



ANALYST PRESENTATION

1st Half 2008 Result

Home Product Center Public Company Limited

August 14, 2008



Home Product Center Plc.

HomePro is the leading home improvement retailer in Thailand.

Our products range cover 60,000 items.
We operate 33 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).



HomePro
"Total Home Solution".



Agenda

-  Financial Result
-  Business Outlook



Service Mind.



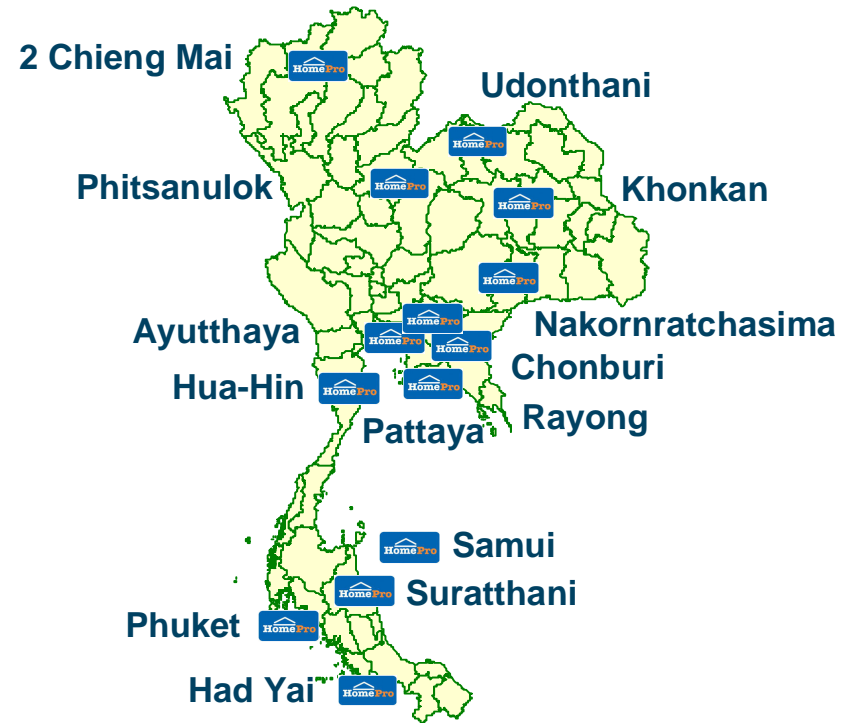
1H'08

Financial Result

17 Bangkok Stores



15 Upcountry Stores





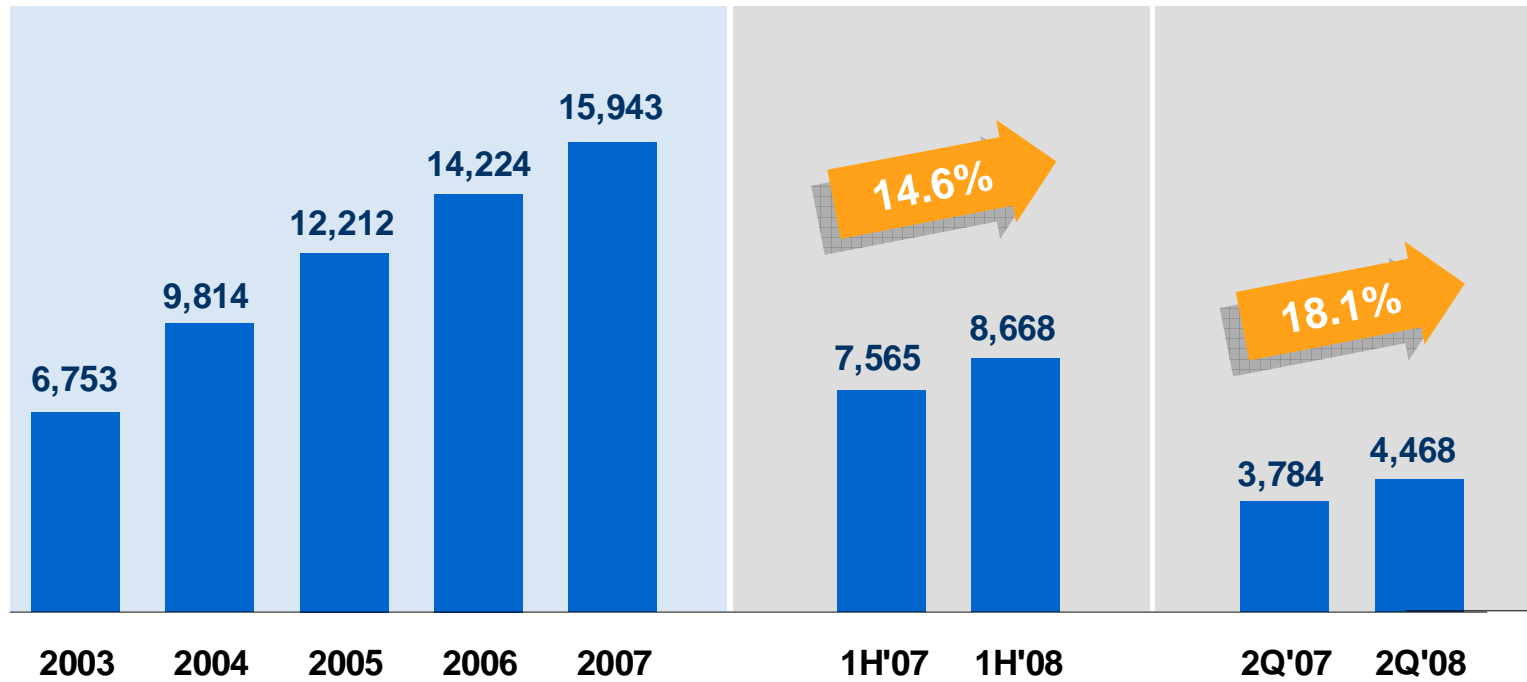
Profit & Loss Summary

Unit : MB

	1H'08	% on Sales	1H'07	% on Sales	VAR	%G
SALES	8,668.4	100.0	7,565.0	100.0	1,103.4	14.6
RENTAL & SERVICE	300.4	3.5	278.8	3.7	21.6	7.7
OTHER INCOMES	259.8	3.0	208.9	2.7	50.9	24.4
TOTAL REVENUE	9,228.6	106.5	8,052.7	106.4	1,175.9	14.6
COGS	6,634.7	76.6	5,827.1	77.0	807.6	13.9
SG&A	1,961.8	22.6	1,720.9	22.7	240.9	14.0
TOTAL EXPENSES	8,596.5	99.2	7,548.0	99.7	1,048.5	13.9
EBIT	632.1	7.3	504.8	6.7	127.3	25.2
INTEREST	63.4	0.7	93.7	1.3	(30.3)	(32.3)
TAX	181.9	2.1	105.4	1.4	76.5	72.6
NET PROFIT	386.9	4.5	305.6	4.0	81.3	26.6

