

POST 021/2018

Friday 10<sup>th</sup> August 2018

Subject Clarification of the operating results (reviewed) for the second quarter 2018

Bangkok Post Public Company Limited

To The President  
The Stock Exchange of Thailand

We, Bangkok Post Public Company Limited, would like to report our operating results (reviewed) on the percentage changes exceeding 20 percent for the second quarter 2018 ended 30 June 2018. Consolidated net loss attributable to equity holders of the Company amounted to 28.2 million baht compared to consolidated net loss attributable to equity holders of the Company the same period last year amounted to 64.0 million baht, decreased loss 55.9 percent or 38.5 million baht.

The significant results are as follows:

Consolidated sales and service income for the second quarter 2018 ended 30 June 2018 was 312.9 million baht compared to 321.7 million baht the same period last year, decreased 2.7 percent or 8.8 million baht mainly from declining in print media and advertising revenue. Revenue from print media and advertising for the second quarter 2018 ended 30 June 2018 was 238.8 million baht compared to 252.3 million baht the same period last year, decreased 5.4 percent or 13.5 million baht. Revenue from production of television program for the second quarter 2018 ended 30 June 2018 was 56.0 million baht compared to 50.0 million baht the same period last year, increased 12.0 percent or 6.0 million baht.

Consolidated cost of sales and services for the second quarter 2018 ended 30 June 2018 was 251.9 million baht compared to 275.3 million baht the same period last year, decreased 8.5 percent or 23.4 million baht, from reducing production cost of print media and magazines to align with changes in sales target.

Consolidated selling expenses for the second quarter 2018 ended 30 June 2018 was 36.5 million baht compared to 47.6 million baht the same period last year, decreased 23.3 percent or 11.1 million baht from controlling distribution cost of print media and magazines to align with sales and service income.

Consolidated administrative expenses for the second quarter 2018 ended 30 June 2018 was 51.4 million baht compared to 57.9 million baht the same period last year, decreased 11.2 percent or 6.5 million baht, as a result of ongoing cost control.

Please kindly be informed accordingly.

Yours faithfully,

*(Mr. Suthikiati Chirathivat)*

Chairman of the Board of Directors and  
Chairman of the Executive Committee