

Press Release

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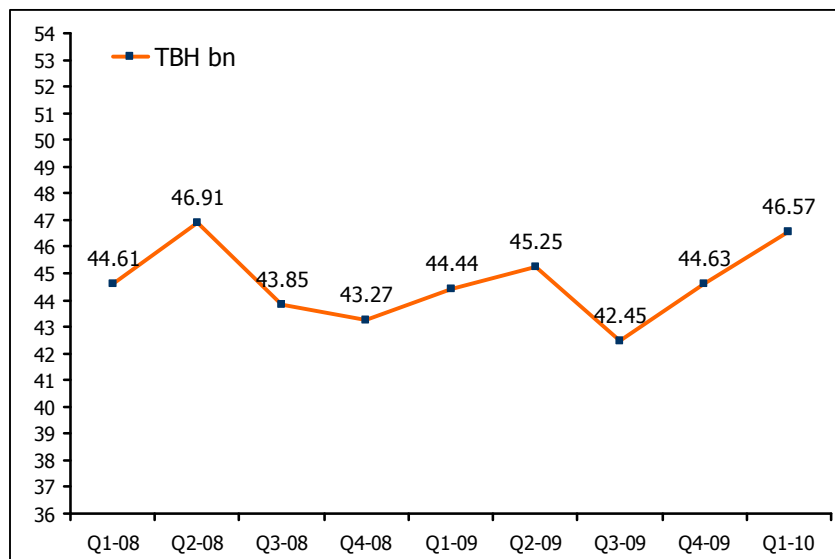
The technical consumer goods market recorded a 5% year-on-year quarter growth in Q1 2010.

Results of GfK TEMAX[®] Thailand for the first quarter

Bangkok, May 18, 2010 – The first quarter of 2010 has market value at Baht 46.6 billion and growing some 5% against the same quarter one year ago. The Photo, Telecom and Office Equipment sectors declined at single digit. The Home Appliance sectors managed double digit growth while all other sectors registered growth at single digit.

The overall market value for electrical appliances tracked by TEMAX recorded Baht 46.6 billion in the first quarter of 2010. This quarter saw mixed performance across the sectors, with Small Domestic Appliances and Major Domestic Appliances sectors doing some 19% and 15% growth respectively. The Photo, Telecom and Office Equipment market registered single digit decline. Consumer Electronics and IT sectors, the two biggest sectors of the market, saw single digit growth in Q1 2010.

Sales trend for durables in Thailand



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Source: GfK TEMAX[®] Thailand, GfK Retail and Technology



Small Domestic Appliances : air conditioner saw 18% growth

The Q1 2010 Small Domestic Appliance products saw double digit growth from Q1 2009 except for hair dryer. At market value Baht 5.4 billion, this quarter has this sector growing at 19% against Q1 2009. The strong growth in Air Conditioner was a result of seasonality and price reduction.

Major Domestic Appliances : washing machines recorded 18% growth

Double digit growth was seen in all Major Domestic Appliance products in Q1 2010. Washing machines continued in their strong growth as they seem to be the essential product for most families. The Q1 2010 Major Domestic Appliance sector grew 15% over the Q1 2009 and a market value of Baht 5.9 billion.

Consumer Electronics : LCD TV at 30% growth

This quarter Consumer Electronics sector saw growth at 7% against the same quarter in 2009. Apart from the expected decline in CRT TV, camcorder suffered the biggest decline in this sector. The strong growth in LCD TV is expected to continue into the coming quarters. The Consumer Electronics sector registered market value of Baht 10.6 billion in Q1 2010.

Information Technology : both desktop and portable PC market grew 10%

The IT sector saw year-on-year quarter growth of 5% growth in Q1 2010 and a market value of Baht 10.7 billion. New AIO PC and WEB Book were on a rising trend.

Telecommunication

The Telecommunication market recorded market value of Baht 9.4 billion reflecting a 3% decline in Q1 2010 over Q1 2009.

Office equipment and consumables : printer declined at 26%

The multi function device managed some 9% growth in Q1 2010 over Q1 2009. The single function printer, on the other hand, suffered some 26% loss. The Office Equipment and Consumables sector recorded market value of Baht 2.1 billion, reflecting a 6% year-on-year quarter decline.

Photo

Photo continued to suffer the biggest decline, at 8%, in the market for this quarter. This sector registered market value of Baht 2.4 billion.



Summary in table format

	Q2 2009	Q3 2009	Q4 2009	Q1 2010	Q1 10 /Q1 09
	M.THB	M.THB	M.THB	M.THB	+/-%
Consumer Electronics (CE)	10,078	10,018	10,841	10,614	7.0%
Photo (PH)	1,898	1,864	2,689	2,447	-8.4%
Major Domestic Appliances (MDA)	5,408	5,226	5,275	5,900	14.9%
Small Domestic Appliances (SDA)	5,339	4,016	4,207	5,425	18.9%
Information Technology (IT)	10,754	10,565	10,585	10,673	4.7%
Telecommunication (TC)	9,882	8,721	9,101	9,400	-3.2%
Office Equipment & Consumables (OE)	1,890	2,043	1,931	2,109	-5.7%
GfK TEMAX® Thailand	45,249	42,453	44,629	46,569	4.8%

Source: GfK TEMAX® Thailand, GfK Retail and Technology

The survey

GfK TEMAX® Thailand is an index developed by GfK Retail and Technology to track the consumer durables markets. GfK TEMAX® is published internationally. The findings are based on surveys carried out by the retail panel of GfK Retail and Technology. The retail panel comprises data from over 200,000 retail outlets worldwide. All reports and press releases are available at www.gfktemax.com.

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