



# Analyst Presentation

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## 2009 Result




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## Home Product Center Plc.

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HomePro is the leading home improvement retailer in Thailand.

Our products range cover 60,000 items. We operate 35 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).



# Agenda

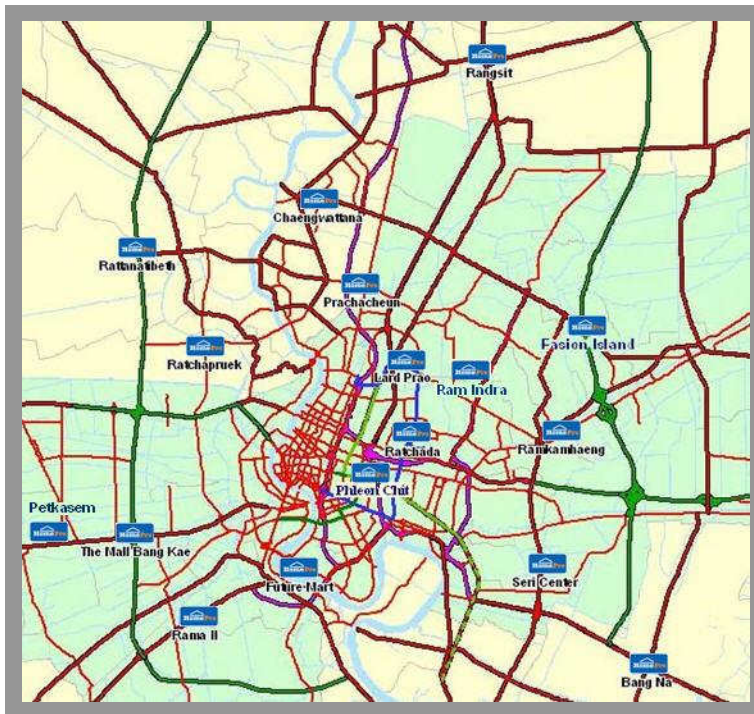
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- ▶ Financial Result
- ▶ Business Outlook

