



Press Release

Q2 2008

RS Public Company Limited



Financial Highlight

Unit : Million Baht

	2Q07	1Q08	2Q08	QoQ	YoY
Total Revenue	620.41	431.51	704.89	63.3%	13.6%
Total COGS	443.80	387.32	792.23	104.5%	78.5%
Gross Profit	176.61	44.19	(87.34)	(297.6)%	(149.4)%
SG&A	171.14	102.50	221.66	116.2%	(29.5)%
EBIT	5.47	(58.30)	(309.01)	430.0%	(5749.1)%
Net Profit	4.19	(66.98)	(311.73)	365.4%	(7539.8)%
<i>GPM</i>	<i>28.4%</i>	<i>10.2%</i>	<i>-12.3%</i>		
<i>NPM</i>	<i>0.6%</i>	<i>-15.5%</i>	<i>-44.2%</i>		



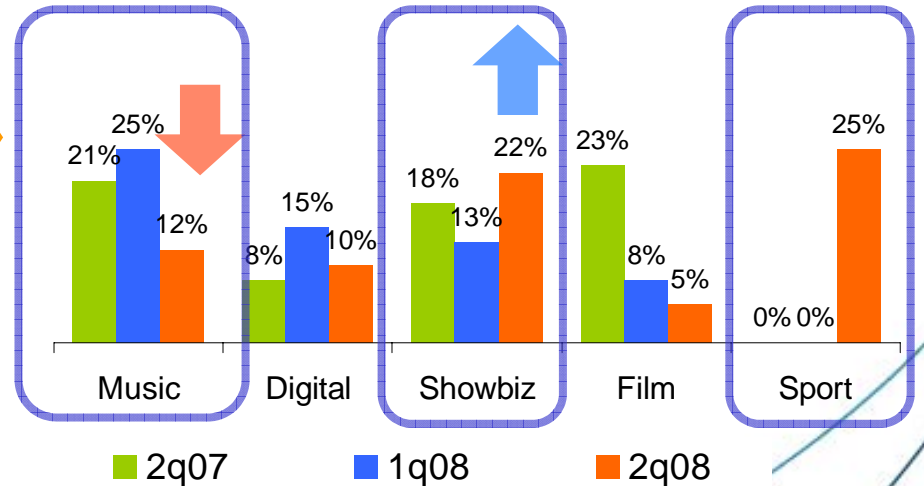
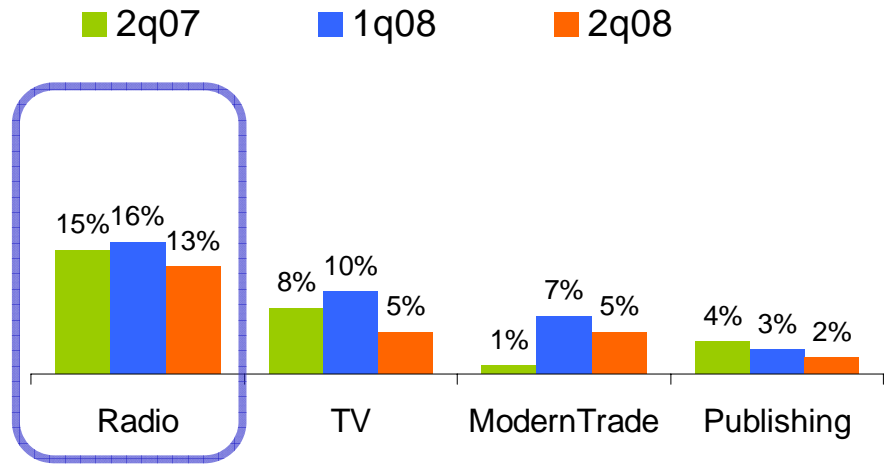
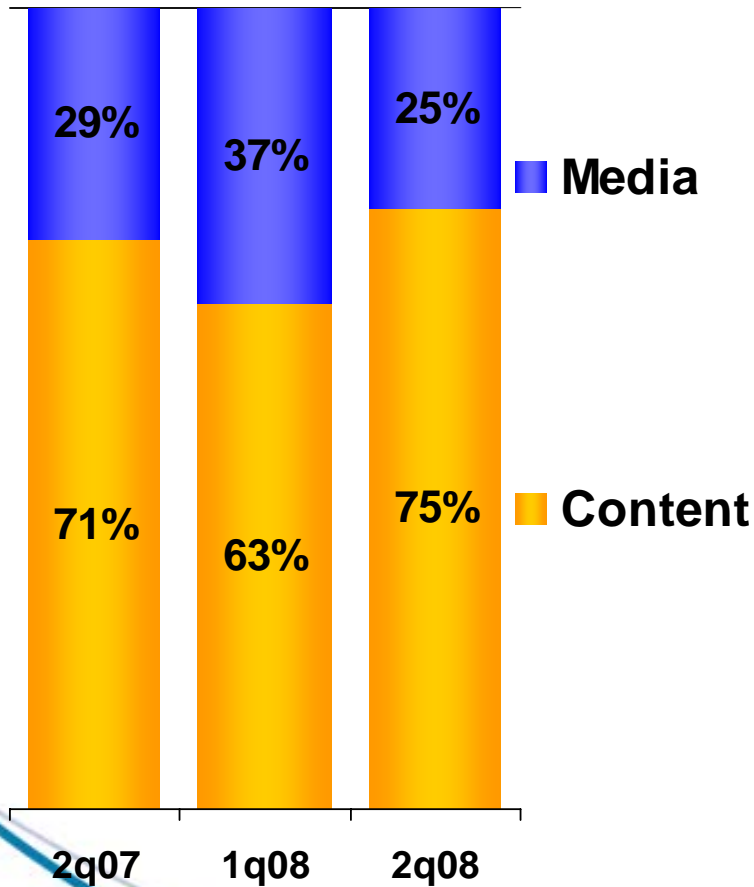
% Change in Revenue

