



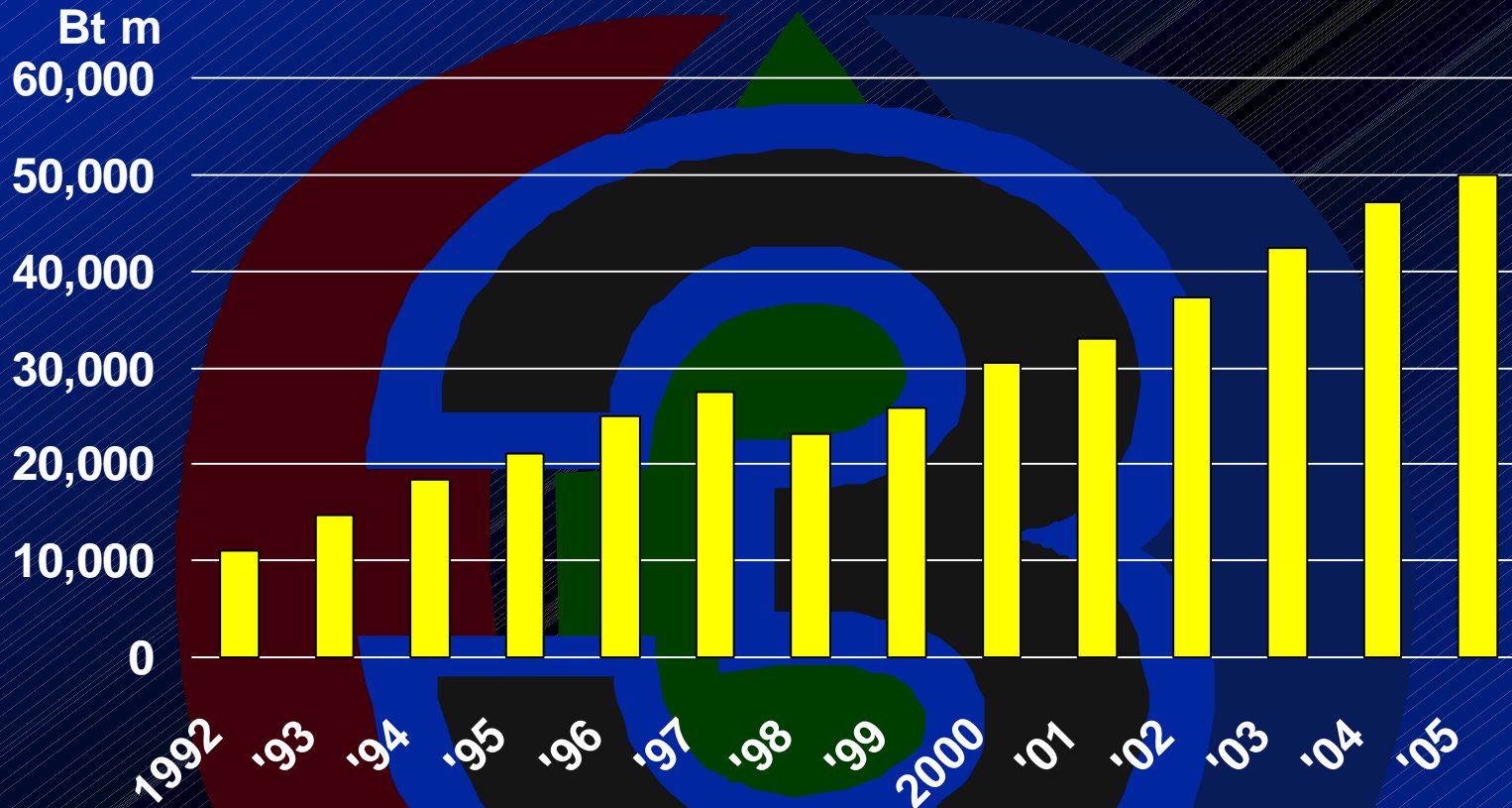
BEC World Plc.

Opportunity Day @ SET
December 22, 2006

Industry Overview
Financial Highlights



TV Advertising Trend:



YoY	'93	'94	'95	'96	'97	'98	'99	2000	'01	'02	'03	'04	'05
Growth	34%	25%	14%	19%	10%	-15%	11%	18%	8%	14%	13%	12%	6%



High Growth Rate – Recovers Fast

Source: AGB Nielsen Media Research

Advertising Expenditure Trends:

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM YTD JANUARY- NOVEMBER 06 VS 05 BAHT MILLIONS

