



ทะเบียนเลขที่ 0107538000673

บริษัท บีอีซี เวิลด์ จำกัด (มหาชน)

**BEC WORLD PUBLIC COMPANY LIMITED**

May 14, 2015

To: President,  
Stock Exchange of Thailand.

Re: Submission of Financial Statements for the 1<sup>st</sup> Quarter of this Year,

Enclosures: Financial Statements for the 1<sup>st</sup> 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 1<sup>st</sup> quarter of this year ended March 31, 2015, which were reviewed by the Auditor and our Audit Committee has already reviewed them.

BEC World group was able to made its “profit of the period” for its shareholders in the 1<sup>st</sup> quarter of this year at Baht743.9 million, Baht261.0 million lower quarter-on-quarter, lower down by 26.0 percent, as the group was generated lesser “advertising income”, Baht288.5 million lower, even we obtained higher gross margin from “concerts and shows” business and able to lowered down our “costs and operating expenses” but they are not enough to cover the loss of our “advertising income” as mentioned; on top of that our associated companies also reported loss and we also had one-time profit from selling our “concerts and shows” business to our associated company in the prior quarter. When compares this profit with that of the same quarter of the prior year, the profit is also lower year-on-year by 35.2 percent or Baht 404.6 million less, as the resultants of loss incurred from investments in digital transition as we started operating new terrestrial channels since April last year and the increase of our operating costs of our traditional business whereas our “advertising income” does not increase 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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**BEC WORLD PUBLIC COMPANY LIMITED**

BEC World Plc.

Consolidated Financial Statements for the 1<sup>st</sup> Quarter of the year 2015

Management Discussion and Analysis:

Business Environment:

Nielsen Media Research (NMR) starts including advertising expenditure (Adex) through others television channels, those available through cable and/or satellite system as well as those new digital terrestrial channels, in the report since the beginning of this year and had adjusted down the Adex in the Cinema (same as what it did at the beginning of the prior year) by about 50 percent; thus caused difficulties in comparing this quarter with the prior quarter which has not yet included the others television channels and still has the original data in Cinema. However, when compares with the originally reported data, the Adex in this quarter is 26.6 percent higher quarter-on-quarter (QoQ) which is abnormal 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 most of the mediums, except those which were just included, are lowered down. TV-Adex for the traditional terrestrial channels is also reported at 7.5 percent lower QoQ. When compares the Adex with that of the same quarter of the prior year (after adjusted), the total Adex is 25.0 percent higher year-on-year (YoY); came mostly from the Baht8.725 billion Adex through those new digital terrestrial channels which started since last April. TV-Adex for the traditional terrestrial channels is reported at 6.4 percent lower YoY.

Structure Changes:

During the first quarter of 2015, 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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35.2 percent or Baht 404.6 million less, as the resultants of loss incurred from investments in digital transition as we started operating new terrestrial channels since April last year and the increase of our operating costs of our traditional business whereas our “advertising income” does not increase.

Revenues:

“Advertising Income” of BEC World group in the first quarter of this year is at Baht3,515.3 million, 7.6 percent lower than that of the prior quarter or Baht288.5 million less; and it is just 0.2 percent higher or Baht7.2 million more year-on-year caused by lower demands in January this year; despite good improvements saw in the following months. The margin of our “concerts and shows” businesses is better both quarter-on-quarter and year-on-year. But our “copyrights and other services income” decreased both quarter-on-quarter in line with the worsen market conditions and the fact that we get lesser copyrights income from foreign customers but is slightly more year-on-year. However, we did get higher revenue from “sales of goods” from more variety of our products being offered.

Costs and Operating Expenses:

Our “costs and operating expenses” lowered down quarter-on-quarter when compares with the usual higher than normal yearend quarter, but they increased year-on-year as we invest in our business expansion, both from the additional channels on digital terrestrial TV system which started in April last year and in the original channel which we continue introducing new programmes, replacing imported contents with local contents and having live coverage of many more sport events, and this is on top of our normal inflation from annual rates adjustments at the beginning of the year as usual.

Financial positions:

Our total assets increased when compared with balance at the end of the prior year as our “cash and cash equivalent” increased a long with our profit. Our “liabilities” also increased as we include “dividend payable” when we proposed the prior year final dividend to the Annual General Meeting of our shareholders for approval, and also because “corporate income tax payable” is accrued in line with the profit. Our “shareholders’ equity” decreased because of the prior year final dividend declaration as mentioned. However, BEC World’s financial positions are strong as usual.