Unit : Million Baht

Business Segment	2Q07	1Q08	2Q08	QoQ	YoY
Music	130.27	107.98	87.22	(19.2)%	(33)%
Digital	46.63	64.90	68.78	5.9%	47.5%
Showbiz	113.49	56.87	154.77	172.1%	36.3%
Film	140.45	34.48	38.01	10.2%	(72.9)%
Sports	-	-	173.00	-	-
Television	50.48	43.61	33.98	(22)%	(32.6)%
Radio	95.06	67.34	88.55	31.5%	(6.8)%
In-Store Media	-	29.49	37.01	25.5%	-
Publishing	26.68	14.35	15.57	8.5%	(41.6)%
Support	6.38	5.50	5.78	5%	(9.4)%
Total Operating Revenues	609.46	424.51	702.72	65.5%	15.3%
Other Revenue	10.94	7.00	2.17	(69)%	(80.1)%
Total Revenues	620.41	431.51	704.89	63.3%	13.6%

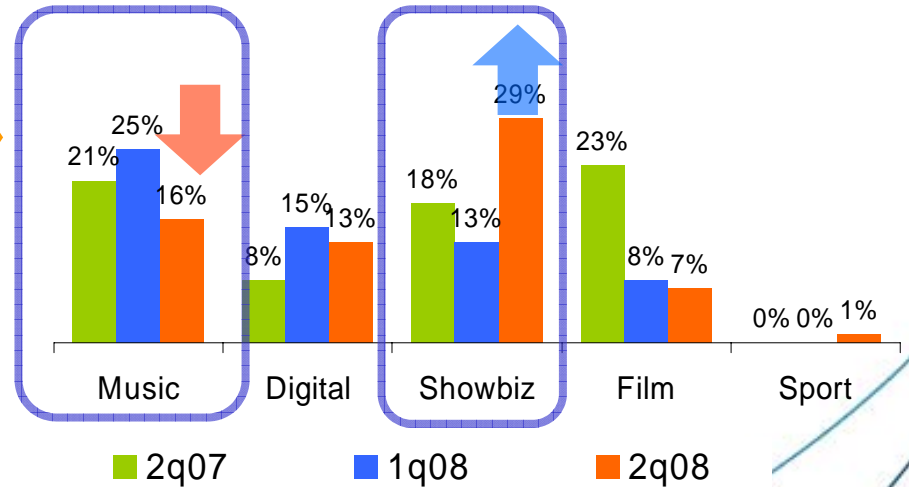
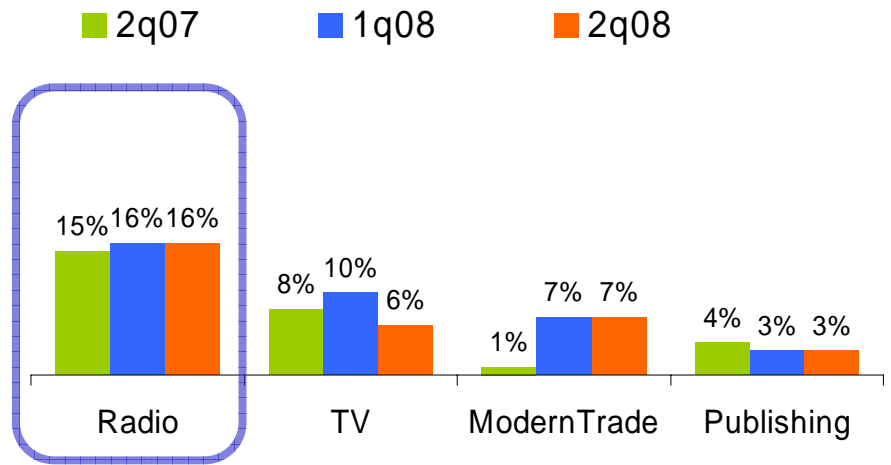
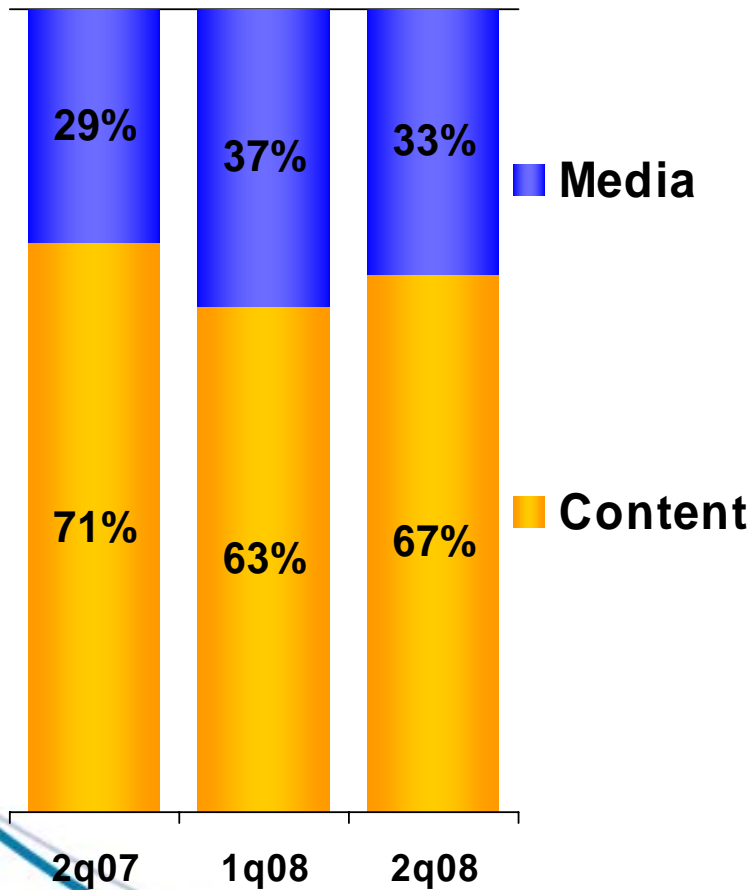


