NMG

OPPORTUNITY DAY

NOVEMBER 26, 2014

NATION GROUP

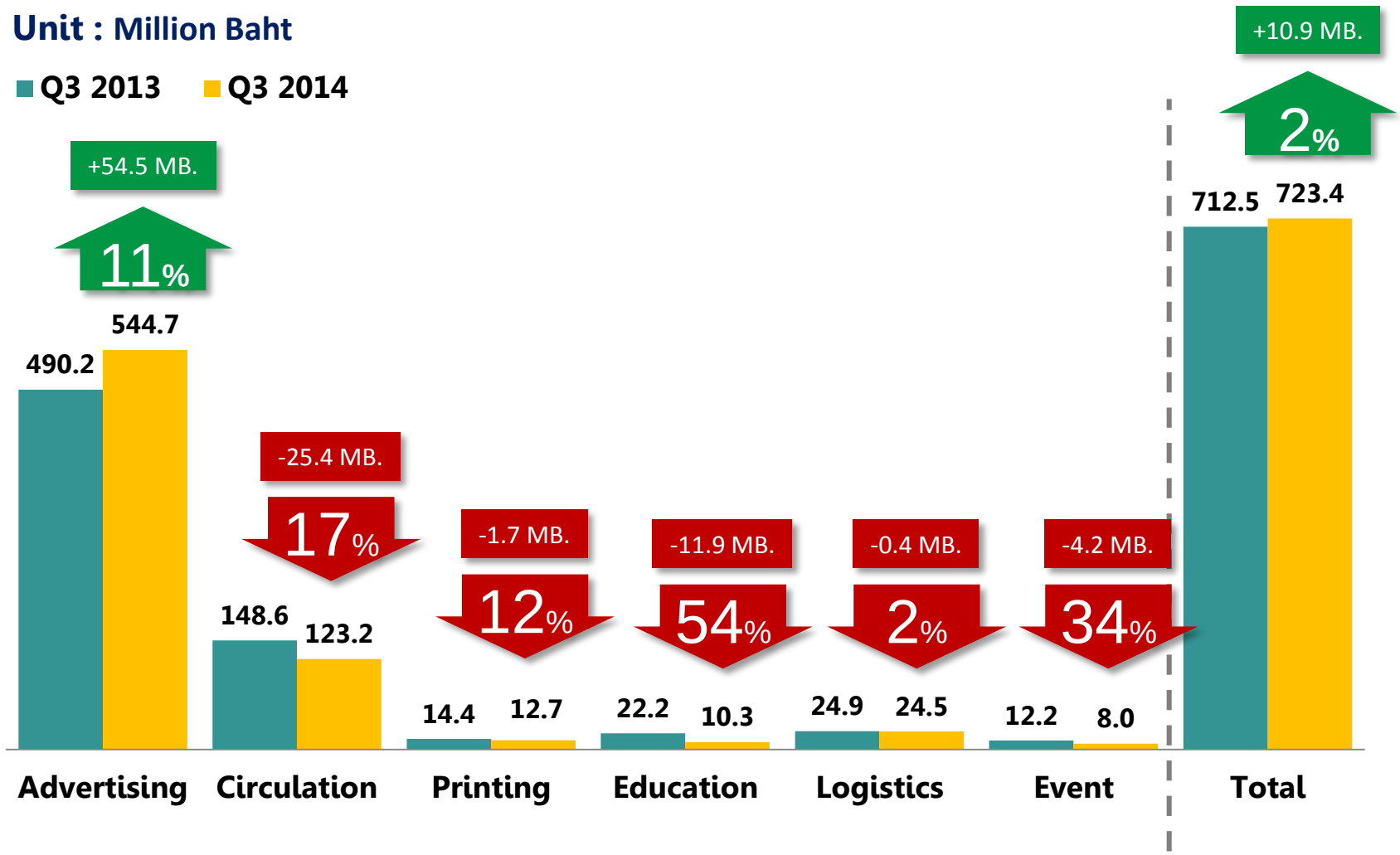
NMG

Comparative Operation

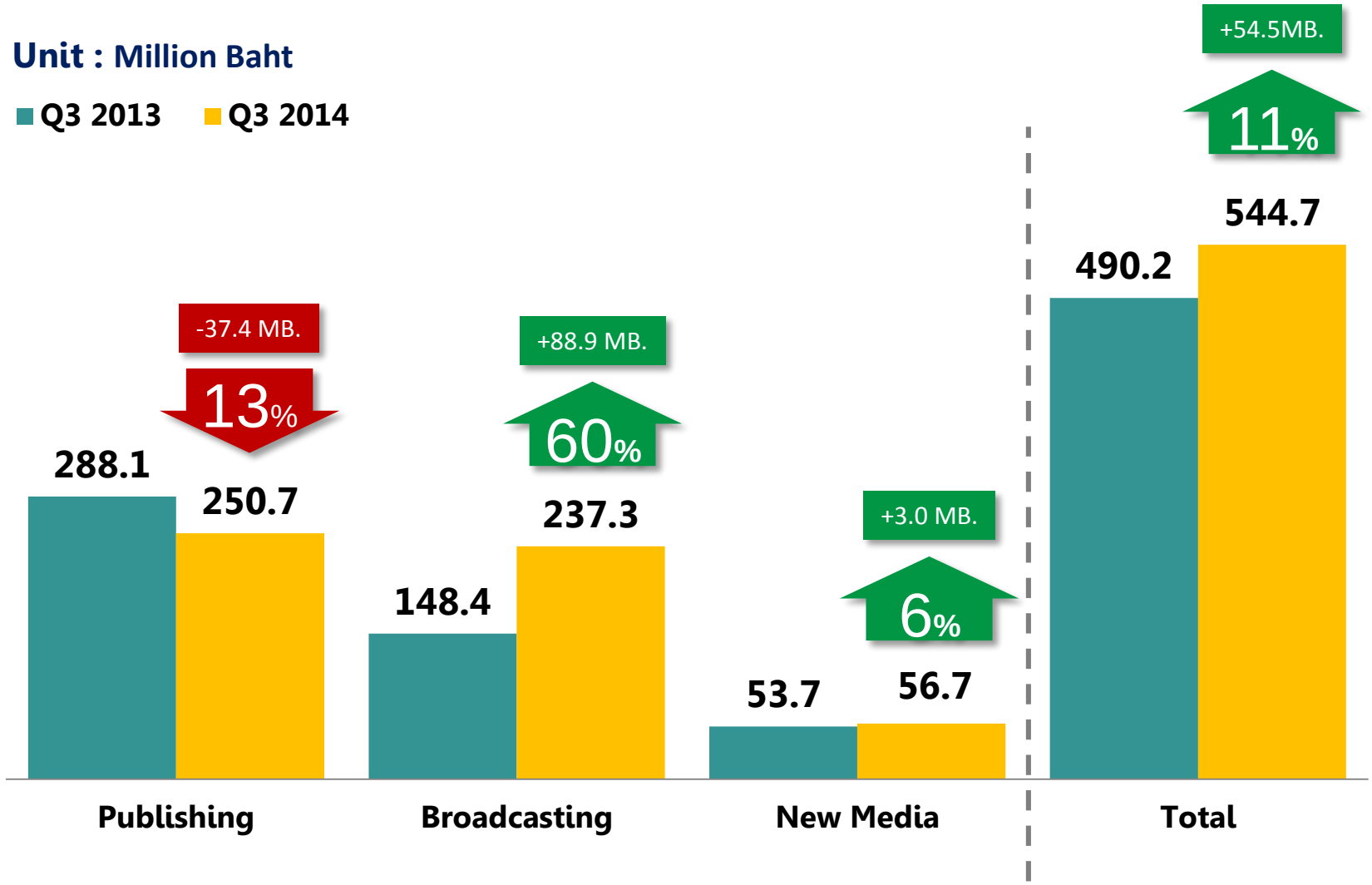
Q3 2013 & Q3 2014

Total Sales & Services

Excluded interest income & other income

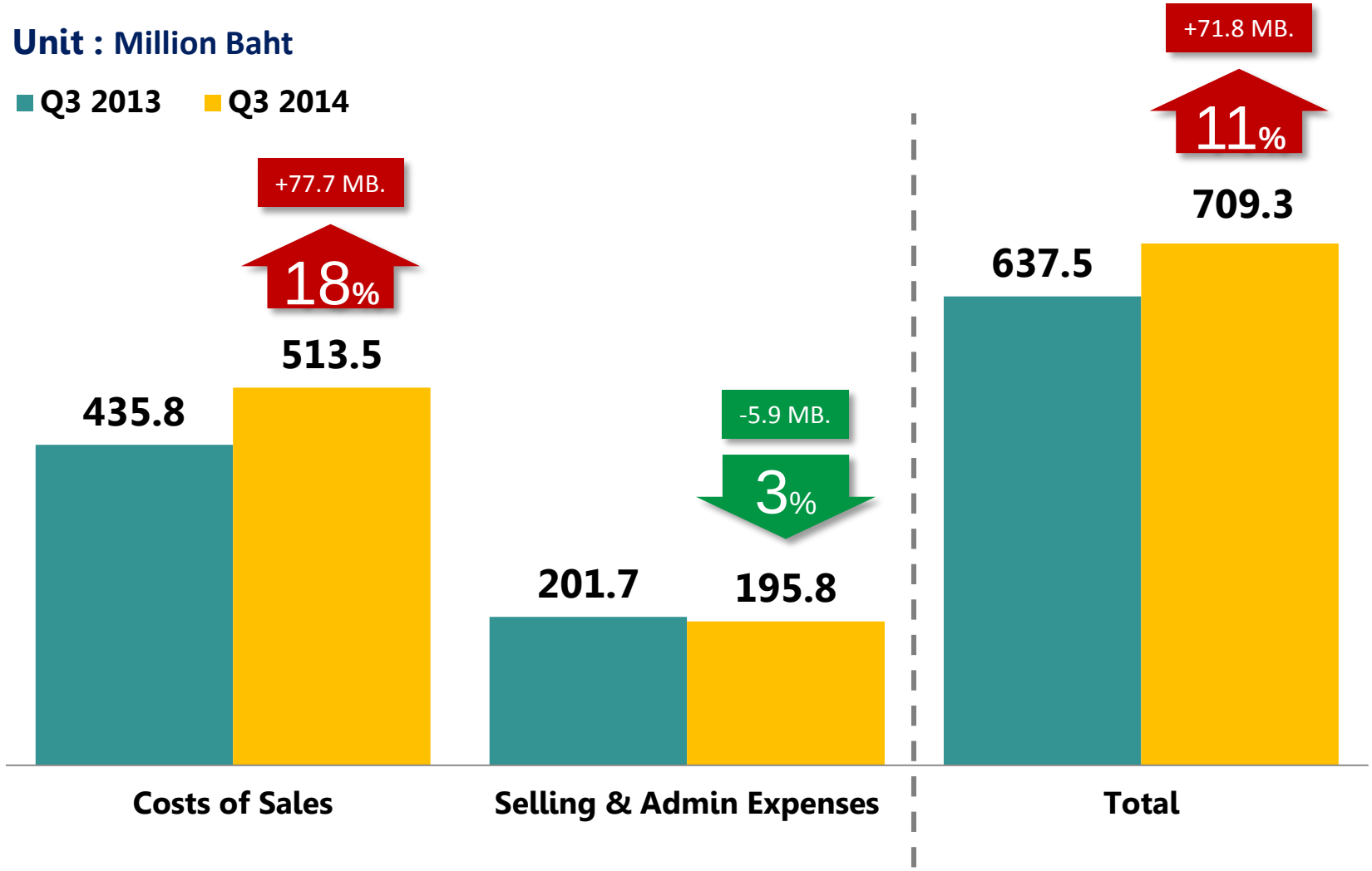


