

Message From the Chairman

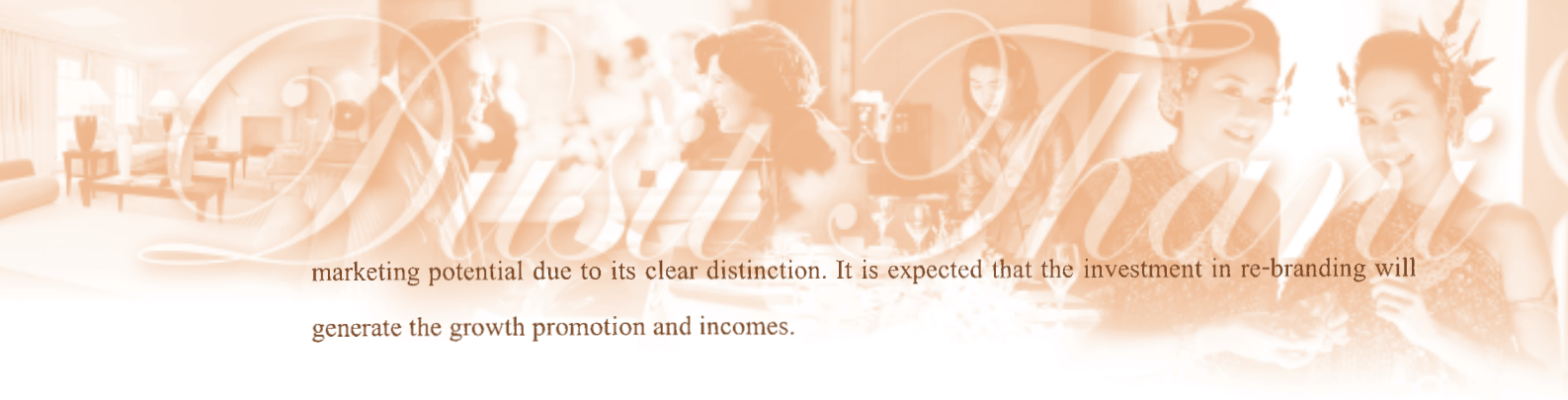


Dear shareholders,

The tourist business in Thailand in 2007 has been continuously affected by the political uncertainty and the fluctuation of currency as well as increasing inflation affected the economy as a whole. It also leads to the slow down of increasing of foreign tourists compared to last year. In addition, the increase of nearly 1,500 rooms since 2006 results in high competitiveness accordingly.

Our management has recognized such impact since the beginning of this year; therefore, the strategies in every aspect were adjusted in order to strengthen the organizational security and to reinforce its growth in the long term. The company creates the new executive team having international experiences. This responds to business expansion focusing on the incomes derived from management of hotel business. In 2007, the company has entered into the Hotel Management Agreement more than 10 domestic and oversea hotels which will start their operation since 2008. This will create incomes increase and, accordingly, sustainable profit and return to shareholders.


The company has paid much attention to re-branding of hotel business so as to create its outstanding and conspicuous image. Dusit Thani Hotel is still the leading 5-star hotel in our business and dusitD2 Hotel is the 5-star modern style hotel for new generation life style. Dusit Devarana Hotels & Resorts is the 6-star accommodation for the luxurious tourists requiring comfortability and privacy. Dusit Princess Hotel is the 4-star hotel and Dusit Residence is aiming at rental serviced apartment. The completion of re-branding and re-naming process of the hotels commenced at the end of last year and it has obtained good responses from domestic and oversea press. This causes more



marketing potential due to its clear distinction. It is expected that the investment in re-branding will generate the growth promotion and incomes.

In 2007, the company has total income of Baht 3,310 million. Compared with total income in 2006, excluding Baht 113 million as compensating income from the agreement termination, the company generated increasing income at 6.43%. However, because the management strategies were adjusted as mentioned above, many costs incurred. Many employments were made to be in response to business growth and which were suspended during the hotel renovation. Moreover, the costs on marketing schemes and re-branding incurred. The depreciation increases because the hotels renovation were completed. These led to the increasing total expenses of Baht 306 million and net profit of Baht 121.9 million.

On behalf of the board of directors of Dusit Thani Public Company Limited, I would like to give our best thanks to all shareholders who continuously trust in our management. Further, I also greatly appreciate our executives and all employees who fully dedicate themselves to perform duties with their best effort resulting in continuous growth and good return for shareholders.



Mr. Chatri Sophonpanich

Chairman