

The Results of the Consolidated Financial Statements

The consolidated financial statements of Nation International Edutainment Public Company Limited and its subsidiaries for the year ended 31 December 2014 represented a profit before income tax of Baht 5.12 million. Inclusive of income tax of Baht 3.39 million, the operations for the year 2014 showed a profit of Baht 1.73 million. Compared to the same period in 2013, the profit was Baht 20.52 million, a decline of 92%. The Company would like to clarify significant changes in the Group's operating results are as follows:

1. Revenues from sales and services for the year 2014 decreased 31% compared to the same period of 2013. The main reasons were:
 - Revenues from circulation decreased 41% because of the political crisis which took place since the fourth quarter of 2013, resulting to economic and the purchasing power of consumers slowdown since the first quarter to the third quarter of 2014, whereas the revenues from circulation in the fourth quarter of 2014 increased 40% compared to the same period of 2013.
 - Revenues from rendering of services decreased 14% from publishing and distributing foreign publications decreased 12%. Moreover advertising revenue from digital TV programs in NOW Channel 26 and Nation TV Channel 22 decreased 19%.
2. Costs and expenses for the year 2014 decreased 20% compared to the same period of 2013. The main reasons were:
 - Cost of goods sold decreased 33% in line with circulation revenue.
 - Cost of rendering of services decreased 16% in line with services revenue. In addition, the Group managed to control production costs of programs produced for digital TV in NOW Channel 26 and Nation TV Channel 22. The Company also ceased operations of satellite TV and saved related costs accordingly.
 - Selling and administrative expenses decreased 2% due to the Group has a policy to maintain of expenses monitor.

Conclusion :

The Group reported a profit before income tax of Baht 5.12 million for the year ended 31 December 2014. Inclusive of income tax of Baht 3.39 million, the operations for the year 2014 showed a profit of Baht 1.73 million compared to a profit of Baht 20.52 million for the same period in 2013.