Advertising Revenue

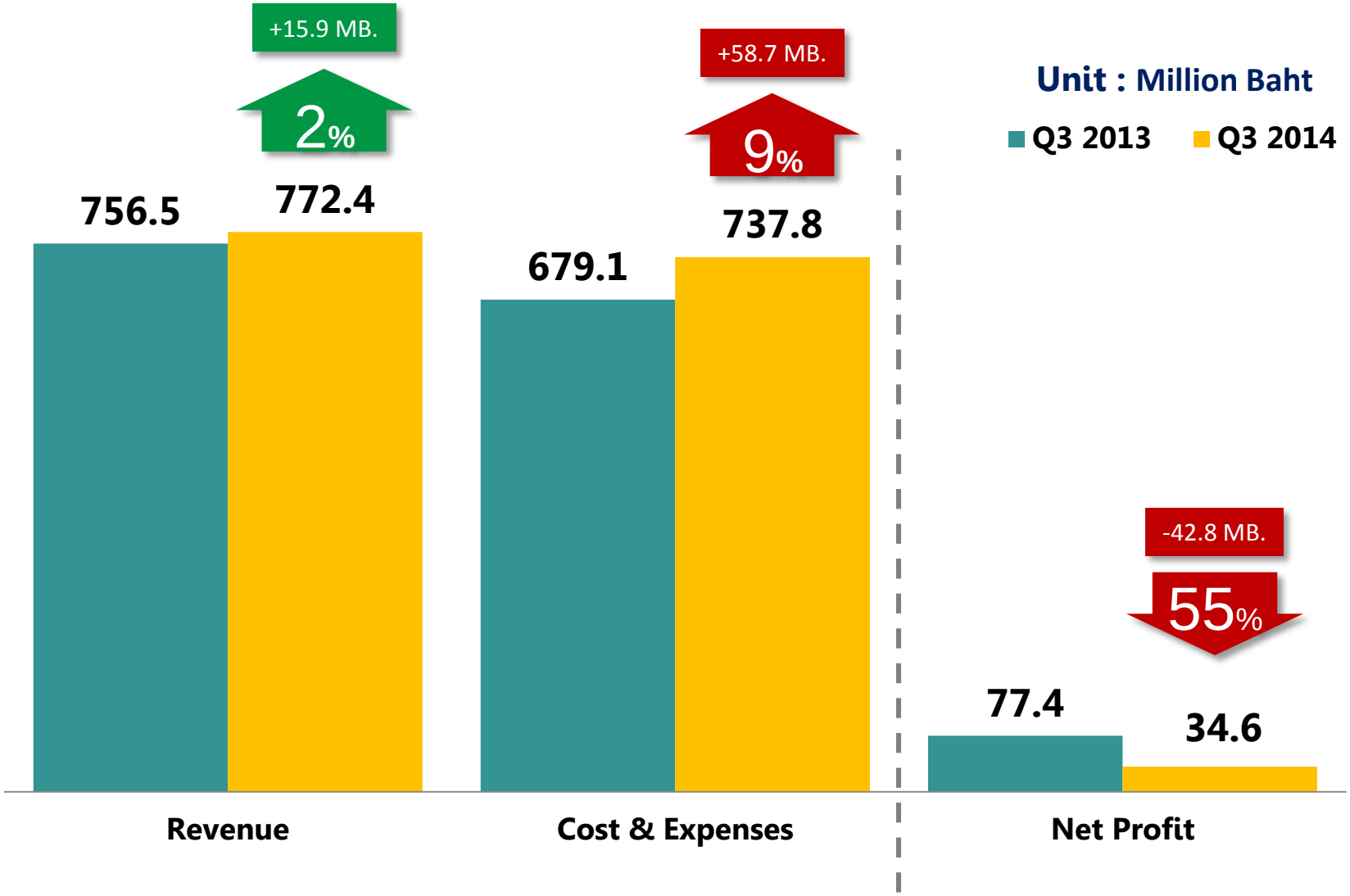


Costs and Expenses

Excluded interest exp. & income tax exp.



Net Profit


+15.9 MB.
2%
+58.7 MB.
9%
Unit : Million Baht
Q3 2013
Q3 2014
756.5
772.4
679.1
737.8
-42.8 MB.
55%
77.4
34.6
Revenue
Cost & Expenses
