

(Translation)

Ref. SMM 005/2017

February 28, 2017

Subject : Operating results of the year 2016 ended December 31, 2016 and Clarification of the Change in Operating Results Exceeding 20%.

To : The President,
The Stock Exchange of Thailand

Siam Inter Multimedia Public Company Limited ("The Company") would like to inform the operating results of the Company for the year 2016 ended December 31, 2016 as follows:

Business Overview

In year 2016, the Company was affected by the economic downturn due to the purchasing power of the public sector decreased cause to the product owner decreased media advertising budget. And the book business was shrunk by the development of digital media which are increasingly popular all over the world. Anyway the Company started new businesses in order to extend the previous business and increase opportunities for future revenue that are the business of media and marketing rights for sport activities and the business of selling health products.

Operating Results for the Year 2016

1. Total revenue was Baht 389.71 million, decreased by Baht 124.32 million from the year 2015, representing 24.19 percent mainly from the decreased in the book business by 55.66 percent, multimedia business decreased by 25.78 percent, the business of media and marketing rights for sport activities increased by 266.06 percent and sub businesses increased by 2.07 percent while the other revenue increased by 51.87 percent.
2. The net loss was Baht 158.55 million due to sales of the books declined, including radio and television advertising revenues declined.
3. Cost of sales and services in the year 2016 was increased by 3.45 percent from the total revenue decline but the costs fixed.
4. Selling and administrative expenses decreased from the year 2015, representing 15.74 percent from the company's policies and the participation of employees in the supervisory and administrative expenses.

Please kindly be informed.

Sincerely yours,

Ms. Anchaleeporn Teerasin
Managing Director