



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

Report of Board of Directors

To     The Shareholders of  
       BEC World Public Company Limited

In 2011, BEC World Group could generate our advertising income and net profit at the highest rate for another year, despite the fact that the industry and our country were adversely affected by great flood situation during the last quarter of the year. Apart from the operating result which shows the highest profit in the company history, BEC World Group also received several positive feedbacks, i.e., recognition, popularity, credibility, etc. from our audience and viewers who watched our TV programs. We can say that year 2011 is the best year for our operating result in our history.

With respect to monetary operating result, BEC World Group could generate the advertising income Baht 898.2 million more than the last year or 8.1% higher. The primary profit from organizing activities also remarkably increased as well as other profits from licensing and services. As to costs and expenses, they were also increased from special program caused by great flood situation and our early retirement program of our employee. However, these programs were not regular items incurred every year but they would help to reduce costs in long term basis. The net profit (which is equity of shareholder of BEC World for 2011) is Baht 3,530.3 million which is higher than last year Baht 226.9 million or 6.9% higher.

The negative impact from great flood situation during the last quarter of 2011 caused severe reduction to BEC World group's advertising income, compared to the previous quarter and the last quarter of 2010, however, it gradually recovered since December 2011 until present. It is believed that the said recovery would help us to obtain a better operating result and an opportunity to build up wealth to all shareholders of BEC World in the future.

Our satisfied operating result for the past year were from concerted efforts of all level of our employees and our partners as well as the continuing supports from our clients, public relation media and other people including investors and shareholders. On behalf of the Board of Directors, 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