



(TRANSLATION)

Tor. For. 9 /2021

August 13, 2021

Subject: Submission of the Financial Statements for Q2/2021 and Management Discussion and Analysis (MD&A)

To: President of the Stock Exchange of Thailand

Far East Fame Line DDB Public Company Limited (“the Company”) would like to submit the reviewed Q2/2021 Financial Statements and the Consolidated Financial Statements as of June 30, 2021 and the Company would like to inform the Management Discussion and Analysis (MD&A) as follows:

From the Consolidated Financial Statements for the second quarter of 2021, the three-month period ended June 30, 2021, the Company has operating loss of the equity holders of THB 0.83 million, compared to the same quarter in 2020, the operating result decreased THB 7.09 million or 101.18 per cent, the main reasons are as follows;

1. Income from service and commission of the consolidated financial statements for the second quarter of 2021 was THB 80.05 million, compare to the same quarter in 2020, a decrease of THB 41.20 million or 33.98 per cent. Mainly reason came from the impact of Covid-19 situation that clients reduced the advertising budget. Besides, the decrease of revenue came from the revenue of productions reduced by about 80 per cent, compared to the same quarter of the previous year.
2. Cost of service and commission of the consolidated financial statements for the second quarter of 2021, was THB 56.14 million, compared to same quarter in 2020, a decrease of THB 33.73 million or 37.53 per cent. The result came from a decrease of cost which related to productions income.
3. The administrative expenses of the consolidated financial statements for the second quarter of 2021, was THB 31.18 million, an increase of THB 6.03 million or 23.98 per cent, compared to the same quarter last year, an increase of expenses came from employee expenses which the Company paid compensation to employees.

4. The profit from investment in associated companies of the consolidated financial statements was THB 0.72 million, an increase of THB 0.03 million or 4.08 per cent, compared to the same quarter last year. Due to the increase of operation of the associated companies.
5. The dividend income and other income was THB 5.99 million, an increase from last year of THB 1.96 million or 48.59 per cent. The dividend income increased by THB 0.97 million or 32.60 per cent.

The decrease of the Company's operation compared to the same quarter of the previous year, result from COVID-19 pandemic from 2020 to second quarter in 2021. It impacted to the Company's business including the customers.

However, the Company had safety policy for employees in COVID-19 pandemic and adapted others policies related to the productivity. The Company still focus on the success of client's business, so we have strategies as follows;

1. Create market opportunity for client, such as offering E-commerce service and providing live-selling service to expand sales channel for client.
2. Approach new client by offering opportunity of business and goods with best solutions and ideas in creating campaign that ready to take action.
3. Create new business model for client, such as, revenue sharing model to create new opportunity for new product by involving in strategic planning and communicating since POC step. Together with improving sales channel in social commerce until the products are launched in mass market. This is the sustainable way of working with client.
4. Develop platform related to advertising service to create recurring revenues.

Kindly be informed accordingly.

Yours sincerely,

Malee Leelasiriwong

(Mrs. Malee Leelasiriwong)

Director