



Analyst Presentation

1st Quarter Result





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

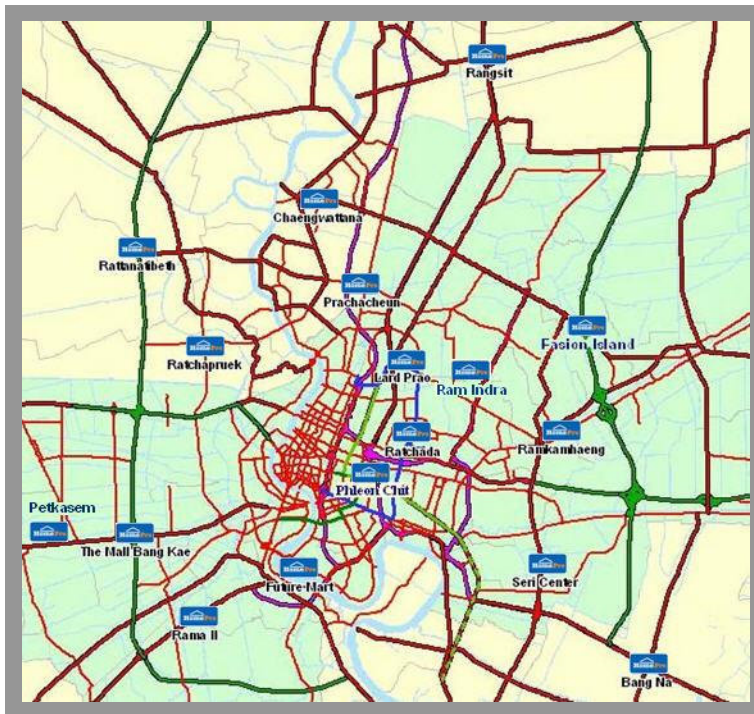
- ▶ Financial Result
- ▶ Business Outlook



