



Press Release

FY 2008

RS Public Company Limited



Financial Highlight

Unit : Million Baht

	4Q07	4Q08	%Change	FY07	FY08	%Change
Total Revenue	703.80	691.50	(2)%	2,515.89	2,371.44	(6)%
Total COGS	503.93	520.65	3%	1,842.93	2,102.71	14%
Gross Profit	199.87	170.84	(15)%	672.95	268.73	(60)%
SG&A	240.25	192.50	(20)%	788.09	617.93	(22)%
EBIT	(40.38)	(21.66)	(46)%	(115.13)	(349.20)	203%
Net Profit	(44.45)	()	174%	(121.67)	(398.42)	227%
<i>GPM</i>	<i>28.4%</i>	<i>24.7%</i>		<i>26.7%</i>	<i>11.3%</i>	
<i>NPM</i>	<i>-6.3%</i>	<i>-17.6%</i>		<i>-4.8%</i>	<i>-16.8%</i>	



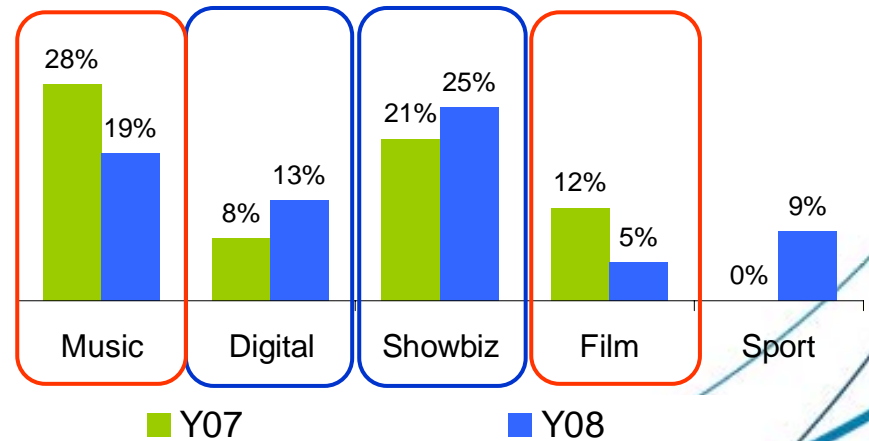
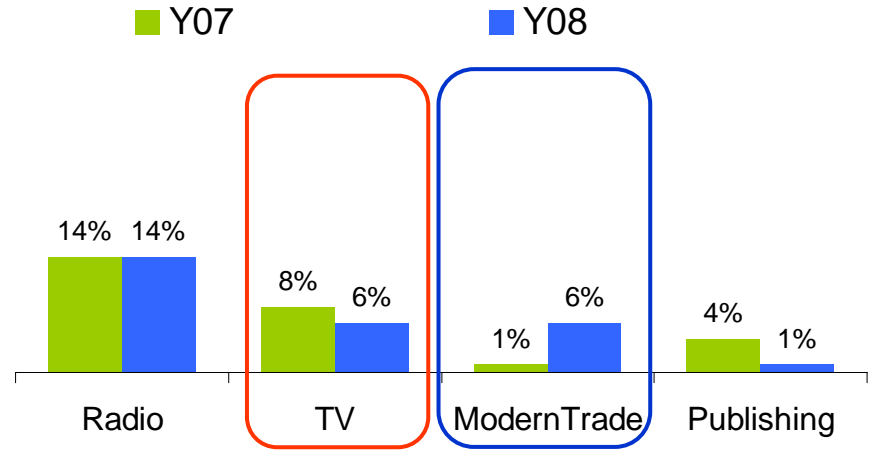
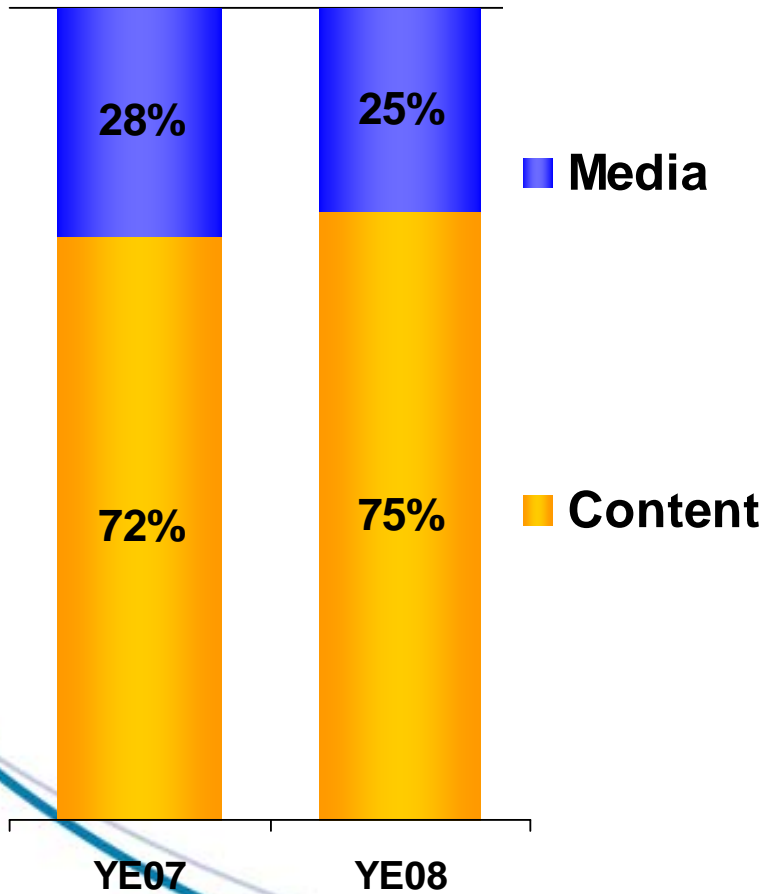
% Change in Revenue