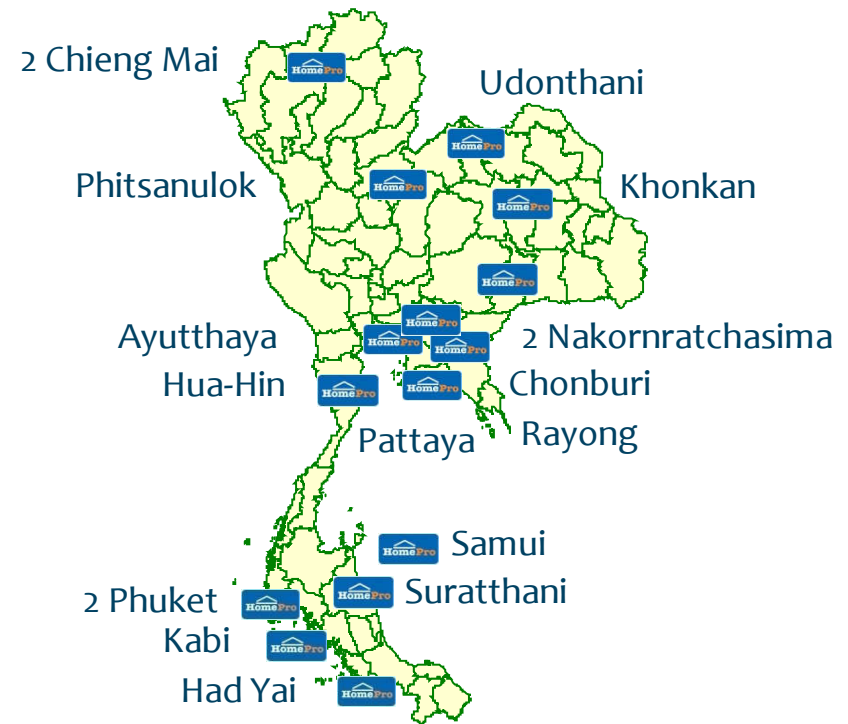


# 2009 Financial Result

## ▶ 17 Bangkok Stores



## ▶ 18 Upcountry Stores





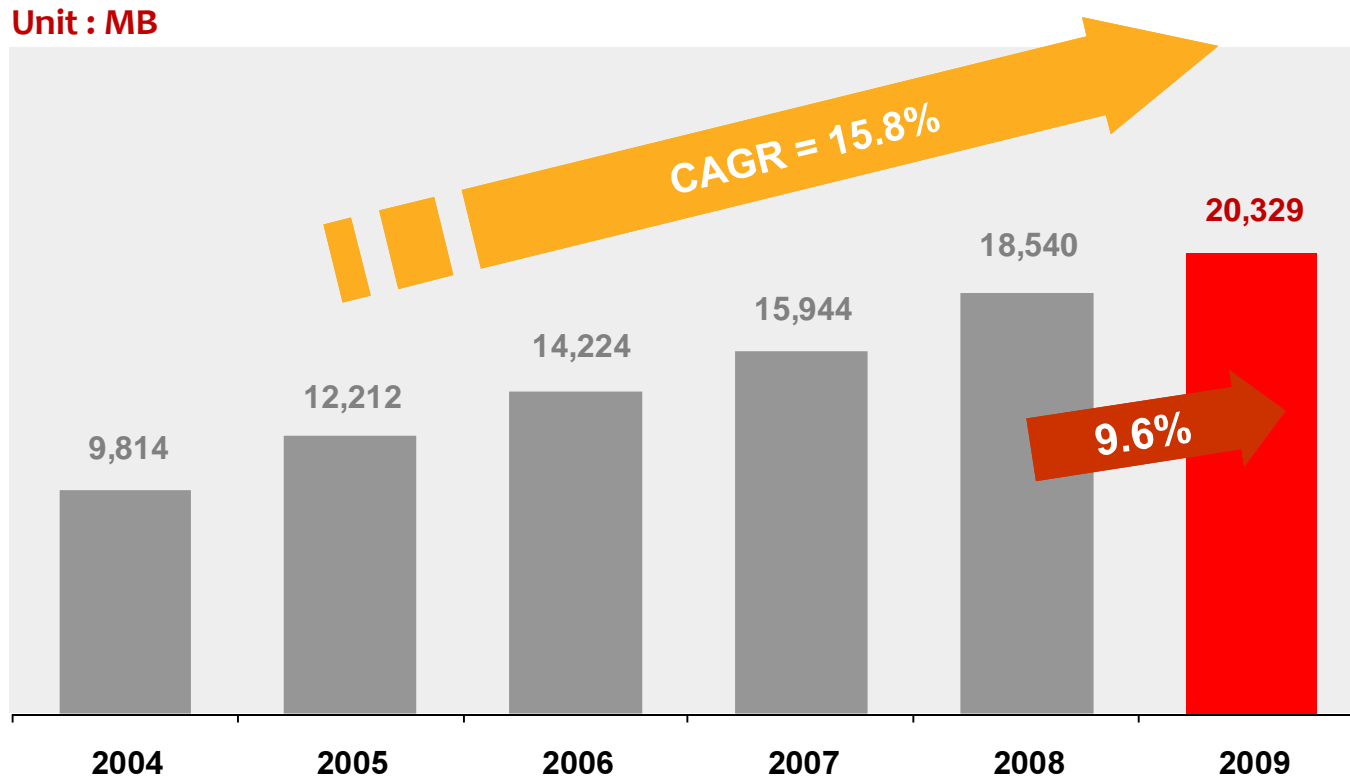
# P&L Summary

Unit : MB

	2009	% on Sales	2008	% on Sales	VAR	%G
<b>SALES</b>	20,329.1	100.0	18,540.3	100.0	▲ 1,788.8	9.6
<b>Rental &amp; Service</b>	684.2	3.4	610.1	3.3	▲ 74.1	12.1
<b>Other Income</b>	785.7	3.9	673.8	3.6	▲ 111.9	16.6
<b>Total Revenue</b>	21,799.1	107.2	19,824.2	106.9	▲ 1,974.9	10.0
<b>COGS</b>	15,395.1	75.7	14,146.7	76.3	▲ 1,248.4	8.8
<b>Selling Exp</b>	3,787.0	18.6	3,382.1	18.2	▲ 404.9	12.0
<b>Admin Exp</b>	863.3	4.2	809.8	4.4	▲ 53.5	6.6
<b>Total Expenses</b>	20,045.4	98.6	18,338.6	98.9	▲ 1,706.8	9.3
Earning before FIN Exp. & TAX	1,753.7	8.6	1,485.6	8.0	▲ 268.1	18.1
<b>Financial Exp.</b>	113.1	0.6	134.4	0.7	▼ 21.3	15.8
<b>TAX</b>	497.7	2.4	391.7	2.1	▲ 106.0	27.1
<b>Net Profit</b>	1,142.9	5.6	959.4	5.2	▲ 183.5	19.1

