



May 14, 2020

Subject : Clarification of the operating results for the first quarter of 2020

To : The President
The Stock Exchange of Thailand

TV Direct Public Company Limited ("the Company") would like to clarify the operating results for the first quarter of 2020 ended March 31, 2020 as per the consolidated financial statement reviewed by the Certified Auditor as follows:-

(Unit : Million Baht)	Quarter 1 2020	Quarter 1 2019	Increase / (Decrease)	% Change
Revenues from sales and services	845.07	1,015.14	(170.07)	(16.75%)
Cost of goods sold and services	486.26	633.81	(147.54)	(23.28%)
Gross profit	358.80	381.33	(22.53)	(5.91%)
Other income	51.71	16.34	35.36	216.38%
Profit before expenses	410.51	397.67	12.84	3.23%
Selling expenses	332.42	296.44	35.97	12.13%
Administrative expenses	82.51	85.91	(3.40)	(3.96%)
Profit (loss) for the period	(10.64)	9.83	(20.47)	(208.29%)
Profit attributable to the equity holders of company	(13.10)	5.86	(18.96)	(323.69%)

1. Revenues from sales

The Company had revenue from sales and services for the first quarter of 2020 amounting to Baht 845.07 Million, a decrease of Baht 170.07 Million or 16.75 % from the same period last year. The main reason was due to the cancellation of the CH19 lease contract, resulting in the reduction of sales through TV channel. Therefore, resulting in less orders from customers compared to the previous year.

2. Cost of Goods Sold and Gross Profit

The Company had Cost of Goods Sold for the first quarter of 2020 of Baht 486.26 Million, decreased from the same period last year by Baht 147.54 Million or 23.28%. The Company's Gross Profit margin for the first quarter of 2020 was 42.46 % higher than the same period last year with a Gross Profit of 37.56%. The Gross Profit margin increased from the cancellation of CH19 channel, resulting in no cost of station rental during this period.

3. Selling expenses

The Company's selling expenses for the first quarter of 2020 was Baht 332.42 Million, an increase of Baht 35.97 Million or 12.13%. The main reason is due to the increase in advertising media in the movie media.

4. Administrative expenses

The Company's administrative expenses for the first quarter of 2020 of Baht 82.51 Million, decrease from the same period last year by Baht 3.40 Million or 3.96% due to the appropriate unnecessary fixed expenses management and control.

5. Net Profit (loss)

The Company had loss attributable to the parent company for the first quarter of 2020 amounted to Baht 13.10 Million, decreased from the same period last year by Baht 19.14 Million or 316.99%. The main reason is due to the sales decrease as a result of decreased TV Channel and the purchasing power decreased considerably during February 2020. The management has adjusted the strategy to increase the sales channels via Satellite TV in order to increase sales.

Please be informed accordingly.

Yours faithfully,

(Mr. Wichian Manapongpun)
Company Secretary