

The Post Publishing Public Company Limited
and its subsidiaries
Report and consolidated interim financial statements
For the three-month and six-month periods
ended 30 June 2011 and 2010

Review Report of Independent Auditor

To the Shareholders of The Post Publishing Public Company Limited

I have reviewed the accompanying consolidated statement of financial position of The Post Publishing Public Company Limited and its subsidiaries as at 30 June 2011, the related consolidated statements of comprehensive income for the three-month and six-month periods ended 30 June 2011, and the consolidated statements of changes in shareholders' equity and cash flows for the six-month period ended 30 June 2011, and have also reviewed the separate financial statements of The Post Publishing Public Company Limited for the same periods. These financial statements are the responsibility of the Company's management as to their correctness and the completeness of the presentation. My responsibility is to issue a report on these financial statements based on my review.

I conducted my review in accordance with the auditing standard applicable to review engagements. This standard requires that I plan and perform the review to obtain moderate assurance as to whether the financial statements are free of material misstatement. A review is limited primarily to inquiries of company personnel and analytical procedures applied to financial data and thus provides less assurance than an audit. I have not performed an audit and, accordingly, I do not express an audit opinion.

Based on my review, nothing has come to my attention that causes me to believe that the accompanying financial statements are not presented fairly, in all material respects, in accordance with generally accepted accounting principles.

The consolidated financial statements of The Post Publishing Public Company Limited and its subsidiaries and the separate financial statements of The Post Publishing Public Company Limited for the year ended 31 December 2010 were audited in accordance with generally accepted auditing standards by another auditor of our firm, who expressed an unqualified opinion on those statements, under her report dated 11 February 2011. The consolidated and separate statements of financial position as at 31 December 2010, as presented herein for comparative purposes, formed an integral part of the financial statements which that auditor audited and reported on.

The consolidated statements of income for the three-month and six-month periods ended 30 June 2010, and the consolidated statements of changes in shareholders' equity and cash flows for the six-month period ended 30 June 2010 of The Post Publishing Public Company Limited and its subsidiaries and the separate financial statements of The Post Publishing Public Company Limited for the same periods, as presented herein for comparative purposes, formed an integral part of the interim financial statements which were reviewed by the aforementioned auditor who reported, under her report dated 4 August 2010, that nothing had come to her attention that caused her to believe that those financial statements were not presented fairly, in all material respects, in accordance with generally accepted accounting principles.

As described in Note 1.4 to the financial statements, since the first quarter of the current year, the Company and its subsidiaries adopted the revised and new accounting standards issued by the Federation of Accounting Professions, and applied them in its preparation and presentation of the interim financial statements.

Narong Puntawong
Certified Public Accountant (Thailand) No. 3315

Ernst & Young Office Limited
Bangkok: 1 August 2011

The Post Publishing Public Company Limited and its subsidiaries

Statements of financial position

(Unit: Thousand Baht)

	Consolidated financial statements		Separate financial statements		
	Note	30 June 2011 (Unaudited but reviewed)	31 December 2010 (Audited)	30 June 2011 (Unaudited but reviewed)	31 December 2010 (Audited)
Assets					
Current assets					
Cash and cash equivalents		87,350	60,514	37,754	6,745
Trade accounts receivable	3				
Related party	4	-	-	22,032	14,243
Unrelated parties		449,282	456,504	318,337	328,130
Less: Allowance for doubtful accounts		(10,545)	(14,790)	(10,160)	(14,607)
Allowance for sales returns		(5,946)	(7,355)	(5,946)	(7,355)
Trade accounts receivable - net		432,791	434,359	324,263	320,411
Amounts due from related parties	4	4	4	345	198
Inventories - net	5	90,335	98,432	85,376	94,988
Deferred right to use equipment	6	-	2,567	-	-
Other current assets					
Income tax deducted at source		50,347	38,262	47,100	36,027
Others		23,382	16,902	18,418	13,369
Total current assets		684,209	651,040	513,256	471,738
Non-current assets					
Long-term loans to related parties - net	4	-	-	6,120	6,120
Investments in subsidiaries	7	-	-	106,017	106,017
Investment in associate - net	8	-	-	-	-
Other long-term investment		16	16	16	16
Property, plant and equipment - net	9	961,790	1,003,526	950,592	995,782
Deferred tax assets		70,369	62,109	55,199	46,144
Goodwill		53,769	53,769	-	-
Intangible assets					
Computer software - net	10	115,638	108,367	113,808	107,347
Other non-current assets		2,632	1,520	1,289	335
Total non-current assets		1,204,214	1,229,307	1,233,041	1,261,761
Total assets		1,888,423	1,880,347	1,746,297	1,733,499

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

The Post Publishing Public Company Limited and its subsidiaries

Statements of financial position (continued)

(Unit: Thousand Baht)

