

October 29, 2010

Subject To explain company operation Quarterly 2/2010

To President
The Stock Exchange of Thailand

Thai Stanley Electric Public Company Limited would like to explain about company operation Quarterly 2/2010 as follows:-

- Sale increasing 28.80 %
- Net profit increasing 74.69%

- Sales

The second quarterly (1 July - 30 September 2010), The company's sales were 2,170.77 million baht, an increased of sales were 1,685.44 million baht to 485.33 million baht or 28.80% from the same period of last year (1 July - 30 September 2010). 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 428,236 units increased of 262,561 units represented 63.10% when compared to the production during the same period last year. The export of cars was 242,675 units increased of 129,012 units, or 91.20% from the same period last year. Domestic Sales was 199,657 units which sales were 135,056 units increased by 47.83% when compared with the same period last year. In section of motorcycle, a total production was 529,330 units, increased from the same period last year which the production volumes to 416,887 cars, increased by 26.97%. Domestic Sales was 471,406 units, increased from the same period last year which sales were 389,358 units represented 21.07%.

- Profit (Loss)

The second quarterly (1 July - 30 September 2010), company's net profit was 365.33 million baht increased 74.69% which a profit was 209.13 million baht from same period last which consequence from the factors is as following:

- 1) Sales volume is adjusted increase extremely to 485.33 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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Executive Vice President