

CENTEL achieved excellent full year 2015 operating performance results with consolidated Net Profit of Baht 1,675 million - an increase of 41% compared to previous year - proposes a dividend of Baht 0.50 per share – the highest ever since starting its operations,

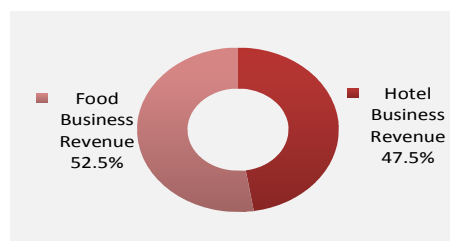
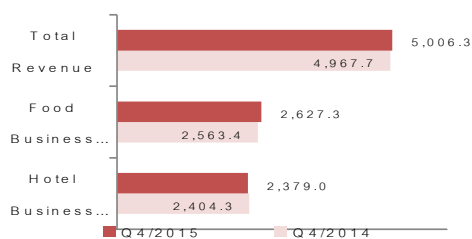
Mr.Suthikiati Chirathivat, Chairman of Central Plaza Hotel Pcl. announced that total full year international tourist arrivals was 29.88 million, representing an increase of 20.44% compared total arrivals for 2014 (which saw a decrease of 6.54% year-on-year compared to 2013). This resulted in a total international tourism related revenues of Baht 1.45 trillion, or an increase of 23.4% year-on-year (YoY), due to the relatively more stable political and positive business environment during the year and the aggressive growth in low-cost airlines operations that helped drive the Thai tourism sector to achieve a speedy recovery and very significant year-on-year growth.

Despite the impact from the MERS contagion and also the mid-August terrorist bombing incidents in the Rajaprasong and CBD Bangkok areas, nevertheless, for full year 2015, CENTEL still achieved total Consolidated Revenues of Baht 19,226.3 million, representing a 5.2%YoY increase, together with total consolidated Net Profit Baht 1,675.7 million or equal to a 41% increase from 2014.

Therefore, based on this sustained positive operating performance results for yet another year, the Board of Directors of the Central Plaza Hotel Pcl. has resolved to proposed, for approval at the AGM 2016, a total dividend of Baht 0.50 per share for 2015, whereby this would be the highest annual dividend payment since CENTEL started its business operations.

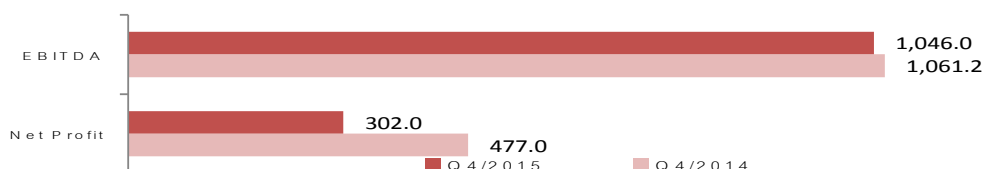
Q4/2015 Operating Performance Results

CENTEL’s operating performance results for Q4/2015 (as shown in the charts below) achieved total Consolidated Revenues of Baht 5,006.4 million, representing an increase of Baht 38.7 million or equal to 0.8%YoY, comprising of total Hotels Business Revenues of Baht 2,379.0 million, representing a marginal decrease of 1.1%YoY together with total Food Business Revenues of Baht 2,627.3 million, representing an increase of 2.5%YoY. As such, the overall Q4/2015 total achieved revenues mix for the Hotels Business and the Food Business was 47.5% : 52.5% (compare to 48.4% : 51.6% in Q4/2014) respectively.



For Q4/2015 (as shown in the chart below) CENTEL achieved Total Consolidated EBTDA of Baht 1,046.0 million, representing a decrease of Baht 15.2 million or -1.4%YoY; and total Consolidated Net Profit of Baht 302.0 million, representing a decrease of -36.7% compared to the same Quarter in 2014, that was primarily due to the recognition (by the equity method) of the share of loss totaling Baht 102.2 million (compared to Baht 69.4 million in 2014) from investments made in the CTARAF Property Fund based on the latest valuation made as at the end of 2015. However, if this share in the loss on investments was

excluded, the Consolidated Net Profit from operations for Q4/2015 would be Baht 404.2 million or equal to a decrease of 26% YoY.



Hotels Business in Q4/2015

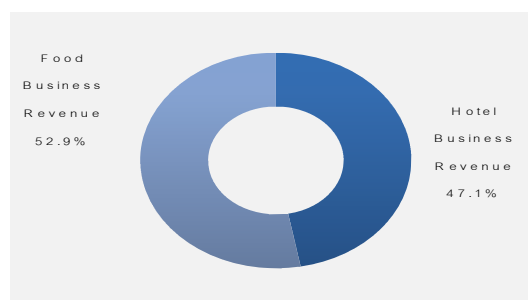
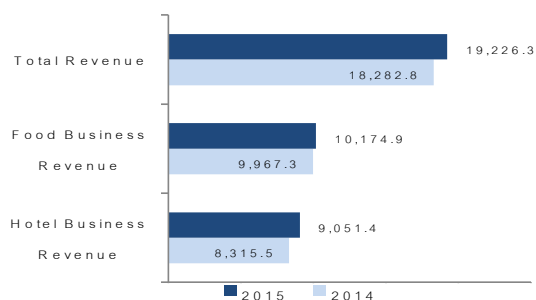
- The Hotels Business achieved total revenues of Baht 2,379 million, representing a decrease of Baht 25.3 million or -1.1% compared to Q4/2014
- Achieved average occupancy (OCC) was 80.0% , equal to a decrease of 1.1 percentage point (compared to 81.1% in Q4/2014); together with achieved RevPAR of Baht 4,024, an increase of 0.8% compared to Q4/2014.
- The 2 Centara Grand hotels in Bangkok (namely: Centara Grand and Bangkok Convention Centre, Central World and Centara Grand Central Plaza Ladprao, Bangkok) both continued to achieve positive operating performance with their combined total revenues accounting for 30% of the total Hotels Business Revenues (or the same as for Q4/2014). While the 2 Maldives hotels (namely: Centara Grand Island Resort & Spa, Maldives and Centara Ras Fushi Resort & Spa, Maldives) also continued to achieve total combined revenues that accounted for 20% of the total Hotel Business Revenues (or approximately the same as in the same Quarter of the previous year).

