



Home Product Center PCL.

Analyst Presentation

3rd Quarter 2008 Result

November 13, 2008

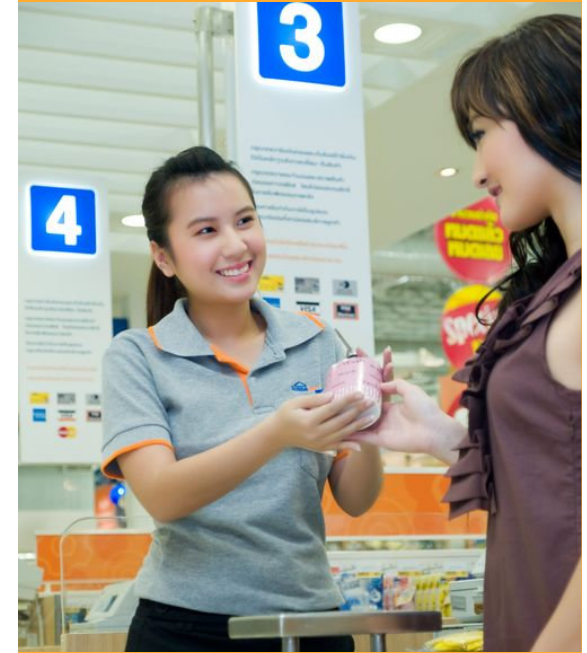


Home Product Center Plc.

HomePro is the leading home improvement retailer in Thailand.

Our products range cover 60,000 items. We operate 33 stores nationwide, providing complete services as One Stop Shopping to attain highest customer satisfaction.

The HomePro's stock is traded on the Thailand Stock Exchange (SET:Hmpro).



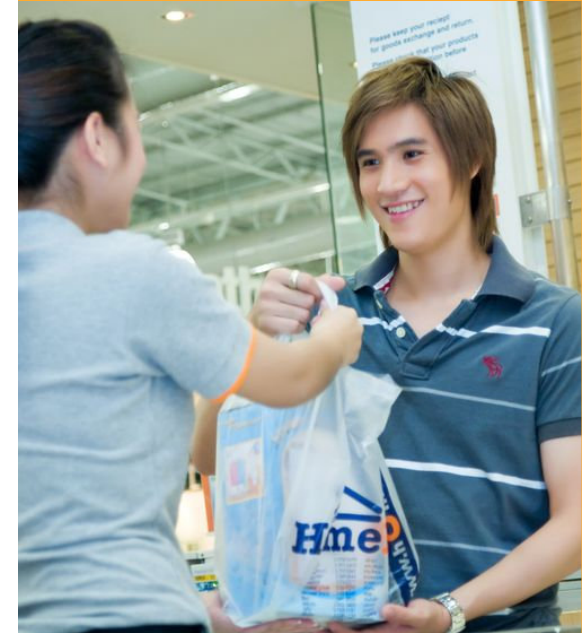
HomePro

"Total Home Solution".



Agenda

-  Financial Result
-  Business Outlook



Service Mind.

