

POST 017/2019

27 November 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 convened the Public Presentation No. 2 to provide information to investors and related persons on 26 November 2019 as the Company’s securities were posted with “C” (Caution) sign due to the Company’s shareholders’ equity was less than 50% of paid-up capital for the third quarter financial statements ended on 30 September 2019, summarized as follows:

Causes

- Change in media consumption behavior from print media to online media
- Overall economic slowdown causing a decline in ad spending on print media

(Unit: Thousand Million Baht)

Ad expenditure	2015	2016	2017	2018	Jan-June 2019
Newspaper	17.49	14.08	11.34	9.25	3.54
Magazine	4.55	3.21	2.18	1.49	0.77

Source: Neilson Media Research Thailand

- Loss from operations for several consecutive years

Past measures and still proceed continuously

Strategic and Business Model Change

- To meet the needs of print and digital media consumers and ad clients
- To maintain newspaper and magazine customer base
- To expand content distribution on online platforms



Control and reduce unnecessary operating expenses

- Restructure the Group to suit business conditions
- Disposition of unused assets i.e. land and building, machines and equipment

Digital and online platform development

- Increase service channels for customers convenience
- 24-hour service
- Promote 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 such as creating creative content/ digital marketing, and video

As assigned by the Board of Directors to study measures due to the Company's securities were posted with "C" (Caution) sign, the Executive Committee has studied various measures including considering the shareholders' equity. Deemed solutions will be proposed to the Meeting of the Board of Directors for consideration and approval. In the event that there are actions required approval of the shareholders' meeting, 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