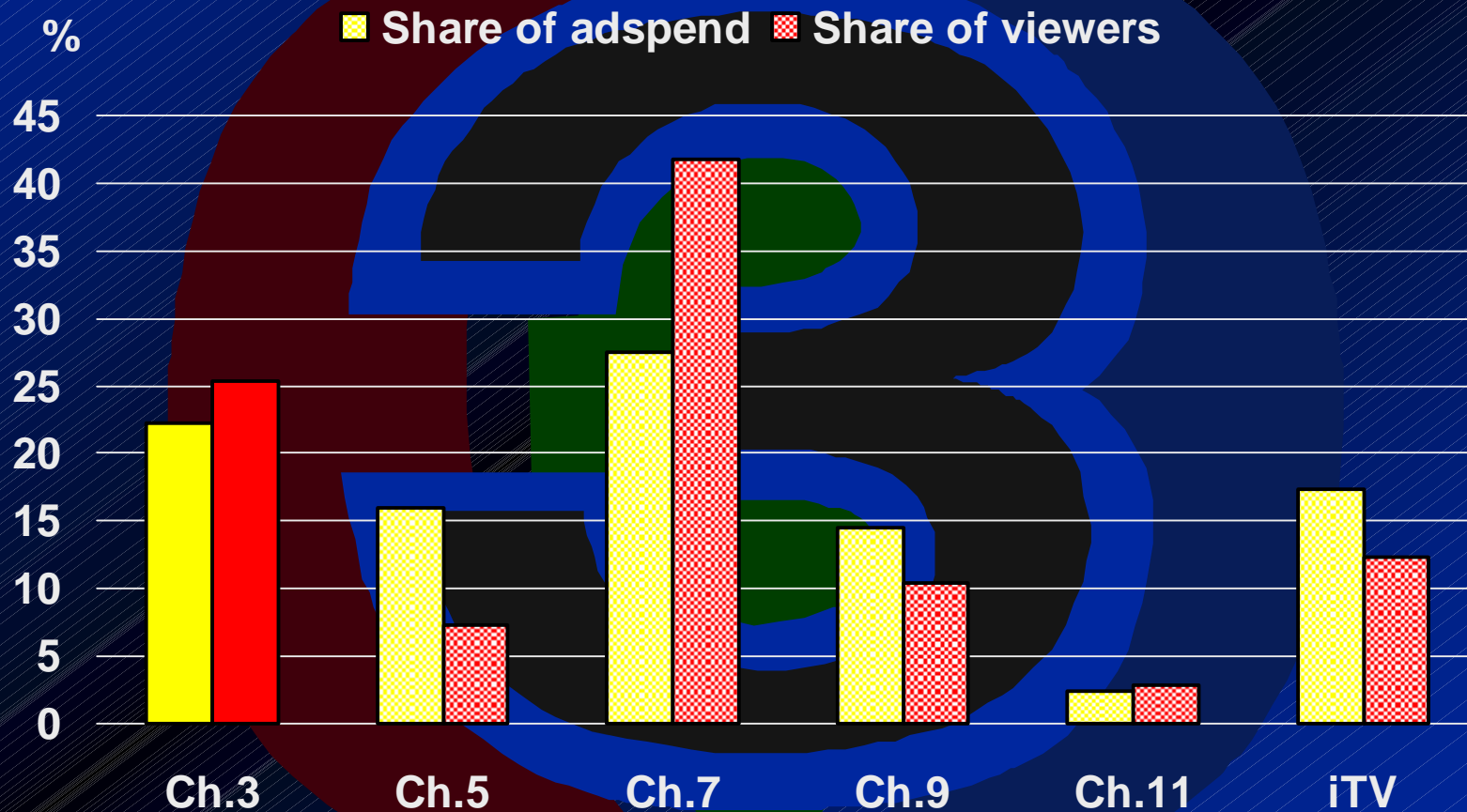
MEDIA	YTD 06	SOV%	YTD 05	SOV%	DIFF	% Change
TV	49,019	59.67	45,750	58.64	3,269	7.15
RADIO	6,025	7.33	5,809	7.45	216	3.72
NEWSPAPERS	14,031	17.08	14,687	18.82	-(656)	-(4.47)
MAGAZINES	5,576	6.79	5,590	7.16	-(14)	-(0.25)
CINEMA	2,032	2.47	1,284	1.65	748	58.26
OUTDOOR	4,304	5.24	4,148	5.32	156	3.76
TRANSIT	895	1.09	648	0.83	247	38.12
IN STORE	271	0.33	105	0.13	166	158.10
TOTAL	82,154	100.0	78,021	100.0	4,133	5.30



Source: AGB Nielsen Media Research

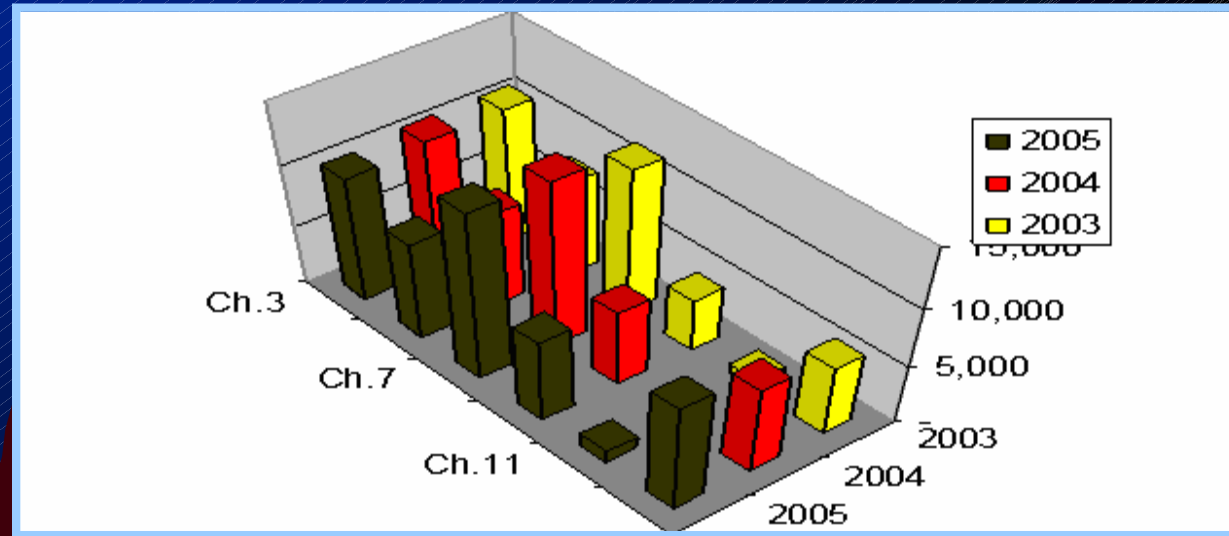
Market Shares 2006:

First 11 Months:



Source: Nielsen Media Research

TV ADEX-2003-2005



TV Adex	Ch.3	Ch.5	Ch.7	Ch.9	Ch.11	iTV	Industry
2005	10,392	8,238	14,010	6,956	1,171	9,244	50,011
2004	10,806	7,866	13,734	6,443	970	7,351	47,170
2003	10,857	7,923	12,030	4,554	996	5,928	42,288
'05 YoY	-3.8%	4.7%	2.0%	8.0%	20.7%	25.8%	6.0%
'04 YoY	-0.5%	-0.7%	14.2%	41.5%	-2.6%	24.0%	11.5%



Source: AGB Nielsen Media Research

Top 20 Advertisers on Television YTD Nov'06:

