

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 2014 represented an operating profit before income tax of Baht 13.51 million. An inclusion of income tax of Baht 2.11 million resulted in operations for the first quarter 2014 had profit of Baht 11.40 million. Compared to the same period of last year, it showed a profit of Baht 73.98 million, decreased by 85%. The significance of Group's operation results were summarized as follows:

1. Revenue from sales and services for the first quarter 2014 decreased by 24% compared to the same period of 2013. The main reason is from the political instability condition has incurred since the fourth quarter of 2013, consequently, the economic slowdown which affected advertising revenue decreased by 26% as print ads and broadcast business unit decreased by 30% and circulation revenues decreased by 28%, whereas new media advertising increased by 5%. Moreover, revenues from logistic services and education increased by 25%.
2. Cost of sales and expenses for the first quarter 2014 decreased by 12% compared to the same period of 2013 in line with the decreased of revenues from sales and services. In addition, the group has a policy to maintain of expenses monitor.

Conclusion :

The Group reported an operating profit before income tax for the first quarter ended 31 March 2014 was at Baht 13.51 million. An inclusion of income tax of Baht 2.11 million resulted in profit of Baht 11.40 million. Compared to the same period of last year, it showed a profit of Baht 73.98 million.