



Analyst Meeting

1H'10 Results

August 10, 2010

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HomePro is the leading home improvement retailer in Thailand.

Our products range cover 60,000 items. We operate 37 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).



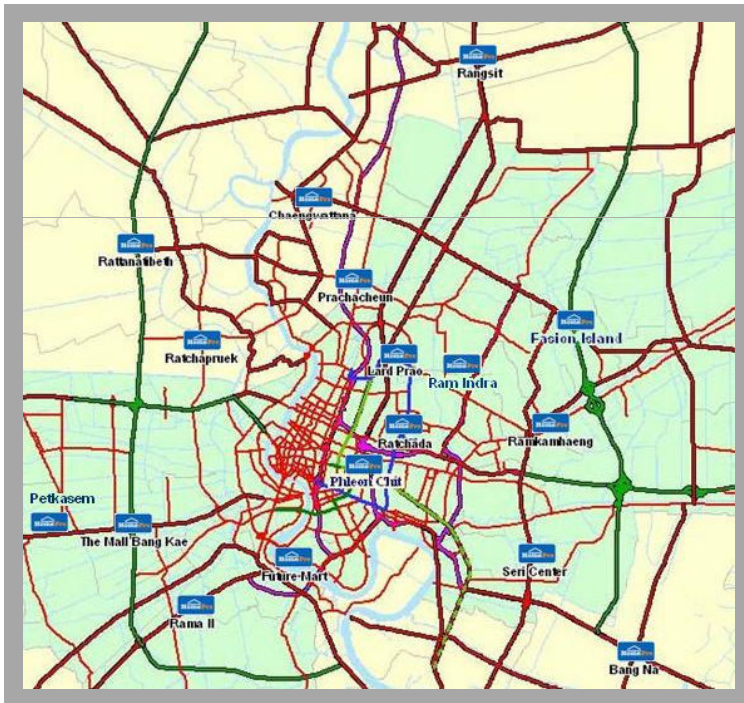
Agenda

- Financial Result
- Business Outlook

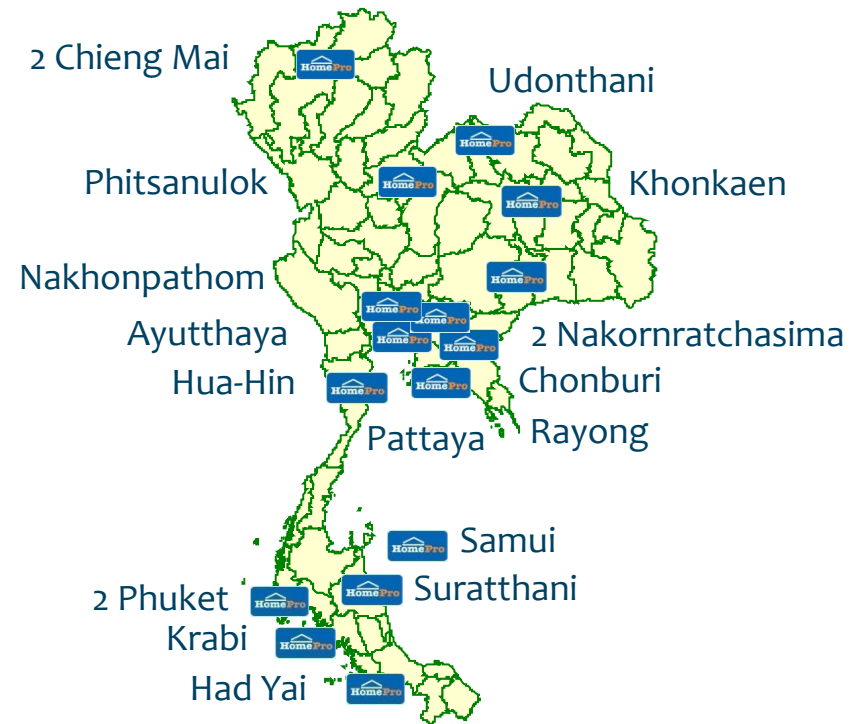


1H'10 Financial Results

- **17 Bangkok Stores**



- **19 Upcountry Stores**





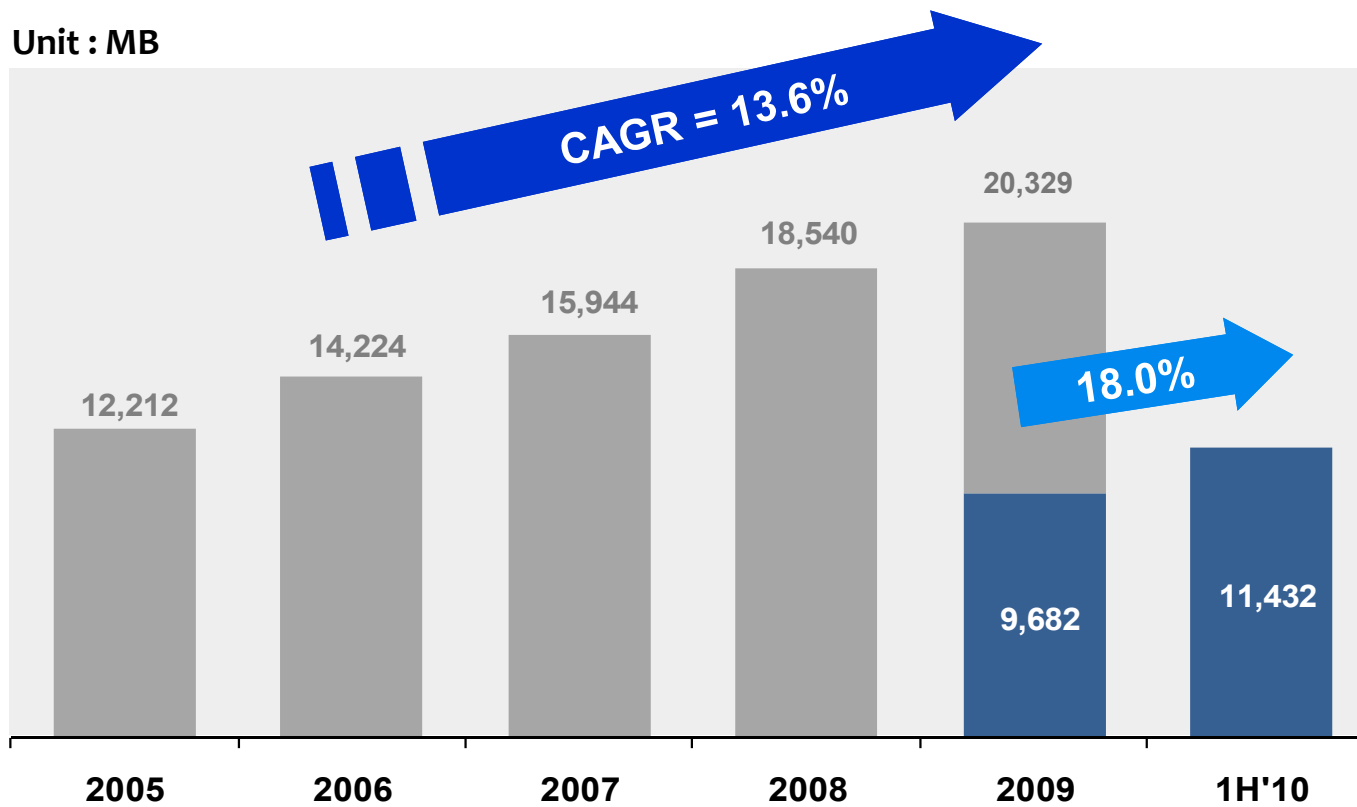
P & L Summary

Unit : MB

	1H'10	% on Sales	1H'09	% on Sales	VAR	%G
SALES	11,432.5	100.0	9,681.7	100.0	▲ 1,750.8	18.1
Rental & Service	375.5	3.3	331.5	3.4	▲ 44.0	13.3
Other Income	452.6	4.0	323.8	3.4	▲ 128.8	39.8
Total Revenue	12,260.5	107.2	10,336.9	106.8	▲ 1,923.6	18.6
COGS	8,643.3	75.6	7,360.3	76.0	▲ 1,283.0	17.4
Selling Exp	2,055.3	18.0	1,816.9	18.8	▲ 238.5	13.1
Admin Exp	483.3	4.2	403.0	4.2	▲ 80.4	19.9
Total Expenses	11,182.0	97.8	9,580.1	99.0	▲ 1,601.8	16.7
Earning before FIN Exp. & TAX	1,078.5	9.4	756.8	7.8	▲ 321.7	42.5
Financial Exp.	48.0	0.4	59.1	0.6	▼ 11.1	18.7
TAX	319.0	2.8	209.8	2.2	▲ 109.2	52.0
Net Profit	711.6	6.2	487.9	5.0	▲ 223.6	45.8