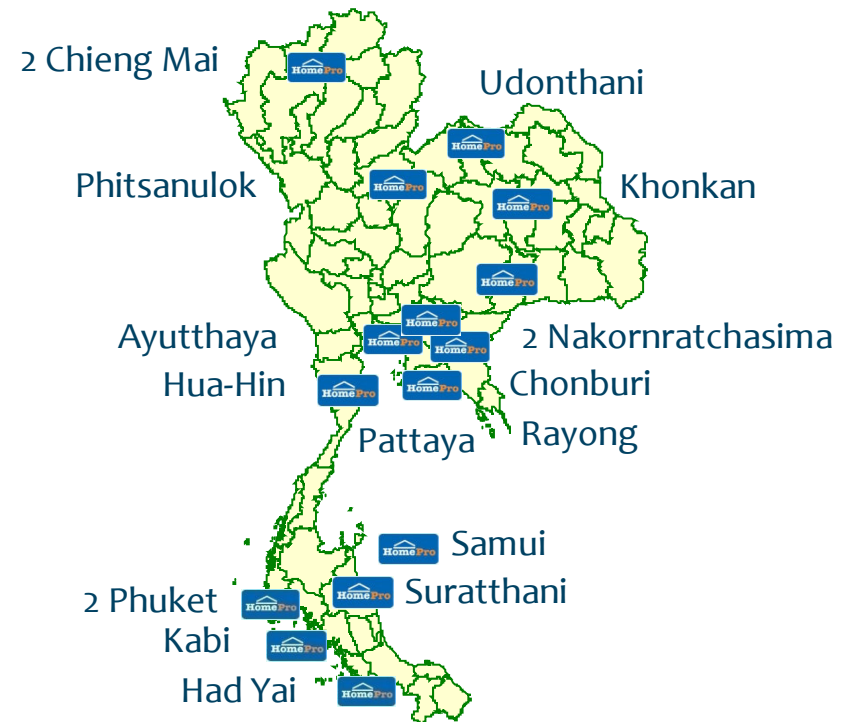


1Q'09 Financial Result

▶ 17 Bangkok Stores



▶ 18 Upcountry Stores





P&L Summary

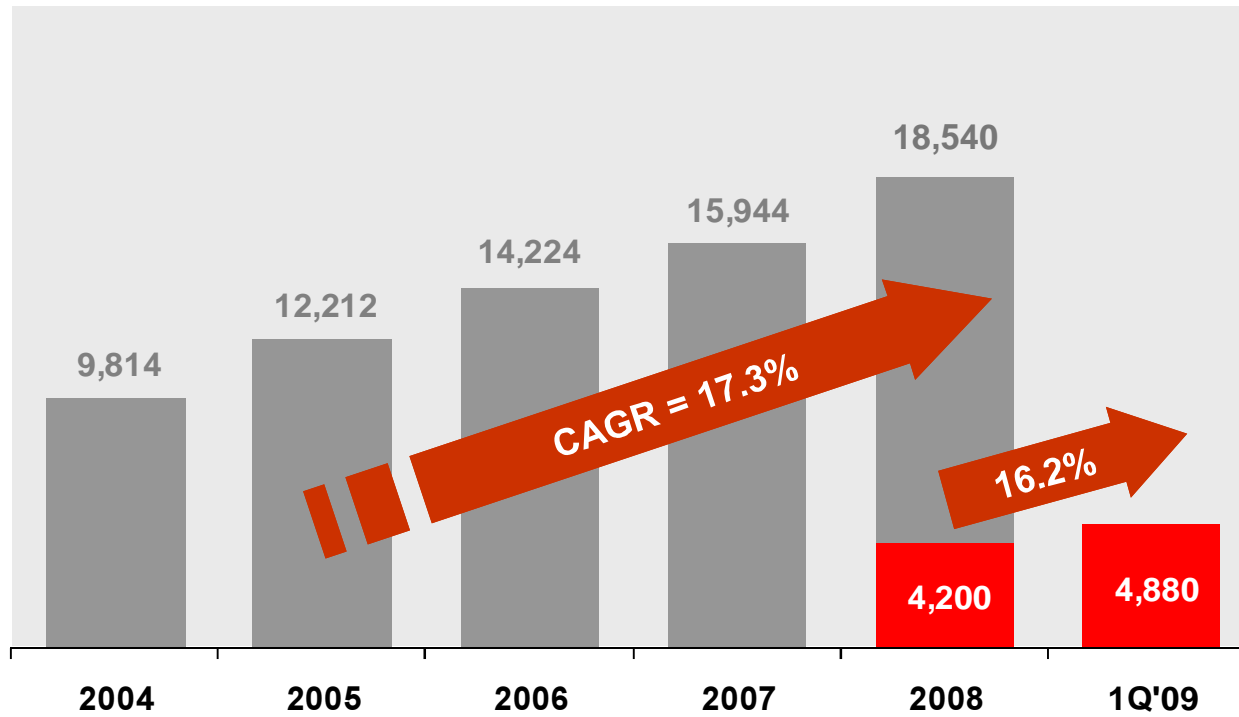
Unit : MB

	1Q'09	% on Sales	1Q'08	% on Sales	VAR	%G
SALES	4,879.8	100.0	4,200.1	100.0	▲ 679.7	16.2
Rental & Service	188.4	3.9	177.8	4.2	▲ 10.6	6.0
Other Income	172.2	3.5	123.7	2.9	▲ 48.5	39.2
Total Revenue	5,240.4	107.4	4,501.6	107.2	▲ 738.8	16.4
COGS	3,733.6	76.5	3,206.5	76.3	▲ 527.0	16.4
Selling Exp	928.1	19.0	802.1	19.1	▲ 126.0	15.7
Admin Exp	194.9	4.0	181.9	4.3	▲ 12.9	7.1
Total Expenses	4,856.5	99.5	4,190.5	99.8	▲ 665.9	15.9
Earning before FIN Exp. & TAX	383.9	7.9	311.1	7.4	▲ 72.8	23.4
Financial Exp.	30.8	0.6	35.2	0.8	▼ 4.5	12.7
TAX	111.1	2.3	89.0	2.1	▲ 22.1	24.8
Net Profit	242.1	5.0	186.8	4.4	▲ 55.2	29.6



