

RC 12/21

13 May 2021

Subject : Report on the Company's operating results for the first quarter of 2021
Attention : President of the Stock Exchange of Thailand

The Board of Directors' Meeting No.2/2021 of Jasmine International Public Company Limited (the "Company") held on 13 May 2021, has resolved to approve the consolidated financial statements for Q1 2021, ended 31 March 2021, that have been accordingly reviewed by the Company's external auditor and by the Audit Committee at the meeting No.2/2021 held on 13 May 2021. Also, on this occasion, the Company would like to report its operating results as detailed below:-

Quarterly Performance Comparison

Unit: Million Baht

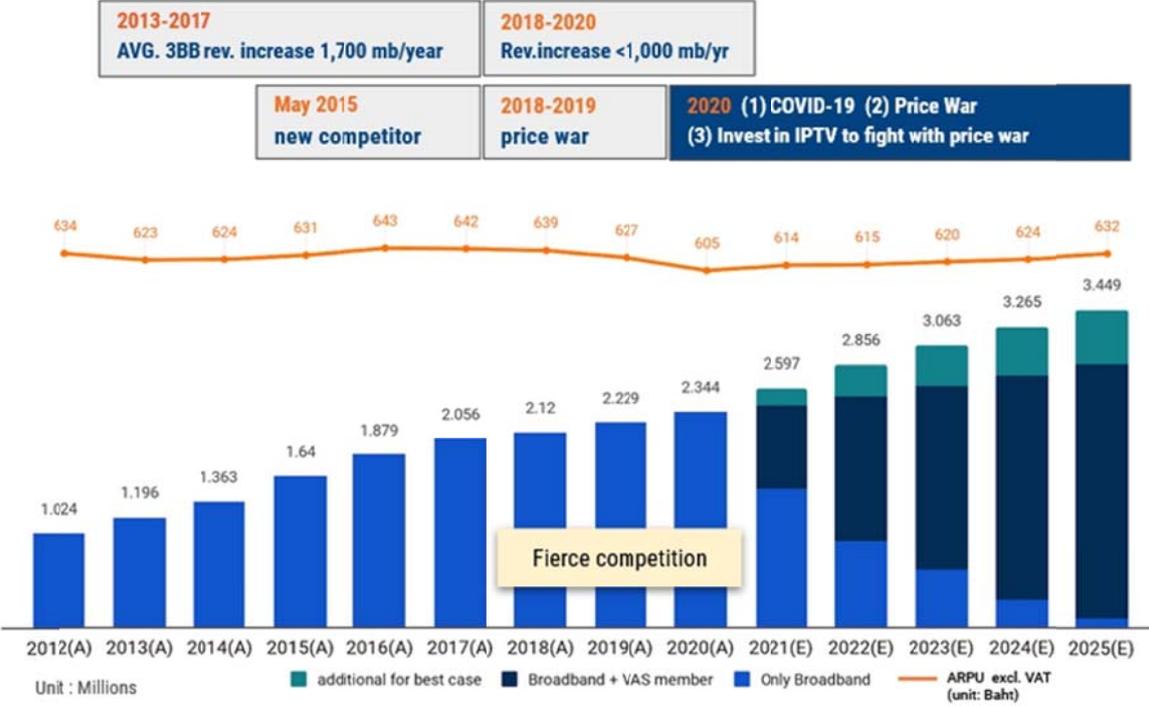
	1Q2021	4Q2020	1Q2020	QoQ		YOY	
				Inc (Dec)	%	Inc (Dec)	%
Revenue from Sales & Services:							
Broadband and Internet TV Service segment	4,410	4,404	4,346	6	0.1	64	2
The provision, design and installation of telecommunications systems segment	251	205	180	46	22	71	39
Other segment and other income	152	210	231	(58)	(28)	(79)	(34)
Total Revenue	4,813	4,819	4,757	(6)	(0.1)	56	1
Cost of sales and services	2,921	3,598	3,231	(677)	(19)	(310)	(10)
Selling and administrative expenses	1,255	1,364	1,304	(109)	(8)	(49)	(4)
Expected credit losses (ECL) and the impact of exchange rate	160	(24)	394	184	(767)	(234)	(59)
Net profit (loss)	(265)	(927)	(990)	662	(71)	725	(73)
EBITDA	3,112	3,067	3,094	45	1	18	0.6

Operating results for Q1 2021, ended March 31, 2021, had a net loss of 265 million Baht, a decrease in net loss of 725 million Baht or 73% YoY compared to Q1 2020 and a decrease in net loss of 662 million Baht or 71% QoQ compared to Q4 2020.

