

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

The financial statements of Nation Broadcasting Corporation Public Company Limited for the nine-month period ended 30 September 2010 represented an operating profit before income tax of Baht 97.47 million. An inclusion of income tax of Baht 17.01 million, resulted in operations for the nine-month period had a profit of Baht 80.46 million. Compared to the same period of last year, it showed a profit for the period of Baht 40.91 million. The significance of Company's operating results were summarized as follows:

Revenue from sales and services for the nine-month period of 2010 was Baht 436.60 million, which increased by 30% compared to the same period of last year. The main reasons were:

- TV Advertising revenue increased by 35% 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 decreased by 17% compared to the same period of last year.
- New Media revenue increased by 28% from websites which was related to the expansion of internet advertising market.

Cost and expenses for the nine-month period of 2010 was Baht 341.77 million, which increased by 15% compared to the same period of last year. The main reasons were:

- Cost of sales and services increased by 7% due to the production cost of Mango TV which was new channel and initially on air in June 2010.
- Selling and administrative expenses increased by 50% mainly from restructuring of Sales and Executive Departments 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 nine-month period ended 30 September 2010, which represented an operating profit before income tax of Baht 97.47 million. An inclusion of income tax of Baht 17.01 million, resulted in operations for the nine-month period had a profit of Baht 80.46 million. Compared to the same period of last year, it showed a profit for the period of Baht 40.91 million.

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

Position            President

Authorized to sign on behalf of the company