

SBN 014/2011

May 12, 2011

Subject : Operating Result for the first quarter of 2011

To : The Managing Director, the Stock Exchange of Thailand

Sabina Public Co., Ltd. would like to clarify the operating result for the first quarter of 2011 as follows:-

For the first quarter of 2011, Sabina Public Co., Ltd. had the total revenue from sales & service amount 481.16 million baht which increased by 20.55 million baht or 4.46% from the same period in 2010. This was the result from the increasing in sales revenue of Sabina-brand amount 8.19 million baht. The sales revenue from OEM department increased by 12.59 million baht.

The cost of goods sold amount 285.46 million baht for the first quarter of 2011 which decreased by 18.13 million baht or 5.97% from the same period in 2010. This resulted from the company increased in sales of Sabina-brand product by changing the promotion concept and focusing in regular price selling. The Company had a gross profit of 195.70 million baht or 40.67%.

For the first quarter of 2011, the Company had Selling General and Administrative expenses of 165.44 million baht which increased by 25.95 million baht or 18.60% from the same period in 2010. The company had the operating profit of 30.26 million baht or 6.29%.

For the first quarter of 2011, net profit of the company was 25.12 million baht which increased by 6.70 million baht or 36.38 % from the same period in 2010 so the company's net profit margin was 5.13%

Please be informed accordingly.

Respectfully yours,

(Mr.Apsit Jongkittipong)  
Director