ARIP Public Company Limited
Review report and interim financial statements
For the three-month and six-month periods ended
30 June 2012 and 2011



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# Independent Auditor's Report on Review of Interim Financial Information

To the Shareholders of ARIP Public Company Limited

I have reviewed the accompanying statement of financial position, in which the equity method is applied, of ARIP Public Company Limited as at 30 June 2012, the related statements of comprehensive income for the three-month and six-month periods ended 30 June 2012 and 2011, changes in shareholders' equity, and cash flows for the six-month periods ended 30 June 2012 and 2011, as well as the condensed notes to the financial statements, and have also reviewed the separate financial information of ARIP Public Company Limited for the same periods. Management is responsible for the preparation and presentation of this interim financial information in accordance with Accounting Standard 34 *Interim Financial Reporting*. My responsibility is to express a conclusion on this interim financial information based on my reviews.

#### Scope of review

I conducted my reviews in accordance with Standard on Review Engagements 2410, Review of Interim Financial Information Performed by the Independent Auditor of the Entity. A review of interim financial information consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with auditing standards and consequently does not enable me to obtain assurance that I would become aware of all significant matters that might be identified in an audit. Accordingly, I do not express an audit opinion.

#### Conclusion

Based on my reviews, nothing has come to my attention that causes me to believe that the accompanying interim financial information is not prepared, in all material respects, in accordance with Accounting Standard 34 *Interim Financial Reporting*.



# Statements of financial position as at 31 December 2011 for comparative purposes

I have previously audited the financial statements, in which the equity method is applied, of ARIP Public Company Limited and the separate financial statements of ARIP Public Company Limited for the year ended 31 December 2011 in accordance with auditing standards, and expressed an unqualified opinion on those statements and drew attention to the adoption the revised and new accounting standards issued by the Federation of Accounting Professions, under my report dated 28 February 2012. The statement of financial position, in which the equity method is applied, and separate statement of financial position as at 31 December 2011, as presented herein for comparative purposes, formed an integral part of those financial statements. I have not performed any other audit procedures subsequent to the date of the above report.

Sophon Permsirivallop

Certified Public Accountant (Thailand) No. 3182

Ernst & Young Office Limited

Bangkok: 8 August 2012

# Statements of financial position

(Unit: Thousand Baht)

		Financial statements in which					
		the equity method is applied		Separate fina	ncial statements		
	<u>Note</u>	30 June 2012	31 December 2011	30 June 2012	31 December 2011		
		(Unaudited	(Audited)	(Unaudited	(Audited)		
		but reviewed)		but reviewed)			
Assets							
Current assets							
Cash and cash equivalents	4	71,360	62,508	71,360	62,508		
Current investment	5	85,000	65,000	85,000	65,000		
Trade and other receivables	3,6	32,999	20,014	32,999	20,014		
Inventories	7	1,129	903	1,129	903		
Other current assets		1,965	10,314	1,965	10,314		
Total current assets		192,453	158,739	192,453	158,739		
Non-current assets							
Restricted bank deposit	8	1,000	1,000	1,000	1,000		
Investment in associate	9	6,945	5,943	6,400	6,400		
Property, plant and equipment	10	56,287	58,931	56,287	58,931		
Intangible assets	11	2,083	1,772	2,083	1,772		
Withholding tax deducted at source		8,136	3,609	8,136	3,609		
Deposits		45	52	45	52		
Total non-current assets		74,496	71,307	73,951	71,764		
Total assets		266,949	230,046	266,404	230,503		

The accompanying notes are an integral part of the financial statements.

