

Ref. WORK 11/2017
May 12, 2017

Re: Management Discussion and Analysis for the 1st quarter ended March 31, 2017

To: President of the Stock Exchange of Thailand

Attachment: 1. Business Performance Report (Form F45-3)

2. The consolidated and separate financial statement for the 1st quarter ended March 31, 2017

Workpoint Entertainment Public Company Limited ("The Company") is pleased to submit herewith the consolidated and separate financial statement for the 1st quarter ended March 31, 2017, with the financial analysis in comparison to the financial statement for the 1st quarter ended March 31, 2016. The performance can be summarized as follows:

The operating performance of the Company and its subsidiaries for the 1st quarter ended March 31, 2017 has shown the net profit of THB 173.4 million, increasing by THB 144.7 million or 503%, from the same period in the previous year which shown the net profit of THB 28.7 million.

Revenue :

For the 1st quarter ended March 31, 2017, the total Revenue (Excluding Other Income) of the Company was THB 806.0 million which represented an increase of THB 246.3 million or 44% from the total Revenue (Excluding Other Income) of THB 559.7 million in same period of 2016. The change of total Revenue was mainly resulted from the following business:

Revenue from Television Programs

Revenue from television programs was comprised of revenue from the advertising and promotion during each broadcasting period of the Company's TV channel ("WORKPOINT TV"), other TV channels, and other online media channels such as YouTube. Revenue from television programs also includes revenue from Renting Air time to 3rd parties for TV program broadcasting on WORKPOINT TV, revenue from the production of TV programs for 3rd parties for broadcasting on WORKPOINT TV and other TV channels, and revenue from sales of TV program licenses.

For the 1st quarter ended March 31, 2017, the Company had the revenue from television programs at THB 738.4 million, increasing by THB 230.4 million or 45% from the same period in 2016. The increase of revenue from TV programs, was mainly from the increase of revenue from WORKPOINT TV. For the 1st quarter ended March 31, 2017 The Company had revenue from WORKPOINT TV at THB 696.8 million, increasing by THB 200.8 million or 40% from the same period in 2016. Moreover, revenue from other online media channels also increased significantly. For the 1st quarter ended March 31, 2017, the Company had revenue from other online media channels at THB 37.8 million, increasing 268% from the same period in 2016 which had the revenue at THB 10.3 million.

Revenue from Event Marketing

Revenue from event marketing was comprised of the revenue from event activities arranged by the company and event activities which the Company organized for 3rd parties. For the 1st quarter ended March 31, 2017, the Company had the revenue from event activities at THB 25.8 million, decreasing by THB 2.8 million or 10% from the same period in 2016 which had the revenue at THB 28.6 million. For the 1st quarter ended March 31, 2017, the Company had organized 4 event activities for 3rd parties which were Bangkok Art Festival 2, The 26th of Suphannahong, Honda Dealer Meeting 2017, and National Artist Award 2017. In this period, the Company also arranged an event by itself which was The Dish Foodival.

Revenue from Concerts and Plays

Revenue from concerts and plays was comprised of the revenue from concerts and plays produced by the Company, revenue from area rental in the Company's Playhouse, and revenue from Playhouse's title sponsor. The Company had the revenue from concerts and plays for the 1st quarter ended March 31, 2017 at THB 37.0 million, increasing by THB 15.5 million or 72% from the same period in 2016. The increase of such revenue was mainly from revenue from "Nitan Hinghoi the musical" plays which had been arranged by the Company in the 1st quarter of 2017. Meanwhile, there was no concerts or plays, arranged by the Company in the same period last year.

Costs :

For the 1st quarter ended March 31, 2017, the Company had total costs at THB 392.8 million, increasing by THB 74 million or 23% from the same period in 2016 which had the total costs at THB 318.9 million. The increase in the total costs was mainly from an increase in costs of television programs. Costs of television programs include Production costs, The amortization of Digital TV licenses, Networking fees, The amortization of TV program rights, Overhead costs, and Airtime rental cost (in the case that the Company rents Airtime from other TV channels to air its programs). For the 1st quarter ended March 31, 2017, the Company had cost of television programs at THB 345.0 million, increasing by THB 69.4 million or 25% from the same period in 2016. Such increase from costs of television programs was mainly from an increase of TV programs on WORKPOINT TV such as the Mask Singer Thailand, Hear Me Love Me See Me Thailand, Lighting Quiz Kids, Microphone King Thailand, Mic On Debt Off (MicModnee), The Vocalist Kids, and Mor-Lam-Fang-Petch.

Selling and Administrative Expenses:

For the 1st quarter ended March 31, 2017, the Company had selling and administrative expenses in total at THB 160.2 million, decreasing by THB 20.7 million or 11% from the same period in 2016 in which the Company had selling and administrative expenses in total at THB 181.0 million. The decrease was mainly from the decrease of advertising and promotion expenses for TV programs and the decrease of office expenses.

Please be informed accordingly.

Best Regards,

Workpoint Entertainment Public Company Limited

(Mr. Surakarn Sirimothya)

Chief Financial Officer

Authorized to sign on behalf of the company