



ASIASOFT's Q2/09 shows ongoing growth in Thailand as well as provides dividend payment against economic situation. The Company expects its Customer Centric strategy to boost the second half earnings to meet the target.

ASIASOFT CORPORATION PUBLIC COMPANY LIMITED or AS reported its Q2/2009 with net income of Baht 316.13 million. Its earnings in Thailand increased by 12.40% compared with the same period last year. The Company also offers dividend payment of Baht 0.23 to its shareholders. The executive said the Company has expanded its marketing potential by placing emphasis upon approaching strategy, Customer Centric, which analyzes all-round customer demand by service enhancement and Core Network System improvement, together with new launching of new online games, leading the second half earnings to meet the target.

AsiaSoft's CEO, Mr. Pramoth Sudjitporn, said "the performance of the Company's group in Q2/2009 when compared with the same period last year, the performance in Thailand shows continuous growth with its net profit increased by Baht 5.94 million from Baht 47.90 million in Q2/2008 to Baht 53.84 million in Q2/2009, or increased by 12.40% after the Company carried out approaching strategy which focused on customer demand analysis as well as placed emphasis on digital marketing which provided high efficiency but low cost. In addition, the Company also had co-branding marketing strategy with its alliance to expand customer base in the Blue Ocean customer group, leading to the Company's net profit in Thailand to reach from 19.07% to 21.60%. However, the net profit from its international business decreased from the same period last year because the launching of the new online game in Malaysia was postponed, causing its revenue from international business expansion to miss the targeted plan."

Mr. Pramoth also added that "the performance of the Company still shows satisfactory growth, and the Company has the policy to offer dividend payment of Baht 0.23 per share to its shareholders, with the payment date on September 9, 2009. The performance in the second half of this year, after the Company has planned to launch five new online games within four countries in the South East Asian region, including to invest in networking system to provide online game service, together with intense approaching marketing strategy as well as big event activities such as AsiaSoft Games Festival, the biggest online gaming in Thailand, the Company is confident that the revenue of the second half this year will definitely meet the target."

