



Notification of Subscription Right of
the Newly Issued Ordinary Shares
for the Existing Shareholders Proportionate to Their
Respective Shareholdings
(Right Offering)

Subscription Period
October 16 – 20, 2017

SIAM SPORT SYNDICATE PUBLIC COMPANY LIMITED

This translation has been prepared solely for the convenience of those not familiar with the Thai languages. If there is any inconsistency between the translation and the original Thai language version, the latter shall prevail in all respects.



(Translation)

September 28, 2017

Subject Notification of Right to subscribe for the newly issued ordinary shares
To Shareholders of Siam Sport Syndicate Public Company Limited
Enclosure 1. Subscription Form for Newly Issued Ordinary Shares
2. Notice of the Allocation of Newly Issued Ordinary Shares
3. Map of Place for subscription
4. Additional documents only for the subscriber who intends to deposit the Newly Issued Ordinary Shares into the Issuer Account Only
5. Subscription certificate (issued by Thailand Securities Depository Co., Ltd.)

According to the Extraordinary General Meeting of Shareholders No.2/2017 of Siam Sport Syndicate Public Company Limited (“the Company”) held on September 27, 2017 had the resolutions to approve the allocation of new ordinary shares of not exceeding 376,807,087 shares at par value of Baht 1 to the existing shareholders in proportion to their shareholding (Right Offering) at the ratio of 1 existing share for 1 new ordinary share at the offering price of Baht 1. Shareholders have the rights to subscribe for the newly issued ordinary shares not exceeding their respective proportions. The record date for eligible shareholders who have the right to subscribe for new ordinary shares will be on September 11, 2017 and the book closing date for collecting the name of shareholders according to Securities and Exchange Act Section 225 will be on September 12, 2017. Subscription period for new ordinary shares is during October 16, 2017 to October 20, 2017 (5 business days). Details of the allocation, procedures and payment for subscription of newly issued ordinary shares of the Company as per Notice of the Allocation of Newly Issued Ordinary Shares (Enclosure 2).

The Company, therefore, would like to hereby inform the right to subscribe for the newly issued ordinary shares as per the number indicated in the Subscription certificate issued by Thailand Securities Depository Co., Ltd. (Enclosure 5).

Please be informed accordingly.

Yours sincerely,

Siam Sport Syndicate Public Company Limited

(Mr. Sarayuth Mahawaleerat)

Managing Director

(Mr. Tuaythep Vaidyanond)

Director



Subscription Form No.

Subscription Form for Newly Issued Ordinary Shares for Siam Sport Syndicate Public Company Limited

Rights offering of not exceeding 376,807,087 newly issued ordinary shares to the existing shareholders

in proportion to their shareholding at a ratio of 1 existing ordinary share to 1 new ordinary share.

At the par value of 1.00 Baht per share and the offering price of 1.00 Baht per share

1 Subscription Form per
1 Shareholder Registration Number Only

Date of Subscription 16 October 2017 17 October 2017 18 October 2017 19 October 2017 20 October 2017

To: Siam Sport Syndicate Public Company Limited ("the Company")

Information of the subscriber for the newly issued ordinary shares: please fill in complete and clear information below by elaborate handwriting

I/We (Mr., Mrs., Miss, Juristic person) Shareholder Registration No. (10 digits)

Identification Card Alien Card Passport Juristic person registration number

Address shall be as appeared in the Company's shareholders database in accordance with the share register book on 12 September 2017 which the Company received from Thailand Securities Depository Co., Ltd.

("Company's Shareholders Database") Contact Telephone Number Mobile Phone

hereby subscribe for and request allocation of newly issued ordinary shares in proportion to my/our shareholding as follows:

	Number of Shares Subscribed (Shares)	Subscription Price per share (Baht)	Total Subscription Amount (Baht)	Amount (In words)
<input type="checkbox"/> Subscription for full of the entitlement		1.00		
<input type="checkbox"/> Subscription for less than the entitlement		1.00		

I/We herewith submit my/our payment for subscription for the newly issued ordinary shares payable by (In case of the payment by cheque/ cashier's cheque/ bank draft, it must be dated no later than 18 October 2017 and the payment MUST be collectible by the clearing house located in the same area in the following business day):

Cash
 Personal Cheque/ Cashier Cheque/ Bank Draft, Cheque No. Date..... Bank.....Branch.....
 Account payee to "DEPOSIT ACCOUNT FOR SUBSCRIPTION OF SIAM SPORT SYNDICATE PUBLIC CO., LTD."

If the newly issued shares are allocated to me/us, I/we hereby agree to the following procedure: (Please select only one method, otherwise, the Company reserves the right to issue a share certificate to the subscriber)

In case of having a securities trading account:

Issue share certificate for the allocated newly issued ordinary shares in the name of "Thailand Securities Depository Co., Ltd for Depositors" and arrange for participant's name Participant No. to deposit such shares with Thailand Securities Depository Co., Ltd. ("TSD") for my/our own securities trading account name..... Account No. which I/we have an account with. (The subscriber's name shall be the same as the name of the owner of the securities trading account, otherwise, a share certificate for the allocated shares will be issued in the name of the subscriber).

In case of not having a securities trading account:

Depositing into Account No. 600: Issue a share certificate for the allocated shares in the name of "Thailand Securities Depository Co., Ltd." and deposit such shares with Thailand Securities Depository Co., Ltd. under the Issuer Account No. 600. To deposit the allocated shares into Account No. 600, please also fill in the form "Additional documents only for the subscriber who intends to deposit the Newly Issued Ordinary Shares into the Issuer Account Only" to be delivered to Thailand Securities Depository Co., Ltd. Otherwise, the Company reserves the right to deliver those shares by issuing the share certificate in the name of the subscriber.

Issuance of share certificate: Issue a share certificate for the allocated shares in my/our name and deliver it to me/us by registered mail to the name and address shown in the Company's Shareholders Database, whereby I/we am/are willing to authorize the Company to take any act in order to issue the share certificate pursuant to my/our expressed intention and deliver to me/us within 15 business days from the last date of the subscription period. In this case, the Company will not be responsible if the subscriber cannot sell the allocated shares on the first trading date of such allocated shares on the SET.

I/We hereby undertake and agree to subscribe for the newly issued ordinary shares in the number as stated and shall not revoke this subscription. If I/we do not return this duly completed subscription form together with the subscription documents and the subscription payment to the Company within the specified subscription period or if the Personal Cheque/Cashier Cheque/Bank Draft has not been honored, I/we shall be deemed to have waived my/our rights to subscribe for the newly issued ordinary shares.

I/We have read the Notice of the Allocation of Newly Issued Ordinary Shares and Information of the Company, I/we agree to be bound by the Notice of the Allocation of Newly Issued Ordinary Shares currently enforced and/or as may be amended in the future.

Signed Subscriber

(.....)

Investment in securities involves risks so you should ensure that you have thoroughly studied all information before deciding to make a subscription for the securities.

Receipt for Subscription for Newly Issued Ordinary Shares of Siam Sport Syndicate Public Company Limited (This section must be completely filled in by the subscriber in proper handwriting script)

Date of Subscription 16 October 2017 17 October 2017 18 October 2017 19 October 2017 20 October 2017 Subscription Form No.

Siam Sport Syndicate Public Company Limited has received money from (Name of Subscriber) to subscribe the newly issued ordinary shares of the Company, at the offering price of 1 Baht/share.

	Number of Shares Subscribed (Shares)	Subscription Price per share (Baht)	Total Subscription Amount (Baht)	Amount (In words)
<input type="checkbox"/> Subscription for full of the entitlement		1.00		
<input type="checkbox"/> Subscription for less than the entitlement		1.00		

Made payable by: Cash Personal Cheque Cashier Cheque Bank Draft

Cheque No. Date Bank Branch

Issue a share certificate in the name of "Thailand Securities Depository Co., Ltd. for Depositor" Participant No. Securities Trading Account No.

Issue a share certificate in the name of "Thailand Securities Depository Co., Ltd." and deposit those shares under the Issuer Account for my/our name – Account No. 600.

Issue a share certificate in the name of the subscriber.

Subscription Officer's Name.....