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# Statements of financial position (continued)

(Unit: Thousand Baht)

		Financial statements in which				
		the equity m	ethod is applied	Separate fina	ncial statements	
	<u>Note</u>	30 June 2012	31 December 2011	30 June 2012	31 December 2011	
		(Unaudited	(Audited)	(Unaudited	(Audited)	
		but reviewed)		but reviewed)		
Liabilities and shareholders' equity						
Current liabilities						
Trade and other payables	3,12	22,346	11,207	22,346	11,207	
Corporate income tax payable		4,015	-	4,015	-	
Other current liabilities		8,958	8,449	8,958	8,449	
Total current liabilities		35,319	19,656	35,319	19,656	
Non-current liabilities						
Reserve for long-term employee benefits	13	2,155	1,354	2,155	1,354	
Total non-current liabilities		2,155	1,354	2,155	1,354	
Total liabilities		37,474	21,010	37,474	21,010	
Shareholders' equity						
Share capital						
Registered						
466,000,000 ordinary shares of Baht 0.25 each		116,500	116,500	116,500	116,500	
Issued and fully paid up		<del></del>				
457,900,000 ordinary shares of Baht 0.25 each		114,475	114,375	114,475	114,375	
Share premium		83,465	83,465	83,465	83,465	
Retained earnings						
Appropriated - statutory reserve		8,909	8,909	8,909	8,909	
Unappropriated		22,626	2,287	22,081	2,744	
Total shareholders' equity		229,475	209,036	228,930	209,493	
Total liabilities and shareholders' equity		266,949	230,046	266,404	230,503	

The accompanying notes are an integral part of the financial statements.

(นายปฐม อินทโรคม )

บรับิก เอการ์โอกี กำกัก (มหายม) ไม่กับเกรษม (กำกับ)

# Statements of comprehensive income

#### For the three-month periods ended 30 June 2012 and 2011

(Unit: Thousand Baht)

Finan	cial	state	mante	in	which
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	the equity meti	hod is applied	Separate financia	al statements
<u>Note</u>	2012	2011	2012	2011
Revenues				
Sales	3,662	4,413	3,662	4,413
Services income	53,022	50,375	53,022	50,375
Interest income	844	573	844	573
Other income	42	104	42	104
Total revenues	57,570	55,465	57,570	55,465
Expenses				
Cost of sales and services	36,071	33,566	36,071	33,566
Selling expenses	677	816	677	816
Administrative expenses	13,599	14,999	13,599	14,999
Total expenses	50,347	49,381	50,347	49,381
Profit before share of profit from investment				
in associate	7,223	6,084	7,223	6,084
Share of profit from investment in associate 9	844			
Profit before finance cost and corporate income tax	8,067	6,084	7,223	6,084
Finance cost	(17)	(46)	(17)	(46)
Profit before corporate income tax	8,050	6,038	7,206	6,038
Corporate income tax	(1,687)	(1,947)	(1,687)	(1,947)
Profit for the period	6,363	4,091	5,519	4,091
Total comprehensive income for the period	6,363	4,091	5,519	4,091
Earnings per share 15				
Basic earnings per share				
Profit for the period	0.014	0.009	0.012	0.009
Diluted earnings per share				
Profit for the period	0.014	0.009	0.012	0.009

The accompanying notes are an integral part of the financial statements.

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#### Statements of comprehensive Income

#### For the six-month periods ended 30 June 2012 and 2011

(Unit: Thousand Baht)

Finan	reio!	statement:	e in	which
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	the equity metho	od is applied	Separate financia	al statements
<u>Note</u>	2012	2011	2012	2011
Revenues				
Sales	9,316	13,762	9,316	13,762
Services income	128,391	130,455	128,391	130,455
Interest income	1,600	896	1,600	896
Other income	60	153	60	153
Total revenues	139,367	145,266	139,367	145,266
Expenses		_		
Cost of sales and services	81,511	82,106	81,511	82,106
Selling expenses	1,430	2,145	1,430	2,145
Administrative expenses	30,250	31,459	30,250	31,459
Total expenses	113,191	115,710	113,191	115,710
Profit before share of profit from investment				
in associate	26,176	29,556	26,176	29,556
Share of profit from investment in associate 9	1,002			-
Profit before finance cost and corporate income tax	27,178	29,556	26,176	29,556
Finance cost	(66)	(126)	(66)	(126)
Profit before corporate income tax	27,112	29,430	26,110	29,430
Corporate income tax	(6,773)	(9,177)	(6,773)	(9,177)
Profit for the period	20,339	20,253	19,337	20,253
Total comprehensive income for the period	20,339	20,253	19,337	20,253
Earnings per share 15				
Basic earnings per share				
Profit for the period	0.044	0.045	0.042	0.045
Diluted earnings per share	<del></del>			
Profit for the period	0.044	0.044	0.042	0.044

The accompanying notes are an integral part of the financial statements.

