

JUBILEE ENTERPRISE

PUBLIC COMPANY LIMITED

No. CS09/2019

August 13rd, 2019

Subject: Declaration of Operating Results for the 2nd quarter ended 30 June 2019

Attn: Director and Manager,
The Stock Exchange of Thailand

With respect to the financial information for the 2nd quarter ended 30 June 2019, as submitted by the Company, which has been audited by the external auditor, considered by the Audit Committee, and approved by the Company's Board of Directors on 9 August 2019, the Company wishes to report further clarifications in summary as follows:

Summary of the company's operation result

The operation result for the 1st half of the year 2019, revenue from sale has increased from the same period of last year by 14.2% and having gross profit margin at 46.0%. Net profit for the six-month period ended 30 June 2019 showed at Baht 119.47 million, increased from the same period of last year by Baht 24.33 million or 25.6%. Earnings per share is Baht 0.69 per share, increased from last year that showed at Baht 0.55 per share.

According to the company's Board of Director's meeting, the meeting had approved to pay interim dividend for the year 2019 at Baht 0.42 per share or equivalent to 61.27% of net profit. The dividend will be paid on 6 September 2019.

Statement of Comprehensive Income

For the three-month period ended 30 June

Unit: Million Baht	2 nd Quarter 2019		2 nd Quarter 2018		YOY	%
Revenue from sales	487.26	100.0%	422.98	100.0%	64.28	15.2%
Cost of sales	(269.85)	-55.4%	(241.64)	-57.1%	28.22	11.7%
Gross profit	217.41	44.6%	181.34	42.9%	36.06	19.9%
Other income	3.02	0.6%	0.04	0.0%	2.98	7665.8%
Distribution costs	(102.28)	-21.0%	(87.51)	-20.7%	14.77	16.9%
Administrative expenses	(35.06)	-7.2%	(33.21)	-7.9%	1.85	5.6%
Finance cost	(0.01)	0.0%	(0.04)	0.0%	(0.03)	-81.7%
Profit before income tax	83.08	17.1%	60.62	14.3%	22.46	37.0%
Tax expenses	(16.49)	-3.4%	(12.07)	-2.9%	4.42	36.7%
Net profit for the period	66.59	13.7%	48.55	11.5%	18.03	37.1%

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- The company has revenue from sale Baht 487.26 million, increased from the same period of last year by Baht 64.28 million or 15.2%. The major reason for the incremental is from same store sale growth at 4.47%, new branches at 4.47%, and event sale at 6.48%. Which during the period there were new special collections launched to celebrate the company's 90th anniversary, and these collections are suit for every customer segment e.g. CENTENNIAL JUBILEE 90 FACTES, 90th ANNIVERSARY COLLECTION, EVENTAIL, THE EXCELLENCE OF 19, THE YELLOW MYSTERY, THE PINK MAJESTY, FIREWORK. There were marketing campaign and promotions launched together with the new products which resulting to sale increasing.
- Gross profit margin increased from the same period of last year from 42.9% to 44.6%. Although the gross profit margin from Jubilee 90th Anniversary Thank You Sale event is lower than normal sale, which effect to the margin of 2nd quarter is lower than prior quarter. However, the company manages sale mix of each product categories efficiently at both sale at branch and at event Jubilee 90th Anniversary Thank you Sale, also the appreciation of Baht at the end of 2nd quarter support the lower of product cost which lead to the greater gross margin than last year. Net profit represents 13.7% of revenue from sales which increased from the same period of last year at Baht 48.55 million to Baht 66.59 million in 2019 or increased by 37.1%.
- Distribution costs for the 2nd quarter 2019 represented 21.0% of revenue from sales while in 2018 was at 20.7% of revenue from sale, increased from the same period last year by Baht 14.77 million or 16.9%, which changed in the same direction of sale. The major change was due to increasing of rental expense, bank charge and marketing and promotion expenses.
- Administrative expenses for the 2nd quarter 2019 represented 7.2% of revenue from sales, increased from the same period last year by Baht 1.85 million or 5.6%. The change was due to expense related to staff cost.

For the six-month period ended 30 June

Unit: Million Baht	6-month 2019		6-month 2018		YOY	%
Revenue from sales	873.23	100.0%	764.76	100.0%	108.47	14.2%
Cost of sales	(471.95)	-54.0%	(419.76)	-54.9%	52.20	12.4%
Gross profit	401.28	46.0%	345.00	45.1%	56.27	16.3%
Other income	5.88	0.7%	1.85	0.2%	4.03	217.6%
Distribution costs	(191.25)	-21.9%	(163.18)	-21.3%	28.07	17.2%
Administrative expenses	(66.86)	-7.7%	(64.70)	-8.5%	2.17	3.3%
Finance cost	(0.01)	0.0%	(0.29)	0.0%	(0.28)	-95.1%
Profit before income tax	149.03	17.1%	118.68	15.5%	30.35	25.6%
Tax expenses	(29.57)	-3.4%	(23.55)	-3.1%	6.02	25.6%
Net profit for the period	119.47	13.7%	95.13	12.4%	24.33	25.6%

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- The company has revenue from sale Baht 873.23 million, increased from the same period of last year by Baht 108.47 million or 14.2%. The major reason for the incremental is from same store sale growth at 7.37%, new branches at 5.35% and event sale at 1.82%. Which during the 1st and 2nd quarters there were new products launched during Chinese New Year and Valentine's Day and new special collections launched to celebrate the company's 90th anniversary, and these collections are suit for every customer segment e.g. CENTENNIAL JUBILEE 90 FACTES, 90th ANNIVERSARY COLLECTION, EVENTAIL, THE EXCELLENCE OF 19, THE YELLOW MYSTERY, THE PINK MAJESTY, FIREWORK. There were marketing campaign and promotions launched together with the new product which resulting to sale increasing.
- Gross profit margin increased from the same period of last year from 45.1% to 46.0%, as a result from efficiently manage sale mix of each product categories efficiently both at sale at branch and at event Jubilee 90th Anniversary Thank you Sale, lead to the greater gross margin than last year. Net profit represents 13.7% of revenue from sales which increased from the same period of last year at Baht 95.13 million to Baht 119.47 million in 2019 or increased by 25.6%.
- Other income increased from the same period of last year by Baht 4.03 million, this is a combination gain from exchange rate and interest income from managing cash to invest in both short-term and long-term investments.
- Distribution costs for the six-month period 2019, represented 21.9% of revenue from sales while in 2018 was at 21.3% of revenue from sale, increased from the same period last year by Baht 28.07 million or 17.2%. The major change was due to increasing of rental expense, bank charge and marketing and promotion expenses.
- Administrative expenses for the six-month period 2019 represented 7.7% of revenue from sales, increased from the same period last year Baht 2.17 million or 3.3%. The change was due to expense related to staff cost.

Please be informed accordingly.

Sincerely yours,

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

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