ADVERTISER (000 BAHT)	YTD'06	YTD'05	%CHG	TV					
				3 %CHG	5 %CHG	7 %CHG	9 %CHG	ITV %CHG	11 %CHG
UNILEVER (THAI) HOLDINGS	4,425,603	3,444,712	28.5%	75.5%	-0.6%	11.9%	45.6%	33.6%	
PROCTER & GAMBLE (THAILAND)	1,476,997	1,486,391	-0.6%	6.1%	34.4%	-4.5%	70.3%	-58.8%	
BEIERSDORF (THAILAND) CO.,LTD.	871,618	609,566	43.0%	181.4%	11.0%	8.4%	315.0%	-6.6%	
NESTLE(THAI) LTD.	765,163	652,997	17.2%	107.8%	49.4%	1.8%	32.3%	-30.7%	532.7%
ADVANCE INFO SERVICE PCL.	755,768	866,321	-12.8%	12.4%	-43.2%	9.7%	-18.4%	-29.6%	106.3%
COLGATE-PALMOLIVE(THAILAND)	704,345	448,277	57.1%	107.7%	-50.8%	56.8%	-1.3%	0.2%	
PTT PUBLIC CO.,LTD.	694,739	376,727	84.4%	66.6%	55.1%	62.4%	113.2%	47.2%	404.8%
AJINOMOTO SALES CO.,(THAILAND)	659,213	835,256	-21.1%	-0.2%	-53.2%	-36.5%	17.2%	13.5%	-35.5%
KAO COMMERCIAL (THAILAND) CO.,	601,715	553,876	8.6%	17.2%	-20.4%	6.9%	130.7%	-8.3%	-7.4%
L'OREAL (THAILAND) LTD.	592,615	452,410	31.0%	72.1%	2.1%	20.9%	66.0%	7.8%	
OSOTSPA (TECK HENG YOO)	588,540	707,583	-16.8%	-10.3%	-5.8%	-28.4%	-18.1%	2.8%	-39.3%
TOYOTA MOTOR THAILAND CO.,LTD.	584,224	399,196	46.3%	50.5%	-42.5%	70.7%	93.3%	97.8%	325.2%
JOHNSON&JOHNSON(THAILAND)LTD.	537,437	424,779	26.5%	74.7%	7.4%	14.0%	58.0%	-42.1%	
BOONRAWD BREWERY CO.,LTD.	483,122	430,365	12.3%	-19.1%	18.3%	53.3%	37.3%	13.1%	-21.6%
TRI PETCH ISUZU SALES CO.,LTD.	436,767	318,379	37.2%	27.1%	26.5%	146.2%	21.8%	36.4%	-100.0%
TOTAL ACCESS COMMUNICATIONS	427,383	438,565	-2.5%	26.0%	-46.8%	15.0%	-11.3%	-1.3%	12.5%
BEER THAI (1991) CO.,LTD.	417,026	272,711	52.9%	107.8%	30.0%	44.7%	78.9%	36.1%	126.5%
LION (THAILAND) CO.,LTD.	412,791	428,924	-3.8%	-2.0%	3.7%	-37.6%	16.5%	23.8%	
CEREBOS(THAILAND)LTD.	350,172	265,971	31.7%	70.4%	-13.9%	21.1%	81.0%	-21.6%	580.0%
UNICHARM (THAILAND) CO.,LTD.	313,870	281,553	11.5%	23.8%	-26.2%	20.4%	16.7%	19.4%	



CD, Governmental and Infomercial spending are excluded.

Source: AGB Nielsen Media Research

Top 20 Advertisers on Television YTD Nov'06:

ADVERTISER (000 BAHT)	Grand Total	3 %	5 %	7 %	9 %	ITV %	11 %
UNILEVER (THAI) HOLDINGS	4,425,603	19.5%	9.8%	31.8%	10.7%	28.2%	
PROCTER & GAMBLE (THAILAND)	1,476,997	42.7%	8.1%	42.8%	3.3%	3.1%	
BEIERSDORF (THAILAND) CO.,LTD.	871,618	40.1%	5.5%	31.3%	3.4%	19.7%	0.1%
NESTLE(THAI) LTD.	765,163	29.5%	6.7%	41.6%	9.0%	13.2%	*
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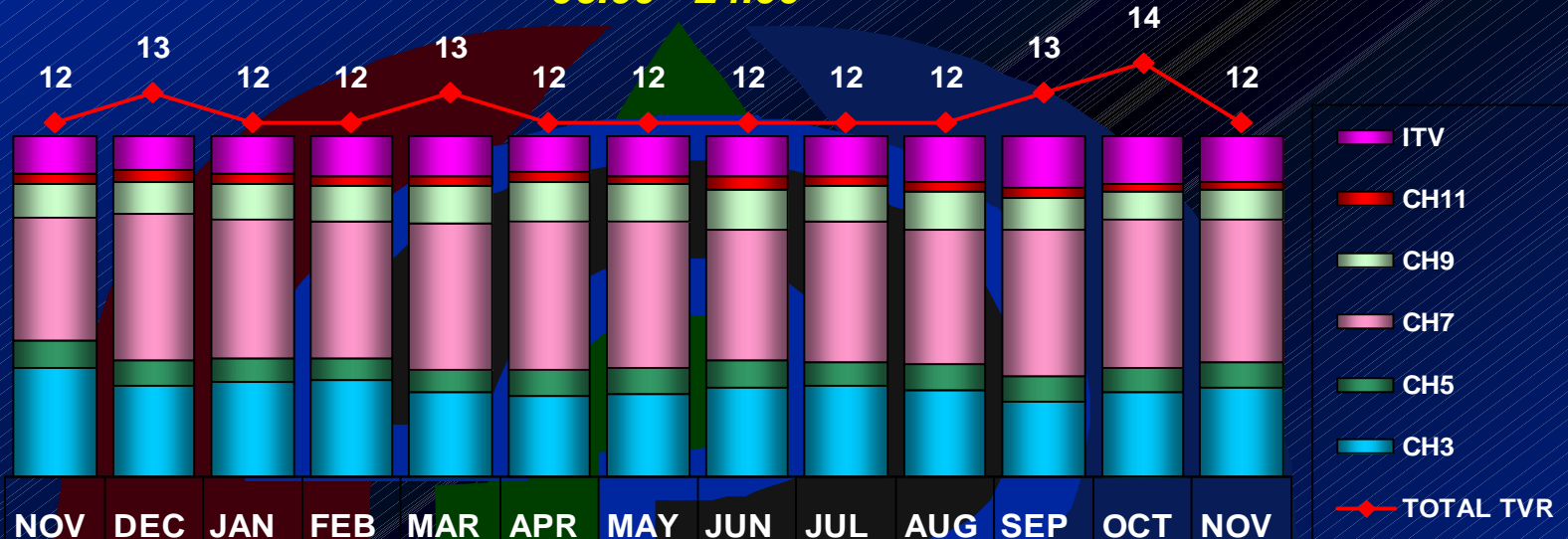
CD, Governmental and Infomercial spending are excluded.

