



Analyst Presentation

3rd Quarter 2009 Result



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Home Product Center Plc.

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

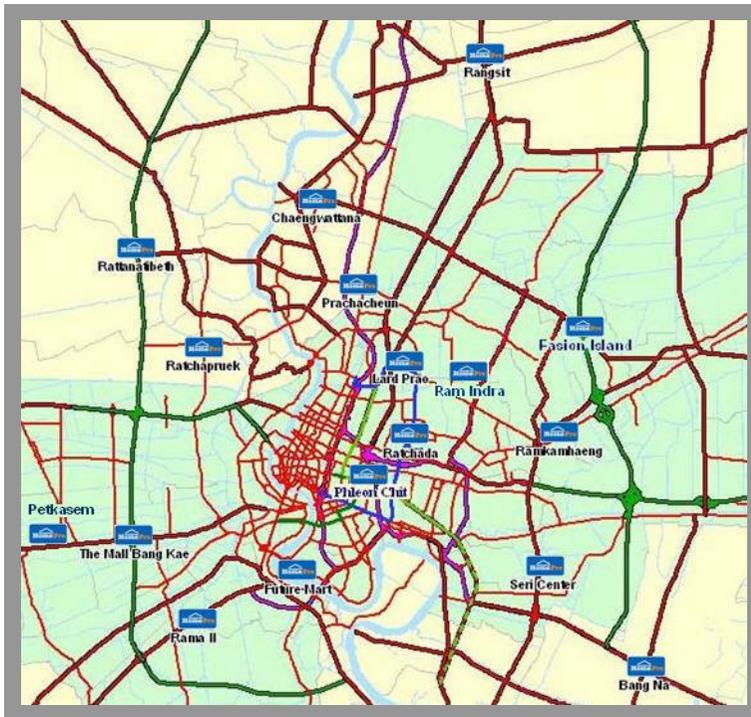
- ▶ Financial Result
- ▶ Business Outlook





