



Prakit Holdings Public Company Limited

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TEL : (66-2) 715 – 3000 FAX : (66-2) 332 - 8544

AC.24/2016

November 11, 2016

Subject : Explanation of operating results for Interim Financial Statement for the three month and nine month periods ended September 30, 2016

To : President
The Stock Exchange of Thailand

Prakit Holdings Public Co.,Ltd would like to explain operating results for the three month and nine month periods ended September 30, 2016 are as follows :

1. Total revenue as reported in Statement of Comprehensive Income for the nine month period ended September 30, 2016 were 346.71 million baht decreased 16.42% from the same period of last year and net profit (Owners of the Company) were 47.39 million baht decreased 56.51% from the same period of last year. This was due to :
 - 1.1. Revenue from rendering services increased 18.65% because Revenue from rendering services of a subsidiary increased. This was due to clients produced advertising materials for their new products in first half of this year.
 - 1.2. Revenue from agency decreased 6.38% because a major client of Company decreased its advertising budget in the second half of this year.
 - 1.3. Other revenue increased 10.64 million baht from the same period of last year due to gain on investment in stock market of the Company increased.
 - 1.4. In year 2015 the Company sold a land (Investment property) to an Associated Company and recorded profit from this transaction into Gain from sales of investment property amounted 103.54 million baht.
 - 1.5. Cost of rendering of services increased 16.02% due to Revenue from rendering of services increased.

บริษัท ประกิต โฮลดิ้งส์ จำกัด (มหาชน)

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1.6. Selling and Administrative expenses decreased 1.87% from the same period of last year.

This was due to in year 2015 the Company recorded expenses from sales of investment property (land) amounted 8.26 million baht.

2. Total revenue as reported in Statement of Comprehensive Income for the three month period ended September 30, 2016 were 85.59 million baht decreased 62.08% from the same period of last year and net profit (Owners of the Company) were 8.96 million baht decreased 88.73% from the same period of last year. This was due to :

2.1. Revenue from rendering services decreased 30.56% because one existing client of subsidiary postponed to produce advertising materials from this period to forth quarter.

2.2. Revenue from agency decreased 26.96% due to a major client of the Company decreased its advertising budget in the second half of this year.

2.3. Other revenue increased 5.33 million baht due to there is gain on investment in stock market of the Company increased.

2.4. In this period of last year the Company sold a land (Investment property) to an Associated Company and record Gain from sales of investment property amounted 103.54 million baht.

2.5. Cost of rendering of services decreased 40.91% due to Revenue from rendering services decreased.

2.6. Selling and Administrative expenses decreased 22.81% from the same period of last year. This was due to last year the Company recorded expenses from sales of investment property (land) amounted 8.26 million baht.

Your sincerely,

(Miss Wichuda Grairithikul)

Finance Director

บริษัท ประกิต โฮลดิ้งส์ จำกัด (มหาชน)

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