

MCOT Public Company Limited

63/1 Rama IX Road, Huaykwang

Bangkok 10310 Thailand

Phone +66 (0) 2201 6000

Fax +66 (0) 2245 1435

E-mail Contact@mcot.net

www.mcot.net

Ref: MCOT/ 6138/3192
August 13, 2015

The Stock Exchange of Thailand
Attn: The President

Re: The Management's Discussion and Analysis on the Company's operating results and its subsidiaries based on the Financial Statements for 3-month periods ended June 30 and March 31, 2015

Dear Madam,

On August 13, 2015, the Board of Directors' Meeting No. 11/2015 has resolved to approve the financial statements for 3-month and 6-month periods ended June 30, 2015, which were reviewed by the Office of the Auditor General of Thailand and the Audit Committee of MCOT Plc., the details of which are as follows:

Management's Discussion and Analysis (MD&A) on the Company's operating results and its subsidiaries based on the financial statements for the 3-month period ended June 30 and March 31, 2015

The Company's and its subsidiaries' operating results

	Unit: Million Baht (Reviewed)		
	April – June 2015	January – March 2015	% Changes
Total Revenues	948	888	7
TV Revenue	418	387	8
Radio Revenue	240	204	18
New Media Revenue	44	53	-17
Broadcast network operation service	66	48	37
Joint Operations	110	101	9
Additional income from the agreement	12	12	-
Others	58	83	-30
Total Expenses	899	859	5
Profit for the period	37	22	63
EPS (Baht)	0.06	0.04	42
Owners of the Parent Company	39	27	42
Non-controlling interests	-2	-5	-54

Overall industry

According to Nielsen Thailand's report, advertising spending in various types of media in the first half of 2015 amounted to Baht 68,938 million, a 25% increase compared to the same period of last year, partly due to increased advertising spending via digital terrestrial TV channels. The agency noted that since the reported figures were based on the advertising rate cards, these figures might have been higher than the figures in the actual situation. Despite a 1,572% growth in digital terrestrial TV advertising, advertising spending in the analogue TV platform dropped 8% while that in radio rose 2%, compared to the same period of last year.

Total revenue

The Company's Q2-2015 total revenue of Baht 948 million, a 7% increase compared to the previous quarter, included revenue from television (44%), radio (25%), joint operations (13%), new media (5%), digital terrestrial TV broadcasting network service (7%) and others (6%). The details of the Company's revenues are as follows:

Television revenue

During the first half of 2015, the competition in the digital television industry has been intensified in terms of rating and advertising. In Q2-2015, TV revenue amounted to Baht 418 million, an 8% increase compared to the previous quarter. Of the total TV revenue, revenue generated from advertising and special projects accounted for 77%, while that generated from time-rental and others accounted for the remainder. In spite of decreased advertising revenue from time-sharing, news and cartoon programs, Nine Entertain programs were able to achieve a 32% increase, compared to last year.

In addition, it was found that the ratings and utilization of advertising time of new programs produced under the theme of "Krob Kub Jor" (a Full Programming Line-Up), which included "Cash Cab Thailand" and "Kao Dung Kham Wela" (Timeline – Back to the Big News in the Past), continued to increase. To help boost viewer ratings, MCOT planned to revamp its programming schedule again in the second half of 2015.

Radio revenue

Radio advertising spending in the overall industry in Q2-2015 rose 4%, compared to last year and 16% compared to the previous quarter. Fortunately, MCOT radio business yielded more favorable operating results than the industry. In Q2-2015, radio revenue amounted to Baht 240 million, a 10% increase compared to the same period last year and an 18% increase compared to the previous quarter.

MCOT central radio stations experienced a continuous growth. Of the total radio revenue, central radio revenue accounted for 61%, while regional radio revenue and others accounted for the remainder.

F.M. 95 MHz was the highest revenue generating station, while F.M. 107 MHz (MET 107) was the fastest growing station, compared to Q2-2014. The increase in the radio revenue was also partly attributable to special activities that were consistently organized by MCOT radio stations.

New Media

New media business revenue in Q2-2015 decreased 17% compared to the previous quarter, due to the expiration of the Agreements on C band Satellite TV Channel Rental (MCOT Satellite Network) between MCOT and several operators. However, it was expected that the Company would generate revenue from the satellite rental services from new clients in the second half of 2015.

Joint Operations

In Q2-2015, the revenue generated from the joint operations amounted to Baht 110 million, a 36% decrease compared to the same period of last year. Despite the decrease, a 9% rise compared to the previous quarter was found due to a one-time payment from True Visions Public Company Limited (True Visions Plc.).

Broadcasting Network Operation Service (BNO)

In Q3-2014, MCOT commenced its broadcasting network operation services. As of the end of Q2-2015, MCOT served 3 clients who are digital terrestrial channel operators for the broadcast of 1 High-Definition and 2 Standard-Definition channels. Due to wider coverage area, the revenue generated increased from the previous quarter, which amounted to Baht 66 million. In the second half of 2015, MCOT would generate additional revenue from the Thai Parliament Television, a new client using the service for a broadcast of its Standard-Definition channel and would be able to recognize such revenue in July 2015.

Others

In Q2-2015, MCOT recognized profit of Baht 21 million, which was attributable to selling of transmission equipment held by MCOT. The deal was mutually agreed by both parties and was recorded in the accounting records in accordance with accounting standards.

Total expenses

Total expenses in Q2-2015 amounted to Baht 899 million, a 5% increase from the previous quarter. Operating expenses accounted for 67% of the total expenses, a 6% increase compared to the previous quarter, were mainly attributable to the provision of broadcasting network operation service, amortization of the license fee for the 2 commercial digital terrestrial channels and program production costs.

Net Profit The Company's net profit of Baht 37 million in Q2-2015, a 63% increase compared to previous quarter, includes a net profit of Baht 39 million of the shareholders of the parent company or 0.06 Baht per share.

Sincerely yours,



(Mrs. Suphawan Thumvachiraporn)
Senior Vice President, Office of Accounting and Finance
MCOT Public Company Limited
Authorized to sign on behalf of the company

Investor Relations
Tel. 0 2201 6661, 02 201 6388
Fax 0 2245 1854