



Analyst Meeting 1st Half Results

August 10, 2012



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HomePro is the leading home improvement retailer in Thailand.

Our products range cover 60,000 items. We operate 50 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, BB - hmpro:tb).



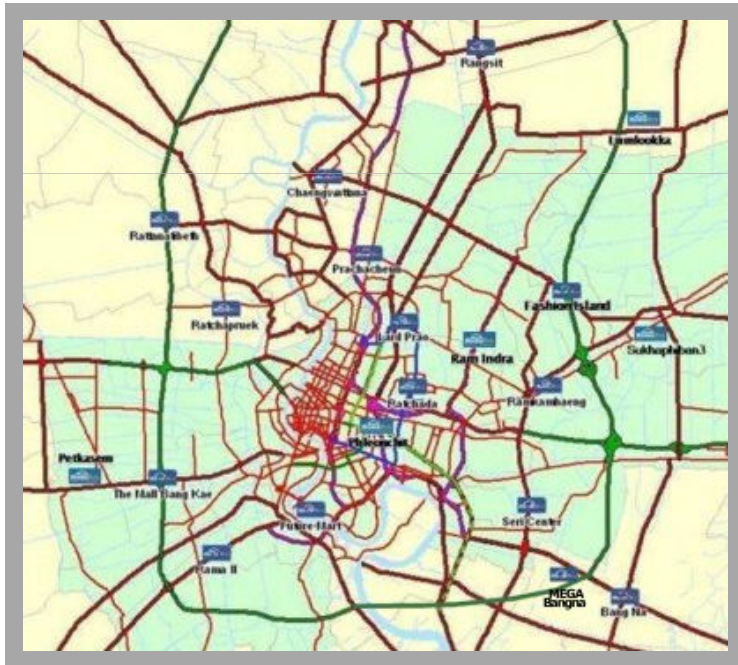
Agenda

- Financial Results
- Business Outlook



1H'12 Financial Results

■ 20 Greater Bangkok Stores



■ 29 Upcountry Stores





P & L Summary

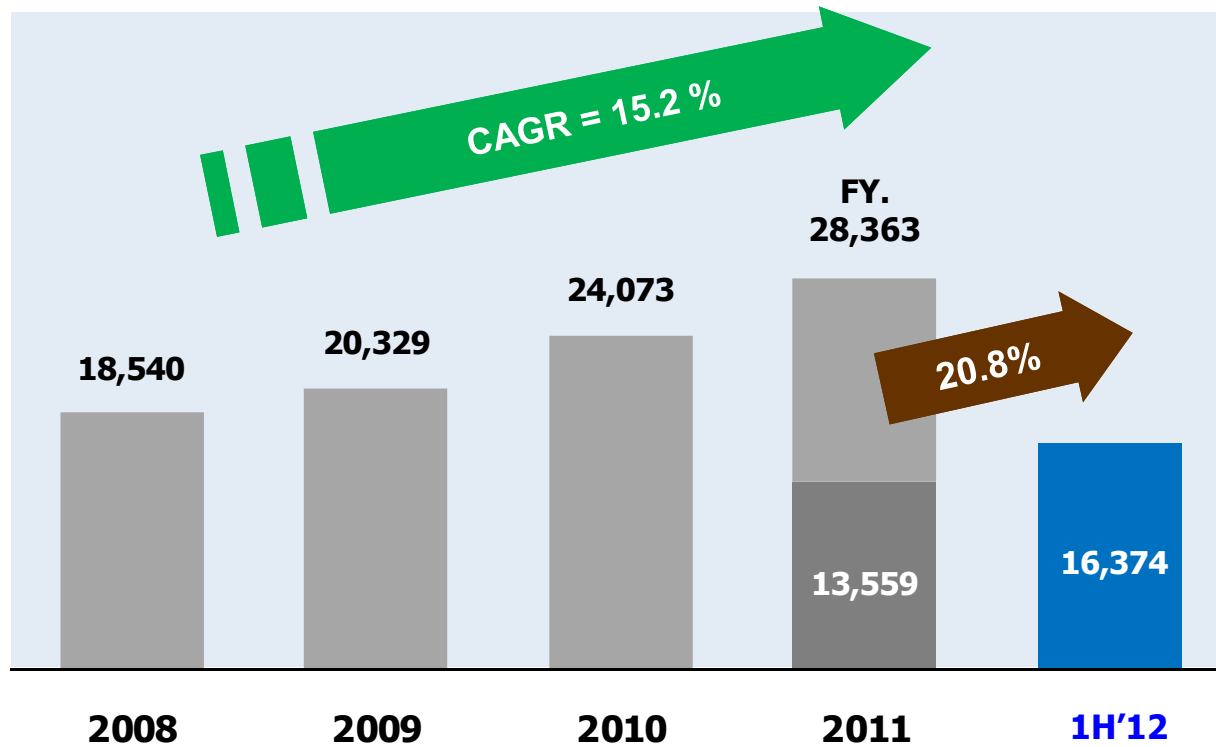
Unit : MB

	1H'12	% on Sales	1H'11	% on Sales	VAR	%G
SALES	16,373.7	100.0	13,559.3	100.0	▲ 2,814.4	20.8
Rental & Service	430.2	2.6	391.3	2.9	▲ 38.9	9.9
Other Income	647.3	4.0	541.3	4.0	▲ 106.0	19.6
Total Revenue	17,451.2	106.6	14,491.9	106.9	▲ 2,959.3	20.4
COGS	12,173.2	74.3	10,150.5	74.9	▲ 2,022.7	19.9
Selling Exp	3,179.1	19.4	2,498.8	18.4	▲ 680.3	27.2
Admin Exp	474.6	2.9	482.5	3.6	▼ 7.9	1.6
Total Expenses	15,826.9	96.7	13,131.8	96.8	▲ 2,695.0	20.5
Earning before FIN Exp. & TAX	1,624.3	9.9	1,360.1	10.0	▲ 264.2	19.4
Financial Exp.	59.1	0.4	52.9	0.4	▲ 6.2	11.7
TAX	363.1	2.2	420.1	3.1	▼ 56.9	13.6
Net Profit	1,202.1	7.3	887.1	6.5	▲ 315.0	35.5