	Consolidated financial statements		Separate financial statements		
	Note	30 June 2011	31 December 2010	30 June 2011	31 December 2010
		(Unaudited but reviewed)	(Audited)	(Unaudited but reviewed)	(Audited)
Liabilities and shareholders' equity					
Current liabilities					
Short-term loans from banks		410,000	575,000	390,000	555,000
Trade accounts payable					
Related parties	4	4,582	4,715	20,585	18,471
Unrelated parties		97,261	103,353	52,768	57,791
Amounts due to related parties	4	204	-	171	-
Current portion of long-term loans	11	155,000	80,000	155,000	80,000
Corporate income tax payable		6,809	8,046	-	-
Other current liabilities					
Accrued expenses		90,812	72,195	80,669	66,125
Unearned subscription fee		71,647	73,426	66,888	69,111
Others		107,817	99,358	93,165	80,485
Total other current liabilities		270,276	244,979	240,722	215,721
Total current liabilities		944,132	1,016,093	859,246	926,983
Non-current liabilities					
Long-term loan from non-controlling interests of subsidiary		5,880	5,880	-	-
Long-term loans - net of current portion	11	72,500	22,500	72,500	22,500
Provision for long-term employee benefits	1.4	74,392	-	73,259	-
Total non-current liabilities		152,772	28,380	145,759	22,500
Total liabilities		1,096,904	1,044,473	1,005,005	949,483

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

The Post Publishing Public Company Limited and its subsidiaries

Statements of financial position (continued)

(Unit: Thousand Baht)

	Consolidated financial statements		Separate financial statements	
	<u>30 June 2011</u>	<u>31 December 2010</u>	<u>30 June 2011</u>	<u>31 December 2010</u>
	(Unaudited but reviewed)	(Audited)	(Unaudited but reviewed)	(Audited)
Shareholders' equity				
Share capital				
Registered				
505,000,000 ordinary shares of Baht 1 each	<u>505,000</u>	<u>505,000</u>	<u>505,000</u>	<u>505,000</u>
Issued and fully paid up				
500,000,000 ordinary shares of Baht 1 each	500,000	500,000	500,000	500,000
Retained earnings				
Appropriated - statutory reserve	50,500	50,500	50,500	50,500
Unappropriated	239,247	285,374	190,792	233,516
	289,747	335,874	241,292	284,016
Other components of shareholders' equity				
Equity attributable to the owners of the Company	789,747	835,874	741,292	784,016
Non-controlling interests of the subsidiary	1,772	-	-	-
Total shareholders' equity	<u>791,519</u>	<u>835,874</u>	<u>741,292</u>	<u>784,016</u>
Total liabilities and shareholders' equity	<u>1,888,423</u>	<u>1,880,347</u>	<u>1,746,297</u>	<u>1,733,499</u>
	-	-	-	-

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

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Directors
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(Unaudited but reviewed)

The Post Publishing Public Company Limited and its subsidiaries

Statements of comprehensive income

For the three-month periods ended 30 June 2011 and 2010

(Unit: Thousand Baht except basic earnings per share expressed in Baht)

		<u>Consolidated financial statements</u>		<u>Separate financial statements</u>	
	<u>Note</u>	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2010</u>
Sales and service income	12	489,492	411,429	392,138	344,520
Costs of sales and services		<u>(320,277)</u>	<u>(301,604)</u>	<u>(271,072)</u>	<u>(264,367)</u>
Gross profit		169,215	109,825	121,066	80,153
Selling expenses		<u>(56,955)</u>	<u>(54,599)</u>	<u>(48,401)</u>	<u>(45,868)</u>
Administrative expenses		<u>(63,289)</u>	<u>(55,519)</u>	<u>(48,412)</u>	<u>(44,087)</u>
Profit (loss) from sales and rendering of services		48,971	(293)	24,253	(9,802)
Other income					
Dividend income from subsidiary	7	-	-	26,000	15,000
Reversal of allowance for loss for loan to associate		-	480	-	480
Others		<u>5,656</u>	<u>5,220</u>	<u>5,291</u>	<u>5,525</u>
Profit before finance cost and income tax		54,627	5,407	55,544	11,203
Finance cost		<u>(5,937)</u>	<u>(5,517)</u>	<u>(5,564)</u>	<u>(5,517)</u>
Profit (loss) before income tax		48,690	(110)	49,980	5,686
Income tax	13	<u>(14,788)</u>	<u>(439)</u>	<u>(7,512)</u>	<u>2,382</u>
Profit (loss) for the period		33,902	(549)	42,468	8,068
Other comprehensive income		-	-	-	-
Total comprehensive income for the period		<u>33,902</u>	<u>(549)</u>	<u>42,468</u>	<u>8,068</u>
Profit attributable to:					
Equity holders of the Company		32,211	2,241	<u>42,468</u>	<u>8,068</u>
Non-controlling interests of the subsidiary		<u>1,691</u>	<u>(2,790)</u>		
		<u>33,902</u>	<u>(549)</u>		
Total comprehensive income attributable to:					
Equity holders of the Company		32,211	2,241	<u>42,468</u>	<u>8,068</u>
Non-controlling interests of the subsidiary		<u>1,691</u>	<u>(2,790)</u>		
		<u>33,902</u>	<u>(549)</u>		
Earnings per share					
14					
Basic earnings per share (Baht)					
Profit attributable to equity holders of the Company		<u>0.06</u>	<u>0.00</u>	<u>0.08</u>	<u>0.02</u>

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

(Unaudited but reviewed)

The Post Publishing Public Company Limited and its subsidiaries

Statements of comprehensive income

For the six-month periods ended 30 June 2011 and 2010

(Unit: Thousand Baht except basic earnings per share expressed in Baht)

