

A young boy with dark hair, wearing a grey cardigan over a red, white, and blue plaid shirt and dark blue pants, is walking towards the camera. He is holding a small book. The room has light blue walls, a large window with white frames, and a white A-frame bookshelf. There are decorative items like birdcages and a vase of flowers on the windowsill. A yellow banner is overlaid on the right side of the image.

Opportunity Day

The Stock Exchange of Thailand

August 10, 2015

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HomePro is the leading home improvement retailer in Thailand.

Our product range covers 60,000 items.
We operate 75 stores nationwide, providing complete services as One Stop Shopping to attain highest customer satisfaction.

The HomePro's stock is traded on the Stock Exchange of Thailand (SET - hmpro, BB - hmpro:tb).

Agenda

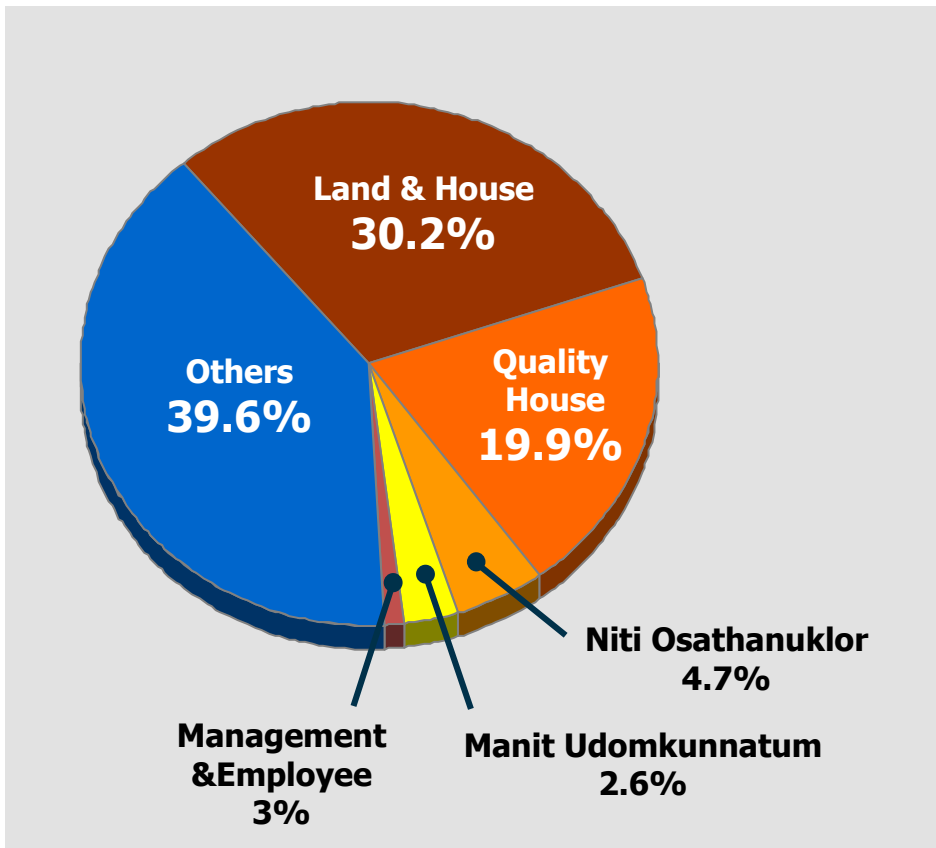
- 1H'15 Financial Results
- Business Outlook

■ Background

- 1996 : Formation of HomePro by Land & House group.
- 2001 : Listed in SET.
- 2006 : Selected as one of SET 100 list of companies.
- 2010 : Selected as one of SET 50 list of companies.
- 2013 : Introducing the new business “Mega Home”
- 2014 : Expanding our business overseas for the first time in Malaysia.
- July 15 : Operating 75 stores of HomePro, 5 stores of Mega Home and 1 store in HomePro format in Malaysia.

■ What HomePro does?

Thailand and Southeast Asia’s largest retailer of home improvement products which includes home improvement product (hardware, plumbing, painting, tools, outdoor living & garden), bathroom, kitchen, lighting, home appliances and household accessories, furniture and decorative products with full service support under HomePro format. With Mega Home business, there are more merchandise categories than above: construction materials, daily use products, office supplies, leisure goods and more household products are added.



Top 10 Shareholders

%Share

1. Land and Houses Plc.	30.2
2. Quality Houses Plc.	19.9
3. Mr. Niti Osathanuklor	4.7
4. Mr. Manit Udomkunnatum	2.6
5. AIA Co., Ltd.	2.4
6. Mr. Chun Wanawit	2.2
7. Chase Nominees Limited	1.8
8. Thai NVDR Co., Ltd.	1.6
9. Sarasin Co., Ltd.	1.3
10. Social Security	1.3
11. Others	32.0

■ **Market Capitalization : 80,879,867,853 Baht (as at 4 August 2015)**

Paid-up Capital : 13,151,198,025 shares



Home Product Center Plc. : Operating HomePro in Thailand



Market Village Co., Ltd.

