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 2012 represented an operating profit before income tax and gain from a bargain purchase of Baht 227.79 million. An inclusion of income tax of Baht 38.44 million and gain from a bargain purchase of Baht 1.98 million resulted in operations for the year 2012 had profit of Baht 191.33 million. Compared to the same period of last year, it showed a profit of Baht 104.28 million. The significance of Group's operation results was summarized as follows:

1. Revenue from sales and services for the year 2012 increased by 11% compared to the same period of 2011. The main reason is from advertising revenue increased by 11% as print ads rose by 6% and there was advertising revenue increased in broadcast business unit by 14% as well as new media advertising increased by 51%. Moreover, circulation revenue increased by 7% resulting from circulation revenue from pocket books and children books rose by 45% while there was 5% dropped in newspaper circulation.

2. Cost of sales and operating expenses for the year 2012 increased by 10% compared to the same period of 2011. This is related to the increased of revenue from sales and services as well as new businesses expansion. However, total transportation expenses decreased by 11% primarily due to the well managed of logistic strategy.

Conclusion :

The Group reported an operating profit before income tax and gain from a bargain purchase for the year ended 31 December 2012 was at Baht 227.79 million. An inclusion of income tax of Baht 38.44 million and gain from a bargain purchase of Baht 1.98 million resulted in profit of Baht 191.33 million. Compared to the same period of last year, it showed a profit of Baht 104.28 million.