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Statements of changes in shareholders' equity

For the six-month periods ended 30 June 2012 and 2011

(Unit: Thousand Baht)

	Financial statements in which the equity method is applied				
	Issued and				
	fully paid up		Retaine	d earnings	
	share capital	Share premium	Appropriated	Unappropriated	Total
Balance as at 1 January 2011	112,600	83,465	7,818	14,429	218,312
Dividend paid	-	-	-	(13,511)	(13,511)
Total comprehensive income for the period	-	-	-	20,253	20,253
Balance as at 30 June 2011	112,600	83,465	7,818	21,171	225,054
Balance as at 1 January 2012	114,375	83,465	8,909	2,287	209,036
Converted warrants to share capital	100	-	-	-	100
Total comprehensive income for the period		-	₩	20,339	20,339
Balance as at 30 June 2012	114,475	83,465	8,909	22,626	229,475

The accompanying notes are an integral part of the financial statements.







Statements of changes in shareholders' equity (continued)

For the six-month periods ended 30 June 2012 and 2011

(Unit: Thousand Baht)

Congrata	financial	statements
Separate	illia luai	Statements

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	Issued and				
	fully paid up		Retained	d earnings	
	share capital	Share premium	Appropriated	Unappropriated	Total
Balance as at 1 January 2011	112,600	83,465	7,818	14,429	218,312
Dividend paid	-	-	-	(13,511)	(13,511)
Total comprehensive income for the period		<del>-</del>	-	20,253	20,253
Balance as at 30 June 2011	112,600	83,465	7,818	21,171	225,054
Balance as at 1 January 2012	114,375	83,465	8,909	2,744	209,493
Converted warrants to share capital	100	•	-	-	100
Total comprehensive income for the period	-	-	<u>.</u>	19,337	19,337
Balance as at 30 June 2012	114,475	83,465	8,909	22,081	228,930

The accompanying notes are an integral part of the financial statements.

( นายปฐม อินท์สกม )

บริษัท เทอร์เรื่อเต็รจิกัด (เมษายน) เมษา สิเมอ (เกษา : เ (นายมนู เลียวไฟโรจม์)

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#### Cash flow statements

# For the six-month periods ended 30 June 2012 and 2011

(Unit: Thousand Baht)

	Financial stateme	ents in which		
	the equity metho	od is applied	Separate financia	al statements
	2012	2011	2012	2011
Cash flows from operating activities				
Profit before tax	27,112	29,430	26,110	29,430
Adjustments to reconcile profit before tax to				
net cash provided by (paid from) operating activities:				
Depreciation and amortisation	4,142	4,803	4,142	4,803
Allowance for doubtful accounts (reversal)	1,866	(5)	1,866	(5)
Decrease of inventory to net realisable value (reversal)	(73)	(300)	(73)	(300)
Gain on sale of equipment	(19)		(19)	÷
Share of profit from investment in associate	(1,002)	~	-	-
Income from trading advertising for inventories	•	(94)	-	(94)
Reserve for long-term employee benefits	801	516	801	516
Interest income	(1,601)	(896)	(1,601)	(896)
Income from operating activities before		· · · · · · · · · · · · · · · · · · ·		
changes in operating assets and liabilities	31,226	33,454	31,226	33,454
Operating assets (increase) decrease				
Trade and other receivables	(14,700)	20,579	(14,700)	20,579
Inventories	(153)	812	(153)	812
Other current assets	8,349	781	8,349	781
Other assets	(4,520)	(22)	(4,520)	(22)
Operating liabilities increase (decrease)				
Trade and other payables	11,139	(2,873)	11,139	(2,873)
Other current liabilities	509	9,095	509	9,095
Cash flows from operating activities	31,850	61,826	31,850	61,826
Cash paid for corporate income tax	(2,758)	(9,761)	(2,758)	(9,761)
Net cash flows from (used in) operating activities	29,092	52,065	29,092	52,065
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The accompanying notes are an integral part of the financial statements.

