



บริษัท บีอีซี เวิลด์ จำกัด (มหาชน)

**BEC WORLD PUBLIC COMPANY LIMITED**

May 10, 2013

To: President,  
Stock Exchange of Thailand.

Re: Submission of Financial Statements for the 1<sup>st</sup> Quarter of this Year,  
and the reasons of the changes more than 20 percent.

Enclosures: Financial Statements for the 1<sup>st</sup> Quarter of this Year  
and the relevant management discussion and analysis.

We are sending you herewith the enclosed financial statements of the company and the consolidated statement of the group for the 1<sup>st</sup> quarter of this year ended March 31, 2013, which were reviewed by the Auditor and our Audit Committee has already reviewed them.

BEC World group was able to made the record "profit" for the quarter once again; its "profit of the period" for its shareholders in the 1<sup>st</sup> quarter of this year is Baht 1,381.1 million, up by 19.0 percent, i.e. Baht 220.8 million higher than that of the prior quarter, as the group was generated higher quarter-on-quarter "advertising income", obtained higher gross margin from its "concerts and shows" business, having a lot lower "costs and expenses" than those higher than normal, as usual, in the last quarter of the prior year, and benefitted from the reduction of the corporate income tax rate from 23 to 20 percent started from the beginning of the quarter. When compares with the same quarter of the prior year, the "profit" is also up year-on-year by 25.1 percent or Baht 277.1 million more, as our "advertising income" increased 11.9 percent, even our "costs and expenses" are also higher year-on-year but the growth rates of our costs and expenses are lower than the growth of our income thus BEC World produces higher operating margin at a better rate; and we also benefitted from our share of associate's profit started from the beginning of the second half of the prior year and also from the reduction of the corporate income tax rate as discussed further in the attached management discussion and analysis.

Please be informed accordingly.

Sincerely Yours,

(Chatchai Thiamtong)  
Vice President – Finance

C.C.: Ms.Ratana Maleenont – BEC World



ทะเบียนเลขที่ 0107538000673

บริษัท บีอีซี เวิลด์ จำกัด (มหาชน)

**BEC WORLD PUBLIC COMPANY LIMITED**

BEC World Plc.

Consolidated Financial Statements for the 1<sup>st</sup> Quarter of the year 2013

Management Discussion and Analysis:

**Business Environment:**

Nielsen Media Research (NMR) reported that advertising expenditure through television (TV-Adex) during the first quarter of 2013 dropped 4.8 percent when compares with the prior quarter. This is normal, as it is a comparison between the normally low-season 1<sup>st</sup> quarter with the high-season 4<sup>th</sup> quarter, but it's 4.1 percent higher when compares with the same quarter of the prior year which is a low growth rate considering that prior year base was just recovered from the severe flood problems, this is probably a resultant of the usual high utilization rate of industry's commercial airtime, restricted by regulation, prohibits visibility of its volume growth. However, both of those 2 growth rates of TV-Adex are better than the industry, as NMR had revised the spending thru "cinema" in 2012 down drastically by revising its rate-card as from January 2013 with back data to January 2012 but releasing that data to public on a monthly basis thus the quarter-on-quarter, in this case, is still based on old, prior to revision, data; and even with the new revised rate-card "Cinema-Adex" is still a lot lower year-on-year thus caused the growth of the whole industry at such a lower rate as discussed.

**Structure Changes:**

During the first quarter of 2013, the structure of BEC World group was 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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**BEC WORLD PUBLIC COMPANY LIMITED**

and expenses are lower than the growth of our income thus BEC World produces higher operating margin at a better rate; and we also benefitted from our share of associate's profit started from the beginning of the second half of the prior year and also from the reduction of the corporate income tax rate as mentioned.

**Revenues:**

"Advertising Income" of BEC World group in the first quarter of this year is the record high once again for another quarter at Baht 3,547.0 million, 1.6 percent higher than that of the prior quarter or Baht 57.0 million more; and it is 11.9 percent higher or Baht 377.9 million more year-on-year; benefitting from the lower year-on-year base as in the prior year it just recovered from the severe flood problems, and benefitting from the growth momentum which enable the group to expand its business further by extending the length of slots with high rate-card; from increasing the selling price of certain slots up; as well as from reduction of its complimentary airtime, free it up for re-sell. The revenue of our "concerts and shows" businesses is lower quarter-on-quarter, but we have better margin, but this revenue is higher year-on-year. Our "copyrights and other services income" also decreased quarter-on-quarter in line with the season but it is higher year-on-year in line with the improved market conditions.

**Costs and Operating Expenses:**

Our "costs and operating expenses" lowered down a lot when compares with the usual higher than normal yearend quarter, but increased as usual year-on-year as we add one more local drama at the beginning of the night since the beginning of the prior quarter and also increased its length from the beginning of this year, we also adding more local contents replacing imported contents and we also having additional costs and expenses from "music business" transferred, since the early of the prior quarter, from "Sony Music Thailand", as well.

**Financial positions:**

Our total assets increased when compared with balance at the end of the prior year as "cash and cash equivalents" increased in line with the profit. Our "liabilities" increased as we include "dividend payable" when we declared prior year final dividend, and also because "corporate income tax payable" is higher in line with increased profit. Our shareholders' equity decreased because of the prior year final dividend declaration as mentioned. BEC World's financial positions are strong as usual.