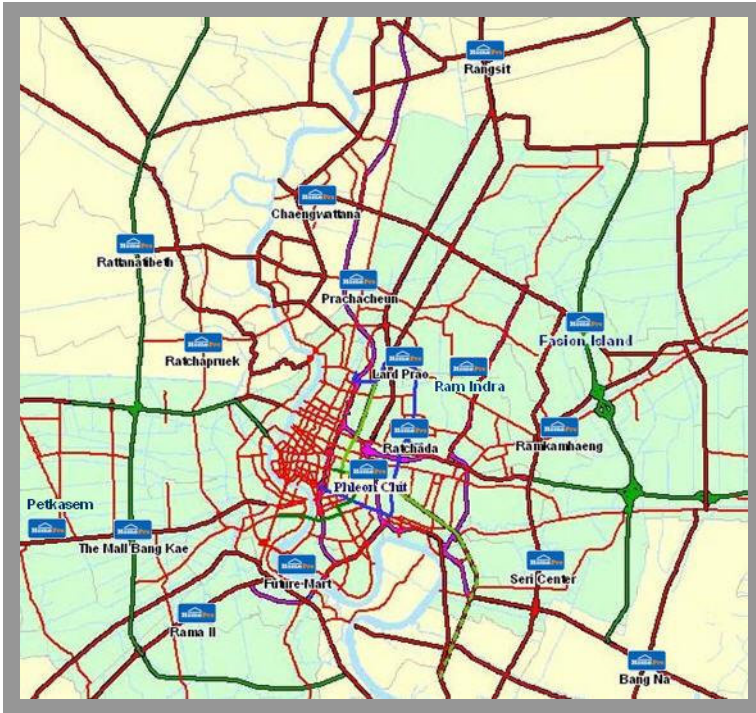


9M'08

Financial Result

Footprint in Thailand *(as at September 30, 2008)*

17 Bangkok Stores



16 Upcountry Stores



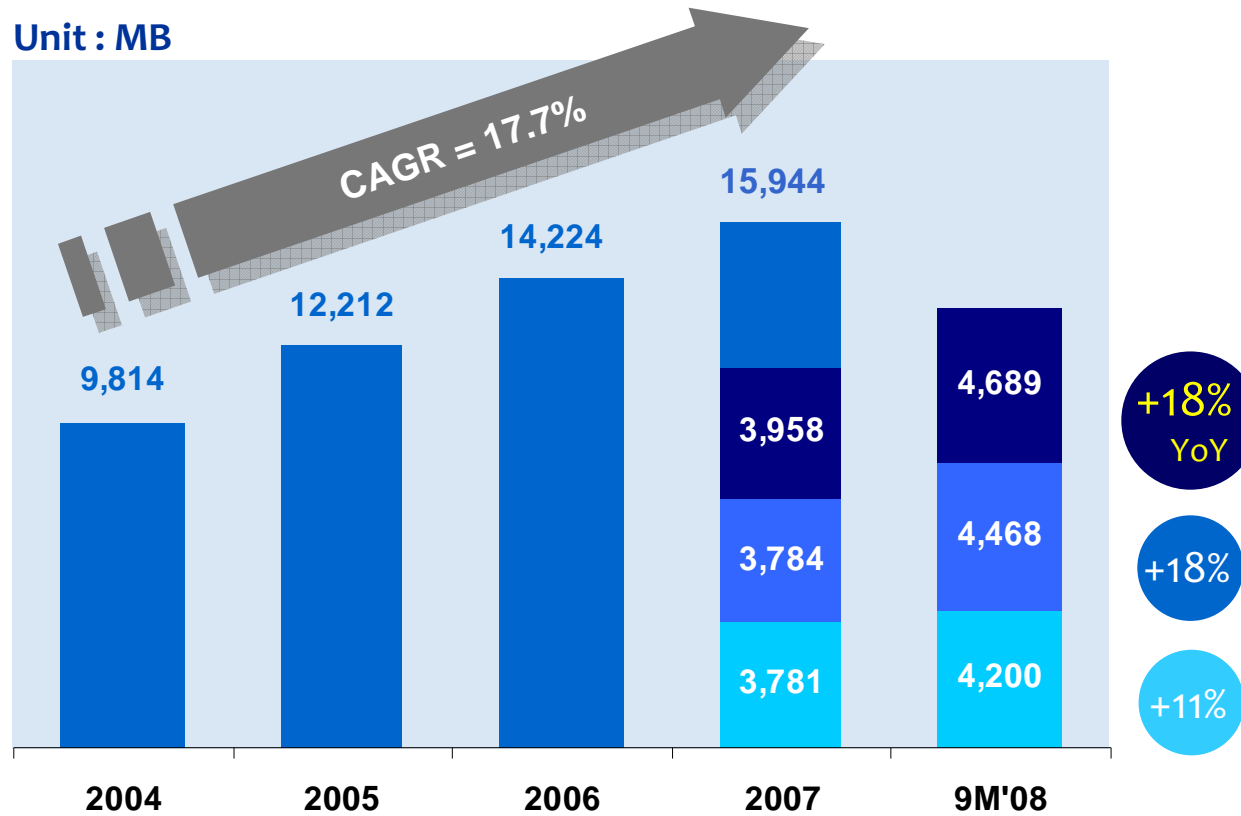


P&L Summary

Unit : MB

	9M'08	% on Sales	9M'07	% on Sales	VAR	%G
SALES	13,357.8	100.0	11,523.0	100.0	1,834.8	15.9
RENTAL & SERVICE	422.8	3.2	387.7	3.4	35.1	9.0
OTHER INCOMES	406.4	3.0	310.6	2.7	95.8	30.9
TOTAL REVENUE	14,187.0	106.2	12,221.3	106.1	1,965.7	16.1
COGS	10,187.8	76.3	8,868.2	77.0	1,319.6	14.9
SG&A	3,001.5	22.5	2,580.9	22.4	420.5	16.3
TOTAL EXPENSES	13,189.3	98.7	11,449.2	99.4	1,740.1	15.2
EBIT	997.7	7.5	772.1	6.7	225.6	29.2
INTEREST	94.8	0.7	133.7	1.2	(38.8)	(29.0)
TAX	286.0	2.1	168.7	1.5	117.3	69.5
NET PROFIT	616.8	4.6	469.7	4.1	147.2	31.3

