

SBN 002/2012

February 22, 2012

Subject : Operating Result of year 2011

To : The Managing Director, the Stock Exchange of Thailand

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

For year 2011, Sabina Public Co., Ltd. had the total revenue from sales & service amount 1,900.93 million baht which increased by 33.39 million baht or 1.79% from the year 2010. This was the result from the sales revenue of Sabina-brand increased by 151.75 million baht. The sales revenue from OEM department decreased by 117.96 million baht, that cause from the economic crisis of Europe's clients.

The cost of goods sold amount 1,073.43 million baht for year 2011 which decreased by 141.28 million baht or 11.63% from the year 2010. The Company had a gross profit of 827.50 million baht or 43.53%. This resulted from the company increased in sales of Sabina-brand product by changing the promotion concept and focusing in regular price selling. Excepted the forth quarter, had the flood crisis all the place in Thailand therefore the company have increase sales promotion of product.

For year 2011, the Company had Selling General and Administrative expenses of 718.24 million baht which increased by 125.46 million baht or 21.16% from the same period in 2010. The company had the operating profit of 109.26 million baht or 5.75%.

For year 2011, net profit of the company was 62.78 million baht which increased by 10.73 million baht or 20.61 % from the same period in 2010 so the company's net profit margin was 3.26%

Please be informed accordingly.

Respectfully yours,

(Mr.Apsit Jongkittipong)
Director