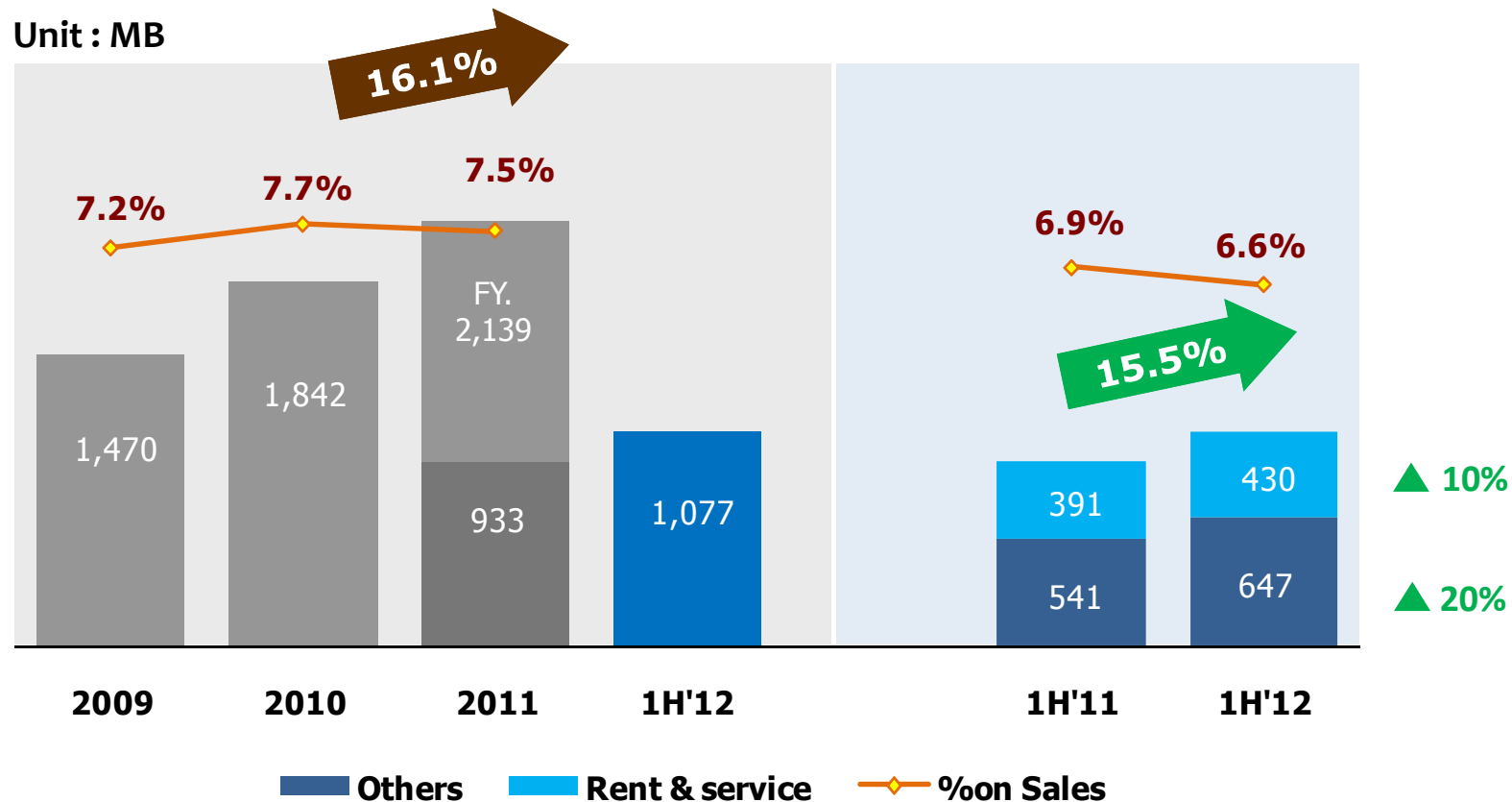
Sustainable Sales Growth

Unit : MB



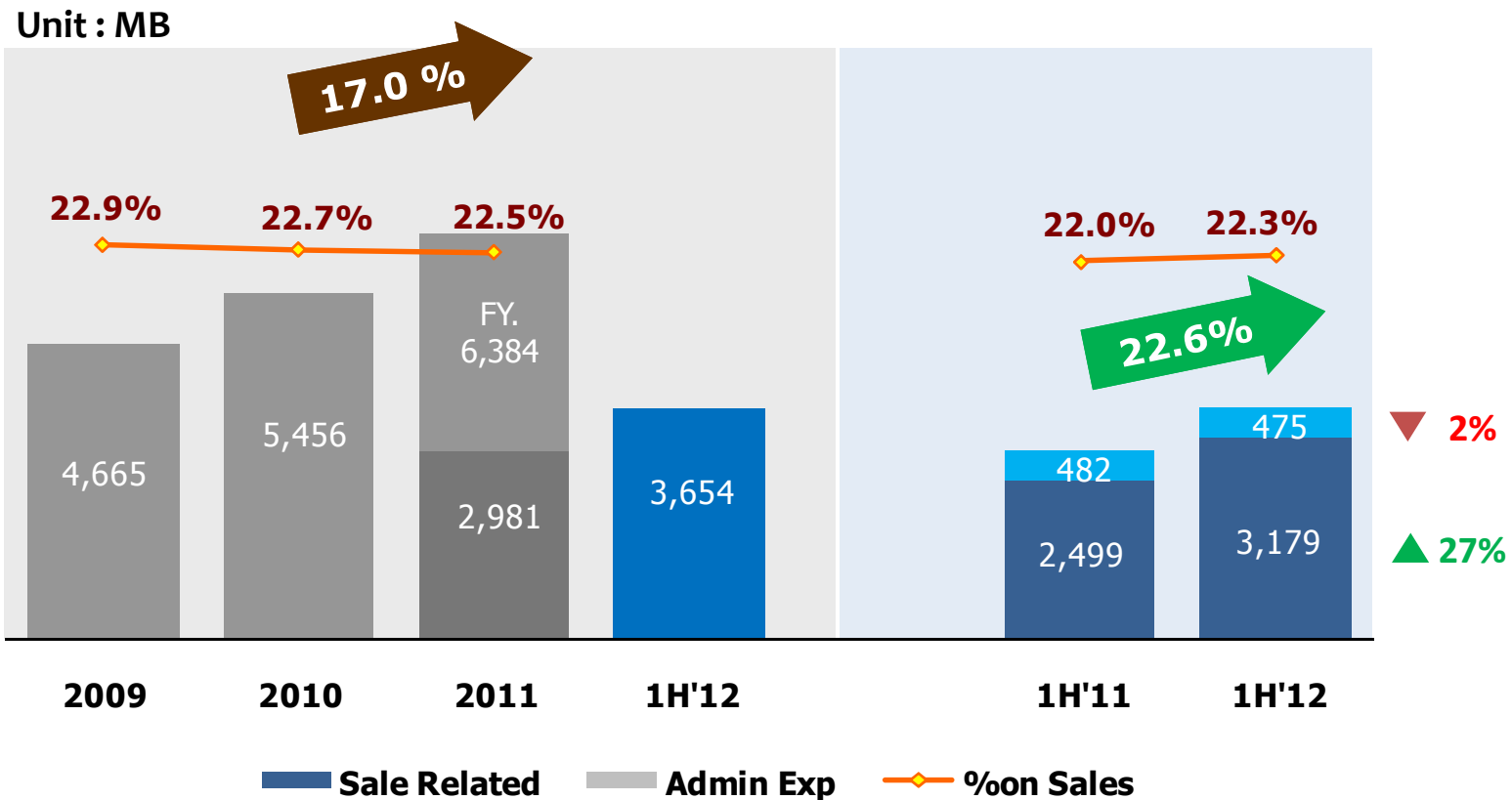
1H'12, sales growth 20.8% YoY, driven by same store sales 8.6% and by new stores, EXPO, and Project sales 12.6%.

