



Press Meeting

Q2 2009

RS Public Company Limited



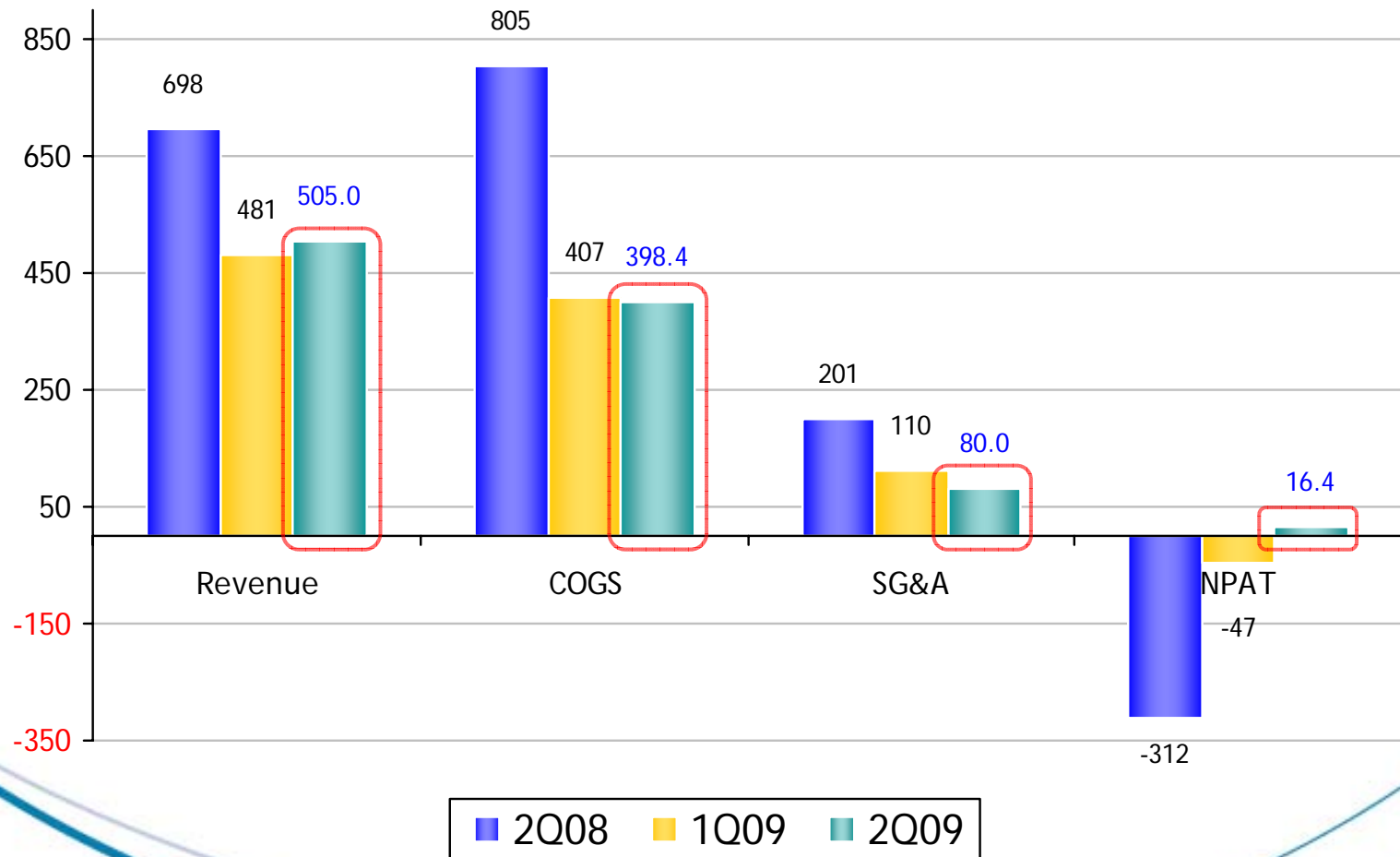
Financial Highlight

Unit : Million Baht

	2Q08	1Q09	2Q09	QoQ	YoY
Total Revenue	697.59	480.70	504.99	5.05%	(27.61)%
Total COGS	805.22	406.70	398.42	(2.04)%	(50.52)%
Gross Profit	(107.63)	74.00	106.57	44.01%	199.02%
SG&A	201.38	110.89	80.44	(27.46)%	(60.06)%
EBIT	(58.30)	(36.89)	26.13	170.83%	144.82%
Net Profit	(311.73)	(46.89)	16.41	135.00%	105.26%
<i>GPM</i>	<i>-15%</i>	<i>15%</i>	<i>21%</i>		
<i>NPM</i>	<i>-45%</i>	<i>-10%</i>	<i>3%</i>		