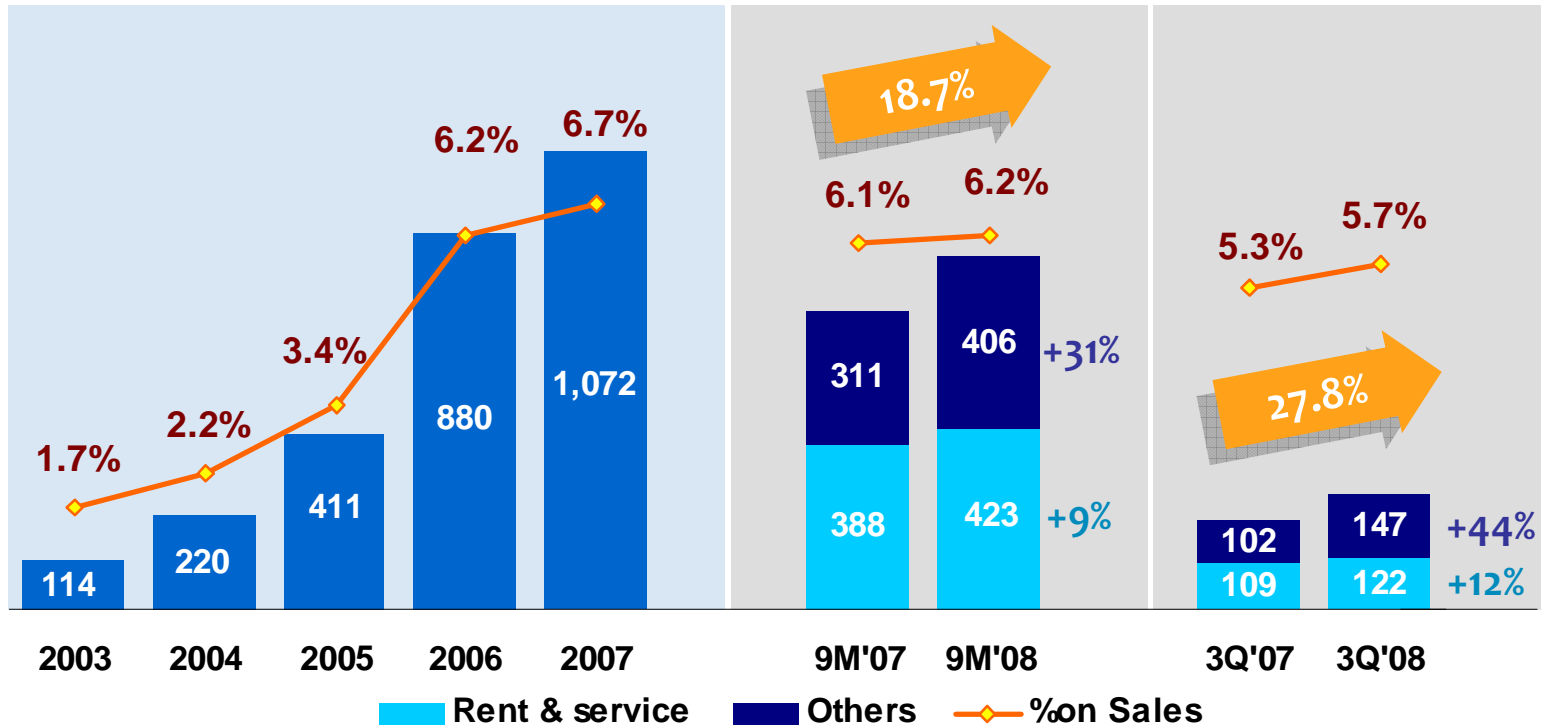
Sustainable Sales Growth



9M'08, sales growth 15.9% YoY while 3Q'08 growth of 18.5%.