Revenue Contributions





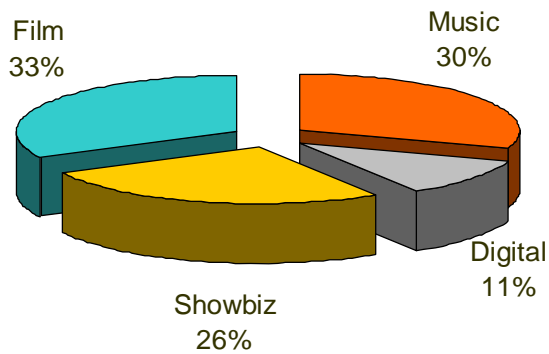
Revenue Contributions: ex.Euro



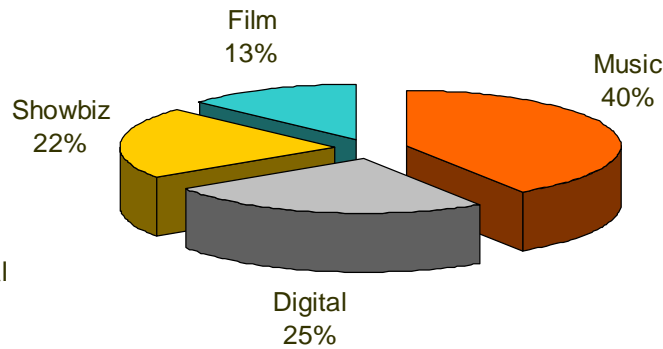


Contents Business Overview

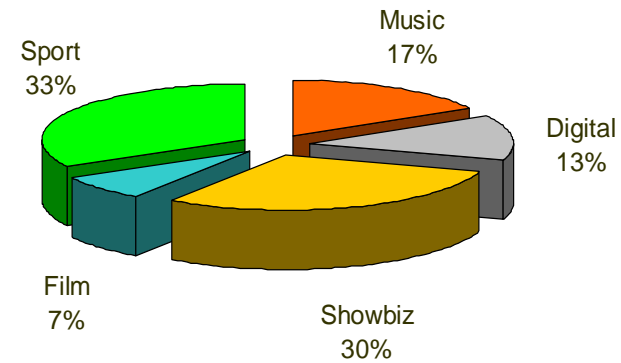
2Q07



1Q08



2Q08



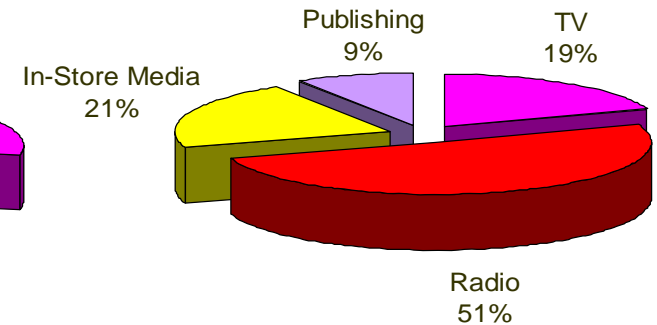
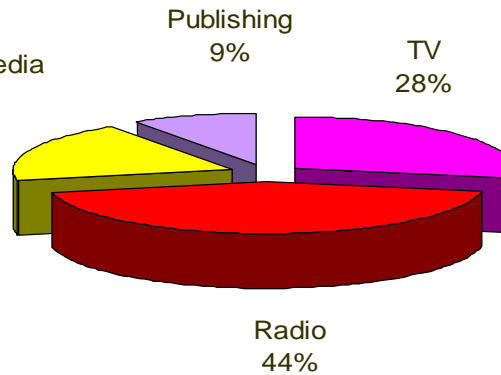
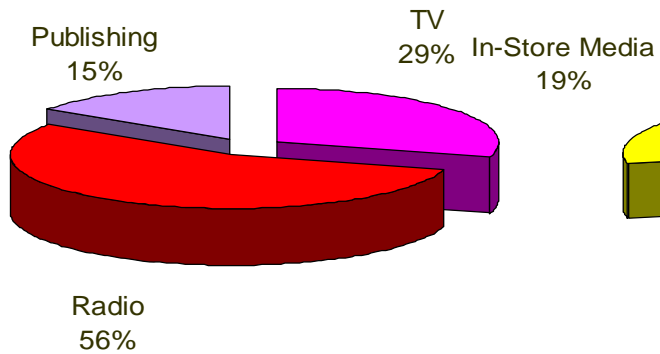


