

# ***BEC World plc.***

2Q09 Results

SET Opportunity Day

August 31, 2009



Company's background

Industry Overview

Financial Highlights

2009 Outlooks



## ***Company Background:***

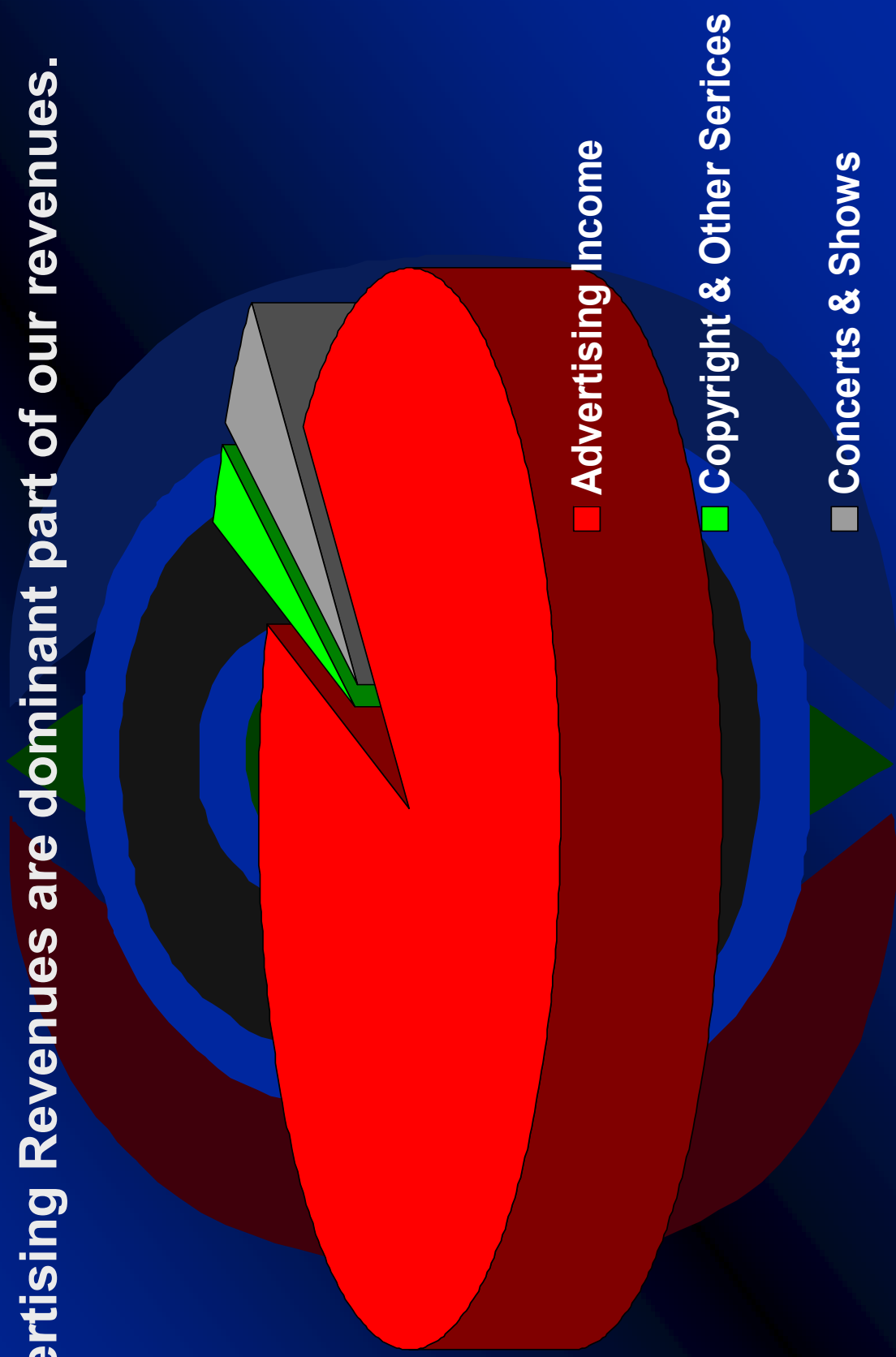
- **Over 39 years of experience in television\*.**
- **11 more years to go under the existing license.**
- **Concession fees were duly fixed.**
- **Much more than an ordinary television company.**



\*TV3 is operated by Bangkok Entertainment Co.,Ltd. our 100% owned subsidiary, through a joint operating agreement with MCOT.

## 2008 Revenue:

Advertising Revenues are dominant part of our revenues.



## *The Businesses:*

### Broadcasting

### & Media:

- An operator of a nation-wide free terrestrial TV network, known as Channel 3.
- An operator of 2 FM radio stations in Bangkok.
- The owner of Thai popular web-sites “ThaiTV3.Com”; “BECNews.Com”



