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No. IR013/2011

May 24, 2011

Re: Notify of land purchasing to use for the company operation.

To: President

The Stock Exchange of Thailand

According to the resolution of SE-EDUCATION Public Company Limited board of directors meeting no. 2/2011 on May 13, 2011 to approved for the management to purchase land used for the company operation to build the distribution center in future, now the company has already purchased the land as the following detail:

1. Date of transaction:

After being approved from the board of directors meeting resolution, there has been land purchasing and registering the transfer of ownership on May 23, 2011

2. Related parties and relationship with listed company:

Purchaser SE-EDUCATION Public Company Limited

Seller Mr. Direk Trirattanopas, address: 38/1 Kwang Bangkhloe, Khet Yannawa, Bangkok

with listed company the listed company according to the Notification of Capital Market Supervisory Board Korkhor. 21/2551 Re: Rules for Connected Transactions.

3. Nature of transaction:

SE-EDUCATION Public Company Limited has purchased the land on a title deed no. 6336, land no. 459, page no. 1073, on Bangna-Trad Rd., Km. 21, Tambon Sisa Charakhe Yai, Amphur Bang Phli, Samut Prakan in the area of 30 rai at the amount of THB 267,000,000 (Two hundred and sixty seven million Baht) with the additional of THB 735,000 (Seven hundred and thirty five Thousand Baht) for duty stamp.

The above transaction has the size conform to the standard of consideration for item value appraisal according to Stock Exchange of Thailand promulgate 2004 about information disclosure and the listed company action in acquiring or selling the assets which calculated from the company financial statement as on March 31, 2011 as follow:

- Value of Assets Acquired Method: Incalculable
- Net Profit Method: Incalculable

- Total Value of Consideration Method: 11.23% of total asset according to total financial statement.

4. Details of acquired asset:

Ownership of land on a title deed no. 6336, land no. 459, page no. 1073, on Bangna-Trad Rd., Km. 21, Tambon Sisa Charakhe Yai, Amphur Bang Phli, Samut Prakan in the area of 30 rai.

5. Total value of consideration and payment conditions:

Total value of consideration : 267,735,000 Baht

Payment : Total amount in check as on ownership transfer date
(May 23, 2011)

6. Criteria for determining the consideration amount:

The price is agreed upon between the Company and the Seller. On May 12, 2010, Agency For Real Estate Affairs Co., Ltd. evaluated the land by a market approach method at the amount of 360,000,000 Baht (Three hundred and sixty million Baht)

7. Benefit which the Company will receive from the result of the transaction:

To build the distribution center and warehouse for supporting the future growth of all company business which would reduce the operation cost compare to rental method otherwise the company could design the new distribution center to perform more efficient and also could be reserved some space area for other use in future.

8. Source of fund:

The company could have funding from its own working capital with no need to loan from any financial source.

9. Transaction conditions:

The above transaction has size of 11.23 % of total asset in financial statement according to the total value for consideration method which were not within the scope of information disclosure regulation of Securities and Exchange Commission and The Stock Exchange of Thailand notify about assets acquiring and disposal rule.

10. Opinion of the Board of Directors and the Audit Committee:

The company board of directors and the audit committee have been considered that the above land purchasing transaction would cause most benefit to every related parties as mention above by managing the present extreme cash in hand with low benefit to be useful for reducing the operating cost in future including the consideration of considerable lower price compared to the appraised price from independent appraiser so that it would reduced risk in changing policy of using some area of land in future.

11. Directors having special interest

- None -

Please be informed accordingly.

Yours sincerely,

Mr. Viboolsak Udomvanich
Deputy Managing Director and Company Secretary

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