- Holds 99.99% of total shares
- Objective to manage rental space and provide utilities services to tenants.



Home Product Center (Malaysia) Sdn. Bhd.

- Holds 100% of total shares
- Objective to operate a retail business in Malaysia.



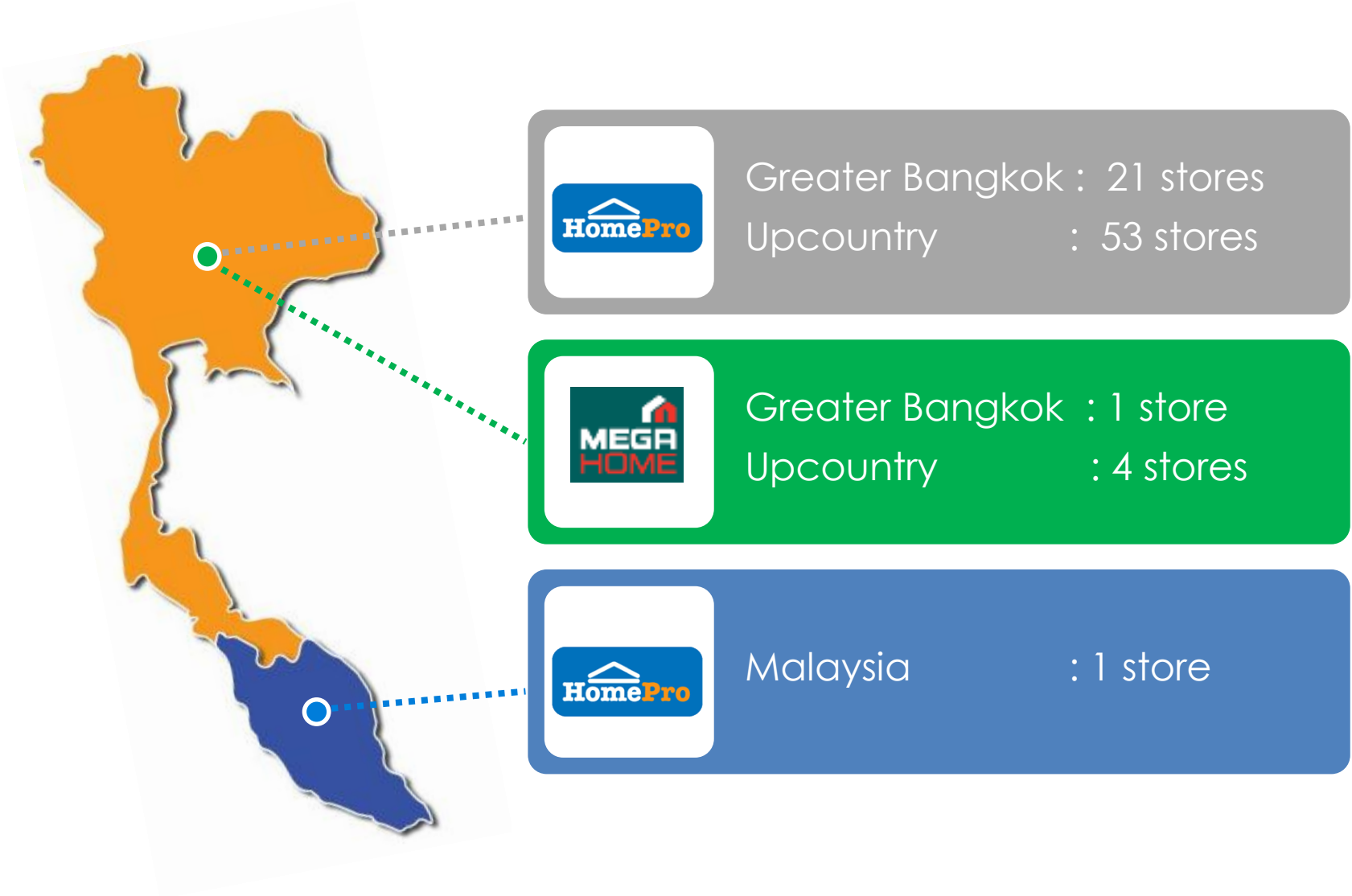
Mega Home Center Co., Ltd.

- Holds 99.99% of total shares
- Objective to operate retail business under trade name "Mega Home".