BROKER			
ผู้ฝากเลขที่ Participant No.	ชื่อบริษัท Company Name	ผู้ฝากเลขที่ Participant No.	ชื่อบริษัท Company Name
002	บริษัทหลักทรัพย์ทีเอสไอ จำกัด TISCO SECURITIES COMPANY LIMITED	030	บริษัทหลักทรัพย์ไอวี โกลบอล จำกัด (มหาชน) I V GLOBAL SECURITIES PUBLIC CO., LTD.
003	บริษัทหลักทรัพย์ คันทรี กรุ๊ป จำกัด (มหาชน) COUNTRY GROUP SECURITIES PUBLIC CO., LTD.	032	บริษัทหลักทรัพย์ เคทีบี (ประเทศไทย) จำกัด KTB SECURITIES (THAILAND) COMPANY LIMITED
004	บริษัทหลักทรัพย์ ดีบีเอส วิคเคอร์ส (ประเทศไทย) จำกัด DBS VICKERS SECURITIES (THAILAND) CO., LTD.	034	บริษัทหลักทรัพย์ฟิลลิป (ประเทศไทย) จำกัด (มหาชน) PHILLIP SECURITIES (THAILAND) PUBLIC CO., LTD.
005	บริษัทหลักทรัพย์ แลนด์ แอนด์ เฮาส์ จำกัด (มหาชน) LAND AND HOUSES SECURITIES PUBLIC COMPANY LIMITED	038	บริษัทหลักทรัพย์ เออีซี จำกัด (มหาชน) AEC SECURITIES PUBLIC COMPANY LIMITED
006	บริษัทหลักทรัพย์ ภัทร จำกัด (มหาชน) PHATRA SECURITIES PUBLIC COMPANY LIMITED	048	บริษัทหลักทรัพย์ ไอระ จำกัด (มหาชน) AIRA SECURITIES PUBLIC COMPANY LIMITED
007	บริษัทหลักทรัพย์ ซีไอเอ็มบี (ประเทศไทย) จำกัด CIMB SECURITIES (THAILAND) COMPANY LIMITED	050	บริษัทหลักทรัพย์ เอเอสแอล จำกัด ASL SECURITIES COMPANY LIMITED
008	บริษัทหลักทรัพย์ เอเชีย พลัส จำกัด ASIA PLUS SECURITIES COMPANY LIMITED	051	บริษัทหลักทรัพย์ เอสบีไอ ไทย ออนไลน์ จำกัด SBI THAI ONLINE SECURITIES CO., LTD.
010	บริษัทหลักทรัพย์ เมอร์ริล ลินช์ (ประเทศไทย) จำกัด MERRILL LYNCH SECURITIES (THAILAND) LIMITED	200	บริษัทหลักทรัพย์ เมย์แบงก์ กิมเอ็ง (ประเทศไทย) จำกัด (มหาชน) MAYBANK KIM ENG SECURITIES (THAILAND) PUBLIC COMPANY LIMITED
011	บริษัทหลักทรัพย์ กสิกรไทย จำกัด (มหาชน) KASIKORN SECURITIES PUBLIC COMPANY LIMITED	211	บริษัทหลักทรัพย์ ยูบีเอส (ประเทศไทย) จำกัด UBS SECURITIES (THAILAND) LTD.
013	บริษัทหลักทรัพย์ เคจีไอ (ประเทศไทย) จำกัด (มหาชน) KGI SECURITIES (THAILAND) PUBLIC CO., LTD.	213	บริษัทหลักทรัพย์ เอเชีย เวลท์ จำกัด ASIA WEALTH SECURITIES PUBLIC COMPANY LIMITED
014	บริษัทหลักทรัพย์ โนมูระ พัฒนสิน จำกัด (มหาชน) CAPITAL NOMURA SECURITIES PUBLIC CO., LTD.	221	บริษัทหลักทรัพย์ เมอร์ชานต์ พาร์ทเนอร์ จำกัด (มหาชน) MERCHANT PARTNERS SECURITIES LIMITED
015	บริษัทหลักทรัพย์ แอปเพิล เวลธ์ จำกัด APPLE WEALTH SECURITIES COMPANY LIMITED	224	บริษัทหลักทรัพย์ บัวหลวง จำกัด (มหาชน) BUALUANG SECURITIES PUBLIC COMPANY LIMITED
016	บริษัทหลักทรัพย์ ธนชาต จำกัด (มหาชน) THANACHART SECURITIES PUBLIC COMPANY LIMITED	225	บริษัทหลักทรัพย์ ซี แอล เอส เอ (ประเทศไทย) จำกัด CLSA SECURITIES (THAILAND) LTD.
019	บริษัทหลักทรัพย์ หยวนต้า (ประเทศไทย) จำกัด YUANTA SECURITIES (THAILAND) COMPANY LIMITED	229	บริษัทหลักทรัพย์ เจพีมอร์แกน (ประเทศไทย) จำกัด JPMORGAN SECURITIES (THAILAND) LIMITED
022	บริษัทหลักทรัพย์ ทรินิตี้ จำกัด TRINITY SECURITIES CO., LTD.	230	บริษัทหลักทรัพย์ โกลเบล็ก จำกัด GLOBLEX SECURITIES COMPANY LIMITED
023	บริษัทหลักทรัพย์ไทยพาณิชย์ จำกัด SCB SECURITIES CO., LTD.	244	บริษัทหลักทรัพย์ แมคควารี (ประเทศไทย) จำกัด MACQUARIE SECURITIES (THAILAND) LIMITED
026	บริษัทหลักทรัพย์ ยูโอบี เคย์เฮียน (ประเทศไทย) จำกัด (มหาชน) UOB KAY HIAN SECURITIES (THAILAND) PUBLIC CO., LTD.	247	บริษัทหลักทรัพย์ เครดิต สวิส (ประเทศไทย) จำกัด CREDIT SUISSE SECURITIES (THAILAND) LTD.
027	บริษัทหลักทรัพย์ อาร์เอชบี (ประเทศไทย) จำกัด (มหาชน) RHB SECURITIES (THAILAND) PUBLIC COMPANY LIMITED	248	บริษัทหลักทรัพย์ เคที ซีเอ็มไอ จำกัด KT ZMICO SECURITIES COMPANY LIMITED
029	บริษัทหลักทรัพย์กรุงศรี จำกัด (มหาชน) KRUNGSRI SECURITIES PUBLIC COMPANY LIMITED	924	บริษัทหลักทรัพย์ ฟินันเซีย ไชรัส จำกัด (มหาชน) FINANSIA SYRUS SECURITIES PUBLIC COMPANY LIMITED
SUB-BROKER			
236	ธนาคาร ทีเอสไอ จำกัด (มหาชน) TISCO BANK PUBLIC COMPANY LIMITED	243	บริษัทหลักทรัพย์ เพื่อธุรกิจหลักทรัพย์ จำกัด (มหาชน) TSFC SECURITIES PUBLIC COMPANY LIMITED
242	บริษัทหลักทรัพย์ ซิตี้คอร์ป (ประเทศไทย) จำกัด CITICORP SECURITIES (THAILAND) LIMITED	245	ธนาคาร ธนชาต จำกัด (มหาชน) THANACHART BANK PUBLIC COMPANY LIMITED
CUSTODIAN			
301	ธนาคารซีทีบีแบงก์ เอ็น.เอ.(CUSTODY SERVICES) CITIBANK, N.A. - CUSTODY SERVICES	329	ธนาคารทหารไทย จำกัด (มหาชน) TMB BANK PUBLIC COMPANY LIMITED
302	ธนาคารไทยพาณิชย์ จำกัด (มหาชน) THE SIAM COMMERCIAL BANK PUBLIC CO., LTD.	330	ธนาคารฮ่องกงและเซี่ยงไฮ้แบงกิงคอร์ปอเรชั่น จำกัด (เพื่อตราสารหนี้) THE HONGKONG AND SHANGHAI BANKING CORP., LTD. BK. BOND
303	ธนาคารกรุงเทพ จำกัด (มหาชน) - ผู้รับฝากทรัพย์สิน BANGKOK BANK PUBLIC COMPANY LIMITED-CUSTODY	334	บริษัทหลักทรัพย์ เพื่อธุรกิจหลักทรัพย์ จำกัด (มหาชน) (คัสโตเดียน) TFSC SECURITIES PUBLIC COMPANY LIMITED - CUSTODIAN
304	ธนาคารฮ่องกงและเซี่ยงไฮ้ แบงกิง คอร์ปอเรชั่น จำกัด THE HONGKONG AND SHANGHAI BANKING CORP.,LTD.BKK.	336	ธนาคารเกียรตินาคิน จำกัด (มหาชน) KIATNAKIN BANK PUBLIC COMPANY LIMITED
305	ธนาคารกรุงไทย จำกัด (มหาชน) THE KRUNG THAI BANK PUBLIC CO., LTD.	337	ธนาคารทหารไทย จำกัด (มหาชน) TMB BANK PUBLIC COMPANY LIMITED
308	ธนาคารกสิกรไทย จำกัด (มหาชน) KASIKORNBANK PUBLIC COMPANY LIMITED	339	ธนาคาร ทีเอสไอ จำกัด (มหาชน) (เพื่อรับฝากทรัพย์สิน) TISCO BANK PUBLIC COMPANY LIMITED (CUSTODIAN)
312	ธนาคารสแตนดาร์ดชาร์เตอร์ด (ไทย) จำกัด (มหาชน) STANDARD CHARTERED BANK (THAI) PUBLIC CO., LTD.	340	ธนาคาร เจพีมอร์แกน เชส (เพื่อตราสารหนี้) JPMORGAN CHASE BANK (BOND TRADING)
316	ธนาคารไอซีบีซี (ไทย) จำกัด (มหาชน) INDUSTRIAL AND COMMERCIAL BANK OF CHINA (THAI) PUBLIC COMPANY LIMITED	343	ธนาคาร ซีไอเอ็มบี ไทย จำกัด (มหาชน) CIMB THAI BANK PUBLIC COMPANY LIMITED
320	ธนาคารดอยช์แบงก์ เอเชีย สาขากรุงเทพฯ - ผู้รับฝากทรัพย์สิน DEUTSCHE BANK AKTIENGESELLSCHAFT BANGKOK BRANCH - CUSTODY SERVICES	345	ธนาคาร ธนชาต จำกัด (มหาชน) THANACHART BANK PUBLIC COMPANY LIMITED
328	ธนาคารกรุงศรีอยุธยา จำกัด (มหาชน) BANK OF AYUDHYA PUBLIC COMPANY LIMITED	425	ธนาคารกรุงไทย จำกัด (มหาชน) (เพื่อลูกค้า) KRUNG THAI BANK PUBLIC COMPANY LIMITED (FOR CUSTOMER)