## ***The Businesses:***

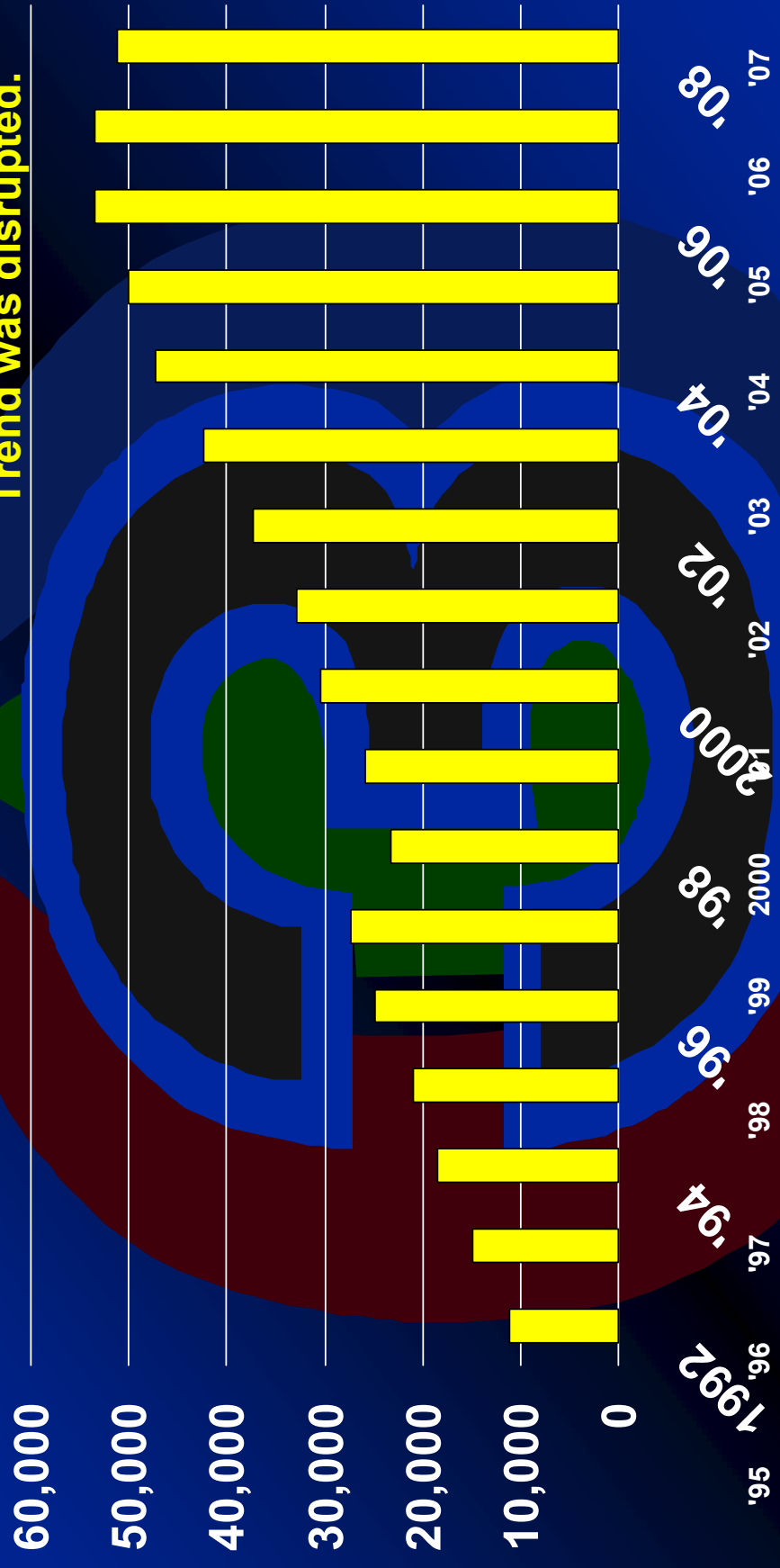
- Sourcing, Producing, Promoting  
& Distributing Programmes:**
- **Well established in Thai entertainment industry.**
  - **Huge Library, used mainly on Channel 3.**
  - **Expanding to other types of entertainment activities:**
    - ◆ **Live Shows, Sport Events, etc.**



# TV Advertising Trend:

Major Change in '08 as T-PBS started.  
Trend was disrupted.