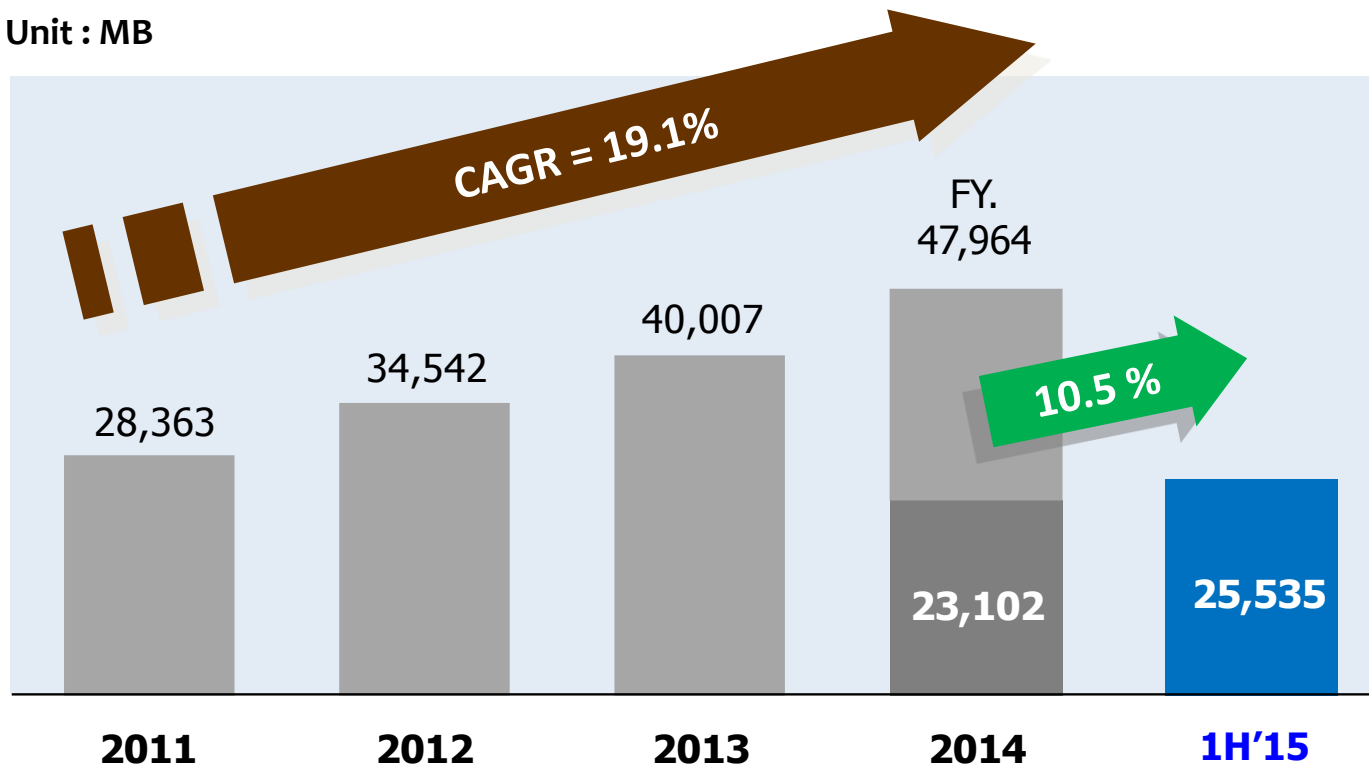


DC Service Center Co., Ltd.

- Holds 99.99% of total shares
- Objective to operate the warehousing and distribution.



