



Nation

November 27, 2018

Subject: Plan and Progress Report in Solving the “C” Flag on the Company’s Shares
Nation Broadcasting Corporation Public Company Limited

To: Director and Manager
The Stock Exchange of Thailand

Nation Broadcasting Corporation Public Company Limited (“the Company”) recently held a meeting to provide information to investors and stakeholders (Public Presentation) following the imposition of the “C” flag on the Company’s shares as a result of the Company’s shareholding proportion falling below 50 percent of the paid-up capital for the second quarter ended September 30, 2018 financial statements .The Public Presentation was held on November 26, 2018 and is summarized as follows:

Causes: The Office of the National Broadcasting and Telecommunications Commission (NBTC) has been unable to effectively follow the transition plan from analog to digital television as communicated to the Company and operators of digital television channels, which has caused delays in schedules and which has failed to promote public understanding and access to digital television as expected. In addition, competition in the digital television business is fierce while consumers have many more choices other than digital television. As a result, revenues were lower than anticipated and losses were recorded during the year 2017 resulting from a depreciation allowance for the digital television license.

Solutions and strategic corporate policy guidelines are as follows:

1. Strategic corporate policy guidelines

- 1.1 Focus on increasing the ratings of Nation TV 22 channel.
- 1.2 Focus on keeping audience who follow the news in Bangkok and its suburbs.
- 1.3 Focus on creating a new group of followers for the news channel in the region.
- 1.4 Focus on development of new revenues streams from New Media.
- 1.5 Focus on efficient use of resources and tightly control costs that do not generate revenue.

2. Steps in following the strategic guidelines

- 2.1 Management of advertising sales, airtime rental, New Media advertising and event activities of the Company for customers in the government sector, in addition to the main customers.
- 2.2 Management of human resources by developing and building an effective sales force capable of serving customer needs.
- 2.3 Management of news content and presentation style of political and economic news at a concentration to maintain audiences and fans in Bangkok and its suburbs.
- 2.4 Building and maintaining relationships with clients who are interested in advertising in New Media, as a means of increasing revenues to the company and to build recognition and familiarity among audiences.



2.5 Management of company events as must-see key events for viewers, channel programs and general audiences. Create events for fans, viewers and general audiences to meet in various regions: <http://www.nationbikethailand.com/event.php> , <https://www.facebook.com/TanKhunPaenDin/>

Shareholders are able to view the public presentation on the Company website www.nbc.co.th at the following link: <http://www.nbc.co.th/investorrelations-public-presentation.html>

Please be informed accordingly.

Yours sincerely,

Mr. Chatchai Pokogwai

Managing Director