Media Business Overview

2Q07

1Q08

2Q08

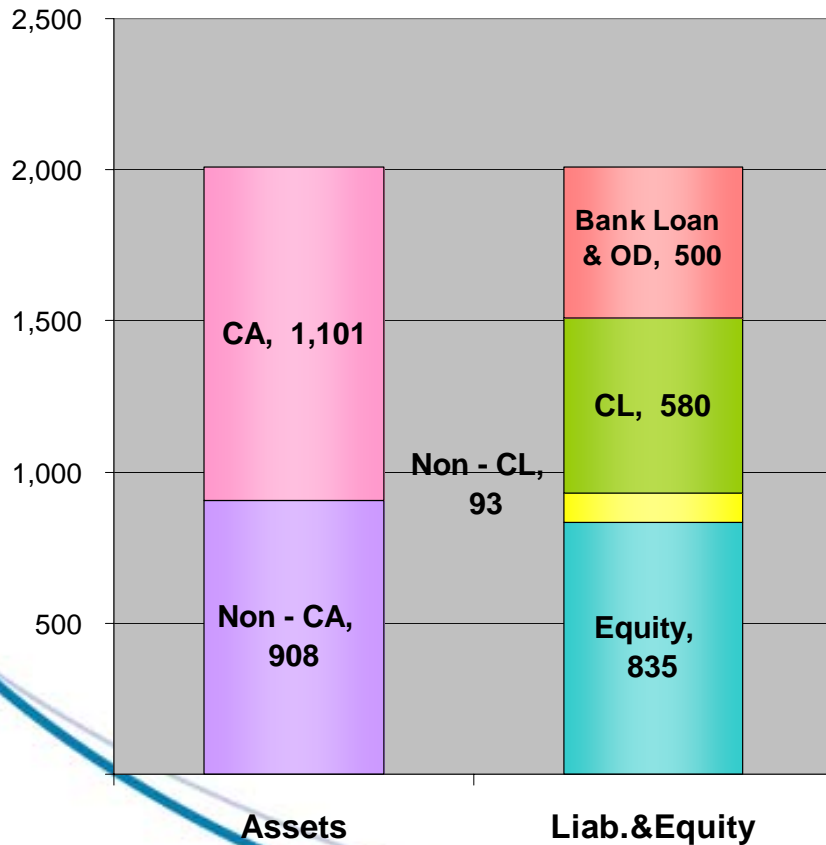




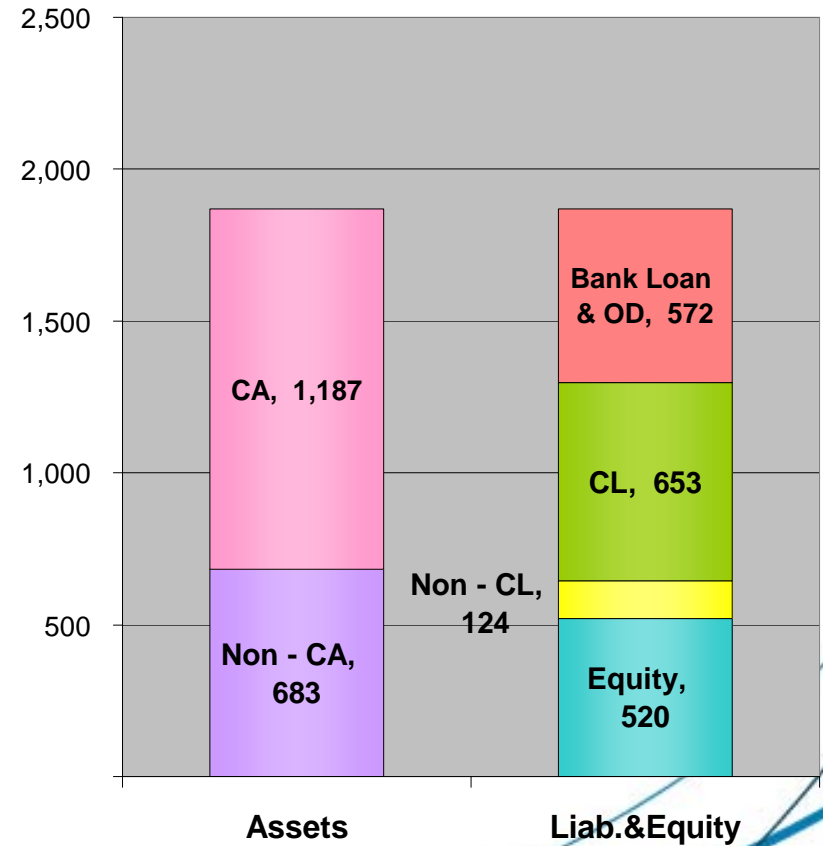
Balance Sheet Structure

Unit : Million Baht

1Q08



2Q08





Key Ratios

	2q07	1q08	2q08
Gross Profit Margin	27.60%	8.10%	-12.39%
EBITDA Margin	5.04%	-6.47%	-40.17%
Net Profit Margin	0.63%	-14.69%	-44.22%
Earning per share (บาท)	0.01	-0.09	-0.45
Current Ratio (เท่า)	1.50	1.02	0.97
Debt to Equity Ratio (เท่า)	0.95	1.41	2.59

Cash Flows from :

- Operating Activities (ล้านบาท)	-148.89	80.50	21.29
- Investing Activities (ล้านบาท)	13.20	-221.75	-339.85
- Financing Activities (ล้านบาท)	44.20	165.35	262.67
- Change in Cash (ล้านบาท)	-55.89	24.10	-91.48



Appendix



TV – Music Program

No.	Music Programs at June30, 2008	Type	Day	Time	Channel
