

AP.1037/54

August 15, 2011

Subject : Clarification of change in net profit

Attention : The President  
The Stock Exchange of Thailand

Amarin Printing & Publishing Public Company Limited the company would like to submit the 2<sup>nd</sup> quarter of 2011 financial statement ended on 30 June 2011 which reviewed by the authorized auditor of Dharmniti Auditing Company Limited and clarify the change of operating performance of the company as follow.

#### Revenues

In the 2<sup>nd</sup> quarter financial statement ended June 30, 2011 total revenues of the company is 432.88 Million Baht, it was increased 49.99 Million Baht or 13.05% from the same period last year which are comprised of revenues from advertising increased 18.75 Million Baht or 14.93% and revenues from printing increased 14.84 Million Baht or 18.04% from the same period last year. For six-month periods financial statement ended June 30, 2011 total revenues of the company is 844.00 Million Baht it was increased 100.26 Million Baht or 13.48% from the same period last year which are comprised of revenues from publication sales increased 31.08 Million Baht or 11.44% and revenues from advertising increased 31.06 Million Baht or 13.57% from the same period last year.

#### Expenses

In the 2<sup>nd</sup> quarter financial statement ended June 30, 2011 total cost of sales and service increased 28.17 Million Baht or 10.82% from the same period last year and selling and administrative expenses increased 7.21 Million Baht or 11.83% are as result from following a change of the accounting standard with respect to employee benefits to be recognized as expense in the period in which the service is performed by the employee.

For six-month periods financial statement ended June 30, 2011 total cost of sales and service increased 44.77 Million Baht or 8.43% from the same period last year and selling and administrative expenses increased 24.52 Million Baht or 20.05% are as result same the 2 nd quarter and the company recognized the cumulative effects of the change in this accounting policy for employee benefits in this quarter. Provision for long-term employee benefits was recognized as liabilities through a deduction to the beginning balance of retained earning in this quarter. The expense for current quarter was included in the financial statements.

Net profit

In the 2 nd quarter financial statement ended June 30, 2011 net profit of the company is 50.90 Million Baht increased 4.62 Million baht or 9.98% are as result of main revenues increased from the same period last year.

For six-month periods financial statement ended June 30, 2011 net profit of the company is 80.95 Million Baht increased 13.47 Million Baht or 19.96% are as result same the 2 nd quarter.

Kindly be informed accordingly.

Yours faithfully,

(Rarin Utakapan Punjarungroj)

Chief Executive Officer

