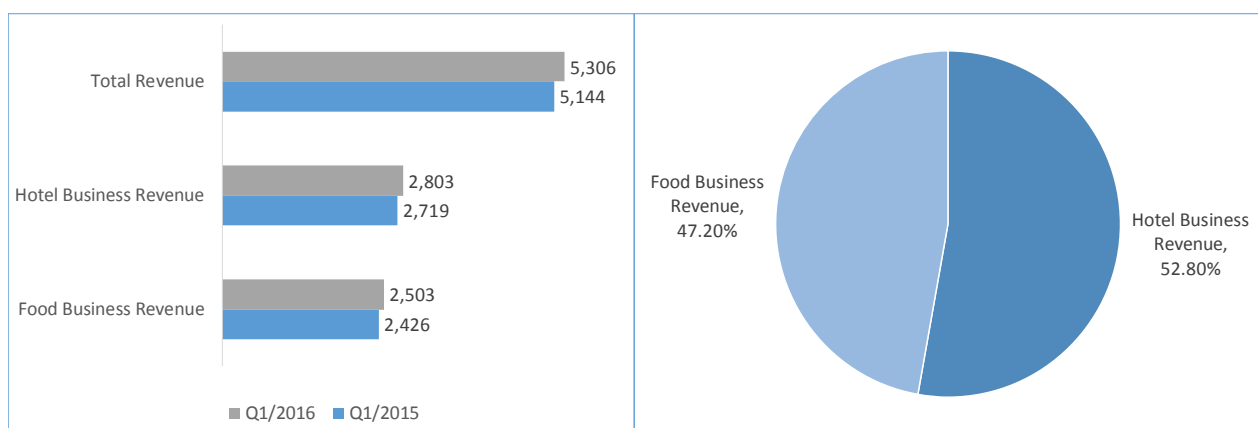


**CENTEL establishes another new record in Q1/2016,  
with achieved consolidated revenues of more than Baht 5,300 million.**

Mr. Suthikiati Chirathivat, Chairman of Central Plaza Hotel Pcl. announces that international tourist arrivals in Q1/2016 totaled 9.04 million, a increase of 15.45% year-on-year (YoY) compared the same period last year with a total Q1/2015 international tourists arrivals of 7.83 million, resulting from increased arrivals from Southeast Asia/the ASEAN region, Europe, the USA, and the Middle East.

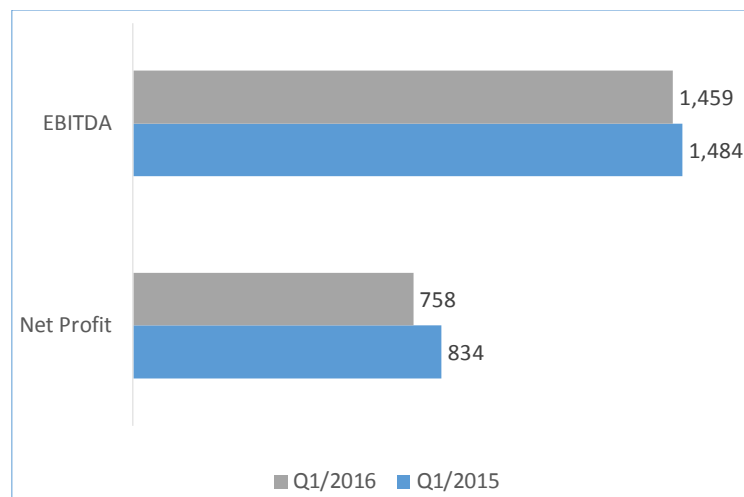
While for the Q1/2016 (as shown in the charts below), CENTEL achieved Total Consolidated Revenues of Baht 5,305.9 million, or equal to an increase of 3.1%YoY, comprising of total Hotels Business revenues of Baht 2,802.6 million (an increase of 3.1%YoY) together with total Food Business revenues of Baht 2,503.3 million (an increase of 3.2%YoY). This resulted in a total revenues mix for Q1/2016 as follows: Hotels Business at 52.8% and Food Business at 47.2% (compared to 53% and 47% respectively in Q1/2015).

**CENTEL's Q1/2016 Total Consolidated Revenues (Baht million) and Revenues Mix (%)**



The Company achieved (as shown in the chart below) Total Q1/2016 Consolidated EBITDA of Baht 1,458.7 million, representing a decrease of Baht 25.4 million (or -1.7%YoY) compared to the same period last year. While Total Q1/2016 Consolidated Net Profit was Baht 757.7 million or a decrease of -9.1%YoY, since the 'Loss Carry Forward' tax benefit has been reduced resulting in the Company having to pay an increased corporate income tax amount of Baht 58.1 million (or +50.6%YoY) compared to the same Quarter last year.

CENTEL's Q1/2016 Total Consolidated BTDA and Net Profit (Baht million)



An overview summary of CENTEL's core business units is given below:

**Hotels Business – Q1/2016**

- The Hotels Business achieved total revenues of Baht 2,802.6 million, an increase of Baht 84.0 million (or 3.1%YoY) from Q1/2015.
- Achieved Average Occupancy Rate (OCC) was 87.1%, an increase of 1.8 percentage points compared to 85.3% in Q1/2015; together with an achieved RevPar of Baht 5,104 an increase of 3.5%YoY (RevPar of Baht 4,932 in Q1/2015).

- The 2 Centara Grand hotels in Bangkok, the Centara Grand Bangkok and Convention Center at Central World and the Centara Grand Central Ladprao, Bangkok, both achieved ongoing positive operating results and together accounted for 26% of the total Hotels Business revenues (the same as in Q1/2015).
- The Centara Grand Beach Resort Villas Krabi and the Centara Grand Beach Resort Samui also both continued to achieve total increased revenues of more than 10% YoY compared to Q1/2015.
- While the 2 properties in the Maldives, the Centara Grand Island Resort & Spa Maldives and the Centara Fushi Resort & Spa Maldives, continued to achieve ongoing positive revenues, which together, accounted for 21% of the total Hotels Business revenues (Q1/2015: 19%).

#### **Food Business – Q1/2016**

- The Food Business achieved total revenues of Baht 2,503.3 million, an increase of Baht 77.9 million (or 3.2%YOY); while, for Q1/2016, Total Systems Sales (TSS) growth was 3.2% (Q1/2015: 5.6%) and Same Systems Sales (SSS) growth was -0.1% (Q1/2015: +0.6%).
- The KFC Mister Donut, Auntie Anne's, Ootoya and Chabuton brands continued to be the core contributing QSR businesses, that together accounting for 90% of the total Food Business revenues in Q1/2016.
- The Katsuya brand achieved a significant 197.6% increase in total sales; while the Pepper Lunch, The Terrace, Cold Stone and Tenya brands all achieved increased total sales of more than 10%YoY respectively when compared to Q1/2015.
- Expansion of the QSR retail outlets continued, resulting in a total of 800 outlets as at the end of Q1/2016 (compared to 777 outlets as at the end of 2015), comprising of 294 QSR outlets located in Bangkok (equal to 36.8% of the total) together with 506 QSR outlets located in the Provinces (equal to 63.2% of the total).

#### **Full year 2016 Operating Results expectations**

Given the Ministry of Tourism and Sports/TAT announced projections of a total full year 2016 international tourists arrival of 32 million, representing a 8%YoY growth from the actual full year 2015 total of 29.8 million, and the expected total FY/2016 tourism revenues of Baht 2.3 trillion, the Company is, thus, confident that CENTEL's operating results will achieve further growth yet for another year.

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