

Management Discussion and Analysis for the operating results of the 1st quarter of 2020

The consolidated financial statements of Nation Multimedia Group Public Company Limited and its subsidiaries for the first quarter ended 31 March 2020 represented a loss attributable to owners of the Company of Baht 81.33 million. Compared to the same period of 2019 showed a loss of Baht 108.49 million, a decline loss of 25%. The Company would like to clarify significant changes of Group's operation results were summarized as follows:

1. Revenue from sales of goods and rendering of services for the first quarter 2020 was increased by 11% compared to the same period of 2019. The mainly increased from :
 - Revenues from advertising decreased by 23% mainly decreased due to a subsidiary has submitted for the returning of the commercial digital television license Channel 26 to the Office of the National Broadcasting and Telecommunications Commission (“NBTC”) and the notice of the date of service termination on 16 August 2019, which affected the revenue decreased from the same period of the last year.
 - Revenue from circulation decreased by 34% mainly decreased due to consumers have change behavior which affected the Group has terminated the publishing of newspaper “The Nation” on 29 June 2019, resulting in a decrease of revenue from the same period of the last year.
 - Revenue from sale of goods and tourism business increased by 100% mainly increased due to sale products business through digital TV channel and online and tourism business of indirect subsidiaries increased.
2. Costs and expenses for the first quarter 2020 was increased by 8% compared to the same period of 2019. Mainly increased from cost of goods sold and rendering service of indirect subsidiaries which correspond to the increased of revenue from sales of goods and rendering of services.

Conclusion:

The Group reported operations for the first quarter ended 31 March 2020 represented an operating loss attributable to owners of the Company of Baht 81.33 million. Compared to the same period of 2019, it showed a loss of Baht 108.49 million.