Notice of the Allocation of Newly Issued Ordinary Shares**Part 1 : Information Regarding the Allocation of Newly Issued Ordinary Shares****1. Name of the company allocating the newly issued ordinary shares**

Company Name: Siam Sport Syndicate Public Company Limited
 Symbol: SPORT

2. Date, Month, Year and Number of the Board of Directors' Meeting that Approved the Allocation of Newly Issued Ordinary Shares

The Board of Directors' Meeting No. 26/2017 held on August 25, 2017, the Board of Directors' Meeting No. 26/2017 held on September 4, 2017 and the Extraordinary General Shareholders' Meeting No. 2/2017 held on September 27, 2017 resolved to approve the allocation of newly issued ordinary shares of not exceeding 376,807,087 shares at par value of Baht 1 to the existing shareholders in proportion to their shareholding (Right Offering) at the ratio of 1 existing share for 1 new ordinary share at the offering price of Baht 1. Shareholders have the rights to subscribe for the newly issued ordinary shares not exceeding their respective proportions. Subscription period for new ordinary shares is during October 16, 2017 to October 20, 2017.

3. Detail of the Allocation of Newly Issued Ordinary Shares

Type of newly issued shares	:	Ordinary shares of Siam Sport Syndicate Public Company Limited
Number of shares to be allocated	:	not exceeding 376,807,087 shares
Allocation ratio	:	1 existing share for 1 new ordinary share
Offering price	:	1 Baht per share
Paid-up capital as of August 25, 2017	:	Baht 376,807,087 at par value of Baht 1
Additional paid-up capital from shares subscription	:	Baht 376,807,087 at par value of Baht 1 (In case that all existing shareholders fully exercise their rights to subscribe for the newly issued ordinary shares)
Paid-up capital after rights offering	:	Baht 753,614,174 at par value of Baht 1 (In case that all existing shareholders fully exercise their rights to subscribe for the newly issued ordinary shares)
Allocation method	:	allocation of new ordinary shares of not exceeding 376,807,087 shares at par value of Baht 1 to the existing shareholders in proportion to their shareholding (Right Offering) at the ratio of 1 existing share for 1 new ordinary share at the offering price of Baht 1. Shareholders have the rights to subscribe for the newly issued ordinary shares not exceeding their respective proportions.

4. The record date for determining shareholders who entitle to subscribe for newly issued ordinary shares

The record date for eligible shareholders who have the right to subscribe for new ordinary shares will be on September 11, 2017 and the book closing date for collecting the name of shareholders according to Securities and Exchange Act Section 225 will be on September 12, 2017.

5. Schedule for subscription and payment of subscription for the newly issued ordinary shares

5.1. *Subscription and payment period for the newly issued ordinary shares*

October 16, 2017 to October 20, 2017 (5 business days)

5.2. *Place for Subscription and payment* (Enclosure 3)

The subscribers shall subscribe for the newly issued ordinary shares during October 16, 2017 to October 20, 2017 between 9.00 hrs. and 15.00 hrs. Please contact

Miss Laddawan Poophanich, Finance Dept.

SIAM SPORT SYNDICATE PUBLIC COMPANY LIMITED

66/26-29 Ramintra Road, Nualchant, Bueng-kum Bangkok 10230

Tel: 0-2508-8055

*****NOT ACCEPT ANY SUBSCRIPTION BY POST AND FAX*****

The Company reserves its right to consider cutting the rights if not receive the documents within the specified above period.

5.3. *Method of Subscription and Payment*

The shareholders who intend to subscribe to the newly issued ordinary shares must clearly and accurately complete and sign the Share Subscription Form stated the amount of shares each shareholder wishes to subscribe according to the amount stated in Subscription Certificate, in 1 Share Subscription Form per 1 share certificate, and make payment for such subscription in full for the subscription amount by cash, or cheque, or cashier cheque, or bank draft at the Place for Subscription and payment.

The subscribers shall submit the required subscription documents as follows:

- (a) **Subscription Form** (Enclosure 1) must be filled in completely, clearly, and signed by the subscriber. Each subscriber is allowed to submit **1 subscription form for 1 subscription certificate only**.
- (b) **Subscription certificate** (Enclosure 5) issued by Thailand Securities Depository Company Limited (“TSD”), the share registrar, stating the number of newly issued ordinary shares each shareholder is entitled to subscribe. Shareholders are not allowed to subscribe for shares exceeding their subscription rights.
- (c) **Evidence of payment** includes cash or cheque or cashier cheque or or bank draft with the name, last name, and contact number of the subscriber clearly written on the back of such evidence of payment.

Shareholders who wish to subscribe to the newly issued shares shall make full payment at once and be responsible for any related expenses and bank’s fees (if any) besides the payment of subscription.

(1) Payment made by Cash (full payment)

Shareholders who wish to make payment by cash shall subscribe from October 16, 2017 to October 20, 2017 from 9:00 am to 15:00 hrs.

*****NOT ACCEPT ANY PAYMENT BY MONEY TRANSFER*****

(2) Payment made by Cheque, Cashier Cheque, or Bank Draft (full payment)

Shareholders who wish to make the payment by cheque, cashier cheque, or bank draft shall subscribe from October 16, 2017 to October 18, 2017 from 9:00 am to 15:00 hrs. Cheque, cashier cheque, and bank draft shall be **dated not later than October 18, 2017** and shall be collectible by the clearing house located in the same area within the next business day only.

In addition, the payment with cheque or cashier cheque or bank draft shall be crossed ;A/C Payee Only and made payable to “**DEPOSIT ACCOUNT FOR SUBSCRIPTION OF SIAM SPORT SYNDICATE PUBLIC CO., LTD.**” Shareholders should write the name, last name, and contact phone number clearly on the back of cheque, cashier cheque, or bank draft.

(d) **Identification documents**

- 1) Thai national : Certified true copy of valid identification card

In the case of a change in name/surname, making the name/surname different from the name/surname appeared on the share register book or subscription certificate, the subscriber is required to attach a certified true copy of a document issued by a government agency such as a marriage or divorce certificate, or a

change of name/surname certificate, etc.

- 2) Foreign national : Certified true copy of a valid passport
- 3) Juristic person registered in Thailand : A copy of an affidavit, issued by the Ministry of Commerce, not exceeding 3 months before the subscription date and certified true copy by the authorized person with the juristic person's seal (if any), along with certified true copy of supporting documents in 1) or 2) (as the case may be) of the authorized person.
- 4) Juristic person registered overseas : A copy of the Certificate of Incorporation, Memorandum of Association, or Affidavit issued not more than 12 months before the subscription date and certified true copy by the authorized person with the juristic person's seal (if any), along with certified true copy of supporting documents in 1) or 2) (as the case may be) of the authorized person.

All certified copies of each of above documents shall be notarized by the Notary Public and then authenticated by the official of the Thai Embassy or Thai Consulate in the country where the documents are prepared or certified. Such notary public certification and authentication shall be made not more than 12 months before the subscription date.

- (e) A power of attorney affixed with Baht 30 stamp duty (in case of appointment of proxy) together with certified copies of identification cards of the subscriber and his/her proxy.
- (f) If the subscriber wishes to deposit the newly issued ordinary share into the Issuer Account No. 600, the subscriber shall submit **"Additional documents only for the subscriber who intends to deposit the Newly Issued Ordinary Shares into the Issuer Account Only"** (Enclosure 4) which must be filled in accurately, completely, clearly and certified true by the subscriber.

If the subscriber does not submit the above additional documents or fail to provide complete information, the Company reserves the right to deliver such shares by issuing the share certificate in the name of the subscriber.

5.4. Refund of subscription payment of the newly issued ordinary shares

- (a) In the case that the subscriber has not been allocated the newly issued ordinary shares due to failure to comply with the subscription conditions and/or uncollectible cheque, the Company will return the cheque to such subscriber. Such subscriber must request the cheque back from the Company at the Company's address indicated in clause 5.2 within 30 days after the end of the subscription period.