1. Total revenue

- The total operating revenue of the Company and its subsidiaries for Q1 2021 increased by 56 million Baht, an increase of 1% compared to Q1 2020, where the main contribution of the revenue still comes from the Broadband and Internet TV segment.
- As of the end of Q1 2021, 3BB had a total of 3.49 million subscribers. Moreover, after deducting corporate accounts, WiFi subscribers, internal use accounts, Value Added Service accounts, and nonpaying subscribers etc, the total number of Fixed broadband that are collectable subscribers is at 2.36 million with an Average Revenue Per User (ARPU) of 603 Bath per month

The chart below shows the important events that took place and the relationship between Number of retail clients that have been billed (Billable sub) vs Average Revenue Per User (ARPU)



2. Costs and Expenses

In 2021, JAS Group has a policy to optimize the efficiency of cost and expense management and prepare itself from the uncertainty of the new wave of COVID-19 outbreak that are still prolonged and depress the overall economic situation.

- Cost of sales and services in Q1 2021 totaled 2,921 million Baht, a decrease of 310 million Baht or 10% YoY, compared to Q1 2020.
- Selling and administrative expenses in Q1 2021 totaled 1,255 million Baht, a decrease of 49 million Baht or 4% compared to Q1 2020.

Business plan for 2021

The Covid19 outbreak, which started from Q1 2020 and is still going on, has changed the lifestyle of consumers; resulting in a trend we call “New Normal”. This resulted in more people having to work or study from home, which was beneficial for the Internet service provider. However, the impact of the epidemic on the economy as a whole coupled with fierce competition over the past three years have caused competition for customer acquisition and intense price competition. Therefore, the company has planned to focus on providing high quality Fiber Network that bundles broadband internet with various Value Added Services to increase the customer value and meet their diverse needs for a wide range of services, which in turn will increase 3BB brand engagement and reduce churn rate.

Retail customer service (B2C) service

- **Entertainment add-on services (Entertainment Service):** At the end of Q1 2021, 3BB Gigatainment and 3BB GigaTV services had approximately a total number of 280,000 subscribers, which is expected to increase to approximately 800,000 to 1 million subscribers by the end of 2021 from the quality of the 3BB GigaTV service and the promotions that had attracted a lot of customers interest. The decision for

customers to subscribe to the 3BB GigaTV service was driven by them wanting to apply for a 2-year long-term package at a price of 700 Baht per month to receive both high speed broadband internet and Set-top-box which includes many premium TV channels, video on demand (VOD) service from providers such as HBO Go and Monomax with over 40,000 hours of content available to view at any time, which resulted in a major improvement in 3BB's churn rate figures for the first quarter of the year. The churn rate in Q1 2021 was 22% better than Q1 2020. Moreover, their interest for a package that has a higher price will improve the ARPU in the future.

- **Business expansion by increasing the revenue stream from the customer base on the platform of 3BB GigaTV:** e.g. ad service income, home shopping revenue, etc.

- **To maintain a long-term customer base to increase Lifetime Value:** We are accelerating the development of interactive functions to increase the variety of usage and develop into a smart home solution (smart home tools) in the future to meet the main strategy of 3BB to become a Digital Companion for our subscribers through the service 3BB GIGA HOME that will be launched later this year

Service for corporate customers (B2B):

- More aggressive expansion into the corporate market: We have plans to increase the market share of the corporate market through utilizing our local resources that covers nationwide and utilizing our existing network infrastructure that already connects various office buildings throughout the country. We also have plans to implement Hyperscale Data Center and Cloud Service, which will be operated under JTS and JASTEL to provide a holistic one-stop service to our corporate customers.

Management and Operations Aspect:

- The Company has a cost and expense control policy with the following management plans:
 - (1) Adjust administrative expenses (such as employee expenses, rental fees, etc.) to reduce cost of approximately 350-750 million Baht per year.
 - (2) Investment reduction of approximately 700 million Baht to 1 billion Baht per year by reducing various investment costs through increasing the automation of work processes via usage of Mobile Application.

Please be informed accordingly.

Yours sincerely,
Jasmine International Public Company Limited

(Mr. Subhoj Sunyabhisithkul)
Acting Chief Executive Officer