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#### Cash flow statements (continued)

# For the six-month periods ended 30 June 2012 and 2011

(Unit: Thousand Baht)

	Financial stateme	ents in which		
	the equity method is applied		Separate financial statements	
	2012	2011	2012	2011
Cash flows from investing activities				
Decrease in current investment	(20,000)	(35,000)	(20,000)	(35,000)
Acquisition of equipment	(950)	(1,260)	(950)	(1,260)
Acquisition of intangible assets	(894)	(742)	(894)	(742)
Proceeds from sales of equipment	54	-	54	-
Interest income	1,450	874	1,450	874
Net cash flows from (used in) investing activities	(20,340)	(36,128)	(20,340)	(36,128)
Cash flows from financing activities				
Cash received from converted warrants	100	-	100	-
Dividend paid	-	(13,511)	-	(13,511)
Net cash flows from (used in) financing activities	100	(13,511)	100	(13,511)
Net increase in cash and cash equivalents	8,852	2,426	8,852	2,426
Cash and cash equivalents at beginning of the period	62,508	63,185	62,508	63,185
Cash and cash equivalents at end of the period (Note 4)	71,360	65,611	71,360	65,611

The accompanying notes are an integral part of the financial statements.

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Notes to interim financial statements

For the three-month and six-month periods ended 30 June 2012 and 2011

#### 1. General information

#### 1.1 Corporate information

ARIP Public Company Limited ("the Company") was incorporated as a limited company and transformed to a public company under Thai laws and is domiciled in Thailand. Its major shareholder is an individual. The Company is principally engaged in the production and distribution of IT-related publications, the placement of advertisements, and the management of event and marketing activities. The registered office of the Company is at 99/16-20 Ratchadapisek Road, Din Daeng, Bangkok.

The Company received a letter from the Market for Alternative Investment (MAI) informing that the Company's ordinary shares were listed securities since 2 December 2010.

### 1.2 Basis for the preparation of interim financial statements

These interim financial statements are prepared in accordance with Accounting Standard No. 34 (revised 2009) "Interim Financial Reporting", with the Company choosing to present condensed interim financial statements. However, the Company has presented the statements of financial position, comprehensive income, changes in shareholders' equity and cash flows in the same format as that used for the annual financial statements.

The interim financial statements are intended to provide information additional to that included in the latest annual financial statements. Accordingly, they focus on new activities, events and circumstances so as not to duplicate information previously reported. These interim financial statements should therefore be read in conjunction with the latest annual financial statements.

The interim financial statements in Thai language are the official statutory financial statements of the Company. The interim financial statements in English language have been translated from the Thai language financial statements.

#### 1.3 Significant accounting policies

The interim financial statements are prepared using the same accounting policies and methods of computation as were used for the financial statements for the year ended 31 December 2011.

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# 2. New accounting standards issued during the period not yet effective

During the period, the Federation of Accounting Professions issued the financial reporting standard No. 8 Operating Segments that is effective for fiscal years beginning on or after 1 January 2013.

The Company's management believes that the above accounting standard will not have any significant impact on the financial statements for the year when it is initially applied.

# 3. Related party transactions

During the periods, the Company had significant business transactions with related parties. Such transactions, which are summarised below were concluded on commercial terms and bases agreed upon between the Company and those related parties.

For the three-month periods

(Unit: Million Baht)

	ended 30	June	Transfer pricing policy
	2012	2011	
Transactions with related parties			
Revenue			
Sales of goods	-	-	Cost plus margin
Advertising income	1.26	2.92	Market price
Revenue from management of event	3.13	7.70	Market price
Other service income	0.01	1.31	Cost plus margin
Expenses			
Purchases of goods	0.35	0.37	Market price
Advertising and marketing activity			
expenses	1.50	1.64	Cost plus margin
Internet fee	0.02	0.28	Market price
Office rental	0.03	0.04	Actual cost
Management fee	0.75	0.75	Agreed upon basis
Service fee for accounting software	0.43	0.43	Agreed upon basis
Other service fee	0.42	0.36	Cost plus margin







(Unit: Million Baht)

