

Message from the Chairman of the Board of Directors



Dr. Pongsak Viddayakorn
Chairman of the Board of Directors

Dear Shareholders

Principal Capital Public Company Limited has passed through the year of challenge in 2015, due to various supporting factors such as rapid recovery of tourism market, which was another key business sector that supported Thai economy during the previous year, resulting to a growth rate of Gross Domestic Product (GDP) in 2015 at 2.8%. In addition, as the Company has subsidiaries operating in different businesses, leading to risk diversification and pushing forward the Company toward continuous revenue growth rate. The Company's revenue in past year was at 424.7 million Baht, with a growth rate of 16.6%. Net profit was at 17.53 million Baht, which showed a growth of net profit at 35.3%, and net profit margin was at 4.1% compared with 3.6% in 2014.

In 2015, the Board of Directors has in depth focused on corporate governance, aiming at awareness and involvement of employees, as well as working in consistent with corporate governance policy that can be fully practical, providing the Company with tolerance to economic condition and being able to better cope with all changes.

For the trend in 2016, tourism sector is still a positive factor supporting the Company's businesses. European market in which a group of tourists having high spending rate begins to recover economically as well as travel cost remains low due to oil price level at lower rate than previous year. Also, cost of tourism in Thailand is considered low according to the depreciation of Thai baht. However, there are also factors that need attention, such as China economic that has begun to slow down and has low stability, may results that Chinese tourists who are the highest group of tourists travelling in Thailand decide to delay the travelling. The domestic demand is also likely to grow at less accelerated rate according to agricultural and export sector's problems which may impact household consumption. Also, the economic driven still depends on efficiency of governmental sector in issuing the economic stimulus package and the implementation of the investment program according to the government plan.

Therefore, in 2016, the Board of Directors shall consider channels to expand the business with caution to ensure that the Company shall expand to only the businesses that our executives have clearly knowledge and understanding in as well as being suitable to the current economic condition, having well tolerance to changing external factors and still focusing on managing the Company in transparent manner, adhering to the principles of good governance and sustainable development.

The Board of Directors would like to extend our sincere thanks and appreciation to all shareholders, customers, financial institutions as well as business partners for their confidence in the Company's growth direction and providing continued support as well as the Board of Directors remain confident in the executive's experience and dedication of all employees to lead the Company toward continued and sustainable growth.