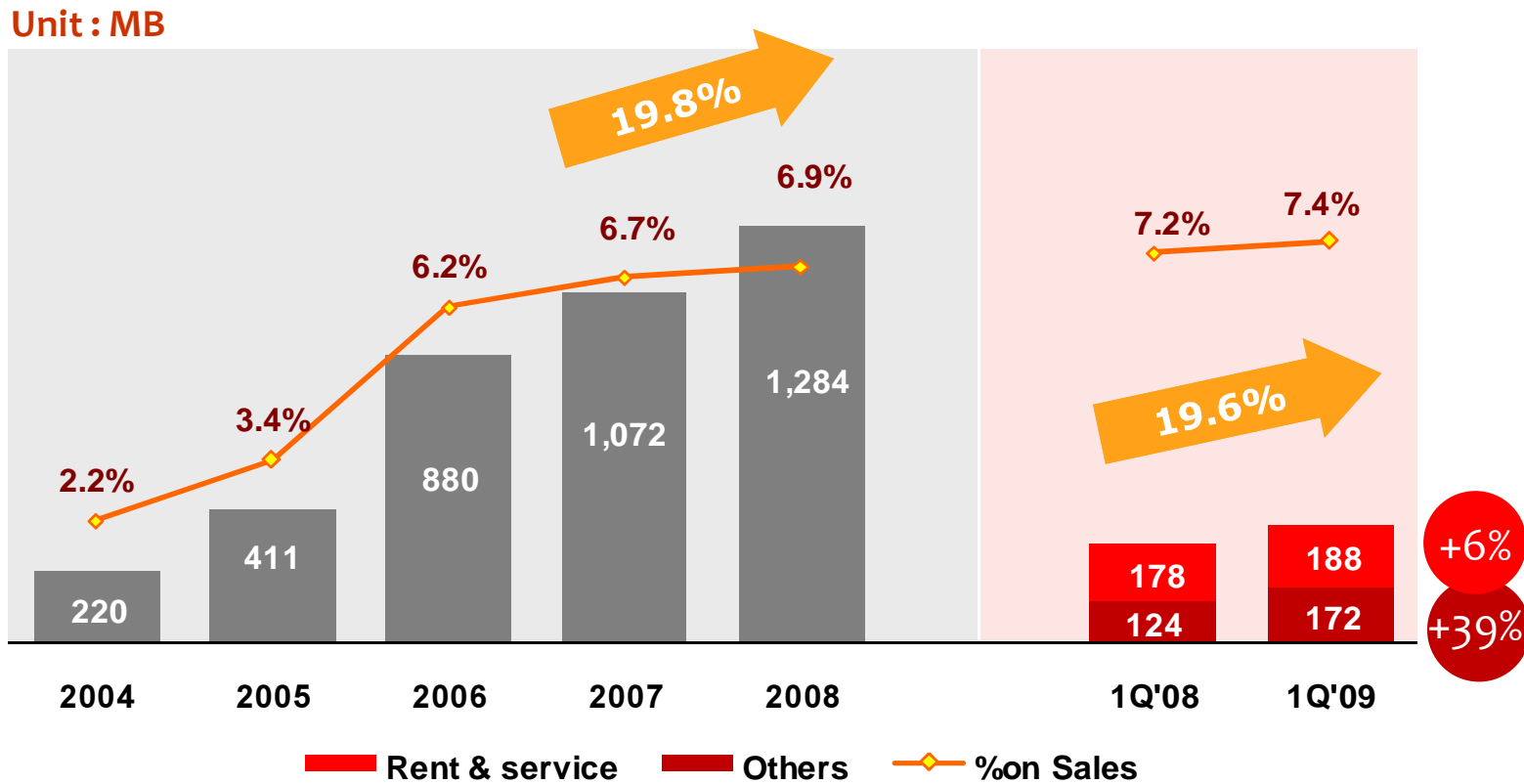
Sustainable Sales Growth

Unit : MB





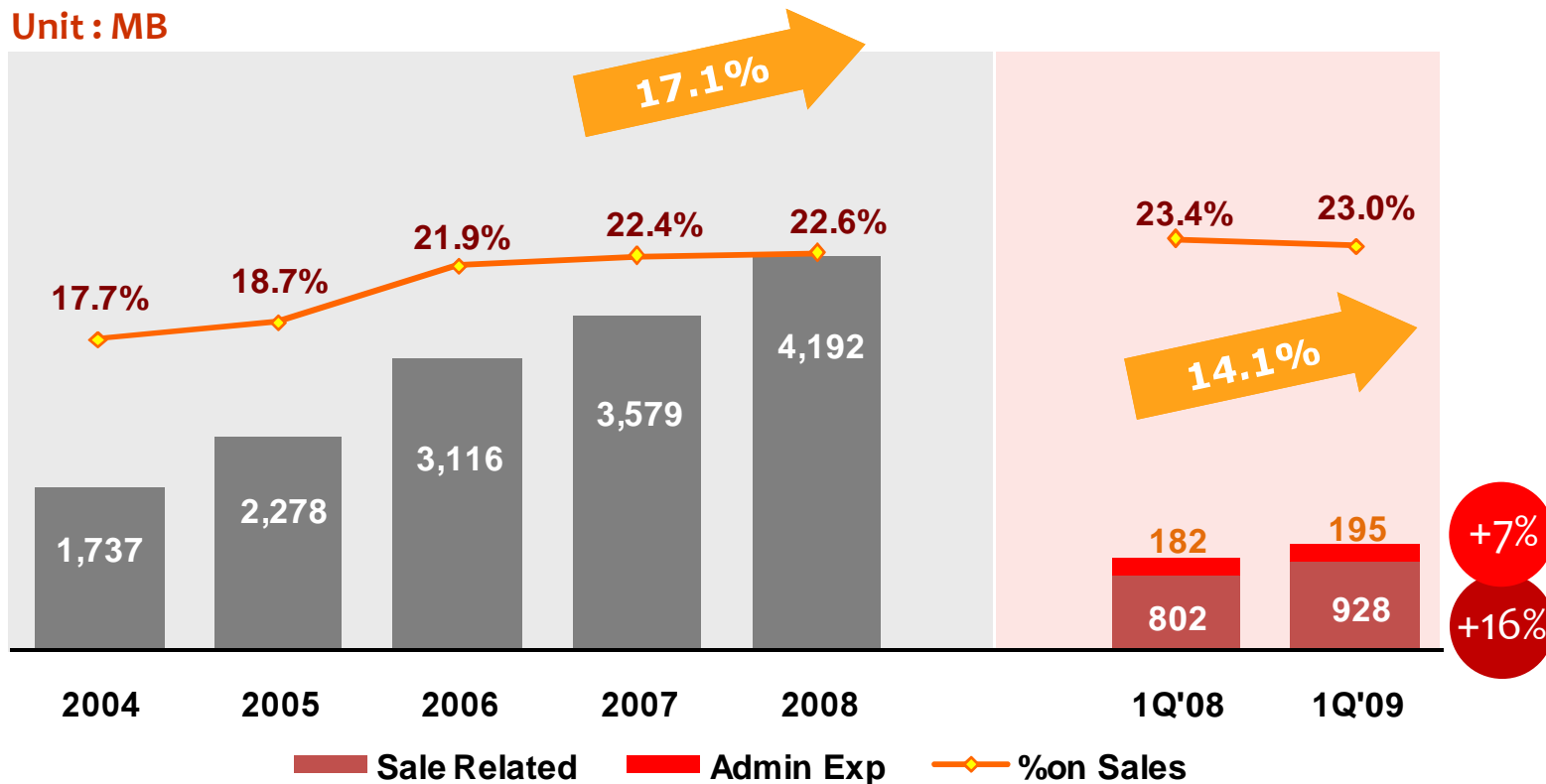
Rising Other Income



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



