



TV THUNDER  
Public Company Limited

February 17, 2017

ที่ TVT/ตลท.002/2560

Subject: Management Discussion and Analysis

For the year ended December 31, 2016

To: The President,

The Stock Exchange of Thailand

The consolidated financial statements of TV Thunder Public Company Limited and its subsidiaries ("the Company") for the year ended December 31, 2016 showed total revenue amounted to 507.57 million baht. Total cost of sales and services amounted to 358.09 million baht. Selling and administrative expenses, other expenses and financial costs amounted to 110.88 million baht. Net Income for the period attributable to the equity holders of the parent company was 48.37 million baht, which decreased by 1.89 million baht or 3.76% from the previous year. This changes can be explained primarily due to:

(Unit : Million Baht)	Y 2016	Y 2015	Change	
			Amount	%
Revenue from advertising	307,240	334,223	(26,983)	(8.07%)
Revenue from service	200,335	190,730	9,605	5.04%
Total revenues	507,575	524,953	(17,378)	(3.31%)
Cost of sales and services	358,090	375,556	(17,466)	(4.65%)
Gross profit (loss)	149,485	149,397	88	0.06%
Other income	8,630	4,135	4,495	108.71%
Selling and administrative expenses	98,559	88,494	10,065	11.37%
Finance costs	-	1,277	(1,277)	(100.00%)
Profit (loss) before income tax expense	59,556	63,761	(4,205)	(6.59%)
Income tax expense	12,327	13,503	(1,176)	(8.71%)
Net profit (loss) for the year	47,229	50,258	(3,029)	(6.03%)
Owners of the parent	48,369	50,258	(1,889)	(3.76%)
Non-controlling interests	(1,140)	-	(1,140)	-
Basic earnings (loss) per share	0.0605	0.0628	(0.0023)	(3.66%)

Revenues:

In 2016, the company had the Total Revenues amounted to 507.57 million baht, which decreased by 17.38 million baht or 3.31% compared to 2015 which had Total Revenues amounted to 524.95 million baht. The decrease was due to:

- Revenue from advertising

The advertising revenue amounted to 307.24 million baht decreased by 26.98 million baht or 8.07% compared to 2015. This was mainly from ad spending in 2016, decreased 11% compared to 2015, which resulted in a reduction of spending on analog TV advertising down from the year 2015 amounted to 10,291 million baht or 17.92% (refer : <http://positioningmag.com/1112993>), and the suspension of the broadcast programs during October to November.

- Revenue from service

The service revenue amounted to 200.33 million baht increased by 9.60 million baht or 5.04% compared to 2015. This was mainly from the growth in the production of service in digital TV and online platform.

Cost of sales and services:

Cost of sales and services amounted to 358.09 million baht decreased by 17.47 million bath or 4.65% compared to 2015. This was mainly from advertising costs which suspension of the broadcast programs during October to November.

Selling and Administrative Expenses, Other Expenses and Financial costs:

The selling and administrative expenses and other expenses amounted to 98.56 million baht which increased by 8.79 million baht or 9.79%, compared to 2015. The mainly increase was due to employee expenditure and depreciation from 3 new studios which start using on June 2016.

Please be informed accordingly.

Best Regard,

TV Thunder Public Company Limited



(Miss Naree Vichunakorn)

Chief Financial Officer

Authorized to sign on behalf of the company