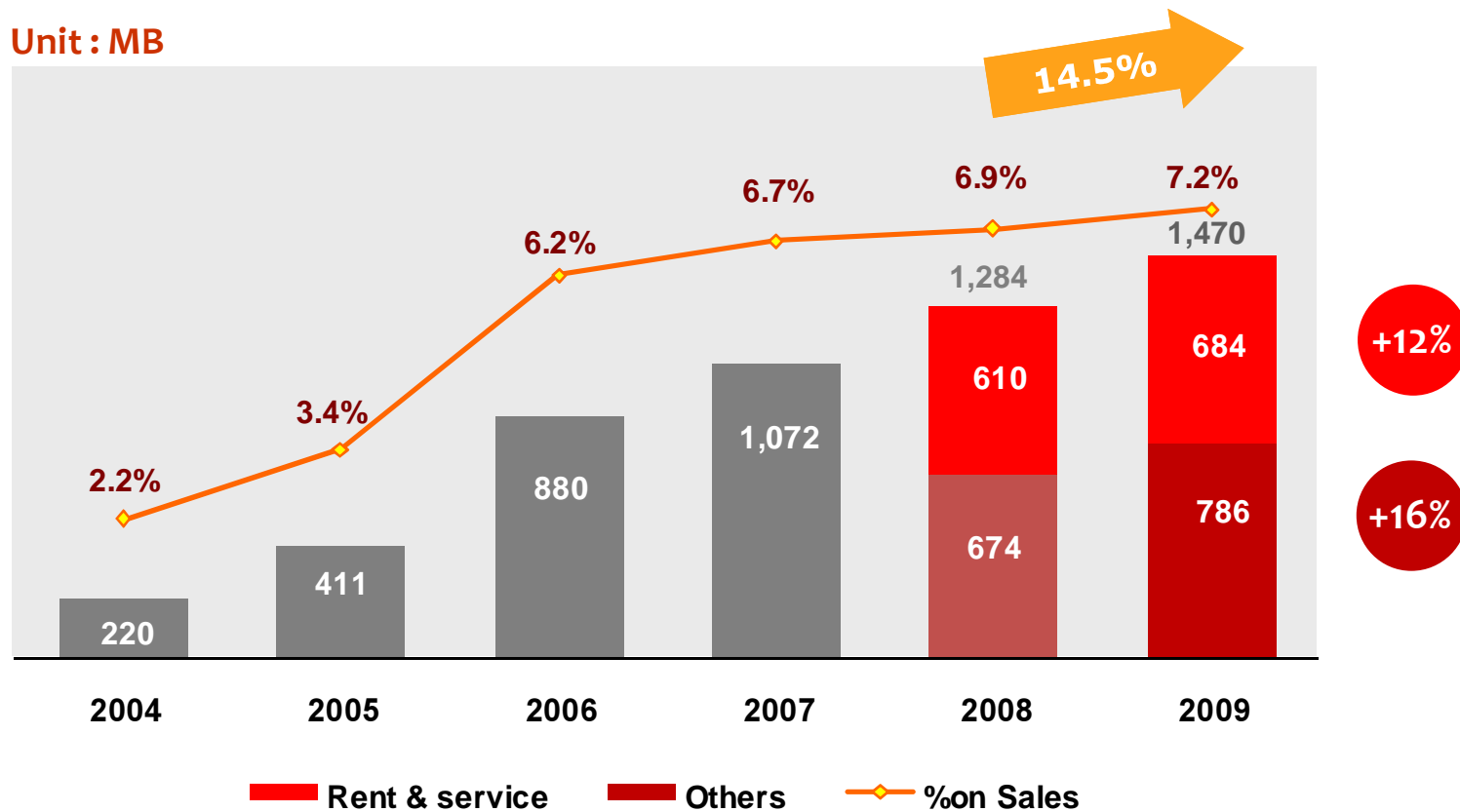


# Sustainable Sales Growth



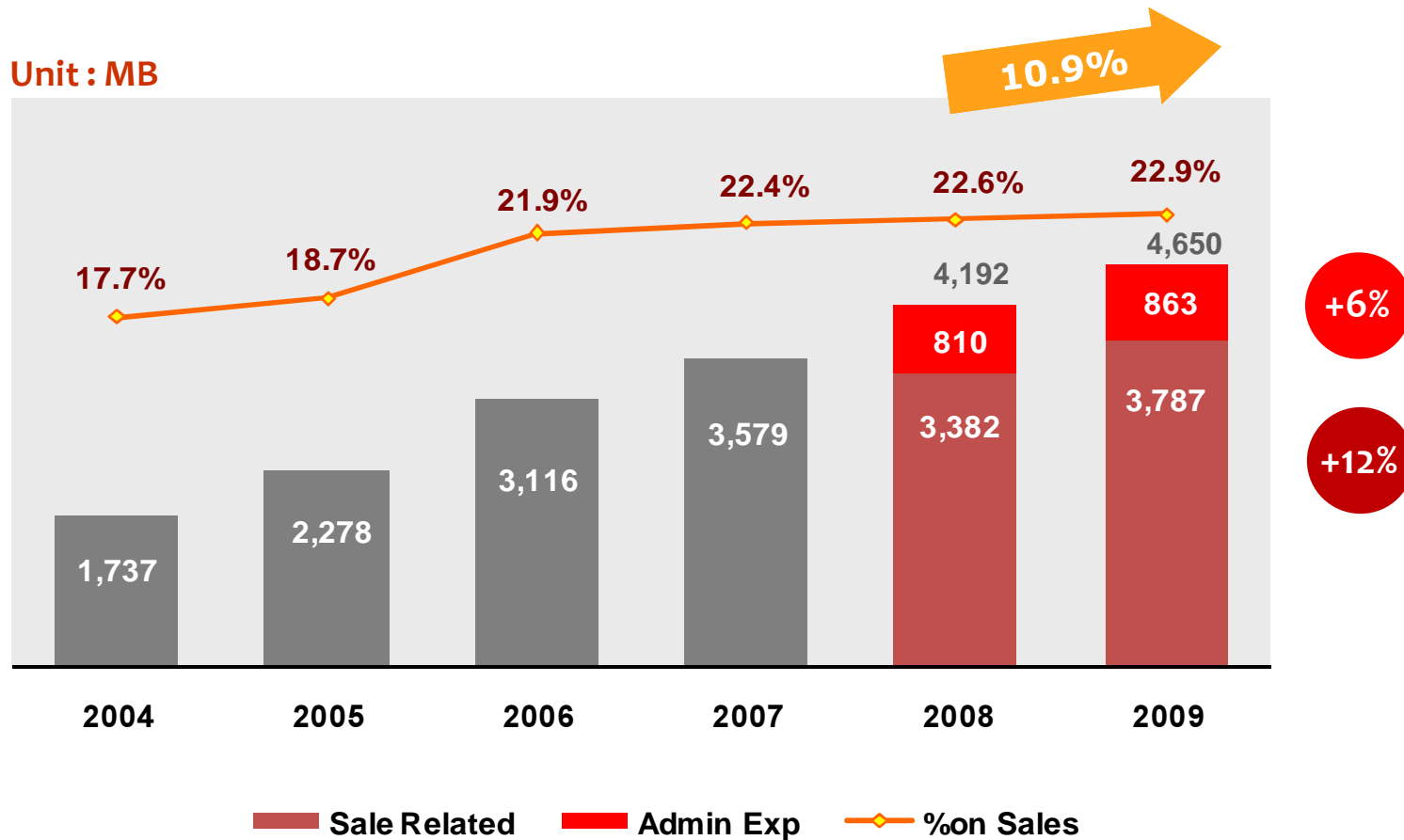


# Rising Other Income



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