		<u>Consolidated financial statements</u>		<u>Separate financial statements</u>	
	<u>Note</u>	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2010</u>
Sales and service income	12	940,350	813,734	770,278	692,593
Costs of sales and services		<u>(631,515)</u>	<u>(580,869)</u>	<u>(539,350)</u>	<u>(515,591)</u>
Gross profit		308,835	232,865	230,928	177,002
Selling expenses		<u>(110,879)</u>	<u>(108,653)</u>	<u>(96,031)</u>	<u>(95,324)</u>
Administrative expenses		<u>(127,637)</u>	<u>(108,233)</u>	<u>(98,717)</u>	<u>(86,806)</u>
Profit (loss) from sales and rendering of services		70,319	15,979	36,180	(5,128)
Other income					
Dividend income from subsidiary	7	-	-	26,000	15,000
Reversal of allowance for loss for loan to associate		-	480	-	480
Others		<u>14,113</u>	<u>10,320</u>	<u>11,819</u>	<u>10,653</u>
Profit before finance cost and income tax		84,432	26,779	73,999	21,005
Finance cost		<u>(11,510)</u>	<u>(11,268)</u>	<u>(10,786)</u>	<u>(11,268)</u>
Profit before income tax		72,922	15,511	63,213	9,737
Income tax	13	<u>(22,527)</u>	<u>(5,410)</u>	<u>(11,943)</u>	<u>1,322</u>
Profit for the period		50,395	10,101	51,270	11,059
Other comprehensive income		-	-	-	-
Total comprehensive income for the period		<u>50,395</u>	<u>10,101</u>	<u>51,270</u>	<u>11,059</u>
Profit attributable to:					
Equity holders of the Company		48,623	12,891	<u>51,270</u>	<u>11,059</u>
Non-controlling interests of the subsidiary		<u>1,772</u>	<u>(2,790)</u>		
		<u>50,395</u>	<u>10,101</u>		
Total comprehensive income attributable to:					
Equity holders of the Company		48,623	12,891	<u>51,270</u>	<u>11,059</u>
Non-controlling interests of the subsidiary		<u>1,772</u>	<u>(2,790)</u>		
		<u>50,395</u>	<u>10,101</u>		
Earnings per share	14				
Basic earnings per share (Baht)					
Profit attributable to equity holders of the Company		<u>0.10</u>	<u>0.03</u>	<u>0.10</u>	<u>0.02</u>

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

(Unaudited but reviewed)

The Post Publishing Public Company Limited and its subsidiaries

Statements of changes in shareholders' equity

For the six-month periods ended 30 June 2011 and 2010

(Unit: Thousand Baht)

Consolidated financial statements						
Equity attributable to the owners of the Company						
Ordinary shares - issued and fully paid	Retained earnings		Total equity attributable to the owners of the Company	Equity attributable to non-controlling interests of the subsidiary	Total shareholders' equity	
	Appropriated - statutory reserve	Unappropriated				
Balance as at 31 December 2009	500,000	50,500	227,166	777,666	-	777,666
Total comprehensive income for the period	-	-	12,891	12,891	(2,790)	10,101
Investments by non-controlling interests	-	-	-	-	4,900	4,900
Balance as at 30 June 2010	<u>500,000</u>	<u>50,500</u>	<u>240,057</u>	<u>790,557</u>	<u>2,110</u>	<u>792,667</u>
Balance as at 31 December 2010	500,000	50,500	285,374	835,874	-	835,874
Cumulative effect of the change in accounting policy for employee benefits (Note 1.4)	-	-	(49,750)	(49,750)	-	(49,750)
Total comprehensive income for the period	-	-	48,623	48,623	1,772	50,395
Dividened paid (Note 15)	-	-	(45,000)	(45,000)	-	(45,000)
Balance as at 30 June 2011	<u>500,000</u>	<u>50,500</u>	<u>239,247</u>	<u>789,747</u>	<u>1,772</u>	<u>791,519</u>

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

(Unaudited but reviewed)

The Post Publishing Public Company Limited and its subsidiaries

Statements of changes in shareholders' equity (continued)

For the six-month periods ended 30 June 2011 and 2010

(Unit: Thousand Baht)

	Separate financial statements			Total shareholders' equity
	Ordinary shares - issued and fully paid	Retained earnings		
		Appropriated - statutory reserve	Unappropriated	
Balance as at 31 December 2009	500,000	50,500	188,038	738,538
Total comprehensive income for the period	-	-	11,059	11,059
Balance as at 30 June 2010	<u>500,000</u>	<u>50,500</u>	<u>199,097</u>	<u>749,597</u>
Balance as at 31 December 2010	500,000	50,500	233,516	784,016
Cumulative effect of the change in accounting policy for employee benefits (Note 1.4)	-	-	(48,994)	(48,994)
Total comprehensive income for the period	-	-	51,270	51,270
Dividened paid (Note 15)	-	-	(45,000)	(45,000)
Balance as at 30 June 2011	<u>500,000</u>	<u>50,500</u>	<u>190,792</u>	<u>741,292</u>

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

(Unaudited but reviewed)

The Post Publishing Public Company Limited and its subsidiaries

Cash flow statements

For the six-month periods ended 30 June 2011 and 2010

(Unit: Thousand Baht)

