



August 9, 2010

No: SN.054/2010

Subject: Clarification of Operating Results and Financial Status for Q2'2010, ended June 30, 2010

Attention: Managing Director  
The Stock Exchange of Thailand

Oishi Group Public Company Limited and subsidiaries clarify consolidated operating results and consolidated financial statements for Q2'2010, ended June 30, 2010 as the following:

**Consolidated Operating Results**

**(Million Baht)**

|                                                                                    | Q2/10   | Compare to<br>Q2/09 | 6 Months<br>2010 | Compare to<br>6 Months 2009 |
|------------------------------------------------------------------------------------|---------|---------------------|------------------|-----------------------------|
| Sales Revenue                                                                      | 2,443.5 | 39.1%               | 4,595.2          | 34.1%                       |
| Cost of sales                                                                      | 1,634.8 | 43.4%               | 3,074.2          | 37.5%                       |
| Gross Profit                                                                       | 808.7   | 31.1%               | 1,521.0          | 27.6%                       |
| Selling Expenses                                                                   | 190.6   | 21.7%               | 455.2            | 26.2%                       |
| Admin. Expenses and<br>Management Benefit Exp<br>and Net Foreign Exchange<br>Loss. | 258.8   | 11.2%               | 515.9            | 23.2%                       |
| Finance Costs                                                                      | -       | -                   | -                | -                           |
| Net Profit                                                                         | 372.6   | 58.6%               | 566.3            | 33.0%                       |
| Earnings per Share (Baht)                                                          | 1.99    | 58.6%               | 3.02             | 33.0%                       |

**Consolidated Operating Results – Classified by Business**

**(Million Baht)**

|                          | Q2/10   | Compare to<br>Q2/09 | 6 Months<br>2010 | Compare to<br>6 Months 2009 |
|--------------------------|---------|---------------------|------------------|-----------------------------|
| Sales Revenue – Foods    | 951.6   | 22.0%               | 1,855.9          | 19.2%                       |
| Sales Revenue – Beverage | 1,491.9 | 52.8%               | 2,739.3          | 46.5%                       |
| Total Sales Revenue      | 2,443.5 | 39.1%               | 4,595.2          | 34.1%                       |
| Net Profit – Foods       | 42.6    | 18.4%               | 111.5            | 36.3%                       |
| Net Profit – Beverage    | 330.0   | 65.9%               | 454.8            | 32.2%                       |
| Total Net Profit         | 372.6   | 58.6%               | 566.3            | 33.0%                       |



### Sales

In Q2/10, the company has sales revenue totally 2,443.5 million baht, which is 39.1% increased from Q2/09 that had sales revenue totally 1,756.6 million baht. It can be classified as 951.6 million baht from sales revenue of foods business or equivalent to 38.9% of total sales revenue, and 1,491.9 million baht from sales revenue of beverage business or 61.1% of total sales revenue.

For the higher sales revenue when comparing to Q2/09, it comes from 52.8% increased in sales revenue from beverage business due to promotion campaigns (Japan Tour season 3). The sales revenue of foods business is increased 22.0% due to sale promotion, and opening twenty one (21) more branches than Q2/09 (Buffet 2, Shabushi 11, Ramen 3, Delco 1, Maido 2, and Kazokutei 2).

For the sales revenue of 6 months of year 2010 and 2009 are 4,595.2 million baht and 3,427.1 million baht respectively. It is increased by 1,168.2 million baht or 34.1%, which are 1,855.9 million baht from sales revenue of foods or 40.4% of total sales revenue, and 2,739.3 million baht from sales revenue of beverage business or 59.6% of total sales revenue. The increasing is 19.2% increasing from foods business because of the expansions of 21 branches, sale promotion, and 46.5% increasing from sales revenue of beverage business.

### Cost of sales

Total cost of sales of the company for Q2/10 is 1,634.8 million baht or equivalent to 66.9% of total sales. Total cost of sales for Q2/09 was 1,140.0 million baht or 64.9% of total sales. The company has higher percentage cost of sales due to higher percentage cost of sales of beverage business and food business.

Cost of sales for 6 months of year 2010 and 2009 are 3,074.2 million baht and 2,235.1 million baht or equal to 66.9% and 65.2% respectively. The company has higher cost of sales due to higher cost of sales of beverage business and food business.

### Selling Expenses

The company has selling expenses in Q2/10 and Q2/09 equals to 190.6 million baht and 156.6 million baht respectively. When compare selling expenses over total sales in Q2/10 and Q2/09, which is 7.8% and 8.9%, the percentage, is lower due to decrease in sales promotion.

For the first 6 months of year 2010 and 2009, company has 455.2 million baht and 360.7 million baht as selling expenses or equivalent to 9.9% and 10.5% of sales revenue respectively. The percentage is slightly lower.



