

POST 024/2020

25 November 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. 3/2020 to provide information to shareholders and related persons on 25 November 2020, as the Company’s securities have been posted C sign (“Caution”) due to the financial statements for Q3/2020 for the period ended 30 September 2020 had proportion of shareholders’ equity less than 50% of paid-up capital. The essence can be summarized as follow;

The main reason that the Company had operating losses are the impact of the covid-19 outbreak, which caused various businesses to stop operating in Q3/2020. Accordingly, the Company did not have revenue from purchases from the business sector especially tourism sector.

The measures that the Company has executed continuously are changing business strategies and model to meet consumers and advertising clients’ needs by creating a marketing team that oversees branding and digital products, creating a strategy team to plan proactive marketing strategies. Also include the development of digital media channels to increase revenue and compensate the decline in print media revenue by developing products and providing services to meet today's readers and market, expanding the online reader base, adding more service channels to serve more consumers' reach, especially social media, and developing a Customer Relationship Management (CRM) system and customer database through a variety of activities.

Moreover, the Company also develop employee skills and increase digital media personnel by enhancing working skills through organizing training on topics related to digital media, recruiting skilled personnel to develop digital media, hiring consultants to participate in planning and developing digital products, as well as, creating new products under the brand the Bangkok Post Group to enhance revenue e.g. organizing seminars, promotional activities, doing public relations for organizations, organizing Masterclass, etc. Also, the Company reduce hiring employees and transfer skilled internal employees suitable for the job to undertake duties that meet market demands. Besides, the Company has considered new projects to increase more revenue like online business shopping, tour, school trip, subscription and reader revenue, masterclass, business intelligence and business matching.



In addition, the shareholders and other related persons are able to consider the plan report on the website of the Company 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