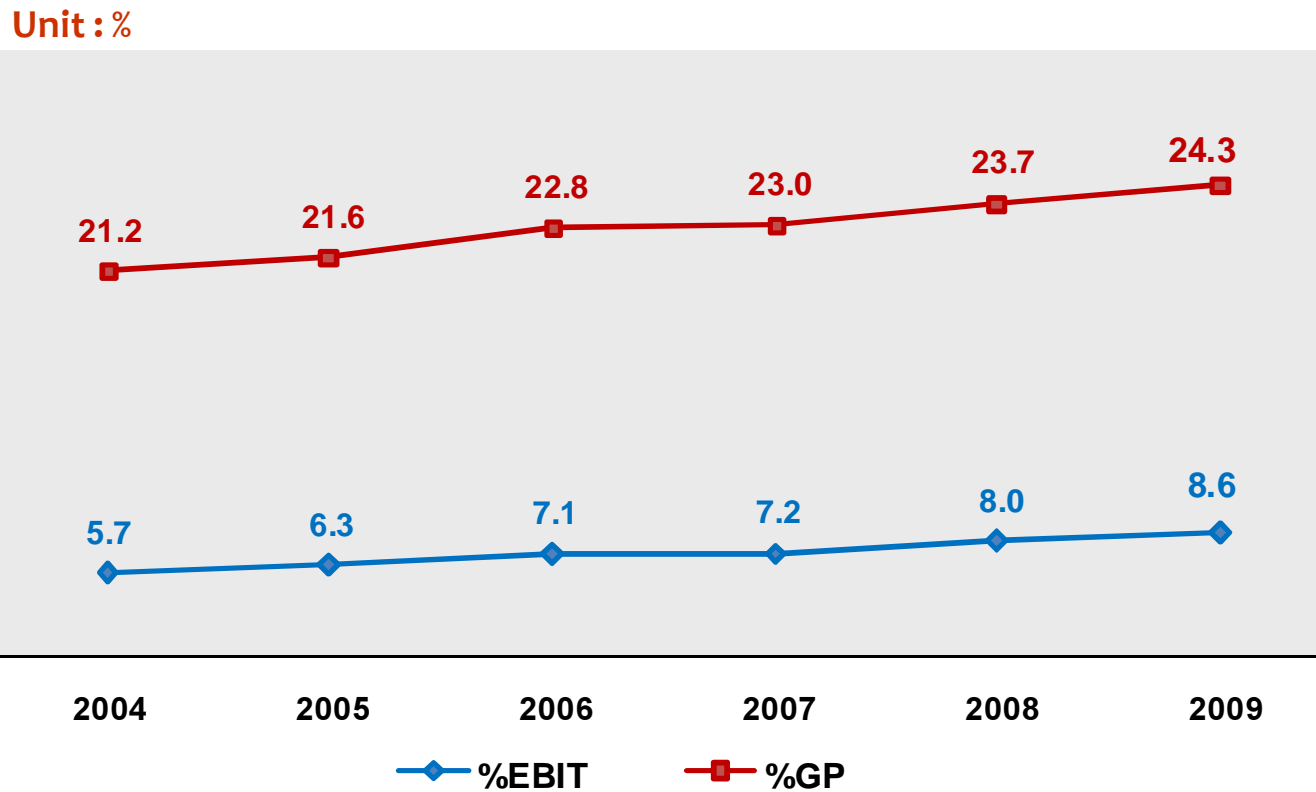
# SG&A Expenses



Rise in **SG&A** in baht term as a result of operational expenses of new stores, in particular, Salaries, Utilities, Depreciation and Credit Card Fee.



