

Clarification on Percentage of Change More Than 20%

The consolidated financial statements of Nation Multimedia Group Public Company Limited and its subsidiaries for the six-month period ended 30 June 2015 represented a profit of Baht 50.05 million. Compared to the same period of last year, it showed a profit of Baht 16.82 million, increased by 198%. The Company would like to clarify a significance change of Group's operation results were summarized as follows

1. Revenue from sales and services for the six-month period 2015 increased by 14% compared to the same period of 2014. The main reasons were:
 - Advertising revenue increased by 22% as print ads increased by 6% and broadcast business unit increased by 48% from advertising revenue from Digital TV business.
 - Circulation revenues decreased by 9%, resulting from circulation revenue from newspaper circulation decreased by 12%. Whereas circulation revenue from children books and pocket books increased by 2%.
 - Revenues from logistic services and education increased by 36%.
2. Cost of sales and expenses for the six-month period 2015 increased by 24% compared to the same period of 2014 in line with the increased in revenues from sales and services. Although, the Group had cost and expenses in Digital TV business increased but the Group has a policy to maintain of expenses monitor.

Conclusion :

The Group reported a profit for the six-month period ended 30 June 2015 was Baht 50.05 million. Compared to the same period of last year, it showed a profit of Baht 16.82 million.