	<u>Consolidated financial statements</u>		<u>Separate financial statements</u>	
	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2010</u>
Cash flows from operating activities				
Profit before tax	72,922	15,511	63,213	9,737
Adjustments to reconcile profit before tax to net cash provided by (paid from) operating activities:				
Allowance for doubtful debts	650	3,252	448	3,048
Allowance for sales returns (reversal)	(1,409)	18	(1,409)	18
Allowance for diminution in value of inventories	5,399	1,828	5,127	1,844
Reversal of allowance for loss from loan to associate	-	(480)	-	(480)
Depreciation and amortisation	74,325	66,637	64,105	64,986
Provision for long-term employee benefits	3,341	-	3,268	-
Dividend received from subsidiary	-	-	(26,000)	(15,000)
Gain on disposal of equipment	(491)	-	(491)	-
Reversal of allowance for impairment of computer software	(554)	-	(554)	-
Interest expenses	11,510	11,268	10,786	11,268
Income from operating activities				
before changes in operating assets and liabilities	165,693	98,034	118,493	75,421
Decrease (increase) in operating assets				
Trade accounts receivables	2,327	(17,989)	(2,891)	(14,657)
Amounts due from related parties	-	(10)	(147)	(347)
Inventories	2,698	(12,743)	4,485	(12,548)
Other current assets	(6,480)	1,017	(5,049)	409
Other non-current assets	(1,112)	(212)	(954)	(175)
Increase (decrease) in operating liabilities				
Trade accounts payable	(6,225)	9,690	(2,909)	14,006
Amounts due to related parties	204	-	171	-
Other current liabilities	23,636	25,289	23,202	19,737
Cash flows from operating activities	180,741	103,076	134,401	81,846
Cash paid for interest expenses	(11,023)	(11,471)	(10,641)	(11,471)
Cash paid for corporate income tax	(23,351)	(16,912)	(11,073)	(8,894)
Net cash flows from operating activities	146,367	74,693	112,687	61,481

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

(Unaudited but reviewed)

The Post Publishing Public Company Limited and its subsidiaries

Cash flow statements (continued)

For the six-month periods ended 30 June 2011 and 2010

(Unit: Thousand Baht)

	<u>Consolidated financial statements</u>		<u>Separate financial statements</u>	
	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2010</u>
Cash flows from investing activities				
Dividend received from subsidiary	-	-	26,000	15,000
Investment in subsidiary	-	-	-	(5,100)
Cash investment by non-controlling interests	-	4,900	-	-
Loan to subsidiary	-	-	-	(6,120)
Proceeds from repayment of loan to associate	-	960	-	960
Proceeds from sales of equipment	491	-	491	-
Cash paid for purchase of right to use equipment	(9,808)	(4,977)	-	-
Cash paid for purchase of equipment	(10,721)	(4,146)	(8,887)	(2,439)
Cash paid for purchase of computer software	(14,493)	(13,993)	(14,282)	(13,993)
Net cash flows from (used in) investing activities	(34,531)	(17,256)	3,322	(11,692)
Cash flows from financing activities				
Short-term loans from banks (repayments)	(165,000)	20,000	(165,000)	20,000
Cash receipt from long-term loans	165,000	-	165,000	-
Repayment of long-term loans	(40,000)	(75,000)	(40,000)	(75,000)
Dividend paid	(45,000)	-	(45,000)	-
Net cash flows used in financing activities	(85,000)	(55,000)	(85,000)	(55,000)
Net increase (decrease) in cash and cash equivalents	26,836	2,437	31,009	(5,211)
Cash and cash equivalents at beginning of period	60,514	70,897	6,745	27,543
Cash and cash equivalents at end of period	87,350	73,334	37,754	22,332
	-		-	
Supplemental cash flows information				
Non-cash item:				
Purchase of equipment and computer software				
for which cash has not been paid	3,609	3,371	2,784	3,366

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

The Post Publishing Public Company Limited and its subsidiaries

Notes to interim consolidated financial statements

For the three-month and six-month periods ended 30 June 2011 and 2010

1. General information

1.1 Corporate information

The Post Publishing Public Company Limited (“the Company”) was incorporated as a limited company and transformed to be a public company under Thai laws and is domiciled in Thailand. The Company is principally engaged in the publishing and distribution of newspapers, magazines and books, and production of television programming. Its registered address is 136 Sunthorn Kosa Road, Kwang Klong Toey, Khet Klong Toey, Bangkok.

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 Basis of consolidation

These consolidated financial statements include the financial statements of The Post Publishing Public Company Limited and its subsidiaries and have been prepared on the same basis as that applied for the consolidated financial statements for the year ended 31 December 2010.

1.4 Application of new accounting standards

Since the first quarter of the current year, the Company and its subsidiaries adopted a number of revised and new accounting standards, issued by the Federation of Accounting Professions, as listed below.