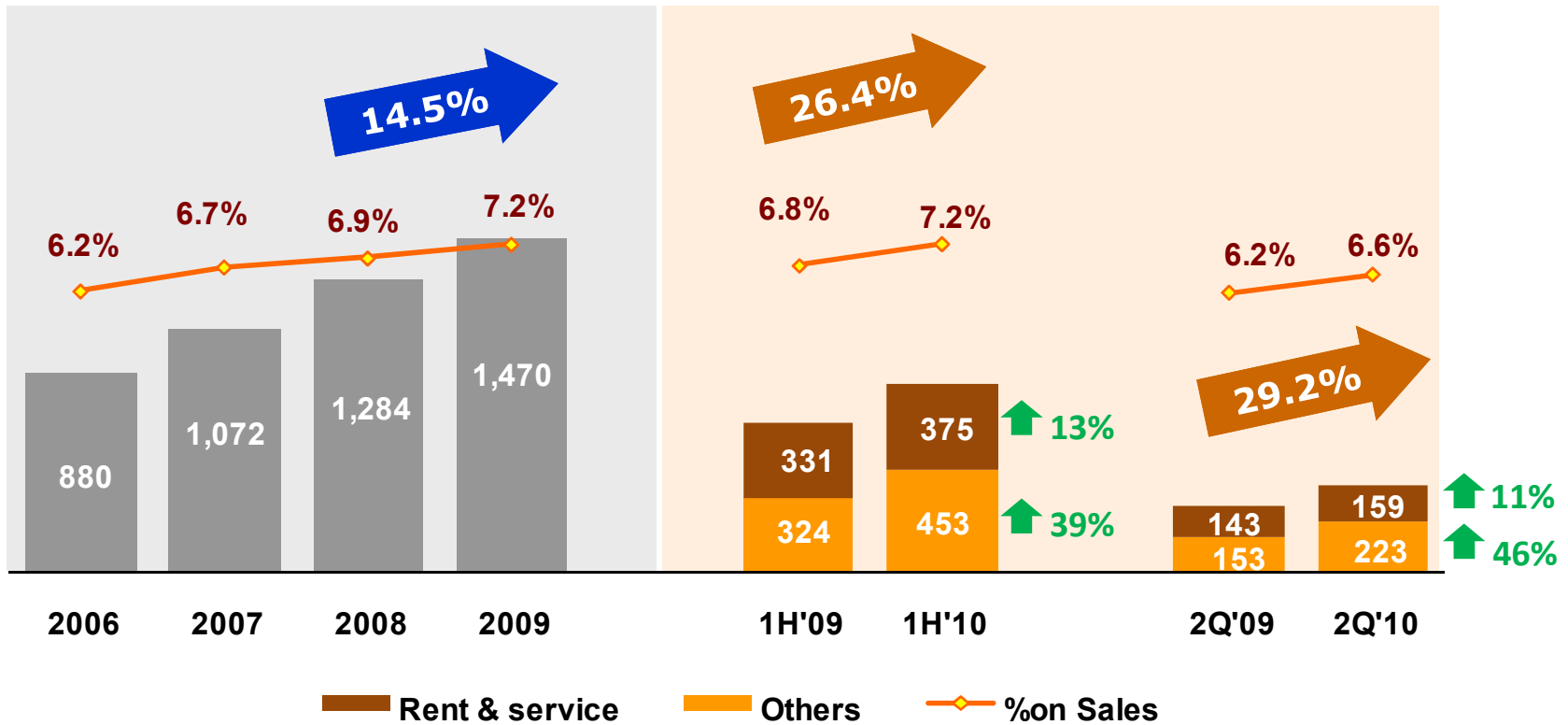
Sustainable Sales Growth





Rising Other Income

Unit : MB

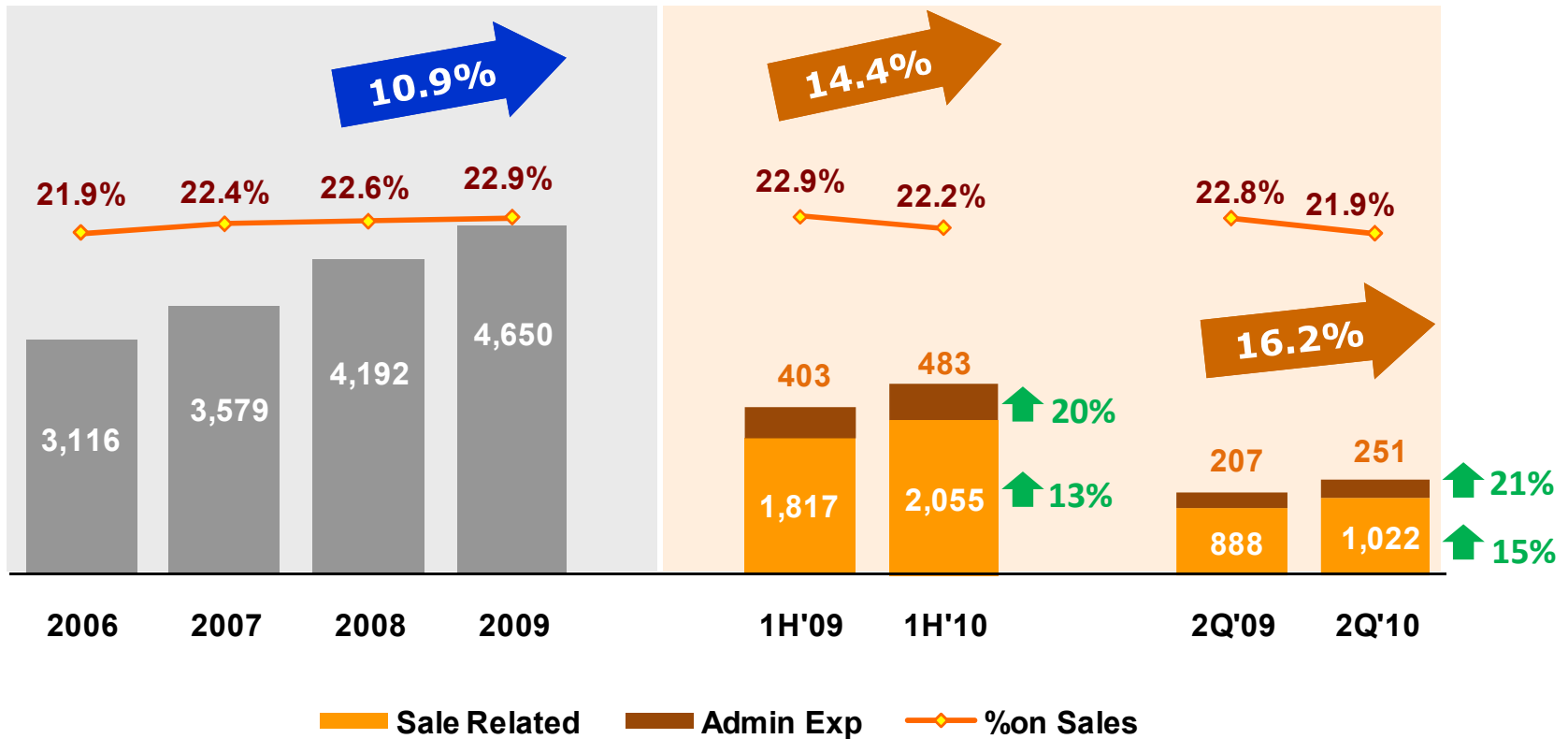


Increase in **Other Income** as contributed by increasing in Rental, Service and Advertising Fees.



