Trade and other payables	-	-	-	-	65,613,634.23	65,613,634.23	-
	-	-	-	-	65,613,634.23	65,613,634.23	

(Unit : Baht)

Consolidated Financial Statements As at December 31, 2016							
Fixed interest rate							
	Within 1 year	Within 1 year to 5 years	More than 5 years	Floating interest rate	No interest bearing	Total	Interest Rate
(% per annum)							
<u>Financial assets</u>							
Cash and cash equivalents	810,083,046.02	-	-	60,059,773.01	101,144,144.83	171,286,963.86	0.00-0.88
Temporary investments	549,965,066.68	-	-	-	-	549,965,066.68	1.00-3.00
Trade and other receivables	-	-	-	-	161,004,083.04	161,004,083.04	-
	560,048,112.70	-	-	60,059,773.01	262,148,227.87	882,256,113.58	
<u>Financial liabilities</u>							
Short-term loans from financial institutions	8,456,640.19	-	-	-	-	8,456,640.19	3.58
Trade and other payables	-	-	-	-	68,104,773.87	68,104,773.87	-
	8,456,640.19	-	-	-	68,104,773.87	76,561,414.06	

(Unit : Baht)

Separate financial statements As at December 31, 2017							
	Fixed interest rate			Floating interest rate	No interest bearing	Total	Interest Rate
	Within 1 year	Within 1 year to 5 years	More than 5 years				

(% per annum)

Financial assets

Cash and cash equivalents	83,819.62	-	-	27,788,115.67	18,821,655.09	46,693,590.38	0.00-0.80
Temporary investments	284,447,802.22	-	-	-	129,500,000.00	413,947,802.22	0.80-1.50
Trade and other receivables	-	-	-	-	182,216,860.95	182,216,860.95	-
	<u>284,531,621.84</u>	<u>-</u>	<u>-</u>	<u>27,788,115.67</u>	<u>330,538,516.04</u>	<u>642,858,253.55</u>	

Financial liabilities

Trade and other payables	-	-	-	-	42,087,557.75	42,087,557.75	-
	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>42,087,557.75</u>	<u>42,087,557.75</u>	

(Unit : Baht)

Separate financial statements As at December 31, 2016							
	Fixed interest rate			Floating interest rate	No interest bearing	Total	Interest Rate
	Within 1 year	Within 1 year to 5 years	More than 5 years				

(% per annum)

Financial assets

Cash and cash equivalents	10,083,046.02	-	-	27,729,188.90	41,730,465.84	79,542,700.76	0.00-0.80
Temporary investments	364,624,070.63	-	-	-	-	364,624,070.63	0.80-1.50
Trade and other receivables	-	-	-	-	208,298,296.73	208,298,296.73	-
	<u>374,707,116.65</u>	<u>-</u>	<u>-</u>	<u>27,729,188.90</u>	<u>250,028,762.57</u>	<u>652,465,068.12</u>	

Financial liabilities

Short-term loans from financial institutions	8,456,640.19	-	-	-	-	8,456,640.19	3.58
Trade and other payables	-	-	-	-	49,865,938.71	49,865,938.71	-
	<u>8,456,640.19</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>49,865,938.71</u>	<u>58,322,578.90</u>	

27.3 Risk from Exchange Rate

It incurred from raw material purchase which is imported from abroad, the Group applicably exposes to risk in connection to change of exchange rates. Nevertheless, the Group's consider an appropriately financial derivative to hedge against such risk when the exchange rates trend is no longer stable.

27.4 Risk from Credit Provision

The Group exposes to risk from credit provision in relation to trade debtors. However, presently, the Group constitute conservative policy of credit provision by prior analysis of client's financial status. Moreover in some case of new clients, deposit in advance is demanded. Clients are mainly long term contact and make a sufficient provision for doubtful debts in accordance with accounting policy and estimated the allowance for returned goods. Management of the Group believes recoded as sufficient.

27.5 Fair values

Owing to mainly financial assets and financial liabilities were classified under short-term type instruments and interest of investments and loan are close to the rate of market, thus management of the company believe that the book values of such financial assets and liabilities do not materially differ from fair value.

28. Fair Value

Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date.

The Group use the market approach to measure their assets and liabilities that are required to be measured at fair value by relevant financial reporting standards, except that the cost approach or income approach is used when there is no active market or when a quoted market price is not available.

As of December 31, 2017 and 2016, the Group had the assets that were measured at fair value using different levels of inputs as follows:

(Unit: Baht)

Consolidated Financial Statements As at December 31, 2017				
	Level 1	Level 2	Level 3	Total
Financial assets measured at fair value				
All high liquidity investments	-	14,140,132.96	-	14,140,132.96
Investment in trading security	259,000,000.00	-	-	259,000,000.00

(Unit: Baht)

Separate Financial Statements As at December 31, 2017				
	Level 1	Level 2	Level 3	Total
Financial assets measured at fair value				
All high liquidity investments	-	14,140,132.96	-	14,140,132.96
Investment in trading security	129,500,000.00	-	-	129,500,000.00

(Unit: Baht)

Consolidated Financial Statements As at December 31, 2016				
	Level 1	Level 2	Level 3	Total
Financial assets measured at fair value				
All high liquidity investments	-	94,072,299.05	-	94,072,299.05

(Unit: Baht)

Separate Financial Statements As at December 31, 2016				
	Level 1	Level 2	Level 3	Total
Financial assets measured at fair value				
All highly liquidity investments	-	42,863,024.99	-	42,863,024.99

During the current year, there were no transfers within the fair value hierarchy.

29. Employees Provident Fund

The Group has established a provident fund in accordance with the Provident Fund Act B.E. 1987. The fund is contributed by both employees and the Group in the rate of 3 percent of salary. The fund is managed by the Kasikorn Asset Management Provident fund and will be paid to an employee upon termination in accordance with the rules of the Group's staff provident fund.

For the years ended December 31, 2017 and 2016, the Group contribution is repayable to the provident fund and recognized to expenses in the consolidated financial statements amount of Baht 5.93 million and Baht 6.82 million respectively, and in the separate financial statements amount of Baht 4.14 million and Baht 4.97 million respectively.

30. Approval of the financial statements

The financial statements have been approved to issue by the board of directors' the Company on February 27, 2018.

บริษัท มติชน จำกัด (มหาชน)
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