



Analyst Meeting

1st Half Results

August 8, 2013

This Presentation (The “Presentation”) has been prepared by Home Product Center Plc. The Presentation is private and confidential and is being made available for information purposes only. Accordingly, this Presentation may not be copied, reproduced or redistributed to any other person save with the prior written permission of the Company. By accepting this presentation, each recipient accepts and agrees with the Company that it will comply with, and that it will procure that any other person to whom it provides this Presentation complies with, the Terms set out herein and all applicable laws and regulations.

This Presentation is not a prospectus and is not intended to and does not constitute offer or solicitation of any offer in respect of securities. It does not constitute any recommendation or Investment advice, is not intended to form the basis of an investment decision and should not be relied upon for such purpose. This Presentation has not been approved by any regulatory authority. Neither the Company or their respective advisers accepts any liability whatsoever arising in connection with the distribution of this Presentation to recipients hereof.

This Presentation is being supplied to you solely for your information and may not be reproduced, redistributed or passed on, directly or indirectly to any other person or published, in whole or in part, for any purpose. No part of this presentation may be reproduced or taken or transmitted. The distribution of this presentation in other jurisdictions may be restricted by law, and persons into whose possession this presentation comes should inform themselves about, and such restrictions. By accepting this presentation you agree to be bound by the foregoing restrictions.



HomePro is the leading home improvement retailer in Thailand.

Our products range cover 60,000 items. We operate 59 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