SG&A Expenses

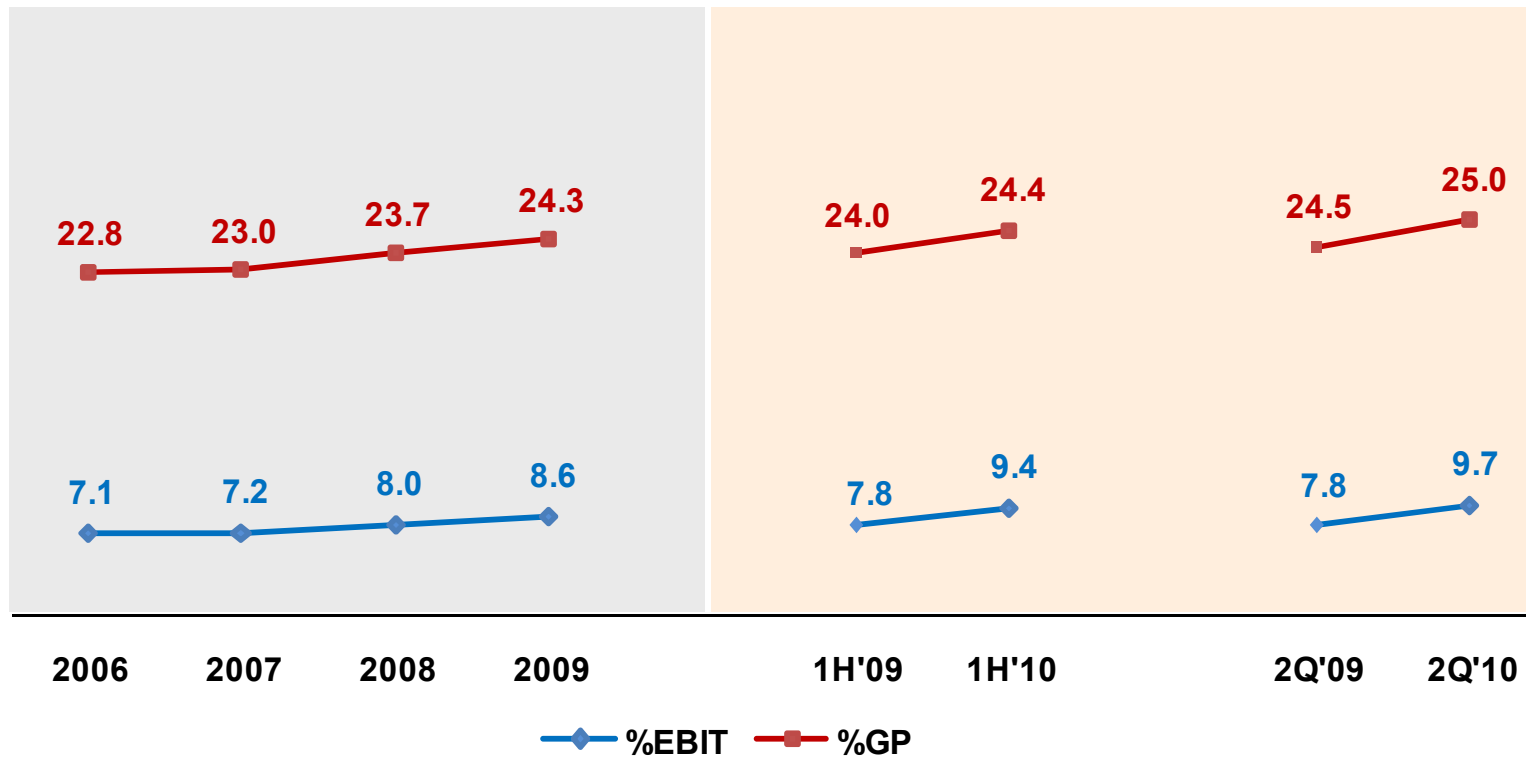
Unit : MB



Rise in SG&A in baht term as a result of operational expenses of new stores, in particular, Salaries, Transportation, Services and Maintenance Costs, but slightly declined as percentage of sales.



