

POST 014/2020

27 May 2020

Subject Plan report in solving C sign
Bangkok Post Public Company Limited

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

Bangkok Post Public Company Limited (“the Company”) would like to inform that the Company convened the Public Presentation No. 1/2020 to provide information to shareholders and related persons on 27 May 2020 as the Company’s securities have been posted C sign (“Caution”) due to the financial statements for Q1/ 2020 for the period ended 31 March 2020 has the proportion of shareholders’ equity less than 50% of paid-up capital. The essence can be summarized as follow

Main causes that the Company had operating losses are changes in news consumption behavior and clients’ reduce advertising spending in print media, which affect newspapers and advertising revenue. Including the impact of economic slowdown from the epidemic of the covid-19.

Measures that the Company has executed continuously are to adjust the Company’s structure to be suitable for business situation including controlling costs and reducing expenses that are not needed for operations. For instance, entering into the disposition of assets as approved by the 2020 Annual General Meeting of Shareholders on 22 April 2020, with the following details

1. Printing plant and Distribution Center (Bangna)

Total appraised value is 424.3 - 509.5 million baht, consisting of

- Land area of 19 rai 1 ngan and 40 square meter (approx. 19.35 rai) with appraised price of 261.2 million baht, or 13.5 million baht per rai, or 33,750 baht per square wah.
- Building construction and other constructions with appraised price of 107.3 million baht.
- 6 machineries and equipment totaling 23 sets/ machine with appraised price of 93.0 million baht (market value in exchange) - 141.0 million baht (market value for the existing use)



2. Office building (Klong Toey)

Total appraised value is 1,175.0 million baht, consisting of

- Land area of 7 rai 64.0 square wah (approx. 7.16 rai) with appraised price of 859.2 million baht, or 120 million baht per rai, or 300,000 baht per square wah.
- Building construction with total usable area of 35,483 square meter and other building construction with appraised price of 315.8 million baht.

Moreover, the Company has continuously conducted strategic and business model change to be able to meet consumers and advertising clients' needs by increasing digital media channels, providing content according to consumers' interests thru the use of artificial intelligence technology (AI). Along with monetizing from a 74-year database by developing existing products and services, strengthening the increasing digital products and services, including expanding and creating new revenue streams such as creating digital content or advertising production. As well as enhancing collaboration with leading content creators such as the Wall Street Journal. The Company will still maintain the existing customer base and trying to expand new customer base concurrently.

In addition, the shareholders and other related persons are able to consider the plan report 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

