



ทะเบียนเลขที่ 0107538000673

บริษัท บีอีซี เวิลด์ จำกัด (มหาชน)

**BEC WORLD PUBLIC COMPANY LIMITED**

November 7, 2012

To: President,  
Stock Exchange of Thailand

Re: Submission of Financial Statements for the 3<sup>rd</sup> Quarter of this Year,  
and the reasons of the changes more than 20%

Enclosures: Financial Statements for the 3<sup>rd</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 3<sup>rd</sup> quarter of this year ended September 30, 2012, which were reviewed by the Auditor and our Audit Committee has already reviewed them.

In the 3<sup>rd</sup> quarter of this year, 2012, BEC World group was able to make another record "profit" for its shareholders once again as its net profit for its shareholders for the quarter is Baht1,268.9 million, i.e. Baht24.8 million more than that of the prior quarter, 2.0% higher; despite all type of our revenues and the margin of our "concerts and shows business" were lower down; as our "costs and operating expenses" are also lowered down at a higher amount thus increased our "operating margin" and as major part of the lowered profit is recorded in the accounts of a subsidiary which has "non-controlling interests". When compares this quarter's "profit" with the same quarter of the prior year, it's also 28.9% higher year-on-year, i.e. Baht284.6 million more; achieved mainly because we had higher revenues and were also able to keep the increases of "costs and operating expenses" lower than the increases of our revenues and we also benefitted from the reduction of the corporate income tax rate which pushed our profit up further year-on-year since the beginning of this year, 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



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บริษัท บีอีซี เวิลด์ จำกัด (มหาชน)

**BEC WORLD PUBLIC COMPANY LIMITED**

BEC World Plc.

Consolidated Financial Statements for the 3<sup>rd</sup> Quarter of the year 2012

Management Discussion and Analysis:

Business Environment:

Normally, the 3<sup>rd</sup> quarter of the year is a low-season, however this year Nielsen Media Research (NMR) reported that the Adex, advertising expenditure, during the 3<sup>rd</sup> quarter is higher than that of the prior quarter which normally is a high-season and the TV-Adex, advertising expenditure through television, during the quarter is once again better than that of the industry which probably is because of the live coverage of the London Olympic games by many TV channels. However, when compare year-on-year, despite the much better growth rate attained by TV, i.e. 7.8%, than that during the first half of the year; but TV-Adex is still lower than those attained by other niche-mediums reflecting the high utilization rate of industry's commercial airtime, restricted by regulation, and is a testimonial of the improved economic conditions. When studied the spending in details, it's obvious that most of the large advertisers and a large number of mid-size advertisers have increased their advertising spending at much higher rates and some are new names; indicates clearly the more intensifying competition in the market which certainly is a catalyst of higher demand for commercial airtime and confirms the up-ward trend of the industry.

Structure Changes:

During the 3<sup>rd</sup> quarter of 2012, the structure of BEC World group was slightly changed as "BEC-Tero Entertainment Plc."["BEC-Tero"], a 60% subsidiary of BEC World, had set up two new associated companies, i.e. "BEC-Tero App Co., Ltd." which has Baht1,000,000 registered capital and "BEC-Tero" holds 40% with two other non-related companies whom each holds 30% to sell books and e-books on-line; and "Forever BEC-Tero Co., Ltd." a company incorporated in The Republic of the Union of Myanmar, a joint-venture with non-related "Forever Group Co., Ltd." a The Republic of the Union of Myanmar company; to operate as "media" and "advertising services provider" in The Republic of the Union of Myanmar which registered capital of USD 100,000 which "BEC-Tero holds 49%; and "BEC-Tero" also sold its holding in "Have A Good Dream Co', Ltd." a once our subsidiary to the non-related joint venture partner in the quarter.

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)

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#### Revenues:

Our “advertising income” in the third quarter of this year is slightly less than that of the prior quarter despite that we had additional revenue from the coverage of the EURO 2012 Football matches during the prior quarter and this quarter is normally a “low-season”; it’s just 2.5% lower quarter-on-quarter. But this is Baht287.6 million higher year year-on-year, up by 9.1% which is better than the industry’s growth rate as a result of our positive momentum which has been continuously built up, up to now. The revenues from our “concerts and shows business” as well as our “copyrights and services income” are also lowered down quarter-on-quarter since we had of the “Lady Gaga” show during the prior quarter, but our “services income” continues higher and year-on-year, for another quarter, in line with the improved environments.

#### Costs and Operating Expenses:

Our “costs of services” (excluding those associated with “concerts and shows business”) increased year-on-year in line with our business expansion, especially the extension of the length of certain programmes which have higher costs (and margin) to enchant our opportunities to increase our revenue and profit; but it’s lower down a lot quarter-on-quarter as we had additional costs from the coverage of the EURO 2012 Football matches during the prior quarter. Anyhow, our expenses both “selling expenses” and “administrative expenses” decreased quarter-on-quarter as we less activities during the low-season; however both were increased slightly year-on-year.



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**BEC WORLD PUBLIC COMPANY LIMITED**

Financial positions:

Our total assets decreased when compared with balances at the end of the prior year; caused mainly by the large drop of our “cash and short-term investments” as subsequence of payments of dividends and corporate income tax, both twice this year first associated with prior year’s results and secondly associated with our results during the first half of this year; whereas our non-current assets especially the “property, plant and equipment”, “deferred right to use property”, “deferred pictures rental, picture products, plays and copyright charges” and “prepaid play production” are about the same despite depreciation or charges as the resultants of our continuing investments. Our liability increased as “payables” and “accrued expenses” is higher in line with our investments and higher volume of our usual business; and the increase of “payable to Revenue Department” is largely represents withholding taxes on dividend payment to be paid to the Department on its due-date. Our shareholders’ equity decreased from the level at the end of the prior year because of dividend payments as mentioned. BEC World’s financial positions are strong as usual.