GP & EBIT

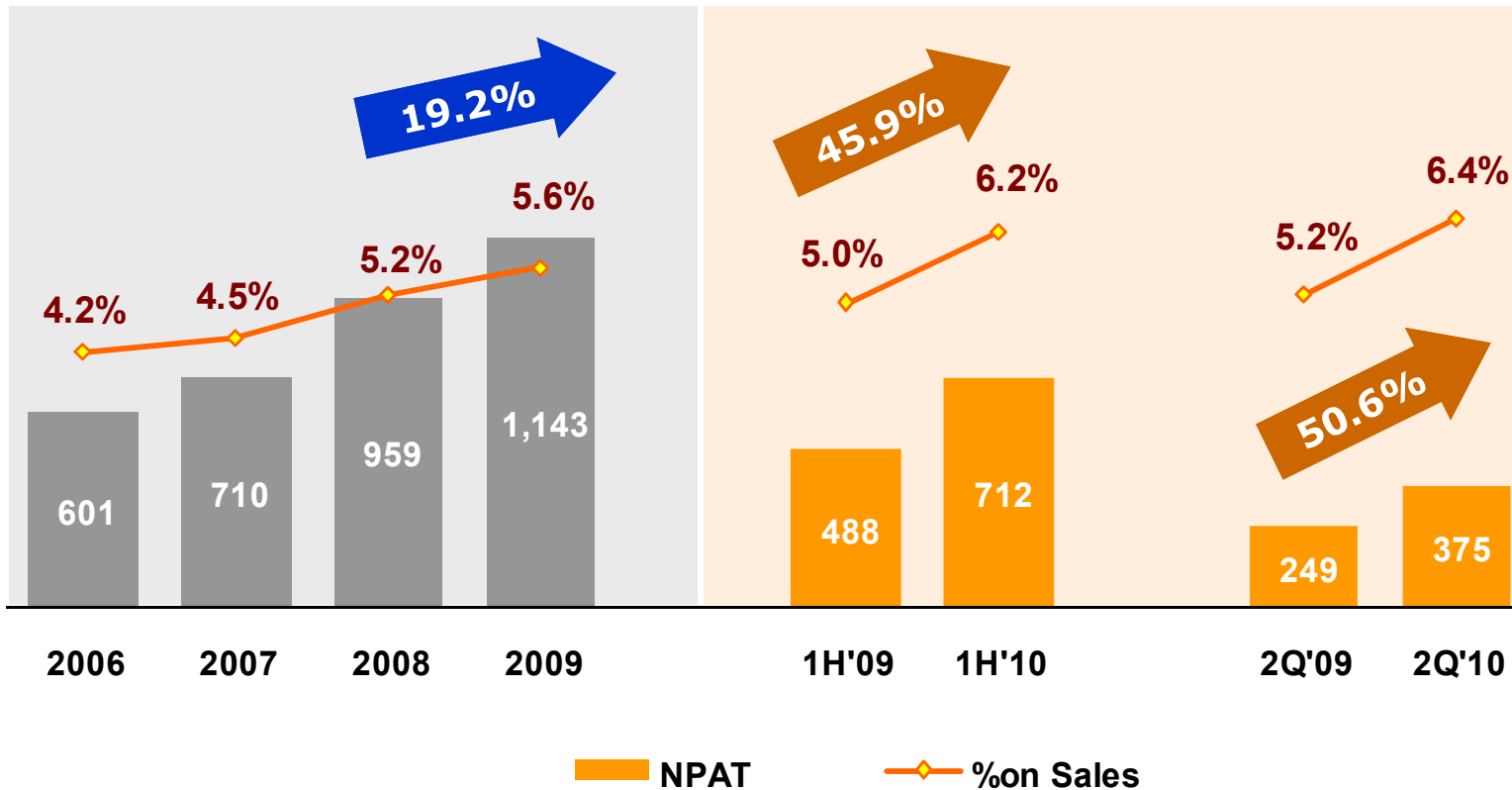


GP increased as a result of sales of higher product mix with higher margin particularly house brand products.



