



TIPCO 023/2014
14 August 2014

Re: Clarification of Operation Results for Quarter2/2014

To: The President

The Stock Exchange of Thailand

Tipco Foods Public Company Limited would like to report and clarify the operation results for Quarter 2/2014 in accordance with reviewed Consolidated Financial Statement as of 30 June 2014. The company's key performances were as follows;

1. Total sales revenue was at Baht 1,489 million, an increase of Baht 122 million or 9% from Q2/2013; basically resulting from ready to drink beverage business of 12% and processed fruits cannery business of 3%
2. Total other income was at Baht 105 million, an increase of Baht 70 million or 200% from the same period last year. This was mainly from increasing amount of marketing activities support from business suppliers and alliances associated with company's boosted marketing campaigns.
3. Gross profit was at Baht 416 million or 28 % of total sales, an increase of Baht 85 million compared to the same period last year, derived mainly from relatively lower costs of sales and comparatively higher export products value.
4. Selling expenses was at Baht 412 million compared to Q2/2013 at Baht 263 million, an increase of Baht 149 million or 56%. This was mainly driven by higher spending on sales & marketing activities of beverage business bolstering sales revenue increase and gaining more market share.
5. Administrative expenses was at Baht 110 million compared to the same period of 2013 at Baht 153 million, a decrease of Baht 43 million. It was mainly from the effects of foreign currency exchange activities.
6. The company performance of Q2/2014 had net loss at Baht 43 million whereas Q2/2013 performance had net loss of Baht 32 million. The major factors were spending more budget on advertising and promotion in ready to drink beverage business as well as the difference in realized share of profit from investment in associated company.

Please kindly be informed accordingly

Sincerely yours,

Ekaphol Pongstabhon

Managing Director