Bt m



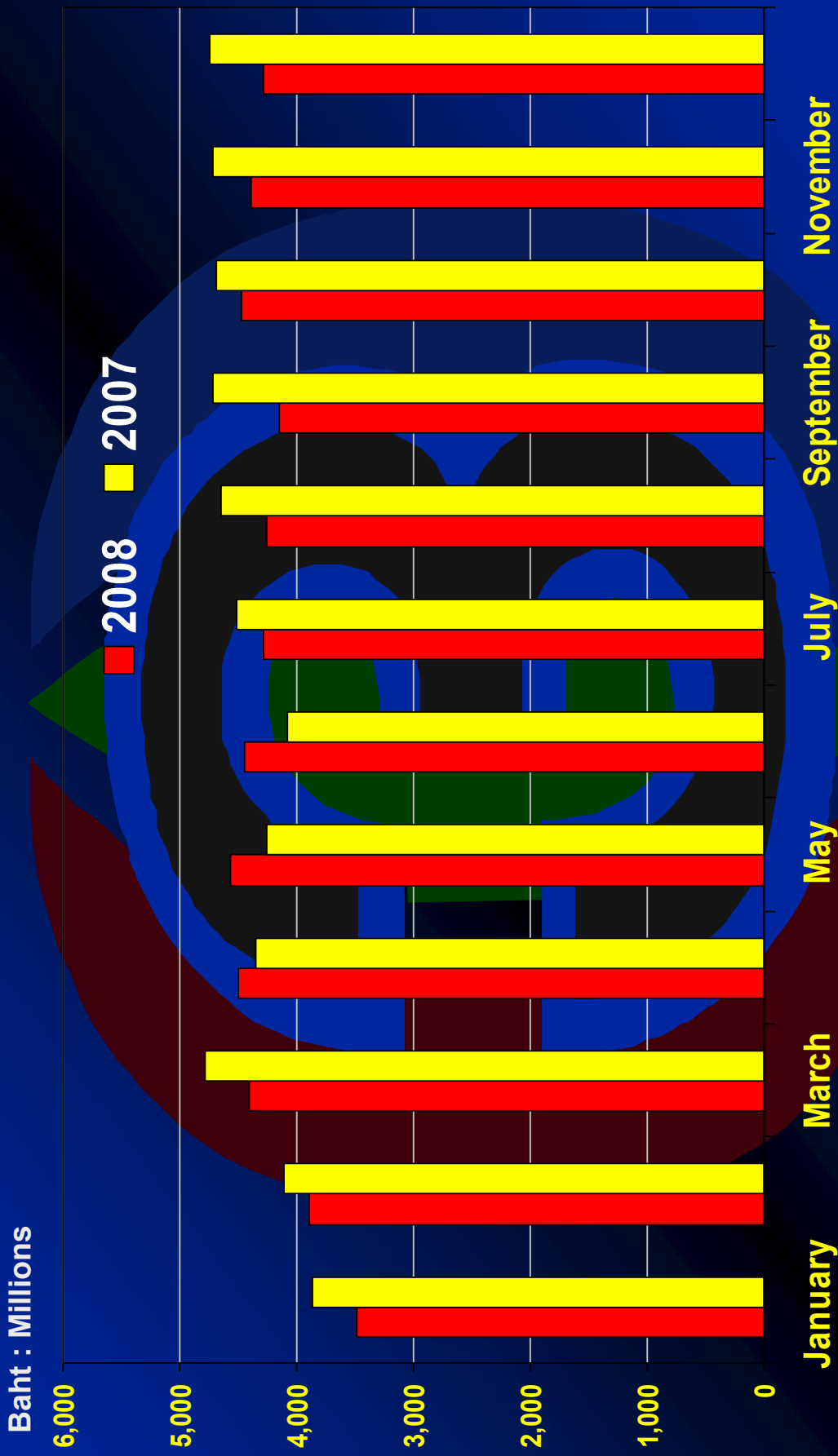
13.7%



High Growth Rate – Recovers Fast

Source: AGB Nielsen Media Research

# Advertising Expenditure Trends:





# Advertising Expenditure Trends:

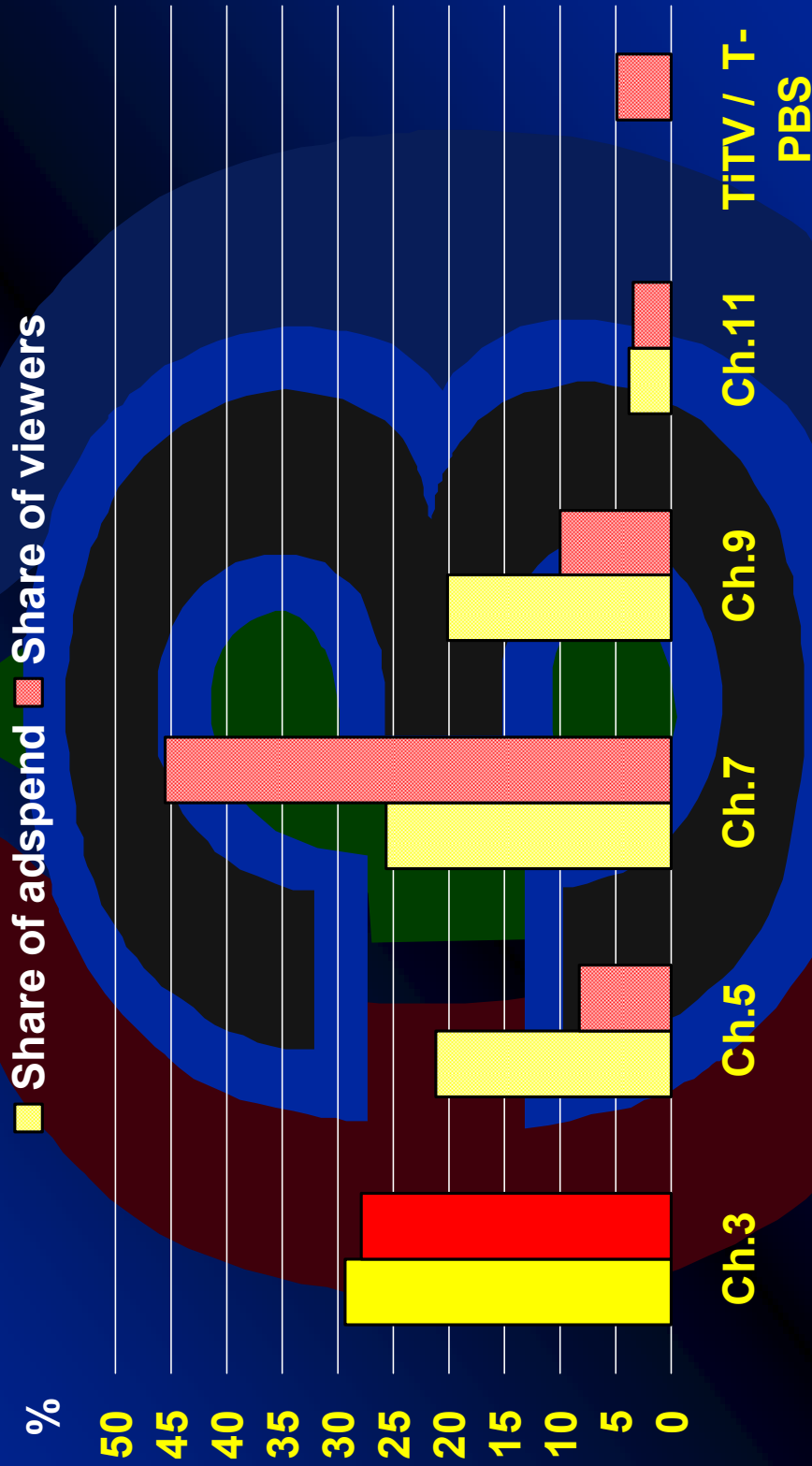
## ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM

### Second Quarter '09 (BAHT MILLIONS)

<u>MEDIA</u>	<u>2Q'09</u>	<u>SOV %</u>	<u>QoQ</u>	<u>% Chg</u>	<u>YoY</u>	<u>% Chg</u>
TV	12,830	59.34	775	6.43	(683)	(5.05)
RADIO	1,516	7.01	194	14.67	(266)	(14.93)
NEWSPAPERS	3,215	14.87	42	1.32	(636)	(16.52)
MAGSINES	1,289	5.96	162	14.37	(234)	(15.36)
CINEMA	1,068	4.94	107	11.13	82	8.32
OUTDOOR	980	4.53	(30)	(2.97)	(81)	(7.63)
TRANSIT	452	2.09	12	2.73	82	22.16
IN STORE	217	1.00	31	16.67	(18)	(7.66)
INTERNET	54	0.25	12	28.57	9	20.00
<b>TOTAL</b>	<b>21,621</b>	<b>100.00</b>	<b>1,305</b>	<b>6.42</b>	<b>(1,745)</b>	<b>(7.47)</b>



