

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 2014 represented an operating profit before income tax of Baht 32.86 million. An inclusion of income tax of Baht 16.04 million resulted in operations for the six-month period of 2014 had profit of Baht 16.82 million. Compared to the same period of last year, it showed a profit of Baht 149.85 million. The significance of Group's operation results were summarized as follows:

1. Revenue from sales and services for the six-month period of 2014 decreased by 17% compared to the same period of 2013. The main reason was from the political situation has incurred since the fourth quarter of 2013, consequently, the economic slowdown and the customers decelerated TV advertising spending which affected advertising revenue decreased by 13% as print ads decreased by 29% while broadcast business unit increased by 10% from the changing in advertising revenue from Satellite TV to Digital TV in Nation TV Channel 22 and NOW Channel 26, which has begun broadcasting on 25 April 2014 onwards and new media advertising increased by 4%. Moreover, Circulation revenues decreased by 29%, whereas revenues from logistic services increased by 10%.
2. Cost of sales and expenses for the six-month period of 2014 decreased by 5% compared to the same period of 2013. In despite of cost and expenses of Digital TV business increased but the group has a policy to maintain of expenses monitor. As a result, total cost and expenses also decreased.

Conclusion :

The Group reported an operating profit before income tax for the six-month period ended 30 June 2014 was at Baht 32.86 million. An inclusion of income tax of Baht 16.04 million resulted in profit of Baht 16.82 million. Compared to the same period of last year, it showed a profit of Baht 149.85 million.