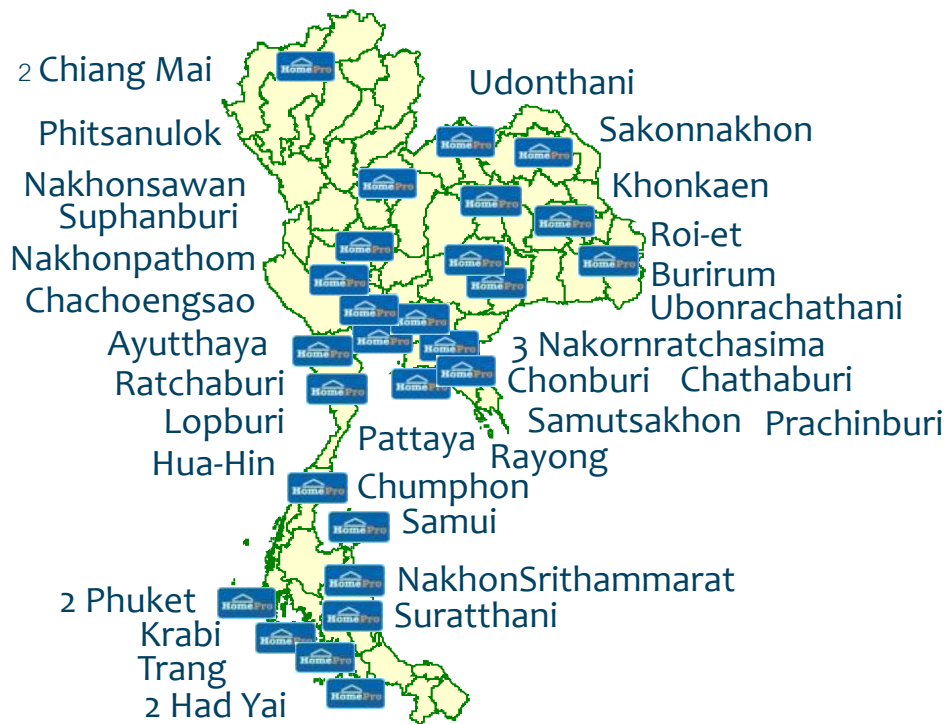
- Financial Results
- Business Outlook

1H'13 Financial Results

■ 20 Greater Bangkok Stores



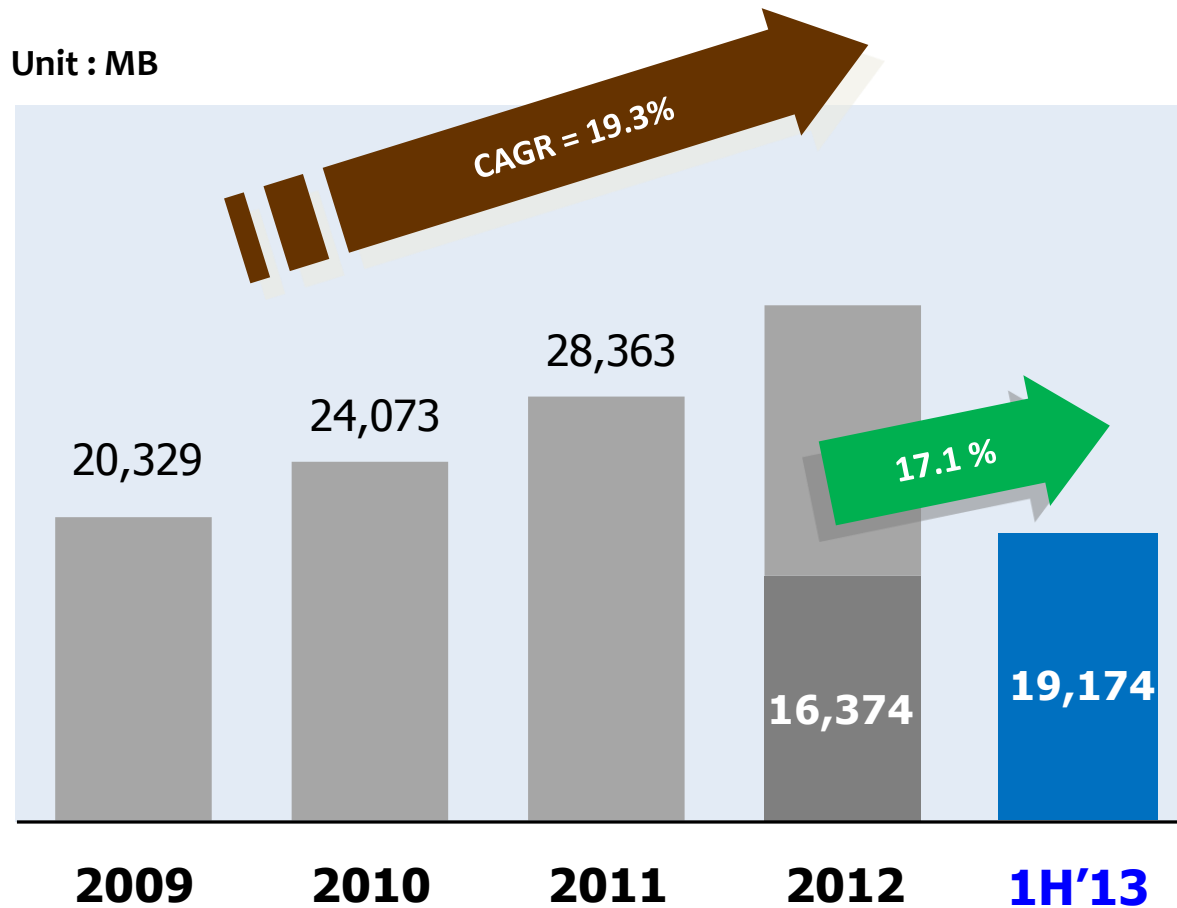
■ 36 Upcountry Stores



Unit : MB

	1H'13	% on Sales	1H'12	% on Sales	VAR	%G
SALES	19,174.3	100.0	16,373.7	100.0	▲ 2,800.5	17.1
Rental & Service	481.6	2.5	430.2	2.6	▲ 51.4	12.0
Other Income	736.0	3.8	647.3	4.0	▲ 88.7	13.7
Total Revenue	20,391.8	106.4	17,451.2	106.6	▲ 2,940.7	16.9
COGS	14,072.2	73.4	12,173.2	74.3	▲ 1,898.9	15.6
Selling Exp	3,808.1	19.9	3,179.1	19.4	▲ 629.1	19.8
Admin Exp	610.9	3.2	474.6	2.9	▲ 136.3	28.7
Total Expenses	18,491.2	96.4	15,826.9	96.7	▲ 2,664.3	16.8
Earning before FIN Exp. & TAX	1,900.7	9.9	1,624.3	9.9	▲ 276.3	17.0
Financial Exp.	102.2	0.5	59.1	0.4	▲ 43.1	72.9
TAX	376.8	2.0	364.0	2.2	▲ 12.8	3.5
Net Profit	1,421.7	7.4	1,201.2	7.3	▲ 220.5	18.4