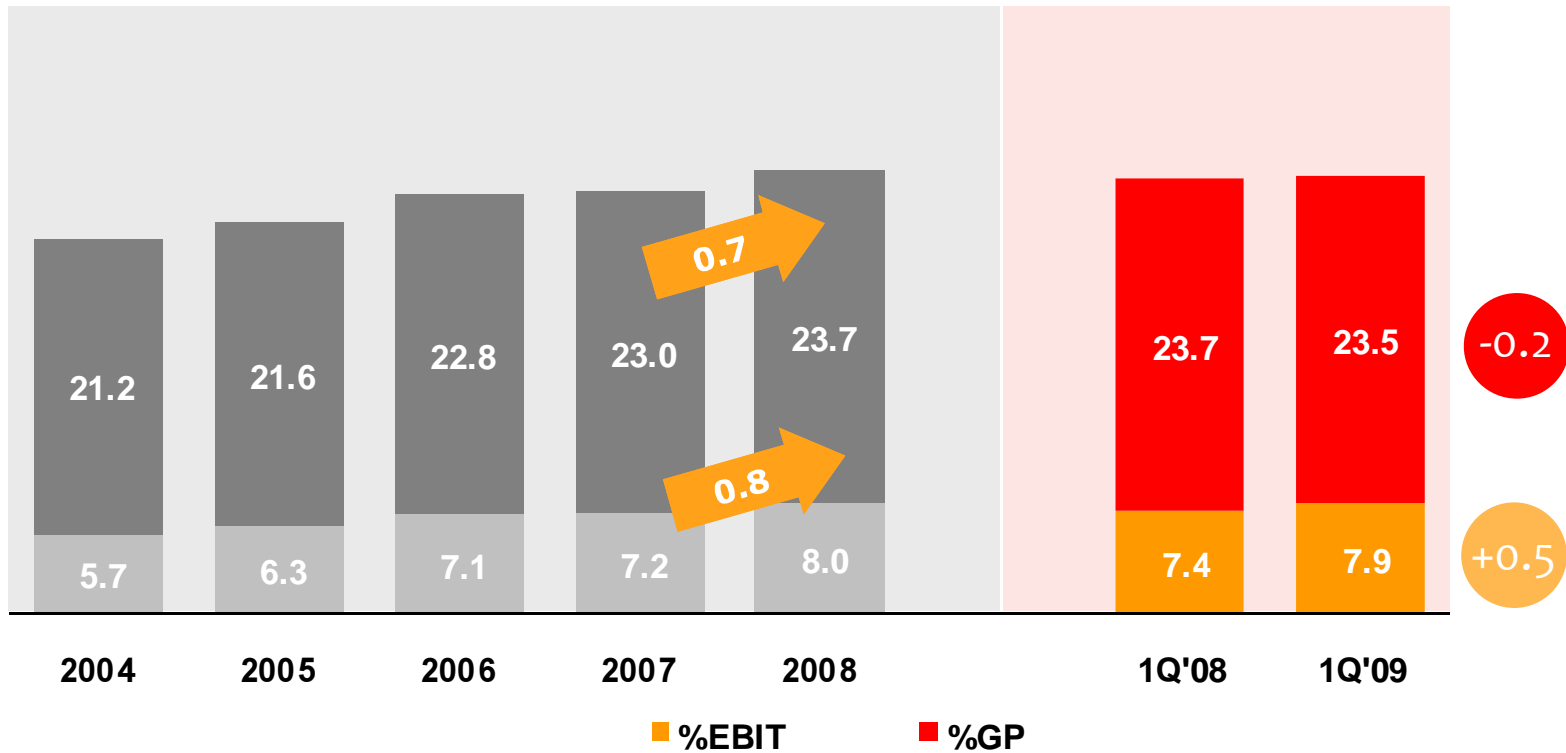
SG&A Expenses



Rise in SG&A in baht term as a result of operational expenses of new stores, in particular, Salaries, Service