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May 15, 2018

Subject: Management Discussion and Analysis for the Quarterly Performance Ending March 31, 2018

To: President

The Stock Exchange of Thailand

Reference is made to Resolution of the Board of Directors' Meeting of Electronic Industry Public Company Limited ("Company") No. 4/2018 held on May 15, 2018 which approved the financial statements and results of operations of the Company for the Quarterly Performance Ending March 31, 2018 which was reviewed by the auditor. The Company would like to summarize of the Company's Overall Performance and Financial Status is as follows:

Income Statement

Unit : Thousand Baht

Performance (Income Statement)	Q1.2018	Q1.2017	Increased/ (Decreased)	%
Income				
Sales	46,822	43,021	3,801	8.84
Services income	27,672	-	27,672	100.00
Cost of sales	(32,945)	(30,949)	(1,996)	6.45
Cost of services	(14,142)	-	(14,142)	100.00
Gross profit	27,407	12,072	15,335	127.03
Other income	3,376	2,252	1,124	49.91
Profit before expenses	30,783	14,324	16,459	114.91
Selling expenses	(2,904)	(1,664)	(1,240)	74.52
Administrative expenses	(13,982)	(11,453)	(2,529)	22.08
Remunerations for directors and management	(4,038)	(3,163)	(875)	27.66
Loss on disposal of investments in subsidiary	-	(25)	25	100.00
Loss on exchange rates	(4,456)	(2,971)	(1,485)	49.98
Profit (loss) before finance cost and income tax expense	5,403	(4,952)	10,355	209.11
Finance cost	(2,962)	(485)	(2,477)	510.72
Profit (loss) before income tax expense	2,441	(5,437)	7,878	144.90
Income tax expenses	(3,499)	-	(3,499)	100.00
Total comprehensive loss for the period	(1,058)	(5,437)	(4,379)	(80.54)

In the 1st quarter of 2018, the Company had income from the sale of goods and provision of services which increased from Baht 43.02 million to Baht 74.49 million by Baht 31.47 million or equivalent to 73.16% when compared with the same period of the previous year as a result of an increase in the income from the sale of goods in the amount of Baht 3.80 million or equivalent to 8.84% and the income from the billboard rental service invested by the Company in October 2017 in the amount of Baht 27.67 Million. The cost of sale of goods and provision of services increased by Baht 16.14 million from the previous year or equivalent to 52.14%. The said increase was caused mainly by the cost of billboard rental service of Baht 14.14 million.

Gross profit in the 1st quarter of 2018 when compared with the same period of the previous year increased by Baht 15.34 million or 127.03% from Baht 12.07 million to Baht 27.41 million. The increase was caused mainly by the income from the billboard rental service which had gross profit at a rate of 48.89%.

Other income in the 1st quarter of 2018 when compared with the same period of the previous year increased by Baht 1.12 million or 49.91% from Baht 2.25 million to Baht 3.38 million. The increase was caused mainly by the income from interest on the fund invested in the short-term bill of exchange.

Sale Expense

The Company's sale expense in the 1st quarter of 2018 was Baht 2.90 million or 3.90% of the total income from the sale of goods and provision of services. When compared with the same period of the previous year where the sale expense was equivalent to Baht 1.66 million, it increased by Baht 1.24 million or 74.52%. In this regard, the sale expense increased mainly because of the business of billboard rental service invested by the Company during the end of the previous year.

Administrative Expense

In the 1st quarter of 2018, the administrative expense was in the amount of Baht 13.98 million or 18.77% of the total income of the sale of goods and provision of services. It increased by Baht 2.53 million when compared with the same period of the previous year where the administrative expense was equivalent to Baht 11.45 million. In this regard, the administrative expense increased mainly because of the business of billboard rental service invested by the Company during the end of the previous year.

Remuneration of Directors and Executives

In the 1st quarter of 2018, the remuneration of directors and executives was Baht 4.04 million or 5.42% of the total income from the sale of goods and provision of services when compared with the same period of the previous year where the remuneration of directors and executives was Baht 3.16 million. The increase amount consisted of the remuneration of the Company's directors and executives in the amount of Baht 0.42 million and the remuneration of the subsidiary's directors and executives in the amount of Baht 0.46 million.

