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 2009 represented an operating loss before income tax, share of net losses from associates and so on of Baht 68.22 million. An inclusion of income tax of Baht 16.17 million, share of losses from associates net of Baht 25.03 million and allowance for obsolete stock of Baht 1.51 million resulted in operations for the six-month period of 2009 had loss of Baht 110.93 million. Compared to the same period of last year, it showed a profit of Baht 1.11 million. The significance of Company's operation result was summarized as follows:

1. Revenue from sales and services for the first six-month of 2009 decreased by 21% compared to the same period of 2008. Due to an economic slowdown and unstable political condition, advertising revenue decreased by 27% as print ads dropped by 36% whereas there were advertising revenue increased in broadcast business unit by 16% while new media decreased by 8%. Moreover, circulation revenue decreased by 19% resulting from 8% dropped in newspaper circulation and circulation revenue from pocket books and comic books dropped by 33%. In addition, revenue from printing, international magazines distribution and logistic services increased by 35 %.

2. Cost of sales and operating expenses for the first six-month of 2009 decreased by 14% compared to the same period of 2008, primarily due to the well managed of logistic and falling of gasoline price resulted in dropping of transportation cost by 13%. Sales promotion expenses also decreased by 36% as well due to the adjustment in marketing strategies to cope with economic crisis.

Conclusion:

The group reported an operating loss before income tax, share of net losses from associates and so on for the six-month period ended 30 June 2009 was at Baht 68.22 million. An inclusion of income tax of Baht 16.17 million, share of losses from associates net of Baht 25.03 million and allowance for obsolete stock of Baht 1.51 million resulted in loss of Baht 110.93 million. Compared to the same period of last year, it showed a profit of Baht 1.11 million.