

## **The Results of the Consolidated Financial Statements**

The Consolidated financial statements of Nation Broadcasting Corporation Public Company Limited and its subsidiary for the six-month period ended 30 June 2012 represented an operating profit before income tax of Baht 39.02 million. An inclusion of income tax of Baht 8.10 million, resulted in profit for the six-month period of 2012 of Baht 30.92 million. Compared to the same period of last year, it showed a profit of Baht 52.74 million. The significance of Group's operating results were summarized as follows:

Revenue from sales and services for the six-month period of 2012 was Baht 357.74 million, which increased by 9% compared to the same period of last year. The main reasons were:

- TV Advertising revenue increased by 7% primary due to the increased of Asean TV & Crime Watch Channels which were initially on air on the third-fourth quarter of 2011 as well as set up TV production on Rama Channel for Ramathibody Foundation.
- Radio advertising revenue decreased by 1%
- New Media revenue increased by 23% from Website revenues.

Cost, operating expenses and financial cost for the six-month period of 2012 was Baht 320.04 million, which increased by 23% compared to the same period of last year. The main reasons were:

- Cost of sales and serviced increased by 32% due to the production cost of Asean TV & Crime Watch Channels which were initially on air on the third-fourth quarter of 2011 including production cost on Rama Channel for Ramathibody Foundation.
- Selling and administrative expenses decreased by 2% due to the Group has a policy to maintain of expenses monitor.

### **Conclusions:**

The Group reported operations for the six-month period ended 30 June 2012 represented an operating profit before income tax of Baht 39.02 million. An inclusion of income tax of Baht 8.10 million, resulted in profit for the six-month period of 2012 of Baht 30.92 million. Compared to the same period of last year, it showed a profit of Baht 52.74 million.

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(Mr.Adisak Limprungpatanakij)

Position President

Authorized to sign on behalf of the company