

## Earning Release FY 2015

Vice President Accounting and Finance Division said that the operation overview in year 2015, the business outlook still slowly recovered at the same level as in 2014. Private consumption did not clearly improve due to low household income especially the agriculture sector, which suffered from severe drought and lower agricultural commodity prices. Another factor was the high level of household debts. Weakened consumer confidence due to uncertainty in future economic conditions had resulted in the slowdown in private consumption and purchase of goods. Exports remained stalled due to the downturn of economic recovery in our trading partners, in China altogether with the world economy. Even though the Baht weakened, this was not reflected in any significant increase in exports of goods. It wasn't until the fourth quarter that business conditions began to edge up with improvements evident in consumption, investment and tourism. Both private consumption and investments were improved by many government stimulus programs during this quarter. Looking forward to 2016, business conditions are expected to continue to expand to support the increasing consumer demands from CLMV countries (Cambodia, Laos, Myanmar and Vietnam) together with the recovery in USA, Eurozone and Japanese economies. Production costs remained unchanged except for the fall in global oil prices. The significant factors which have to be taken into consideration are such as the impacts from the economic slowdown in China and the change in Fed interest rates in the US.

As consumption in the private sector remained clearly unimproved, the Company has had to adjust its marketing strategy by engaging in many promotional campaigns, together with careful control of the capital costs and inventory management in order to maintain its market share and keep its profit margin.

In 2015, the Company and its subsidiaries gained revenue from sales of 12,342.82 million Baht, an increase of 309.82 million Baht or 2.57 percent compared to 12,033.00 million Baht in 2014. Net profit was 703.19 million Baht, an increase of 28.98 percent, year on year, despite the slight increase of 2.76 percent in sales costs. The Company's high profit was due to the increase in dividend and also had a higher share of profit of equity-accounted investees.

The Company is determined to create new sales channels in the digital age by developing a specialized special marketing team, company aims enhancing the team's skills, knowledge and abilities to serve the online customers in 'Digital Marketing', develop key trading partners with such as LINE Social Media, and online retail partners such as Talad.com, Ensogo, Lazada, Zarola and TV home shopping home namely Shop Channel, O Shopping, TV Direct and Shop On Air. The company also added a new sales channel which serves faster and higher valuable for online shopping via the website [www.shopicc.com](http://www.shopicc.com), which links a variety of trade and covers every facet of online business, together with the development of lastly, a complete systems regarding logistics, transportation, inventory management and Call Center service.

The Company and its subsidiaries also launched sales promotional activities under the campaign 'Let's Shop ICC' at the corporate level to convey the key information of regarding the Company's products to consumers, to raise enhancing the opportunity to increase Company's sales.