9M'09 Financial Result

▶ 17 Bangkok Stores



▶ 18 Upcountry Stores





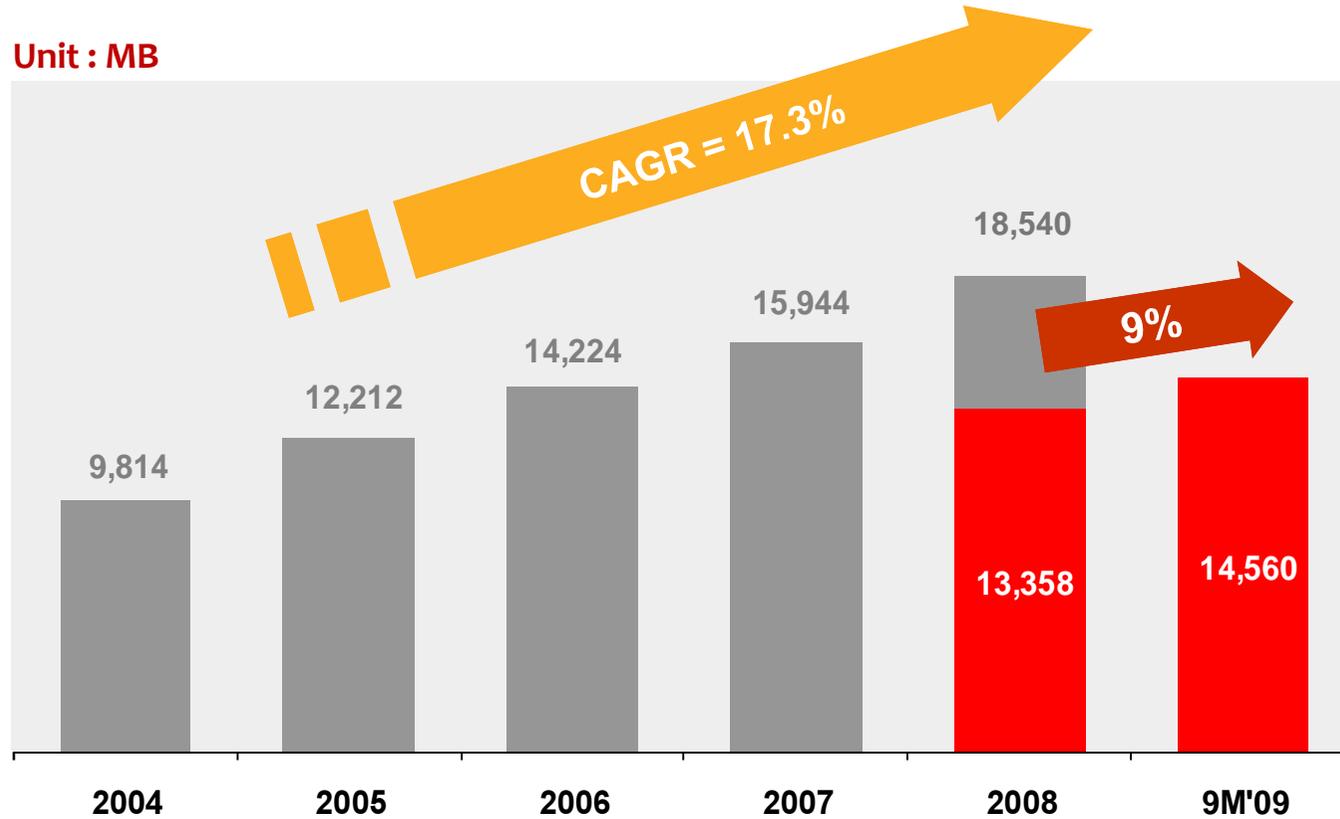
P&L Summary

Unit : MB

	9M'09	% on Sales	9M'08	% on Sales	VAR	%G
SALES	14,560.2	100.0	13,357.8	100.0	▲ 1,202.4	9.0
Rental & Service	474.8	3.3	422.8	3.2	▲ 52.0	12.3
Other Income	476.3	3.3	406.4	3.0	▲ 69.9	17.2
Total Revenue	15,511.4	106.5	14,187.0	106.2	▲ 1,324.4	9.3
COGS	11,024.8	75.7	10,187.8	76.3	▲ 837.0	8.2
Selling Exp	2,725.0	18.7	2,412.9	18.1	▲ 312.1	12.9
Admin Exp	604.4	4.2	582.5	4.4	▲ 21.9	3.8
Total Expenses	14,354.3	98.6	13,183.2	98.7	▲ 1,171.1	8.9
Earning before FIN Exp. & TAX	1,157.0	7.9	1,003.8	7.5	▲ 153.3	15.3
Financial Exp.	85.8	0.6	100.9	0.8	▼ 15.1	15.0
TAX	320.9	2.2	286.0	2.1	▲ 34.8	12.2
Net Profit	750.4	5.2	616.8	4.6	▲ 133.6	21.7