Source: AGB Nielsen Media Research

STATION SHARE OF AUDIENCE 2005 - 2006

WHOLE KINGDOM : ALL AGED 4+

06.00 - 24.00



	NOV 2005	DEC 2005	JAN 2006	FEB 2006	MAR 2006	APR 2006	MAY 2006	JUN 2006	JUL 2006	AUG 2006	SEP 2006	OCT 2006	NOV 2006
ITV	11.1	10	11.3	11.5	11.7	10.9	11.7	11.8	12	13.8	15.2	13.9	13.7
CH11	3.2	3.3	2.7	3	3	2.8	2.7	3.8	2.6	2.5	2.7	2.3	2.3
CH9	9.8	9.2	10.4	10.4	10.8	11.2	10.5	11.7	10.5	11	9.5	8.6	8.8
CH7	36.1	43.4	40.6	40.2	43	43.8	43	38.7	41.2	39.8	42.9	43.4	41.5
CH5	7.6	7.4	7	6.6	6.8	7.3	7.7	8.1	7.1	7.5	7.4	6.9	7.6
CH3	32.2	26.5	28	28.1	24.7	23.9	24.5	25.9	26.6	25.4	22.2	24.8	26.1
TOTAL TVR	12	13	12	12	13	12	12	12	12	12	13	14	12



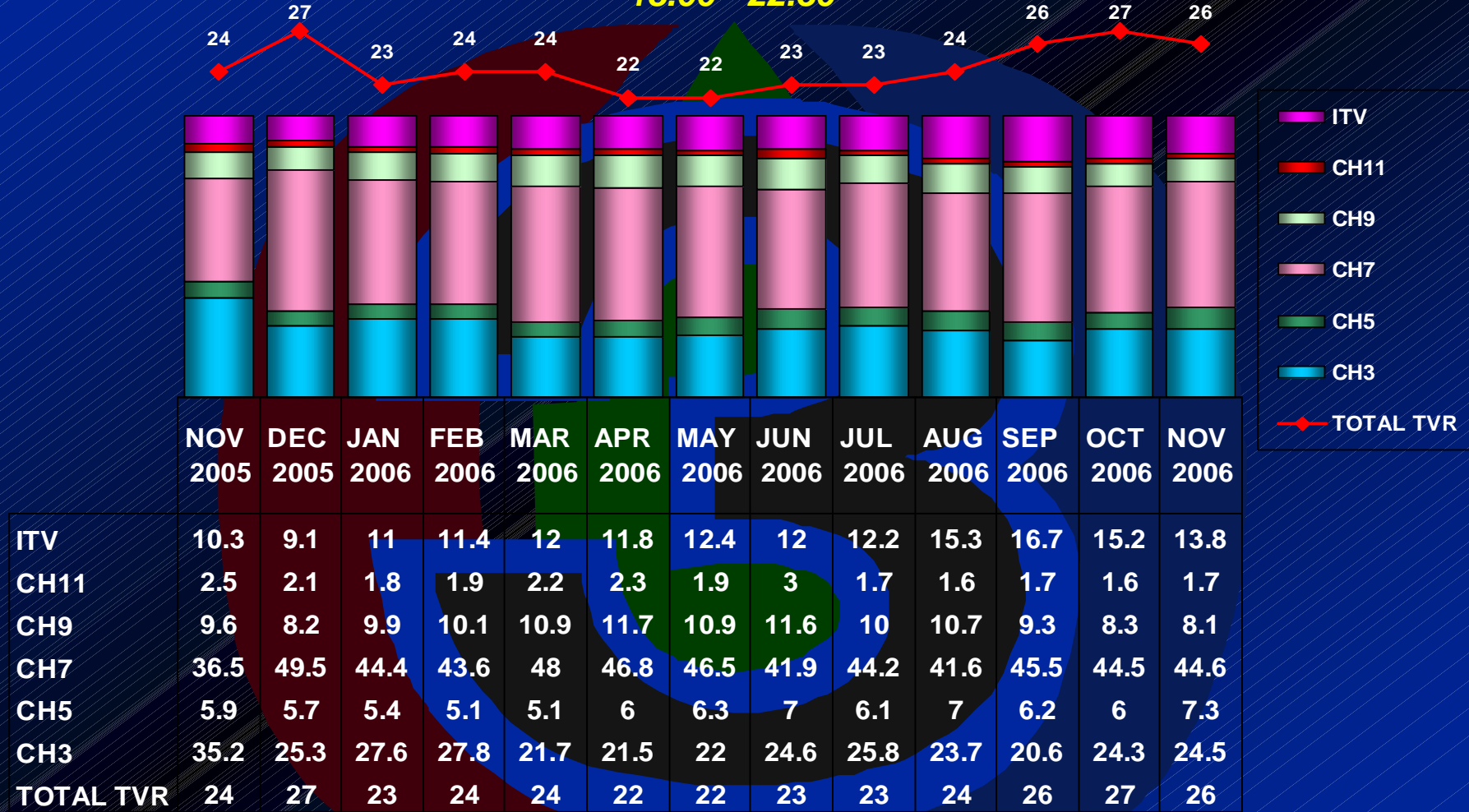
POTENTIAL 2005 : 58,396,000 ; 2006 : 59,400,000

