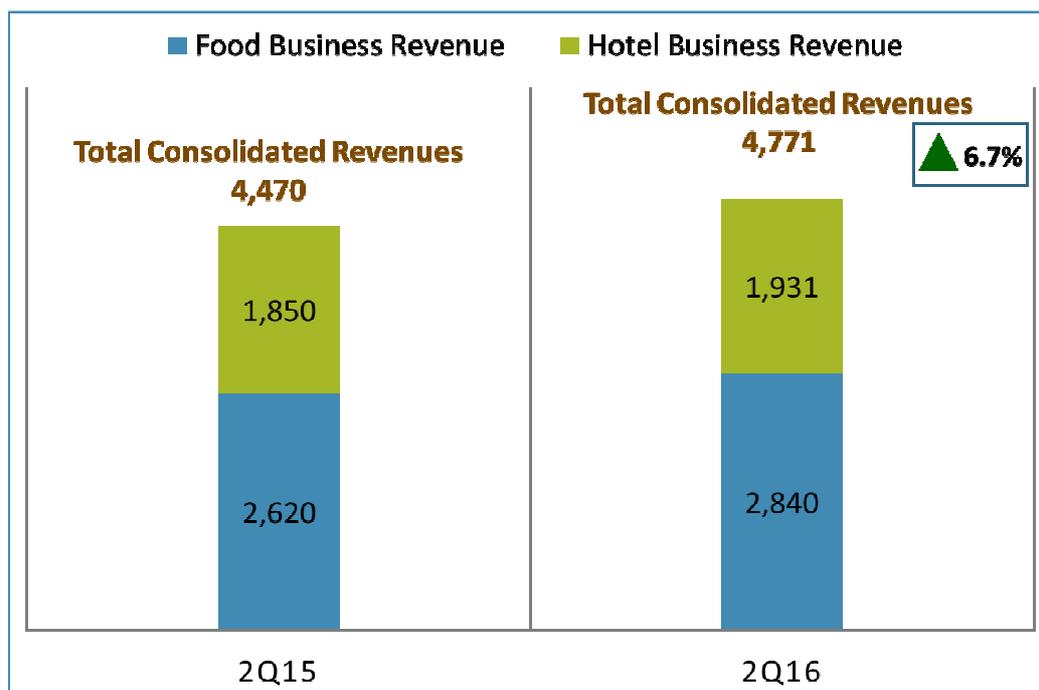


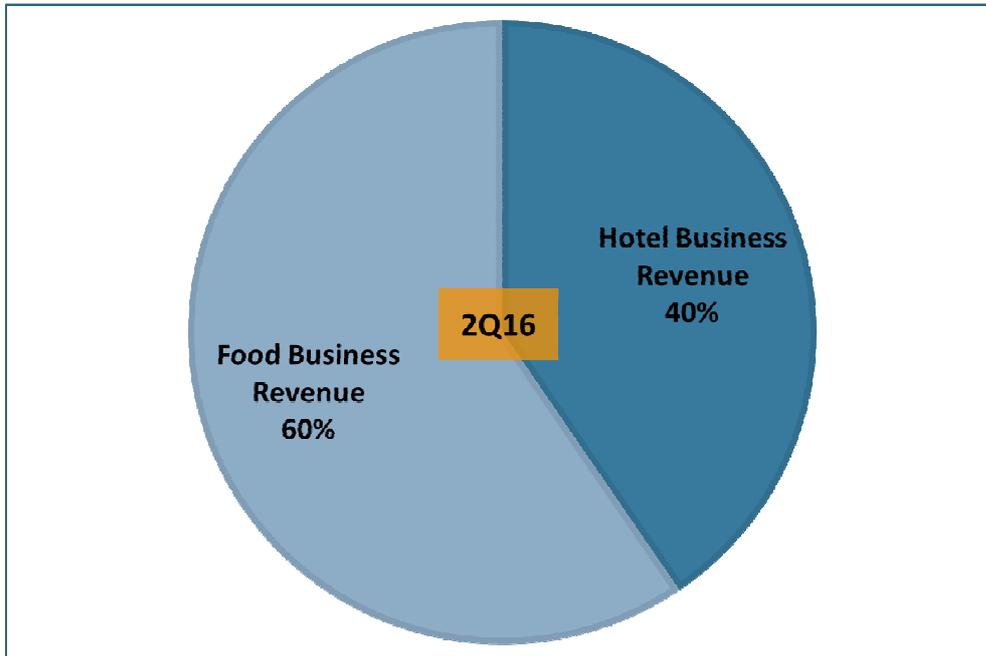
CENTEL sets a new record by achieving the highest-ever recorded Quarterly Net Profit, by achieving Q2/2016 Net profit for operations of Baht 354 million, equal to a 44% YoY increase.

