

14 August 2020

Subject: Management Discussion and Analysis - for the three-month period ended 30 June 2020

To: The President of Stock Exchange of Thailand

B-52 Capital Public Company Limited (“the Company”) would like to notify the operating results that the Company reported net loss for the three-month period ended 30 June 2020 of Baht 16.8 million, net loss decreased by Baht 1.1 million or 7% compared to the same period of last year which were net loss of Baht 15.7 million, due reason to the following reasons:

1. Revenue from sales and services decrease from prior year by Baht 1.9 million or 71% due following to:

Description	2Q/20 Million Baht	2Q/19 Million Baht	Change Million Baht	Change (%)
Revenue from E-Commerce segment	0.01	1.7	(1.69)	(99%)
Revenue from trading of consumer products segment	0.7	0.9	(0.2)	(22%)
Revenue from media services segment	3.8	-	3.8	100%
Total	4.5	2.6	1.9	71%

E-Commerce segment

Revenue from this segment was significant decrease due to declining income from e-payment business, which was directly impacted in the second quarter of the current year from the government announced to closure of international travel under policy to control the epidemic situation of Corona Virus (COVID-19) according to the Emergency Decree and its related announcement resulted that the Chinese tourists who are main customers of this business segment unable to access the company's e-payment service platform. Revenue from this business segment was therefore, shown almost to zero in this quarter.

Media services segment

The Company commence operated in performance media and advertising services through the Company's existing retailers and wholesalers' network. Although, there are impact from COVID-19 situation in Thailand

has greatly affected to the Group's business operations, as operation plan are delayed from the COVID-19 situation, however, the Company can able to recognize revenue of Baht 3.8 million from this business segment, which commenced of media service in May 2020.

2. Cost of sales and service increase by Baht 0.5 million or 21% compared to the same period of last year.

Description	2Q/20 Million Baht	2Q/19 Million Baht	Change Million Baht	Change (%)
Total revenue	4.5	2.6	1.9	73%
Total cost of sales and cost of services	2.9	2.4	0.5	21%
Gross profit	1.6	0.2	1.4	700%

For the second quarter of 2020, cost of sales and services increased from the commencement of the performance media service business through the Company's retailer and wholesaler network as mentioned above. As a result, gross profit from operations increased when compared with the same period of the last year due mainly to the change in the Group's revenue and cost structure during the current year.

3. Selling and Administrative expenses for the three-month period ended 30 June 2020 were Baht 18.3 million, an increase of Baht 1.5 million or 9% is not significant change or increase not over than 20% from the same period of last year. The company is efforted in cost saving and cost control and tried to deduct unnecessary expenses. However, some administrative expenses are unavoidable and much incurred to support the Group's business operation and require to support the business expansion into related businesses through the Group's existing retailers and wholesalers network. Selling and administrative expenses incurred are therefore, necessary to support as part of benefit incurring in form of revenue increase from such expanding in business operation.

Please be informed in accordingly.

Your sincerely,

-Naravadee Waravanitcha-

(Ms. Naravadee Waravanitcha)

Chief Executive Officer