Rising Other Income

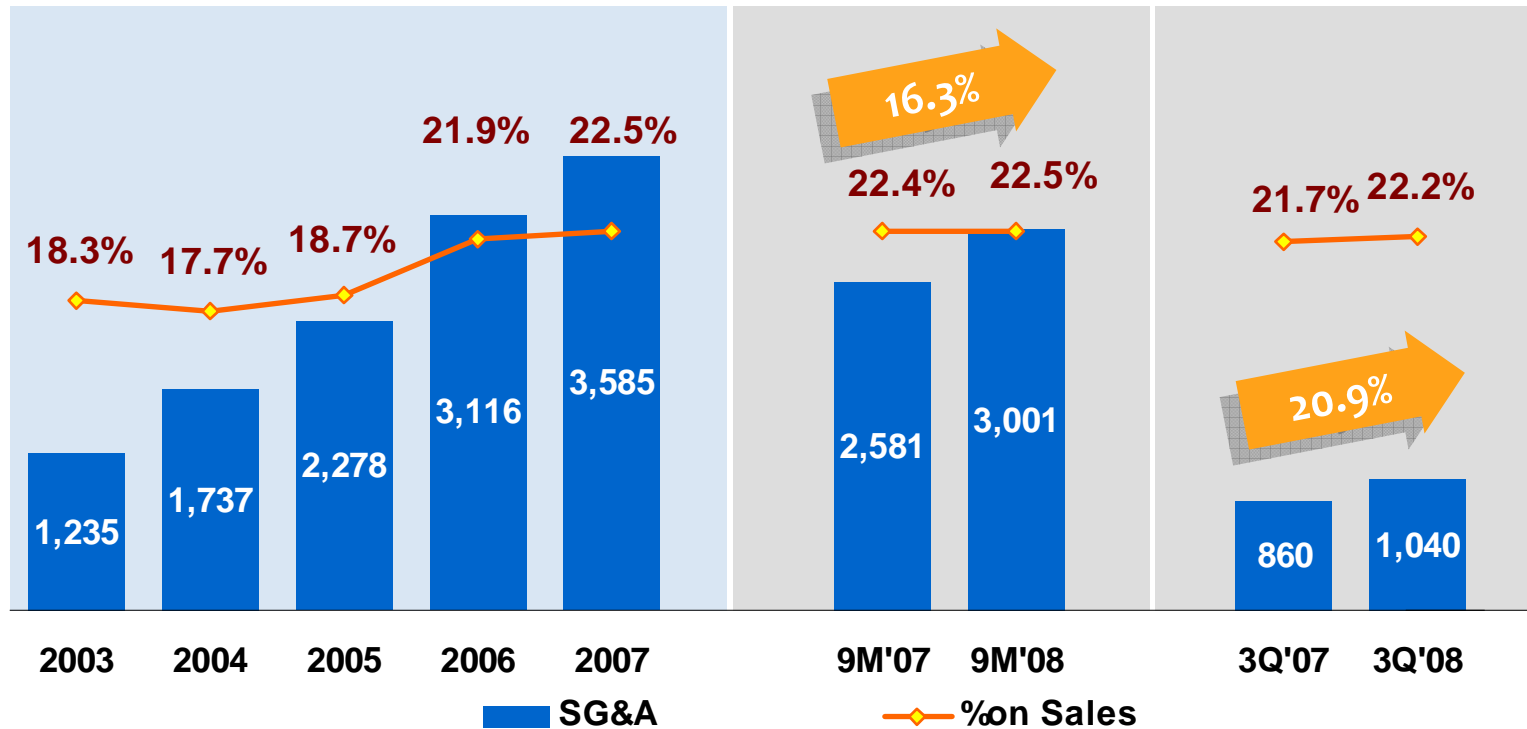
Unit : MB



— Increase in **Other Income** as contributed by increasing in Rental, Service and Advertising Fees.

Stable SG&A Expenses

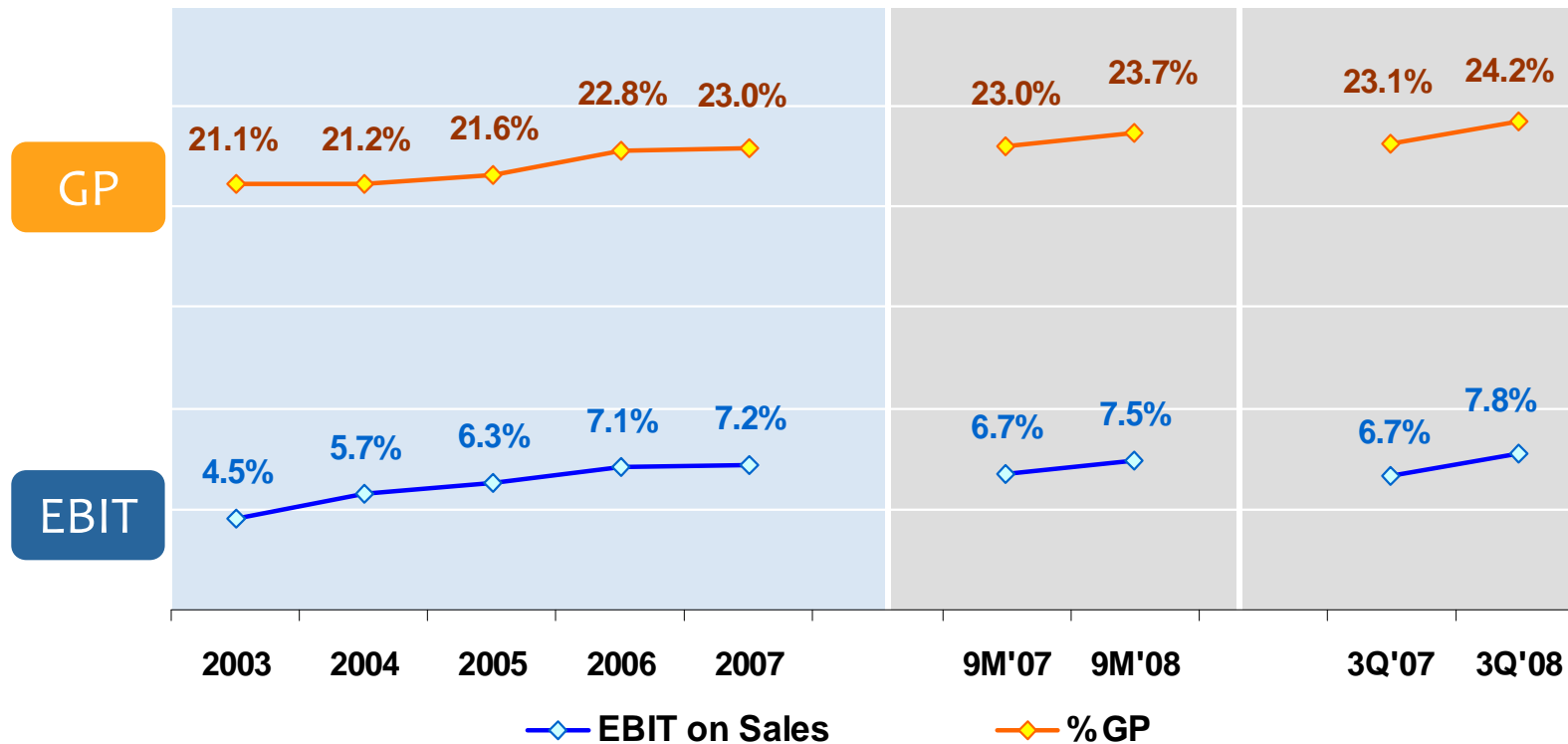
Unit : MB



Rise in SG&A in baht term as a result of operational expenses of new stores, in particular, Salaries, Rental & Service, Energy cost and Depreciation.