related costs, and EXPO expenses .

GP & EBIT

Unit : %

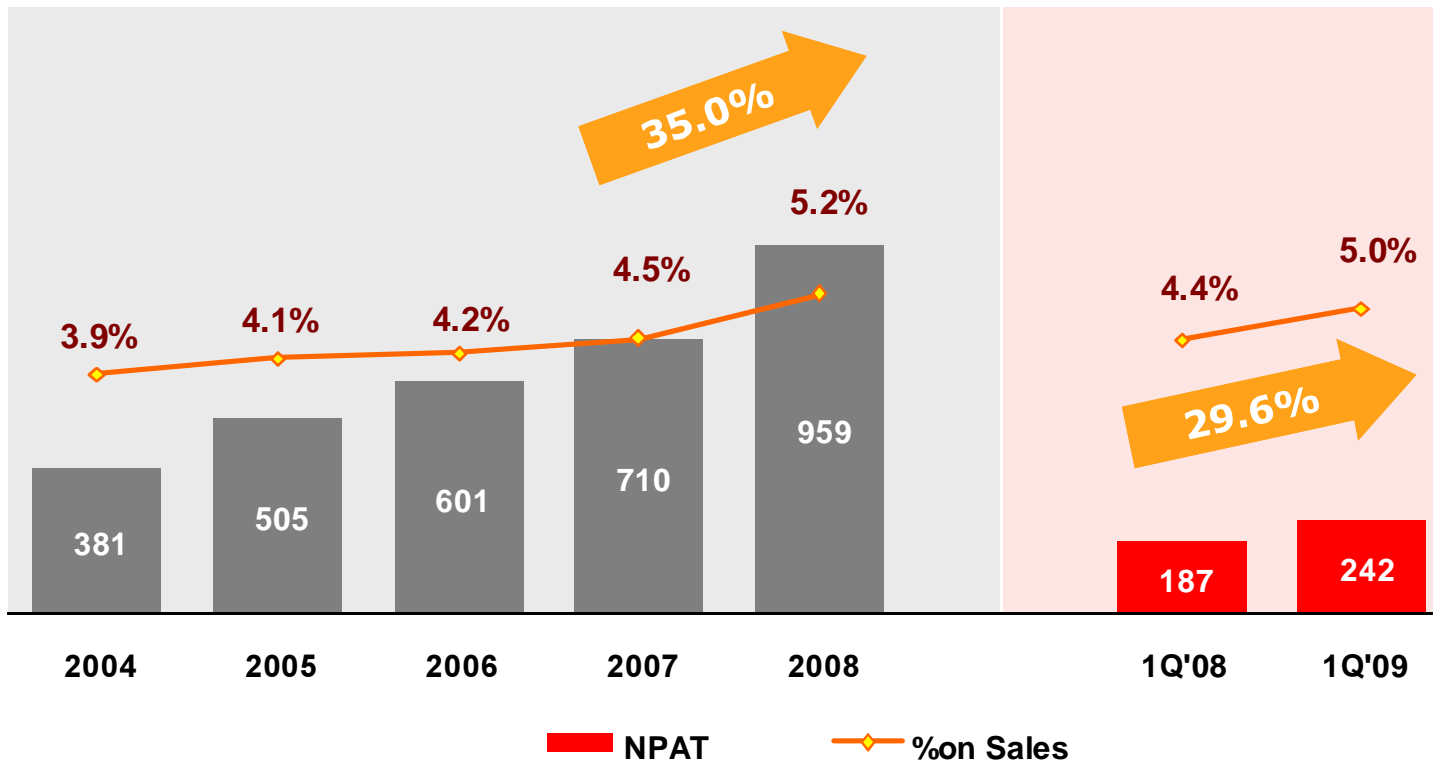


GP marginal decreased as a result of increase in product mix of lower margin goods