Loss from Disposition of Fund Invested in Subsidiary

In the 1st quarter of 2018, the Company suffered the loss from the disposition of investment fund that decreased by Baht 0.03 million when compared with the same period of the previous year as in the 1st quarter of 2017, the loss was caused by the disposition of the investment fund in Thai Prime Investment Co., Ltd.

Loss from Exchange Rate

In the 1st quarter of 2018, the Company suffered the loss from exchange rate in the amount of Baht 4.46 million or 9.52% of the sale of goods. The loss increased from the same period of the previous year due to the fluctuation of the Thai Baht.

Finance Cost

In the 1st quarter of 2018, the Company's finance cost was Baht 2.96 million which increased by Baht 2.48 million when compared with the same period of the previous year where the finance cost was Baht 0.49 million. The increase amount consisted of the payable interest of the Company and its subsidiary in the amount of Baht 1.82 million and the interest under the financial lease in the amount of Baht 0.66 million.

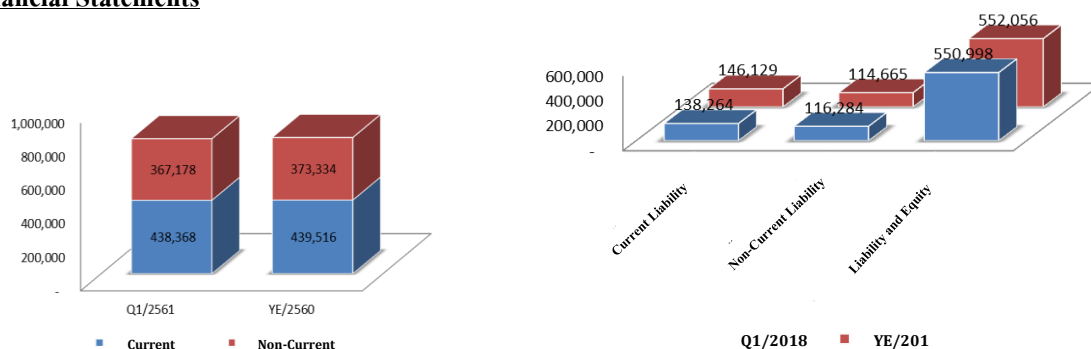
Income Tax Expense

In the 1st quarter of 2018, the Company had income tax expense in the amount of Baht 3.50 million which incurred from deferred tax asset in the amount of Baht 1.12 million and corporate income tax of the subsidiary in the amount of Baht 2.38 million.

Net Profit (Loss)

The Company's net profit (loss) in the 1st quarter of 2018 and the 1st quarter of 2017 was equivalent to (1.06) and (5.44) respectively which were equivalent to the rate of net profit(loss) at (1.42) and (7.30) % of the total income of the Company respectively. The main factor which resulted in a substantial difference between the net profit(loss) and the rate of net profit (loss) in the 1st quarter of 2018 and the performance in the 1st quarter of 2017 was the income increased from the business of billboard rental service.

Financial Statements



The Company's total assets as of March 31, 2018 was equivalent to Baht 805.54 million which decreased by Baht 7.30 million consisting of current assets of Baht 438.37 million which decreased by Baht 1.15

million from the end of the previous year and non-current assets of Baht 367.18 million which decreased by Baht 6.16 million from the end of the previous year. It was a result of a decrease in the temporary investment fund by Baht 4.91 million. The inventory increased by Baht 6.71 million. The advance payment of share and outstanding interest decreased by Baht 2 million. The net depreciation of building and equipment was Baht 4.15 million. The deferred tax asset decreased by Baht 2.02 million and other assets decreased by Baht 0.94 million.

The Company's total liabilities as of March 31, 2018 decreased by Baht 6.25 million or 2.39% consisting of current liabilities of Baht 138.26 million which decreased by Baht 7.87 million from the end of the previous year and non-current liabilities of Baht 116.28 million which increased by Baht 1.62 million from the end of the previous year. The main factor was a reduction in other creditors.

The Company's equity as of March 31, 2018 was Baht 550.99 million which decreased by Baht 1.06 million or 0.15% from the end of the previous year. The decrease was a result of the loss in the 1st quarter.

Please be informed accordingly.

Sincerely yours,

(Mr. Kusol Sangkananta)
Director/Chief Executive Officer