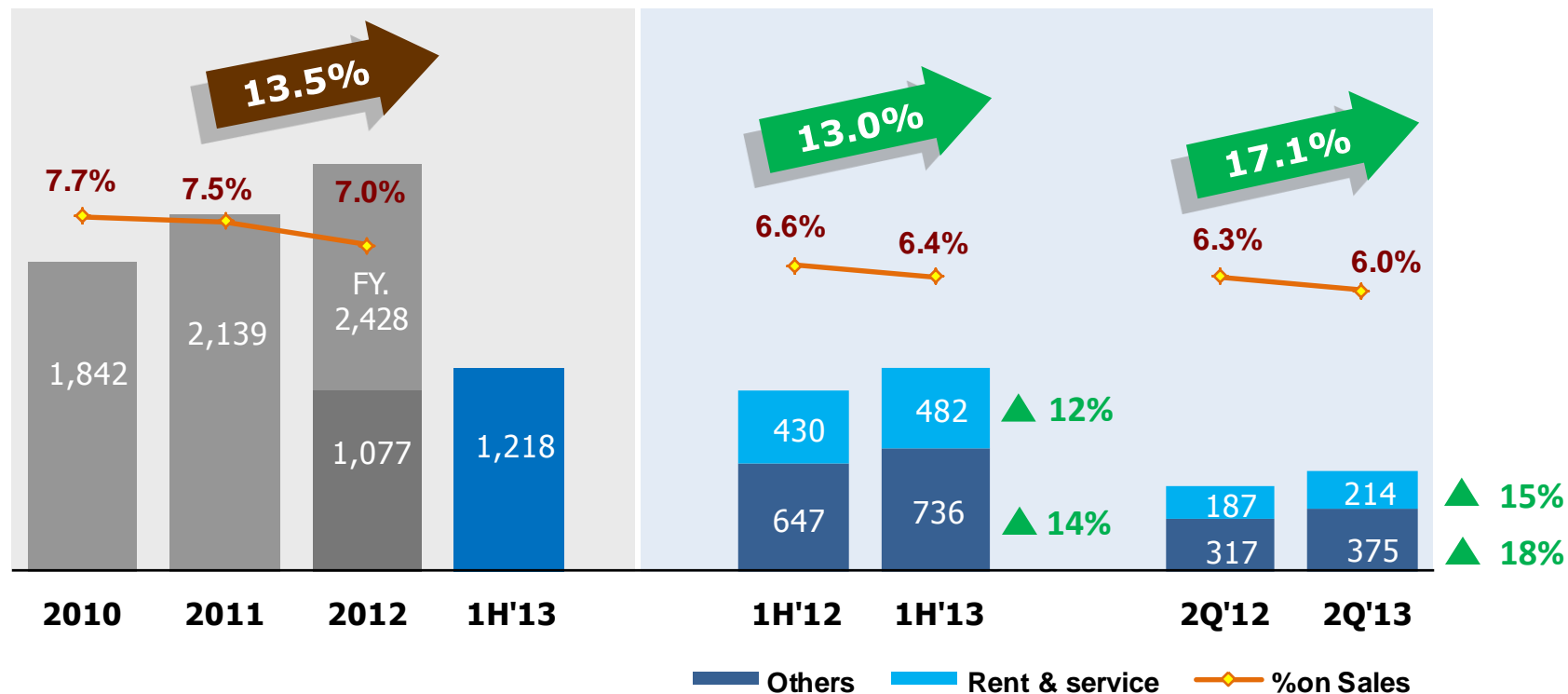
Sustainable Sales Growth



1H'13, Net retail sales increased by 17.1% yoy which driven by same store sales 3.1% and new store sales 14.1%.

