

Ref. WORK 09/2021
May 12, 2021

Re: Management Discussion and Analysis for the 1st quarter ended March 31, 2021

To: President of the Stock Exchange of Thailand

Attachment: 1. Business Performance Report (Form F45-3)
2. The consolidated and separate financial statement for the 1st quarter ended March 31, 2021

Workpoint Entertainment Public Company Limited ("The Company") is pleased to submit herewith the consolidated and separate financial statement for the 1st quarter ended March 31, 2021, with the financial analysis in comparison to the financial statement for the 1st quarter ended March 31, 2020. The performance can be summarized as follows:

The operating performance of the Company and its subsidiaries for the 1st quarter ended March 31, 2021 has shown the net profit of THB 117.84 million, increasing by THB 71.54 million or 154%, from the same period in the previous year which shown the net profit of THB 46.30 million.

Revenue :

For the 1st quarter ended March 31, 2021, the total Revenue (Excluding Other Income) of the Company was THB 579.64 million which represented an decrease of THB 25.44 million or 4% from the same period in the previous year which shown the total Revenue (Excluding Other Income) of THB 605.09 million.. The change of total Revenue was mainly resulted from the following business:

Revenue from Television Programs

Revenue from television programs was comprised of revenue from the advertising and promotion during each broadcasting period of the Company's TV channel ("WORKPOINT TV"), and other online media channels such as YouTube. Revenue from television programs also includes revenue from Renting Air time to 3rd parties for TV program broadcasting on WORKPOINT TV, revenue from the production of TV programs for 3rd parties for broadcasting on WORKPOINT TV, and revenue from sales of TV program licenses.

For the 1st quarter ended March 31, 2021, the Company had the revenue from television programs at THB 555.84 million, increasing by THB 55.68 million or 11% from the same period in 2020. The increase of revenue from TV programs, was mainly from the increase of revenue from WORKPOINT TV. Since the year ended 2020 till the 1st quarter 2021 the Company had increased many new television programs such as "The Wall Song", "The First and Last Thailand". These new TV programs have been popular and got good response. As a result, the ratings and sales of WORKPOINT TV were increased accordingly.

Revenue from Event Marketing

Revenue from event marketing was comprised of the revenue from event activities arranged by the company and event activities which the Company organized for 3rd parties. For the 1st quarter ended March 31, 2021, the Company had the revenue from event activities at THB 7.95 million, decreasing by THB 18.62 million or 70% from the same period in 2020 which had the revenue at THB 26.57 million. For the 1st quarter ended March 31, 2021, based on COVIC-19 situation, the Company was needed to postpone all of its events indefinitely, including all other events organized for 3rd parties as well.

Revenue from Concerts and Plays

Revenue from concerts and plays was comprised of the revenue from concerts and plays produced by the Company, and revenue from Playhouse’s title sponsor. The Company had the revenue from concerts and plays for the 1st quarter ended March 31, 2021 at THB 2.83 million, decreasing by THB 8.48 million or 75% from the revenue at THB 11.31 from the same period in 2020. For the 1st quarter ended March 31, 2021, the Company could not use its exhibition venue at all because of the epidemic situation of Covid-19 as earlier mentioned.

Revenue from sale of goods and rendering of other services

Revenue from sale of goods and rendering of other services was divided into 2 categories. Firstly, revenue from sale of goods which was comprised of the revenue from sale of health and beauty products under the brand “Let Me In Beauty” and “Me vio” , the revenue from sale of studio shop and the revenue from sales of products on consignment in “1346 Hello Shops” program broadcasting on WORKPOINT TV. Secondly, revenue from rendering of other services was mainly comprised of the revenue from area rental in the Company’s Playhouse, and revenue from Artist management. The Company had revenue from sale of goods and rendering of other services for the 1st quarter ended March 31, 2021 at THB 12.89 million, decreasing by THB 54.05 million or 81% from the same period in 2020 which had the revenue at THB 66.94 million. The significant decrease was mainly from the decrease of the revenue from sale of goods. .

Costs :

For the 1st quarter ended March 31, 2021, the Company had total costs at THB 306.11 million, decreasing by THB 42.03 million or 12% from the total costs at THB 348.14 million from the same period in 2020. The decrease in the total costs was mainly from a decrease in costs from the business of Television programs as the Company managed the production costs efficiently. Moreover, the costs of Events were decreased due to the COVID-19 epidemic, causing the events’ cancellation or postponement.

Selling and Administrative Expenses and Other Expenses:

For the 1st quarter ended March 31, 2021, the Company had selling and administrative expenses in total at THB 152.81 million, slight decreasing by THB 45.55 million or 23% from the same period in 2020 in which the Company had selling and administrative expenses in total at THB 198.36 million. The decrease was mainly from the distribution expenses of product sale (which is variable to the revenue from sale of goods). Additionally, the decrease of the administrative expenses was from the decrease of office expenses and employee expenses according to the Company’s cost saving policy in order to reduce the impact of the COVID-19 situation.

Please be informed accordingly.

Best Regards,

Workpoint Entertainment Public Company Limited



(Mr. Surakarn Sirimothya)

Chief Financial Officer

Authorized to sign on behalf of the company