# Market Shares 2Q 2009:



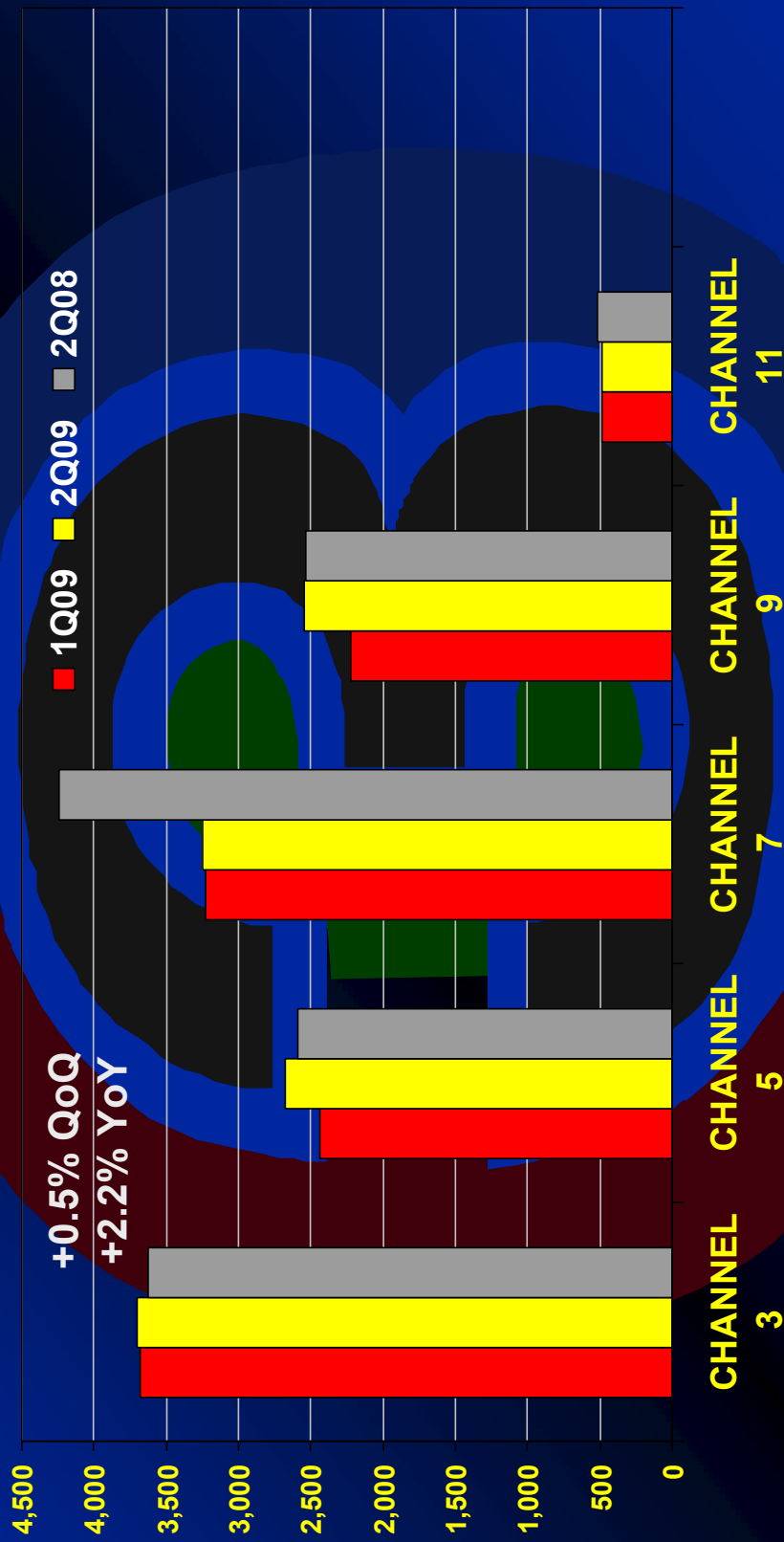
# Top TV Advertisers – 2Q'09:

ADVERTISER (000 BAHT)	2Q'09	YoY	1H'09		3		5		7		9	
				%CHG	%CHG	%CHG	%CHG	%CHG	%CHG	%CHG	%CHG	%CHG
UNILEVER (THAI) HOLDINGS	244,852	-10.8%	2.5%	41.1%	30.8%	-61.6%	64.0%					
BEIERSDORF (THAILAND) CO.,LTD.	217,337	119.8%	74.0%	141.8%	100.2%	-2.1%	40.2%					
L'OREAL (THAILAND) LTD.	189,639	-4.0%	37.3%	10.6%	82.1%	44.0%	124.0%					
NESTLE(THAI) LTD.	167,773	79.7%	12.2%	16.6%	106.3%	-1.2%	20.1%					
PROCTER & GAMBLE (THAILAND)	165,322	33.6%	-3.4%	8.2%	74.8%	-26.9%	91.5%					
OSOTSPA CO.,LTD.	165,230	23.4%	5.7%	24.0%	-16.1%	5.6%	16.2%					
COLGATE-PALMOLIVE (THAILAND)	154,594	1.2%	15.1%	8.7%	48.0%	-21.3%	375%					
AJINOMOTO SALES	134,297	-3.7%	44.7%	18.2%	-6.8%	70.4%	85.1%					
JOHNSON & JOHNSON (THAILAND).	133,677	11.7%	17.1%	31.4%	21.1%	-4.2%	20.9%					
OFFICE OF THE PRIME MINISTER	105,572	-29.3%	26.6%	26.5%	118.4%	79.4%	28.5%					
TOYOTA MOTOR THAILAND CO.,LTD.	97,934	-29.5%	-33.7%	-56.7%	-4.7%	-57.5%	-24.5%					
KAO COMMERCIAL (THAILAND) CO.,	73,273	-44.8%	4.0%	1.0%	28.6%	6.9%	-34.3%					
GMM GRAMMY PUBLIC CO.,LTD.	244,852	-14.4%	27.9%	140.2%	48.9%	-41.6%	-17.8%					
PTT PUBLIC CO.,LTD.	217,337	196.4%	-26.8%	-11.9%	-15.7%	-41.7%	-37.4%					
LION (THAILAND) CO.,LTD.	189,639	-4.0%	4.4%	-16.1%	22.6%	9.1%	5.1%					
CEREBOS(THAILAND)LTD.	167,773	79.7%	14.3%	22.0%	18.0%	22.4%	-14.4%					
ADVANCE INFO SERVICE PCL.	165,322	33.6%	26.5%	19.8%	101.5%	2.9%	45.5%					
BETTER WAY(THAILAND)CO.,LTD.	165,230	23.4%	-6.5%	13.9%	-24.6%	18.1%	-10.7%					



