

## Earning Release FY 2016

Vice President Accounting and Finance Division said that the operation overview in year 2016, public sector expenditure and investment continuing from the first six months of the year, remained a strong feature of the economic situation in the year 2016. Rapid expending of state budget continued in projects that were ready such as water management, road transport and infrastructure development under the 2016 Urgent Transportation Action Plan. In addition, the number of tourists also expanded, resulting in high expectation of growth in related businesses connected to the tourism industry. Continuing increase in private sector consumption from the previous year may be attributed to increasing individual incomes and higher employment in the services sector. Moreover, private sector investment also showed signs of recovery over the previous year due lower interest rates, as well as the significant progress in key government projects. Nevertheless, the economic slowdown posted by trading partner countries is expected to result in contraction of Thailand's exports.

Under the prevailing scenario of accelerated government spending and investment to stimulate economic growth, as well as fierce competition from other business enterprises, the Company still found it necessary to organize sales promotion activities to boost sales growth, devote substantial budget to marketing expenditure such as conducting research into consumer preferences, developing advertising media on the various products and organizing programs and events aimed at increasing its market share while also reducing of costs, expenses and inventory.

In Year 2016, the Company and its subsidiaries had Sales Income in amount of 12,615.38 million Baht, increase by 272.56 million Baht or 2.21% compared with year 2015, which was 12,342.82 million Baht. Net Profit in amount of 936.26 million Baht, increased by 33.23% compared with year 2015, cost of good sold 7,851.00 million Baht, increased by 210.10 million Baht or 2.75% compared with year 2015, resulted from an efficiency of operating results and increased of dividend payment, which is increased by 148.23 million Baht or 39.17%, compared with the previous year, and profit sharing in joint ventures companies.

The Company was developed the online sales channels and expanded new partners and networks such as direct sale via Television, TV Shopping and Digital Partners, together within the country and various countries. The Company also improved sales channels through electronic platforms, E-commerce and Socialmedias in full range of services, which establish rapidly sale channels by portable appliances and shopping value through [www.ethailandbest.com](http://www.ethailandbest.com), which direct any purchase order to warehouse. Deliveries and give consultation through Call Centre Service, that will impressed and satisfied by the customers.

The Company and its subsidiaries created a sales promotion activities which increased of sale channels, named "Let's Shop ICC" for advertisement and communication of products to the customers.