

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

The Consolidated financial statements of Nation Broadcasting Corporation Public Company Limited and its subsidiary for the nine-month period ended 30 September 2012 represented an operating profit before income tax of Baht 51.89 million. An inclusion of income tax of Baht 10.73 million, resulted in profit for the nine-month period of 2012 of Baht 41.16 million. Compared to the same period of last year, it showed a profit of Baht 80.59 million. The significance of Group's operating results were summarized as follows:

Revenue from sales and services for the nine-month period of 2012 was Baht 545.37 million, which increased by 10% compared to the same period of last year. The main reasons were:

- TV Advertising revenue increased by 6% primary due to the increased of Nation Channel & Crime Watch Channel and set up TV production on Rama Channel for Ramathibody Foundation which were initially on air on the fourth quarter of 2011.
- Radio advertising revenue increased by 4% from radio station : F.M. 90.5 MHz.
- New Media revenue increased by 28% from Website revenues.

Moreover, there is additional revenue from special event Show Biz business "Reya The Musical". This is the new line of business which performed during mid September. The revenue are from ticket sold, 20 rounds with total of 12,000 seats, as well as sponsors supported.

Cost, operating expenses and financial cost for the nine-month period of 2012 was Baht 495.44 million, which increased by 25% compared to the same period of last year. The main reasons were:

- Cost of sales and services increased by 36% due to the production cost of Crime Watch Channel including production cost on Rama Channel for Ramathibody Foundation which were initially on air on the fourth quarter of 2011.
- Selling and administrative expenses decreased by 3% due to the Group has a policy to maintain of expenses monitor.

### **Conclusions:**

The Group reported operations for the nine-month period ended 30 September 2012 represented an operating profit before income tax of Baht 51.89 million. An inclusion of income tax of Baht 10.73 million, resulted in profit for the nine-month period of 2012 of Baht 41.16 million. Compared to the same period of last year, it showed a profit of Baht 80.59 million.

Signature \_\_\_\_\_  
(Mr.Adisak Limprungpatanakij)

Position President

Authorized to sign on behalf of the company