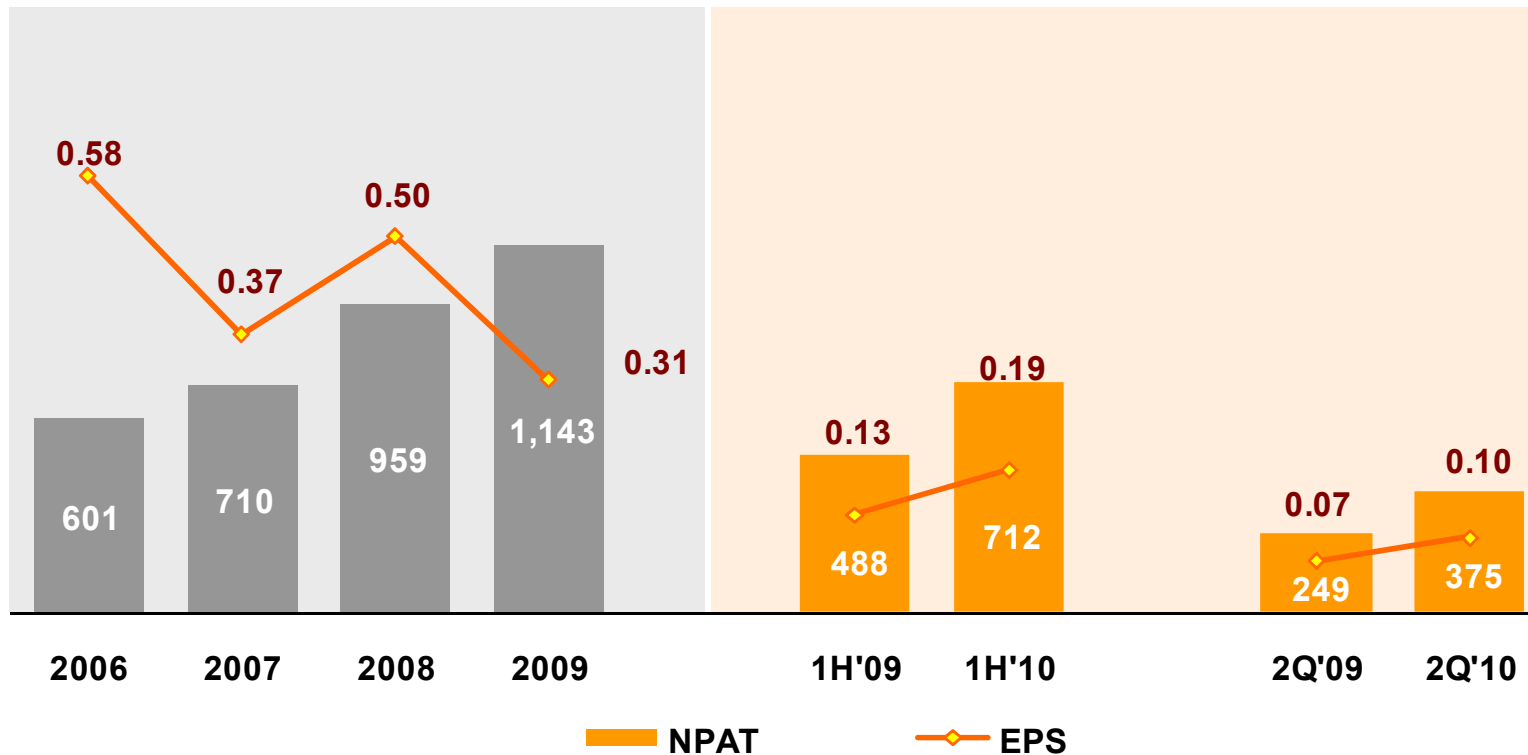
Net Profit

Unit : MB



1H'10 NPAT growth by 45.9% and NPAT % to Sales increased over 1H'09 from 5.0% to 6.2%.

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
 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.