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_	ended 30 June		Transfer pricing policy
	<u> 2012</u>	<u>2011</u>	
Transactions with related parties			
Revenue			
Sales of goods	-	1.68	Cost plus margin
Advertising income	2.61	3.87	Market price
Revenue from management of event	5.37	8.78	Market price
Other service income	0.07	1.85	Cost plus margin
Expenses			
Purchases of goods	0.86	1.06	Market price
Advertising and marketing activity			
expenses	3.72	3.44	Cost plus margin
Internet fee	0.04	0.57	Market price
Office rental	0.06	0.07	Actual cost
Management fee	1.50	1.50	Agreed upon basis
Service fee for accounting software	0.86	0.86	Agreed upon basis
Other service fee	1.30	0.51	Cost plus margin

The balances of the accounts between the Company and those related parties are as follows:

(Unit: Thousand Baht)

	30 June 2012	31 December 2011
Trade and other receivables - related parties (Note	6)	
Related companies (related by common		
shareholders and directors)	4,568	2,756
Trade and other payables - related parties (Note 12	)	
Related companies (related by common		
shareholders and directors)	1,791	2,812

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# Directors and management's benefits

During the three-month and six-month periods ended 30 June 2012 and 2011, the Company had employee benefit expenses payable to their directors and management as below.

(Unit: Thousand Baht)

	For the three-month periods ended 30 June				
	Financial sta	tements in			
	which is equity method is applied		Separate financial statements		
	<u>2012</u>	2011	<u>2012</u>	2011	
Short-term employee benefits	3,964	3,878	3,964	3,878	
Post-employment benefits	219	252	219	252	
Total	4,183	4,130	4,183	4,130	

(Unit: Thousand Baht)

	For the six-month periods ended 30 June				
	Financial sta	tements in			
	which is equ	ity method	Separate f	inancial	
	is applied		statements		
	<u>2012</u>	2011	<u> 2012</u>	<u>2011</u>	
Short-term employee benefits	7,922	7,635	7,922	7,635	
Post-employment benefits	439	344	439	344	
Total	8,361	7,979	8,361	7,979	

In addition, the Company has allocated 15.6 million warrants to its directors and/or employees without charge in 2010. The details of the warrants are presented in Note 14 to the financial statements.

# 4. Cash and cash equivalents

(Unit: Thousand Baht)

	30 June	30 June
	2012	2011
Cash	130	131
Bank deposits	71,230	65,480
Total	71,360	65,611

As at 30 June 2012, bank deposits in saving accounts and fixed deposits carried interests between 0.625% and 2.15% per annum (2011: 0.25% and 2.50% per annum).

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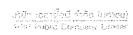
#### 5. **Current investment**

As at 30 June 2012, the Company had invested in fixed deposit with a maturity of more than 3 months totaling Baht 85 million (31 December 2011: Baht 65 million). The fixed deposit carries interest at rates of 3.03% - 3.30% per annum (31 December 2011: 3.43% per annum).

#### 6. Trade and other receivables

(Unit: Thousand Baht)

	30 June	31 December
	2012	2011
Trade receivables - related parties		
Aged on the basis of due dates		
Post date cheque	416	-
Not yet due	2,104	2,648
Past due		
Up to 3 months	268	107
Total trade receivables - related parties	2,788	2,755
Trade receivables - unrelated parties		
Aged on the basis of due dates		
Post date cheque	6,229	2,518
Not yet due	12,910	6,613
Past due		
Up to 3 months	1,234	5,475
3 - 6 months	2,988	·
6 - 12 months	1,919	
Over 12 months	214	268
Total	25,494	14,874
Less: Allowance for doubtful debts	(2,133)	(268)
Total trade receivables - unrelated parties, net	23,361	14,606
Total trade receivable - net	26,149	17,361
Other receivables		
Accrued income - related parties	1,780	1
Accrued income - unrelated parties	4,238	531
Retention receivable	832	2,121
Total other receivables	6,850	2,653
Trade and other receivables - net	132,999	20,014
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#### 7. Allowance for diminution in value of inventory

Movements in the allowance for diminution in value of inventory account during the sixmonth period ended 30 June 2012 are summarised below.

(Unit: Thousand Baht)

	30 June 2012
Balance as at 1 January 2012	2,989
Less: Allowance reversed during the period	(73)
Balance as at 30 June 2012	2,916

#### 8. Restricted bank deposits

These represent savings deposits pledged with the banks to secure the issuance of bank guarantee granted by the bank to the Company.