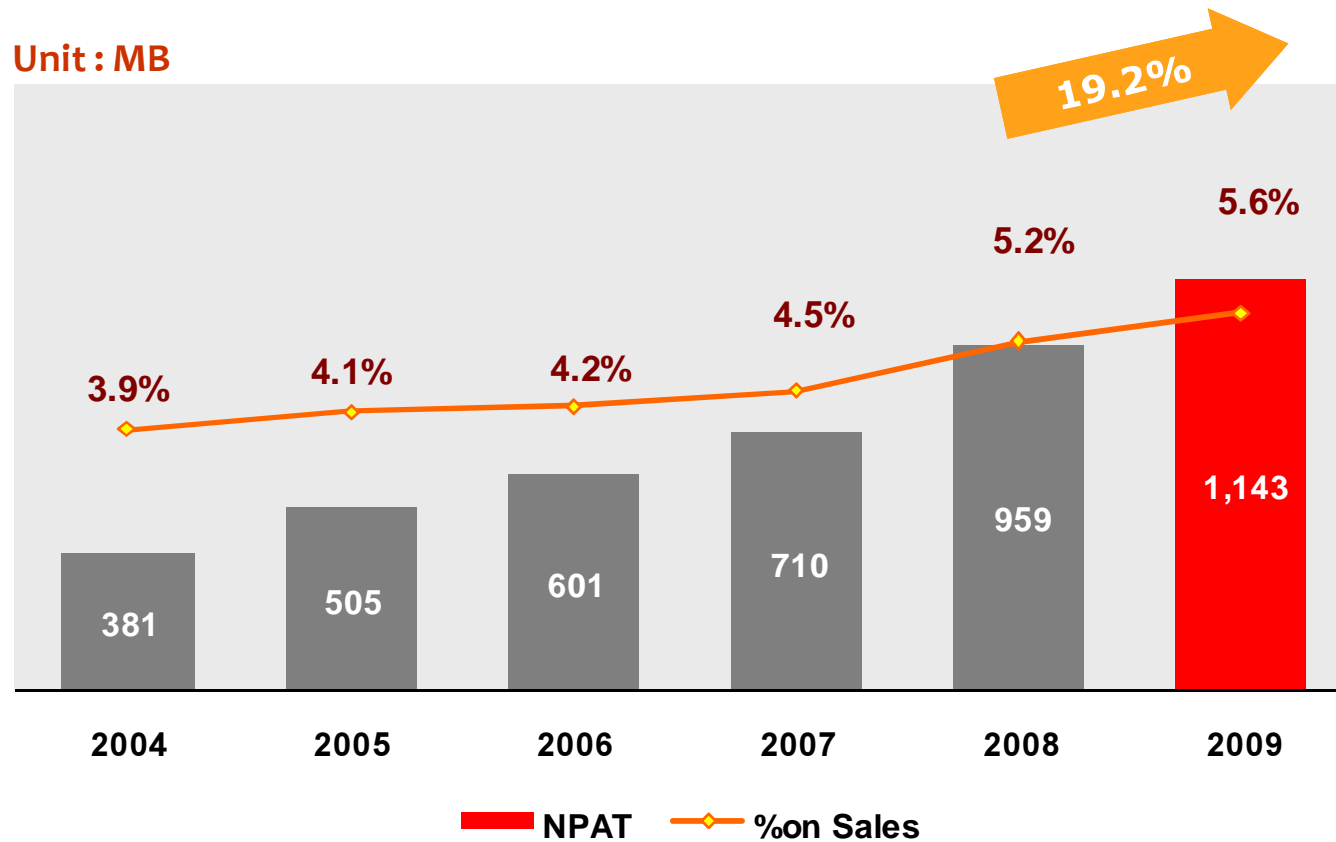
# GP & EBIT



GP increased as a result of sales of higher product mix with higher margin including house brand products.

