

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

The consolidated financial statements of Nation International Edutainment Public Company Limited and its subsidiaries for the first quarter ended 31 March 2013 represented a profit before income tax and finance cost of Baht 13.90 million. An inclusion of income tax and finance cost of Baht 4.00 million, resulted in operations for the first quarter of 2013 had a profit of Baht 9.90 million. Compared to the same period of last year, it showed a profit of Baht 7.86 million. The significance of Group's operation results were summarized as follows:

1. Revenue from sales and services for the first quarter of 2013 increased by 8% compared to the same period of 2012. The main reasons were:
  - Revenues from circulation increased by 9%. The main reason is from circulation revenues of children and education books rose by 16%. Moreover, revenue from comic books increased by 13%.
  - Revenues from rendering of services increased by 5% due to advertising revenue from Kid Zone channel.
2. Costs and expenses for the first quarter of 2013 increased by 6% 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 29% due to production cost of Kid Zone channel in line with the increased of revenues from rendering of services.
  - Selling and administrative expenses increased by 10% 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 first quarter ended 31 March 2013 represented a profit before income tax and finance cost of Baht 13.90 million. An inclusion of income tax and finance cost of Baht 4.00 million, resulted in operations for the first quarter of 2013 had a profit of Baht 9.90 million. Compared to the same period of last year, it showed a profit of Baht 7.86 million.