



Press Meeting

Q3 2009

RS Public Company Limited



Financial Highlight

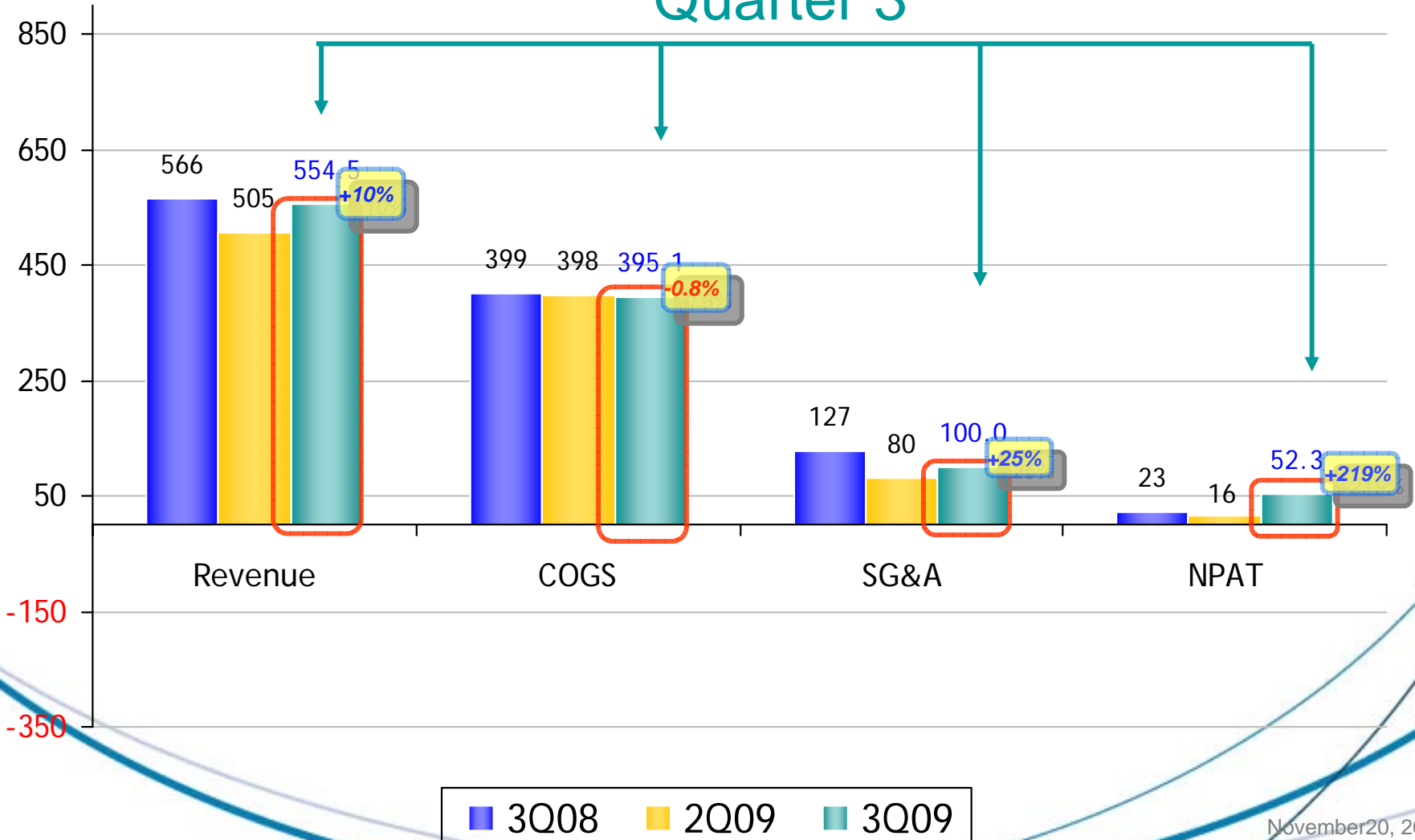
Unit : Million Baht

	3Q08	2Q09	3Q09	QoQ	YoY
Operating Revenue	556.20	491.56	545.42	10.96%	(1.94)%
COGS	399.28	398.42	395.12	(0.83)%	(1.04)%
Gross Profit	166.37	106.57	159.34	49.52%	(4.23)%
Other Revenue	9.46	13.43	9.04	(32.67)%	(4.40)%