Source: AGB Nielsen Media Research

STATION SHARE OF AUDIENCE 2005 - 2006

WHOLE KINGDOM : ALL AGED 4+

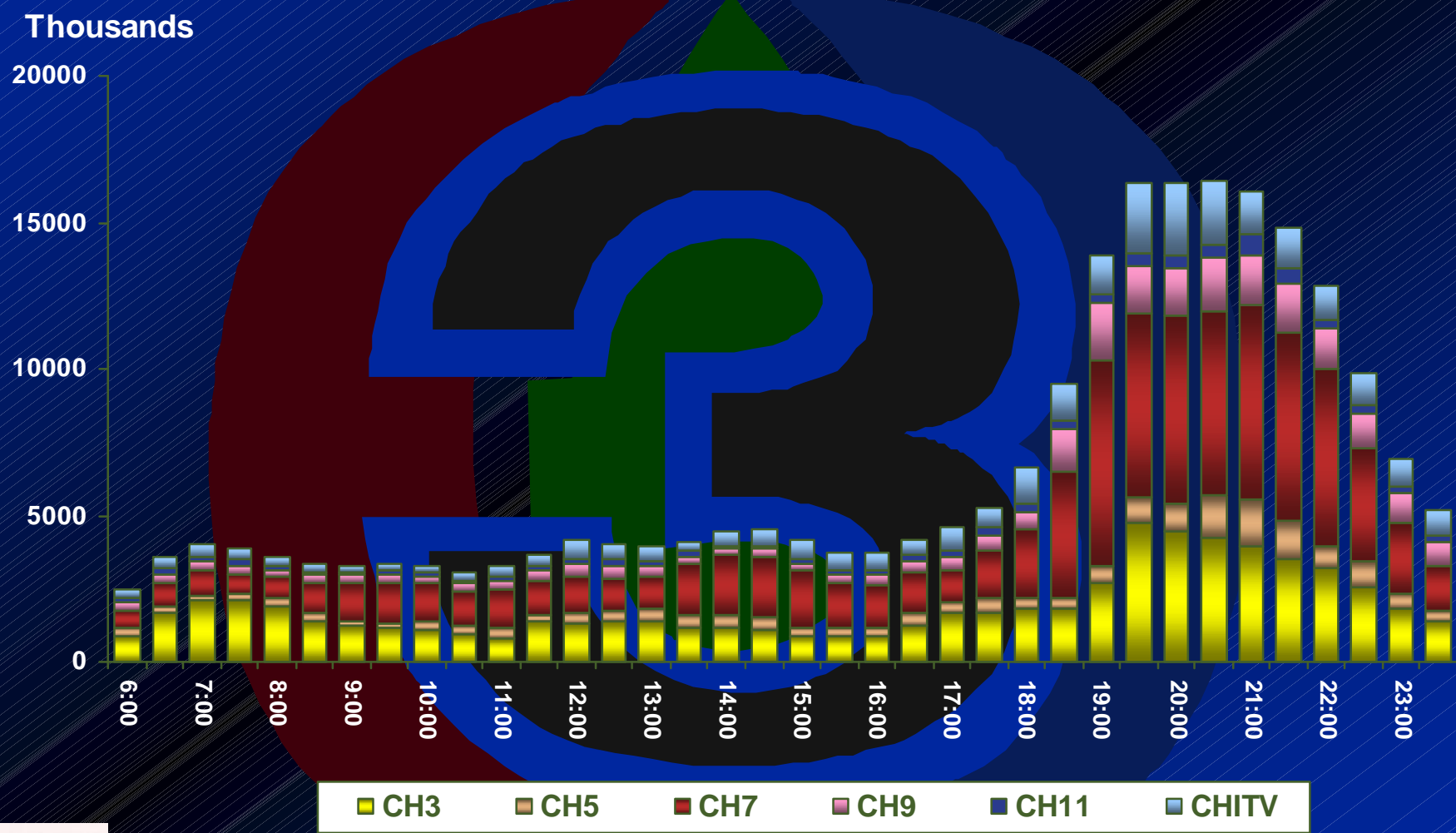
18.00 - 22.30



POTENTIAL 2005 : 58,396,000 ; 2006 : 59,400,000

Source: AGB Nielsen Media Research

AUDIENCE SIZE BY CHANNEL - WEEKDAY



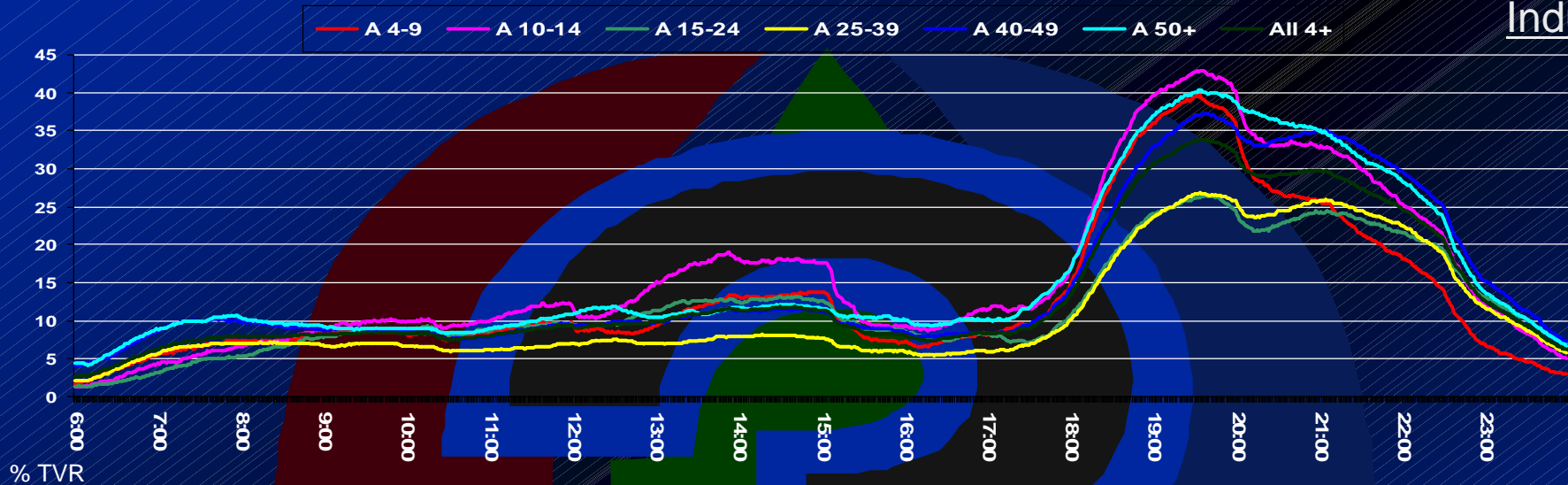