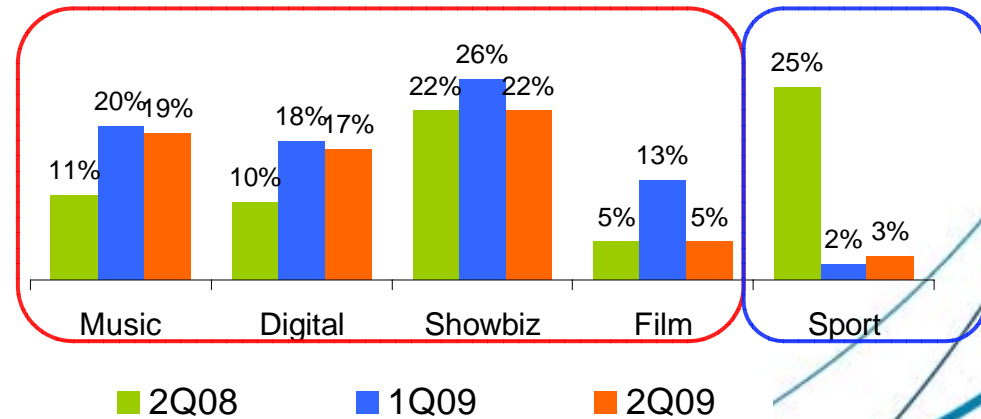
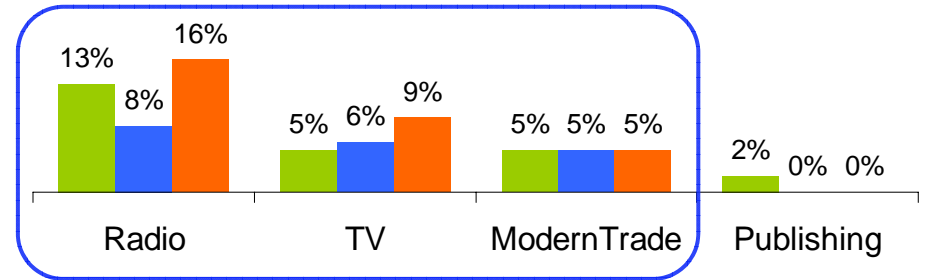
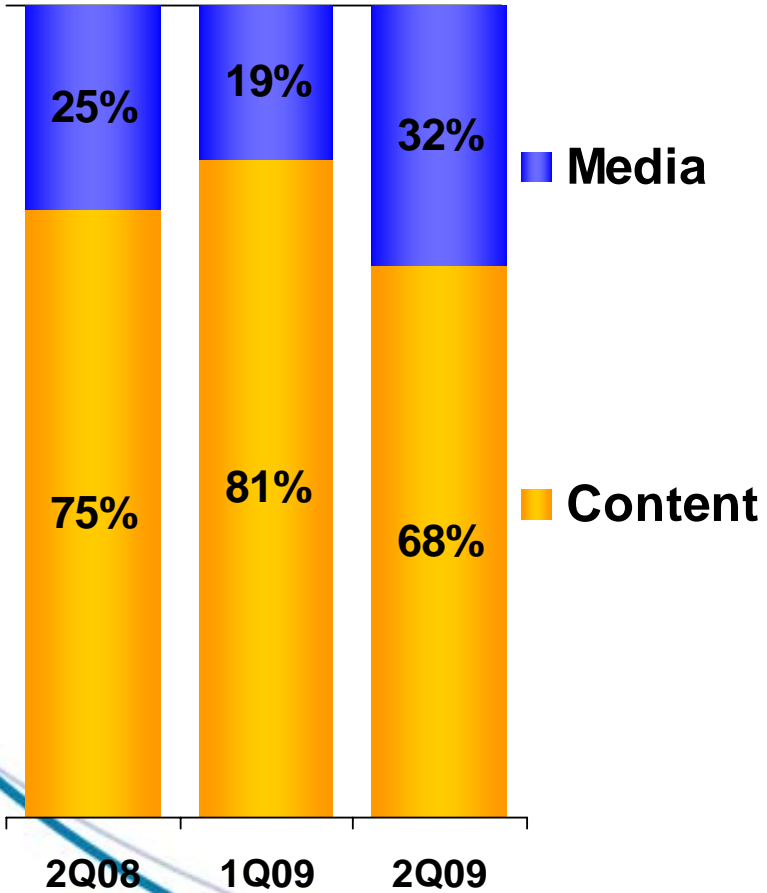
Financial Highlight