SG&A	126.59	80.28	99.94	24.49%	(21.05)%
EBIT	39.78	26.13	59.39	127.28%	49.30%
Net Profit	23.21	16.41	52.33	218.92%	125.42%
<i>GPM</i>	<i>28%</i>	<i>19%</i>	<i>28%</i>		
<i>NPM</i>	<i>4%</i>	<i>3%</i>	<i>10%</i>		



Financial Highlight

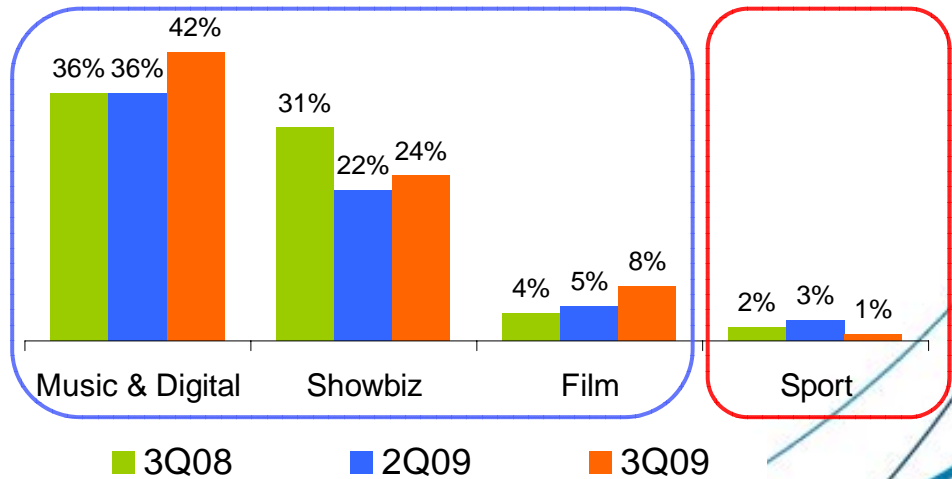
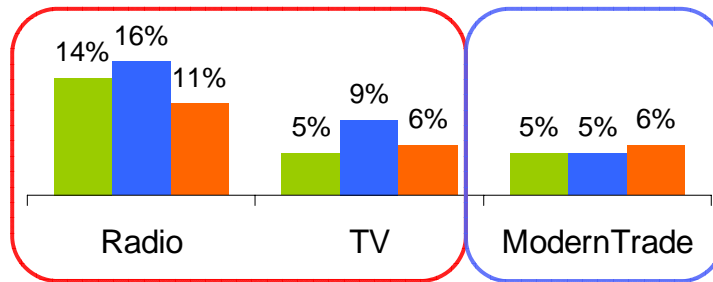
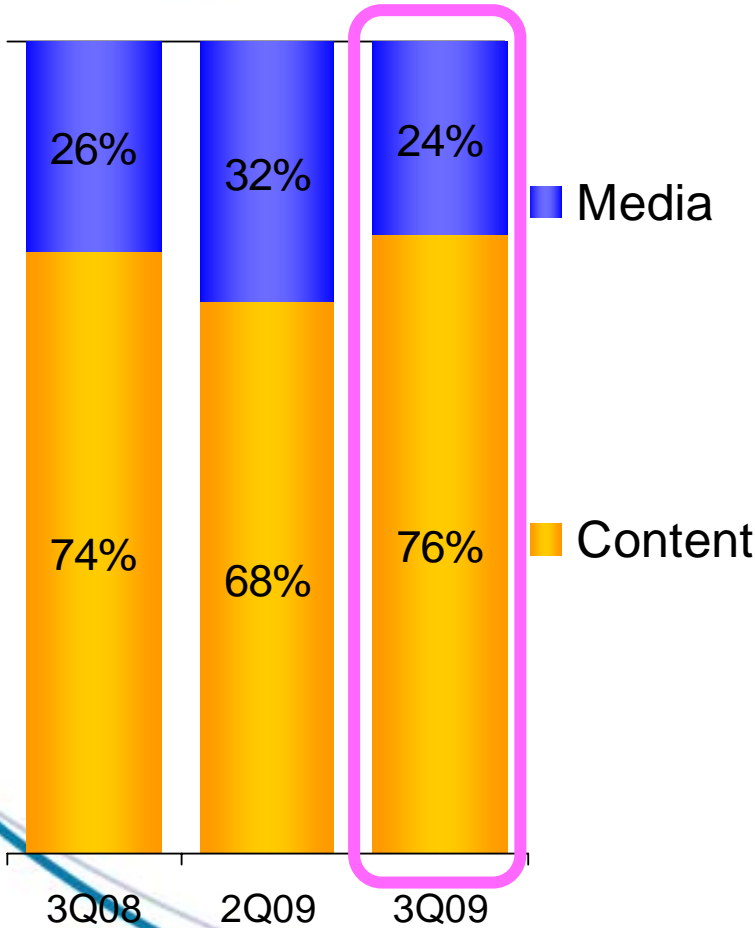
Quarter 3