Sales Growth

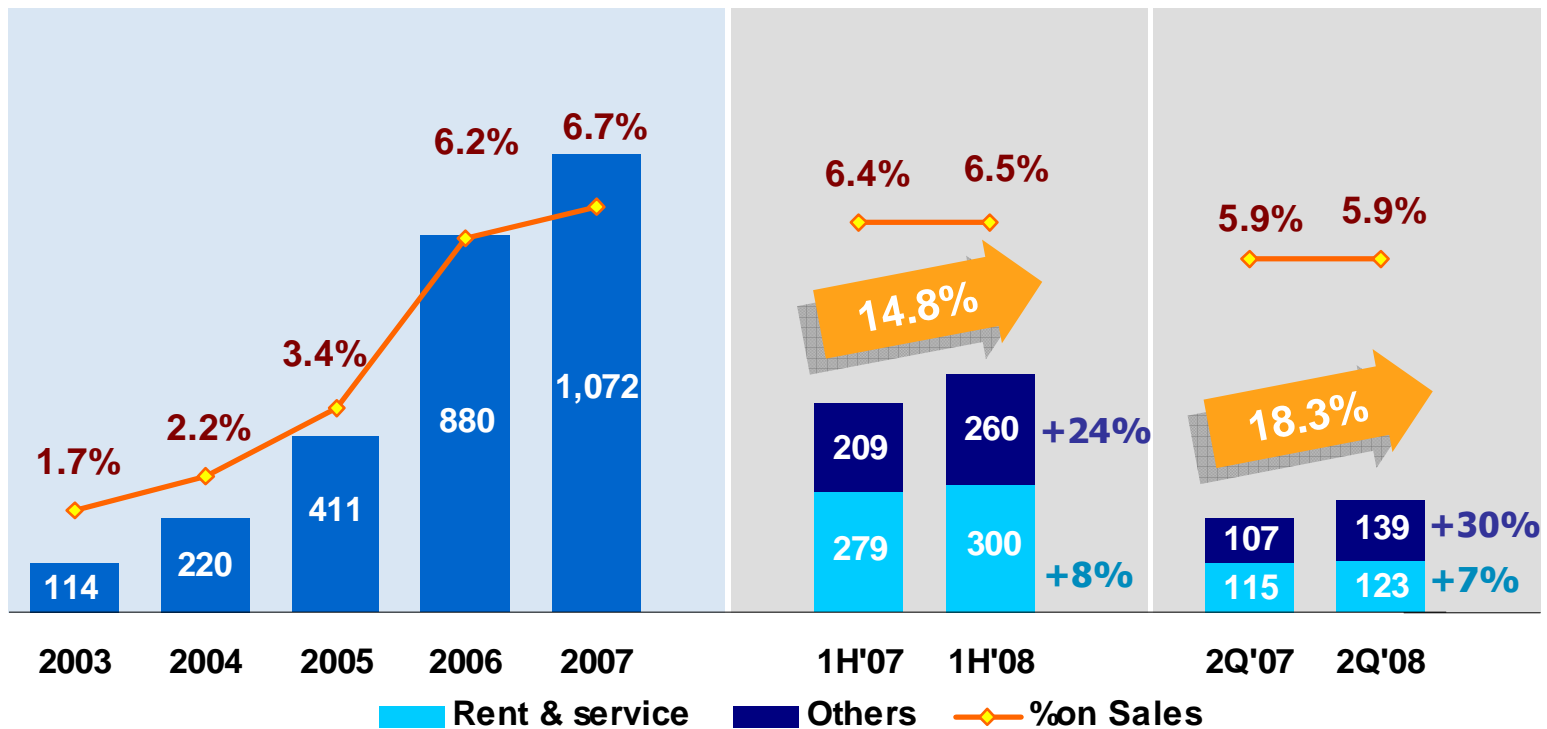
Unit : MB



1H'08, sales growth of 14.6% YoY