



## Prakit Holdings Public Company Limited

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AC.1/2020

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Subject : Explanation of operating results for Consolidated Financial Statements for the year ended December 31, 2019.

To : President  
The Stock Exchange of Thailand

Prakit Holdings Public Co.,Ltd would like to explain operating results for Consolidated Financial Statements for the year ended December 31, 2019 are as follows :

Total revenue as reported in Statement of Comprehensive Income for the year ended December 31, 2019 were 388.61 million baht decreased 17.80% from the same period of last year and net profit (Owners of the Company) were 53.73 million baht decreased 27.78% from the same period of last year. This was due to:

1. Consolidated Revenue from agency decreased 37.03 million baht or 19.41% from the same period of last year due to clients decreased their advertising budget and spent part of this advertising budget on online media which cost is lower.
2. Gross Profit from rendering services (Revenue from rendering service deducted cost of rendering services) decreased 0.84 million baht or 2.11% from the same period of last year. This was due to clients of Company and its subsidiary changed their some marketing activities to online marketing. To product Web film instead of TVC Commercial which cost of production is higher. In addition, its subsidiary got more revenue from strategic planning services.
3. Other revenues a bit decreased from the same period of last year.
4. Selling and Administrative expenses a bit decreased from the same period of last year.

Your sincerely,

(Miss Wichuda Grairithikul)

Finance Director

**บริษัท ประกิต โฮลดิ้งส์ จำกัด (มหาชน)**

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