

POST 013/2019

28 August 2019

Subject Plan Report in Solving C Caution
Bangkok Post Public Company Limited

To The President
The Stock Exchange of Thailand
93 Ratchadaphisek Road, Dindaeng, Dindaeng
Bangkok 10400

We, Bangkok Post Public Company Limited (“The Company”) would like to inform that the Company arranged the Public Presentation for providing information to investors and related persons on 27 August 2019 as the Company has been remarked as “C” due to the Company’s shareholders’ equity was less than 50% of paid-up capital for the second quarter financial statements ended on 30 June 2019 summarized as follows:

Causes

Due to changes in consumer’s media consumption, slowdown in advertising industry from overall economic condition, and continuous decline in ad spending on print media.

Previous and continuous operations

The Company has continually adapted its business operations to compete with competitors and technologies that is rapidly changing, control and reduce operating costs and cease printing POST Group’s unprofitable products. Nonetheless, the Company has incurred continuous operating losses and has accumulated losses increased from the impact on print media business.

Solutions

Alternative 1: Operational consideration

- Focus on meeting customers’ needs in digital era
- Focus on increasing use of digital media, websites and social media
- Focus on maintain and expand reader base; print and online media; domestic and international
- Focus on efficient utilization of resources
- Control and reduce unnecessary operating costs i.e. non-core assets



The Company's future

Digital company

- Increase service channels for customers convenience i.e. websites, applications or E-paper
- 24/7 service
- Deliver content that meets customers' needs using AI

Brand monetization

- Enhance collaboration with leading content creators at local, regional and international levels
- Generate revenue from a 73-year database
- Expand customers base

Customers focus

- Modernize the customer database
- Proactive customer service
- Expand and create new communication channels between the Company and customers

Alternative 2: Shareholders' equity

On 14 August 2019, the Meeting of the Board of Directors No. 3/2019 assigned the Executive Committee to study solutions due to the Company has been remarked as "C" and propose to the Meeting of the Board of Directors for consideration and approval. In the event that there are actions required approval of the Extraordinary General Meeting of Shareholders, the Company will perform in accordance with the regulations of the Stock Exchange of Thailand.

Shareholders are able to view the public presentation on the Company's website at the following link https://www.bangkokpost.co.th/corporate_info/investor-information

Please kindly be informed accordingly.

Yours faithfully,

Suthikiati Chirathivat

(Mr. Suthikiati Chirathivat)
Chairman of the Board of Directors and
Chairman of the Executive Committee