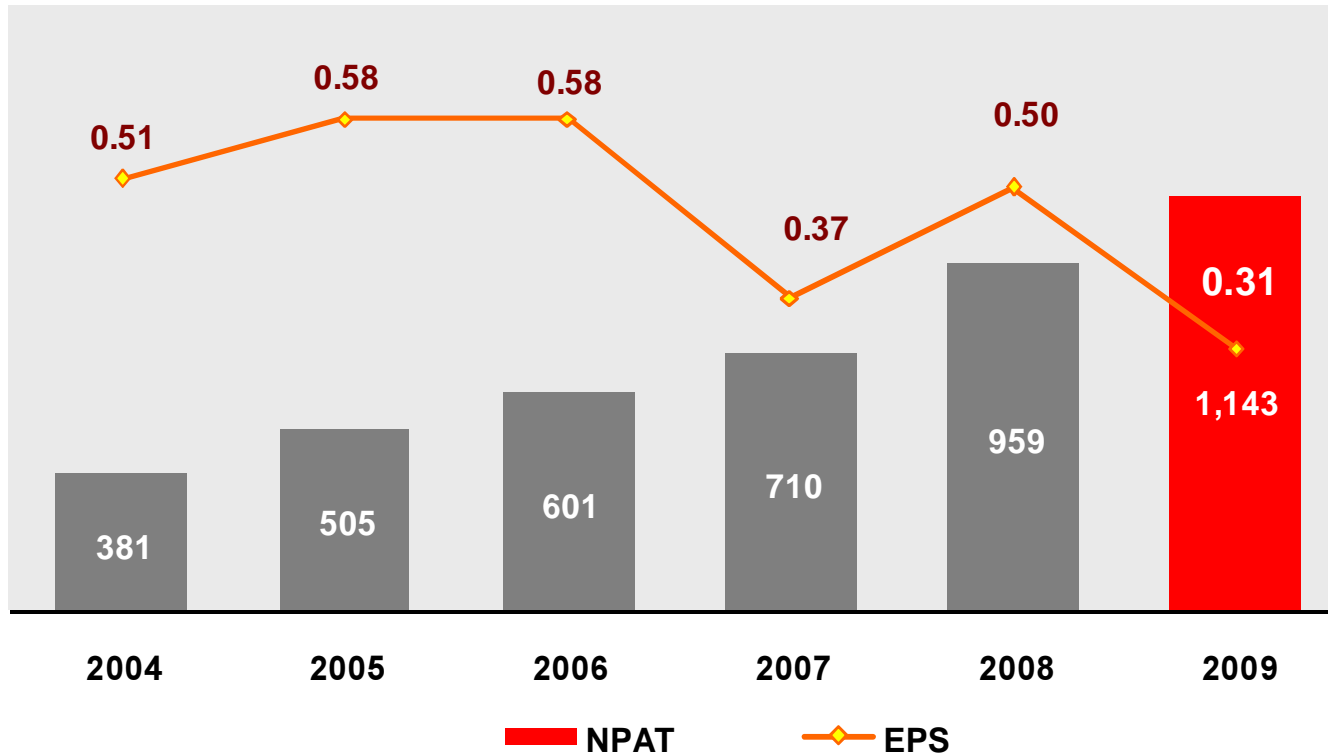


# Net Profit



2009 NPAT growth by 19.2% and NPAT % to Sales increased over 2008.

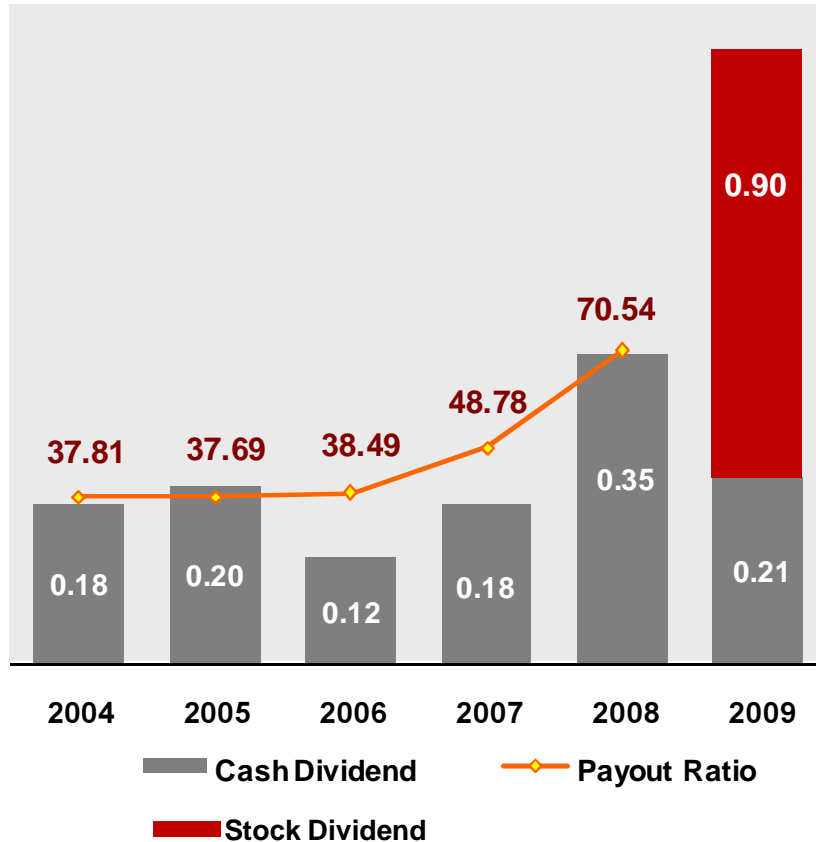
Unit : Baht



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  
 3. EPS in 2009 taking full dilution impact of Stock Dividend at the ratio 10:9.  
 Before dilution, EPS should have been 0.59 Bht.

# Dividend

Unit : Bht/Share



## Dividend Policy:

Since 2008 AGM, the dividend has been changed from not exceeding 50% to not less than 40%.