Net Profit

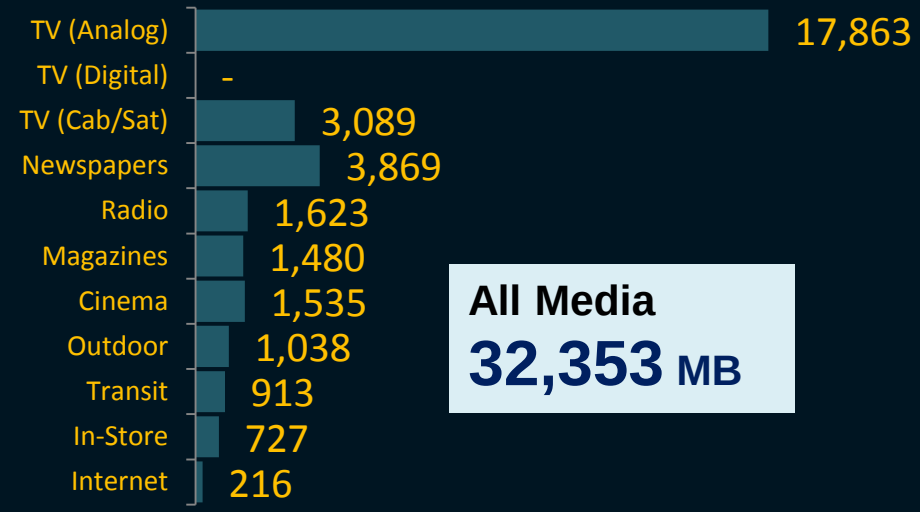
Share of Ad Spending by Media

Period : 3rd QUARTER

Unit : Million Baht

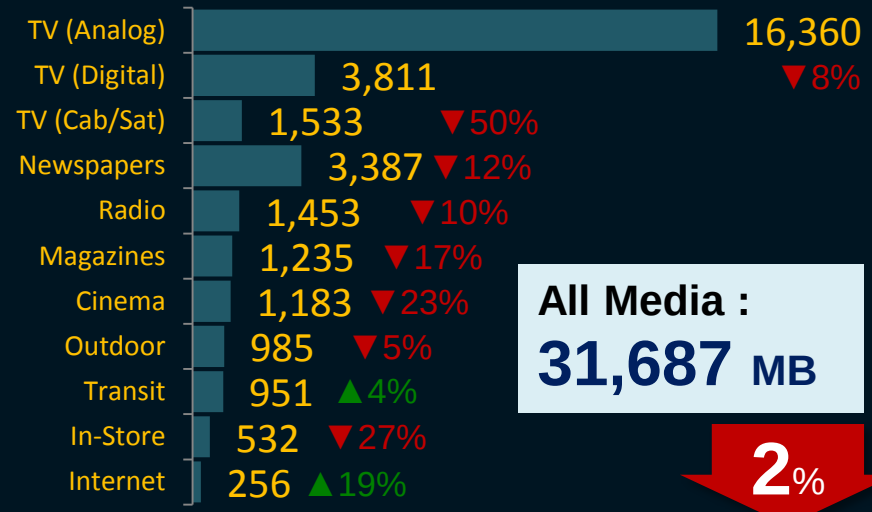
Remark: Excluded: Classified & House Ads., Advertising Rate (Standard Rate), Digital TV (Started from April 2014)

