

AP.1049/54

November 30, 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 3<sup>rd</sup> quarter of 2011 financial statement ended on 30 September 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 3<sup>rd</sup> quarter financial statement ended June 30, 2011 total revenues of the company is 450.27 Million Baht , it was increased 51.41 Million Baht or 12.89% from the same period last year which are comprised of revenues from advertising increased 25.21 Million Baht or 19.52% and revenues from exhibition increased 19.91 Million Baht or 100% because revenues from exhibition was showed in the 4<sup>th</sup> quarter from last year.

For nine- month periods financial statement ended September 30, 2011 total revenues of the company is 1,294.26 Million Baht it was increased 151.68 Million Baht or 13.27% from the same period last year which are comprised of revenues from advertising increased 56.26 Million Baht or 15.72% and revenues from publication sales increased 27.72 Million Baht or 6.45% from the same period last year.

#### Expenses

In the 3<sup>rd</sup> quarter financial statement ended September 30, 2011 total cost of sales and service increased 25.58 Million Baht or 9.27% from the same period last year and selling and administrative expenses increased 0.51 Million Baht or 0.78% 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 nine-month periods financial statement ended September 30, 2011 total cost of sales and service increased 70.35 Million Baht or 8.72% from the same period last year and selling and administrative expenses increased 24.01 Million Baht or 12.78% are as result same the 3rd 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 3rd quarter financial statement ended September 30, 2011 net profit of the company is 57.15 Million Baht increased 14.05 Million baht or 32.61% are as result of main revenues increased from the same period last year.

For nine-month periods financial statement ended September 30, 2011 net profit of the company is 138.10 Million Baht increased 27.52 Million Baht or 24.89% are as result same the 3rd quarter.

Kindly be informed accordingly.

Yours faithfully,

(Metta Utakapan )

President

