The Results of the Consolidated Financial Statements

The consolidated financial statements of Nation Multimedia Group Public Company Limited and its subsidiaries for the first quarter ended 31 March 2008 represented a net profit of Baht 6.94 million. Including of income tax of Baht 9.74 million, share of losses from associates of Baht 12.27 million, allowance for doubtful debt of trades according to the policy to adjust the rate of allowance for doubtful debt, obsolete stock and withholding tax deducted at source written off total of Baht 13.61 million, reversal of impairment of property, plant and equipment total of Baht 45.69 million and compensation for early retirement of Baht 3.06 million. As compared to the same period of last year which showed a net profit of Baht 10.68 million. The significance of company's operation results are summarized as follows:

1. Revenue from sales and services for the first quarter of 2008 increased by 1 % compared to same period of 2007. The main reason for the growth was the 6 % increased in circulation revenue which stemmed from 13% raised of newspaper circulation while circulation revenue from pocket books and cartoons dropped by 9%. Besides, service from printing, international magazine representative and logistic increased by 13 % accordingly. However, advertising revenue decreased 3% from the 9% dropping of print advertising since there was an economic slowdown and unstable political condition. Whereas there was 19% increased in advertising from broadcasting and 70% increased from new media revenue as well.

2. Cost of sale and operating expenses for the first quarter of 2008 increased by 3 % (not included allowance for doubtful debt, obsolete stock and withholding tax deducted at source written off total of Baht 13.61 million) compared to same period of 2007, primarily due to sales promotion expenses increased by 10% from grand opening and advertising expense of "Daily X-Press" newsprint. However, production cost dropped by 0.1% as a result of 7 % declining in paper utilization rate in compliance with the company's production controlling policy. On the other hand, the increased of gasoline price resulted in 11% raised in transportation cost.

3. The company has taken into account of allowance for doubtful debt from barter receivables and adjusted the rate of allowance for doubtful debt of trade receivables from 0.75% of advertising revenue to 1% of total monthly income.

Conclusion:

The group reported a net profit of Baht 6.94 million for the first quarter ended 31 March 2008. Including of income tax of Baht 9.74 million, share of losses from associates of Baht 12.27 million, allowance for doubtful debt of trades according to the policy to adjust the rate of allowance for doubtful debt, obsolete stock and withholding tax deducted at source written off total of Baht 13.61 million, reversal of impairment of property, plant and equipment total of Baht 45.69 million and compensation for early retirement of Baht 3.06 million. When compared to same period of last year which showed a net profit of Baht 10.68 million.