Accounting standards:

TAS 1 (revised 2009)	Presentation of Financial Statements
TAS 2 (revised 2009)	Inventories
TAS 7 (revised 2009)	Statement of Cash Flows
TAS 8 (revised 2009)	Accounting Policies, Changes in Accounting Estimates and Errors
TAS 10 (revised 2009)	Events after the Reporting Period
TAS 11 (revised 2009)	Construction Contracts
TAS 16 (revised 2009)	Property, Plant and Equipment
TAS 17 (revised 2009)	Leases
TAS 18 (revised 2009)	Revenue
TAS 19	Employee Benefits
TAS 23 (revised 2009)	Borrowing Costs
TAS 24 (revised 2009)	Related Party Disclosures
TAS 26	Accounting and Reporting by Retirement Benefit Plans
TAS 27 (revised 2009)	Consolidated and Separate Financial Statements
TAS 28 (revised 2009)	Investments in Associates
TAS 29	Financial Reporting in Hyperinflationary Economies
TAS 31 (revised 2009)	Interests in Joint Ventures
TAS 33 (revised 2009)	Earnings per Share
TAS 34 (revised 2009)	Interim Financial Reporting
TAS 36 (revised 2009)	Impairment of Assets
TAS 37 (revised 2009)	Provisions, Contingent Liabilities and Contingent Assets
TAS 38 (revised 2009)	Intangible Assets
TAS 40 (revised 2009)	Investment Property

Financial reporting standards:

TFRS 2	Share-Based Payment
TFRS 3 (revised 2009)	Business Combinations
TFRS 5 (revised 2009)	Non-current Assets Held for Sale and Discontinued Operations
TFRS 6	Exploration for and Evaluation of Mineral Resources

Financial Reporting Standard Interpretations:

TFRIC 15 Agreements for the Construction of Real Estate

Accounting Standard Interpretations:

SIC 31 Revenue-Barter Transactions Involving Advertising Services

These accounting standards do not have any significant impact on the financial statements for the current period, except for the following accounting standard.

TAS 19 Employee Benefits

This accounting standard requires employee benefits to be recognised as expense in the period in which the service is performed by the employee. In particular, an entity has to evaluate and make a provision for post-employment benefits and other long-term employee benefits using actuarial techniques. The Company and its subsidiaries previously accounted for such employee benefits when they were incurred.

The Company and its subsidiaries have changed this accounting policy since the first quarter of the current year and recognise the liability in the transition period through an adjustment to the beginning balance of the retained earnings of the six-month period ended 30 June 2011. The change has the following effect to the profit or loss for the current periods.

	Three-month period		Six-month period	
	Consolidated	Separate	Consolidated	Separate
	financial statements	financial statements	financial statements	financial statements
Profit for the period decrease				
(Million Baht)	1.19	1.17	2.34	2.29
Earnings per share decrease				
(Baht per share)	0.0024	0.0023	0.0047	0.0046

(Unaudited but reviewed)

The cumulative effect of the change in the accounting policy as at the beginning of the six-month period ended 30 June 2011 has been separately presented in the statements of changes in shareholders' equity which comprises:

	(Unit: Thousand Baht)	
	Consolidated	Separate
	<u>financial statements</u>	<u>financial statements</u>
Employee benefits	71,051	69,991
Tax effect from the recording of employee benefits	<u>(21,301)</u>	<u>(20,997)</u>
Cumulative effect of the change in accounting policy for employee benefits	<u>49,750</u>	<u>48,994</u>

1.5 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 2010, except for the changes in the following accounting policy due to the adoption of revised and new accounting standards.

Employee benefits

Post-employment benefits (Defined contribution plans)

The Company and its subsidiaries, and its employees have jointly established a provident fund. The fund is monthly contributed by employees and by the Company and its subsidiaries. The fund's assets are held in a separate trust fund and the contributions of the Company and its subsidiaries are recognised as expenses when incurred.

Post-employment benefits (Defined benefit plans) and other long-term employee benefits

The Company and its subsidiaries have obligations in respect of the severance payments they must make to employees upon retirement under labor law and other employee benefit plans. The Company and its subsidiaries treat these severance payment obligations as a defined benefit plan. In addition, the Company provides other long-term employee benefit plans, namely long service awards.

The obligations under the defined benefit plan and other long-term employee benefit plans are determined by a professionally qualified independent actuary, using the Projected Unit Credit Method. Such determination is made based on various assumptions, including discount rate, future salary increase rate, staff turnover rate, and mortality rate.

For the first-time adoption of TAS 19 Employee Benefits, the Company and its subsidiaries elected to recognise the transitional liability through an adjustment to the beginning balance of retained earnings of the six-month period ended 30 June 2011.

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

The Federation of Accounting Professions issued the below listed new accounting standards that are effective for fiscal years beginning on or after 1 January 2013.

Accounting Standard Interpretations:

SIC 10 Government Assistance - No Specific Relation to Operating Activities

SIC 21 Income Taxes - Recovery of Revalued Non-Depreciable Assets

SIC 25 Income Taxes - Changes in the Tax Status of an Entity or its Shareholders

3. Trade accounts receivable

The outstanding balances of trade accounts receivable as at 30 June 2011 and 31 December 2010 are aged, based on due date, as follows:

Age of receivables	(Unit: Thousand Baht)			
	Consolidated financial statements		Separate financial statements	
	30 June 2011	31 December 2010	30 June 2011	31 December 2010
<u>Related party</u>				
Not yet due	-	-	584	1,250
Past due				
Up to 3 months	-	-	21,448	12,310
3 - 6 months	-	-	-	683
Total	-	-	22,032	14,243
<u>Unrelated parties</u>				
Not yet due	219,141	204,815	152,839	129,824
Past due				
Up to 3 months	188,612	207,770	133,585	160,250
3 - 6 months	22,783	20,121	16,652	15,530
7 - 12 months	8,988	11,750	5,503	10,478
Over 12 months	9,758	12,048	9,758	12,048
Total	449,282	456,504	318,337	328,130
Total accounts receivable	449,282	456,504	340,369	342,373
Less: Allowance for doubtful accounts	(10,545)	(14,790)	(10,160)	(14,607)
Allowance for sales returns	(5,946)	(7,355)	(5,946)	(7,355)
Trade accounts receivable - net	432,791	434,359	324,263	320,411