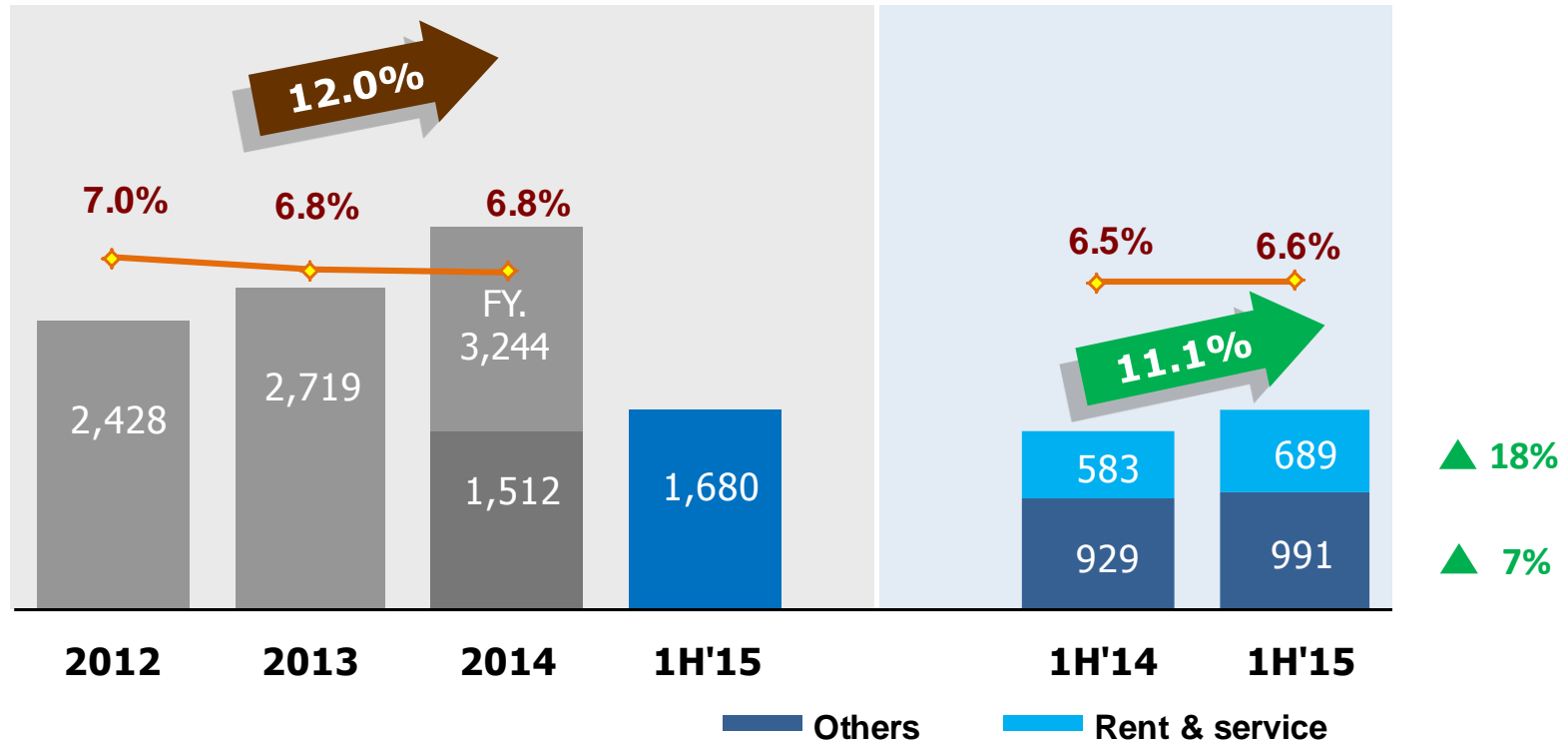
Unit : MB



1H'15, sales growth 10.5% YoY, driven by sales of new stores 8.4%, 3.4% by sales of Subsidiaries (Mega Home & Malaysia). Same store sales was at -1.5% which affected from the cannibalization effect and renovation of Suvarnabhumi branch.

