

POST 003/2018

Wednesday 28th February 2018

To The President
The Stock Exchange of Thailand

Subject: Operating Results Clarification on the Percentage of Changes Exceeding 20% of Bangkok Post Public Company Limited for the Year ended 2017

We, Bangkok Post Public Company Limited, would like to report our Operating Results for the year ended 31 December 2017. Consolidated net loss attributable to equity holders of the Company for the year ended 31 December 2017 amounted to 358.8 million baht, increased 67.0 percent as compared to consolidated net loss attributable to equity holders of the Company from the same period of last year which amounted to 215.4 million baht.

The significant results are as follows:

Consolidated sales and service income for the year ended 31 December 2017 was 1,328.5 million baht, decreased 26.3 percent or 475.1 million baht from 1,803.6 million baht in the year ended 31 December 2016. It is mainly due to a decline in newspapers and magazines advertising revenues of Bangkok Post Group. In addition, it is also due to the increase in new media which has resulted in the allocation of advertising spending to various media and economic slowdown which has affected the spending of advertising budget of several companies.

Consolidated cost of sales and services for the year ended 31 December 2017 was 1,156.3 million baht, decreased 22.7 percent or 339.9 million baht from 1,496.2 million baht in the year ended 31 December 2016. It is mainly from reducing production cost of print media and magazines to be consistent with declining sales as well as proper production cost control.

Consolidated selling expenses for the year ended 31 December 2017 was 199.9 million baht, decreased 17.2 percent or 41.5 million baht from 241.4 million baht in the year ended 31 December 2016 from reducing promotion expenses, cost of newspaper distribution and strict cost control.

Consolidated administrative expenses for the year ended 31 December 2017 was 226.5 million baht, decreased 15.7 percent or 42.1 million baht from 268.6 million baht in the year ended 31 December 2016 due to the cost control policy of the Company.

Consolidated allowance for impairment of goodwill for the year ended 31 December 2017 was 62.0 million baht due to the company has been considered the recoverable amount based on cash flow projection form financial budgets of subsidiary company. Loss on impairment of equipment and intangible assets was 3.1 million baht. However it was non-cash item which no effect liquidity of company.

The Company had been granted to waive regarding the maintenance ratio and permitted by the bank to extend repayment term of long-term loans, the company has to mortgage land with structure to the lender as additional collateral.

Please kindly be informed accordingly.

Yours faithfully,

(Mr.Worachai Bhicharnchitr)
Director

(Mr.Thirakiati Chirathivat)
Director