Rising Other Income



- **Rental & Service Income** increased by the rental income of retail space in HomePro and Market Village.
- The increase in **Other Income** was driven by the advertising, marketing fee and after sales service. **8**

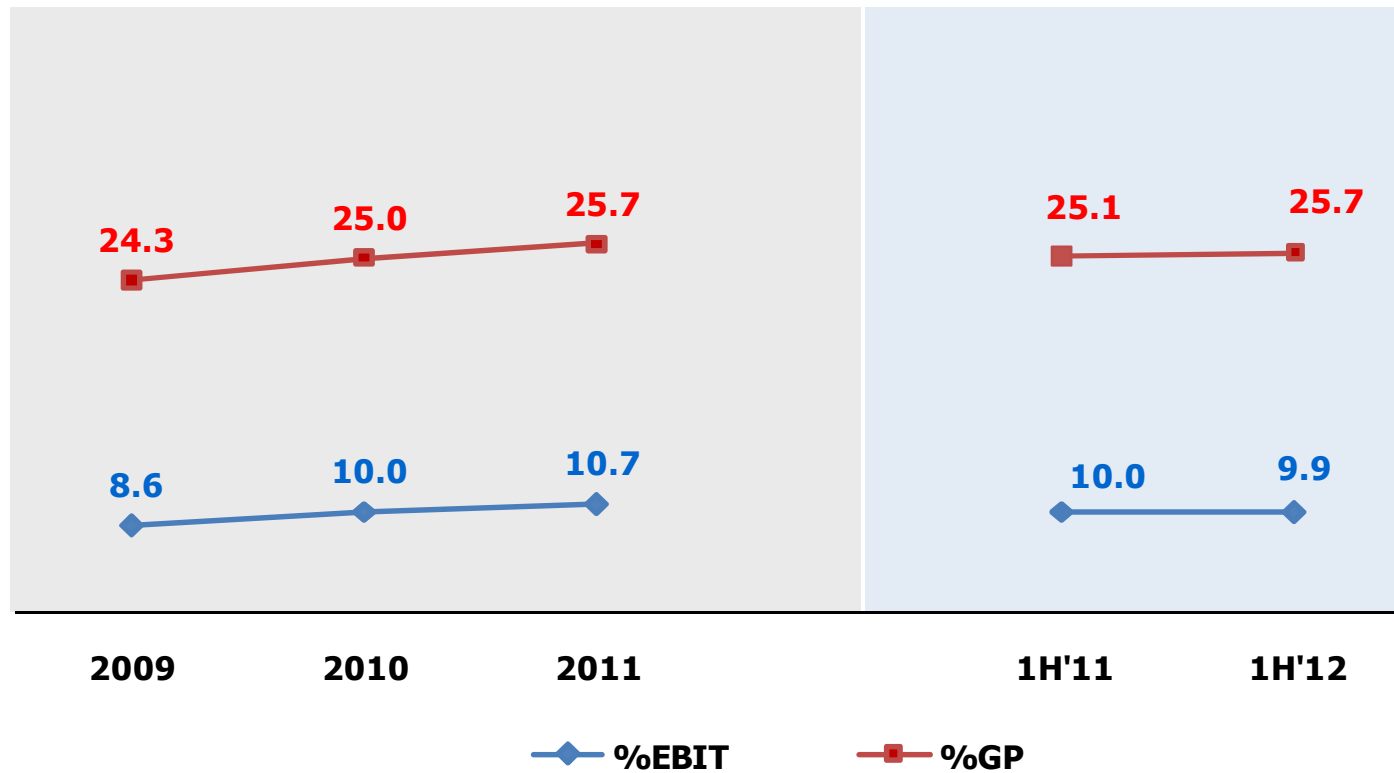
SG&A Expenses



