

May 20, 2011

Subject To explain company operation Fiscal Year 2010

To President  
The Stock Exchange of Thailand

Thai Stanley Electric Public Company Limited would like to explain about company operation fiscal year 2010 as follows:-

- Sale increasing 22.69 %
- Net profit increasing 49.12%

- Sales

The fiscal year 2010 (1 April 2010 - 31 March 2011), The company's sales were 8,939.61 million baht, an increased of sales were 1,653.24 million baht or 22.69% from the last year that sales were 7,286.37 million baht . As resulting from the overall of economic crisis for domestic and foreign have been continuously improving, caused to increased consumer confidence and the bank has increased loans. Besides the automotive industry is also launched new eco car which is low cost. Therefore positive impact to directly to automotive industry.

The production of cars was 1,644,416 units increased 64.54% when compared to the production during the last year that producton 999,378 units. The export sale was 895,855 units increased 67.33% from the last year that export sale was 535,372 units.The domestic sales was 800,357 units increased 45.82% when compared with the last year that domestic sale was 548,871 units. In section of motorcycle, a total production was 2,024,599 units, increased from the same period last year which the production volumes to 1,634,409 units, increased by 23.87%. Domestic Sales was 1,845,997 units, increased from the last year which sales were 1,535,461 units represented 20.22%.

- Profit (Loss)

The fiscal year 2010 (1 April 2010 - 31 March 2011), company's net profit was 1,427.71 million baht increased from the last year which net profit were 957.44 million baht represented 49.12%. which consequence from the factors is as following:

- 1) Sales volume is adjusted increase extremely to 1,653.24 million baht. Accordingly lead to Economy of Scale in production.
- 2) The company conducts SNAP system (Stanley New Approach for higher Productivity), which is a system for productivity and reduce waste continuously. There is able to dramatically reduce costs.
- 3) The company is prepared a continually reduce costs program, especially a costs of raw material.

Submitted for your informations.

Yours Faithfully,

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(Mr.Apichat Leeissaranukul)

Executive Vice President