Source: AGB Nielsen Media Research

TV VIEWING PATTERN : BY AGE : CH.3

Minute by Minute : Monday-Friday : 06.00-24:00

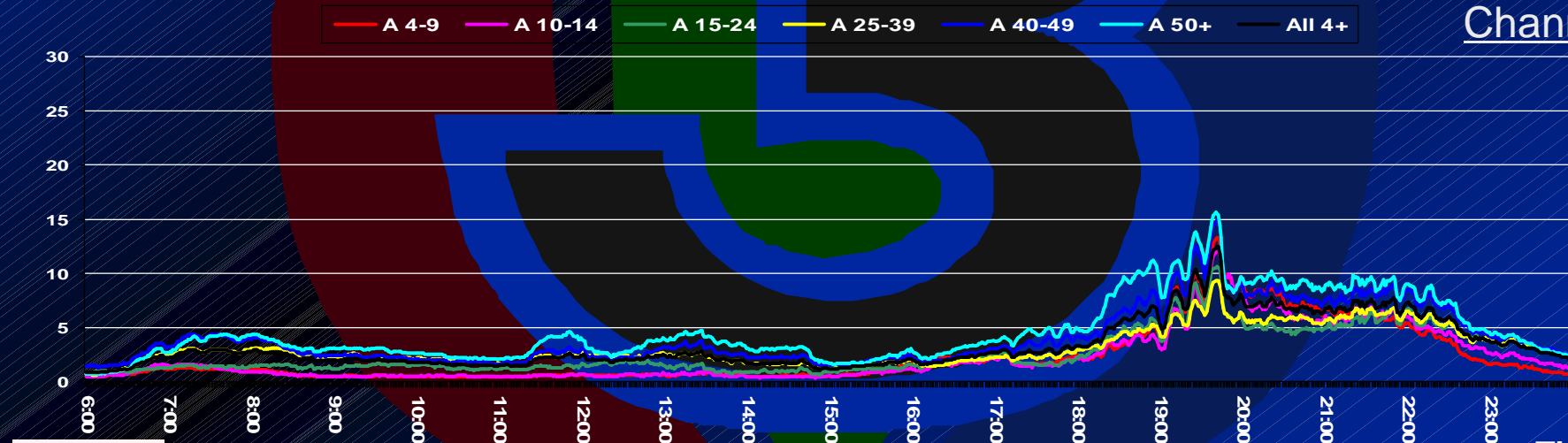
% TVR

Industry



% TVR

Channel 3



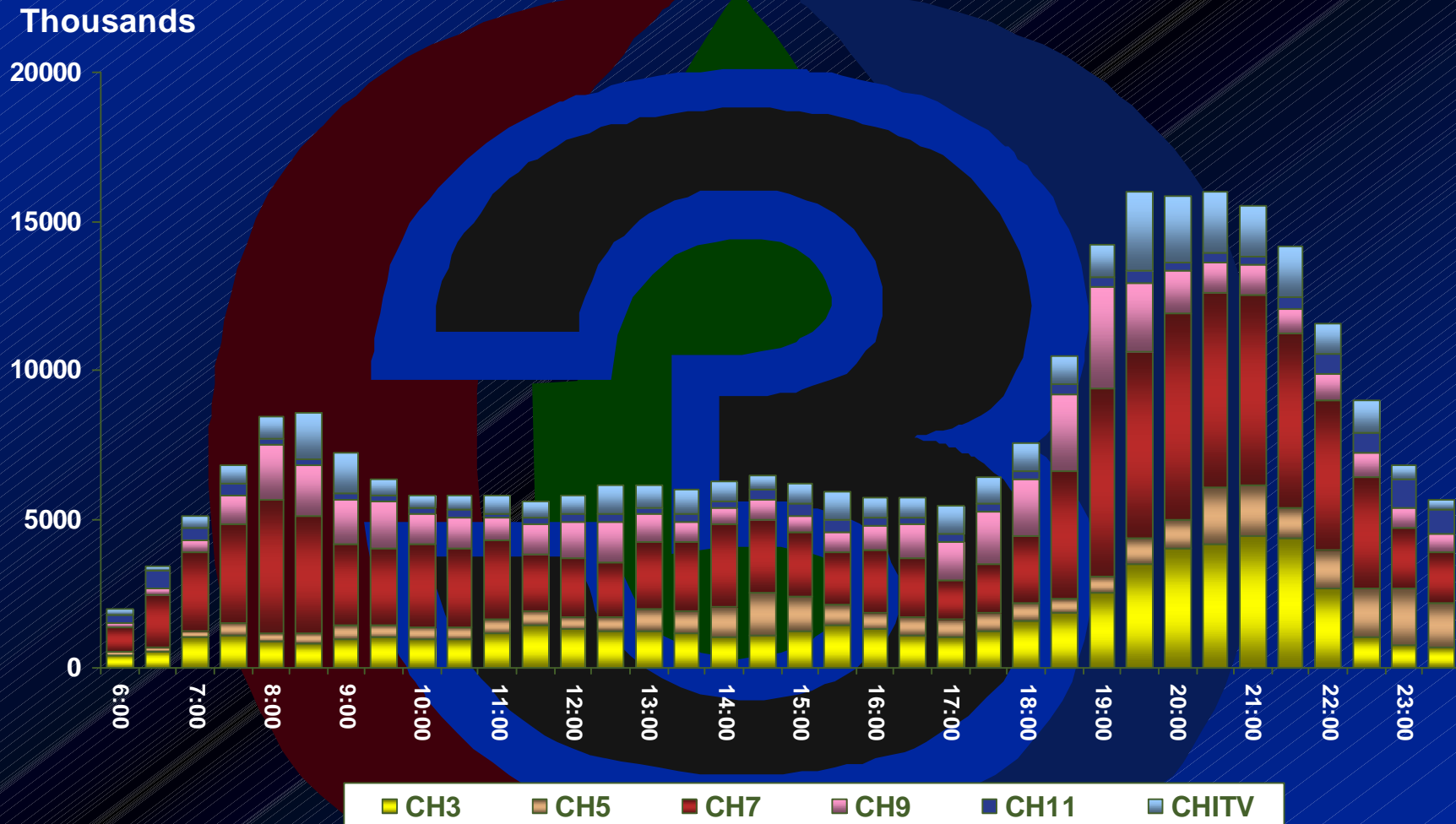
% TVR

Time



Source: AGB Nielsen Media Research

AUDIENCE SIZE BY CHANNEL - WEEKEND

