August 14, 2020

Subject : Clarification of the operating results for the second quarter of 2020

To : The President
The Stock Exchange of Thailand

TV Direct Public Company Limited ("the Company") would like to clarify the operating results for the second quarter of 2020 ended June 30, 2020 as per the consolidated financial statement reviewed by the Certified Auditor as follows:-

(Unit : Million Baht)	Quarter 2 2020	Quarter 2 2019	Increase / (Decrease)	% Change
Revenues from sales and services	1,053.78	1,037.22	16.56	1.60%
Cost of goods sold and services	607.83	654.35	(46.52)	(7.11%)
Gross profit	445.95	382.87	63.08	16.48%
Other income	37.52	36.22	1.30	3.59%
Profit before expenses	483.48	419.10	64.38	15.36%
Selling expenses	343.03	338.15	4.88	1.44%
Administrative expenses	75.37	79.90	(4.53)	(5.67%)
Profit (loss) for the period	48.23	(2.46)	50.69	2,057.03%
Profit attributable to the equity holders of company	40.58	(4.80)	45.37	946.13%

1. Revenues from sales

   The Company had revenue from sales and services in the second quarter of 2020 amounting to 1,053.78 Million Baht, an increase of 16.56 Million Baht or 1.60 % from the same period last year. The main reason is the new media plan and more sale through social media channels make more customers' attention, so the Company has more sales orders from customers.

2. Cost of Goods Sold and Gross Profit

The Company's Cost of Goods Sold in the second quarter of 2020 was 607.83 Million Baht, a decrease of 46.52 Million Baht or 7.11% from the same period last year. The Company's Gross Profit Margin in the second quarter of 2020 was 42.32 % higher than the same period last year with a Gross Profit Margin of 36.91%, The Gross Profit Margin increased from the revised media plan as to manage the media cost to be more efficient and use social media channels to reach more customers as well as arranging a product mix to sell at a greater profit.

3. Selling expenses

The Company’s selling expenses in the second quarter of 2020 was 343.03 Million Baht, an increase of 4.88 Million Baht or 1.44% from the same period last year. The main reason is the increased sales commissions due to increased sales volume.

4. Administrative expenses

The Company's administrative expenses in the second quarter of 2020 was 75.37 Million Baht, an decrease of 4.53 Million Baht or 5.67% from the same period last year. The main reason is more appropriate management and control of unnecessary fixed expenses.

5. Net Profit (loss)

The Company had profit attributable to the parent company in the second quarter of 2020 amounting to 40.58 Million Baht, an increase of 45.37 Million Baht or 946.13% from the same period last year. The main reason is the increased sales and able to control Cost of Good Sold and media costs and expenses more effectively.

Please be informed accordingly.

Yours faithfully,

(Mr. Wichian Manapongpun)

Company Secretary