#### 9. Investment in associate

#### 9.1 Details of associate:

							(Unit: T	housand Baht)
					Financial statements			
					in wh	nich the	Separat	e financial
					equity meth	nod is applied	State	ements
		Country of	Sha	reholding	Invest	ments of	Invest	ments of
Company's name	Nature of business	incorporation	percentage		equity method		cost method	
			30	31	30	31	30	31
			June	December	June	December	june	December
			2012	2011	2012	2011	2012	2011
			(%)	(%)				
Splash Interactive	Production of TV,	Thailand	40	40	6,945	5,943	6,400	6,400
Company Limited	radio, and cable TV							
	program							

# 9.2 Share of profit and dividend received

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	Financial stateme		(Unit: Thousand Baht)		
	equity metho	equity method is applied  Share of profit from investment in		Separate financial statements	
	Share of profit fro				
Company's name	asso	ciate	Dividend	received	
	For the three-r	For the three-month periods ended 30 June		For the three-month periods ended 30 June	
	ended 3				
	2012	2011	2012	2011	
Splash Interactive Company Limited	844	- (	) ,	-	
1		)	V-8		
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(Unit: Thousand Baht)

	Financial statements in which the equity method is applied  Share of profit from investment in associate		Separate financial statemer		
Company's name			Dividend received		
	For the six-mo	onth periods	For the six-r	month periods	
	ended 3	June	ended	30 June	
	2012	2011	2012	2011	
Splash Interactive Company Limited	1,002	-	•	_	

The Company's interest in the equity of Splash Interactive Company Limited was calculated based on the affiliated company's financial statement which was reviewed by its auditor.

# 10. Property, plant and equipment

Movements of the property, plant and equipment account during the six-month period ended 30 June 2012 are summarised below.

	(Unit: I nousand Bant)
Net book value as at 1 January 2012	58,931
Acquisitions during period - at cost	950
Disposal during period - net book value at disposal date	(35)
Depreciation for period	(3,559)
Net book value as at 30 June 2012	56,287

# 11. Intangible assets

Details of intangible assets which are computer software are as follows:

(Ur	it: Thousand Baht)
Net book value as at 1 January 2012	1,772
Acquisitions during period - at cost	894
Amortisation for period	(583)
Net book value as at 30 June 2012	2,083







# 12. Trade and other payables

(Unit: Thousand Baht)

	30 June	31 December
	2012	2011
Trade payables - related parties	382	2,791
Trade payables - unrelated parties	6,519	6,743
Accrued expenses - related parties	1,409	21
Accrued expenses - unrelated parties	14,036	1,652
Total trade and other payables	22,346	11,207

# 13. Provision for long-term employee benefits

Provision for long-term employee benefits as at 30 June 2012 and 31 December 2011, which is compensations on employees' retirement, was as follows:

	(Unit: Thousand B				
	30 June	31 December			
_	2012	2011			
Defined benefit obligation at beginning of period	5,703	6,027			
Current service cost	416	786			
Interest cost	144	247			
Benefits paid during the period	-	(1,357)			
Defined benefit obligation at end of period	6,263	5,703			
Unrecognised past service costs	(4,108)	(4,349)			
Provisions for long-term employee benefits					
at end of period	2,155	1,354			

Long-term employee benefit expenses included in profit or loss for the three-month and six-month periods ended 30 June 2012 amounted to Baht 0.4 million and Baht 0.8 million, respectively.





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#### 14. Warrants

Details of warrants of the Company which will be offered to certain directors and/or employees are as follows:

Type of warrant

Non-transferable

No. of units issued

15,600,000 Units

Issue price

: None

Allocation ratio

: 1 warrant to 1 new ordinary share (except for the

adjustment exercise ratio under the condition)

Exercise price

: Baht 0.25 per share in a ratio of 1 warrant to 1 new

ordinary share (except for the adjustment

exercise price under the condition)

Term of issue

: 1 year from the date approved by the shareholder's

meeting

Term of warrants

3 years from issue date

No. of ordinary shares allocated :

15,600,000 ordinary shares of Baht 0.25 each or

5% of paid up share capital.