# Advertising Spends on TV 2nd QUARTER '09

Baht : Millions



## 2Q'09 Highlights:

	<b>2Q'09</b>	<b>+/- QoQ</b>
<b>Baht:Millions</b>		
Advertising	2,111.5	+15.1%
Copyright & Services	42.2	+16.7%
Concerts & Shows	17.8	-86.3%
<b>Total Sales Revenue</b>	<b>2,171.5</b>	<b>+8.6%</b>
<b>Net Earnings</b>	<b>598.5</b>	<b>+10.0%</b>



# BEC World

## Operating Results

BEC World	2Q'09 Operating Results:		
Operating Results	₹ Million	%	+/- QoQ
Total Sales Revenues	2,171.5	100%	172.0 + 9%
Operating Costs			
Cost of Services	820.6	38%	61.4 + 8%
Cost of Shows	17.1	96%	- 100.2 - 85%
Cost of Sales & Services	837.7	39%	-38.7 - 4%
Selling Expenses	117.9	5%	11.1 + 10%
Admin. Expenses	340.9	16%	88.4 + 35%
Total Operating Costs	1,296.5	60%	60.8 + 5%
Operating Profit	875.0	40%	111.2 + 15%
Share of Associates' Results	0	0%	0 + 0%
Other Income	25.3	1%	8.0 - 24%
Profit Before Tax	900.2	41%	103.3 + 13%
Corporate Income Tax	286.3	13%	46.0 + 19%
Profit After Tax	613.9	28%	57.3 + 10%
Profit of Minority's Interest	15.4	1%	3.0 + 24%
<b>NET PROFIT</b>	<b>598.5</b>	<b>28%</b>	<b>54.3 + 10%</b>



# 1H'09 Highlights:

<u>Baht:Millions</u>	<b>1H'09</b>	<b>+/- YoY</b>
Advertising	3,945.5	- 1.5%
Copyright & Services	78.4	- 10.1%
Concerts & Shows	147.0	- 2.3%
<b>Total Sales Revenue</b>	<b>4,170.9</b>	<b>- 1.7%</b>
<b>Net Earnings</b>	<b>1,142.7</b>	<b>- 19.5%</b>





# BEC World

## Operating Results

BEC World	1H'09 Operating Results:		
Operating Results	₹ Million	%	+/- YoY
Total Sales Revenues	4,170.9	100%	- 71.3 - 2%
Operating Costs			
Cost of Services	1,579.7	39%	144.1 + 10%
Cost of Shows	134.4	91%	11.5 + 9%
Cost of Sales & Services	1,714.1	41%	155.6 + 10%
Selling Expenses	224.6	5%	17.1 + 8%
Admin. Expenses	593.4	14%	154.4 + 35%
Total Operating Costs	2,532.1	61%	327.0 + 15%
Operating Profit	1,638.7	39%	- 398.3 - 20%
Share of Associates' Results	0	0%	47.5 + 100%
Other Income	58.6	1%	- 11.9 - 17%
Profit Before Tax	1,697.2	41%	- 362.8 - 18%
Corporate Income Tax	526.6	13%	- 86.8 - 14%
Profit After Tax	1,170.6	28%	- 276.0 - 19%
Profit of Minority's Interest	27.9	1%	0.2 + 1%
<b>NET PROFIT</b>	<b>1,142.7</b>	<b>27%</b>	<b>- 276.2 - 20%</b>





# Top 20 Sections in 1H'09:

TOP 20 SECTIONS (Bahtx1,000)		First Half 2009		Changes 1H09-08		First Half 2008	
No.	PRODUCT SECTION	Amt.	%	Amt.	%	Amt.	%
1	SKIN CARE PREPARATION	2,432,260	9.8%	201,210	9.0%	2,231,050	8.8%
2	NON ALCOHOLIC BEVER..	1,994,795	8.0%	121,614	6.5%	1,873,181	7.4%
3	TOILETRIES	1,518,646	6.1%	193,748	14.6%	1,324,898	5.2%
4	LEISURE	1,455,935	5.9%	433,331	42.4%	1,022,604	4.0%
5	HAIR PREPARATION	1,245,177	5.0%	240,479	23.9%	1,004,698	4.0%
6	GOVERNMENT & COMMU...	1,218,019	4.9%	(127,066)	-9.4%	1,345,085	5.3%
7	COMMUNICATIONS	1,091,156	4.4%	(167,823)	-13.3%	1,258,979	5.0%
8	DAIRY PRODUCT	1,062,886	4.3%	26,937	2.6%	1,035,949	4.1%
9	HOUSEHOLD CLEANER...	988,379	4.0%	(80,337)	-7.5%	1,068,716	4.2%
10	FOODSTUFFS	956,890	3.8%	61,553	6.9%	895,337	3.5%
11	MOTOR VEHICLES	821,976	3.3%	(552,965)	-40.2%	1,374,941	5.4%
12	ORAL PRODUCT	755,656	3.0%	79,855	11.8%	675,801	2.7%
13	VITAMIN & SUPP. FOOD	586,070	2.4%	182,829	45.3%	403,241	1.6%
14	FOOD OUTLET & RESTAU..	533,512	2.1%	(54,931)	-9.3%	588,443	2.3%
15	CD/VDO & MUSIC PRO...	525,655	2.1%	(139,218)	-20.9%	664,873	2.6%
16	RETAIL STORES	514,044	2.1%	51,621	11.2%	462,423	1.8%
17	NON AUDIO/VISUAL	496,515	2.0%	52,023	11.7%	444,492	1.8%
18	PHARMACEUTICALS	495,897	2.0%	(28,005)	-5.3%	523,902	2.1%
19	SNACK FOOD	471,409	1.9%	53,510	12.8%	417,899	1.7%
20	SEASONING PRODUCT	442,241	1.8%	109,237	32.8%	333,004	1.3%