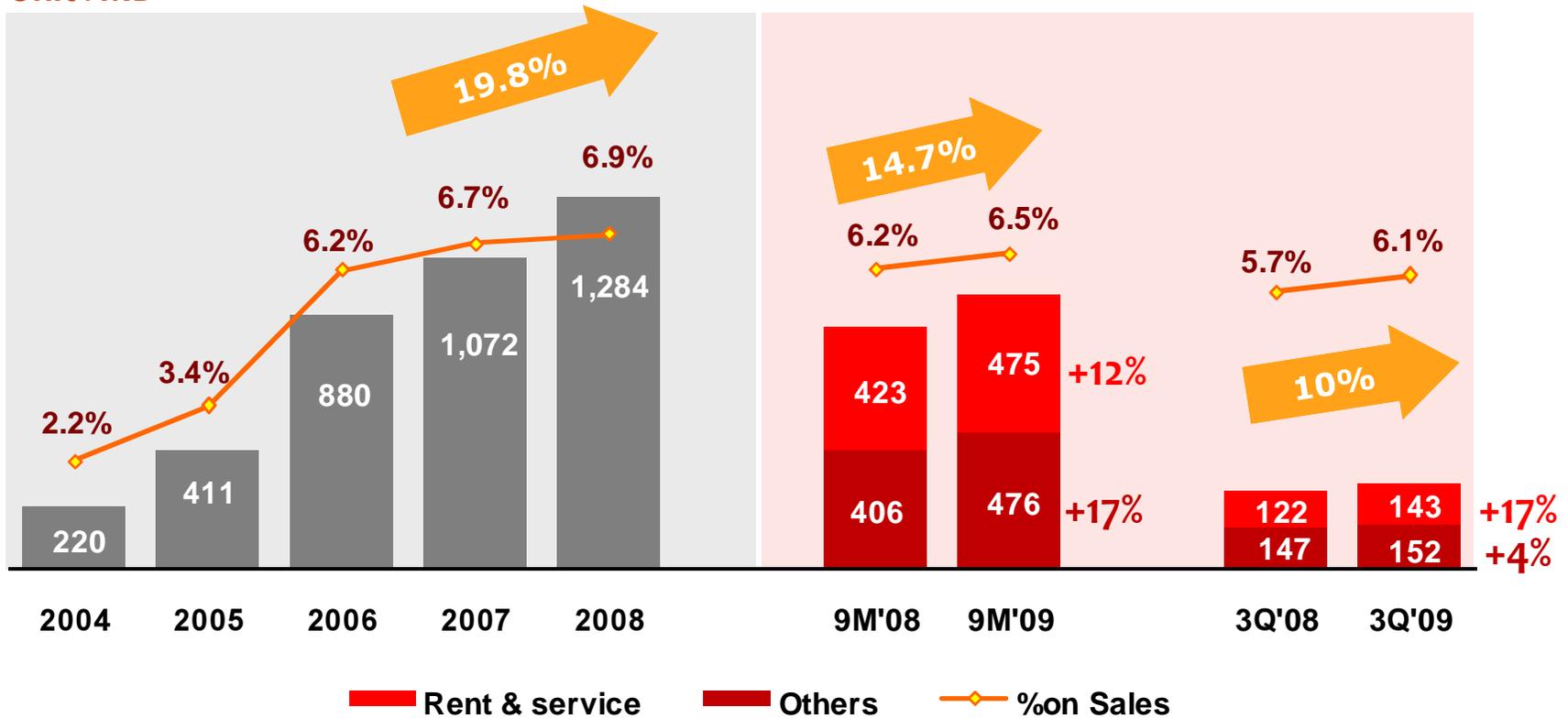
Sustainable Sales Growth





Rising Other Income

Unit: MB

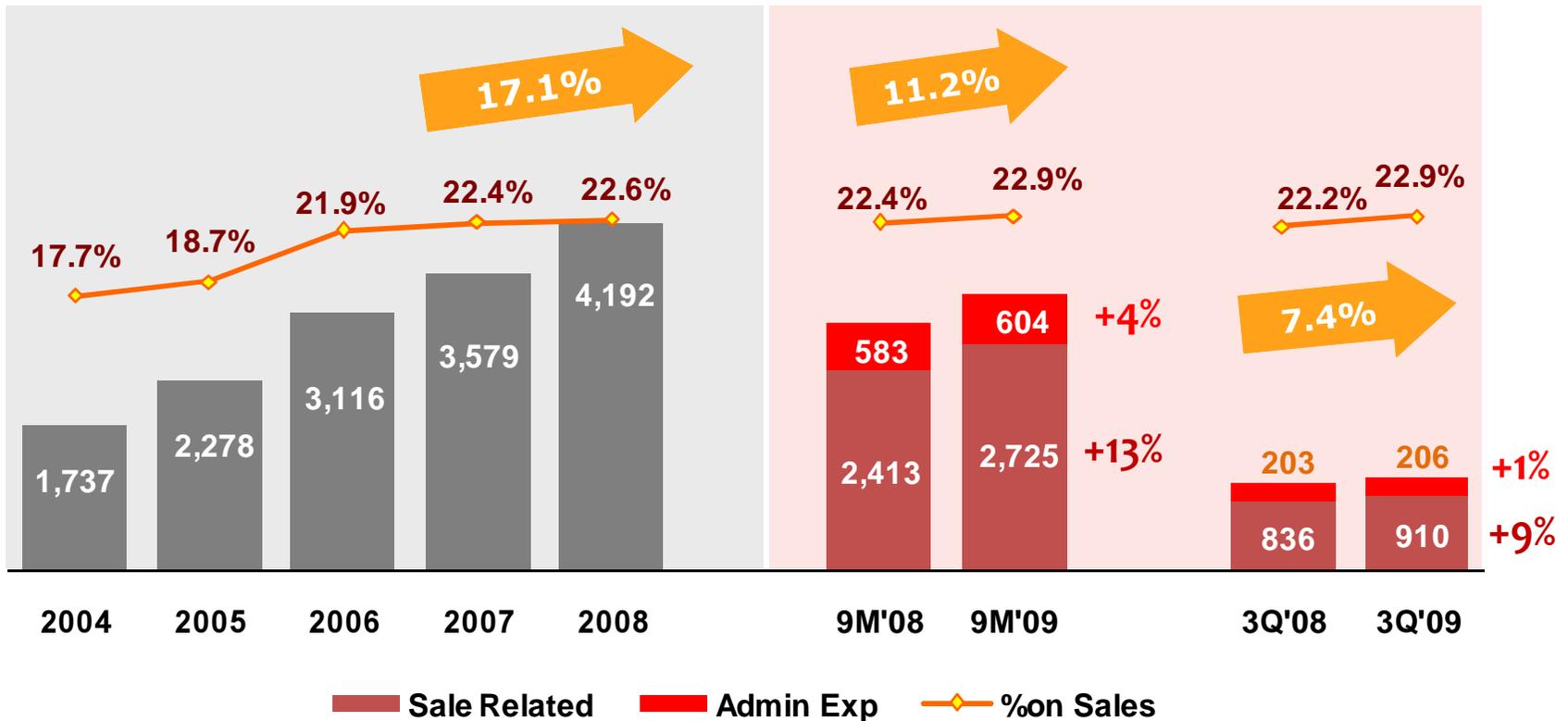


Increase in **Other Income** as contributed by increasing in Rental, Service and Advertising Fees.



