

CS 03/2018

February 21, 2018

Subject Declaration of Operational Results for the Year 2017

Attention Directors and Managers
The Stock Exchange of Thailand

For the three-month period ended December 31, 2017

Jubilee Enterprise Public Company Limited ("the Company") would like to inform the operational results for the three-month period ended December 31, 2017 which had revenues from sales of Baht 441.89 million increased from the same period of year 2016 by Baht 59.68 million or 15.61 percent. The major reasons of the increase in revenues from sales were due to the effective sales and marketing strategies including the launching of new products which were got positive feedback from the customers. Besides, the product segment management and the improvement of customer services were well implemented.

In addition, the Company had a net profit of Baht 62.60 million, increased from the same period of the year 2016 by Baht 13.98 million or 28.75 percent. The major reasons of the increase in net profit were mainly due to an increase in revenues from sales of 15.61 percent which resulted to an increase in gross profit of Baht 30.17 million or increased by 18.06 percent; offset by an increase in selling and administrative expenses of Baht 13.51 million which were related to an increase of revenues from sales. An increase in gross profit was mainly due to an improve on the inventory cost management as well as sales mix management in each product category efficiently. However, the Company still strictly controlled on the selling and administrative expenses.

For the twelve-month period ended December 31, 2016

The Company would like to inform the operational results for the year ended December 31, 2017 which had revenues from sales of Baht 1,542.42 million increased from the same period of year 2016 by Baht 162.43 million or 11.77 percent. The major reasons of the increase in revenues from sales were due to the effective sales and marketing strategies from the productive usage of database. The launching of new products was very successful and got positive feedback from the customers. Besides, the product segment management and the improvement of customer services were well implemented. Moreover, in year 2017 the Company has continuously emphasized on strengthening the brand perception, its reliability and quality of the products of which led the Company in implementing the related sales and marketing activities; and the Company also create the brand identity by launching new product designs by use of the Company's emblem. This was also one of the reasons to increase the revenues from sales in 2017.

In addition, the Company had a net profit of Baht 184.72 million, increased from year 2016 by Baht 27.44 million or 17.45 percent. The major reasons of the increase in net profit were mainly due to an increase in revenues from sales of 11.77 percent and an improvement of the inventory cost management, particularly for the main raw material cost, and the management of product mix efficiently, which reflected to an increase in the Company's gross profit from Baht 607.96 million in 2016 to Baht 672.30 million in 2017, increased by Baht 64.34 million or 10.58 percent; offset by an increase in selling and administrative expenses of Baht 34.61 million which were related to an increase of revenues from sales. However, the Company still strictly controlled on the selling and administrative expenses.

Please be informed accordingly.

Sincerely yours,

(Unyarat Pornprakit)
Director and Chief Executive Officer
Jubilee Enterprise Public Company Limited