**10 Top Growth Sections:**

Rank	PRODUCT SECTION	1st Half 2009		Change 1H09-08		1st Half 2008	
		Amt.	%	Amt.	%	Amt.	%
4	LEISURE	1,455,935	5.9%	433,331	42.4%	1,022,604	4.0%
5	HAIR PREPARATION	1,245,177	5.0%	240,479	23.9%	1,004,698	4.0%
1	SKIN CARE PREPARATION	2,432,260	9.8%	201,210	9.0%	2,231,050	8.8%
3	TOILETRIES	1,518,646	6.1%	193,748	14.6%	1,324,898	5.2%
13	VITAMIN & SUPP. FOOD	586,070	2.4%	182,829	45.3%	403,241	1.6%
2	NON ALCOHOLIC BEVER...	1,994,795	8.0%	121,614	6.5%	1,873,181	7.4%
20	SEASONING PRODUCT	442,241	1.8%	109,237	32.8%	333,004	1.3%
12	ORAL PRODUCT	755,656	3.0%	79,855	11.8%	675,801	2.7%
10	FOODSTUFFS	956,890	3.8%	61,553	6.9%	895,337	3.5%
33	AGRICULTURAL PRODUCT	171,440	0.7%	58,298	51.5%	113,142	0.4%

**10 Top Decline Sections:**

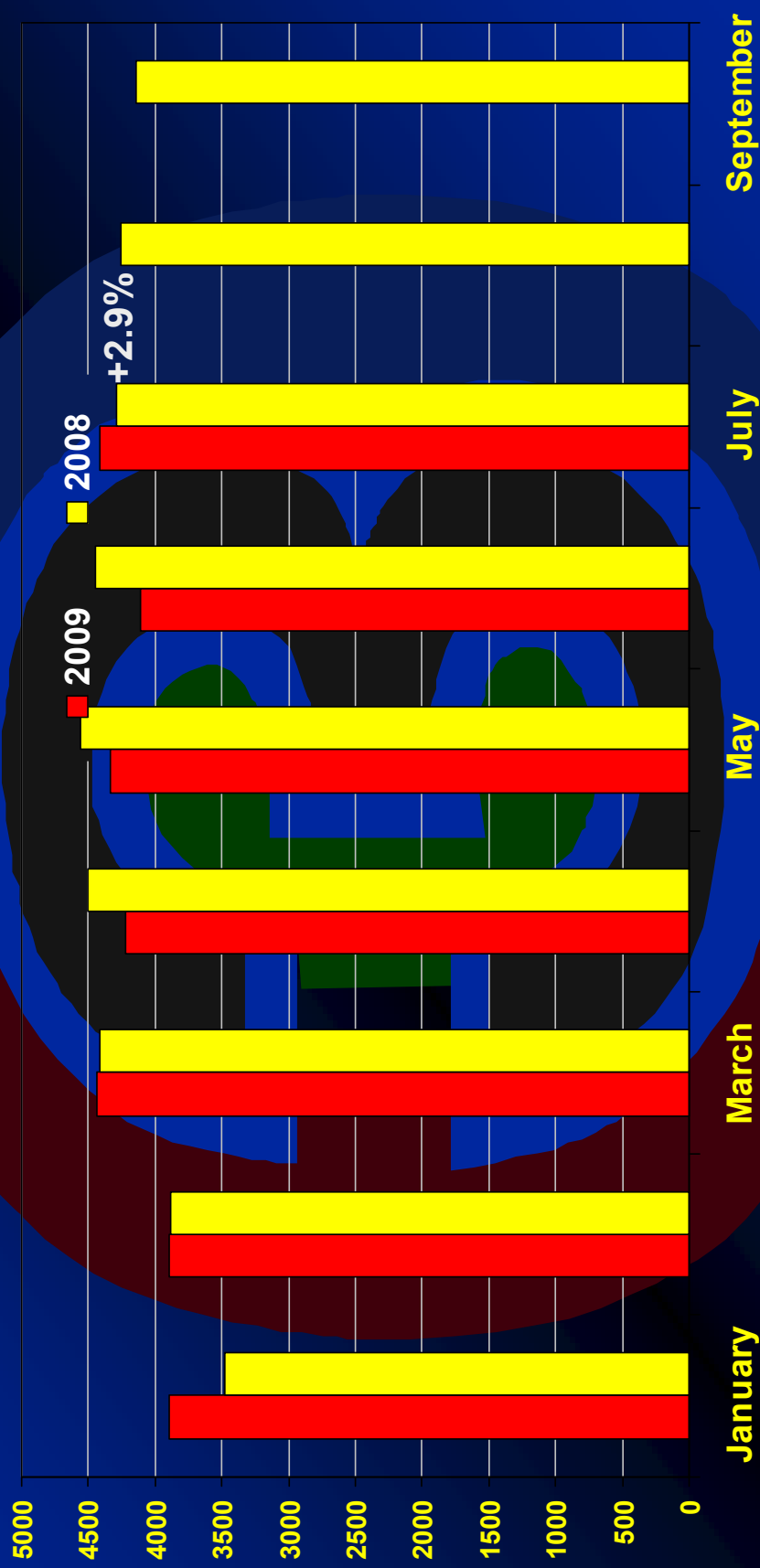
Rank	PRODUCT SECTION	1st Half 2009		Change 1H09-08		1st Half 2008	
		Amt.	%	Amt.	%	Amt.	%
11	MOTOR VEHICLES	821,976	3.3%	(552,965)	-40.2%	1,374,941	5.4%
24	PETROL	309,603	1.2%	(228,850)	-42.5%	538,453	2.1%
28	BUILDING & MACHINERY	266,548	1.1%	(189,075)	-41.5%	455,623	1.8%
7	COMMUNICATIONS	1,091,156	4.4%	(167,823)	-13.3%	1,258,979	5.0%
21	MEDIA & MARKETING	422,751	1.7%	(143,039)	-25.3%	565,790	2.2%
15	CD/VDO & MUSIC PRO...	525,655	2.1%	(139,218)	-20.9%	664,873	2.6%
6	GOVERNMENT & COMMU...	1,218,019	4.9%	(127,066)	-9.4%	1,345,085	5.3%
39	CERDIT/DEBIT CARDS	97,980	0.4%	(115,238)	-54.0%	213,218	0.8%
43	AUDIO/VISUAL	73,618	0.3%	(112,422)	-60.4%	186,040	0.7%
42	INSURANCE	402,276	1.6%	(95,440)	-19.2%	497,716	2.0%



