

The Results of the Consolidated Financial Statements

The consolidated financial statements of Nation International Edutainment Public Company Limited and its subsidiaries for the six-month period ended 30 June 2013 represented a profit before income tax and finance cost of Baht 20.25 million. An inclusion of income tax and finance cost of Baht 6.10 million, resulted in operations for the six-month period of 2013 had a profit of Baht 14.15 million. Compared to the same period of last year, it showed a profit of Baht 16.57 million. The significance of Group's operation results were summarized as follows:

1. Revenue from sales and services for the six-month period of 2013 increased by 11% compared to the same period of 2012. The main reasons were:
 - Revenues from circulation increased by 13%. The main reasons were revenues from pocket books and foreign magazines rose by 16% and revenue from comic books increased by 12%. Moreover, children and education books rose by 6%.
 - Revenues from rendering of services increased by 5% due to advertising revenue from Kid Zone channel and revenues from events.
2. Costs and expenses for the six-month period of 2013 increased by 11% compared to the same period of 2012. The main reasons were:
 - Cost of goods sold decreased by 4% due to the Group could control production cost more effectively.
 - Cost of rendering of services increased by 10% due to production cost of Kid Zone channel and cost of events in line with the increased of revenues from rendering of services.
 - Selling and administrative expenses increased by 13% due to the increased in marketing expenses as well as the increased in number of employees to support new business expansion.

Conclusion :

The Group reported operations for the six-month period ended 30 June 2013 represented a profit before income tax and finance cost of Baht 20.25 million. An inclusion of income tax and finance cost of Baht 6.10 million, resulted in operations for the six-month period of 2013 had a profit of Baht 14.15 million. Compared to the same period of last year, it showed a profit of Baht 16.57 million.