- (b) In the case that the shareholders make the subscription payment in excess of their rights, the Company will cause a refund of the subscription payment in the part of share that have not been allocated to the subscriber without interest or compensation for any damages by issuing a crossed cheque payable to each subscriber and delivering such cheque via registered mail to the address that appears in the share register book. If the Company sends subscription payment in form of cheque for the unallotted shares via registered mail to the address recorded in the share register book, it shall be deemed that the subscriber duly received the subscription payment for the shares which have not been allocated, and the subscriber shall no longer have any right to claim for any interest and/or damages from the Company or the Company.

5.5. Delivery of securities

The subscriber shall choose only one of the following methods for delivery of securities and specify in the subscription form (Enclosure 1).

- (a) **If the subscriber wishes to receive the share certificate issued in the name of subscriber:** The Company's registrar, TSD, will deliver the share certificate with the allotted shares amount to the subscriber via registered mail to the address appeared in the share register book within 15 business days after the last date of the subscription period. In this case, the subscriber will not be able to sell the allotted shares on the SET until receiving the share certificate, which may be after the first trading date of the newly issued ordinary shares on the SET.

- (b) If the subscriber does not wish to receive the share certificate, but would like to employ TSD service without an account with TSD, in other word, the subscriber wishes to deposit the allotted shares in Issuer Account No. 600, the Company will deposit the allotted shares with TSD. TSD will deposit the shares into the Issuer Account for my/our name account No. 600 and will record the number of allotted shares in such account in the name of the subscriber. TSD will then issue the confirmation of the deposited shares to the subscriber within 7 business days from the last date of the subscription period.

If the subscriber wishes to sell the allotted shares, he/she must withdraw those shares from the Issuer Account No. 600 by contacting the securities company. This may incur some fee according to the rate specified by TSD and/or such securities company. The subscriber can sell the allotted shares on the SET as soon as the newly issued ordinary shares of the Company are listed on the SET after the subscriber withdraws those shares from the Issuer Account No. 600.

In this case, the subscriber shall submit the "Additional documents only for the subscriber who intends to deposit the Newly Issued Ordinary Shares into the Issuer Account Only" (Enclosure 4) which are filled correctly, completely and clearly, and signed the form to certify it.

If the subscriber does not submit the above form or fail to complete such form, the Company reserves the rights to deliver such shares in form of share certificate in the name of subscriber as indicated in the subscription form following the condition in Clause 5.5 (a).

- (c) If the subscriber does not wish to receive the share certificate, but wish to deposit the allotted shares into the securities trading account that subscriber opened with a securities company, the Company will deposit the allotted shares with TSD under the name of “Thailand Securities Depository Company Limited for Depositors”. TSD and the securities company, at the same time, will record the number of allotted shares deposited with TSD. TSD will then issue the confirmation of the deposited shares to the subscriber within 7 business days from the last date of the subscription period. In this case, the subscriber can sell the allotted shares on the SET as soon as the newly issued ordinary shares of the Company are listed on the SET.

In this case, the name of the subscriber in the subscription form must be the same as the name of securities trading account owner in which the subscriber wishes to deposit his/her newly issued shares.

In case the subscriber chooses to proceed with Clause 5.5 (c) but the name of the subscriber in the subscription form is not the same as the name of securities trading account owner in which the subscriber wishes to deposit his/her newly issued shares, or in case that the subscriber does not indicate the selected methods for delivery of securities in the subscription form, the Company reserves the rights to deliver such shares in form of share certificate in the name of subscriber as indicated in the subscription form following the condition in Clause 5.5 (a).

5.6. Other necessary information

- (a) The subscriber will receive a receipt for subscription of the newly issued ordinary shares from the subscription officer as evidence for the subscription. The share subscription shall be deemed complete only if the Company receives the completed and valid subscription documents along with collected in the full subscription payment within the subscription period.
- (b) In case that the number of subscribed shares indicated in the subscription form do not match the subscription payment made, the Company reserves the rights to consider only the amount of subscription payment made. However, the subscription amount paid must not exceed the rights to subscribe for the newly issued shares of each shareholder.
- (c) The subscriber who has submitted the subscription documents and made the subscription payment for the subscription cannot cancel the subscription and ask for a refund. However, the Company has the right to cancel the subscription of a shareholder if he/she has not followed the procedure outlined in Clause 5.3.
- (d) If any shareholder does not exercise his/her subscription rights or fail to make the subscription payment within the specified period or whose payment in cheque, cashier cheque, or bank draft could not be collected in whole or in part within the specified period, in whatsoever case that is not due to the fault of the Company, or subscriber fails to complete the subscription form or fails to comply with the procedures indicated in the Notice of the Allocation of Newly Issued Ordinary Shares, the Company shall deem that such shareholder has waived his/her subscription rights.

- (e) If details filled in the subscription documents is unclear or inconsistent, the Company reserves the rights to use the information in the subscription documents for the purpose of the allocation of newly issued ordinary shares as it deems appropriate. In this case, the Company reserves the rights to not allocate the newly issued ordinary shares to such subscriber.
- (f) The Company reserves the rights to change the details of the subscription payment methods, subscription conditions, or any information concerning the subscription as it deems appropriate in case of any problems, obstacles, or restrictions arising in the subscription for the benefit of the subscription.

6. Objectives of the capital increase and the use of funds from the capital increase

- 6.1 To increase the shareholders' equity of the Company and reduce the risk of possible delisting from the SET.
- 6.2 To repay company's debt and reduce finance cost. The Company has bank overdraft and short-term loan from financial institutions amounting THB 780.23 million per the consolidated financial statements as of June 30, 2017.
- 6.3 To use for working capital and for development of business potential to create revenue.

7. Benefits to the Company related to the capital increase/share allotment

- 7.1 Reducing the risk of possible delisting from the SET according to the shareholders' equity less than zero.
- 7.2 The Company's profitability in the future could be improved by the debt repayment and lower financial cost.
- 7.3 Higher liquidity and better financial shape of the Company.

8. Dividend policy and rights on receiving dividend from holding newly issued shares

- 8.1 Dividend Policy, Siam. Sport Syndicate Public Company Limited has policy to pay dividend to shareholders not less than 50 percent of net profit after corporate income tax from the financial statements of the Company only.
- 8.2 Subscribers of new shares issued for this capital increase will be entitled to receive dividends from the Company's business operations starting when the aforesaid persons have been registered as the shareholders of the Company.

9. Other Important Details Necessary for the Shareholders in Making Decision to Subscribe for the New Shares

-None-

Section 2: General Information of the Company

1. Name and address of the Company

Name:	Siam Sport Syndicate Public Company Limited (“The Company” or “SPORT”)
Business Type:	Production and distribution of sports and entertainment publications
Head Office:	66/26-29 Ramintra Road, Nualchant, Bueng-kum Bangkok 10230
Registration Number:	0107538000100
Telephone:	(662) 508-8000
Fax:	(662) 508-3215
Website:	www.siamsport.co.th

2. Type of Business and Nature of Business of the Company

The Company operates business about sports and leisure as a manufacturer and distributor of sports publications, including six sports newspapers, including Siam Sports Daily, Muay Siam News Daily, Star Soccer Daily, Sport Poll, Sport Man and Talad Looknung Daily and one entertainment newspaper which is Siam Dara. The Company also expanded its business to other media related to sports such as sport TV, Digital media business, and event.

2.1 Type of Products and Services

2.1.1 Publications

Revenues come from the sale of newspapers and magazine publications of the Company as follows.

Newspaper

1) Siam Sport Daily

Siam Sport Daily is the Company's first sports newspaper which started publishing and selling since 1984, focusing on the sports news in both domestic and international sports, the content of the report will be reported on the result of sport competition, program of sport competition, critical analysis report by the writers of the Company and third-party writers, featured columns, as well as presenting sports news footage around the world.

2) Star Soccer Daily

Star Soccer Daily is the Company's second sports newspaper which started publishing and selling since 1992, focusing on international football news. The content is categorized by football types, such as English Premier League (England), German's Bundesliga (German), La Liga (Spain), Calcio (Italy), which has famous writers of the Company and famous writers analyzing football critics in each league.

3) Muay Siam Daily (Boxing Daily)

Muay Siam Daily is the Company's third sports newspaper which was published in 1994, a newspaper that focusing on both domestic and international boxing news. The Company foresees that boxing is more likely to grow because of its daily boxing matches in the Lumpini Boxing Stadium, Ratchadamnoen Boxing Stadium Om Boxing Stadium, and the 7-channel Boxing Stadium. The content will report the results of boxing, programs as well as analysis by expert analysis.

4) Sport Poll

Sport Poll is the Company's fourth sports publication which was published in 1996, focusing on foreign sports odds, especially soccer including probabilistic analysis, prediction, and statistics of all league results by the writers of the Company.

5) Sport Man

Sport Man is the Company's fourth daily publication which was published since September 2001, which deals with all kinds of sports odds from around the world.

