



Supporting Document for Agenda 2:
To Acknowledge the Board of Directors' Report

**To The Shareholders of
BEC World Public Company Limited**

2008 is the best year of BEC World once again, as our advertising income and our net profit are both at the record high. The group was able to made Baht 2,875 millions as its net profit for the year, Baht 623 millions more than that of the prior year or 28 percent higher. This is a resultant of our efforts in expanding our business initiated since 2004-5, help pushing our advertising sale revenue up continuously since the last quarter of 2005. Our advertising income in 2008 is 17 percent higher or Baht 1,172 millions more than that of prior year which is a better growth rate than the industry; came from the higher utilization rate of our commercial air-time, from primetime expansion and from air-time rate increases on certain day parts. We were able to keep our operating costs inflation at a much lower growth rate than that of our revenue growth which helps increasing the margin of BEC World further and improving our ability to further enhance our shareholders' wealth much more effectively.

BEC World were able to achieve such record results amid increasingly uncertainty within the industry, without the support of macro-economy as our continuing efforts in expanding our business help create variety and diversity among the audience of our broadcasting channel which in turn enhance diversity in portfolio of our clientele. Despite the weaker industry, we still saw a large number of advertisers, both big and small, increased their spending and as the industry was also consolidating when one network was transformed to be "non-commercial public service broadcasters" since the beginning of 2008, all these had helped pushing the market share in advertising income of BEC World up. Unfortunately, we were not fully benefited from internal improvements of our competitive edges and momentum we have created as bad news of macro-economy diminished our growth potentials. However, even bad news seem to be worsen during the year but BEC World is still able to deliver a better result every quarter even in the fourth quarter of 2008 which macro economic conditions of the country is the worse. It is a strong evidence of our strength and ability. We are confidence that our strength, our ability and our competitive edges will still helping us in continuing improving our shareholders' wealth further this year even the macro economic conditions are expecting to be worsen. With such confident, the Board of Directors is proposing to pay a higher final dividend of Baht 0.75 per share, making its full year dividend of Baht 1.35 per share.

The improvements in results of our operations amid non-facilitating conditions reflect the concerted efforts of all level of our employees and our partners as well as the continuing supports we have got from our clients, audience, other public relation media, shareholders and investors. On behalf of the Board of Director, I would like to express our gratitude and our sincere thanks to all of them.

Vichai Maleenont
Chairman
On behalf of the Board of Directors