1H'12 SG&A represented 22.3% to sales comparing with 22.0% of the same period of last year. The main increase was due to the hike of minimum wage, the increase in salaries, cost of transportation and depreciation.

GP & EBIT

Unit : %

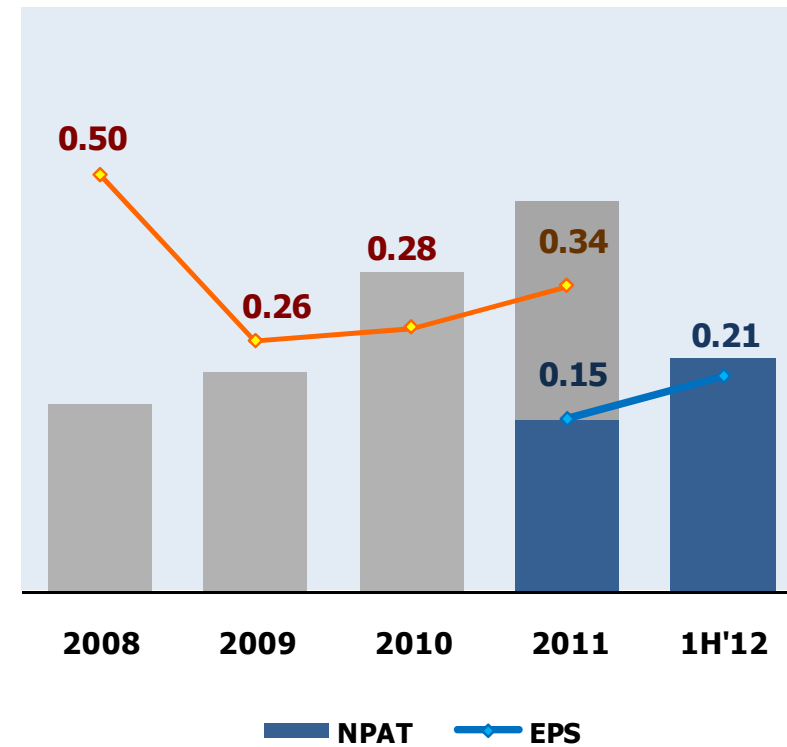
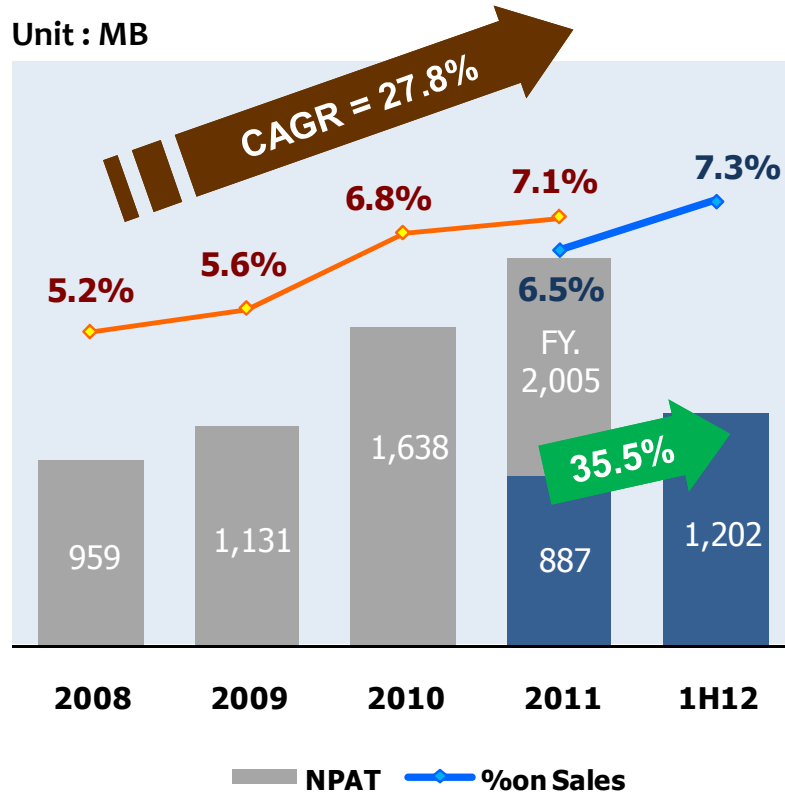


