

POST 023/2018

Tuesday 13th November 2018

Subject Clarification of the operating results (reviewed) for the third 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) for the third quarter 2018 ended 30 September 2018. Consolidated net loss attributable to equity holders of the Company amounted to 59.2 million baht compared to consolidated net loss attributable to equity holders of the Company the same period last year amounted to 50.3 million baht, increased loss 17.6 percent or 8.9 million baht because of deferred tax assets un-useful totaling 17.9 million baht, excluding this transaction consolidated net loss for the third quarter 2018 amounted to 41.3 million baht decreased 17.9 million bath or decreased loss 30.2 percent.

The significant results are as follows:

Consolidated sales and service income for the third quarter 2018 ended 30 September 2018 was 295.8 million baht compared to 358.4 million baht the same period last year, decreased 17.5 percent or 62.6 million baht mainly from declining in print media and advertising revenue. Revenue from print media and advertising for the third quarter 2018 ended 30 September 2018 was 237.3 million baht compared to 272.3 million baht the same period last year, decreased 12.9 percent or 35.0 million baht. Revenue from production of television program for the third quarter 2018 ended 30 September 2018 was 37.1 million baht compared to 68.1 million baht the same period last year, decreased 45.5 percent or 31.0 million baht.

Consolidated cost of sales and services for the third quarter 2018 ended 30 September 2018 was 233.7 million baht compared to 290.5 million baht the same period last year,

decreased 19.6 percent or 56.8 million baht, from reducing production cost of print media and magazines to align with changes in sales target.

Consolidated selling expenses for the third quarter 2018 ended 30 September 2018 was 40.0 million baht compared to 48.6 million baht the same period last year, decreased 17.7 percent or 8.6 million baht from controlling distribution cost of print media and magazines to align with sales and service income.

Consolidated administrative expenses for the third quarter 2018 ended 30 September 2018 was 51.7 million baht compared to 57.5 million baht the same period last year, decreased 10.1 percent or 5.8 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