



Prakit Holdings Public Company Limited

88 SOI SUKHUMVIT 62 SECTION 3, SUKHUMVIT ROAD, BANGCHAK, PRAKANONG, BANGKOK 10260, THAILAND.
TEL : (66-2) 715 – 3000 FAX : (66-2) 332 - 8544

AC.25/2017

November 13, 2017

Subject : Explanation of operating results for Interim Financial Statement for the three month and nine month periods ended September 30, 2017

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, 2017 are as follows :

1. Net profit (Owners of the Company) as reported in Statement of Comprehensive Income for the nine month period ended September 30, 2017 were 52.39 million baht increased 10.55% from the same period of last year.
2. Total revenue as reported in Statement of Comprehensive Income for the three month period ended September 30, 2017 were 125.85 million baht increased 47.05% from the same period of last year and net profit (Owners of the Company) were 14.50 million baht increased 61.95% from the same period of last year. This was due to :
 - 2.1. Revenue from rendering services increased 69.96% because a subsidiary produced advertising materials for product of new client.
 - 2.2. Revenue from agency increased 34.46% due to Company clients spent more media budget.
 - 2.3. Other revenue decreased 1.72 million baht due to gain on investment in stock market of the Company decreased.
 - 2.4. Cost of rendering of services increased 70.16% due to Revenue from rendering services increased.
 - 2.5. Selling and Administrative expenses increased 21.09% from the same period of last year due to Company reserved loss on investment amounted 3.14 million baht.

Your sincerely,

(Miss Wichuda Grairithikul)

Finance Director

บริษัท ประกิต โฮลดิ้งส์ จำกัด (มหาชน)

88 ซอยสุขุมวิท 62 แขวงบางจาก เขตพระโขนง กรุงเทพฯ 10260 โทร : (66-2) 715-3000 โทรสาร : (66-2) 332-8522, 332-8544