

(Translation)

13 May 2013

Subject : The Explanation for the cause of the change in the Company's performance with respect of the 1st quarter financial statement of the Company ending 31 March 2013.

To : President
The Stock Exchange of Thailand

Referring to Sansiri Public Company Limited's the 1st quarter financial statement of the Company ending 31 March 2013, it has reported a profit which varied more than 20%, compared to the previous year's.

With this regard, the Company would like to explain as the following. Total revenues slightly increased meanwhile return adversely declined to negative figures compared with prior year's. Main reason came from noticeable marketing investment. However, this investment resulted in significant sales on renowned provinces of about twenty billion baht, a double increase from prior year. This affected to the more than 20% variance of the profit of the Company and its subsidiaries when compared to the previous year.

Therefore, we inform you respectfully.

Yours sincerely,

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(Mr. Wanchak Buranasiri)
Authorized Director