

The Results of the Consolidated Financial Statements

The consolidated financial statements of Nation Multimedia Group Public Company Limited and its subsidiaries for the ended 31 December 2016 represented a loss of Baht 1,102.85 million. Compared to the same period of 2015, it showed a profit of Baht 35.58 million, a decline profit of 3,200%. 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 year 2016 decreased by 30% compared to the same period of 2015. The main reasons is from economic slowdown which affected advertising revenue decreased by 38% and circulation revenues of newspaper, pocket books and children books decreased by 10%.
2. Costs and expenses for the year 2016 increased by 1% compared to the same period of 2015.

The main reasons were:

- Costs and selling and administrative expenses decreased by 6% in line with the decreased in revenues from sales and services.
- Loss on business restructuring of subsidiaries increased of Baht 204.45 million 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 year ended 31 December 2016 amounted to Baht 193.48 million and Baht 10.97 million.

Conclusion :

The Group reported a loss for the year ended 31 December 2016 was Baht 1,102.85 million. Compared to the same period of last year, it showed a profit of Baht 35.58 million