Rising Other Income

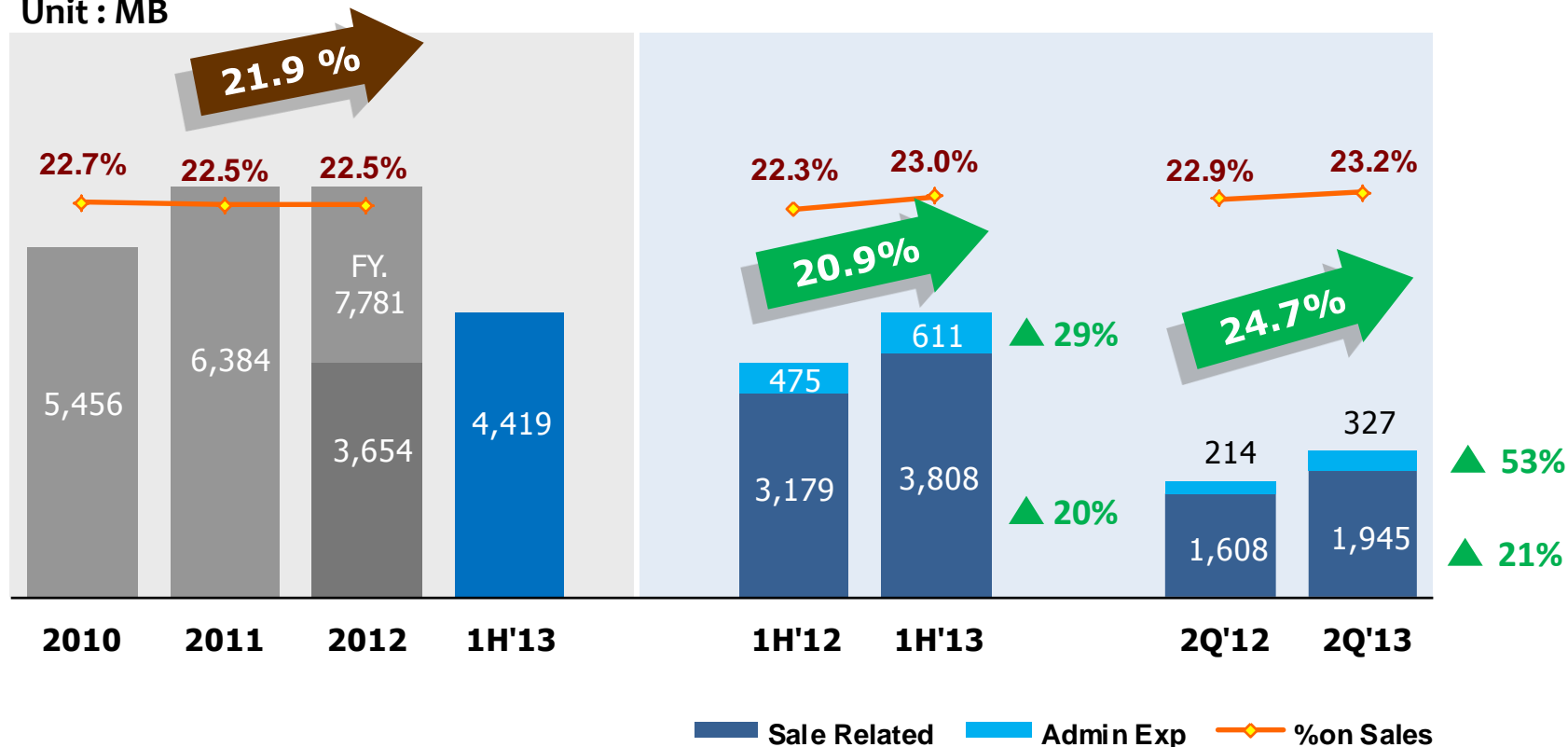
Unit : MB



- 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.

