

Clarification on Percentage of Change More Than 20%

The consolidated financial statements of Nation Multimedia Group Public Company Limited and its subsidiaries for the year ended 31 December 2014 represented an operating profit before income tax of Baht 95.21 million. An inclusion of income tax of Baht 30.75 million resulted in operations for the year 2014 had profit of Baht 64.46 million. Compared to the same period of last year, it showed a profit of Baht 251.72 million, decreased by 74%. The Company would like to clarify a significance change of Group's operation results were summarized as follows:

1. Revenue from sales and services for the year 2014 decreased by 4% 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 advertising spending affected advertising revenue increased by 2% as there were from broadcast business unit increased by 37% from advertising revenue from Digital TV in Nation TV Channel 22 and NOW Channel 26, which has begun broadcasting since 25 April 2014, new media advertising increased by 13% while print ads decreased by 18%. Moreover circulation revenue decreased by 21%, resulting from circulation revenue from pocket books and children books decreased by 45% and there was 8% dropped in newspaper whereas revenues from logistic services increased by 11%.
2. Cost of sales and expenses for the year 2014 increased by 5% compared to the same period of 2013. Although, the Group had 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 slightly increased.

Conclusion :

The Group reported an operating profit before income tax for the year ended 31 December 2014 was at Baht 95.21 million. An inclusion of income tax of Baht 30.75 million resulted in profit of Baht 64.46 million. Compared to the same period of last year, it showed a profit of Baht 251.72 million.