GP increased as a result of sales of higher product mix with higher margin particularly private brand products.



NPAT & EPS

Unit : MB



1H'12 **NPAT** growth by 35.5% and NPAT % to Sales increased over 1H'11 from 6.5% to 7.3%.

EPS in 2010 taking full dilution impact of stock dividend at the ratio of 6:1 paid in OCT 2010 (interim) and at ratio of 6.1 paid in APR 2011 (Final). **EPS** in 2011 taking impact at 7:1 paid in OCT 2011.



Balance Sheet at a Glance

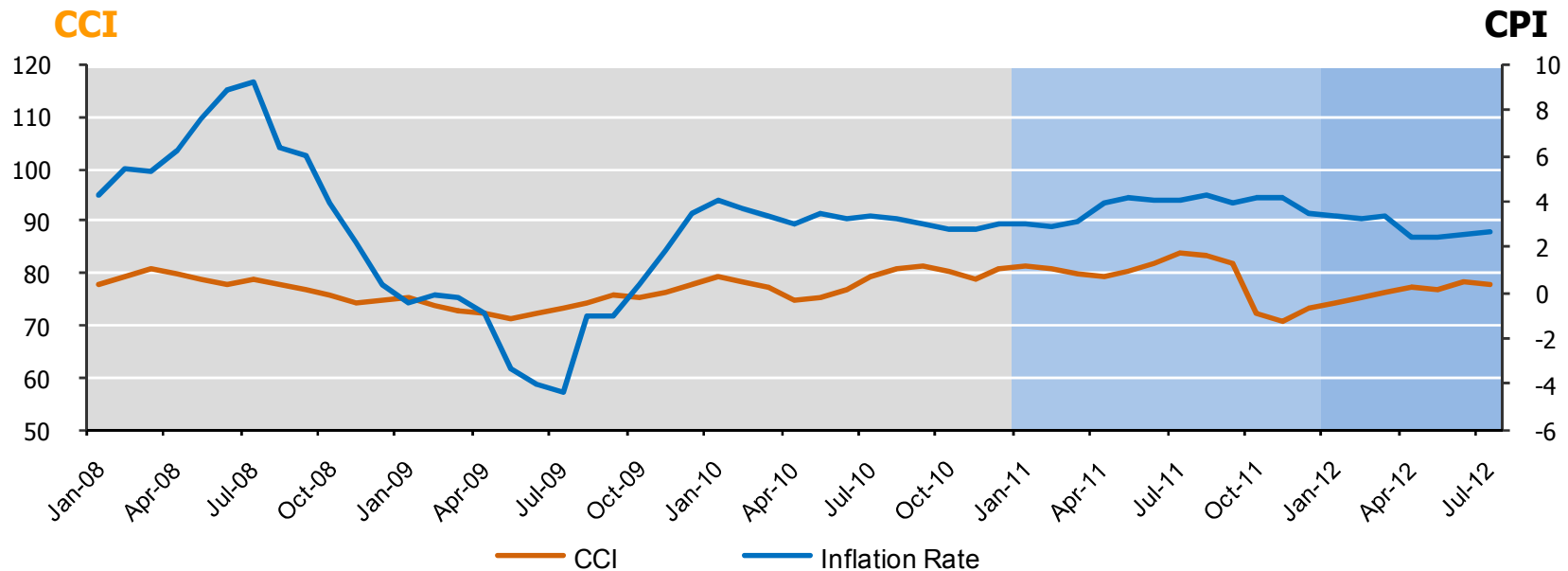
Unit : MB

	30 Jun 12	31 Dec 11	VAR	%
Cash & Deposit	410.0	1,977.3	▼ 1,567.3	79.3
Inventory	5,552.8	4,382.5	▲ 1,170.3	26.7
Land Building & Equipment	14,875.8	13,157.3	▲ 1,718.5	13.1
Others	1,238.7	1,160.9	▲ 77.8	6.7
Total Assets	22,077.3	20,678.0	▲ 1,399.3	6.8
Financial Debt	3,020.8	3,012.1	▲ 8.7	0.3
Account Payable	8,476.2	7,291.8	▲ 1,184.4	16.2
Others	2,094.5	2,252.8	▼ 158.3	7.0
Total Liabilities	13,591.4	12,556.7	▲ 1,034.7	8.2
Paid-Up Capital	5,865.7	5,836.7	▲ 29.0	0.5
Share Premium	645.4	636.3	▲ 9.1	1.4
Retain Earnings	1,974.7	1,648.2	▲ 326.5	19.8
Total Equities	8,485.9	8,121.3	▲ 364.6	4.5



Business Outlook

CCI slightly dropped in July



Consumer Confidence Index (CCI) in July slightly dropped to 78.1 from 78.6 in June due to rising worries over the health of the global and Thai economies in the later half of the year. Other factors covered included a worsening European debt crisis causing negative performance figures for Thai exporters, internal political instability, higher oil prices, concerns on likely flood situations, and unsatisfactory prices for agricultural produce.