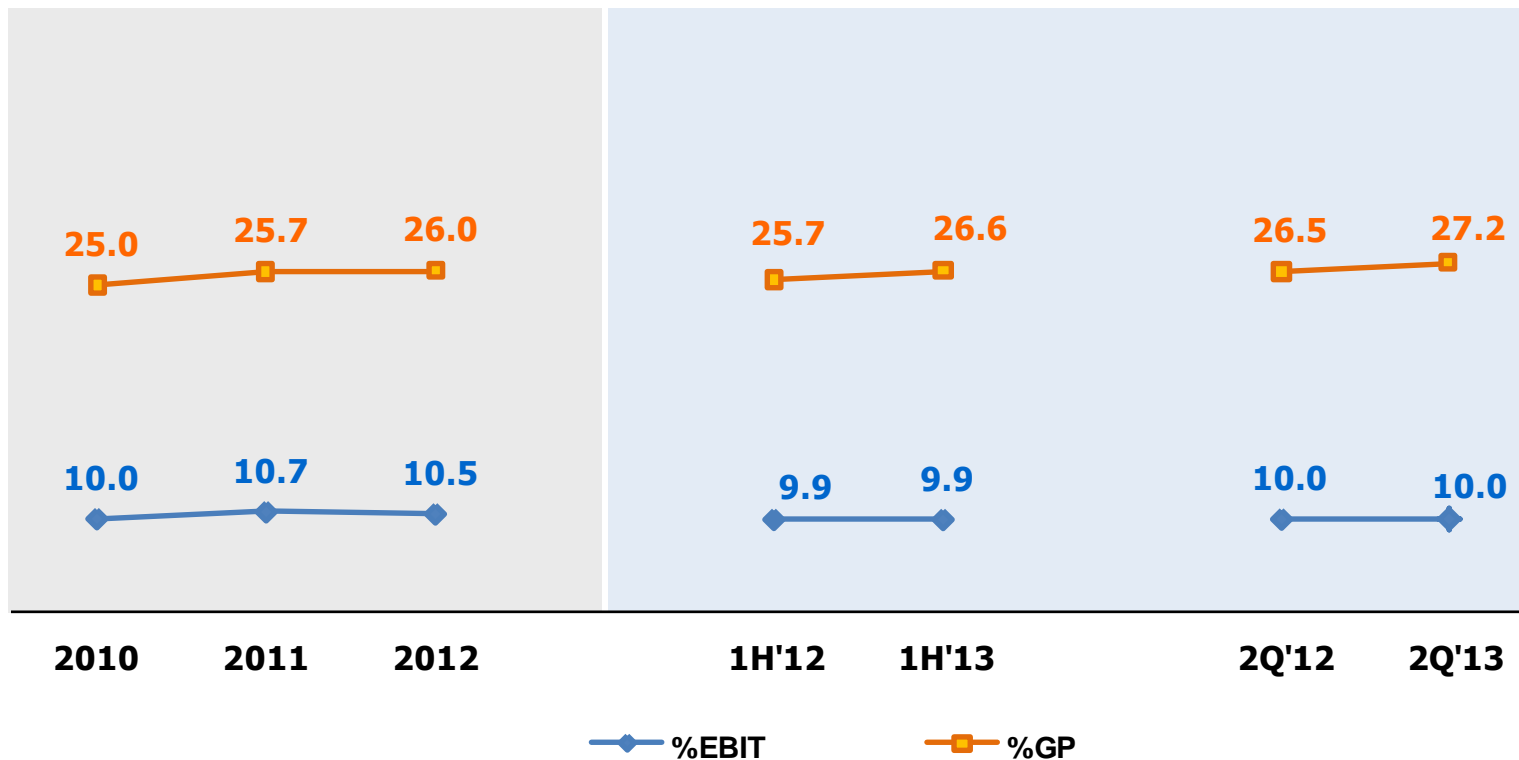
SG&A Expenses

Unit : MB

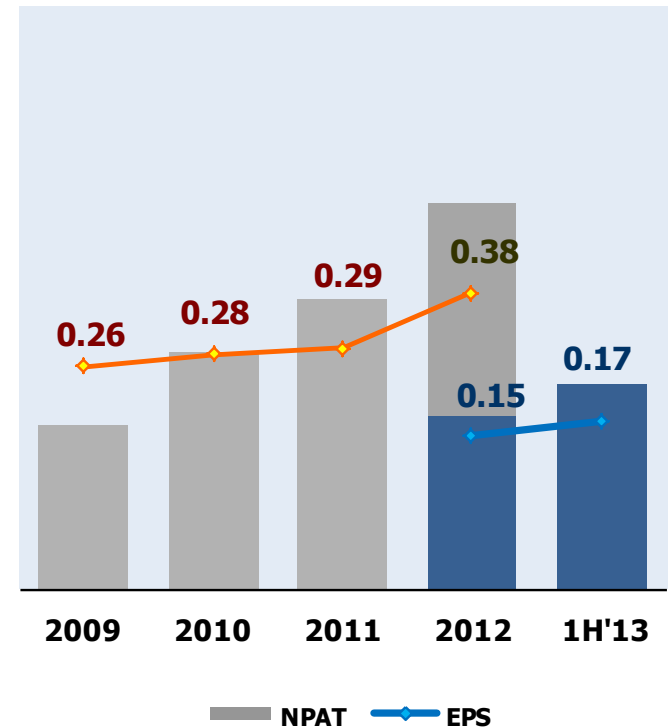
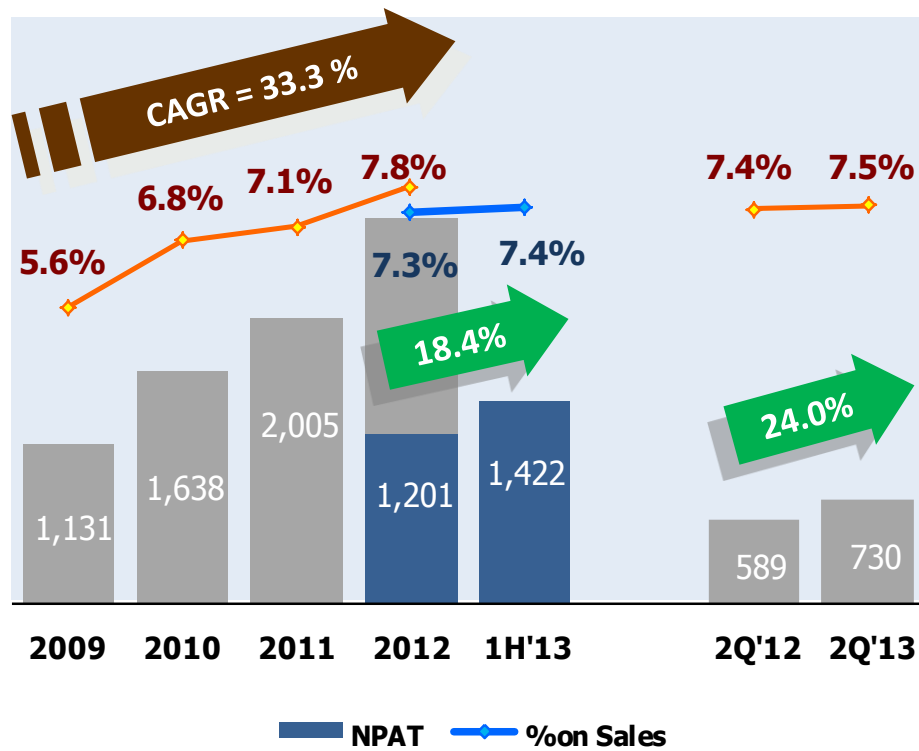


1H'13 SG&A represented 23.0% to sales comparing with 22.3% of the same period of last year. The main increase is due to the increase in salaries, cost of service, utilities expenses, depreciation, marketing expenses, and pre-operating expenses of Homepro new store and new business unit.

Unit : %



Unit : MB



1H'13 NPAT growth by 18.4% and NPAT % to Sales increased over 1Q'12 from 7.3% to 7.4%.

EPS in 2012 taking full dilution impact of stock dividend at the ratio of 5:1 paid in OCT 2012 (interim) and at 6:1 paid in APR 2013 (final).