4. Related party transactions

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

(Unit: Million Baht)

	For the three-month periods ended 30 June				For the six-month periods ended 30 June				Transfer pricing policy
	Consolidated financial statements		Separate financial statements		Consolidated financial statements		Separate financial statements		
	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2010</u>	
Transactions with subsidiaries									
(eliminated from the consolidated financial statements)									
Purchase of goods	-	-	8.3	7.5	-	-	15.7	15.6	Market price
Rental income	-	-	1.6	1.5	-	-	3.2	3.2	Market price
Service income	-	-	4.7	0.1	-	-	8.5	0.2	Market price
Television production service income	-	-	14.1	10.7	-	-	29.5	10.7	Contract price
Interest income	-	-	0.1	-	-	-	0.2	-	Rate with reference to MLR
Management income	-	-	0.1	0.3	-	-	0.3	0.3	Contract price
Advertising expenses	-	-	5.0	0.4	-	-	9.3	0.8	Market price
Transactions with jointly controlled entity									
(eliminated from the consolidated financial statements at the Company's proportionated interest)									
Purchase of goods	3.9	4.5	8.2	9.4	8.1	9.1	16.5	18.5	Market price
Rental income	-	-	-	0.1	-	-	0.1	0.1	Market price
Advertising expenses	-	-	-	0.1	-	-	0.1	0.1	Market price
Transactions with associate									
Interest income	-	-	-	-	-	0.1	-	-	Interest rate with reference to MOR per annum

(Unaudited but reviewed)

The balances of the accounts as at 30 June 2011 and 31 December 2010 between the Company and those related companies are as follows:

(Unit: Thousand Baht)

	Consolidated		Separate	
	financial statements	financial statements	financial statements	financial statements
	30 June	31 December	30 June	31 December
	2011	2010	2011	2010
<u>Trade account receivable - related party</u>				
Subsidiary				
Post News Co., Ltd.	-	-	22,032	14,243
<u>Amounts due from related parties</u>				
Subsidiaries				
	-	-	337	190
Jointly controlled entity				
	4	4	8	8
Total amounts due from related parties	4	4	345	198
<u>Long-term loans to related parties</u>				
Subsidiary				
Post News Co., Ltd.	-	-	6,120	6,120
Loan to subsidiary	-	-	6,120	6,120
Associate				
Flash News Co., Ltd.	960	960	960	960
Less: Allowance for loss from loan	(960)	(960)	(960)	(960)
Loan to associate - net	-	-	-	-
Total long-term loans to related parties - net	-	-	6,120	6,120
<u>Trade accounts payable - related parties</u>				
Subsidiaries				
Post International Media Co., Ltd.	-	-	7,200	7,443
Post-IM Plus Co., Ltd.	-	-	1,546	1,405
Post News Co., Ltd.	-	-	2,489	-
Total trade accounts payable - subsidiaries	-	-	11,235	8,848
Jointly controlled entity				
Post-ACP Co., Ltd.	4,582	4,715	9,350	9,623
Total trade accounts payable - jointly controlled entity	4,582	4,715	9,350	9,623
Total trade accounts payable - related parties	4,582	4,715	20,585	18,471

(Unaudited but reviewed)

(Unit: Thousand Baht)

	Consolidated		Separate	
	financial statements		financial statements	
	30 June 2011	31 December 2010	30 June 2011	31 December 2010
<u>Amounts due to related parties</u>				
Subsidiary	-	-	164	-
Jointly controlled entity and associate	204	-	7	-
Total amounts due to related parties	204	-	171	-

Management's remunerations

During the three-month and six-month periods ended 30 June 2011, the Company and its subsidiaries had employee benefits of their directors and management recognised as expenses totaling Baht 20.7 million and Baht 40.8 million, respectively (Separate financial statements: Baht 12.6 million and Baht 25.1 million, respectively).

Guarantee obligation with related party

The Company has outstanding guarantee obligation with a subsidiary, as described in Note 17.4 (a) to the financial statements.

5. Allowance for diminution in value of inventories

Movements in the allowance for diminution in value of inventories account during the six-month period ended 30 June 2011 are summarised below.

	(Unit: Thousand Baht)	
	Consolidated financial statements	Separate financial statements
Balance as at 1 January 2011	19,620	7,488
Add: Allowance for diminution in value of inventories recorded during the period	5,399	5,127
Balance as at 30 June 2011	25,019	12,615

6. Deferred right to use equipment

Deferred right to use of equipment represents the cost of equipment for providing service as a co-producer of daily television news programming. The equipment is required to be procured by the Company and a subsidiary, and the Company and the subsidiary have the right to use the equipment under the agreement with the government agency outlined in Note 17.6 to the financial statements. Ownership of the equipment will be transferred to the government agency from the date the equipment is delivered.