Mr. Suthikiati Chirathivat, Chairman of Central Plaza Hotel Pcl.(CENTEL), announced that for Q2/2016 CENTEL achieved Total Consolidated Revenues of Baht 4,771 million, or an increase of Baht 302 million, or 6.7%, year-on-year (YoY). This comprised of Total Hotels Business Revenues of Baht 1,931 million, an increase of Baht 81 million or 4.4% YoY, together with Total Food Business Revenues of Baht 2,840 million, an increase of Baht 221 million or 8.4% YoY, resulting in a Total Q2/2016 Consolidated Revenues mix for the Hotels Business and the Food Business was 40.5% and 59.5% respectively (compared to 41.4% : 58.6% for Q2/2015). *(Please see Charts below.)*

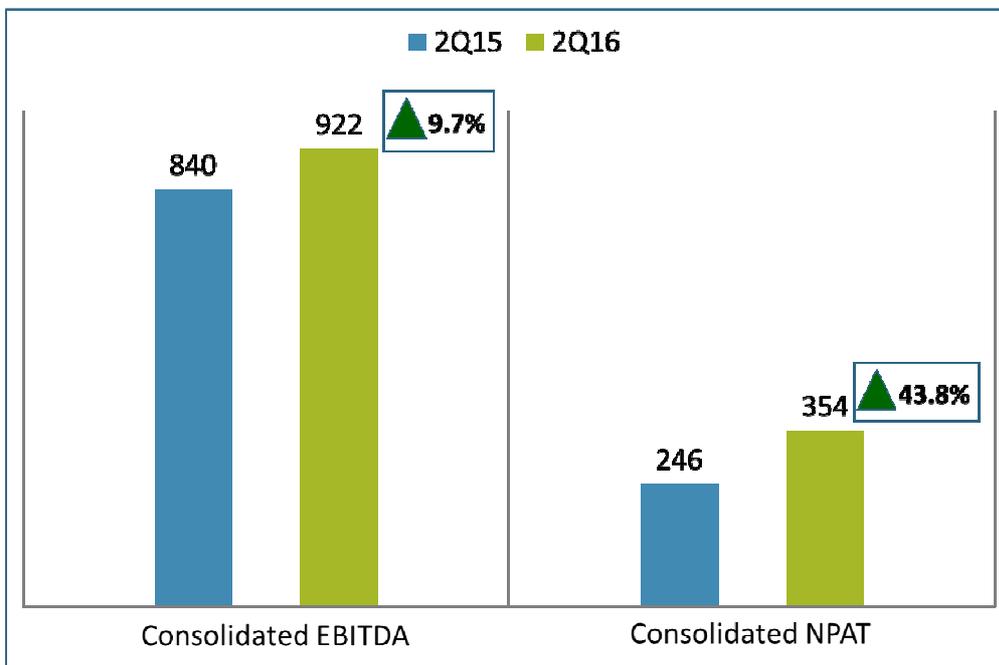
Growth in the overall Hotels Business was due to continuing increases in total international tourist arrivals of 8% YoY in Q2/2016 when compared to the same Quarter in 2015, of which 30% of the total number of international arrivals were Chinese tourists, representing a 13% increase YoY for total Chinese tourists. While total tourist arrivals from Europe increase by 11% that was driven mainly by an increase in tourists from Russia, which increased by 38% compared to the same period last year and indicates the continuing recovery of this source market. This positive tourism trend corresponds to the increased average achieved occupancy (OCC), for the CENTEL hotel properties, from 76% in the same period last year to 78% in Q2/2016. While achieved OCC for the Maldives hotels also increased from 77% last year to 82% this year, mainly due to the increased OCC for the Centara Grand Island Resort and Spa, Maldives.

At the same time, the Food Business also achieved continuing positive operating results in Q2/2016, with 'Same Stores Sales' (SSS) growth of 2.7% YoY and 'Total Systems Sales' (TSS) growth of 8.4% YoY , resulting from the Government's consumer demand stimulus policy initiatives combined with the continuous sales and marketing promotions campaigns undertaken by the Company.





For Q2/2016, CENTEL achieved Total Consolidated EBITDA of Baht 922 million, an increase of Baht 82 million, or 9.7%, YoY, together with Consolidated Net Profit from Operations of Baht 354 million, an increase of Baht 108 million, or 43.8% YoY compared to Q2/2015.



Hotels Business – Q2/2016

- The Hotels Business achieved total revenues of Baht 1,931 million, an increase of Baht 81 million, or 4.4%, YoY.
- Achieved Average Occupancy (OCC) was 78.4% , an increase of 2.4 percentage points YoY (compared to Q2/2015 OCC of 76.0%); together with an achieved RevPar of Baht 3,323, an increase of 3.8% YoY (compared to Baht 3,200 in to Q2/2015)
- The 2 main hotels located in Bangkok - ie: the Centara Grand and Bangkok Convention Center, Central World and the Centara Grand Central Plaza Ladprao Bangkok - both were able to achieve combined total revenues equal to 30% of the Total Hotels Business Revenues and to increase their Average Room Rates (ARR) by 7% compared to Q2/2015, as well as to maintain their OCC at a high level of 79%.
- As for those hotel properties located in the Provinces, the Centara Grand Beach Resort and Villas, Krabi achieved total revenues equal to approximately 7% of the Total Hotels Business Revenues, as well as continued to achieve overall outstanding operating results by increasing its OCC and ARR that resulted in an increase in achieved RevPAR of up to 16% YoY for Q2/2016.
- As for the hotels overseas, the 2 properties located in the Maldives both achieved combined total revenues equal to approximately 20% of the Total Hotels Business Revenues through achieving increased OCC that resulted in an increase in achieved RevPAR of 8% YoY for Q2/2016.