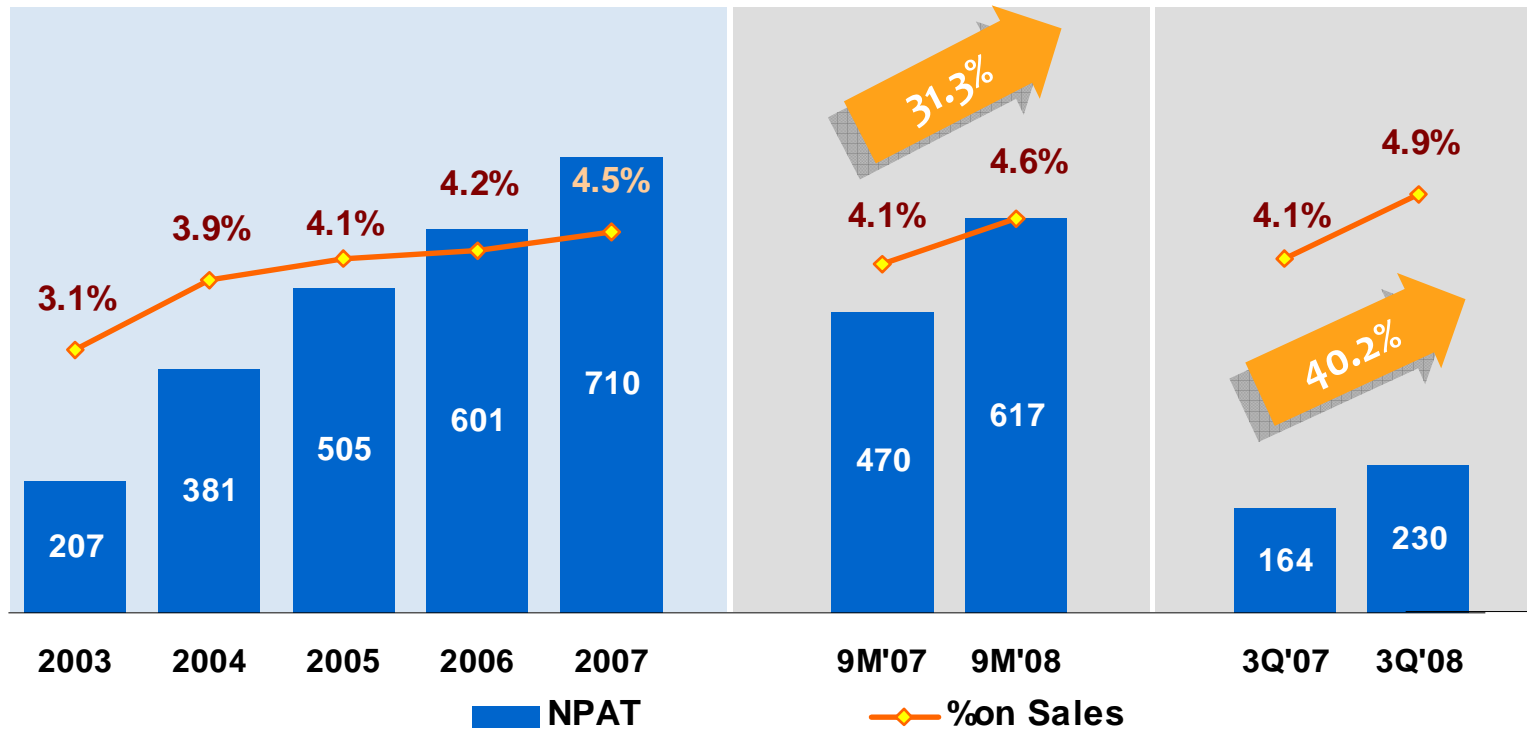
Upward GP & EBIT



GP increased as a result of improving in product mix, especially increase in sales of house brand product.