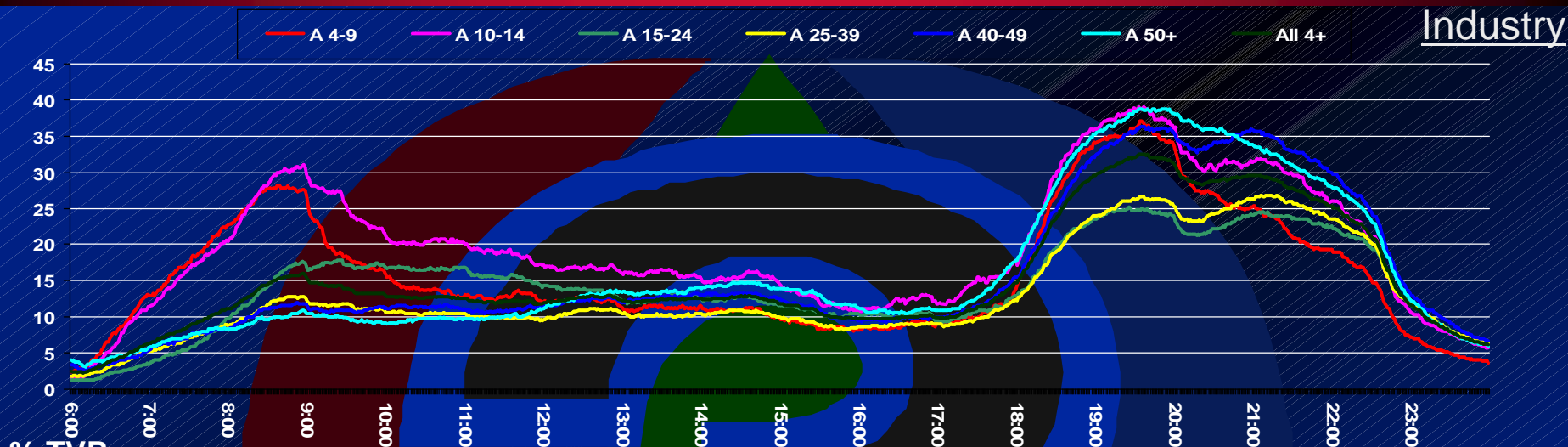


Source: AGB Nielsen Media Research

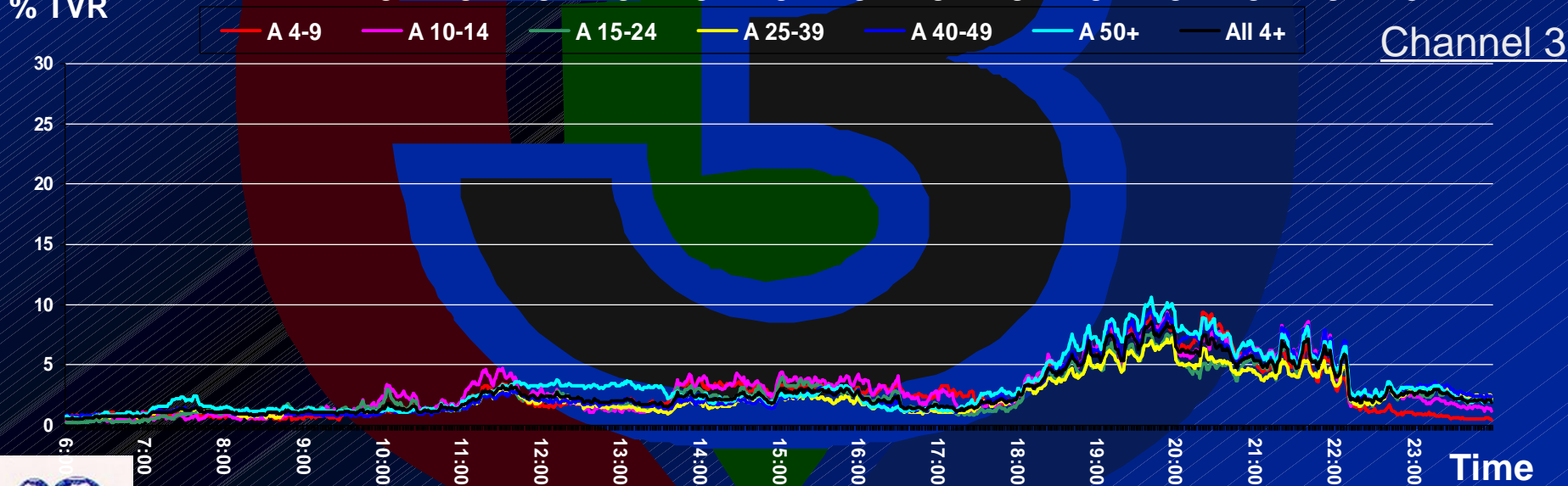
TV VIEWING PATTERN : BY AGE : CH.3

Minute by Minute : Saturday-Sunday : 06.00-24:00

% TVR



% TVR



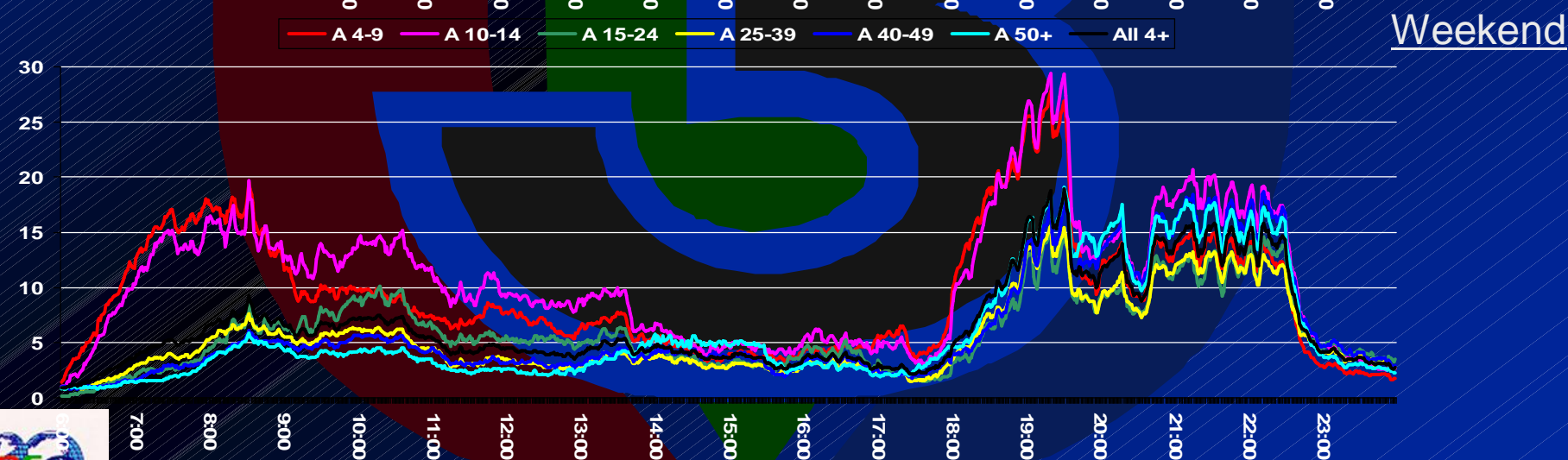
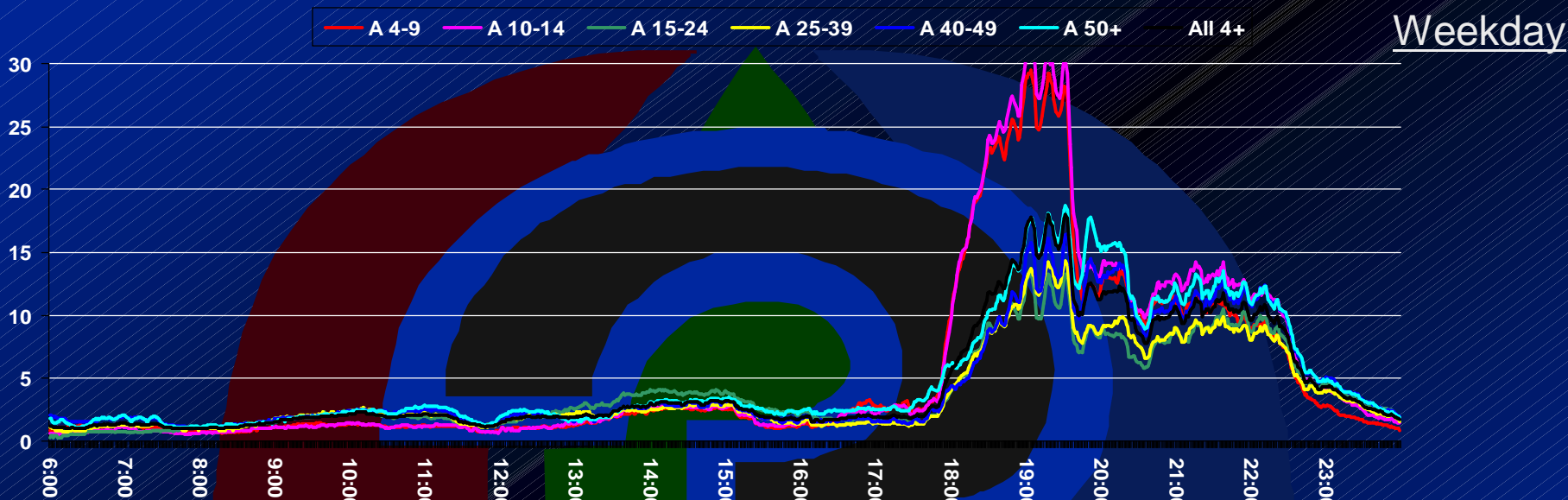
Time



