



LIVE
inc.

LIVE INCORPORATION PUBLIC CO.,LTD
60 PRADITMANUTHAM RD., LADPRAO,
LADPRAO, BANGKOK 10230
REGISTRATION NUMBER 0107537002290

www.live.co.th
Tel. : +66 (0) 2553 5000
Fax : +66 (0) 2553 5091

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LIVE 021/2015

May 14th, 2015

Subject: Explanation of an Increase over 20% of 1st Quarter Year 2015 Performance
To: The President
The Stock Exchange of Thailand

As LIVE Incorporation Public Company Limited has declared the Company's financial statements for the 1st quarter ended on March 31st, 2015 which already approved by auditor, the Company hereby would like to inform the Company's performance comparing to the same period last year of an increase over 20% as follows;

In the 1st Quarter year 2015, the Company's net loss of THB 12.23 million decreased from last year which is equal to THB 18.21 million by THB 5.98 million or 32.84 percent.

1. Total revenue at the amount of THB 57.59 million decreased by THB 6.58 million or 10.25 percent from last year due to a decrease of revenue from a bandwidth management service. It was because the National Broadcasting and Telecommunications Commission (NBTC) announced that a network provider must include a digital TV program channel which had the Digital TV Licensing in each network since April 1st, 2014 (in accordance with Must Carry Rule). Thus, the channel number needed to be rearranged in each network. It caused a new TV business entrepreneur need to delay their investment until the channel number's rearrangement was cleared, then a new investment would be occurred. These caused a decrease in revenue as well as revenue per channel. Due to there were more alternatives for customers and the supply for the service was increased, it caused a competitive pricing and a decrease in price per channel.
2. Reserved doubtful debts decreased from last year by THB 16.46 Million and there was no doubtful debt to be reserved in 2015.
3. Share of profit from investments in associates at the amount of THB 16.67 Million increased from last year by THB 6.54 Million or 64.56 percent which came from an increase of profit from Strega Public Company Limited.

Please be informed accordingly.

Sincerely yours,
-Signed-
(Mr.Tharakorn Junkerd)
The Company Secretary