SG&A Expenses

Unit : MB

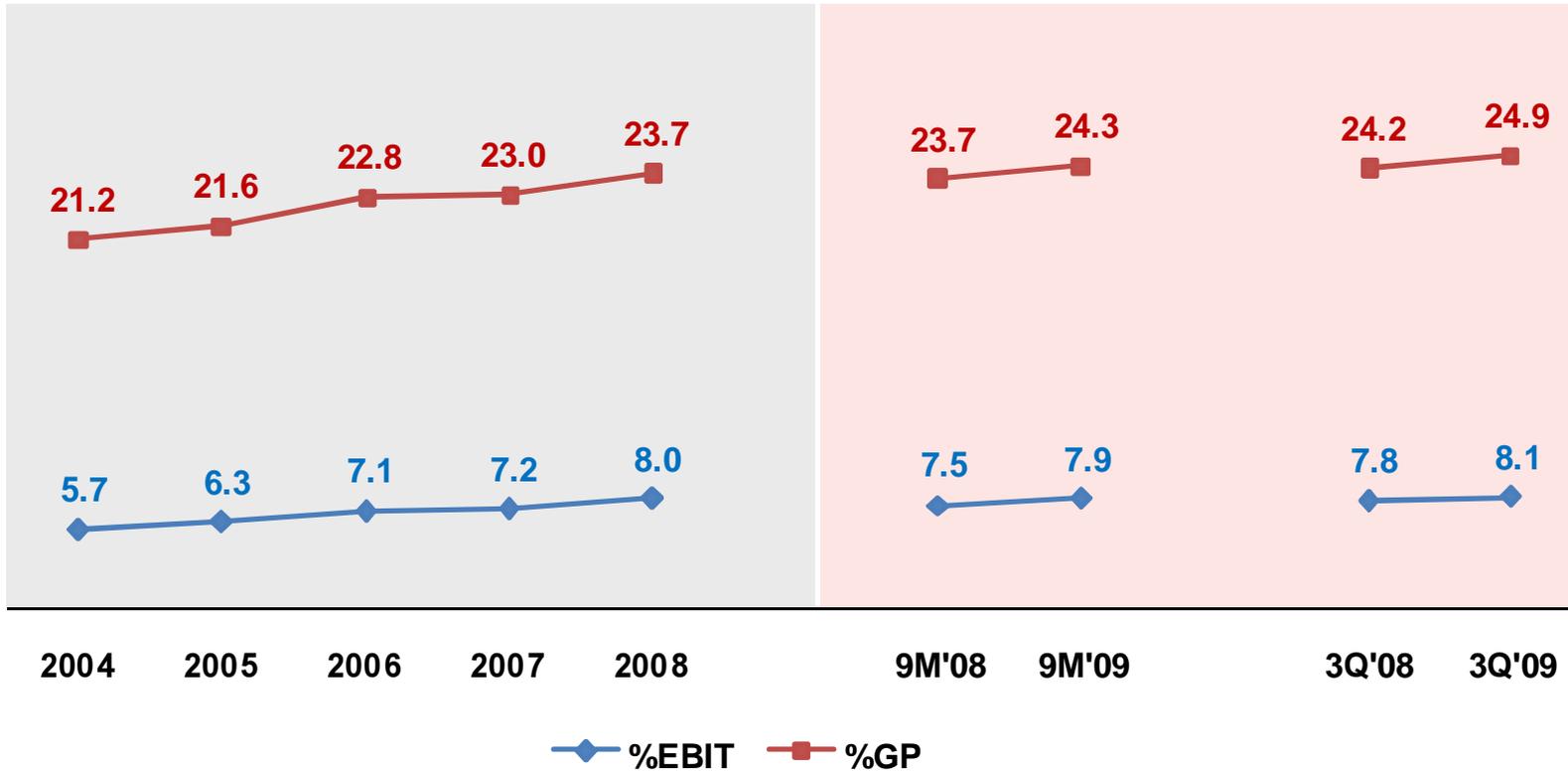


Rise in SG&A in baht term as a result of operational expenses of new stores, in particular, Salaries, Utilities, Depreciation and Credit Card Fee.