Source: AGB Nielsen Media Research

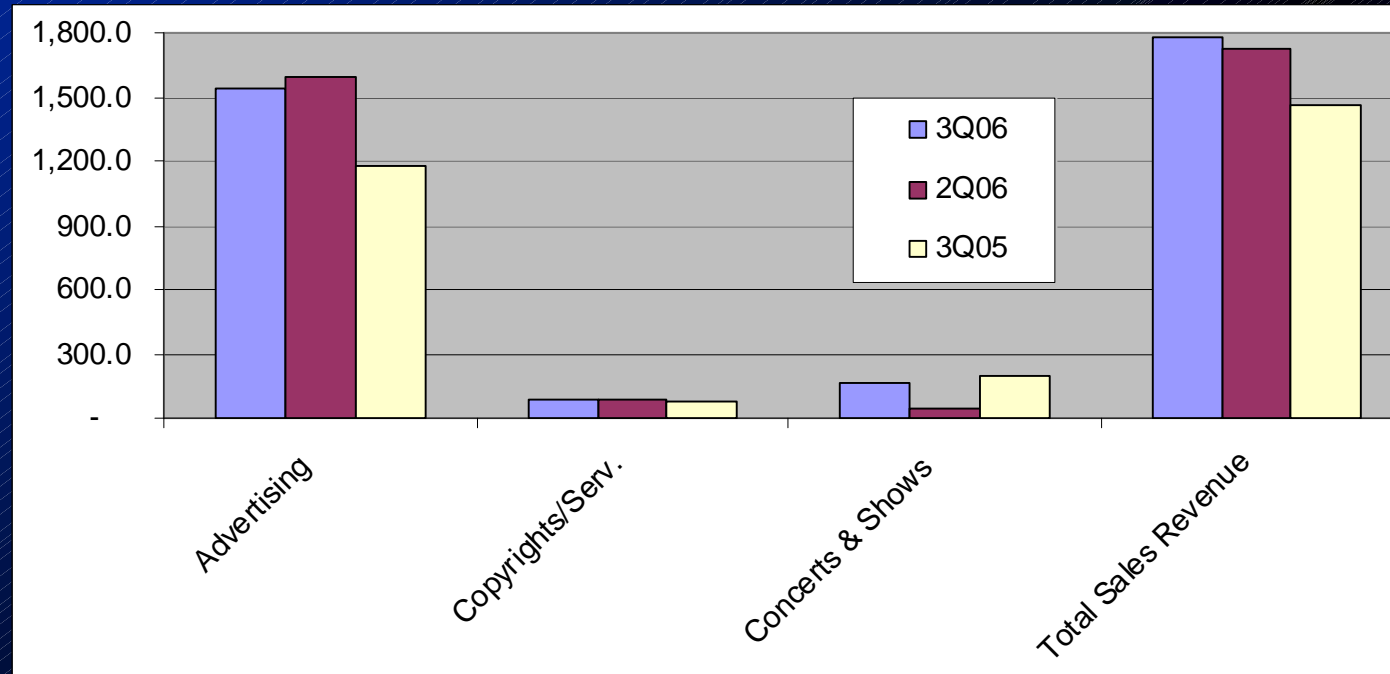
TV VIEWING PATTERN : BY AGE : CH.7

Minute by Minute : Monday-Sunday : 06.00-24:00



Source: AGB Nielsen Media Research

3rd Quarter of 2006 Highlights:



	3Q06	+/- QoQ	+/- YoY
Advertising	1,534	-4%	30%
Copyright & Services	84	-3%	7%
Concerts & Shows	164	278%	-18%
Total Sales Revenue	1,782	3%	22%



BEC World

Third Quarter of 2006

BEC World	Third Quarter of 2006					
Operating Results	₱ Million	%	+/- YoY		+/- QoQ	
Total Sales Revenues	1,783	100%	319	22%	57	3%
Operating Costs						
Cost of Services	719	44%	-11	-1%	-10	-1%
Cost of Shows	179	109%	-30	-14%	131	228%
Cost of Sales & Services	898	50%	-41	-4%	122	16%
Selling & Admin. Expenses	319	18%	64	25%	7	2%
Total Operating Costs	1,217	68%	23	2%	129	12%
Operating Profit	566	32%	296	109%	-72	-11%
Share of Associates' Results	-10	-1%	-11	-719%	1	-12%
Other Income	33	2%	18	116%	8	32%
Profit Before Tax	589	33%	302	105%	-62	-10%
Corporate Income Tax	167	9%	81	94%	-27	-14%
Profit After Tax	422	24%	221	110%	-35	-8%
Profit of Minority's Interest	-5	0%	0	-4%	3	-34%
NET PROFIT	427	24%	221	107%	38	-8%



BEC World

First 9Mth. 2006

BEC World	First 9Mth. 2006			
	Operating Results	¥ Million	%	+/- YoY
Advertising Income	4,627	90%	1,065	30%
Copyright & Services	242	5%	45	23%
Concerts & Shows	281	5%	-589	-68%
Total Sales Revenues	5,150	100%	521	11%
Operating Costs				
Cost of Services	2,161	44%	37	2%
Cost of Shows	291	104%	-510	-64%
Cost of Sales & Services	2,452	48%	-473	16%
Selling & Admin. Expenses	916	18%	67	8%
Total Operating Costs	3,368	65%	-406	-11%
Operating Profit	1,782	35%	927	108%
Share of Associates' Results	-14	0%	-10	228%
Other Income	90	2%	36	67%
Profit Before Tax	1,858	36%	954	105%
Corporate Income Tax	530	10%	223	72%
Profit After Tax	1,328	26%	731	122%
Share of Minority's Interest	0	0%	-9	-100%
NET PROFIT	1,328	26%	740	126%



High Operating Leverage:

As our operating costs and expenses are mostly fixed in nature, thus BEC World has high operating leverage.

Our profitability will improve greater than the growth rate of our revenue growth.



Revenue and Profit Growth

(1Q99 is BASE)



