

## Message from Managing Director

Due to the surrounded risk factors, both internal and external, it makes year 2009 become one of the toughest year in operating the business in this industry. For external risk factors namely economic crisis affecting worldwide economy such as United States, Europe and Asia, including Thailand, resulting in deceleration of economic growth. While internal risks arising from political condition that would cause the lack of consumer's confidence and consequently slow down overall business investment, which can be said that it is arduous environment for business survive. Fortunately, the company can sustain itself through this crisis, stemmed from an implementation of sufficient economic philosophy of His Majesty the King, "Moderate Society-MOSO", which also consistent with the principles of corporate governance. We believed that this will make the organization grow steadily and sustainably, being a quality organization that creates quality products in associate with corporate social responsibility by maintaining benefits of the whole stakeholders. In addition, we commit to manage business with compliance to the principles of good corporate governance and ethical code of conduct that are clearly defined, in which the company has been scored the assessment of corporate governance of Thai listed companies in 2009 of "very good" level for the second consecutive year.

The year, Although the company's turnover would not grow as previous years due to the impact of fluctuations in the economy as mentioned above, but the company would not be stopped. The company committed to continually develop in all possible areas. For instance, personel, production line, financial management, marketing and investment to enhance high performance within company. In addition, the company added more marketing channels to target government project as secondary target group. The company's products has now been certified to "TIS 1128-2535 of rolled roofing" Thai Industrial Standard. However, in 2010 the company believes that economic will be in a better direction due to the signs of global economic recovery as well as Thai economy. Recently, government had issued various new policies and projects to stimulate economic growth. This encourage the company to clearly define the strategies that would appropriate to certain economic conditions and closely monitor to track down the the amount of work and turnover of company and make it align with the company's objectives.

Confidence and consistently support from stakeholders play an important role behind the company's story of success. I would like to express my sincere thanks to all shareholders, business alliance partners, customers, financial institutions, media and government and private agencies, including all executives and employees to dedicated effort inspired to be one of the leading in steel roofing sheet and services market under the quality policy of "To produce its products at the same quality and standards, continually develop to reach customer satisfaction "gain recognition and trust from customers under the brand of "ROLLFORM".



Prasit Ounvorawong

Managing Director