## 2009 Dividend Payment:

### 1. Stock Dividend

**: 10 current shares/9 dividend shares**

If the indivisible share after allocation less than 10 shares, the dividend shall be paid by cash in the amount of Baht 0.90/share.

### 2. Cash Dividend

**: Baht 0.21/share of which Baht 0.05/share already paid as interim dividend. Another Baht 0.16/share will be paid in April subject to shareholder approval.**

In determining dividend payments, HomePro will take into consideration its operating results, liquidity as well as long-term returns to shareholders.



# B/S at a Glance

Unit : MB

	31 Dec 09	31 Dec 08	VAR	%
Cash & Deposit	846.3	603.8	▲ 242.5	40.2
Inventory	2,905.1	2,728.1	▲ 177.1	6.5
Land Building & Equipment	9,505.7	9,466.3	▲ 39.4	0.4
Others	608.9	570.9	▲ 37.9	6.6
<b>Total Assets</b>	<b>13,866.0</b>	<b>13,369.1</b>	<b>▲ 496.9</b>	<b>3.7</b>
Financial Debt	2,179.5	2,664.6	▼ 485.1	18.2
Account Payable	4,216.9	3,697.2	▲ 519.7	14.1
Others	2,196.2	2,051.1	▲ 145.1	7.1
<b>Total Liabilities</b>	<b>8,592.6</b>	<b>8,412.9</b>	<b>▲ 179.7</b>	<b>2.1</b>
Paid-Up Capital	3,703.9	1,933.6	▲ 1,770.3	91.6
Share Premium	594.3	566.8	▲ 27.5	4.9
Retain Earnings	975.2	2,455.8	▼ 1,480.6	60.3
<b>Total Equities</b>	<b>5,273.4</b>	<b>4,956.2</b>	<b>▲ 317.2</b>	<b>6.4</b>

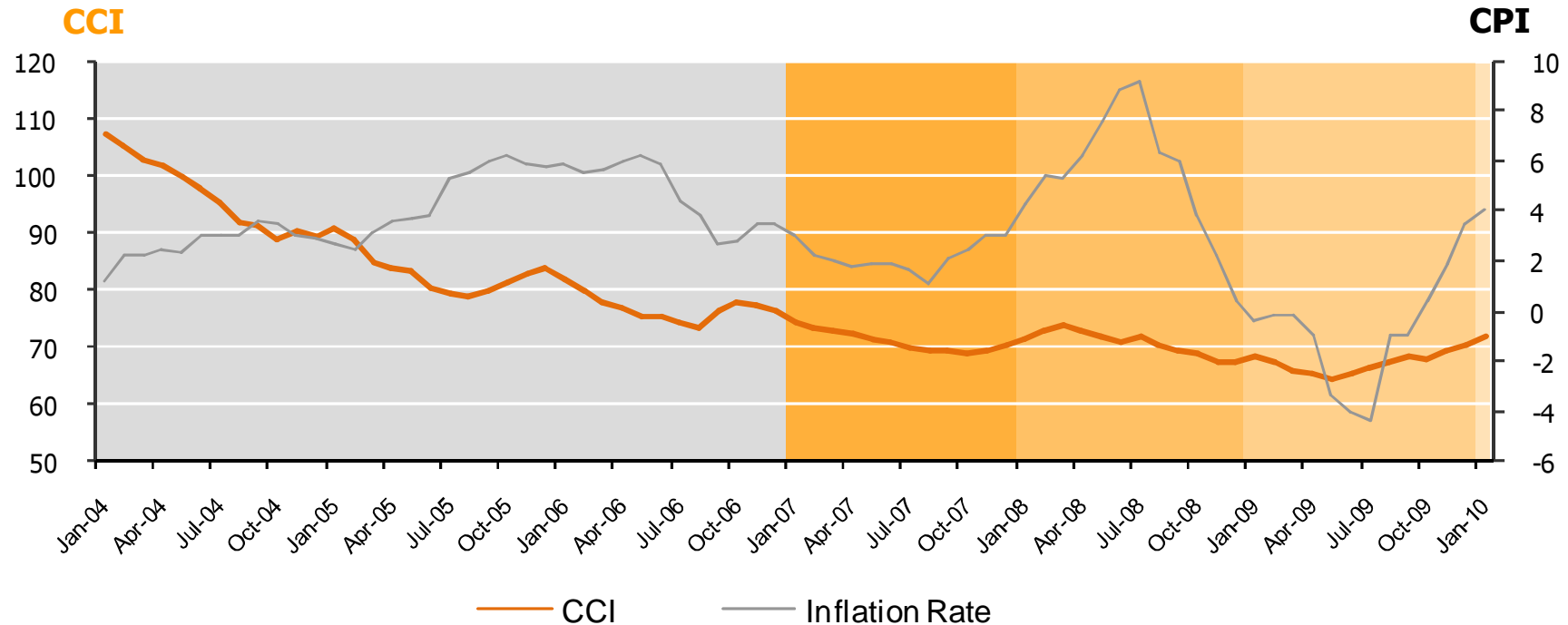


# Industrial Outlook

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# CCI edged up since October 2009



