

Ref. WORK 13/2022

Nov10, 2022

Re: Management Discussion and Analysis for the 3rd quarter ended September 30, 2022

To: President of the Stock Exchange of Thailand

Attachment: 1. Business Performance Report (Form F45-3)

2. The consolidated and separate financial statement the 3rd quarter ended September 30, 2022

Workpoint Entertainment Public Company Limited ("The Company") is pleased to submit herewith the consolidated and separate financial statement for the 3rd quarter ended September 30, 2022, with the financial analysis in comparison to the financial statement for the 3rd quarter ended September 30, 2021. The performance can be summarized as follows:

The operating performance of the Company and its subsidiaries for the 3rd quarter ended September 30, 2022 has shown the net profit of THB 65.53million, decreasing by THB 4.14 million or 6%, from the same period in the previous year which shown the net profit of THB 69.67 million.

Revenue :

For the 3rd quarter ended September 30, 2022, the total Revenue (Excluding Other Income) of the Company was THB 616.24 million which represented an increase of THB 113.40 million or 23% from the same period in the previous year which shown the total Revenue (Excluding Other Income) of THB 502.84 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 3rd quarter ended September 30, 2022, the Company had the revenue from television programs at THB 525.63 million, increasing by THB 66.83 million or 15% from the same period in 2021. The increase of revenue from TV programs, was mainly from the increase of revenue from WORKPOINT TV. For the 3rd quarter ended September 30, 2022, in addition to the existing popular TV programs such as "MicModNee" , "PanyaMarket" and "GoldenMictv", the Company also aired new TV programs including "The Ferris Wheel" , and "Nak Rong 2 Chan" in order to increasingly provide the entertainment to the audience. As a result, the Company can maintain the audience base continuously. Moreover, during this period, the Company was granted the right to broadcast live FIVB Volleyball Women's World Championship 2022, which will be competed from 24 September to 16 October 2022. The tournament received very positive feedback and eventually, pushed the rating of Workpoint TV to be among the top-tier position during this period.

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 3rd quarter ended September 30, 2022, the Company had the revenue from event activities at THB 58.15 million, increasing by THB 32.69 million or 128% from the same period in 2021 which had the revenue at THB 25.46 million. Since the beginning of this year, after the ease of the Covid-19 epidemic situation, the revenue from event marketing has moved in the upward trend. For the 3rd quarter ended September 30, 2022, the main events that the Company was assigned to manage, included both the event for public sector such as “The 7th Asia Pacific Geoparks Networks Symposium:APGN”, and the product or service launch events for private sector such as “Khaoshong Roadshow2022”, “Press Conference Egg Digital”. the Company was assigned to manage the major events for many more customers than the same period in 2021.

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 3rd quarter ended September 30, 2022 at THB 13.40 million, increasing by THB 10.38 million or 343% from the revenue at THB 3.02 from the same period in 2021. Same as the Event Marketing Business, after the ease of the Covid-19 epidemic situation, the Company has been able to arrange the shows as usual. For the 3rd quarter ended September 30, 2022, the Company had 2 shows which were “Ryan Fanmeet Concert” and “Pleng Rak Pleng Phaendin the Musical Concert”. Both shows received very good feedback from the audience.

Revenue from sale of goods and rendering of other services

Revenue from sale of goods and rendering of other services in 2022 mainly include revenue from area rental in the Company’s Playhouse and revenue from Artist management as the consequence of the Company decided to discontinue the business of selling health and beauty products and products on consignment in 2021. Therefore, the revenue from sale of goods and rendering of other services for the 3rd quarter ended September 30, 2022, THB 18.78 million, was mainly the revenue from area rental in the Company’s Playhouse which increased significantly, after the ease of the Covid-19 epidemic situation. The increase in such revenue compensated the decrease revenue from sale of health and beauty products and products on consignment. For the 3rd quarter ended September 30, 2022, The revenue from sale of goods and rendering of other services was increase THB 3.35 million, or 22% from the same period in 2021 which had the revenue at THB 15.43 million.

Costs :

For the 3rd quarter ended September 30, 2022, the Company had total costs at THB 393.31 million, increasing by THB 102.18 million or 35% from the total costs at THB 291.13 million from the same period in 2021. The increase in the total costs was mainly from an increase in costs from the business of Television programs. For the 3rd quarter ended September 30, 2022, the Company could air all TV programs as plan and also, during this period, the Company broadcast live FIVB Volleyball Women's World Championship 2022. As the result, the costs from the business of Television programs increased, comparing to the same period in 2021, in which the Company could not air its TV programs as usual from time to time due to the COVID-19 safety protocol. Additionally, the increase in costs was also from the costs from the event marketing business, given the facts there were more events that the Company was assigned to manage.

Selling and Administrative Expenses and Other Expenses:

For the 3rd quarter ended September 30, 2022, the Company had selling expenses in total at THB 29.84 million, and administrative expenses in total at THB 111.31 million, For the 3rd quarter ended September 30, 2022, the Company had selling expenses decreasing by THB 6.91 million or 19%. As a result of discontinuing the product from sale of health and beauty products and products on consignment, the expenses of sale commission, sale promotion and public relations, and other expenses in relation to such business decreased. Meanwhile, administrative expenses increased by THB 5.89 million or 6%. The increase was mainly from the increase of employee expenses the office expenses and utilities expenses as the consequence of the cancellation of WORK FROM HOME policy.

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