1	TV RELAX	String	Tue - Wed	13:25 13:50	5
2	HI! FRIEND	String	Wed	23:15 0:05	5
3	KAMIKAZE' CLUB	String	Sat	10:55 11:45	5
4	POP UP LIVE	String	Sat - Sun	0:15 1:30	5
5	PASA PARTY	String	Mon	0:25 1:25	7
6	2 NITE LIVE	String	Wed - Thu	0:25 1:25	7
7	HOLIDAY MENU	String	Holiday	12:00 13:00	7
8	HUA JAI SA PAI PAE	String	Fri	0:30 1:30	9
9	BUSSABA VARIETY	Country	Mon	14:00 14:25	5
10	CHOOM CHON VARIETY	Country	Mon - Fri	14:25 14:35	5
11	YOR YING SO PA	Country	Fri	10:35 11:00	5
12	SAO KOON SONG	Country	Mon - Wed	1:30 2:00	7
		Country	Sun	1:00 1:30	7
13	SIAM PAZA	Country	Mon	1:00 2:00	9
14	MUENG THAI CHAI LEOY	Country	Sun	1:00 2:00	9



Non - Music Program

No.	Non-Music Programs at June30, 2008	Type	Day	Time		Channel
1	FAH MUENG THAI	Variety	Sun	22:00	23:00	5
2	KWA JA PEN DAO	Variety	Sun	14:00	15:00	9



Thank You