Growing Revenue in All Segments

**Q1-11**
- TV: 849 Btmm
- Radio: 193 Btmm
- JV: 209 Btmm
- Other: 26 Btmm
- Total: 1,277 Btmm

**Q2-11**
- TV: 1,026 Btmm
- Radio: 227 Btmm
- JV: 228 Btmm
- Other: 39 Btmm
- Total: 1,520 Btmm

**Q2-10**
- TV: 823 Btmm
- Radio: 227 Btmm
- JV: 214 Btmm
- Other: 24 Btmm
- Total: 1,287 Btmm

**Q2-11**
- TV: 1,026 Btmm
- Radio: 227 Btmm
- JV: 228 Btmm
- Other: 39 Btmm
- Total: 1,520 Btmm

19% growth from Q1-11 to Q2-11
18% growth from Q2-10 to Q2-11
ADSPENDING EXPENDITURE

COMPARE YTD 2011 & 2010 (as of Jun 2011)

Source: The Nielsen company (Thailand)
Modernine TV Revenue

-16% 14% 16% 25%

2006 2007 2008 2009 2010

Q2-10 Q2-11

Btmm

Year

Confidential
Modernine TV Revenue

TV Ad. Spending

Modernine TV

Confidential
Audience Share

Source: AGB Nielsen, Data as of Jul 2, 2011, Target All 4+
Radio Revenue

Radio Ad. Spending

Q1-11: 1,316, Q2-11: 1,554 (18% increase)

Modern Radio

Q1-11: 193, Q2-11: 227 (18% increase)

Q2-10: 226, Q2-11: 227 (0.5% increase)

Btmm

Q2-10: 1,402, Q2-11: 1,554 (11% increase)

Q1-10: 1,554, Q2-11: 1,554

Confidential
Radio Business

Radio Ad Spending

<table>
<thead>
<tr>
<th></th>
<th>Jan-Jun 10</th>
<th>Jan-Jun 11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bt MN</td>
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<tr>
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<tr>
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3.39% increase

Modern Radio

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<tr>
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<th>Jan-Jun 10</th>
<th>Jan-Jun 11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bt MN</td>
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<td></td>
</tr>
<tr>
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<tr>
<td>100</td>
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<tr>
<td>200</td>
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<td>350</td>
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</table>

0.5% increase

Radio Market Performance – YTD (Jan – Jun)

- Others: 43%
- MCOT: 14%
- A-Time: 14%
- Click: 13%
- Virgin: 7%
- SiamSport: 4%
- Sky High: 5%
- FM 95: 24%
- FM 96.5: 15%
- SEED 97.5: 5%
- FM 100.5: 14%
- FM 99: 8%
- Local 53 Stations + 2: 29%

Source: Intensive Watch Report which calculated by the number of spot

Source: Internal report

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Net Profit

Bt mn

2006 2007 2008 2009 2010

1,514 1,114 1,230 1,393 1,446

-26% 11% 13% 4%

Bt mn

Q1-11 Q2-11

367 504

37%

Bt mn

Q2-10 Q2-11

383 504

32%

Confidential
### Net Profit

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Total Shareholders' Equity (Bt mn)</th>
<th>Parent (Bt mn)</th>
<th>Minority Interest (Bt mn)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1-11</td>
<td>367</td>
<td>3</td>
<td>364</td>
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<tr>
<td>Q2-11</td>
<td>504</td>
<td>5</td>
<td>499</td>
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<tr>
<td>Q2-10</td>
<td>378</td>
<td>5</td>
<td>378</td>
</tr>
<tr>
<td>Q2-11</td>
<td>504</td>
<td>5</td>
<td>499</td>
</tr>
</tbody>
</table>

- **Q1-11** Total shareholders' equity increased by 37% from Q1-10.
- **Q2-11** Total shareholders' equity increased by 32% from Q2-10.

**Legend**
- Purple bar: Total shareholders' equity
- Orange bar: Parent
- Green arrow: Minority interest