The Results of the Consolidated Financial Statements

The consolidated financial statements of Nation Multimedia Group Public Company Limited and its subsidiaries for the nine-month period ended 30 September 2010 represented an operating profit before income tax, share of net profit from associates, gain from a bargain purchasing of investment and reversal of doubtful debt of Baht 60.46 million. An inclusion of income tax of Baht 39.84 million, share of net profit from associates of Baht 121.96 million, gain from a bargain purchasing of investment of Baht 90.83 million and reversal of doubtful debt of Baht 20.93 million resulted in operations for the nine-month period of 2010 had net profit of Baht 254.34 million. Compared to the same period of last year, it showed a net loss of Baht 114.27 million. The significance of group operation results was summarized as follows:

1. Revenue from sales and services for the nine-month period of 2010 increased by 12% compared to the same period of 2009. The main reason is from advertising revenue increased by 14% as print ads rose by 12% and there were advertising revenue increased in broadcast business unit by 23%, new media increased by 8% as well. Moreover, circulation revenue increased by 2% resulting from 7% rose in newspaper circulation whereas pocket books and comic books dropped by 12%. In addition, revenue from logistic services increased by 17 %.

2. Cost of sales and operating expenses for the nine-month period of 2010 increased by 1% compared to the same period of 2009, primarily due to the raising of paper and production supplies by 12% while the cost of books decreased by 20%.

Conclusion:

The group reported an operating profit for the nine-month period ended 30 September 2010 before income tax, share of net profit from associates, gain from a bargain purchasing of investment and reversal of doubtful debt of Baht 60.46 million. An inclusion of income tax of Baht 39.84 million, share of net profit from associates of Baht 121.96 million, gain from a bargain purchasing of investment of Baht 90.83 million and reversal of doubtful debt of Baht 20.93 million resulted in net profit of Baht 254.34 million. Compared to the same period of last year, it showed a net loss of Baht 114.27 million.