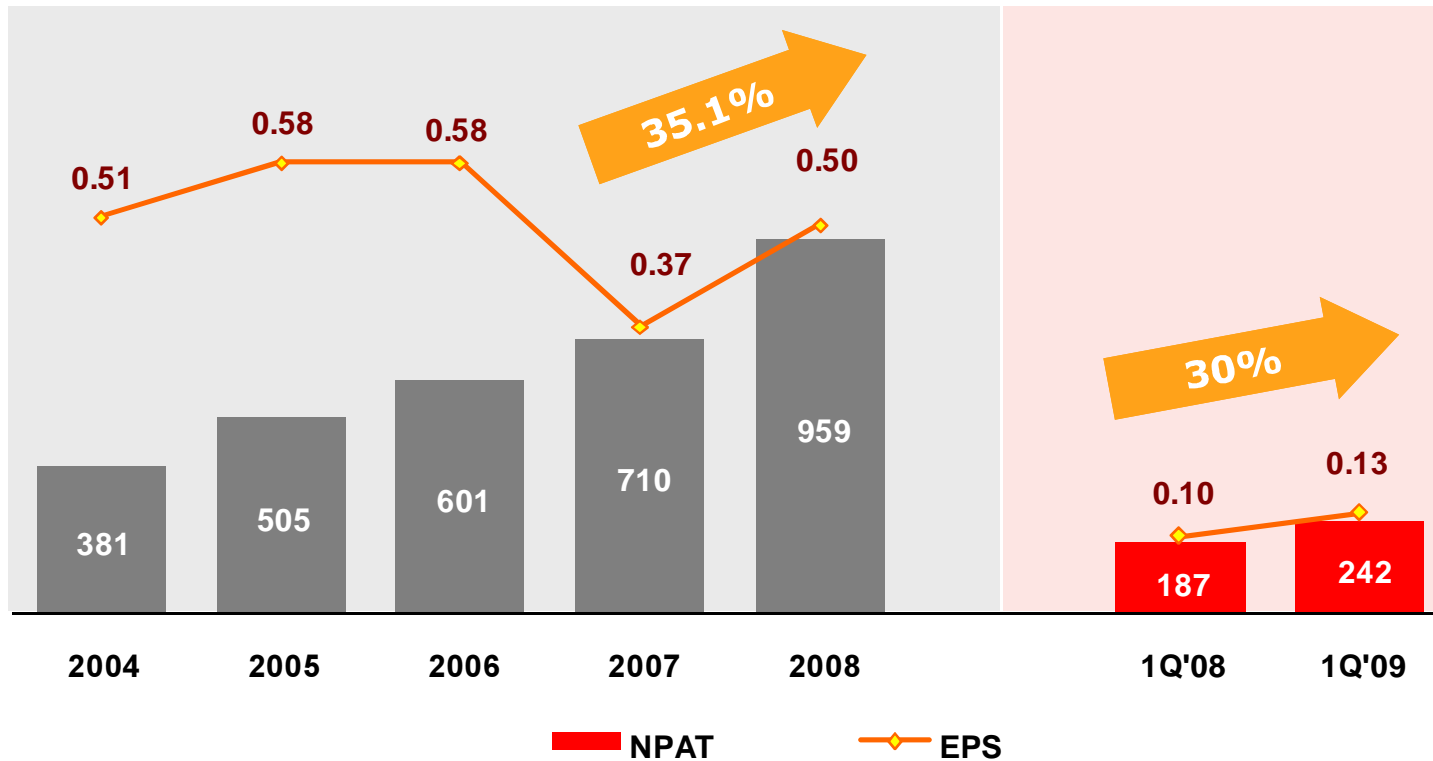
Net Profit

Unit: MB



1Q'09 NPAT growth by 29.6% and NPAT % to Sales increased over 1Q'08.