6) Talad Looknung Daily

Talad Looknung Daily is the Company's fifth daily publication which was published since August 2006, a content about the program, results, and analysis of European Football Leagues

7) Siamdara

It was the first daily entertainment publication of the company which was published and distributed in 2005 as the first daily newspaper in Thailand. It has a story about stars, series (Lakorn), and song both domestic and international. (Nowadays, it is insert in Siam Sports newspaper)

Magazine

For the magazine, the company has several magazines in separate groups.

Football includes Star Soccer and Siam Football

Boxing includes Muay Siam and Muay Loak (World Boxing)

Other includes foreign football club magazines

Entertainment includes Entertain

- **Star Soccer**

Star Soccer is published in 1975 which is a weekly magazine dedicated to the movement of football, in particular the story of the football team and the famous football players in Europe. In order to improve efficiency and accuracy, the Company has sent reporters to work in various countries such as England, Spain, America, and Japan to report the news back to Thailand.

- **Siam Football**

Siam Football is a weekly magazine offering news and information about the local and international football movements (Singapore, Malaysia, Japan, Korea, China, etc.).

- **Muay Siam**

Previously, the Company published it twice a week, but now the Company has reduced the printing to once a week. The magazine focused on the news of the movement of Thai Boxing, the content consists of reporting result, statistic of boxing, profile of boxers, prediction, and critical analysis.

- **Muay Loak (World Boxing)**

The magazine focused on the news of the movement of international style boxing in both domestic and international, the content consists of reporting result, boxers' ranking, profile of boxers, and program.

- **Foreign football club magazines**

At present, the Company publishes magazines about foreign football clubs, including Fan Phee Magazine, Four Four Two (442) magazines and etc. which are published monthly. The contents are about the story of each club, such as the historical work, the former player, competition program, news of the club and player profile.

- **Entertain**

It is a 15-day entertainment magazine. News coverage and information about the movement in the Thai film industry both domestic and international. There are also reviews and movie recommendations.

- **Other Magazines**

The magazine is published by the Company as a special case likes World Cup magazines which was published on the World Cup, Euro magazine which was published on the Euro Cup, the guidebook, and Football Program.

2.1.2 TV Business

TV business is divided into 4 types.

1) **Satellite television stations**

It is operated under Siam Sport Television Company Limited. Currently, there are 3 channels available for viewing on True Visions, including Siam Sports News (True693), Siam Sports Football (True 694) and T-Sports (True695). Revenue comes from the advertising of these 3 channels.

2) **TV Program**

Special TV Program

It is a television program that the Company is the operator only in the period of major football matches such as the World Cup, Euro Cup, the Company will contact the rental of air time from the TV station to find sponsors to support the program which is recorded as advertising. The program will be a report on the results in the past, important statistics, and report the result. Currently, the analysis and criticism of the match will perform before the start of the match, present the competition program. In addition, the show host, the Company uses its own reporters and hires outsiders.

Regular Program

The TV program which operates by Siam Sport Television Co., Ltd consists of;

SPORT JOURNEY	Channel 5	Every Tuesday	22.30-23.30
SPORT ON FIVE	Channel 5	Every Thursday	22.20-23.20
Before The Game	Channel 5	Every Friday	15.30-16.00
World Soccer and Sport	Channel 9	Every Saturday	23.30-00.00
Siam Sport Tongpraden	Nation TV	Monday-Friday	17.55-18.00

3) **Provide Live Broadcast Signals**

Currently, operating under Siam Sports Television Co., Ltd. The production of live broadcast of the professional football league of Thailand such as Thai Premier League football and other sports.

4) **Provide Live Broadcast Signals**

Operated under Siam Sport Television Co., Ltd. which currently provides a production to CTH and digital TV stations, such as PPTV, Nation and Sports Authority of Thailand, T-SPORT Channel. In the future, it will invest in equipment and create a studio to accommodate the increase of work.

2.1.3 Event Business

Operated under Cournot and Nash Co., Ltd, a subsidiary, which mainly manages sports and entertainment events. It is organized annually and organizes its events and co-ordinates its events with other partners.

2.1.4 Digital Media Business

It is a new business operating under a subsidiary company which is Siam Sport Digital Media Co., Ltd., its products include;

1) Website

www.siamsport.co.th www.siamdara.com

www.fhm.in.th www.girldaily.com

2) E-Book: Electronic Bookstore consists mainly of books in the Siam Sport Group and in the future the Company maybe find more partners.

3) Application/VDO clip, YouTube, Facebook, LINETV

4) Production of Contents

2.2 Industry and Competition

Publication

The six sports publications of the Company holds the market share of over 90% and for sports magazines, the Company also has a 90% market share since there are very few sport publication available in Thailand. Most of them are the Company's publications since the company has been in the sports field for more than 40 years. In the part of entertainment magazines, the Company has a market share of over 70% because many producers of print media in the entertainment business has been dissolved. As a whole, the Company has a competitive advantage because the sports and entertainment publishing industry has few operators and the Company is the leader of this industry. For future trends, the sports and entertainment publishing business will continue to operate, with the focus being on news readership and the Company maintaining market share.

Website

The Company website is www.siamsport.com which is a website about all types of sports information, both local and international. It is ranked number one in sports and ranked 1 out of 10 of all Thai websites. www.siamdara.com It is a website for both domestic and international entertainment information and www.fhm.in.th. Is a website under FHM Magazine, is a website about women. www.girldaily.com, is a community site about fashion, beauty and lifestyle of women. In the future, the Company will bring the content to new channels and platforms to meet consumer demand and to increase other revenue streams such as ecommerce services, subscription systems, etc.

TV Business

Currently, television sports program has many producers in every channel. The Company is one of those producers. At present, the Company has an advantage in terms of content, the quality of the program because the Company has all kinds of sports information center from the past to the present including the reporter, it was the Company's reporter that accepted the audience so it makes the program became the top five companies ranked. The competition in the television business is quite intense as there are many operators, pricing policy is a major factor for sponsors to advertise. So, there will be a very high price competition in the future. The Company's policy is to focus on item quality primarily, focus on live broadcast, and production for digital TV channels.

2.3 Marketing and Distribution

1) Marketing Strategy

Abroad Reporters

The Company has a policy of making news by sending its reporters abroad, such as England, Spain, Germany, and the United States, to make reporting as fast and accurate as possible. It is important to report the sports movements that occur in each of the countries where they are located. There will be no hint of sports news from foreign news agencies such as Reuters, the news agency AP, AFP, etc., the news of the Company in the newspaper is more prominent than the sports news of other newspapers.

Regional Reporters

Since professional football in Thailand is popular and has a competition period from February to December. The Company has to send reporters and photographers to each region to present the results, activities including Chiang Rai, Sisaket, and etc.

Provide special columns

The provision of a special column for readers to participate in the newspaper, such as writing letters to the columnists and then bringing them into the newspaper, gives readers the opportunity to comment or the provision of sports predictions with awards, open scoop news with journalists who live in abroad.

Special Publications

If there any event is becoming popular, the Company will publish and distribute the products to meet the needs of its customers immediately, enabling them to keep up with the company's publications, making the Company's publications a success once they are marketed.

Clearly identify target audience

The Company's publications are clearly classified as Siam Sports Daily, which has a story of all types of sports, both domestic and international, Star Soccer Daily, which has a story of international football mostly. Boxing daily is a story of all types of boxing, both domestic and international, etc. so readers who interested in each sport can track it accurately and well worth the content as they want to know.

Selling advertising space package

Since the Company has sports media including daily newspapers, magazines and television programs and websites, the Company can set the customer into a package which is selling ads in newspapers, magazines and television shows at a cheaper price than splitting into each media which is an effective incentive.

2) Pricing Policy

Publication

In determining the price of a publication, the Company will consider the market price of the same type of publication, for example, the newspaper will look at the price of the other producers and then position it in the middle since the target audience of the Company is middle to bottom level, which the purchasing power is quite important. Other than in the event of a significant impact on a Company's costs, such as Paper prices have risen sharply, the Company will review the price increase on a regular basis.

Television

Since there are many sports television programs, the competition is quite high so in term of pricing the ads , the Company will sell advertising at market prices when compared to the same type of item, the Company will discounts

as incentives for customers for example, if customers book 3, 6, 9 or 12 months long, the Company will offer special discounts.

Live broadcast signal production

Since there are many entrepreneurs to compete, the Company will seize the market price or middle price and there are long-term contracts such as 3 months, 6 months, 1 year or 3 years, etc.

TV production

The production of TV programs is an agreement between the employer and the contractor. The Company will determine the price based on the cost plus the profit at the appropriate rate and have a long-term contract.

Event

Mostly, the events have been done with clients for a long time. Therefore, the price will be raised every year by at least 5 percent.

3) Customer Type and Distribution

Newspaper

The Company will distribute through its agents nationwide. The Company will provide a 30 percent discount on the cover price. Currently, the Company has about 600 distributors around the country and the Company is distributor to customers using the Company's car, hire professional distributors, or using Thai Airways. In addition, the company also has sales channels in convenience stores, such as Seven Eleven, SE-ED Books, Tesco Lotus B2S shop, and Nai In.