Issue date

: 15 November 2010

Allocation to

Directors and/or employees of the Company

Condition and period of exercise : Warrant holders may exercise no more than 50 %

of the total warrants allotted, following a period of

12 months after the allotment date.

Warrant holders may exercise the remaining warrants, following a period of 24 months after the allotment date until the final exercise date.

As at 30 June 2012, the unexercised warrants are 8,100,000 units.

# 15. Earnings per share

Basic earnings per share is calculated by dividing profit for the period (excluding other comprehensive income) by the weighted average number of ordinary shares in issue during the period.

Diluted earnings per share is calculated by dividing profit for the period (excluding other comprehensive income) by the weighted average number of ordinary shares in issue during the period plus the weighted average number of ordinary shares which might need to be issued for the conversion of all dilutive potential ordinary shares into ordinary shares. The calculation assumes that the conversion took place either at the beginning of the period or on the date the potential ordinary shares were issued.

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Calculation of basic earnings per share and diluted earnings per share is presented below:

	Financial sta					
	which the	equity	Separate			
	method is	applied	financial statements			
	For the	three-month pe	riods ended 30 .	June		
	2012	2011	2012	2011		
Profit for the period (Thousand Baht)	6,363	4,091	5,519	4,091		
Weighted average number of ordinary shares						
(Thousand shares)	457,640	450,400	457,640	450,400		
Effect of dilutive potential ordinary shares						
ESOP-W (Thousand shares)	6,898	12,690	6,898	12,690		
Total weighted average number of						
ordinary shares (Thousand shares)	464,538	463,090	464,538	463,090		
Basic earnings per share (Baht/share)	0.014	0.009	0.012	0.009		
Diluted earnings per share (Baht/share)	0.014	0.009	0.012	0.009		
	Financial sta	tements in				
	which the	equity	Separa	ate		
	method is	applied	financial statements			
	For the	e six-month perio				
	2012	2011	2012	2011		
Profit for the period (Thousand Baht)	20,339	20,253	19,337	20,253		
Weighted average number of ordinary shares						
(Thousand shares)	457,570	450,400	457,570	450,400		
Effect of dilutive potential ordinary shares						
ESOP-W (Thousand shares)	6,935	12,690	6,935	12,690		
Total weighted average number of						
ordinary shares (Thousand shares)	464,505	463,090	464,505	463,090		
Basic earnings per share (Baht/share)	0.044	0.045	0.042	0.045		

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Diluted earnings per share (Baht/share)



0.044

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0.042

0.044

0.044

# 16. Segment information

The Company's operations involve 3 principal segments: (1) printing media (2) management of event and (3) digital and other media. Below is the consolidated financial information for the three-month and six-month periods ended 30 June 2012 and 2011 of the Company by segment.

(Unit: Thousand Baht)

	Financial statements in which the equity method is applied										
	For the three-month periods ended 30 June										
			Manage	ement			Elimination	of inter-			
	Printing	media	of ev	ent	Digital and other media		segment re	evenues	Total		
	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	
Revenues from external											
customers	14,144	15,814	41,349	34,098	2,077	5,553	-	-	57,570	55,465	
Inter-segment sales	1,069	1,294	-		267	25	(1,336)	(1,319)	-	-	
Total revenues	15,213	17,108	41,349	34,098	2,344	5,578	(1,336)	(1,319)	57,570	55,465	
Segment income (loss)	(351)	664	7,849	4,610	(275)	810	-	-	7,223	6,084	
Unallocated income and											
expenses:											
Share of profit from investm	ent in associa	te							844	-	
Finance cost									(17)	(46)	
Corporate income tax									(1,687)	(1,947)	
Profit for the period									6,363	4,091	

(Unit: Thousand Baht)

