



No. AC 001/2019 (PM)

13 February 2019

Subject: Clarification on the difference of the profit (loss) from the same period of the previous year

To: Director
Listing & Disclosure Department, the Stock Exchange of Thailand

According to the Company and its subsidiaries' business operational results for the twelve-months period ending 31 December 2018, the Company and its subsidiaries had the profit for this period of Baht 364.7 million, decreasing from the same period of the previous year by Baht 136.9 million or 27.3%. The difference was due to last year's profit from sale of ordinary shares in Premier Enterprise Public Company of Baht 107.0 million which resulted in the decrease in profit from sale of investment by Baht 106.0 million. Also, following Mivana Co., Ltd. becoming a subsidiary of the Company in 2017, there was related expenses of Baht 14.5 million. Such result represents the difference of the Company and its subsidiaries' profit for this period from the same period of the previous year of more than 20%. Other key changing items are as follows:

The net revenue from sale and service for this period was Baht 4,472.0 million, increasing from the same period of the previous year by Baht 285.8 million, being the increase in revenue from domestic sales by Baht 327.8 million and the increase in revenue from export sales by Baht 42.0 million.

The selling expense for the period was Baht 396.9 million, increasing from the same period of the previous year by Baht 45.7 million, being the increase in advertisement, promotion and distribution expenses for consumer products distribution segment by Baht 33.0 million, the increase in personnel related expenses by Baht 5.2 million, the increase in transportation expense by Baht 5.1 million and the increase in other selling expenses by Baht 2.4 million. The ratio of selling expense to sales revenue was at 8.9%, increasing from the same period of the previous year by 0.5%.

The administrative expense for this period was Baht 413.4 million, increasing from the same period of the previous year by Baht 42.4 million, due to the increase in personnel expense by Baht 17.3 million, the increase in donation amount by Baht 6.0 million, the increase in management fee by Baht 18.7 million, the increase in office building and warehouse rental charge by Baht 3.7 million, the increase in operation system expense by Baht 1.8 million, the increase in vehicles and travelling expense by Baht 2.2 million and the increase in research and development expense by Baht 1.2 million. Doubtful accounts decreased by Baht 4.2 million and other expenses decreased by Baht 4.3 million.



The corporate income tax expense for this period was Baht 95.9 million, increasing from the same period of the previous year by Baht 53.5 million. This resulted from last year's realization of tax loss from sale of ordinary shares in Premier Enterprise Public Company.

Please be informed accordingly.

Yours faithfully,

-Signed-

Mrs. Pensri Dettingeng
Authorized Person

Premier Marketing Public Company Limited