GP & EBIT

Unit : %

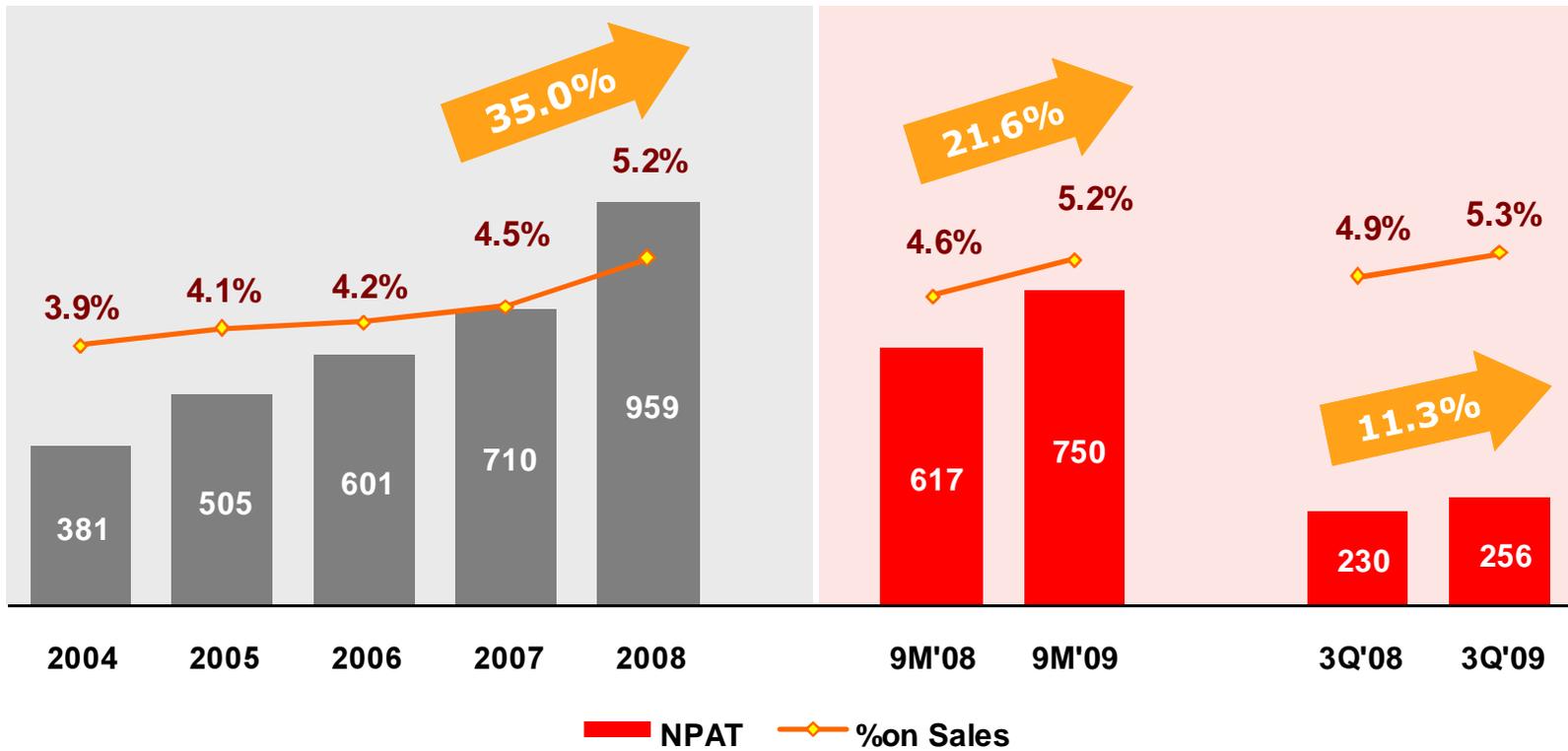


GP increased as a result of sales of higher product mix with higher margin including house brand products.



Net Profit

Unit : MB



9M'09 NPAT growth by 21.6% and NPAT % to Sales increased over 9M'08.



2009 Interim Dividend Payment

- ▶ Allocated as the statutory reserve at the rate of 5% of NPAT of January through June 2009 for the amount of Baht 25,000,000.

1. Paid dividend by ordinary shares

: 10 current shares/ 9 dividend shares

In case the indivisible share remaining after such allocation less than 10 shares, the dividend shall be paid by cash in the amount of Baht 0.90 per share.

