The Results of the Consolidated Financial Statements

The consolidated financial statements of Nation Multimedia Group Public Company Limited and its subsidiaries for the year ended 31 December 2009 represented an operating profit before income tax, share of net losses from associates and so on of Baht 55.56 million. An inclusion of income tax of Baht 32.28 million, share of losses from associates net of Baht 46.16 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 totaling Baht 30.16 million resulted in operations for 2009 had net loss of Baht 53.04 million. Compared to the same period of last year, it showed a net loss of Baht 54.98 million. The significance of Company's operation results was summarized as follows:

1. Revenue from sales and services for the year 2009 decreased by 15% compared to the same period of 2008. Due to an economic slowdown and unstable political condition, advertising revenue decreased by 14% as print ads dropped by 24% whereas there were advertising revenue increases in broadcast business unit by 15% and new media by 30%. Moreover, circulation revenue decreased by 20% resulting from 6% decrease in newspaper circulation while circulation revenue from pocket books and comic books dropped by 51%. On the other hand, revenue from printing and logistic services increased by 4 %.

2. Cost of sales and operating expenses for the year 2009 decreased by 13 % 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 5%. In addition, a 7% dropped in paper and production supply cost as a result of declining in paper utilization rate in compliance with the company's production controlling policy. Sales promotion expenses also decreased by 38% as well due to the adjustment in marketing strategies to cope with economic crisis. Moreover, cost of books decreased by 31% related to the decreased of revenue.

Conclusion:

The group reported that an operating profit before income tax, share of net losses from associates and so on for the year ended 31 December 2009 was at Baht 55.56 million. An inclusion of income tax of Baht 32.28 million, share of losses from associates net of Baht 46.16 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 totaling Baht 30.16 million resulted in net loss of Baht 53.04 million. Compared to the same period of last year, it showed a net loss of Baht 54.98 million.