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11 August 2021

Subject Clarification on the operating results of the unaudited but reviewed consolidated financial statements for the second quarter of 2021
Bangkok Post Public Company Limited

To The President
The Stock Exchange of Thailand
93 Ratchadaphisek Road, Dindaeng, Dindaeng
Bangkok 10400

Bangkok Post Public Company Limited (“the Company”), would like to report the operating results of the unaudited but reviewed consolidated financial statements for the second quarter of 2021 that consolidated net profit before income tax of the Company for the second quarter of 2021 was 49.4 million baht compared to 98.5 million baht the same period last year. If excluding gain from debt restructuring amounted to 88.5 million baht, consolidated net loss attributable to equity holders of the Company will be 39.1 million baht, loss decreased 59.4 million baht or 60.3 percent. This is mainly due to an operating structural adjustment and an ongoing cost control measures.

In addition, the Company would like to clarify the operating results as follows;

Consolidated sales and service income for the second quarter of 2021 was 99.5 million baht compared to 86.3 million baht the same period last year, increased 13.2 million baht or 15.3 percent. The main reason is from the digital revenue which increased from the customer’s behavior spending on online media, though the overall economic slowdown from the crisis situation from the epidemic of the Covid-19 virus. Accordingly, consolidated print and advertising revenue for the second quarter of 2021 was 59.0 million baht compared to 56.3 million baht the same period last year, increased 2.7 million baht or 4.8 percent.

Consolidated cost of sales and services for the second quarter of 2021 was 88.9 million baht compared to 112.5 million baht the same period last year, decreased 23.6 million baht or 20.9 percent due to the reduction in newspaper and magazines production cost to suit the changing sales.



Consolidated selling and administrative expenses for the second quarter of 2021 was 42.0 million baht compared to 54.8 million baht the same period last year, decreased 12.8 million baht or 23.3 percent due to an ongoing cost control measures.

The Company has continually adjusted business operations in order to be able to meet consumers' needs and compete with the rapidly changing competitors and technology. However, the crisis situation from the epidemic of the Covid-19 virus has caused most advertising clients to delay their advertising expenditure in various media, including print media, and that has a significant impact on the Company's total sales and services income. Nonetheless, the Company still receives good financial support from various financial institutions and able to pay interest and repay principal on time.

In addition, the Company will try to maintain the newspaper customer base, expand content distribution on online channels, including controlling and reducing unnecessary operating costs and expenses continuously.

Please kindly be informed accordingly.

Yours faithfully,

Suthikiati Chirathivat

(Mr. Suthikiati Chirathivat)
Chairman of the Board of Directors and
Chairman of the Executive Committee

