

The Results of the Financial Statements

The financial statements of Nation Broadcasting Corporation Public Company Limited for the six-month period ended 30 June 2010 represented an operating profit before income tax of Baht 62.04 million. An inclusion of income tax of Baht 9.85 million, resulted in operations for the six-month period had a profit of Baht 52.18 million. Compared to the same period of last year, it showed a profit for the period of Baht 17.05 million. The significance of Company's operating results was summarized as follows:

Revenue from sales and services for the six-month period of 2010 was Baht 272.39 million, which increased by 30% compared to the same period of last year. The main reasons were:

- TV Advertising revenue increased by 31% primary due to the increased of Free TV programs such as "Chao Khao Kon Khon Khao Chao" which was initially on air on the second quarter of 2009 and remained until the present. Moreover, the advertising revenue from Nation Channel continually increased which was related to the expansion of Satellite TV and Cable TV businesses.
- Radio advertising revenue increased by 35% due to mainly from F.M. 102.0 MHz.
- New Media revenue increased by 24% from websites which was related to the expansion of internet advertising market.

Cost and expenses for the six-month period of 2010 was Baht 211.95 million, which increased by 9% compared to the same period of last year. The main reasons were:

- Cost of sales and services increased by 2% due to the production cost of Mango TV which was initially on air in June.
- Selling and administrative expenses increased by 40% mainly from restructuring of Sales and Executive Department to collaborate the growth of company including to boost the advertising and marketing to promote programs and new channel to be more well known.

Conclusions:

The Company reported operations for the six-month period ended 30 June 2010, which represented an operating profit before income tax of Baht 62.04 million. An inclusion of income tax of Baht 9.85 million, resulted in operations for the six-month period had a profit of Baht 52.18 million. Compared to the same period of last year, it showed a profit for the period of Baht 17.05 million.

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(Mr.Adisak Limprungpatanakij)

Position President

Authorized to sign on behalf of the company