(Unaudited but reviewed)

Movements of the deferred right to use equipment account during the six-month period ended 30 June 2011 are summarised below.

	(Unit: Thousand Baht)
	Consolidated financial statements
Net book value as at 1 January 2011	2,567
Acquisitions during period - at cost	9,808
Transfer out - at net book value	(4,089)
Amortisation for the period	(8,286)
Net book value as at 30 June 2011	-

7. Investments in subsidiaries

Company's name	(Unit: Thousand Baht)					
	Separate financial statements				Carrying amount based on	
	Paid-up capital		Shareholding percentage		cost method	
	30 June 2011	31 December 2010	30 June 2011	31 December 2010	30 June 2011	31 December 2010
			(%)	(%)		
Job Job Co., Ltd.	25	25	100	100	25	25
Post-IM Plus Co., Ltd.	50,000	50,000	49	49	2	2
(Another 51% owned by Post International Media Co., Ltd.)						
Post International Media Co., Ltd.	25,000	25,000	100	100	100,890	100,890
Post News Co., Ltd.	10,000	10,000	51	51	5,100	5,100
Total					<u>106,017</u>	<u>106,017</u>

The dividend income from subsidiary presented in the statements of comprehensive income is dividend income from Post International Media Co., Ltd.

8. Investment in associate

Company's name	Nature of business	Country of incorporation	(Unit: Thousand Baht)					
			Consolidated financial statements				Carrying amount based on equity method - net	
			Shareholding percentage		Cost - net		on equity method - net	
			30 June 2011	31 December 2010	30 June 2011	31 December 2010	30 June 2011	31 December 2010
			(%)	(%)				
Flash News Co., Ltd.	Production of radio programming	Thailand	40	40	10,000	10,000	2,704	2,704
Less: Allowance for loss from investment					(10,000)	(10,000)	(2,704)	(2,704)
Net					<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>

(Unit: Thousand Baht)

(Unaudited but reviewed)

Company's name	Nature of business	Country of incorporation	Separate financial statements			
			Shareholding percentage		Cost - net	
			30 June 2011	31 December 2010	30 June 2011	31 December 2010
			(%)	(%)		
Flash News Co., Ltd.	Production of radio programming	Thailand	40	40	10,000	10,000
Less: Allowance for loss from investment					(10,000)	(10,000)
Net					-	-

9. Property, plant and equipment

Movements of the property, plant and equipment account during the six-month period ended 30 June 2011 are summarised below.

	(Unit: Thousand Baht)	
	Consolidated financial statements	Separate financial statements
Net book value as at 1 January 2011	1,003,526	995,782
Acquisitions during period - at cost	12,205	10,307
Receipt of transfer from deferred right to use equipment - at net book value	3,266	-
Depreciation for period	(57,207)	(55,497)
Net book value as at 30 June 2011	961,790	950,592

10. Computer software

Movements of the Computer software account during the six-month period ended 30 June 2011 are summarised below.

	(Unit: Thousand Baht)	
	Consolidated financial statements	Separate financial statements
Net book value as at 1 January 2011	108,367	107,347
Acquisitions during period - at cost	14,726	14,515
Receipt of transfer from deferred right to use equipment - at net book value	823	-
Amortisation for period	(8,832)	(8,608)
Reversal of allowance for impairment	554	554
Net book value as at 30 June 2011	115,638	113,808

11. Long-term loans

(Unaudited but reviewed)

The balance represents the Company's long-term Baht loans from local banks which are summarised below.

(Unit: Thousand Baht)

Loan	Interest rate (%)	Repayment schedule	30 June 2011	31 December 2010
1	Fixed rate as stipulated in the loan agreement	Semi-annual installments of Baht 25 million each, commencing February 2010	25,000	50,000
2	Fixed rate for the first two years and thereafter at a rate referenced to the Minimum Loan Rate	Quarterly installments of Baht 7.5 million each, commencing October 2010	37,500	52,500
3	Fixed rate for the first two years and thereafter at a rate referenced to the Minimum Loan Rate	Quarterly installments of Baht 25 million each, commencing September 2011	165,000	-
Total			227,500	102,500
Less: Current portion			(155,000)	(80,000)
Long-term loans - net of current portion			72,500	22,500

The long-term loan agreements of the Loans 2 and 3 contain certain covenant pertaining to the maintenance of financial ratio.

Movements in the long-term loans account during the six-month period ended 30 June 2011 are summarised below.

	Thousand Baht
Balance as at 1 January 2011	102,500
Add: Additional in period	165,000
Less: Repayment	(40,000)
Balance as at 30 June 2011	227,500

As at 30 June 2010, the Company has a long-term credit facility which had yet to be drawn down amounted to Baht 335 million.

12. Sales and service income

Sales and service income for the three-month and six-month periods ended 30 June 2011 included the revenues from sales of goods and advertising arising from exchanges of dissimilar goods or services with other companies totaling approximately Baht 11.7 million and Baht 20.7 million, respectively (Separate financial statements: Baht 15.1 million and Baht 27.3 million, respectively) (2010: Baht 17.0 million and Baht 28.2 million, respectively (Separate financial statements: Baht 16.2 million and Baht 27.3 million, respectively)).

