



## Prakit Holdings Public Company Limited

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AC.14/2019

November 13, 2019

Subject : Explanation of operating results for Interim Financial Statement for the three month and the nine month periods ended September 30, 2019

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, 2019 are as follows :

1. Total revenue as reported in Statement of Comprehensive Income for the nine month period ended September 30, 2019 were 280.68 million baht decreased 20.91% from the same period of last year and net profit (Owners of the Company) were 32.14 million baht decreased 35.03% from the same period of last year. The was due to:

- 1.1 Gross Profit from rendering services (Revenue from rendering service deducted cost of rendering services) decreased 15.30% from the same period of last year. This was due to clients of Company and its subsidiary changed their some marketing activities to online marketing. To product Web film instead of TVC Commercial which cost of production is higher.
- 1.2 Revenue from agency decreased 16.98% from the same period of last year due to clients decreased their advertising budget and spent part of this advertising budget on online media which cost is lower.
- 1.3 Other revenues increased 3.96 million baht from the same period of last year, due to gain on investment in stock market of the Company increased.
- 1.4 Selling and Administrative expenses a bit increased 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, 2019 were 95.65 million baht decreased 27.72% from the same period of last year and net profit (Owners of the Company) were 11.80 million baht decreased 45.14% from the same period of last year. This was due to:

- 2.1 Gross Profit from rendering services (Revenue from rendering service deducted cost of rendering services) decreased 1.34 million baht or 13.51% from the same period of last year. The was due to clients of Company and its subsidiary changed to produce Web film instead of TVC Commercial as mentioned in item 1.1.
- 2.2 Revenue from agency decreased 32.69% from the same period of last year because clients of Company decreased their advertising budget as mentioned in item 1.2.
- 2.3 Other revenue increased 7.87 million baht from the same period of last year, due to gain on investment in stock market of the Company increased.
- 2.4 Selling and Administrative expenses a bit increased from the same period of last year.

Your sincerely,

(Miss Wichuda Grairithikul)

Finance Director

**บริษัท ประกิต โฮลดิ้งส์ จำกัด (มหาชน)**

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