# Advertising Spends on TV

Jan – Jul '09 vs. '08

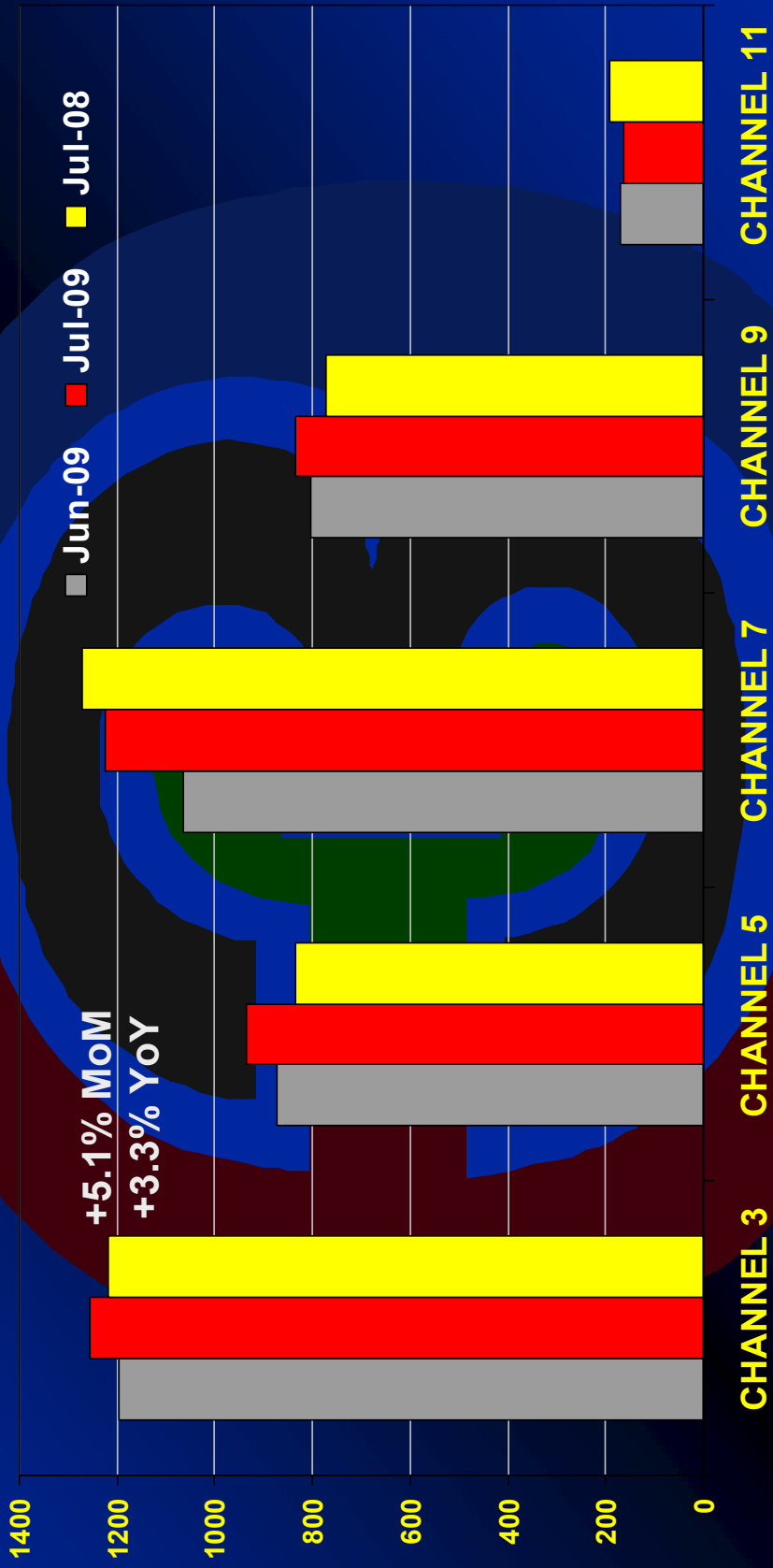
Baht : Millions



# Advertising Spends on TV

July '09

Baht : Millions



# Top TV Advertisers – July'09:

ADVERTISER (000 BAHT)	July'09	MoM	YoY	3			5			7			9			NBT	
				%CHG	%CHG	%CHG	%CHG	%CHG	%CHG	%CHG	%CHG	%CHG	%CHG	%CHG	%CHG	%CHG	%CHG
UNILEVER (THAI) HOLDINGS	467,627	24.8%	23.6%	105.2%	237.9%	-100.0%	111.1%	-28.3%	175.2%	111.1%	237.9%	-100.0%	111.1%	-28.3%	175.2%	111.1%	
PROCTER & GAMBLE (THAILAND)	203,013	157.9%	26.7%	-28.3%	-11.0%	175.2%	-24.4%	109.3%	386.5%	89.8%	103.7%	2.4%	109.3%	386.5%	89.8%	103.7%	2.4%
OFFICE OF THE PRIME MINISTER	117,899	53.4%	107.7%	109.3%	510.7%	41.0%	-22.9%	BEIERSDORF (THAILAND) CO.,LTD.	104,641	8.8%	17.1%	1.9%	249.1%	51.8%	528.3%	-53.6%	
BEIERSDORF (THAILAND) CO.,LTD.	104,641	-16.1%	8.8%	-24.6%	1.9%	41.0%	-22.9%	COLGATE-PALMOLIVE(THAILAND)LTD	100,593	7.2%	17.1%	1.9%	249.1%	51.8%	528.3%	-53.6%	
COLGATE-PALMOLIVE(THAILAND)LTD	100,593	7.2%	17.1%	1.9%	249.1%	51.8%	-22.9%	NESTLE(THAI) LTD.	92,156	2.9%	110.2%	58.2%	885.4%	155.8%	147.4%	-27.9%	
NESTLE(THAI) LTD.	92,156	2.9%	110.2%	58.2%	885.4%	155.8%	-27.9%	L'OREAL (THAILAND) LTD.	92,001	-26.4%	40.3%	24.6%	74.7%	39.0%	92.7%		
L'OREAL (THAILAND) LTD.	92,001	-26.4%	40.3%	24.6%	74.7%	39.0%	92.7%	TOYOTA MOTOR THAILAND CO.,LTD.	63,206	73.7%	142.2%	77.3%	128.7%	114.5%	399.9%	12.0%	
TOYOTA MOTOR THAILAND CO.,LTD.	63,206	73.7%	142.2%	77.3%	128.7%	114.5%	399.9%	KAO COMMERCIAL (THAILAND) CO.,	59,076	2.0%	72.5%	81.7%	114.1%	65.7%	-4.4%		
KAO COMMERCIAL (THAILAND) CO.,	59,076	2.0%	72.5%	81.7%	114.1%	65.7%	-4.4%	LION (THAILAND) CO.,LTD.	55,554	-5.0%	38.8%	33.3%	66.1%	12.6%	32.1%		
LION (THAILAND) CO.,LTD.	55,554	-5.0%	38.8%	33.3%	66.1%	12.6%	32.1%	AJINOMOTO SALES CO.,(THAILAND)	54,592	-33.9%	45.5%	7.3%	-3.2%	107.2%	-0.5%		
AJINOMOTO SALES CO.,(THAILAND)	54,592	-33.9%	45.5%	7.3%	-3.2%	107.2%	-0.5%	CEREBOS(THAILAND)LTD.	52,754	7.7%	5.1%	5.2%	37.4%	8.3%	-15.7%		
CEREBOS(THAILAND)LTD.	52,754	7.7%	5.1%	5.2%	37.4%	8.3%	-15.7%	OSOTSPA CO.,LTD.	52,183	-8.5%	58.7%	51.8%	74.7%	18.1%	65.2%	734.8%	