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

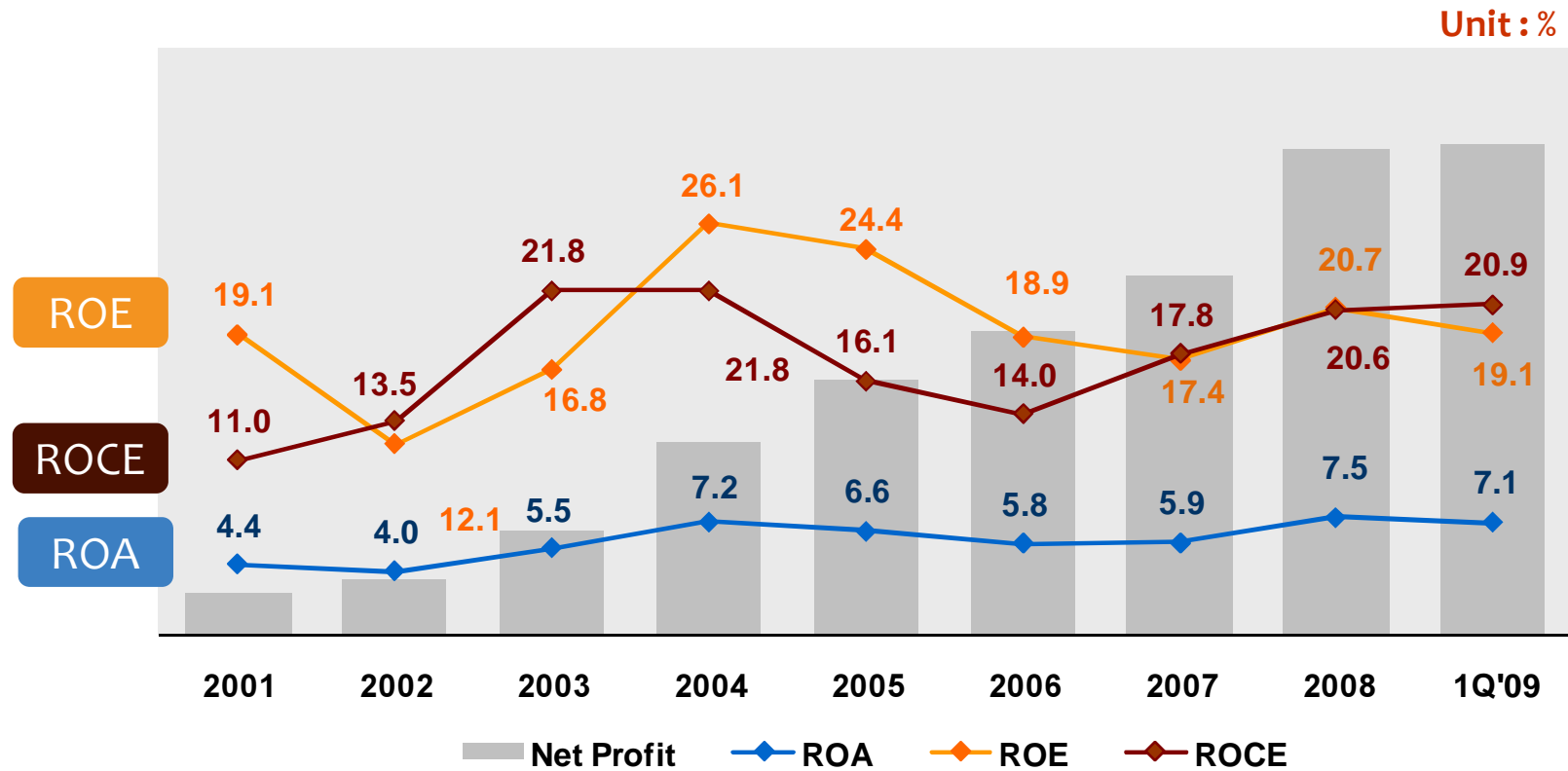


B/S Summary

Unit : MB

	31 Mar 09	31 Dec 08	VAR	%
Cash & Deposit	846.7	603.8	▲ 242.9	40.2
Inventory	2,814.5	2,728.1	▲ 86.4	3.2
Land Building & Equipment	9,680.9	9,466.3	▲ 214.6	2.3
Others	512.8	570.9	▼ 58.1	10.2
Total Assets	13,854.8	13,369.1	▲ 485.7	3.6
Financial Debt	2,420.4	2,664.6	▼ 244.2	9.2
Account Payable	3,929.9	3,697.2	▲ 232.7	6.3
Others	2,306.2	2,051.1	▲ 255.2	12.4
Total Liabilities	8,656.5	8,412.9	▲ 243.6	2.9
Paid-Up Capital	1,933.7	1,933.6	▲ 0.0	0.0
Share Premium	566.8	566.8	▲ 0.0	0.0
Retain Earnings	2,697.9	2,455.8	▲ 242.1	9.9
Total Equities	5,198.3	4,956.2	▲ 242.1	4.9
Total Liabilities & Equities	13,854.8	13,369.1	▲ 485.7	3.6