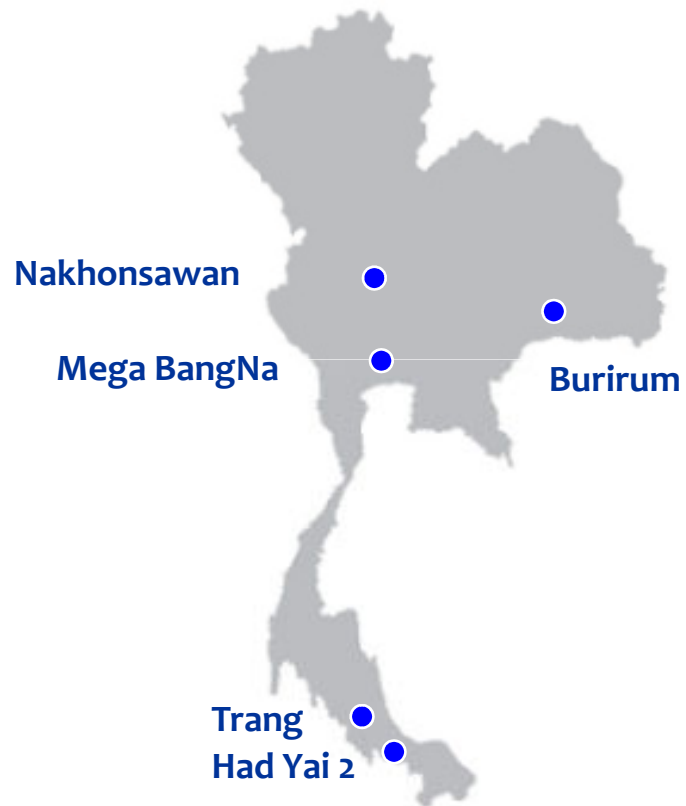


Continuous margin expansion through Private Brand



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.

2012 Store Expansion Plan



2012 New stores opening plan

1H	Trang	24 Feb
	Mega Bangna	5 May
	Burirum	18 May
	Had Yai 2	15 Jun
2H	Nakhonsawan	27 Jul
	3 stores in upcountry	

Our stores targeted in 2012

Greater Bangkok	20	Stores
Upcountry	33	Stores
Total	53	Stores

3Q'12 Marketing Highlight

โฮมโปร
ฉลองครบรอบ 16 ปี



- **16th Anniversary**

23 August – 16 September

- **HomePro Champion 6**

Sharing a happy time of yours and your special persons by decorating a room under concept **"Make Spec on Your Space"** in Multi-function style with limited time and budget by using HomePro's products.

The final round will be set on November in HomePro Expo 16 at IMPACT, Muang Thong Thani.


Corporate Social Responsibility

Kids' Toilet Project in 2012 :)

Trang	:	35 rooms / 3 schools
Mega Bangna	:	42 rooms / 3 schools
Burirum	:	47 rooms / 2 schools
Had Yai	:	50 rooms / 3 schools
Nakhonsawan	:	55 rooms / 3 schools

Since the beginning of the project
: 1,174 rooms / 91 schools





Q & A

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