Q3 / 2013



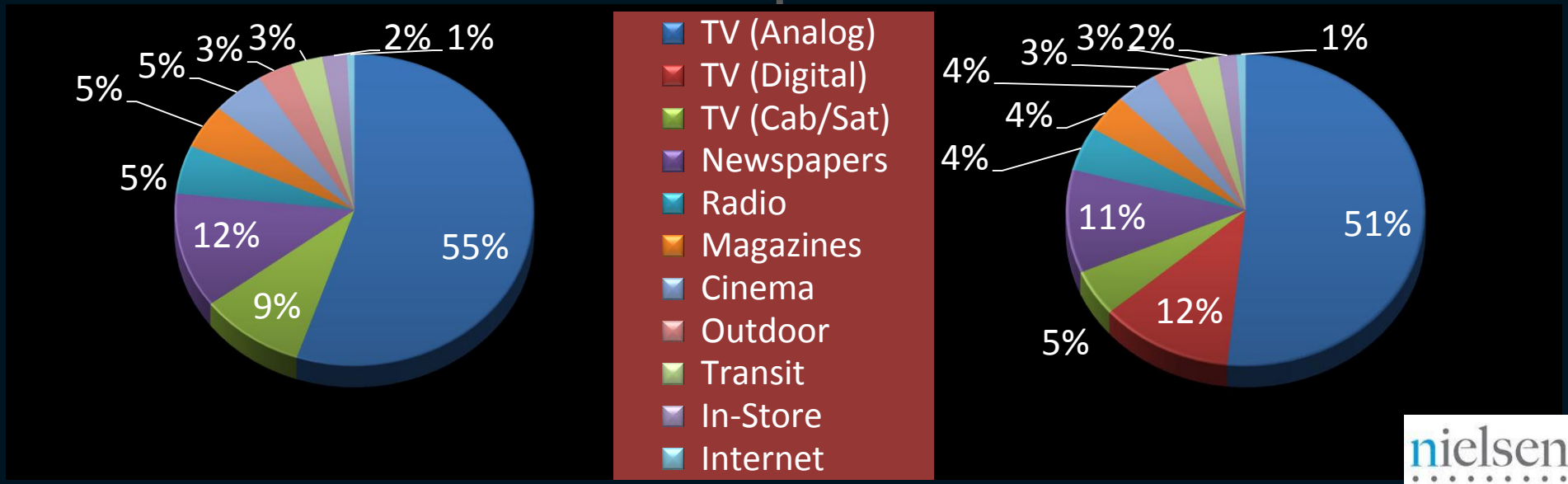
All Media
32,353 MB

Q3 / 2014



All Media :
31,687 MB

2%

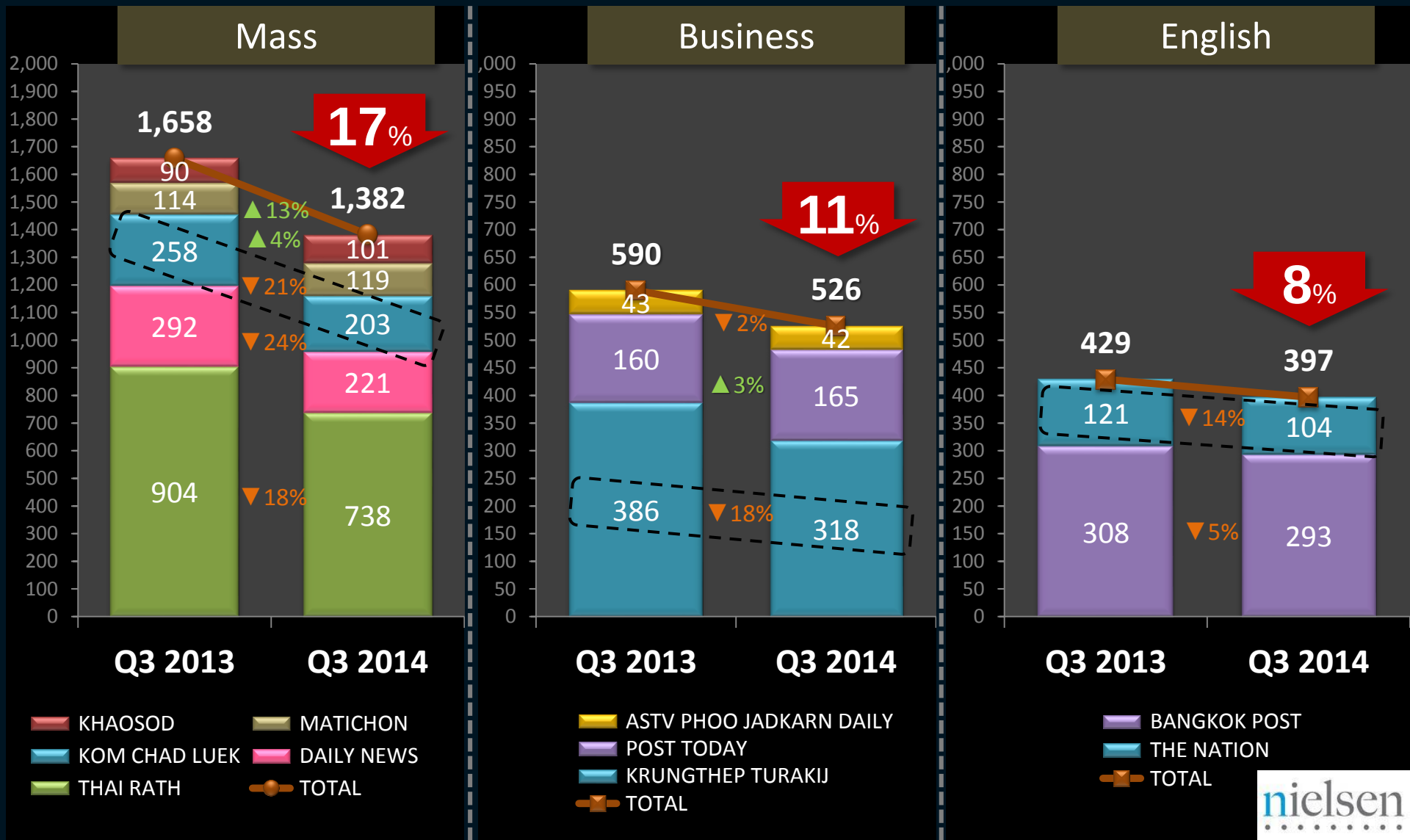


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Daily Newspapers Ad Spending | 3rd QUARTER

