



ทะเบียนเลขที่ 0107538000673

บริษัท บีอีซี เวิลด์ จำกัด (มหาชน)

BEC WORLD PUBLIC COMPANY LIMITED

November 10, 2016

To: President,
Stock Exchange of Thailand.

Re: Submission of Financial Statements for the 3rd Quarter of this Year,

Enclosures: Financial Statements for the 3rd Quarter of this Year
and the relevant management discussion and analysis with the reasons of the
changes more than 20%.

We are sending you herewith the enclosed financial statements of the company and the consolidated statement of the group for the 3rd quarter of this year ended September 30, 2016, which were reviewed by the Auditor and our Audit Committee has already reviewed them.

In the 3rd quarter of this year, 2016, BEC World group was able to make Baht251.1 million as its net profit for its shareholders for the quarter, i.e. Baht212.4 million less than that of the prior quarter, 45.8% lower, as the group had Baht376.4 million lower "advertising income" and also had lower other sales revenue and lower gross margin from its concerts and shows events, even having substantial lower "costs and expenses" but not enough to cover the drop of revenue thus the profit was down a lot as mentioned. When compares this quarter with the same quarter of the prior year, the net profit for our shareholders is Baht540.0 million lower, i.e. 68.3% less; as we made Baht611.3 million less "advertising income" even having slightly less "costs and expenses" than the prior year as discussed further in the attached management discussion and analysis.

Please be informed accordingly.

Sincerely Yours,

(Chatchai Thiamtong)
Vice President – Finance



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บริษัท บีอีซี เวิลด์ จำกัด (มหาชน)

BEC WORLD PUBLIC COMPANY LIMITED

BEC World Plc.

Consolidated Financial Statements for the 3rd Quarter of the year 2016

Management Discussion and Analysis:

Business Environment:

Nielsen Media Research (NMR) reported that advertising expenditure (ADEX) in the 3rd quarter of this year has continued its growing trend, increased quarter-on-quarter by 1.3%. The growth during this 3rd quarter lead by the growth of ADEX through those new digital terrestrial TV channels (DTTV) which NMR reported that it's increased 12.0% quarter-on-quarter and also increased 8.1% higher than the same quarter of the prior year (based on the adjusted base which was drastically discounted down since August last year). However, the ADEX through traditional analog terrestrial TV channels (which holds almost half of the market share) is 4.2% lower quarter-on-quarter and 9.7% Year-on-year whereas those TV channels through satellite and cable systems had the biggest drop both quarter-on-quarter and year-on-year but others small mediums i.e. Outdoor Transit In-store and Internet are all better year-on-year but some of them are better because NMR had expanded its coverage which has caused confusion in comparisons.

Structure Changes:

During the 3rd quarter of 2016, the structure of BEC World group is unchanged.

Operating Results:

Due to the accounting policy for investments, the reported profit as shown in the separate statements is difference from that shown in the consolidated statements. This MD&A will discuss those numbers shown in the consolidated statements in order to avoid any confusion.

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บริษัท บีอีซี เวิลด์ จำกัด (มหาชน)

BEC WORLD PUBLIC COMPANY LIMITED

Revenues:

Our "advertising income" in the 3rd quarter of this year is at Baht2,952.9 million, Baht376.4 million lower quarter-on-quarter, decreased 11.3% due mainly from lower number of minutes sold mostly during the day-time on our main channel, "Channel 3" and partly because we had higher revenue from UEFA EURO 2016 in the prior quarter. It is also lowered year-on-year by 17.2%, i.e. Baht611.3 million less because of the softness of demand for the day-time on our main channel, "Channel 3"; despite having increased revenue from our 2 new DTTV channels. Our margin from organizing "concerts and shows" also decreased both quarter-on-quarter and year-on-year. Our "copyrights and services income" as well as "sales of goods" income also declined both quarter-on-quarter and year-on-year in line with the softness of the market.

Costs and Operating Expenses:

Our "costs of services" and "operating expenses" decreased quarter-on-quarter and year-on-year, despite there are certain additional costs such as the cost of Olympic Games coverage and cost of new dramas on our new DTTV channel and additional international sports, as they were covered up by the deduction of drop of the costs subsequent the finish of UEFA EURO 2016 and lower costs of other services and sales of goods in line with the drop of the revenue.

Financial positions:

Our total assets decreased when compared with balance at the end of the prior year as our "cash, cash-equivalent" and "short-term investments" decreased after we paid another installment of the DTTV license fees, income tax payable, prior year's final dividend, this year interim dividend and half-year income tax. Our "liabilities" also increased as we have higher borrowings. Our "shareholders' equity" decreased in line with the payment of dividends as mentioned. However, BEC World's financial positions are strong as usual.