

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 2011 represented a profit before income tax and finance costs of Baht 26.41 million. An inclusion of income tax and finance costs of Baht 8.93 million, resulted in profit for the year 2011 of Baht 17.48 million, comparing to the same period of last year which showed a profit of Baht 20.72 million. The Group's significant operation results are summarized as follows:

1. Revenue from sales and services for the year 2011 increased by 2% compared to the same period of 2010. The main reasons were:
 - Revenues from circulation decreased by 3%. The decrease was because circulation revenue of comic books decreased by 7% while revenue from children books increased by 3%. Moreover, revenue from pocket books increased by 3% and revenue from international publication sales increased by 6%.
 - Revenues from rendering of services increased by 12% because of the increase of advertising revenue as well as services revenue from pocket book printing.
2. Costs and expenses increased by 4% compared to the same period of 2010. The main reasons were:
 - Costs of goods sold decreased by 1% in line with the decrease of circulation revenue.
 - Cost of rendering of services increased by 12% which was directly related to the increase of service revenue.
 - Selling and administrative expenses increased by 9% due to the increase of operating expenses to support business expansion.

However, there was a severe flooding across Thailand especially, in Bangkok and its vicinity from the end of third quarter and continuing to fourth quarter. This caused the profit for the year 2011 to be lower compared to last year due to the decrease of circulation revenue while selling and administrative expenses remained stable.

Conclusion:

The Group reported profit for the year ended 31 December 2011 before income tax and finance costs of Baht 26.41 million. An inclusion of income tax and finance costs of Baht 8.93 million, resulted in profit for the year 2011 of Baht 17.48 million, comparing to the same period of last year which showed a profit of Baht 20.72 million.

Mrs.Kesery Kanjana-Vanit
President
Authorized to sign behalf of company