Unit : Million Baht

Remark
- Excluded: Classified & House Ads.
- Advertising Rate: Standard Rate



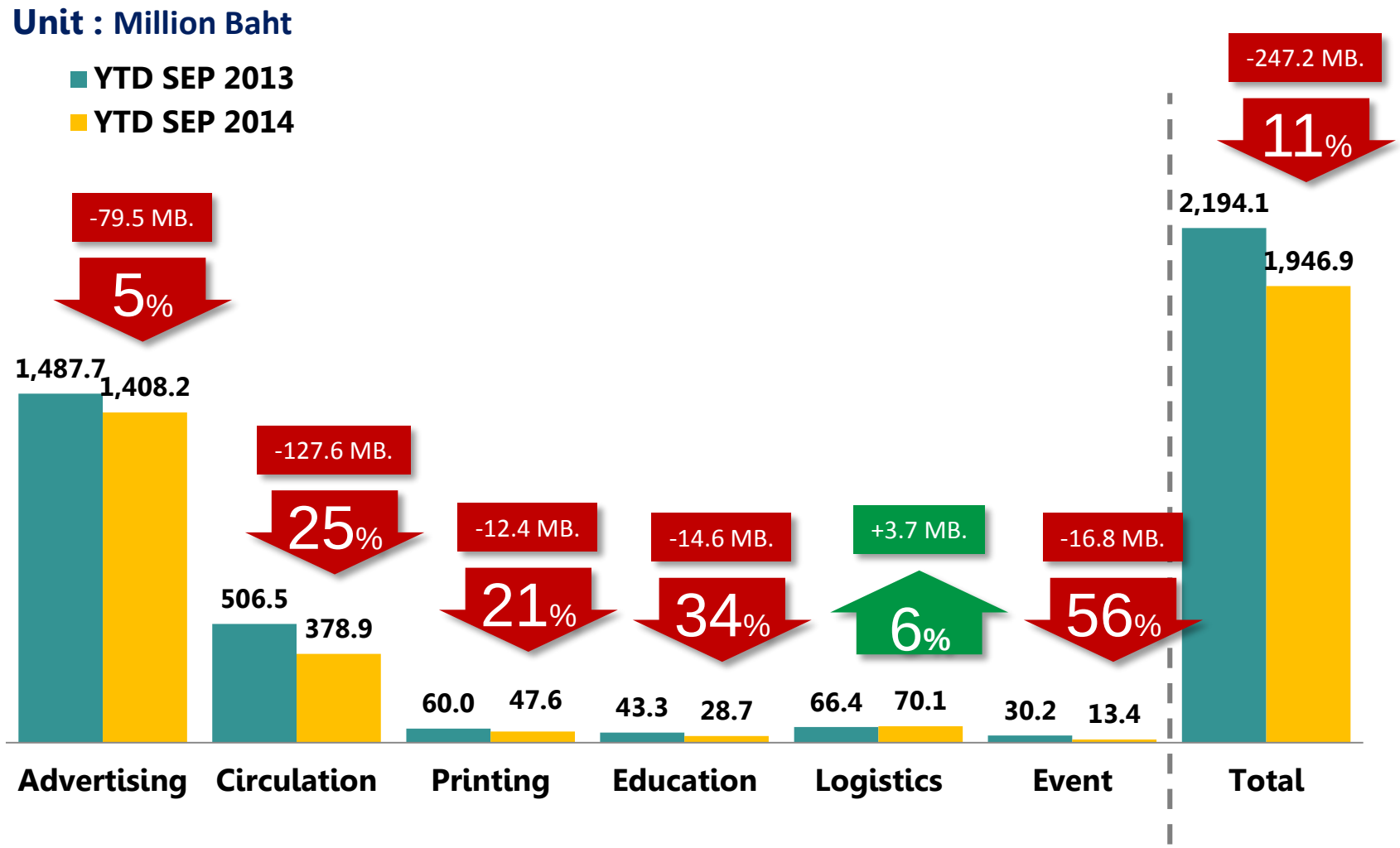
NMG

Comparative Operation

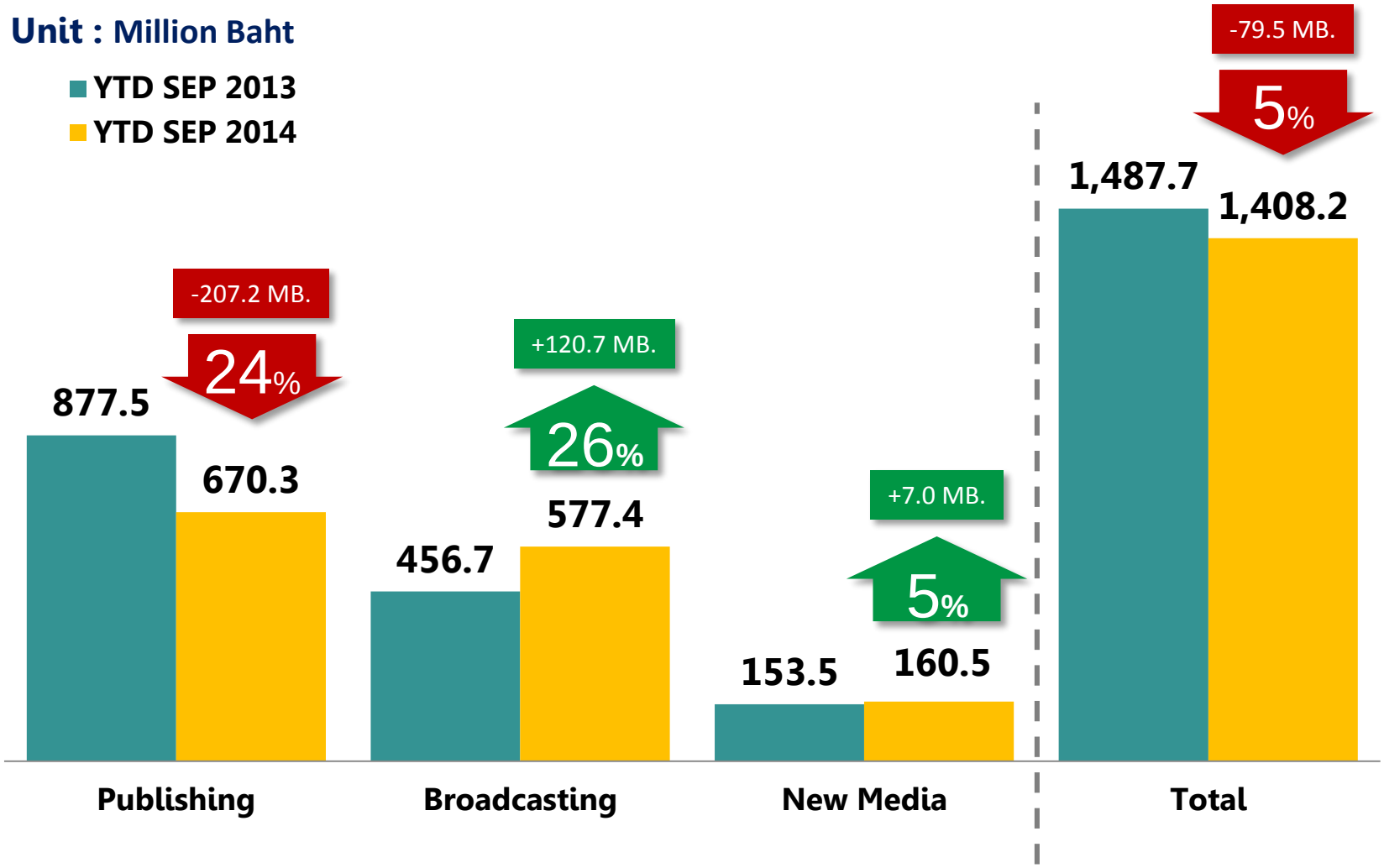
YTD SEP 2013 & YTD SEP 2014

Total Sales & Services

Excluded interest income & other income

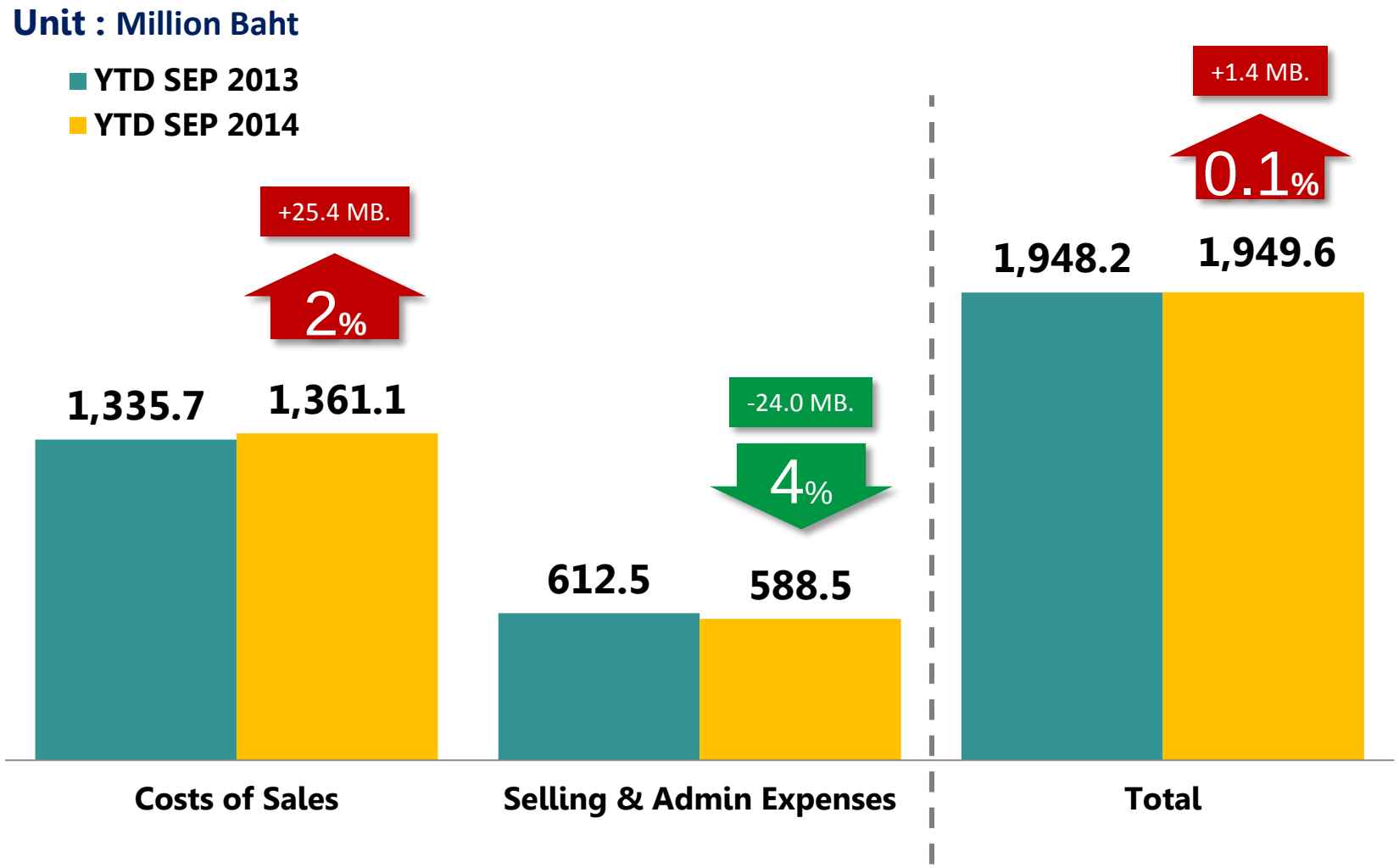


Advertising Revenue

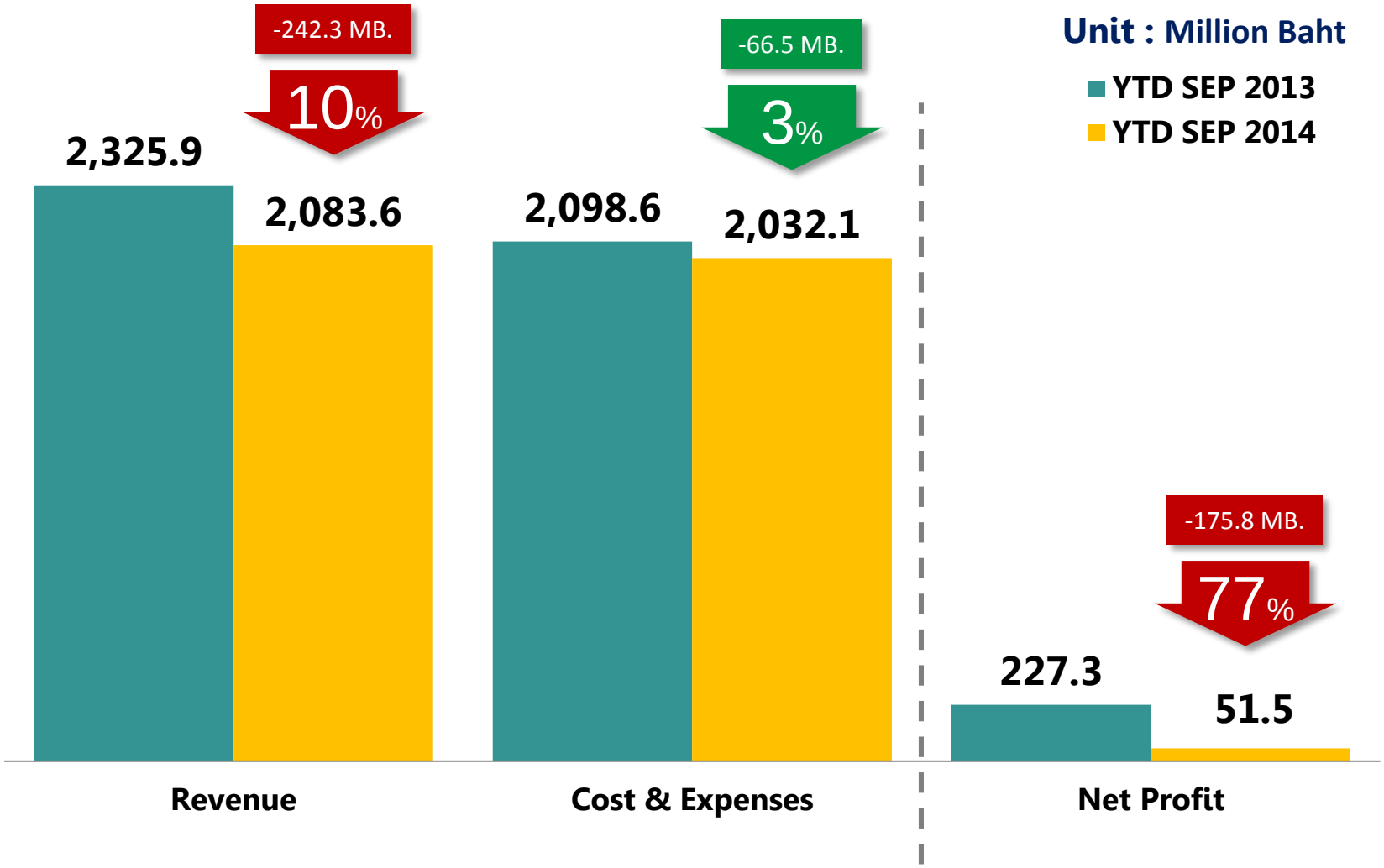


Costs and Expenses

Excluded interest exp. & income tax exp.