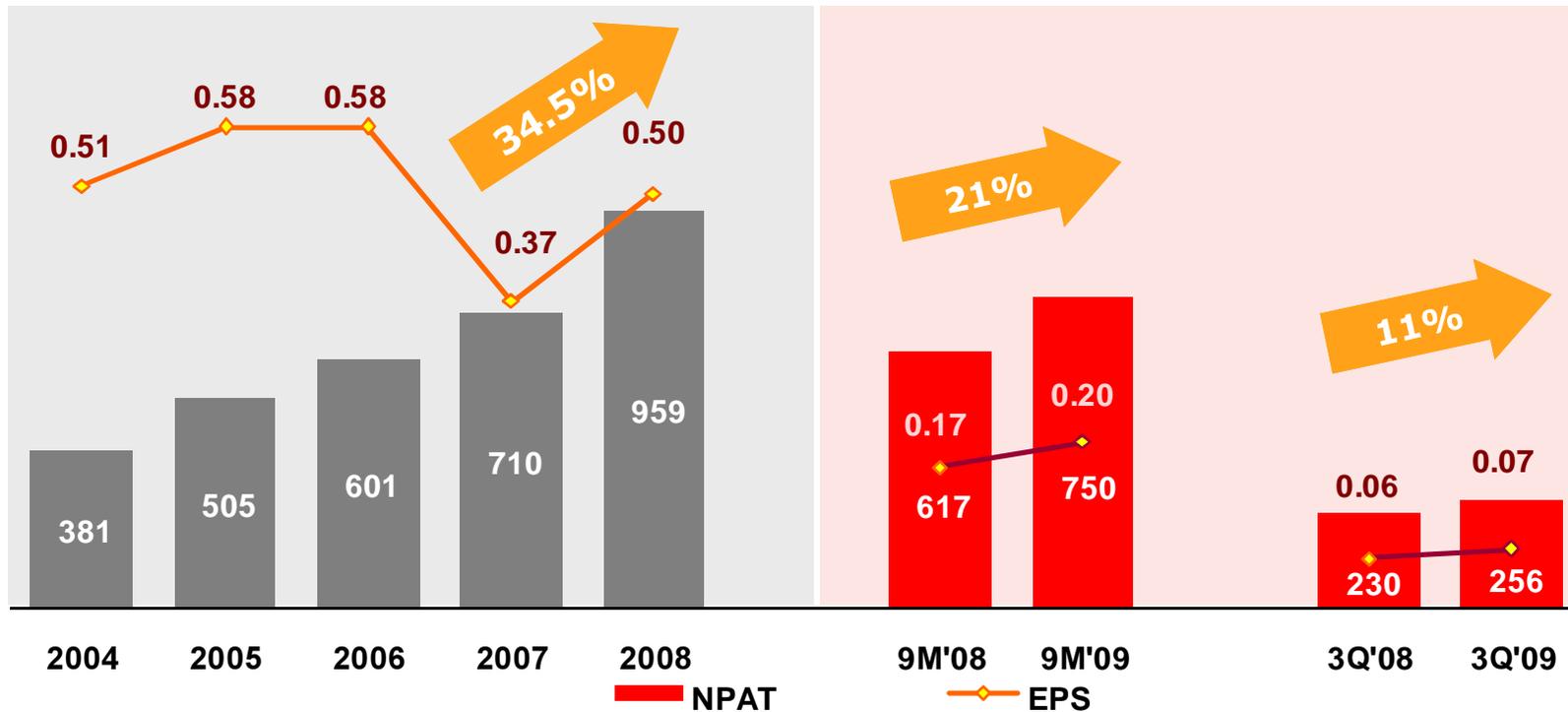
2. Paid dividend by cash

: Baht 0.10 per share.

- ▶ The EGM of Shareholders No.1/2009 approved increasing the company's registered capital from the amount of Baht 2,001,199,838, to be 3,798,821,838 in total, which is divided to 3,798,821,838 shares by issuing the 1,797,622,000 new ordinary shares with the par value of 1 Baht per share.
- ▶ Dividend payment date : **27 October 2009**



Unit : Baht



- Note :
- Equity raising 960 MBht in DEC 2006 at ratio 1:1 of 1 Bht /share.
 - EPS since 2007 onward taking full dilution impact of 1:1
 - EPS on 3Q09 taking full dilution impact of Stock Dividend at the ratio 10:9.

