

Clarification on Percentage of Change More Than 20%

The consolidated financial statements of Nation Multimedia Group Public Company Limited and its subsidiaries for the first quarter ended 31 March 2016 represented a loss of Baht 39.55 million. Compared to the same period of last year, it showed a loss of Baht 2.88 million, increased by 1,273%. 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 first quarter 2016 decreased by 9% compared to the same period of 2015. The main reason is from the economic slowdown which affected advertising revenue decreased by 8% and circulation revenues of newspaper, pocket books and children books decreased by 23%. Whereas, revenues from education and logistic services increased by 8%.
2. Cost of sales and expenses for the first quarter 2016 decreased by 3% compared to the same period of 2015 in line with the decreased in revenues from sales and services. In addition, the Group has a policy to maintain of expenses monitor.

Conclusion :

The Group reported a loss for the first quarter ended 31 March 2016 was Baht 39.55 million. Compared to the same period of last year, it showed a loss of Baht 2.88 million