ROA – ROE – ROCE

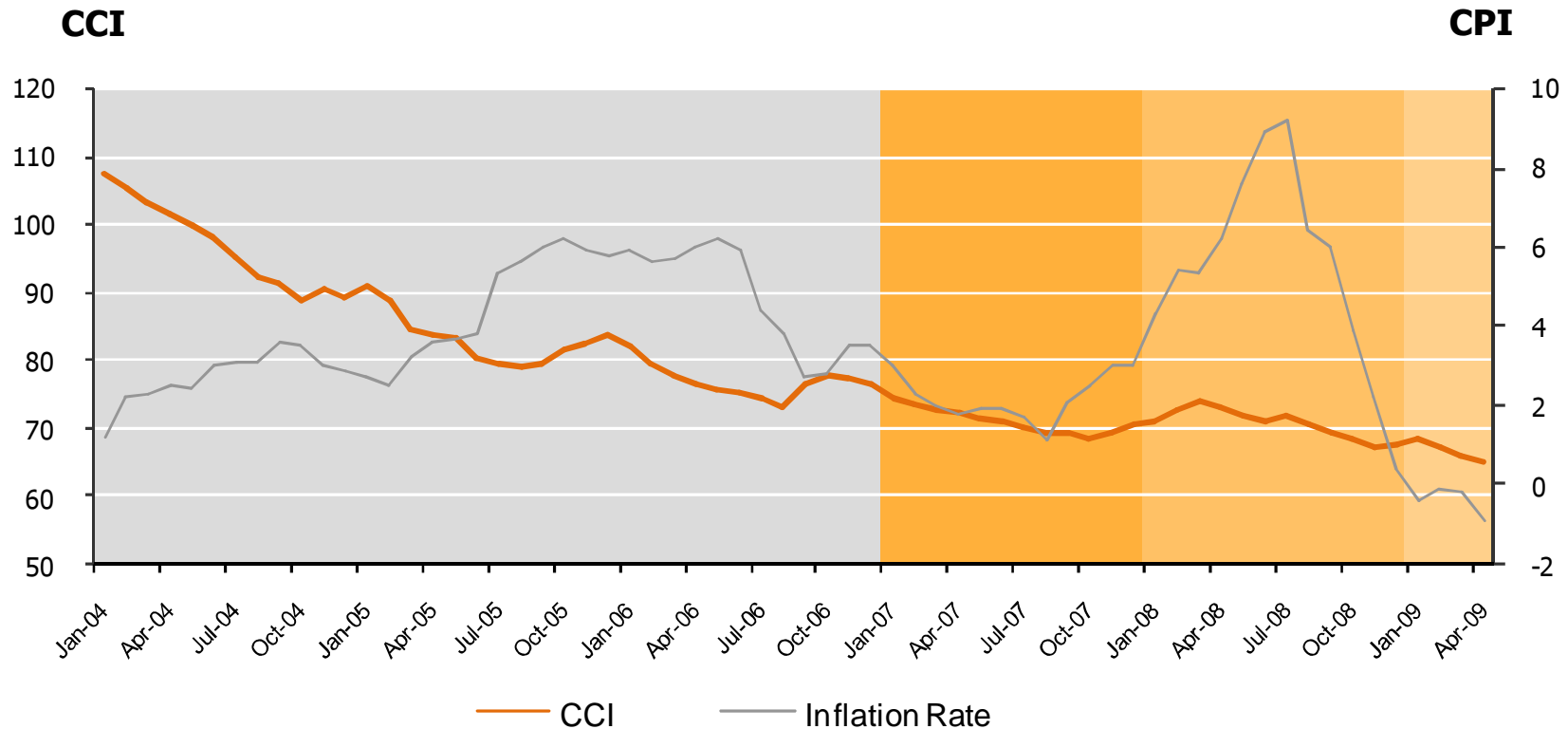




1Q'09 Business Outlook



Lowering Thai's Consumer Confidence Index



CCI fell to its lowest level 87-month in April, due to renewed domestic political tension and concern over a worsening global economy leading to export contraction and drop in tourist industry.

► 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 June 2009. 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



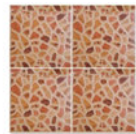
MOYA



bathtime



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 Rajapruk Revamps



- ▶ HomePro stores renovation more life style
- ▶ 200 more parking space with new circulation exit
- ▶ VILLA Supermarket
- ▶ Adding more tenants



HomePro EXPO 9

► 13-22 March 2009, IMPACT Muang Thong Thaneer



HomePro EXPO 9 was organized under concept “We KNOW”, deeply knowing about home.



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Question & Answer

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