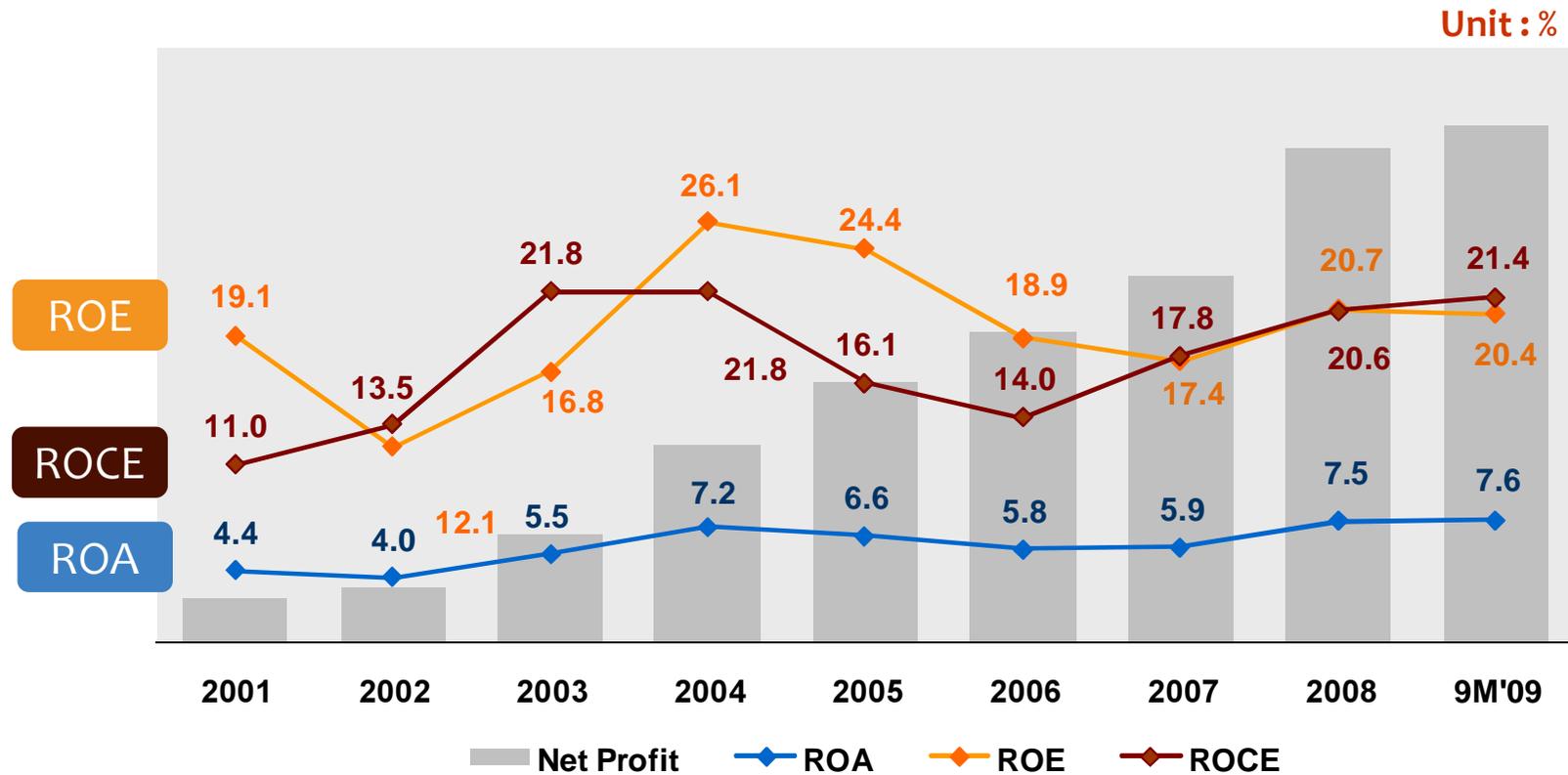


B/S at a Glance

Unit : MB

	30 Sep 09	31 Dec 08	VAR	%
Cash & Deposit	345.8	603.8	▼ 258.0	42.7
Inventory	2,724.1	2,728.1	▼ 4.0	0.1
Land Building & Equipment	9,593.2	9,466.3	▲ 126.9	1.3
Others	449.3	570.9	▼ 121.6	21.3
Total Assets	13,112.4	13,369.1	▼ 256.7	1.9
Financial Debt	2,342.6	2,664.6	▼ 322.0	12.1
Account Payable	3,787.3	3,697.2	▲ 90.2	2.4
Others	2,112.2	2,051.1	▲ 61.1	3.0
Total Liabilities	8,242.2	8,412.9	▼ 170.7	2.0
Paid-Up Capital	1,946.7	1,933.6	▲ 13.1	0.7
Share Premium	588.8	566.8	▲ 22.0	3.9
Dividend Stock	1,752.0	-	▲ 1,752.0	-
Retain Earnings	582.7	2,455.8	▼ 1,873.0	76.3
Total Equities	4,870.2	4,956.2	▼ 86.0	1.9