Magazine

The Company will distribute through its major distribution partners which is K. Samphanbooks Co.,Ltd. The Company will provide a 35% discount from the cover price and the Company will send the magazine to customers. After that, the customers will send to agents by themselves.

Advertising Income

The Company will be contacted through both advertising agencies and customers who own the product directly. The sales staff will contact the customers. In addition, journalists are also helping to find customers. And the Company offers commission in return.

TV Programs

There will be customers who are advertising agencies and customers who directly own the product.

Live broadcast production / TV production / event production

There will be customers who are advertising agencies and customers who directly own the product.

Customer Type

Type of Publication	Reader Group	Target Audience
Sport	Men and women over 12 years old	Sports products, sports drinks, cars, motorcycles, refreshment drink, mobile phone, electronics
Entertainment	Men and women over 12 years old	Restaurants, entertainment, mobile phones, movie theaters, health and beauty, beverages, electronics

2.4 Procurement of Products or Services

1) Production Capacity

Daily newspaper

The Company publishes daily sports books with its own printers. (Except for some periods, the Company will hire Kilen Printing Co., Ltd to publish Star soccer daily, Boxing daily, and Sport Poll If sales are high or waiting for results hence the printing period is the same as the other newspapers currently being printed.). The printing process starts at the editorial department and then sends it to the preparation department to prepare the mold plate and send it to print.

	2014	2015	2016
Maximum Capacity (Thousand Copies)			
Siam Sport Daily (1)	20,075.00	20,075.00	20,075.00
Star Soccer Daily (2)	36,500.00	36,500.00	36,500.00
Boxing Daily (3)	10,037.00	10,037.00	10,037.00
Sport Poll (4)	60,225.00	60,225.00	60,225.00
Sport Man (5)	20,075.00	20,075.00	20,075.00
Talad Looknung Daily (6)	20,075.00	20,075.00	20,075.00
Actual Capacity (Thousand Copies)			
Siam Sport Daily	7,497.00	4,945.00	4,945.00
Star Soccer Daily	21,585.00	12,765.00	12,765.00
Boxing Daily	5,956.00	3,210.00	3,210.00
Sport Poll	35,210.00	26,585.00	26,585.00
Sport Man	15,763.00	10,735.00	10,735.00
Talad Looknung Daily	14,242.00	9,625.00	9,625.00

Magazine

Due to the low volume of magazine production, there is no need to invest in machinery. For publication in the magazine section, the Company hires Kilen Printing Co., Ltd to publish of all magazines. The Company will be responsible for the preparation of the artwork, lay out, the plates, and supply paper. Other expenses are included in the printing price, which is the market price.

Programs

The Company has a television agency that defines the format that will be broadcast, then the crew will be the producer of the tape to be broadcast, make a recording, cut it, and produce it as a tape to send the station. The Company will be the operator by themselves.

Live broadcast signal production

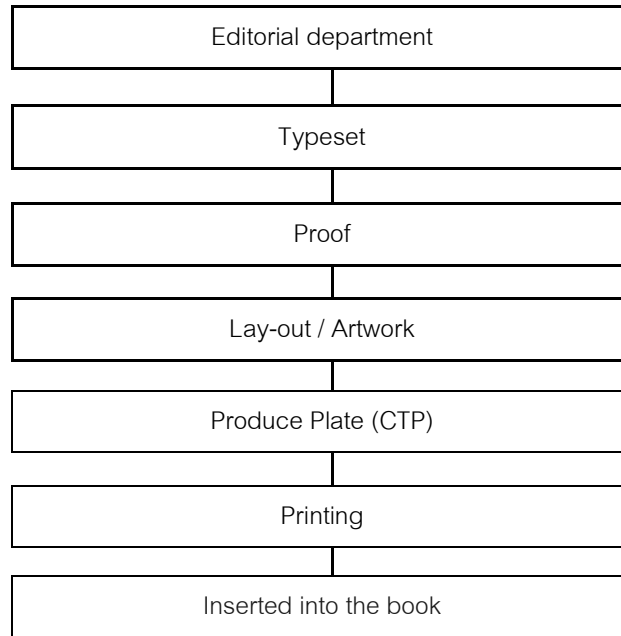
The Company clearly separates the responsible agencies from each other for the easy to set policy and goal. The company has 7 live vehicles. In case of a large amount of work, the Company temporarily leased from third parties.

TV production

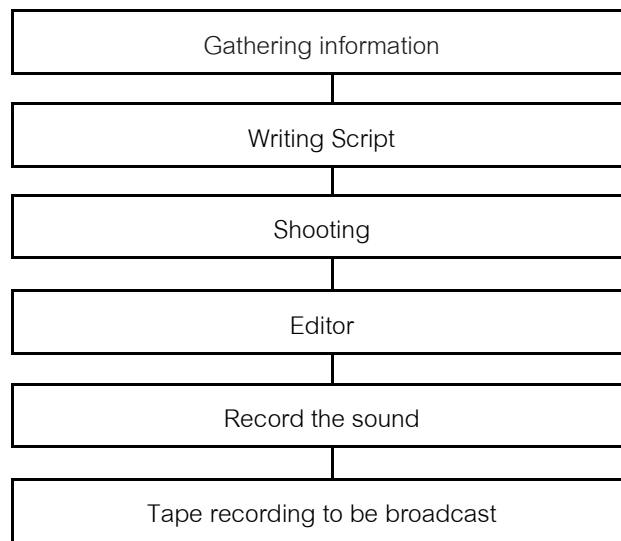
The Company will use its own studio as a production facility for the employer, which is sufficient to produce the program and it does not affect the normal program at all.

2) Production Process

Publication Business



TV Business



2.5 The Major Assets of the Company and its Subsidiaries

The major assets of Siam Sport Syndicate Public Company Limited and its subsidiaries are as follows:

1) Property, plant and equipment as follows:

Assets Type (Consolidate Financial Statement)	Net Book Value (million baht)
	December 31, 2016
Land	133.50
football field	0.04
Building and improvements	95.55
Machinery and equipment	127.40
Furniture and fixtrues	22.39
Vehicles	22.87
Utilities	-
Assets under construction	4.15
Total	405.90

Movement transactions of Property, plant and equipment during the 6 months period ended June 30, 2017 as follows:

Assets Type (Consolidate Financial Statement)	Net Book Value (million baht)
Net Book Value as at January 1, 2017	405.90
Increase during the period	2.02
Depreciation	(20.34)
Decrease/transferred out during the period	(0.33)
Net Book Value as at June 30, 2017	387.25

The Company brings land, buildings, machinery and equipment and vehicles to mortgage with commercial banks to secure long-term loans and short-term loans from financial institutions.

2) Intangible Assets

The Company and its subsidiaries have significant intangible assets to operate their businesses which is the license of Copyright fee of Siam Sports newspaper and magazines and the copyright fee of magazines of subsidiaries and computer programs which have net value as at June 30, 2017 and December 31, 2016 of 11.93 million baht and 12.17 million baht, respectively.

3) Investment property

The Company owns 1 plot of land which is about 5 rai, located in Bangna-Trad Road, Bang Phli District which is purchased for the construction of a paper storage but it was canceled. Currently, it is pending for sale, net value as at June 30, 2017 and December 31, 2016 were 44.48 million baht and 44.48 million baht, respectively. The Company has mortgaged its investment properties with commercial banks to secure overdrafts, short-term loans from financial institutions, and overdrafts of subsidiaries.

4) Leasehold rights

The Company has entered into a lease agreement with Kilen Printing Co., Ltd, with a net book value as at June 30, 2017 and December 31, 2016 amounting to 82.56 million baht and 87.89 million baht.

5) Investments in subsidiaries and associates

Policies for investment in subsidiaries and associates, the first thing that the Company considers is it must be a sports and leisure business, for the proportion of investment, the Board of Directors will consider on a case by case basis. If there is a chance of success, the Company will invest a high proportion and send its directors to take part in the management. In the past, the Company invested 100% in its subsidiaries to control its full management. The associated company will be invested not more than 50% to serve as a base to maintain the customer base and expand its customer base in the future.

3. Board of Directors, Management and Top-10 Major Shareholders

3.1 Board of Directors

As of September 4, 2017, Board of Directors of the Company consists of:

No.	Name	Position
1	Mr. Ravi Lohtong **	Director / Advisor President / Executive Director
2	Mr. Wiluck Lohtong *	Chairman of Board of Directors / Chairman of Executive Committee
3	Mr. Jarool Vanicha *	Vice Chairman of Board of Directors / Executive Committee
4	Mr. Vaksorn Lohtong *	Director / Vice Chairman of Executive Committee
5	Mr. Sarayuth Mahawaleerat *	Director / Executive Committee
6	Mr. Tuaythep Vaidyanond*	Director / Executive Committee
7	Mr. Olarn Chuabang*	Director / Executive Committee
8	Mr. Thananan Vilailuck	Director
9	AM Nigon Chumnankul	Director
10	Mr. Somchai Krusuansombat	Director
11	Mr. Pradit Nitiyanant	Independent Director
12	Mr. Sumeth Jenjesda	Chairman of Audit Committee and Independent Director
13	Mr. Kitti Cheenaket	Audit Committee and Independent Director
14	Mr. Pairuch Sahamethapat	Audit Committee and Independent Director
15	Mr. Vichai Jedee	Audit Committee and Independent Director

Remark *,** Authorized directors whereby any two of seven authorized directors shall sign with the Company's seal affixed.