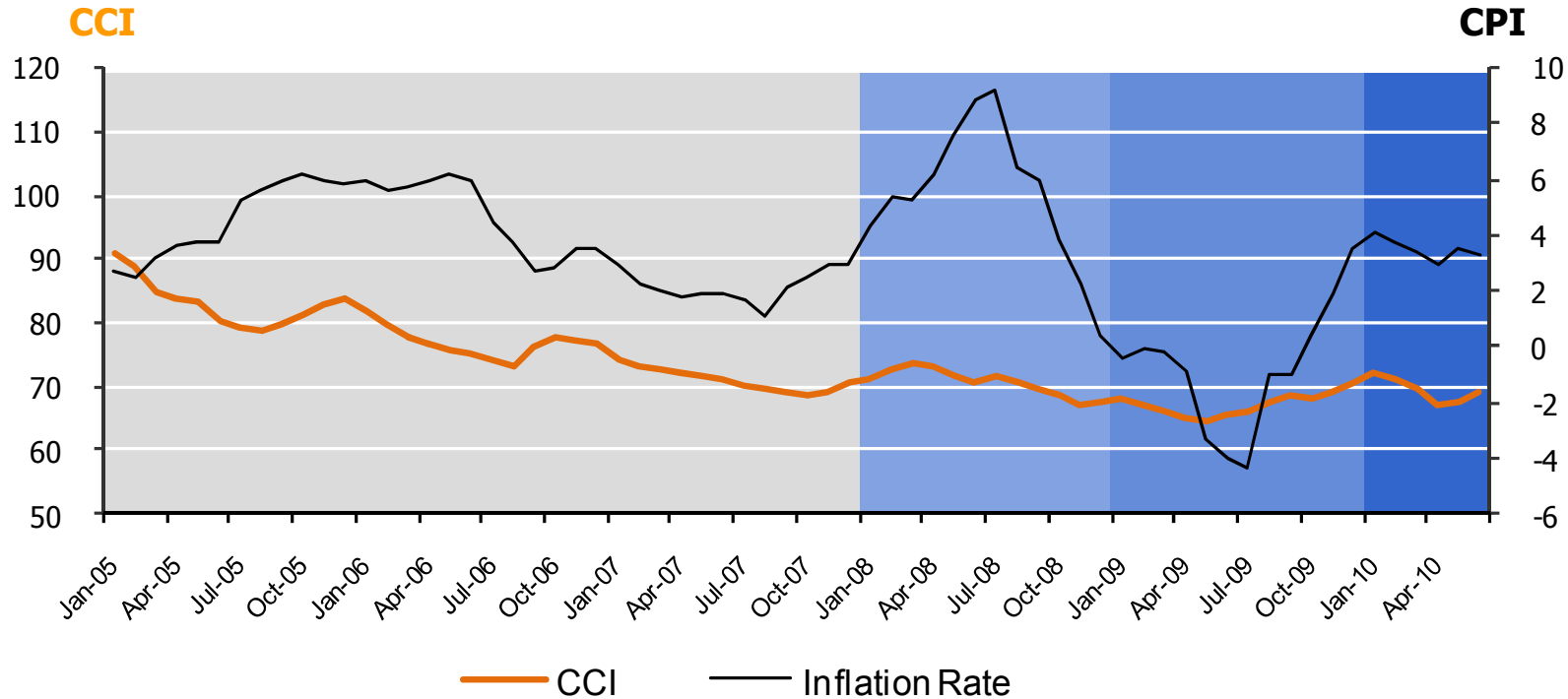
Balance Sheet at a Glance

Unit : MB

	30 Jun 10	31 Dec 09	VAR	%
Cash & Deposit	1,472.5	846.3	▲ 626.2	74.0
Inventory	3,319.2	2,905.1	▲ 414.0	14.3
Land Building & Equipment	9,811.3	9,505.7	▲ 305.6	3.2
Others	644.4	608.9	▲ 35.5	5.8
Total Assets	15,247.3	13,866.0	▲ 1,381.3	10.0
Financial Debt	2,857.4	2,179.5	▲ 677.9	31.3
Account Payable	4,552.2	4,216.9	▲ 335.3	8.0
Others	2,471.8	2,259.7	▲ 212.1	9.4
Total Liabilities	9,881.4	8,656.1	▲ 1,225.3	14.2
Paid-Up Capital	3,722.7	3,703.9	▲ 18.7	0.5
Share Premium	613.4	594.3	▲ 19.1	3.2
Retain Earnings	1,029.9	911.7	▲ 118.2	13.0
Total Equities	5,366.0	5,209.9	▲ 156.1	3.0



1H'10 Business Outlook



Thailand’s consumer confidence index rose to 77.1 in June from 75.5 in May. It is likely to gradually improve as the current political situation is not approaching volatility, helps restoring the consumer confidence and boosts consumer spending.

In addition, spending during the 2010 FIFA World Cup, the government’s economic stimulus scheme - Thai Khem Khang (Strong Thailand) plan- and measures for low-income earners are also stimulating the growth of CCI.



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.





Margin expansion through **House Brand**

An alternative choice of quality products with good value for money.





Our new store no.37 !!

The third branch in **Nakhonratchasima** province.
Opening on July 31,2010.

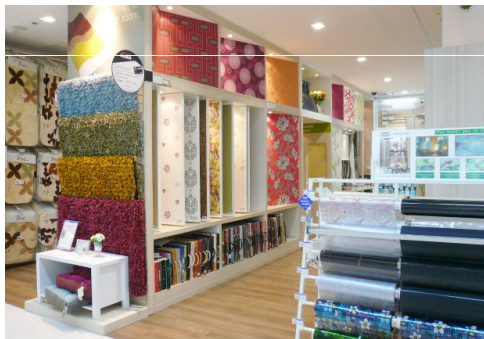


CSR
Kids' Toilet Project :)





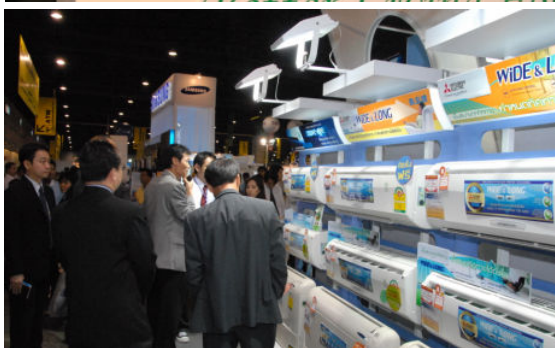
Homepro's Paradise Park Revamped



New design of the product display and store layout, e.g., shop front, model room, customers service counter, special order counter, to be more modernized.



Expo 12 & HomePro Champion 4



LOVE SPACE LOVE STUFF

HomePro Decorating Contest to win prizes worth Baht 200,000.

Under concept "Love Space Love Stuff" in Multi-Function style by decorating room as the character of the celebrity with limited time and budget by using HomePro's products.

The final round will be set on October 16-17, 2010 in HomePro Expo12 at IMPACT, Muang Thong Thani.



Q&A





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