



Management Discussion and Analysis  
Q1/2017

**Financial Position**

Unit : Million Baht	2017 At Dec 31, 16	2016 At Dec 31, 15
Current assets	1,418.08	1,306.19
Total assets	2,700.83	2,692.10
Current liabilities	874.26	954.15
Total liabilities	1,038.86	1,019.77
Shareholders' equity	1,661.97	1,672.33

Ratio	2017 (Oct-Dec 31, 16)	2016 (Oct-Dec 31, 15)
Net profit margin ratio (%)	14.80	15.35
Return on equity ratio (%)	1.41	1.34
Current ratio (times)	1.62	1.37
Debt/equity ratio (times)	0.63	0.61

Gross Profit Ratio of 2017 was a bit lower than 2016 mainly due to the increase of Cost of Goods sold that was proportionally higher than those of the sales turnover.

Return on Equity of 2017 was higher than 2016. The higher Net Profit was resulted lower in Selling and administrative expenses.

Current Ratio of 2017 went up a bit from last year as there was a short-term loan paid out.

Debt/Equity Ratio remains at almost same level as the year before.



บริษัท ไทยสตีลเคเบิล จำกัด (มหาชน)  
Thai Steel Cable Public Company Limited

**Performance**

Unit : Million Baht	Q1/17 Oct-Dec, 16	% on Sales	Q1/16 Oct-Dec, 15	% on Sales
Revenue from sales	671.69	100.00%	609.59	100.00%
Other Income	6.10	0.91%	15.11	2.48%
Cost of goods sold	-572.28	-85.20%	-516.04	-84.65%
Selling & administrative expenses	-74.06	-11.03%	-79.43	-13.03%
Finance cost	-4.11	-0.61%	-3.99	-0.65%
Income tax	-3.97	-0.59%	-2.91	-0.48%
Total comprehensive income	23.36	3.48%	22.34	3.66%

Revenue from sales in Q1 of 2017 was 671.69 million Baht. It was 62.10 million Baht or 10.19%, Cost of goods sold was 56.25 million Baht or 10.90% and Income tax was 1.07 million Baht or 36.66% higher than the same period of last year contributed mainly by the rise of sales of both domestic and export.

The Net Profit of Q1 2017 was 23.36 million Baht. It was 4.57% or 1.02 million Baht up from the same period of last year.

In 2017, the company has a plan to invest 7.8 million Baht in R&D and innovation. Such activity will enhance our capability in production and product quality in the long term.

The recovery of Thai Automotive Industry was a bit slower than anticipated. This was a result of some domestic factors, as well as the flood, that are not favorable for the growth of the Thai economy. Consequently, the industry is recovering a bit slower than expected. Consumers are lack of confidence in the economy, cautious in spending and delay investment in the future.

However, in the automotive industry, there are good prospects that export markets will be growing. The eco-car that has been supported by the public sector is the main driving force of domestic market and is expected to be continued. While the global economy is gradually improving, automobile market is expected to rebound and the automotive industry is expected to grow again in 2017.