

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 2013 represented an operating profit before income tax of Baht 322.88 million. An inclusion of income tax of Baht 71.16 million resulted in operations for the year 2013 had profit of Baht 251.72 million. Compared to the same period of last year, it showed a profit of Baht 169.05 million, increased by 49%. The Company would like to clarify a significance change of Group's operation results was summarized as follows:

1. Revenue from sales and services for the year 2013 decreased by 2% compared to the same period of 2012. The main reason is from circulation revenue decreased by 8%. Whereas advertising revenue increased by 4% as there were from print ads and broadcast business unit increased by 3% as well as new media advertising increased by 9% and education revenue increased since its has incurred in March 2012.
2. Cost of sales and expenses for the year 2013 decreased by 3% compared to the same period of 2012 due to the group has a policy to maintain of expenses monitor.

Conclusion :

The Group reported an operating profit before income tax for the year ended 31 December 2013 was at Baht 322.88 million. An inclusion of income tax of Baht 71.16 million resulted in profit of Baht 251.72 million. Compared to the same period of last year, it showed a profit of Baht 169.05 million.