13. Income tax

(Unaudited but reviewed)

Income tax for the three-month and six-month periods ended 30 June 2011 and 2010 consists of the following:

(Unit: Thousand Baht)

	For the three-month period ended 30 June			
	Consolidated		Separate	
	financial statements		financial statements	
	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2010</u>
Current income tax	5,725	3,671	-	(1,677)
Adjustment in respect of current income tax of previous year	-	(77)	-	(77)
Relating to origination and reversal of temporary differences	(377)	(3,000)	(532)	(474)
Utilisation (record) of tax loss carried forward during the period	9,440	(155)	8,044	(154)
Income tax as included in statement of comprehensive income	<u>14,788</u>	<u>439</u>	<u>7,512</u>	<u>(2,382)</u>

(Unit: Thousand Baht)

	For the six-month period ended 30 June			
	Consolidated		Separate	
	financial statements		financial statements	
	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2010</u>
Current income tax	9,485	9,052	-	-
Adjustment in respect of current income tax of previous year	-	(77)	-	(77)
Relating to origination and reversal of temporary differences	(276)	(3,411)	137	(1,091)
Utilisation (record) of tax loss carried forward during the period	13,318	(154)	11,806	(154)
Income tax as included in statement of comprehensive income	<u>22,527</u>	<u>5,410</u>	<u>11,943</u>	<u>(1,322)</u>

Current income tax was calculated on profit before income tax, after adding back disallowable expenses disallowable and deducting income which is exempted for tax computation purposes, using the estimated effective tax rate for the year.

14. Earnings per share

Basic earnings per share is calculated by dividing profit for the period attributable to equity holders of the Company (excluding other comprehensive income) by the weighted average number of ordinary shares in issue during the period, as follows:

	For the three-month periods ended 30 June			
	Consolidated		Separate	
	financial statements		financial statements	
	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2010</u>
Profit for the period (Thousand Baht)	32,211	2,241	42,468	8,068
Weighted average number of ordinary shares (Thousand shares)	500,000	500,000	500,000	500,000
Earnings per share (Baht per share)	0.06	0.00	0.08	0.02

	For the six-month periods ended 30 June			
	Consolidated		Separate	
	financial statements		financial statements	
	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2010</u>
Profit for the period (Thousand Baht)	48,623	12,891	51,270	11,059
Weighted average number of ordinary shares (Thousand shares)	500,000	500,000	500,000	500,000
Earnings per share (Baht per share)	0.10	0.03	0.10	0.02

15. Dividend

<u>Dividend</u>	<u>Approved by</u>	<u>Total dividend</u>	<u>Dividend per share</u>
		(Baht)	(Baht per share)
Final dividend on 2010 income	Annual General Meeting of the shareholders on 22 April 2011	<u>45,000,000</u>	0.09
Total for the six-month period ended 30 June 2011		<u><u>45,000,000</u></u>	

16. Segment information

The Company and its subsidiaries' significant business operations involve the publishing and distribution of newspapers, magazines and books, and production of television programming. The business operations are carried on only in Thailand. However, during the periods, the Company and its subsidiaries did not have significant business transactions relating to the segment of television programming. Therefore, there are no presentation of financial information by segment pertain to the aforementioned industry segment and geographic area.

17. Commitments and contingent liabilities**17.1 Long-term service commitments**

As at 30 June 2011 and 31 December 2010, the Company had commitments relating to the developing and maintaining of computer systems as follows:

	(Unit: Million Baht)	
	30 June 2011	31 December 2010
Payable within:		
1 year	32.8	23.7
2 to 4 years	76.9	90.9

17.2 Newsprint purchase commitment

As at 31 December 2010, the Company had outstanding commitment in respect of the purchase of newsprint amounting to USD 0.2 million or equivalent to Baht 7.5 million (30 June 2011: None).

17.3 Long-term service commitments

Two subsidiaries entered into trademark agreements under which foreign companies granted their permission to use their trademarks. The subsidiaries are obliged to pay the counterparties service fees, which are calculated in accordance with the conditions and at rates stipulated in the agreements. The agreement terms can be summarised below.

<u>Agreement</u>	<u>Agreement terms</u>
1	From 1 March 2007
2	7 years from 1 January 2008 and can be renewed for another 7 years under the stipulated conditions
3	From May 2009 to December 2014 and can be renewed for another 5 years under the stipulated conditions
4	From June 2011 to December 2015

17.4 Guarantees

- (a) As at 30 June 2011 and 31 December 2010, the Company has guaranteed a bank credit facility of a subsidiary amounting to Baht 10.2 million.
- (b) As at 30 June 2011, there are outstanding bank guarantees of approximately Baht 18.8 million (31 December 2010: Baht 10.2 million) issued in the normal course of business of the Company.

17.5 Litigation

The Company has been named a defendant in a libel suit and two labor suits arising in the ordinary course of its business. Although the final outcome of the suits cannot be determined at this stage, it is the management's opinion that the resolution of these matters will not have any material adverse effect on the Company's financial statements as a whole.

17.6 Significant agreement

A government agency selected the Company as a co-producer of daily television news programming. The Company agreed to compensate the government agency in terms of cash, and through provision of equipment, news production staff and advertising service, in accordance with the conditions and amounts specified in the agreement. The contract is expiring in April 2013.

18. Approval of interim financial statements

These interim financial statements were approved for issue by the Company's authorised directors on 1 August 2011.