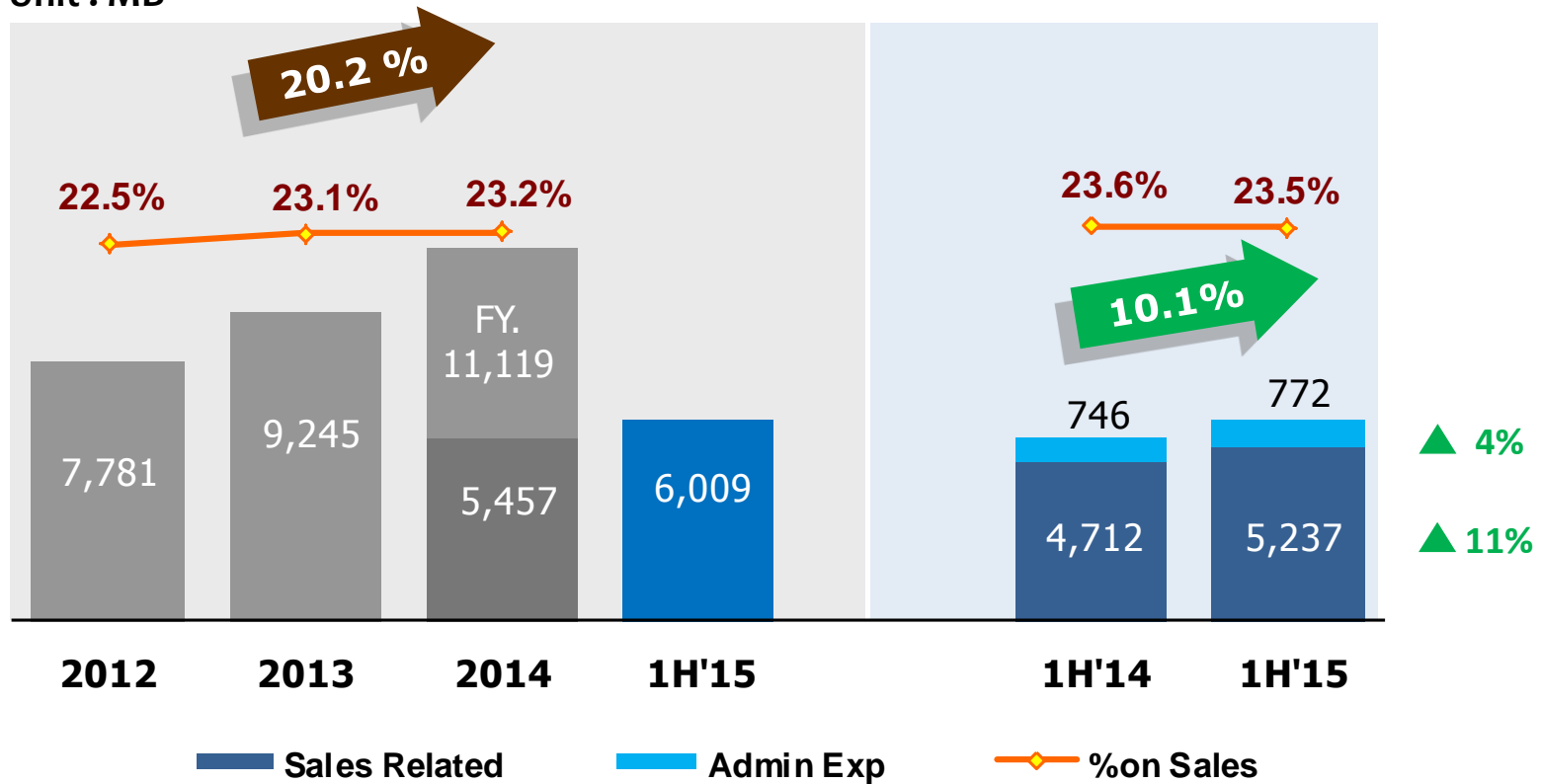
Rising Other Income

Unit : MB

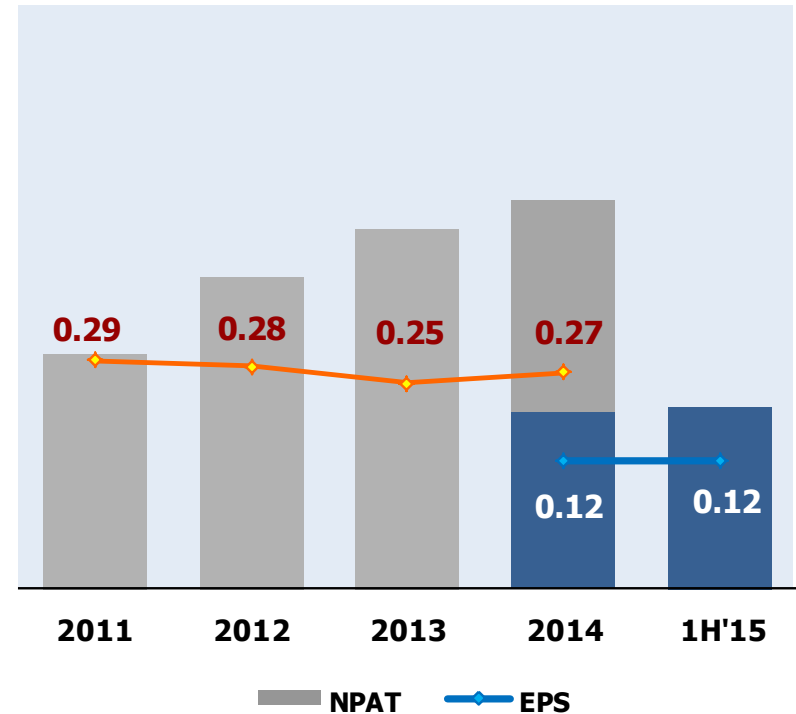
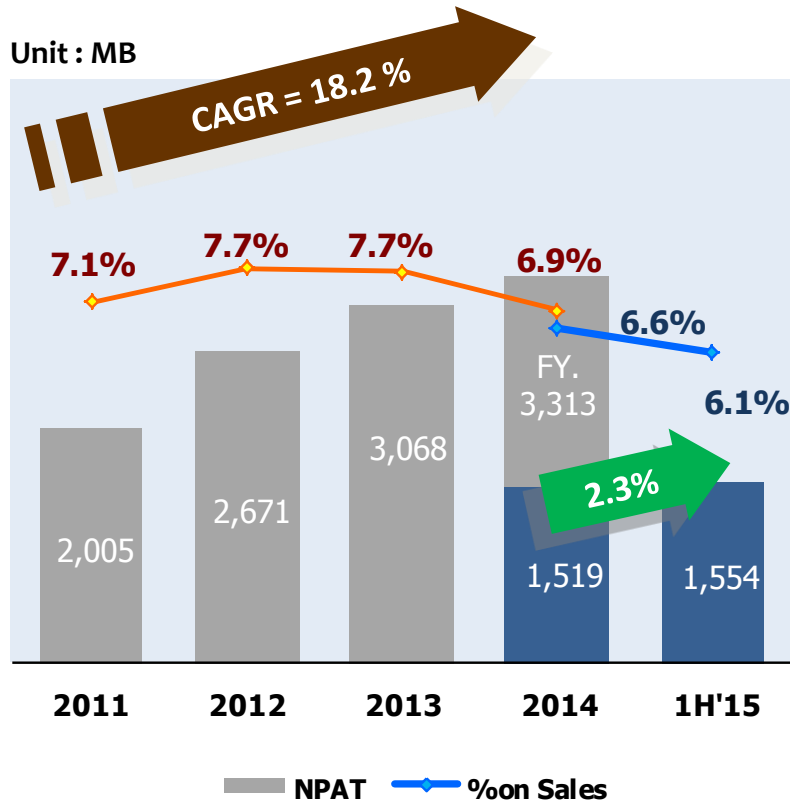


- **Rental & Service Income** increased by the space and rental income from HomePro and Market Village Suvarnabhumi.
- The increase in **Other Income** was driven by the advertising, marketing fee and "Home Care" Service fee.

