

July 30, 2010

Subject To explain company operation Quarterly 1/2010

To President
The Stock Exchange of Thailand

Thai Stanley Electric Public Company Limited would like to explain about company operation Quarterly 1/2010 as follows:-

- Sale increasing 65.17 %
- Net profit increasing 297.03%

- Sales

The first quarterly (1 April - 30 June 2010), The company's sales were 2,226.66 million baht, an increased of sales were 1,348.12 million baht to 878.54 million baht or 65.17% from the same period of last year (1 April - 30 June 2009). 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. Therefore directly impact to automotive industry. The production of cars was 386,050 units increased of 190,113 units represented 103.06% when compared to the production during the same period last year. The export of cars was 201,493 units increased of 95,979 units, or 109.93% from the same period last year. Domestic Sales was 189,890 units which sales ware 118,436 units increased by 60.33% when compared with the same period last year. In section of motorcycle, a total production was 494,816 units, increased from the same period last year which the production volumes to 362,586 cars, increased by 36.47%.

- Profit (Loss)

The first quarterly (1 April - 30 June 2010), company's net profit was 367.04 million baht increased 297.03% which a profit was 92.45 million baht from same period last which consequence from the factors is as following:

- 1) Sales increased significantly to 878.54 million baht, lead to Economical 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,

(Mr.Apichat Leeissaranukul)
Executive Vice President