

Clarification on Percentage of Change More Than 20%

The consolidated financial statements of Nation Multimedia Group Public Company Limited and its subsidiaries for the six-month period ended 30 June 2017 represented a loss of Baht 519.13 million. Compared to the same period of 2016, the loss was Baht 341.78 million, an increase loss of 52%. 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 six-month period of 2017 decreased by 18% compared to the same period of 2016. The main reasons is from economic slowdown which affected advertising revenue decreased by 23% and circulation revenues of newspaper, pocket books and children books decreased by 18%.
2. Costs and expenses for the six-month period of 2017 decreased by 10% compared to the same period of 2016. The main reasons were:
 - Cost of goods sold and services decreased 7% in line with the decreased in revenues from sales and services.
 - Distribution costs and administrative expenses decreased 19% due to in the second quarter of 2016, the subsidiaries have recognised a provision for inventory obsolescence and written-off the licences for publication from their restructuring of Baht 204.45 million.

Conclusion :

The Group reported a loss for the six-month period ended 30 June 2017 was Baht 519.13 million. Compared to the same period of 2016, the loss was Baht 341.78 million