Revenue Contribution

■ 3Q08 ■ 2Q09 ■ 3Q09





Nielsen Survey

Ranking : AC Nielsen Survey # 11 2009 12+, Avg. Persons	Operator	No. of Listeners (in Thousands)	% Share of Listeners
1. 95.0 Look Tung Ma Ha Na Korn	MCOT	2,254	25.9%
2. 88.5 Look Toong Thailand	Media Lover	728	11.2%
3. 93.0 Cool93 Fahrenheit	Sky High Network (RS)	817	8.7%
4. 97.5 Seed FM	MCOT	970	8.5%
5. 103.5 FM One	Click & VR1	463	4.1%



Key Ratios

	<u>3Q08</u>	<u>2Q09</u>	<u>3Q09</u>
Gross Profit Margin	28%	19%	28%
EBITDA Margin	11%	10%	14%
Net Profit Margin	4%	3%	9%
Earning Per Share	0.03	0.02	0.07
Book Value per Share	0.77	0.64	0.72
Current Ratio	0.99	0.93	1.03
D/E Ratio	2.56	2.43	2.11
Cash Flow From:			
- Operating Activities	(42.5)	199.0	81.6
- Investing Activities	(15.4)	(13.7)	(10.0)
- Financing Activities	78.1	(216.8)	(66.8)
- Net Cash Flow	20.2	(31.4)	4.9
- End Cash	149.5	94.8	99.6



Outlook Q4/2009

- **Music:** Pong Lang Concert VCD sales + other key albums will keep Q4 as peak season for the segment.
- **Digital:** SuperMao *339 will continue to expand and be key success factor for Music & Digital segment.
- **Media:** ADEX momentum in Q4 will help support growth in Media revenues.
- **Satellite TV:** After having firmly established its names in Q3, SAT TV will keep expanding customer base with more quality programs which create synergy with other segments.

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.	Teen & Music Programs at Sep30, 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
Airing Minutes per Week							440



Non - Music Program

No.	Non-Music Programs at Sep30, 2009	Type	Day	Time		Channel	Airing Minutes
1	FAH MUENG THAI	Variety	Sun	22:00	23:00	5	60
2	HOLIDAY MENU	Variety	Holiday	12:00	13:00	7	60
Airing Minutes per Week							60



Thank You