** Mr. Ravi Lohtong has resigned from the Company's directors and all positions of the Company, effective on September 16, 2017 onwards.

3.2 Management

As of September 4, 2017, Management of the Company consists of:

No.	Name	Position
1	Mr. Sarayuth Mahawaleerat	Managing Director
2	Mr. Olarn Chuabang	Deputy Managing Director and Editorial Director
3	Mr. Tuaythep Vaidyanond	Production Director
4	Miss Dussadee Laorworakiat	Accounting Director
5	Miss Laddawan Poophanich	Finance Director

6	Miss Chanchira Pinkaew	Purchasing Director
7	Mrs. Chantana Saekoo	Human Resource Director
8	Mr. Kawroj Sutapakdee	Information Technology Director
9	Miss Sareerant Meekong	Distribution Director

3.3 Top-10 Major Shareholders

Top-10 Major Shareholders as of the latest book closing date, September 12, 2017 are:

Name	จำนวนหุ้น	ร้อยละ
1. Mr. Ravi Lohtong	96,574,540	25.63
- Mrs. Somluck Lohtong	51,817,395	13.75
- Mr. Ravi Lohtong	43,227,445	11.47
- Lohtong Holding Co., Ltd	1,529,700	0.41
2. Mr. Vaksorn Lohtong	40,493,988	10.75
3. Mr. Wiluck Lohtong	39,810,032	10.57
4. Samart Multimedia Co., Ltd.	29,150,379	7.74
5. Mr. Phaithun Chutimakornkul	12,126,963	3.22
6. Mr. Sakchai Sirithanakorn	10,594,237	2.81
7. Mr. Wuttichai Ekpanyasakul	9,000,000	2.39
8. Miss Suchada Chaowakul	7,251,505	1.92
9. Miss Supha Hongthong	7,137,721	1.89
10. Mr. Monthon Nimakorn	7,040,700	1.87

4. Record of Capital Increase and Dividend Payment in the Past 3 Years

4.1 Record of Capital Increase in the Past 3 Years

Unit: Baht

Year	Registered Capital Before Change	Change	Registered Capital After Change	Paid-Up Capital Before Change	Change	Paid-Up Capital After Change
2014	417,704,001	-	417,704,001	303,279,281	57,888,073	361,167,354
2015	417,704,001	-	417,704,001	361,167,354	15,639,733	376,807,087
2016	471,008,859	53,304,858	471,008,859	376,807,087	-	376,807,087
2017	471,008,859	85,637,951	556,646,810*	376,807,087	-	376,807,087*

Remark * as of August 31, 2017

Year 2014

No increase of registered capital but during 2014 the Company increase its paid-up shares from 303,279,281 shares at par value of Baht 1, totaling Baht 303,279,281 to 361,167,354 shares at par value of Baht 1, totaling Baht 361,167,354 for the exercise of 1,805,300 units of Warrants to purchase the ordinary shares of Siam Sport Syndicate Public Company Limited No. 3 (SPORT-W3) at the new exercise ratio of 1 warrant per 1.16158 shares and for the

exercise of 10,822,700 units and 43,267,246 units of Warrants to purchase the ordinary shares of Siam Sport Syndicate Public Company Limited No. 4 (SPORT-W4) at the new exercise ratio of 1 warrant per 1.03058 shares and 1 warrant per 1.03167 shares, respectively. Total paid-up capital increased at Baht 57,888,073.

Year 2015

No increase of registered capital but during 2015 the Company increase its paid-up shares from 361,167,354 shares at par value of Baht 1, totaling Baht 361,167,354 to 376,807,087 shares at par value of Baht 1, totaling Baht 376,807,087 for the exercise of 13,464,232 units of SPORT-W3 at the new exercise ratio of 1 warrant per 1.16158 shares amounting Baht 15,639,733.

Year 2016

No increase of paid-up capital, however, the 2016 Annual General Meeting of Shareholders of the Company on April 22, 2016, approved to decrease its registered capital from Baht 417,704,001 to Baht 376,807,087 by cancelling 40,896,914 unissued registered shares remaining as reserve for the exercise of expired warrants and approved to increase its registered capital from Baht 376,807,087 to Baht 471,008,859 by issuing 94,201,772 newly ordinary shares reserve for the exercise of Warrants to purchase the ordinary shares of Siam Sport Syndicate Public Company Limited No. 5 (SPORT-W5).

Year 2017

The Extraordinary General Meeting of Shareholders No. 1/2017 of the Company on July 12, 2017, approved to increase its registered capital from Baht 471,008,859 to Baht 556,646,810 by issuing 85,637,951 newly ordinary shares, at par value of Baht 1, reserve for the exercise of Warrants to purchase the ordinary shares of Siam Sport Syndicate Public Company Limited No. 6 (SPORT-W6).

4.2 Record of Dividend Payment in the Past 3 Years

During 2014-2016, the Company have not paid dividend.

5. General information of subsidiaries and invested companies as of June 30, 2017

Subsidiaries	Type of Business	Paid-up capital (Baht)	% Holding by the Company
Cournot & Nash Co., Ltd.	Organizing sport and entertainment event	70,000,000	100
Siam Sport Digital Media Co., Ltd.	Websites for advertising and IT services	100,000,000	100
Siam Sport Media Management Co., Ltd.	Organizing advertisement and sport competition events (Dormant)	5,000,000	100
Siam Sport Books Co., Ltd.	Distribution of books for sport and entertain (Dormant)	5,000,000	100
Associated Company	Type of Business	Paid-up capital (Baht)	% Holding by the Company
I-Sport Co., Ltd.	Data sport service through fully interactive multimedia	120,000,000	37.5
Company hold by Associated Company	Type of Business	Paid-up capital (Baht)	% Holding by Associated Co.
I-Sport Media Co., Ltd.	Digital TV Bidding and services (Dormant)	1,000,000	100
Siam Sport Television Co., Ltd.	TV programming for sport	60,000,000	100

Part 3 : Financial Information for the Past 3 Years per Consolidated Financial Statements

Statements of Financial Position (Unit: Thousand Baht)	31 Dec 2014	31 Dec 2015	31 Dec 2016	30 Jun 2017
ASSETS				
Current Assets				
Cash and cash equivalents	37,815	33,834	15,190	13,865
Short-term investments -Fixed deposits at bank	153	-	-	-
Trade and other receivables - net	875,106	907,209	387,789	444,084
Short-term loans to related company	18,281	22,140	22,140	22,140
Short-term loans to other company	-	-	790	-
Inventories-net	115,340	270,875	155,341	86,344
Other current assets	4,457	2,427	7,854	8,020
Total Current Assets	1,051,152	1,236,485	589,104	574,453
Non-Current Assets				
Restricted deposits at financial institutions	75,045	74,383	61,030	61,360
Investment in subsidiaries and associated company	35,091	53,072	44,947	42,404
Long-term investments	10,039	10,041	39	43
Investments property	43,652	44,491	44,478	44,478
Property, plant and equipment - net	486,505	442,557	405,895	387,251
Intangible assets- net	28,401	12,711	12,172	11,930
Deferred tax assets	24,847	25,310	27,623	21,066
Other non-current assets	145,519	171,981	490,302	536,239
Total Non-Current Assets	849,098	834,546	1,086,486	1,104,771
Total Assets	1,900,250	2,071,031	1,675,590	1,679,224
LIABILITIES AND SHAREHOLDERS' EQUITY				
Current Liabilities				
Bank overdrafts and short-term loans from financial institutions	839,843	813,464	840,929	780,228
Trade and other payables	247,118	258,776	215,120	218,276
Advance received	28,814	287,012	264,879	292,822
Assets acquisition payable	19,101	2,412	2,518	2,489
Current portion of liabilities under financial lease agreements	3,255	1,261	816	429
Current portion of long-term loans from financial institutions	37,989	21,741	50,082	113,859
Short-term loans from related persons and companies	3,900	3,000	9,300	29,350
Other current liabilities	3,639	-	3,000	9,000
Total Current Liabilities	1,183,658	1,387,666	1,386,644	1,446,453
Non-Current Liabilities				
Liabilities under financial lease agreements	2,999	263	450	304
Long-term loans from financial institutions	76,737	50,200	322	82,000
Other non-current liabilities	53,857	61,255	74,565	66,533
Total Non-Current Liabilities	133,593	111,718	75,337	148,837
Total Liabilities	1,317,250	1,499,384	1,461,981	1,595,290
SHAREHOLDERS' EQUITY				
Issued and paid-up share capital	361,167	376,807	376,807	376,807
Premium on common stocks	327,163	337,782	297,403	297,403

Statements of Financial Position (Unit: Thousand Baht)	31 Dec 2014	31 Dec 2015	31 Dec 2016	30 Jun 2017
Other components of equity	12	13	12	15
Legal reserve	27,030	27,030	-	-
Unappropriated	(130,716)	(169,985)	(460,613)	(590,291)
Total Shareholders' Equity - parent company	584,655	571,647	213,609	83,934
Non-controlling interests	(1,656)	-	-	-
Total Shareholders' Equity	582,999	571,647	213,609	83,934
Total Liabilities and Shareholders' Equity	1,900,250	2,071,031	1,675,590	1,679,224

Remark – The above table contains rounded figures.