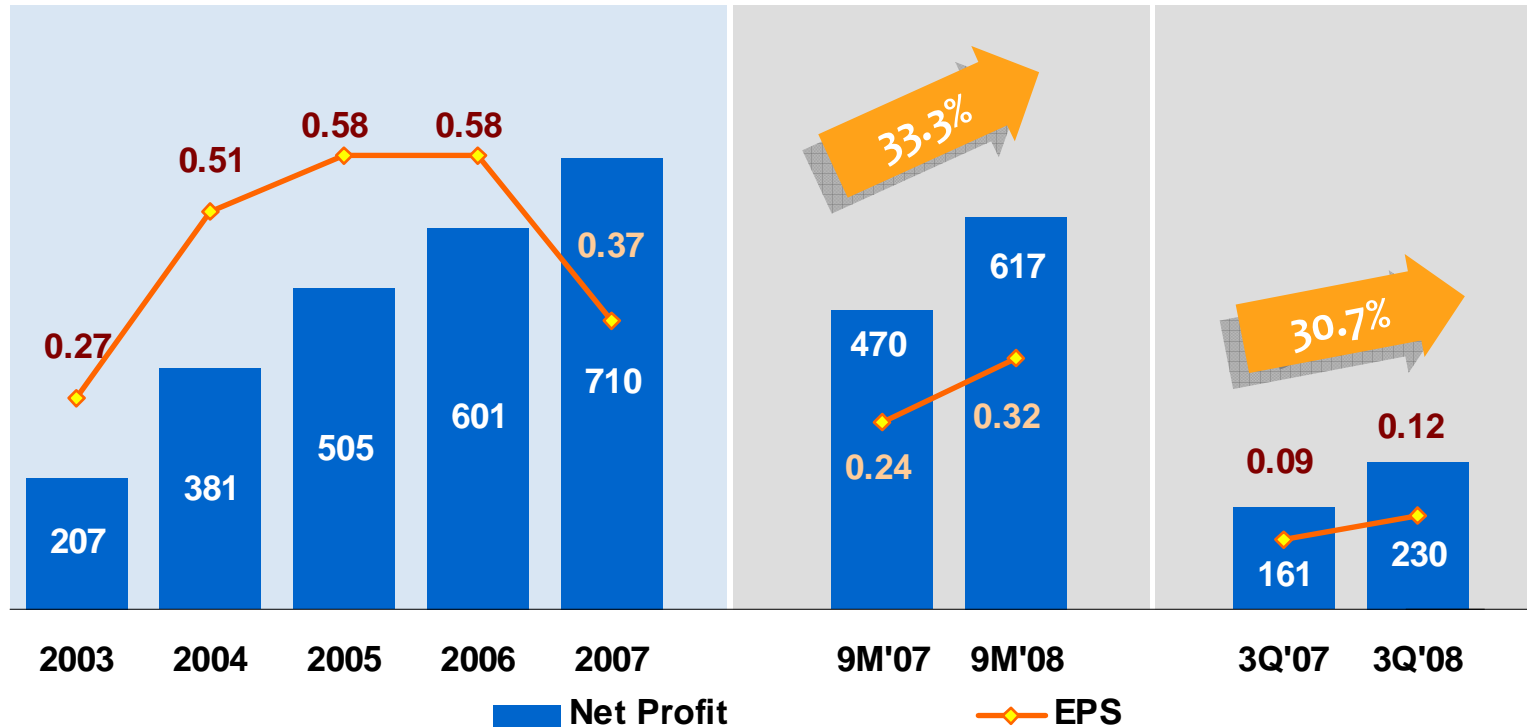
Net Profit

Unit : MB



9M'08 NPAT growth by 31.3% and NPAT % to Sales increased over 9M'07.

Unit : MB



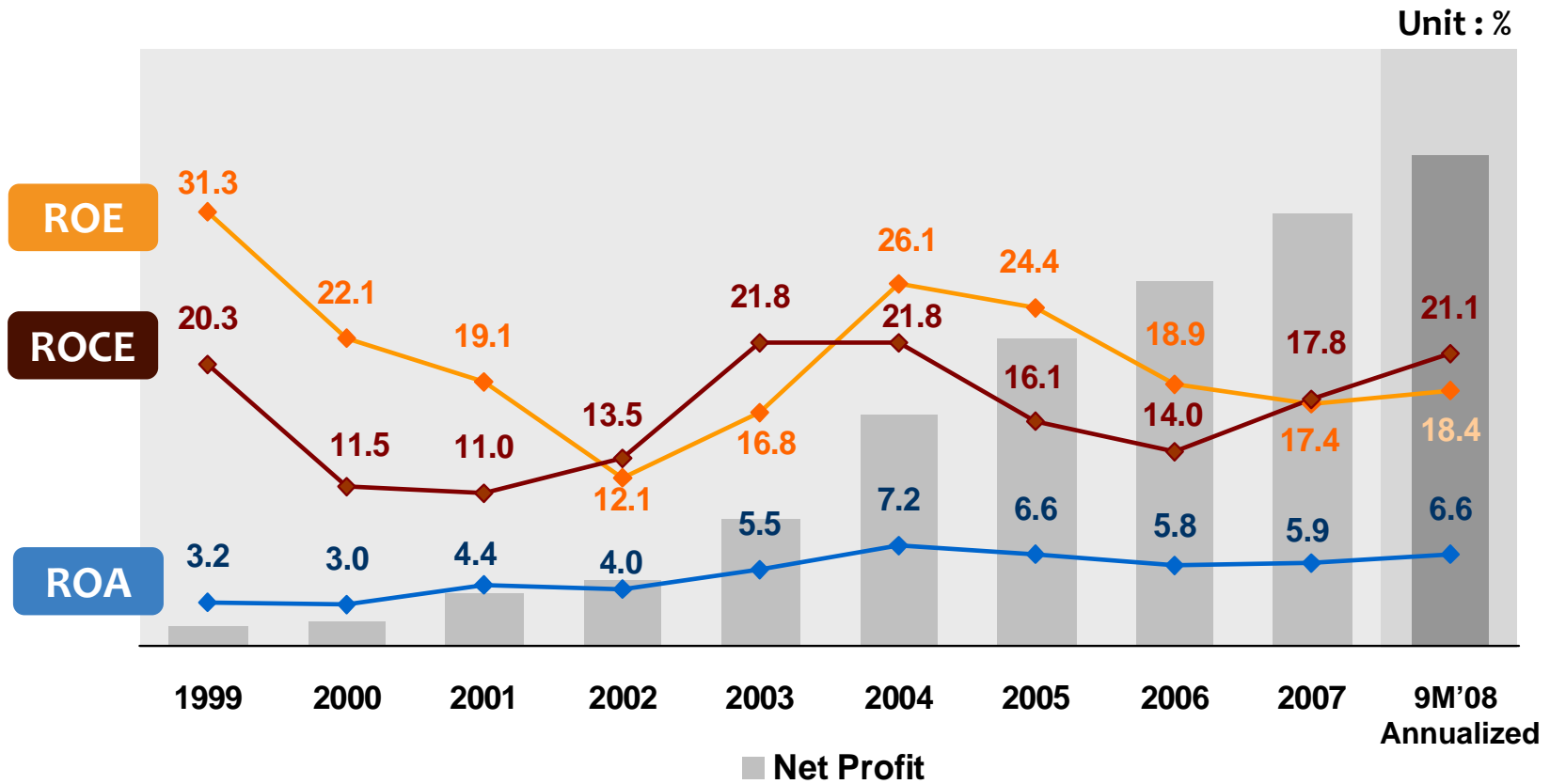
Note : 1. Equity raising 960 MBht in DEC 2006 at ratio 1:1 of 1 Bht /share.
 2. **EPS** since 2007 onward taking full dilution impact of 1:1