Unit : MB



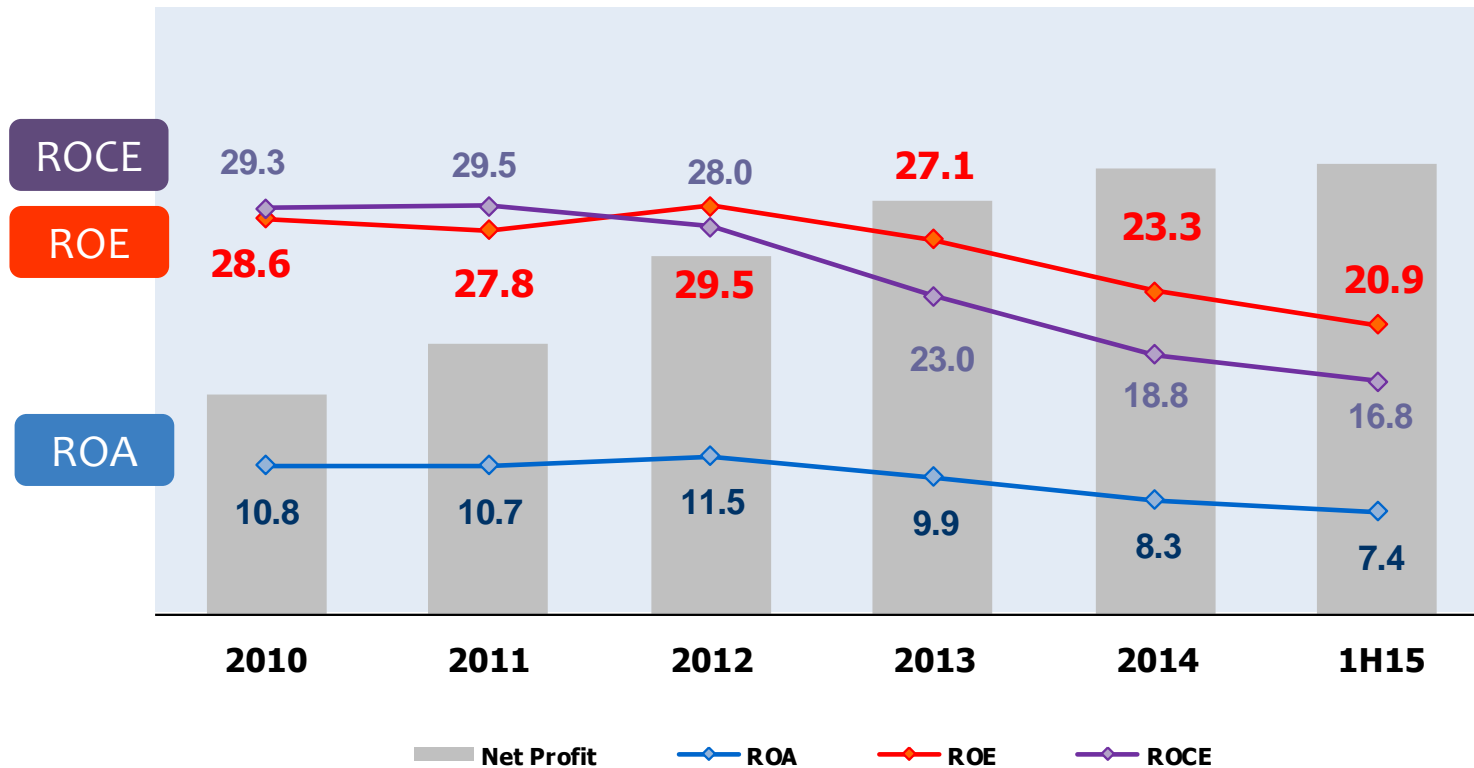
1H'15, **SG&A** represented 23.5% to sales comparing with 23.6% of the same period of the previous year. The main increase was due to the increase in salaries, depreciation, utilities cost and operating expenses of Mega Home and HomePro Malaysia.



1H'15 **NPAT** growth by 2.3% but NPAT % to sales decreased from 6.6% to 6.1%.

EPS in 2014 taking full dilution impact of stock dividend at the ratio of 8:1 paid in November 2014 (interim). **EPS** in 1H'15 taking impact at ratio of 15:1 paid in May 2015 (Final).