Revenue Contribution

■ 2Q08 ■ 1Q09 ■ 2Q09





Nielsen Survey

Ranking : AC Nielsen Survey # 8 2009 12+, Avg. Persons	Operator	No. of Listeners (in Thousands)	% Share of Listeners
1. 95.0 Look Tung Ma Ha Na Korn	MCOT	2,337	29.6%
2. 88.5 Look Toong Thailand	Media Lover	840	11.2%
3. 93.0 Cool93 Fahrenheit	Sky High Network (RS)	878	10.1%
4. 97.5 Seed FM	MCOT	943	6.9%
5. 95.5 Virgin Hitz	Virgin BEC Tero	572	4.1%



Key Ratios

	<u>2Q08</u>	<u>1Q09</u>	<u>2Q09</u>
Gross Profit Margin	-15%	15%	21%
EBITDA Margin	-41%	-2%	10%
Net Profit Margin	-45%	-10%	3%
Earning Per Share (บาท)	-0.45	-0.07	0.02
Current Ratio (เท่า)	0.97	0.92	0.93
D/E Ratio (เท่า)	2.59	2.77	2.43
Cash Flow From:			
- Operating Activities	(59.2)	(17.1)	181.9
- Investing Activities	(118.1)	(3.5)	(17.2)
- Financing Activities	97.3	(46.5)	(263.2)
- Net Cash Flow	80.0	(67.1)	(98.5)
- End Cash	130.9	126.2	94.8



Outlook Q3/2009

- Music & Digital: The success of SuperMao *339 will turn up fully starting 3Q.
- Film: “แฟนเก่า” is expected to weather the stale sentiment of movie business.
- Television: The launching of Satellite TV: *You Channel* and *Sabaidee TV* will complete the business platform of both Music and TV for 2009.

Disclaimer

“Some statements made in this presentation are forward-looking statements, which are subject to various risks and uncertainties. These include statements with respect to our corporate plans, strategies and beliefs and other statements that are not historical facts. These statements can be identified by the use of forward-looking terminology such as “may”, “will”, “expect”, “anticipate”, “intend”, “estimate”, “continue”, “plan” or other similar words. The statements are based on our management’s assumptions and beliefs in light of the information currently available to us. These assumptions involve risks and uncertainties which may cause the actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements.



Appendix



TV – Teen & Music Program

No.	Music Programs at June30, 09	Type	Day	Time		Channel	Airing Minutes
1	KAMIKAZE' CLUB	Teen	Sat	15:45	16:35	5	50
2	2 NITE LIVE	Teen	Sat - Sun	0:20	1:35	5	150
3	TEEN PLUS SHOW	Teen	Fri	22:25	23:05	5	40
4	ASIAN COUNTDOWN	Teen	Wed	23:15	0:05	5	50
5	BUSSABA VARIETY	Country	Mon	13:50	14:15	5	25
6	CHOOM CHON VARIETY	Country	Mon - Fri	14:25	14:35	5	50
7	TV RELAX	Country	Tue - Wed	13:10	13:35	5	50
8	YOR YING SO PA	Country	Fri	13:10	13:35	5	25
9	SIAM PASA (ended at July31,2009)	Country	Sun - Mon	1:05	2:00	7	110
	SIAM PASA (ended at July31,2009)	Country	Fri	0:30	1:30	7	60
Airing Minutes per Week							610



Non - Music Program

No.	Non-Music Programs at June30, 2009	Type	Day	Time		Channel	Airing Minutes
1	FAH MUENG THAI	Variety	Sun	22:00	23:00	5	60
2	KWA JA PEN DAO (ended at July1, 2009)	Variety	Sun	14:00	15:00	9	60
3	DADDY DUO (ended at July19, 2009)	Drama	Sat - Sun	20:40	21:30	9	100
	HOLIDAY MENU	Variety	Holiday	12:00	13:00	7	60
Airing Minutes per Week							220



Thank You