B/S Summary

	30 Sep 08	31 Dec 07	VAR	Unit : MB %
CASH & DEPOSIT	166.8	235.1	(68.3)	(29.1)
INVENTORY	2,836.0	2,547.6	288.4	11.3
Land Building & Equipment	8,333.2	8,339.6	(6.4)	(0.1)
OTHERS	1,169.1	1,152.1	17.0	1.5
TOTAL ASSETS	12,505.1	12,274.3	230.8	1.9
FINANCIAL DEBT	2,332.3	2,953.2	(621.0)	(21.0)
ACCOUNT PAYABLE	3,529.7	3,206.4	323.4	10.1
OTHERS	2,029.5	1,791.2	238.3	13.3
TOTAL LIABILITIES	7,891.5	7,950.8	(59.3)	(0.7)
PAID-UP CAPITAL	1,933.5	1,924.9	8.6	0.4
SHARE PREMIUM	566.8	555.7	11.1	2.0
RETAIN EARNINGS	2,113.2	1,842.9	270.4	14.7
TOTAL EQUITIES	4,613.6	4,323.5	290.1	6.7
TOTAL LIABILITIES & EQUITIES	12,505.1	12,274.3	(230.8)	1.9

ROA – ROE – ROCE

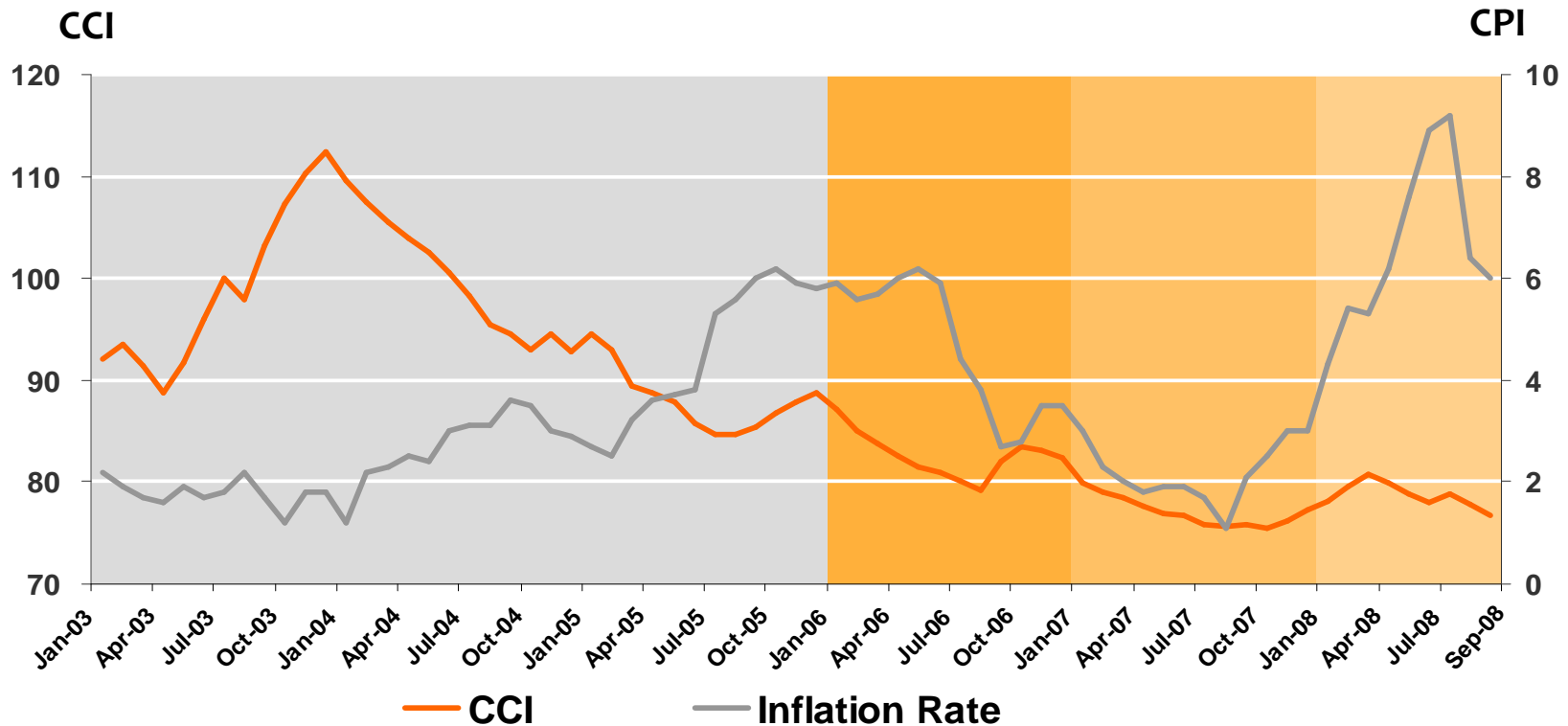




2008

Business Outlook

Gradually declining Consumer Confidence Index since Apr 08



CCI fell to a 10-month low in September, eroded by growing political uncertainty, the global financial crisis and slowing export growth. Furthermore, the survey also said a weaker Thai baht and the higher cost of living were a concern.

Upcoming Retail and Wholesales Business Act

- ▶ The Committee of Wholesales and Retail Business has been appointed in Aug-08 to draft the law under the Ministry of Commerce before seeking approval by the Cabinet. If it is passed by the Cabinet, National Legislation Assembly will continue further for approval process.