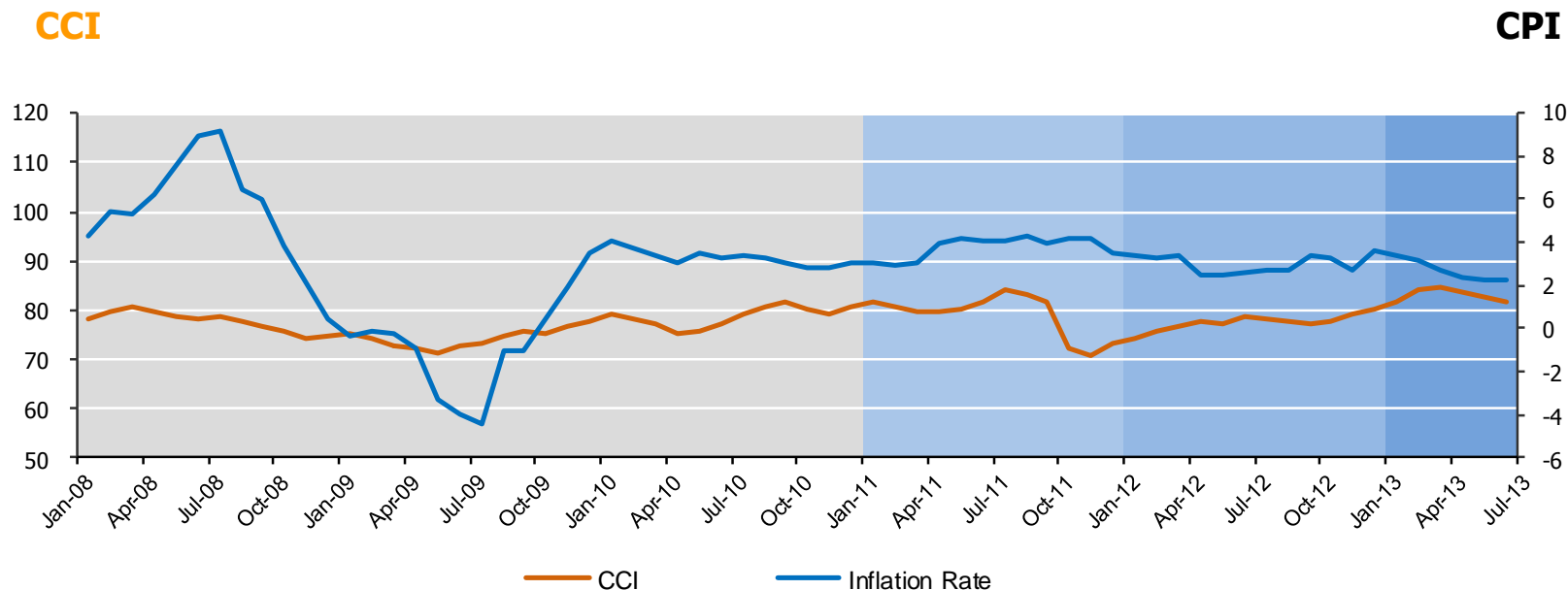
Balance Sheet at a Glance

Unit : MB

	30 Jun 13	31 Dec 12	VAR	%
Cash & Deposit	491.7	1,290.6	▼ 798.9	61.9
Inventory	5,391.7	5,352.5	▲ 39.1	0.7
Land Building & Equipment	21,297.6	17,593.3	▲ 3,704.3	21.1
Others	1,575.3	1,631.9	▼ 56.6	3.5
Total Assets	28,756.2	25,868.4	▲ 2,887.9	11.2
Financial Debt	5,969.4	5,522.8	▲ 446.6	8.1
Account Payable	9,253.1	8,091.3	▲ 1,161.8	14.4
Others	2,310.9	2,327.0	▼ 16.0	0.7
Total Liabilities	17,533.5	15,941.1	▲ 1,592.4	10.0
Paid-Up Capital	8,219.6	7,041.4	▲ 1,178.2	16.7
Share Premium	646.3	646.1	▲ 0.3	0.0
Retain Earnings	2,356.8	2,239.8	▲ 117.0	5.2
Total Equities	11,222.8	9,927.3	▲ 1,295.5	13.0

Industrial Outlook

July CCI dropped for the fourth straight month



The consumer confidence index (CCI) declined for the fourth straight month to 80.3 in July from 81.6 in June while inflation rate also declined from 2.3 percent in June to 2 percent in July which represents the lowest level in over three years.

The decrease in CCI was mainly due to the concern over the current anti-government protests. The continuing fragility of the global economy, the slowdown in exports and the oil spill off at Rayong had also eroded consumers' confidence.

Business Outlook

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.

3Q'13 Marketing Highlight



- **17th Anniversary**

29 August – 25 September



- **HomePro Champion 7**

Decorating room in multi-function style with limited time and budget by using HomePro's products to win prizes worth Baht 300,000.

The final round will be set on November in HomePro Expo 18 at IMPACT, Muang Thong Thani.

Q & A

CONTACT US

K.Rakpong, K.Renuka

Tel+662-832-1416

Email : IR@homepro.co.th