	Separate financial statements											
		For the three-month periods ended 30 June										
			Manage	ement			Elimination	of inter-				
	Printing	media	of ev	ent	Digital and o	ther media	segment re	evenues	Tota	al		
	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011		
Revenues from external												
customers	14,144	15,814	41,349	34,098	2,077	5,553	-	-	57,570	55,465		
Inter-segment sales	1,069	1,294		-	267	25	(1,336)	(1,319)				
Total revenues	15,213	17,108	41,349	34,098	2,344	5,578	(1,336)	(1,319)	57,570	55,465		
Segment income (loss)	(351)	664	7,849	4,610	(275)	810	-	-	7,223	6,084		
Unallocated income and												
expenses;												
Finance cost									(17)	(46)		
Corporate income tax									(1,687)	(1,947)		
Profit for the period									5,519	4,091		

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(นายมนู เลียวไทโรงนั)

(Unit: Thousand Baht)

(Unit: Thousand Raht)

	Financial statements in which the equity method is applied										
	For the six-month periods ended 30 June										
			Manag	ement			Elimination	of inter-			
	Printing	media	of ev	vent	Digital and of	ther media	segment re	evenues	Total		
	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	
Revenues from external						•					
customers	32,530	35,522	102,165	100,649	4,672	9,095	-	-	139,367	145,266	
Inter-segment sales	1,741	2,202	-		410	168	(2,151)	(2,370)	-		
Total revenues	34,271	37,724	102,165	100,649	5,082	9,263	(2,151)	(2,370)	139,367	145,266	
Segment income (loss)	2,929	2,571	23,839	26,146	(592)	839	-	•	26,176	29,556	
Unallocated income and											
expenses:											
Share of profit from investm	ent in associa	ite							1,002	-	
Finance cost									(66)	(126)	
Corporate income tax									(6,773)	(9,177)	
Profit for the period									20,339	20,253	

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	Separate financial statements											
		For the six-month periods ended 30 June										
			Manag	ement			Elimination	of inter-				
	Printing	media	of ev	rent	Digital and other media		segment revenues		Tol	al		
	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011		
Revenues from external												
customers	32,530	35,522	102,165	100,649	4.672	9,095	-	-	139,367	145,266		
inter-segment sales	1,741	2,202	-		410	168	(2,151)	(2,370)	-	-		
Total revenues	34,271	37,724	102,165	100,649	5,082	9,263	(2,151)	(2,370)	139,367	145,266		
Segment income (loss)	2,929	2,571	23,839	26,146	(592)	839		-	26,176	29,556		
Unallocated income and												
expenses:												
Finance cost									(66)	(126)		
Corporate income tax									(6,773)	(9,177)		
Profit for the period									19,337	20,253		

# 17. Commitments and contingent liabilities

# 17.1 Operating lease and service commitments

The Company has entered into operating lease agreements in respect of the lease of warehouse space, motor vehicles and service agreements. The terms of agreements are generally 1 year. These agreements are non-cancellable.

As at 30 June 2012, future minimum lease payments required under these agreements were Baht 7.1 million (31 December 2011: Baht 4.7 million). They were payable within 1 year.

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#### 17.2 Guarantees

As at 30 June 2012 and 31 December 2011, there were outstanding bank guarantees of Baht 0.3 million issued by banks on behalf of the Company in respect of certain performance bonds as required in the normal course of business. These included letters of guarantee to guarantee electricity use.

#### 18. Foreign currency risk

The Company considers itself no foreign currency risk because it has few transactions that are denominated in foreign currency and it is not significant to the financial statements. The Company therefore does not enter into forward exchange contracts.

The balances of financial assets and liabilities denominated in foreign currencies as at 30 June 2012 are summarised below.

	Financial	Financial	Average exchange rate
Foreign currency	assets	liabilities	as at 30 June 2012
			(Baht per 1 foreign currency unit)
US dollar	_	21,293	31.9651

# 19. Events after the reporting period

On 8 August 2012, the Board of Directors Meeting approved the allocation of the Company's profit for the six-month period ended 30 June 2012 as follows:

- a) Allocation of 5% of profit for the six-month period ended 30 June 2012, amounting to Baht 0.97 million, to the legal reserve.
- b) Interim dividend payment to the Company's shareholders at Baht 0.04 per share, totaling Baht 18 million which will be paid on 5 September 2012.

#### 20. Approval of interim financial statements

These financial statements were authorised for issue by the Company's Board of Directors on 8 August 2012.

(นายปฐม อินทโรตม)



(นายมนู เดียวไพโรคม์)

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