NATION GROUP

Nation Multimedia Group Public Co., Ltd.

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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 2010 represented an operating profit before income tax, share of net profit from associates, gain from a bargain purchasing of investment, reversal of doubtful debt and allowance for obsolete stock of Baht 155.83 million. An inclusion of income tax of Baht 54.86 million, share of net profit from associates of Baht 122.25 million, gain from a bargain purchasing of investment of Baht 90.83 million, reversal of doubtful debt of Baht 2.51 million and allowance for obsolete stock of Baht 2.94 million resulted in operations for the year 2010 had net profit of Baht 313.62 million. Compared to the same period of last year, it showed a net loss of Baht 46.50 million. The significance of group operation results was summarized as follows:

1. Revenue from sales and services for the year 2010 increased by 16% compared to the same period of 2009. The main reason is from advertising revenue increased by 25% as print ads rose by 22% and there were advertising revenue increased in broadcast business unit by 34%, new media increased by 16% as well. Moreover, circulation revenue decreased by 5% resulting from 3% dropped in newspaper circulation as well as pocket books and comic books dropped by 7%. In addition, revenue from logistic services increased by 17 %.

2. Cost of sales and operating expenses for the year 2010 increased by 6% compared to the same period of 2009, primarily due to the raising of paper and production supplies by 9% while the cost of books decreased by 64% related to the decreased of revenue.

Conclusion:

The group reported an operating profit for the year ended 31 December 2010 before income tax, share of net profit from associates, gain from a bargain purchasing of investment, reversal of doubtful debt and allowance for obsolete stock of Baht 155.83 million. An inclusion of income tax of Baht 54.86 million, share of net profit from associates of Baht 122.25 million, gain from a bargain purchasing of investment of Baht 90.83 million, reversal of doubtful debt of Baht 2.51 million and allowance for obsolete stock of Baht 2.94 million resulted in net profit of Baht 313.62 million. Compared to the same period of last year, it showed a net loss of Baht 46.50 million.

บริษัท เนชั่น มัลติมีเดีย กรุ๊ป จำกัด (มหาชน)
NATION MULTIMEDIA GROUP PUBLIC COMPANY LIMITED

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