**Administrative Expenses, Management Benefit Expenses, and Net Foreign Exchange (Profit) Loss**

For Q2/10 and Q2/09, company has 258.8 million baht and 232.7 million baht as administrative expenses, management benefit expenses, and net foreign exchange (profit) loss or equivalent to 10.6% and 13.3% of sales revenue respectively. The percentage is lower due to foreign exchange profit of forward contract for new machineries amounting Bath 11.0 million baht and increased sales.

For the first 6 months of year 2010 and 2009, company has 515.9 million baht and 418.9 million baht as administrative expenses, management benefit expenses, and net foreign exchange (profit) loss or equivalent to 11.2% and 12.2% of sales revenue respectively. The percentage is lower due to increased sales.

**Net Profit**

For Q2/10, the Company's net profit is Baht 372.6 million, or 15.3% net profit margin. Net profit is increased comparing with the same period in last year that is Baht 235.0 million or 13.4% of sales. Total net profits are increased 58.6% due to increased sales and gain on disposal of machineries Baht 8.1 million.

For 6 months of 2010, the Company's net profit is Baht 566.3 million, or 12.3% net profit margin. Net profit is increased comparing with the same period in last year that is Baht 425.9 million or 12.4% of sales. Total net profit is increased 33.0%.

**Financial Status**

**Assets**

|                                     | June 30, 2010 |                   | December 31, 2009 |                   |
|-------------------------------------|---------------|-------------------|-------------------|-------------------|
|                                     | Million Baht  | % of total assets | Million Baht      | % of total assets |
| Current assets                      | 1,062.8       | 27.1%             | 1,403.0           | 40.4%             |
| Land, buildings and Equipment (net) | 2,536.1       | 64.7%             | 1,635.6           | 47.1%             |
| Intangible Assets                   | 142.8         | 3.7%              | 146.9             | 4.2%              |
| Other non-current asset             | 175.5         | 4.5%              | 286.3             | 8.3%              |

As of June 30, 2010, the Company had total assets of 3,917.2 million baht. They had increased from the end of 2009 by 12.8% or 445.5 million baht. Total asset consists of 1) 1,062.8 million baht of current assets or 27.1% of total assets and 2) 2,854.4 million baht of non-current asset or 72.9% of total asset.



### Current Asset

Current asset is decreased (340.2) million baht or (24.3%) due to

1. Cash and cash equivalent is 82.8 million baht that decreased from the end of 2009 by (85.2%) or (475.6) million baht mostly due to gain from operation activities 783.8 million baht, open new branches, renovation, new land, new plant and new machineries 917.2 million baht, investment in government bonds 3.7 million baht, cash received from sale of assets 16.2 million baht, dividend paid 386.3 million baht, and short term loan 30.0 million baht.
2. Account receivable-net is 640.5 million baht that increased from the end of 2009 by 8.6% or 50.5 million baht
3. Inventory is 234.1 million baht that increased from the end of 2009 by 14.2% or 29.2 million.

### Land, Buildings, and Equipment - net

Land, Buildings, and Equipment - net is increased 990.5 million baht or 55.1% due to

1. Depreciation for 6 months amounting 171.8 million baht,
2. Purchase new land and construct new plant and new machineries amounting 986.4 million baht,
3. Open new branches and renovate old branches amounting 94.0 million baht
4. Gain on disposal of machineries amounting 8.1 million baht.

### Liabilities

|                               | June 30, 2010 |                 | December 31, 2009 |                 |
|-------------------------------|---------------|-----------------|-------------------|-----------------|
|                               | Million Baht  | %of Liabilities | Million Baht      | %of Liabilities |
| Current liabilities           | 1,378.9       | 98.3%           | 1,130.1           | 99.4%           |
| Other non-current liabilities | 24.0          | 1.7%            | 7.3               | 0.6%            |

As of June 30, 2010, total liabilities are 1,402.9 million baht. They are increased by 23.3% or 265.4 million baht from the end of 2009 due to increased in Account Payables-Trade, and Account Payables-asset acquisition.



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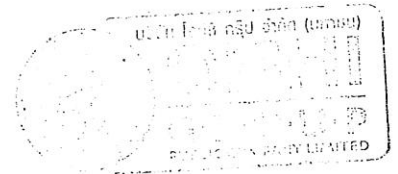
**Shareholders' equity**

As of June 30, 2010, total shareholders' equity is 2,514.4 million baht, which increased by 180.0 million baht from the end of 2009 or 7.7%, due to net profit for six months amounting 566.3 million baht and dividend payment amounting 386.3 million baht.

Sincerely yours,

(Mr. Paiboon Kijareevanich)

Executive Vice President



**CC: Secretary General, Office of the Securities and Exchange Commission**