

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 2018 represented a loss of Baht 259.31 million. Compared to the same period of 2017, the loss was Baht 482.86 million (restated), a decrease loss of 46%. The Company would like to clarify a significance change of Group's operation results were summarized as follows

1. Revenue from sales of goods and rendering of services for the six-month period of 2018 decreased by 23% compared to the same period of 2017. The main reasons is from economic slowdown which affected advertising revenue decreased by 27% and circulation revenues of newspaper, pocket books and children books decreased by 32%.
2. Costs and expenses for the six-month period of 2018 decreased by 31% compared to the same period of 2017. The main reasons were:
 - Cost of goods sold and rendering of services decreased 35% in line with the decrease in revenue from sales of goods and rendering of services.
 - Distribution costs and administrative expenses decreased 30% due to in the first quarter of 2017, the Group compensated a voluntary resignation plan to the employee. However, the Group recognized impairment loss of assets increased from the same period of 2017.

Conclusion :

The Group reported a loss for the six-month period ended 30 June 2018 was Baht 259.31 million. Compared to the same period of 2017, the loss was Baht 482.86 million (restated).