Statements of Profit and Loss (Unit: Thousand Baht)	20147	2015	2016	6M 2017
REVENUES				
Revenues from sales and services	1,177,900	999,784	801,406	356,921
Revenues from advertisement	1,363,417	1,012,173	226,473	111,426
Total Revenues	2,541,317	2,011,957	1,027,879	468,347
COST OF SALES AND SERVICES	(2,217,301)	(1,676,593)	(887,184)	(384,167)
Gross profit	324,016	335,364	140,695	84,180
Other income				
Interest income	1,480	3,997	6,407	8,584
Rental income	3,000	750	-	-
Gain on trading securities	669	-	-	-
Gain on sale of investment in associated company	-	-	40,245	-
Gain on sale of long term investment	-	-	123	-
Reversal revaluation of lands	-	3,414	-	-
Gain (Loss) on exchange rates	1,595	709	(1,150)	800
Reversal of loss on diminution in inventories	-	-	698	-
Other incomes	47,487	13,183	17,079	7,229
EXPENSES				
Selling expenses	(224,978)	(191,902)	(193,987)	(97,891)
Administrative expenses	(200,875)	(126,134)	(128,018)	(78,409)
Loss on impairment of copyrights	-	(15,458)	-	-
Loss from write-off bartering inventories	(7,291)	-	-	-
Loss from cancelling the event activity	(20,842)	-	(70,417)	-
Gain (loss) on disposal of investment	41,589	22,598	-	-
(Doubtful debts) reversal	2,727	(5,025)	(83,510)	2,752
Management compensation	(35,436)	(34,712)	(36,032)	(13,978)
Finance costs	(64,064)	(58,794)	(62,820)	(32,939)
Total Expenses	(509,170)	(409,426)	(574,784)	(220,465)
Share of profit (loss) from investments in associate	7,301	19,700	11,630	(2,543)
Loss before income tax	(123,622)	(32,309)	(359,058)	(122,215)
Income tax expenses	(10,188)	(2,399)	1,021	(7,463)
Loss for the periods	(133,810)	(34,708)	(358,037)	(129,678)

Remark – The above table contains rounded figures.

Statements of Cash Flow (Unit: Thousand Baht)	20147	2015	2016	6M 2017
Cash Flows from Operating Activities				
Loss before income tax	(123,622)	(32,309)	(359,058)	(122,215)
Adjustments to reconcile net income to net cash provided by (used in) operating activities:				
Depreciation	52,446	45,058	42,693	20,340
Amortization of intangible assets	1,432	694	539	242
Amortization of prepaid leasehold right	9,614	9,862	12,159	8,358
Written-off withholding tax	2,508	908	292	2
Interest expenses	64,064	58,795	62,820	32,939
Loss on diminution in inventories	(287)	-	(698)	-
Loss on written off intangible assets	425	-	-	-
Share of (profit) loss from investments in associate	(7,301)	(19,700)	(11,630)	2,543
Increase in doubtful debts (reversal)	(2,727)	1,345	83,343	(2,752)
Decrease (Increase) in provision for magazines returned	(12,647)	(7,759)	539	(6,543)
Loss from cancelling the event activity	20,842	-	70,417	-
(Gain) loss on disposal of investment in subsidiary	(41,589)	(22,598)	-	-
(Gain) loss on disposal of investment in associated company	-	-	(40,245)	-
(Gain) loss on disposal of long term investment	-	-	(123)	-
Loss on impairment of copyrights	-	15,458	-	-
Loss on impairment of intangible assets	(393)	-	-	-
Unrealized gain on exchange rates	(293)	-	-	-
Reversal revaluation of lands	-	(3,415)	-	-
Gain on disposal of trading securities	(669)	-	-	-
Loss from write-off bartering inventories	7,291	-	-	-
Decrease in provision for diminution in bartering inventories from service	(1,357)	-	-	-
Dividend income	(1)	(1)	(1)	-
Long-term employee benefits (reversal)	1,227	4,475	4,450	(2,059)
(Gain) loss on disposal and written-off fixed asset	(152)	(392)	(12)	113
Gain (loss) from operating activities before changes in operating assets and liabilities	(31,190)	50,420	(134,516)	(69,032)
Changes in operating assets - (Increase) Decrease				
Investments in trading securities	16,025	-	-	-
Trade and other receivables	155,635	(91,321)	326,734	(18,288)
Advance payment to printing service provider	(153,777)	(69,179)	(141,581)	(80,322)
Inventories	(4,595)	(162,188)	45,815	68,997
Other current assets	(813)	424	(5,427)	(166)
Other non-current assets	1,639	542	(1,639)	234
Changes in operating liabilities - Increase (Decrease)				
Trade and other payables	(92,945)	108,039	(42,430)	6,396
Advance received	28,814	258,199	(22,134)	27,943
Other non-current liabilities	2,087	1,140	1,047	(633)
Receipt from tax refund	2,551	236	7,287	219
Withholding tax paid	(39,473)	(36,372)	(17,444)	(4,036)

Statements of Cash Flow (Unit: Thousand Baht)	20147	2015	2016	6M 2017
Payment for employee benefit obligations	(1,828)	(532)	(378)	(598)
Payment of corporate income tax	(479)	(3,139)	-	-
Net cash provided by (used in) operating activities	(118,350)	56,269	15,334	(69,286)
Cash Flows from Investing Activities				
Dividend income	1	1	1	-
Increase in short-term investments in fixed deposits at bank	1,073	-	-	-
Net proceeds (payment) from sale of investment in subsidiaries	60,000	(18,110)	-	-
Payment for increase investment in associated company	(45,000)	-	-	-
Net proceeds (payment) from sale of investment in associated company	-	-	60,000	-
Net proceeds (payment) from sale of long term investment	-	-	10,123	-
(Increase) decrease in short-term loans to related companies	(18,281)	(3,859)	-	-
Decrease (Increase) in short-term loans to other company	-	-	(790)	790
Decrease (Increase) in restricted deposits at financial institutions	2,665	662	13,353	(330)
Increase in prepaid leasehold right	-	(18,325)	(68,699)	-
Purchase of fixed assets	(14,018)	(11,643)	(3,146)	(2,009)
Proceeds from sale of fixed assets	11,370	841	731	216
Purchase of intangible assets	(3,131)	-	-	-
Capital deficits of subsidiary sold during the year	79,876	29,218	-	-
Non-controlling interests	-	2,472	-	-
Net cash provided by (used in) investing activities	74,555	(18,743)	11,573	(1,333)
Cash Flows from Financing Activities				
Increase (decrease) in bank overdrafts and short-term loans from financial institutions	41,229	50,942	27,466	(60,701)
Increase (decrease) in short-term loans from related person	(4,500)	(900)	300	(1,650)
Increase in short-term loans from others	-	-	3,000	6,000
Increase in short-term loans from related companies	-	-	6,000	21,700
Increase (decrease) in long-term loans from related company	-	-	7,000	(3,000)
Increase in long-term loans	19,963	-	-	-
Increase in long-term loans from financial institutions	-	-	-	150,000
Repayment for long-term loans from financial institutions	(41,965)	(37,786)	(21,536)	(4,545)
Repayment for financial leases agreement	(8,690)	(2,330)	(1,614)	(533)
Repayment for assets acquisition payable	(4,426)	(18,943)	(2,130)	(45)
Proceeds from capital increase	57,888	15,640	-	-
Proceeds from premium on common stocks	40,277	10,619	-	-
Payment of interest	(63,320)	(58,750)	(64,037)	(37,932)
Payment of dividend	(6,289)	-	-	-
Net cash provided by (used in) financing activities	30,168	(41,508)	(45,551)	69,294
Net increase (decrease) in cash and cash equivalents	(13,627)	(3,981)	(18,644)	(1,325)
Cash and cash equivalents at the beginning of the periods	51,442	37,815	33,834	15,190
Cash and cash equivalents at the end of the periods	37,815	33,834	15,190	13,865

Remark – The above table contains rounded figures.

Map of Place for subscription

