



February 23, 2018

Subject: Clarification of the operating results for the year 2017

To : The President
The Stock Exchange of Thailand

TV Direct Public Company Limited ("the Company") would like to clarify the operating results for the year 2017 according to the consolidated financial statements of the Company as of December 31, 2017, as audited by the certified public accountant as follows:-

1. The Company had revenue from sales of goods and services of Baht 3,310.77 Million, a decrease of Baht 92.21 Million or 2.71% from the previous year due to the sale of goods lower than the target. The impact of the slowdown in purchasing power in Q2 and Q3, 2017 which continued from the end of year 2016.

2. Cost of goods and services sold were Baht 1,898.35 Million, an increase of Baht 112.91 Million or 6.32% from the previous year due to higher competition. The cost of product segmentation was higher during the first nine months of the year 2017 as to maintain the highest proportion of sales.

3. The Company had a net loss of Baht 65.86 Million. The profit decreased from the previous year by Baht 80.22 Million or 558.64 %. The major cause is the sale volume lower than target. As a result, the profit has gone up by Baht 30 Million and the cost of goods and services sold has increased, resulting in a lower profit by Baht 50 Million.

To improve the lower performance during the first nine months of the year 2017, the Company has adjusted its advertising plans in new format which was completed in late September 2017. As a result, the fourth quarter 2017 performance improved for both sales and net profit.

Please be informed accordingly.

Yours sincerely

(Mr. Wichian Manapongpun)
Company Secretary