Food Business in Q4/2015

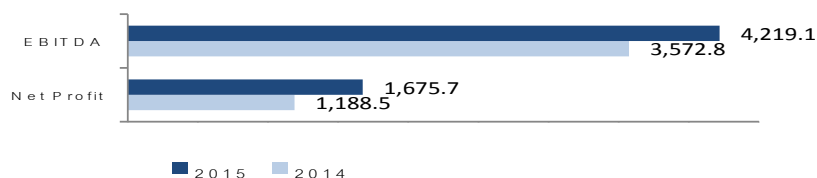
- Total Food Business was Baht 2,627.3 million, representing an increase of Baht 63.9 million or 0.6% compared to Q4/2014; with achieved Total-System-Sales (TSS) growth of 1.8% (compared to 9.4% in Q4/2014) and Same-Store-Sales (SSS) of 0.2% (compared to 1.6% in Q4/2014).
- The KFC, Mister Donut, Auntie Anne's, Ootoya and Chabuton QSR brands were the core brands driving total achieved revenues, which together accounted for 90% of the total Food Business Revenues.
- The new Katsuya QSR brand achieved positive revenues growth of 108% from that achieved in Q4/2014.
- There was also ongoing QSR outlets expansion, resulting in a total 792 QSR outlets as at the end of Q4/2015 (compared to a total of 781 outlets as at the end of Q4/2014).

Operating Performance results for full Year 2015

CENTEL's operating performance results for full year 2015 (as shown in the charts below) achieved total Consolidated Revenues of Baht 19,226.3 million, representing an increase of Baht 943.5 million or 5.2% YoY. This comprised of Total Hotel Business Revenues of Baht 9,051.4 million (an increase of 8.8% compared to full year 2014) and Total Food Business Revenues of Baht 10,174.9 million (an increase of 2.1% compared to full year 2014), with a resultant achieved full year 2015 total revenues mix for the Total Hotels Business and Food Business Revenues of 47.1% : 52.9% (compared to 45.5% : 54.5% for full year 2014) respectively.



The Company achieved (as shown in the chart below) FY/2015 EBITDA of Baht 4,219.1 million, representing an increase of Baht 646.3 million or 18.1%YoY; together with Total Consolidated Net Profit of Baht 1,675.7 million, representing an increase of Baht 487.2 million or a significant 41.0%YoY compared to full year 2014.



Hotels Business for FY/2015

- Total Hotels Business Revenues was Baht 9,051.4, representing an increase of Baht 735.9 million or equal to 8.8%YoY compared to FY/2014
- Achieved average occupancy (OCC) was 80.5%, or an increase of 5.7% percentage points (compared 74.8% for FY/2014); together with achieved RevPAR of Baht 3,872, an increase of 6.6%YoY.
- Total combined revenues from the 2 Centara Grand hotels located in Bangkok increased 27% when compared to FY/ 2014; and, thus, accounted for 30% of the Total Hotel Business Revenues (compared to 25% in 2014).

At the same time, the combined revenues from the 2 hotels located in the Maldives (namely: Centara Grand Island Resort & Spa, Maldives and Centara Ras Fushi Resort & Spoa, Maldives) accounted for 20% of the

Food Business for FY/2015

- Total Food Business Revenues was Baht 10,174.9 million, representing an increase of Baht 207.6 or 2.1%YoY
- Achieved Total-System-Sales (TSS) growth was 2.0% (compared to 9.3% in 2014) Same-Store-Sales(SSS) growth of -0.7% (compared to 1.4% in 2014)
- There was continuous QSR outlets expansion during 2015, resulting in a total of 792 QSR outlets as at the end of 2015 - with 295 outlets located in Bangkok and immediate neighboring suburban provinces and 497 outlets in the provinces (or equal to a outlets location mix of 37% : 63% respectively), compared to a total of 781 QSR outlets as at the end of 2014 with 331 outlets located in Bangkok and immediate neighboring suburban provinces and 450 outlets in the provinces (or equal to a outlets location mix of 42.4% and 57.6% respectively)
- The achieved YoY increase in Total Food Business Revenues resulted from the ongoing expansion in the total number of QSR outlets - for both existing brands and additional new QSR brands and/or closures/renovation of existing outlets, sales of premium products and CRG PRELTY Loyalty Cards, as well as ongoing marketing promotions campaigns for 'combo menu sets' or redemption of collected loyalty program stamps to buy special products at discounted prices, together with continuing and increased advertising/PR campaigns on TV and print or other media and also continued products and menus offerings development.

Full Year 2016

The Public and Private Sectors' projections for an overall Thai economic growth of 2.8%YoY in 2016 is expected to positively support the ongoing growth of the Company's Food Business; while the estimated sustained growth of Thailand 's tourism sector, with a projected total FY/2016 international tourist arrival of approximately 31.40 – 32.27 million, or a 5.0 – 8.0%YoY increase compared to the total of 29.88 million for FY(2015) will also significantly support the Company's Hotels Business. From these core supporting factors within the business environment, the Company believes that the achieved operating performance for full year 2016 will also continue to increase in a positive manner for yet another year.

For more information, please contact

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