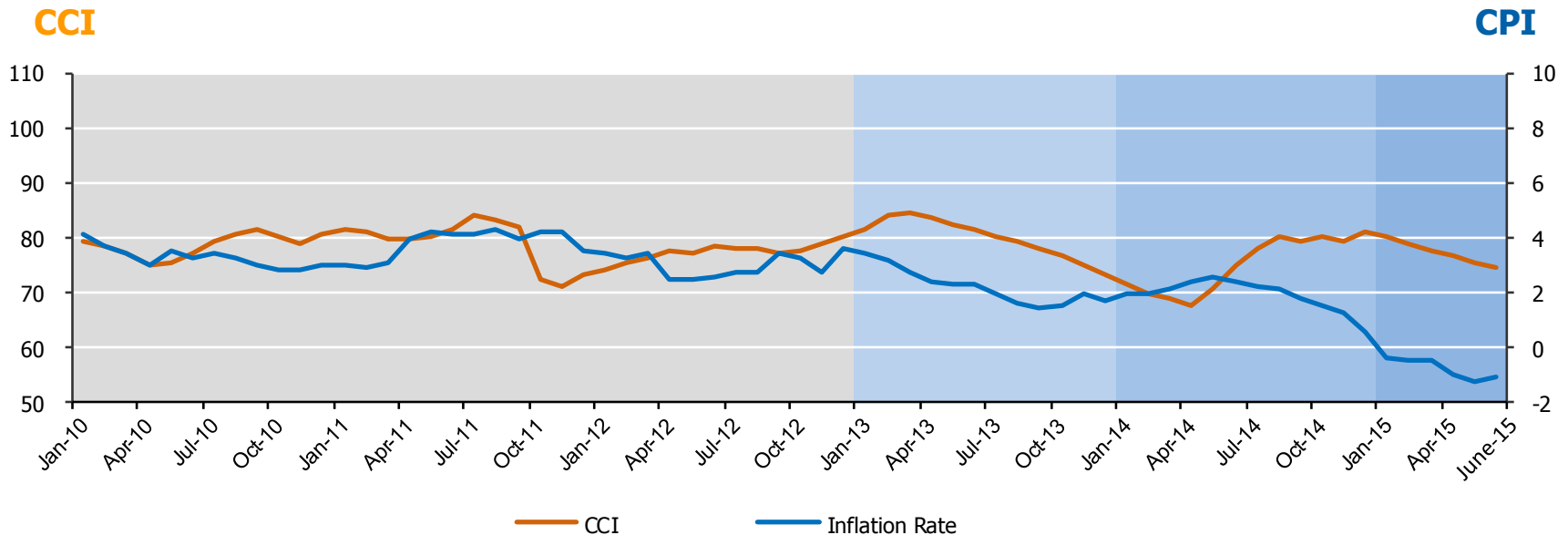
Unit : %



Agenda

- 1H'15 Financial Results
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Confidence index fell further in June



The Consumer Confidence Index (CCI) fell to 74.4 points from 75.6 points in the previous month, caused by economic problems and water shortages.

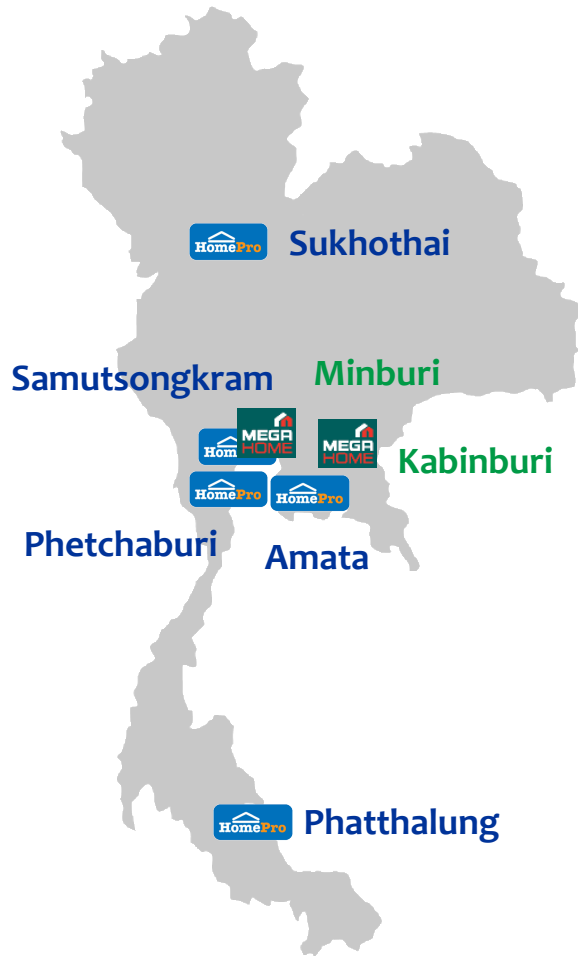
People remained worried about the pace of the economic recovery and low agricultural prices. Moreover, overall domestic purchasing has yet to recover.

Declining in consumer confidence over six months was a dangerous sign for the Thai economy and the government should speed up the disbursement of its budgets and implement job creation projects to increase purchasing power.



The main objective of the development and selection of private brand products is an adherence to build up value-added to customers. Therefore, the core element of private brand products is quality and worthiness. In addition to the Company's increase of variety of products, it had continued to develop and select products with quality to continuously provide worthiness to customers. To date, we have a total of 36 private brands and over 1,000 items.