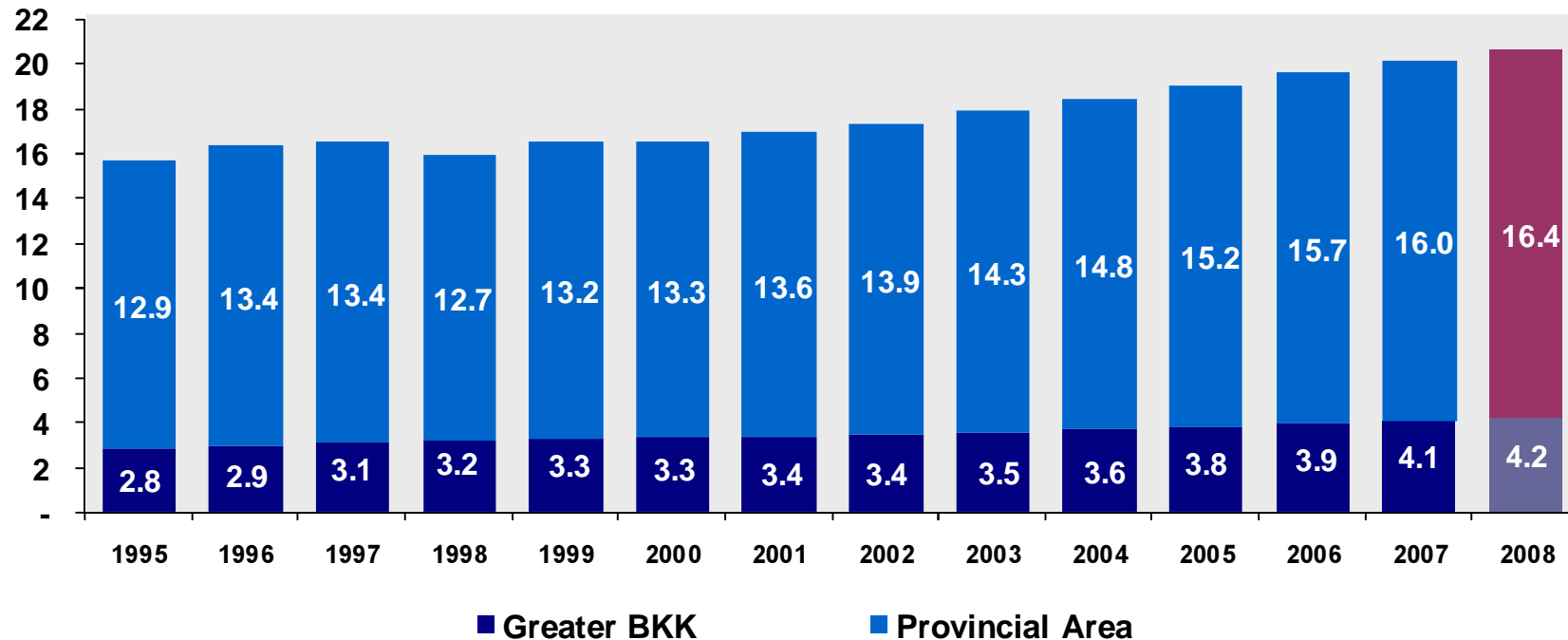
Thailand's Consumer Confidence Index rose to 79.3 in January, reaching a 21-month high, due to the customers being particularly confident about the future and given hope by the government's economic stimulus schemes and five measures to ease people's cost of living.



# Demand in Renovation Market

Renovation market accounts for 70% of HomePro's business.

Million Unit





# Regulation Update

## ► Upcoming Retail & Wholesales Business Act

The cabinet agreed in principle with the latest draft of the retail and wholesale act in Dec 09 submitted by Commerce Ministry.

The Council of State (the government's legal adviser) will be asked to scrutinized in the details including the size of modern trade stores and the wording of the bill. It would take about 6 months before the law is sent back for cabinet for approval and final pass by National Legislation Committee. And if passed, it is expected to be enforced by mid of 2010



Carrefour



makro  
Cash & Carry





# 2010 Business Outlook



# Margin expansion through **House Brand**

▶ More than 1,000 products available only at HomePro.

**Furdini**



**H**  
HOME LIVING STYLE



home  
Concept



homebase



ESTETİK



Elektra



Spring



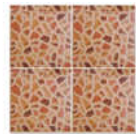
MOYA



bathtime



**T**  
Tara Tile®



PARNO



Zimmple



More than 1,000 products available only at HomePro.

# 2009 Marketing High-light

## ▶ Mail



## ▶ Catalogue/ Gift Catalogue



## ▶ Website & E-Commerce



## ▶ Privileges with Home Card



## ▶ HomePro EXPO



# Upcoming Events

- ▶ EXPO 11 : March 2010 at IMPACT, Muang Thong Thani
- ▶ SUMMER SALE : 22 Feb – 14 March





# AGM Related Timetable



XM	March 4, 2010
AGM	April 7, 2010
XD	April 19, 2010
Dividend Payment	April 30, 2010





# Question & Answer



## Contact us

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