Food Business – Q2/2016

- Total Food Business Revenues was Baht 2,840, an increase of Baht 221 million or 8.4% YoY compared to Q2/2015, together with a Total-System-Sales (TSS) Growth) of 8.4% YoY (Q2/2015 : 1.3%) and Same-Store-Sales (SSS) Growth of 2.7% (Q2/2015 : -1.0%).
- The KFC brand continued to grow, achieving SSS growth of 6.4% YOY; while Auntie Anne's achieved significantly improved operating results with a SSS growth of 3.6% YoY in Q2/2016 (from -1.0% in Q2/2015) as a positive result of both changes and ongoing development in its sales and marketing promotions campaigns.
- At the same time, the Pepper Lunch, Yoshinoya, Tenya and Katsuya QSR brands all achieved outstanding business growth through increased respective SSS growth of between 9% - 15% YoY.
- As at June 30 2016, the Food Business Group had a total of 801 QSR outlets, equal to a net increase of 27 outlets or 3.5% YoY compared to a total of 774 outlets as at the end of Q2/2015. This total QSR outlets as at the end of Q2/2016 comprises of a total of 293 outlets (or 36.6% of the total outlets) located in Bangkok together with 508 outlets (or 63.4%) located in the Provinces.

Summary of H1 (Jan-Jun)/2016 Operating Performance

As for the overall operating results for the 6 months or H1(Jan-Jun)/2016 period, CENTEL achieved Total Consolidated Revenues Baht 9,963 million, equal to an increase of Baht 506 million or 5.3% YoY. This comprises of Total Hotels Revenues of Baht 4,634 million, an increase of Baht 209 (or 4.7%) YoY, together with Total Food Business Revenues of Baht 5,330 million, an increase of Baht 297 million (or 5.9%) YoY. This resulted in a total H1/2016 Revenues Mix for the Hotels and Food Business groups of 46.5% and 53.5% (compared to H1/2015 of 46.8% : 53.2%) respectively.

Overall international tourist arrivals growth was 12% YoY for the first 6 months of 2016, which positively supported the ongoing growth of the Hotels Business; while the Government's continued measures to increase Public Sector spending, during the first 6 months of 2016, helped both the Company's Hotels and Food Businesses.

As for the operating performance results for H1/2016, the Company achieved Total Consolidated EBITDA of Baht 2,381 million, an increase of Baht 57 million, or 2.4%, YoY.

Hotels Business - H1(Jan –Jun)/2016

- Total Hotels Business revenues was Baht 4,634 million, an increase of Baht 209 million (or equal to 4.7%) YoY
- Achieved OCC was 82.7% , an increase of 2.1% percentage points YoY (H1/2015 OCC : 80.6%); together with achieved RevPAR of Baht 4,213, an increase of 3.7% YoY (H1/2015 RevPAR: Baht 4,061)
- Hotels located in Bangkok achieved overall increase in RevPAR of 7% as a result of an upward adjustment in their ARR.
- As for hotels located in the Provinces, the hotels in Krabi achieved outstanding increases in RevPAR of as much as 13% YoY as a result of achieved increases in its OCC and also ARR.

Food Business – H1(Jan-Jun)/2016

- Total Food Business Revenues was Baht 5,330 million, an increase of Baht 297 million (or 5.9%) YoY, with achieved Total-System-Sales (TSS) Growth of 5.9% (H1/2015: 3.3%) and Same-Store-Sales (SSS) Growth of 1.4% (H1/2015 : - 0.1%). The QSR brands that achieved outstanding SSS growth were: KFC, Auntie Anne's, Pepper Lunch, Yoshinoya, Tenya and Katsuya.
- As at June 30, 2016, the Food Business had a total of 801 outlets, equal to a net increase of 9 outlets (or 1.1%) from the end of 2015.

Overall positive and bright outlook seen for overall Operating Results for the full year 2016

The expected continuing growth trends for total international tourist arrivals coming to Thailand will result in overall OCC for the Hotels Business located in Thailand to also continue to increase and remain high despite the oncoming low season; while at the same time, the hotels located in the Maldives are key positive factors for the ongoing overall growth of the Hotels Business. As such, these factors combined with the clear recovery seen in the Food Business is expected to result in a positive and bright outlook for the overall operating results of the Company for the full year 2016 period.

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