ROA – ROE – ROCE

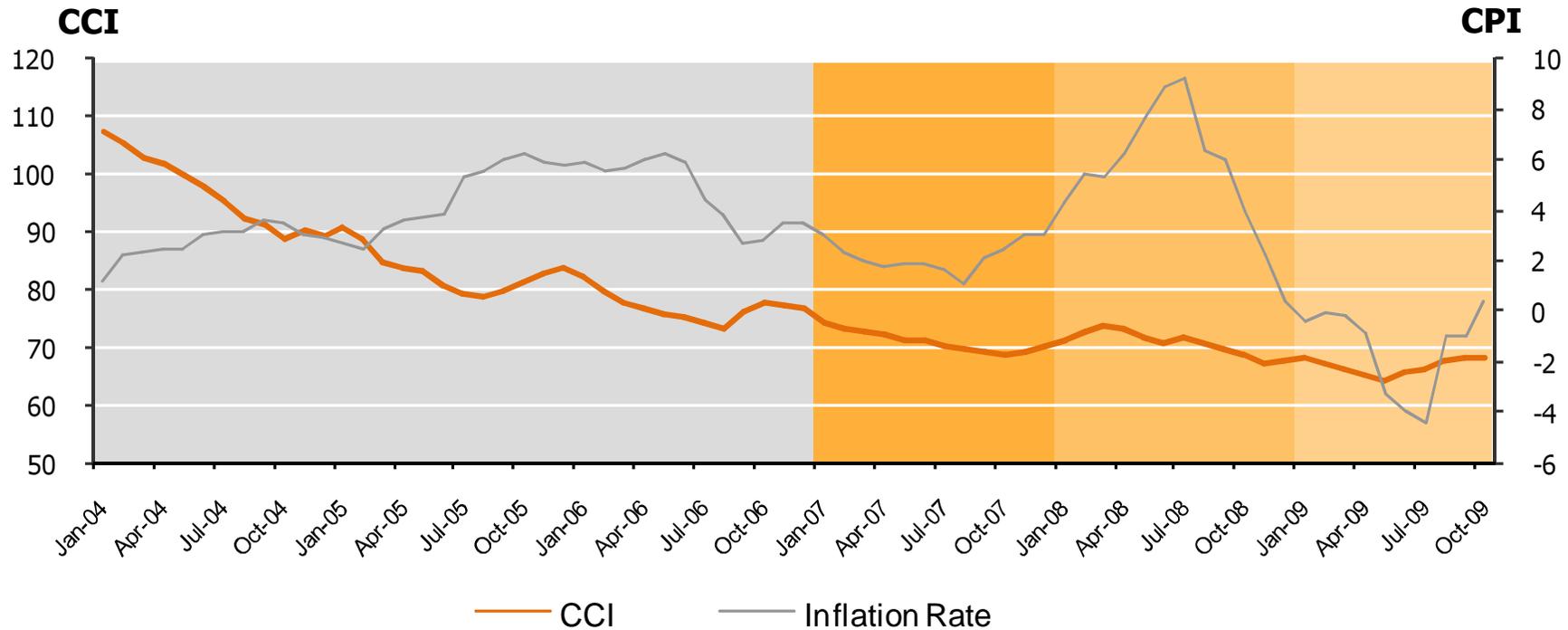




9M'09 Business Outlook



Thai's Consumer Confidence Index up slightly since June and drops again in October



Consumer Confidence Index slight increase since June 09, but still below the 100 for 60 consecutive months. The marginal increase implied the consumers hoped for an improved domestic economic situation, for example, the expectation of budget spent at the initial stage of implementing the scheme an economy, the BOT Monetary Policy Committee to boost the economy and tame inflation, the extension of five measurements and the easing of concerns over the AH1N1 flu. However index drops again in October due to political concern and concern over the disruption to production of Map Ta Phut.



Regulation Update

► Upcoming Retail & 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, which is expected to be in November 2009 after the process of public hearing is done. If it is passed by the Cabinet, National Legislation Assembly will continue further for approval process.



Carrefour



makro
Cash & Carry





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



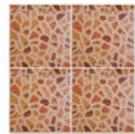
MOYA



bathtime



T
Tara Tile®



PARNO



Zimmple



More than 1,000 products available only at HomePro.

2009 Store Expansion Plan



▶ 2009 Stores Opening

Phuket-Chalong	:	31 st Jan
Khao Yai	:	14 th Feb

▶ Our Stores at the End of 2009

Bangkok	17 stores
Upcountry	18 stores
Total	35 stores



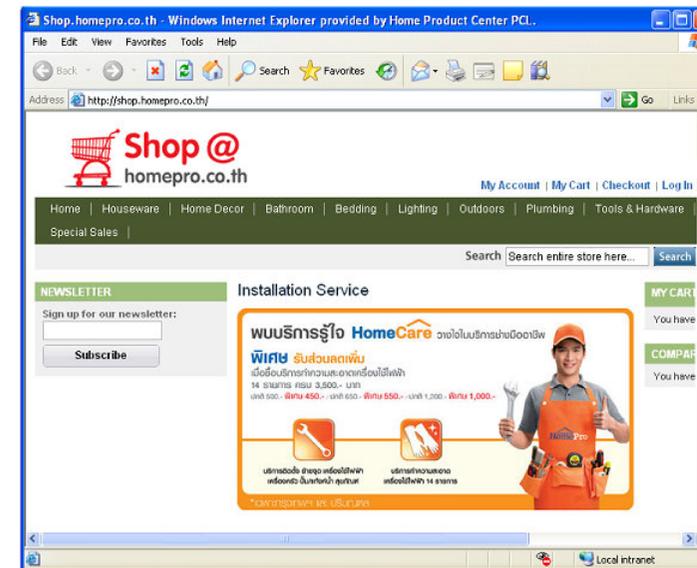
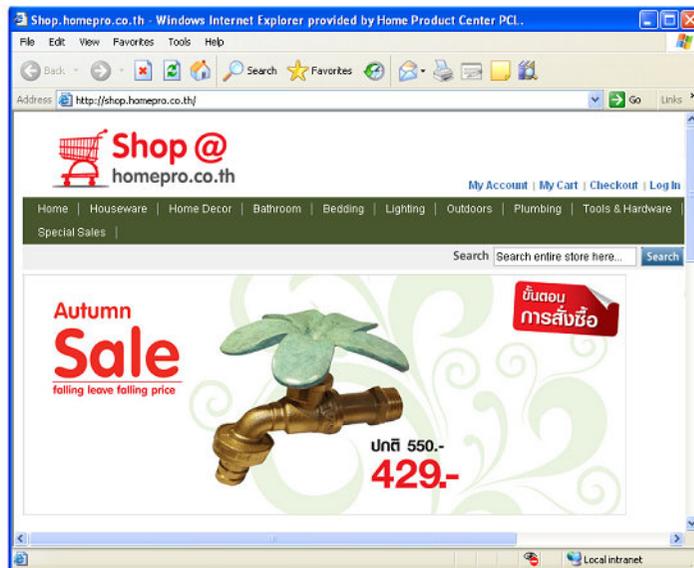
HomePro Champion 3 & EXPO 10

16 - 25 October 2009- IMPACT, Muang Thong Thani



New!!

Welcome to “ shop.homepro.co.th ”



► New channel to serve our customer!!

We serve customers buying goods or services online to save time, offer greater selection and often save their money. Beside the advantages for customer, it also helps us increase sales and profit by saving the expenses relating to marketing, selling or transportation down.



Question &

Answer



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