OSOTSPA CO.,LTD.	52,183	-8.5%	58.7%	51.8%	74.7%	18.1%	65.2%	SIAM CEMENT GROUP	49,492	378.0%	1,447.8%	378.0%					
SIAM CEMENT GROUP	49,492	378.0%	1,447.8%	378.0%				MEAD JOHNSON NUTRITIONALS	49,147	129.4%	129.4%	123.4%	179.5%	109.2%	239.3%		
MEAD JOHNSON NUTRITIONALS	49,147	129.4%	129.4%	123.4%	179.5%	109.2%	239.3%	PTT PUBLIC CO.,LTD.	47,339	2.6%	-9.6%	-14.5%	-28.0%	-66.4%	21.6%	73.9%	
PTT PUBLIC CO.,LTD.	47,339	2.6%	-9.6%	-14.5%	-28.0%	-66.4%	21.6%	JOHNSON & JOHNSON (THAILAND)LTD.	38,309	-38.5%	-44.4%	-45.1%	-26.6%	-46.5%	-62.9%		
JOHNSON & JOHNSON (THAILAND)LTD.	38,309	-38.5%	-44.4%	-45.1%	-26.6%	-46.5%	-62.9%	COCA-COLA (THAILAND)	37,296	92.9%	92.9%	125.8%	1.0%	137.8%	64.0%		
COCA-COLA (THAILAND)	37,296	92.9%	92.9%	125.8%	1.0%	137.8%	64.0%	GMM GRAMMY PUBLIC CO.,LTD.	32,630	-35.9%	-42.5%	-100.0%	-36.5%	-72.3%	-67.0%		
GMM GRAMMY PUBLIC CO.,LTD.	32,630	-35.9%	-42.5%	-100.0%	-36.5%	-72.3%	-67.0%	OISHI INTERNATIONAL LIMITED	31,891	466.8%	466.8%	434.2%	887.9%	603.4%	414.9%	-100.0%	
OISHI INTERNATIONAL LIMITED	31,891	466.8%	466.8%	434.2%	887.9%	603.4%	414.9%										





## ***Industry Reform:***

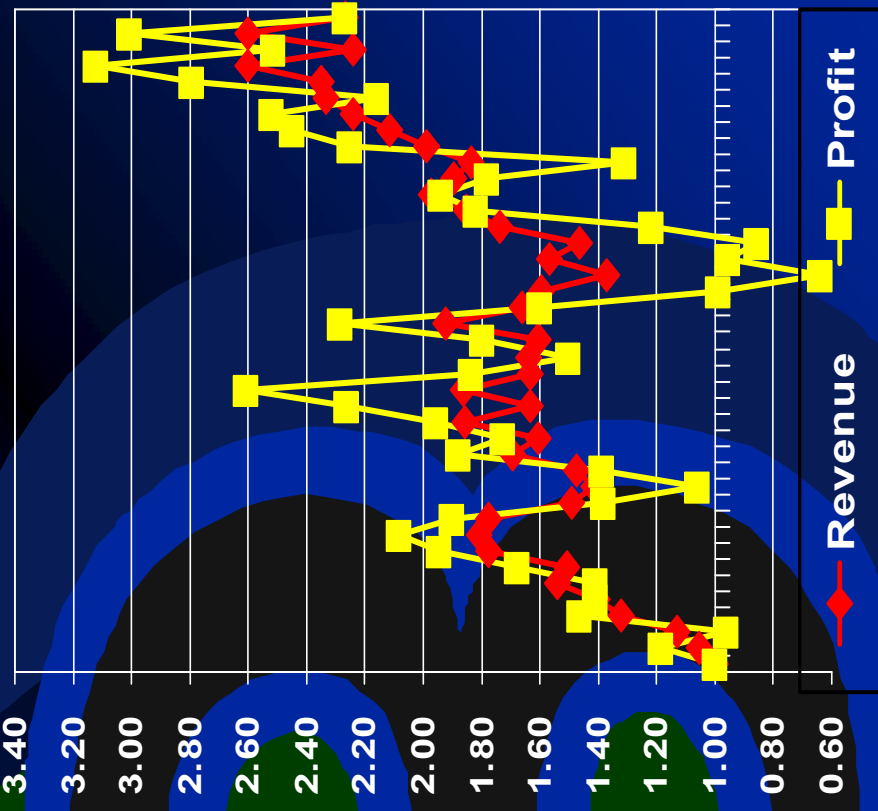
- The Broadcasting Bill is now effective.
- The reform is about to begin.
- The reform is “blessing in disguised” for BEC as the industry will be more transparent and orderly.
- Long awaited new investment opportunities in domestic market will be opened for BEC.



# High Operating Leverage:

As our operating costs and expenses are mostly fixed in nature, thus BEC World has high operating leverage.

Our profitability will improve greater than the growth rate of our revenue growth.



## Revenue and Profit Growth

(1Q99 is BASE)



# BEC's Dividend History:

**BEC World intends to grow its dividend as well as to retain high payout ratio.**

**With our ability to make profit and the fact that we normally generates more cash than the reported profit, thus these objectives are not that difficult.**

