

The Results of the Consolidated Financial Statements

The consolidated financial statements of Nation Multimedia Group Public Company Limited and its subsidiaries for the six-month period ended 30 June 2016 represented a loss of Baht 341.78 million. Compared to the same period of last year, it showed a profit of Baht 18.41 million, a decline profit of 1,956%. 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 of 2016 decreased by 21% compared to the same period of 2015. The main reasons is from economic slowdown which affected advertising revenue decreased by 24% and circulation revenues of newspaper, pocket books and children books decreased by 19%.
2. Cost of sales and expenses for the six-month period of 2016 increased by 7% compared to the same period of 2015. The main reasons were:
 - Cost of goods sold and services decreased 9% in line with the decreased in revenues from sales and services.
 - Selling and administrative expenses increased 49% due to the subsidiaries have restructured of the publishing and distribution of publications due to the shift of consumer behaviors. Such subsidiaries have recognised a provision for inventory obsolescence and written-off the licences for publication in accordance with the current situation for the six-month period ended 30 June 2016 amounted to Baht 193.48 million and Baht 10.97 million.

Conclusion :

The Group reported a loss for the six-month period ended 30 June 2016 was Baht 341.78 million. Compared to the same period of last year, it showed a profit of Baht 18.41 million