Unit : Million Baht

Business Segment	FY07	FY08	%Change	
Music	699.20	460.67	(34)%	↓
Digital	209.12	297.20	42%	↑
Showbiz	540.00	591.65	10%	↑
Film	296.33	118.18	(60)%	↓
Sports	-	214.95	-	
Television	210.29	151.18	(28)%	↓
Radio	341.42	324.54	(5)%	
In-Store Media	31.11	138.92	347%	↑
Publishing	102.38	29.96	(71)%	
Support	26.80	16.81	(37)%	
Total Operating Revenues	2,456.68	2,344.10	(5)%	
Other Revenue	59.21	27.33	(54)%	
Total Revenues	2,515.89	2,371.44	(6)%	



Revenue Contributions - 2008





Key Ratios

	<u>4Q07</u>	<u>3Q08</u>	<u>4Q08</u>
Gross Profit Margin	27.5%	27.1%	24.7%
EBITDA Margin	-1.9%	10.5%	1.1%
Net Profit Margin	-6.3%	4.3%	-6.2%
Earning Per Share (บาท)	-0.06	0.03	-0.06
Current Ratio (เท่า)	1.20	0.99	0.95
D/E Ratio (เท่า)	1.29	2.56	2.77
Cash Flow From:			
- Operating Activities	(15.2)	(42.5)	164.5
- Investing Activities	38.3	(15.4)	(28.4)
- Financing Activities	93.4	78.1	(94.2)
- Net Cash Flow	116.5	20.2	42.1



Outlook Q1/2009

- Media segments is taking a heavy toll from the slowing down economy but is expected to recover during summer.
- Music: Fewer albums released in Q1. More albums in Q2.
- Digital: Growth will be in line with hit songs.
- Sport: Steady revenue stream from S-One Soccer Field
- Film: Movie released achieved targets
- In-store Media: An expansion in In-store TV domain

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 – Music Program

No.	Music Programs at Dec31, 2008	Type	Day	Time		Channel
1	KAMIKAZE' CLUB	String	Sat	10:55	11:45	5
2	2 NITE LIVE	String	Sat - Sun	0:15	1:30	5
3	VIRUS MUSIC	String	Fri	0:30	1:30	9
4	9 RICHTER	String	Mon	1:00	2:00	9
5	BUSSABA VARIETY	Country	Mon	14:00	14:25	5
6	CHOOM CHON VARIETY	Country	Mon - Fri	14:25	14:35	5
7	TV RELAX	Country	Tue - Wed	13:25	13:50	5
8	YOR YING SO PA	Country	Fri	10:35	11:00	5
9	SAO KOON SONG	Country	Mon - Wed	1:30	2:00	7
		Country	Sun	1:00	1:30	7



Non - Music Program

No.	Non-Music Programs at Dec31, 2008	Type	Day	Time	Channel	
1	DARA PARTY	Variety	Wed	23:15	0:05	5
2	FAH MUENG THAI	Variety	Sun	22:00	23:00	5
3	KWA JA PEN DAO	Variety	Sun	14:00	15:00	9
4	HOLIDAY MENU	Variety	Holiday	12:00	13:00	7



Thank You