Carrefour 





Margin expansion through **House Brand**

Furdini



home
Concept



Spring



H
HOME LIVING STYLE
Exclusive design by HomePro



bathtime



PARNO



lektra



homebase



ESTETİK



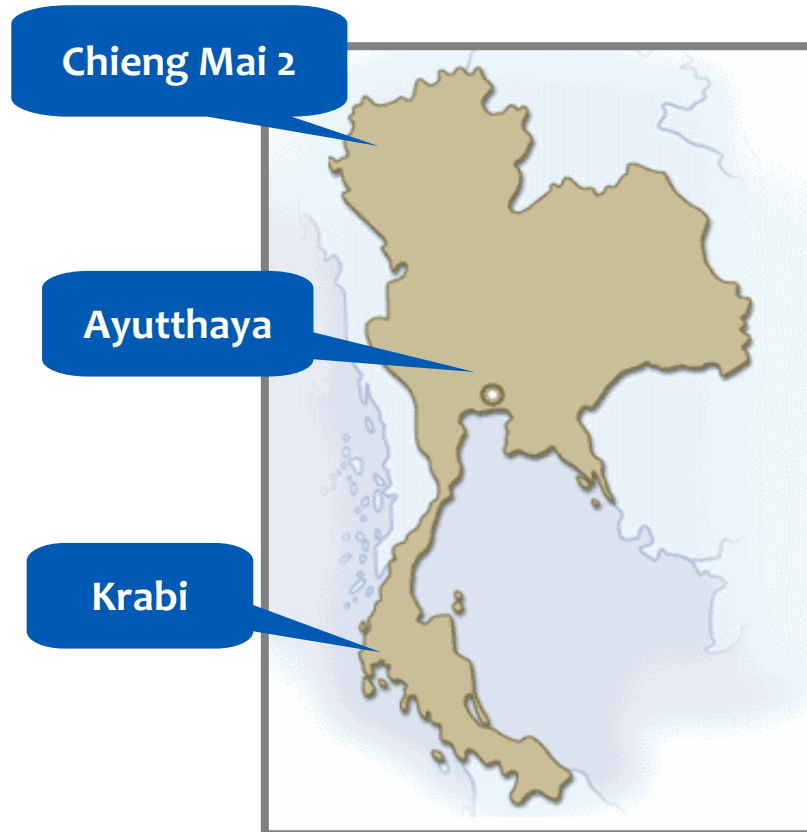
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More than 1,000 products available only at HomePro.

2008 Store Expansion Plan

Building Platform for Growth



Stores Opening Schedule

Ayutthaya	8 th MAR
Chiang Mai 2	29 th MAR
Krabi	5 th JUL

HomePro Store the End of 2008

BKK	17 Stores
Upcountry	16 Stores
Total	33 Stores

Existing network expansion

▶ Rajapruck



▶ Hua-Hin





HomePro EXPO 8



Expo 8 with a competition for home lovers “HomePro Champion” final round for the prize with the concept of “Small space, Great idea”.






2008 Credit Rating Update



- ▶ The leading position among home improvement retailers in Thailand.
- ▶ Pursuing its store expansion strategy
- ▶ Well-accepted brand name



2008	A
2006	A-
2005	BBB+
2004	BBB+
2003	BBB

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Q & A

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