Net Profit


Unit : Million Baht
YTD SEP 2013
YTD SEP 2014
-242.3 MB.
10%
2,325.9
2,083.6
-66.5 MB.
3%
2,098.6
2,032.1
-175.8 MB.
77%
227.3
51.5
Revenue
Cost & Expenses
Net Profit

Share of Ad Spending by Media

Period : **YTD SEPTEMBER**

Unit : Million Baht

Remark: Excluded: Classified & House Ads., Advertising Rate (Standard Rate), Digital TV (Started from April 2014)

YTD SEP 2013

TV (Analog)	52,066
TV (Digital)	-
TV (Cab/Sat)	8,559
Newspapers	11,066
Radio	4,629
Magazines	4,179
Cinema	3,794
Outdoor	3,109
Transit	2,615
In-Store	2,041
Internet	651

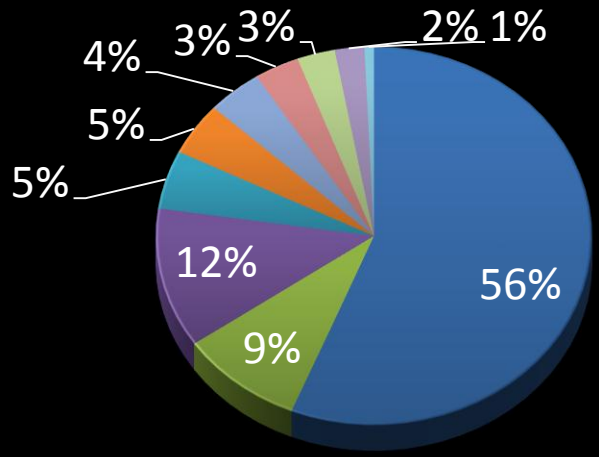
All Media
92,708 MB

YTD SEP 2014

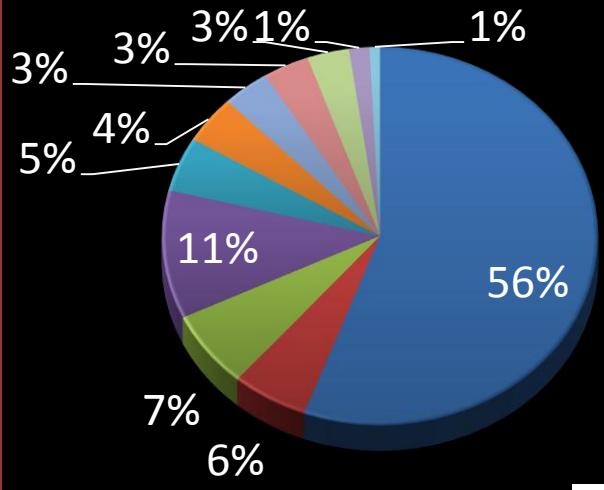
TV (Analog)	48,197	▼7%
TV (Digital)	4,925	
TV (Cab/Sat)	5,718	▼33%
Newspapers	9,492	▼14%
Radio	4,021	▼13%
Magazines	3,525	▼16%
Cinema	3,047	▼20%
Outdoor	3,002	▼3%
Transit	2,703	▲3%
In-Store	1,318	▼35%
Internet	671	▲3%

