

Management Discussion and Analysis for the operating results of 2nd quarter of 2020

The consolidated financial statements of Nation Multimedia Group Public Company Limited and its subsidiaries for the six-month period end 30 June 2020 represented a loss attributable to owners of the Company of Baht 111.28 million. Compared to the same period of 2019 showed a profit of Baht 66.44 million (including the excess of compensation from returning digital television license of Baht 331.35 million), a decline of 267%. The Company would like to clarify significant changes of Group's operation results were summarized as follows:

1. Revenue from sales of goods and rendering of services for the six-month period of 2020 was increased by 4% compared to the same period of 2019. The mainly increased from :
 - Revenues from advertising decreased by 28% mainly decreased due to a subsidiary has submitted for the returning of the commercial digital television license Channel 26 to the Office of the National Broadcasting and Telecommunications Commission (“NBTC”) and the notice of the date of service termination on 16 August 2019, which affected the revenue decreased from the same period of the last year.
 - Revenue from circulation decreased by 50% mainly decreased due to consumers have change behavior which affected the Group has terminated the publishing of newspaper “The Nation” on 29 June 2019. In addition, the affected by the Coronavirus Disease 2019 (COVID-19) the Group has terminated the publishing of newspaper “KomChadLuek” on 9 April 2020, resulting in a decrease of revenue from the same period of the last year.
 - Revenue from sale of goods and tourism business increased by 100% mainly increased due to sale products business through digital TV channel and online media and tourism business of indirect subsidiaries increased.
2. Costs and expenses for the six-month period of 2020 was decreased by 9% compared to the same period of 2019. Mainly decreased from cost of goods sold and rendering service of the publishing of newspaper and Digital TV Channel 26, that were terminated. Moreover, the Group's has improved the operating processes, cost reduction and control the Group's expense in line with the current situation.

Conclusion:

The Group reported operations for the six-month period end 30 June 2020 represented an operating loss attributable to owners of the Company of Baht 111.28 million. Compared to the same period of 2019, it showed a profit of Baht 66.44 million (including the excess of compensation from returning digital television license of Baht 331.35 million).