2015 Store Expansion Plan



2015 No. of New stores

5

3

Quarter	Province	Opening Date	HomePro	MEGA HOME	Malaysia
1Q	Sukhothai	27 Feb	Yes	No	No
	Kabinburi		No	Yes	No
2Q	Samutsongkram	15 May	Yes	No	No
	Phetchaburi	12 Jun	Yes	No	No
3Q	Phatthalung	10 Jul	Yes	No	No
	Minburi		No	Yes	No
	Amata	28 Aug	Yes	No	No
4Q	Aranyaprathet		No	Yes	No

Our stores in 2015

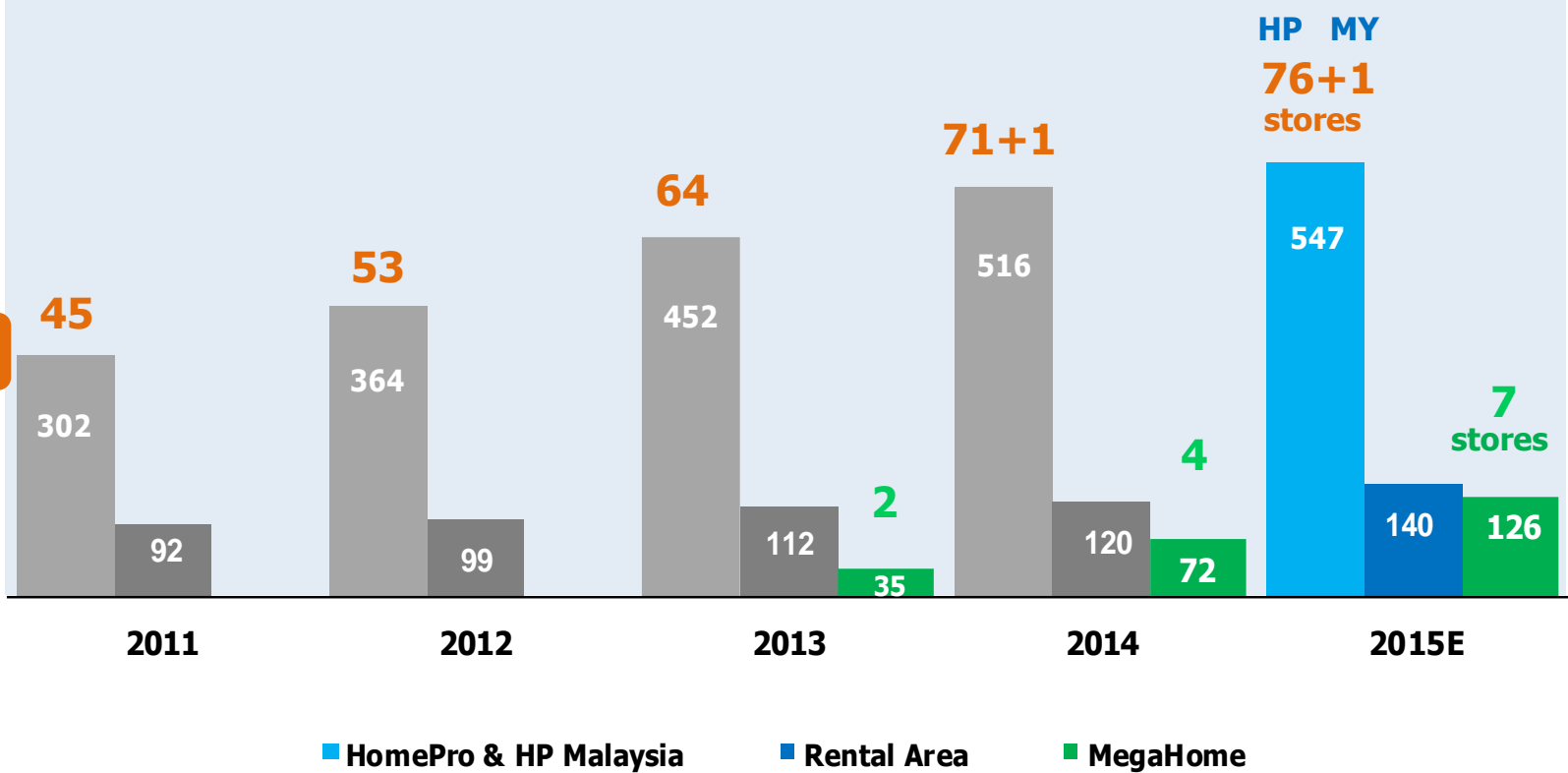
Region	HomePro	MEGA HOME	Malaysia
Greater Bangkok	21	2	0
Upcountry	55	5	0
Malaysia	0	0	1
Total (stores)	76	7	1



Continuous Expanding Sales Area

Unit : '000 Sqm

No. of Store



โฮมโปร แคมเปญพิเศษ
ทุกมิติ ชี้อบบของเข้าบ้าน
ที่นี้ คู่มกกว่า
21 วัน 21 สาขา ลดสูงสุด 80%

◀ HomePro Bangkok Sale

21 days 21 branches

16 July – 5 August

▼ HomePro Fair (@KhonKaen)

28 August – 6 September

Anniversary โฮมโปรฉลองครบรอบ 19 ปี
 จัดจากใจ เพื่อให้คุณได้ฉลองเต็มๆ ลดสูงสุด **70%**

◀ 19th Anniversary

27 August –

23 September

โฮมโปร แฟร์ HomePro FAIR
คุ้มตั้งแค้น!
เพื่อพี่น้องชาวขอนแก่น
ฉลองครบรอบ 19 ปี
ลดจริง จัดเต็ม

ครั้งแรกกับงานสินค้าเพื่อบ้าน **10 วันเท่านั้น** ลดสูงสุด **60%**



Q & A

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