All Media :
86,619 MB

7%



TV (Analog)
TV (Digital)
TV (Cab/Sat)
Newspapers
Radio
Magazines
Cinema
Outdoor
Transit
In-Store
Internet

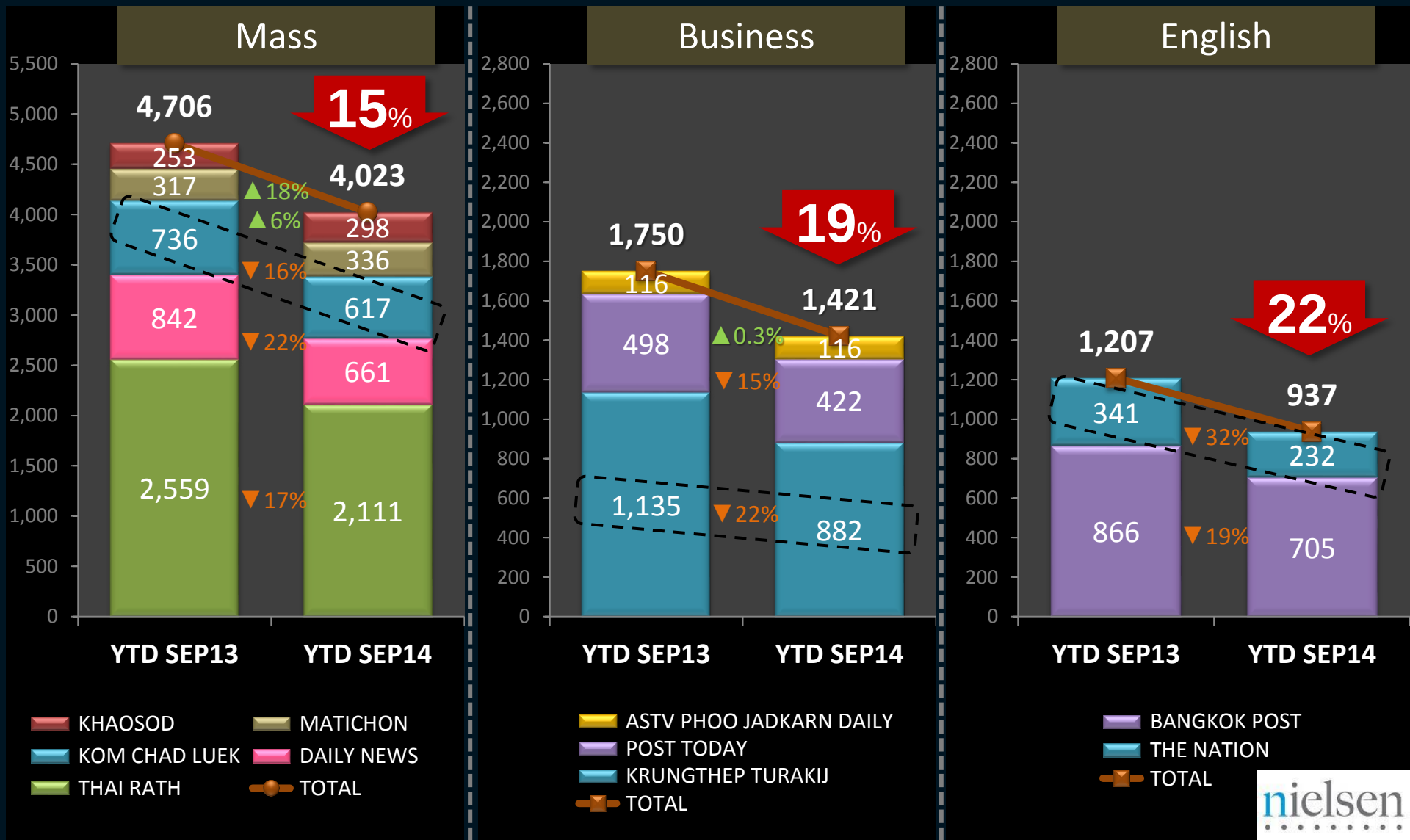


nielsen

Daily Newspapers Ad Spending | YTD SEPTEMBER

Unit : Million Baht

Remark
- Excluded: Classified & House Ads.
- Advertising Rate: Standard Rate



Source by nielsen

Radio
Random Survey of 36 FM Stations in Bangkok (24 Hours)

Outdoor
Billboard, Panoramic, Drinking, Flyover, MUPI, Magnum, Lollipop, Street Vision, BTS City Vision, MEGA LED

In-store
Hyper Market: (Big-C, Lotus, Carrefour), POV TV
Digital Dynamic Display (Paragon, Emporium, MBK, Suvarnabhumi)

Cinema
Bangkok and Up-Country (Major, EGV, Esplanade, Paragon, Paradise, Mega, SF, APEX)

Transit
BTS (In Station and In Train), Bus body, Airport Media, BTS Walkway, MRT (In Station and In Train), Grip Light expressway, U Media

Internet
30 Websites - First page and inner pages

Magazines: Covered estimates 159 titles on mass magazines by type Bi-Monthly, Monthly, Fortnightly and Weekly magazines

Newspapers: Covered estimates 41 publications on type Daily (Thai, English and Chinese), Fortnightly and Weekly newspapers

Television
Analog TV: Channel 3, 5, 7, 9, NBT
Digital TV: Except for CH7, CH9 due to simulcast
CAB/SAT TV: Collected only from channel membership with Nielsen

NOTE
- Total Industry - Exclude Section : Classified, House ads.
- Digital TV : Started from April 2014
- Advertising Rate : Standard Rate

Thank You

NATION GROUP