while **2Q'08** growth of 18.1%.

Rising Other Income

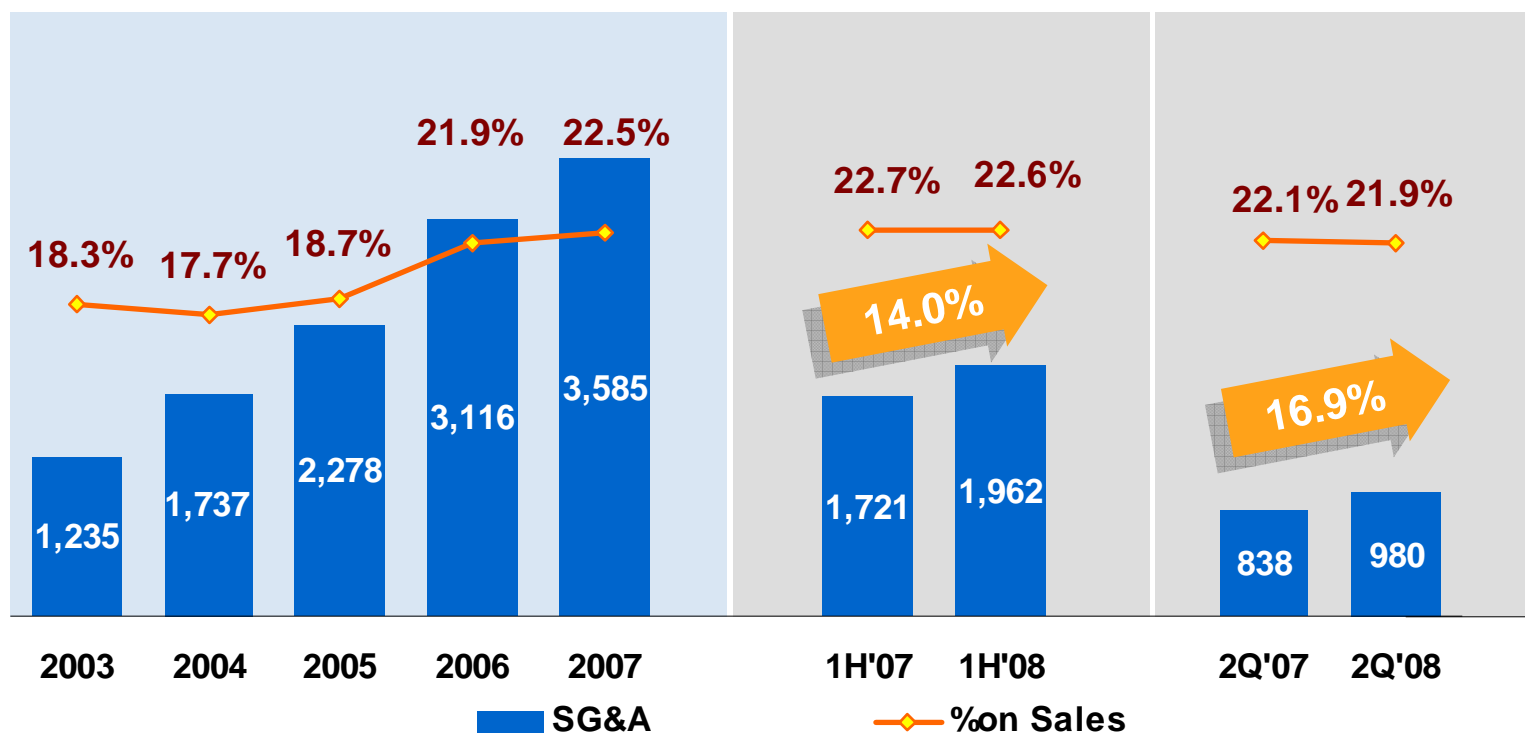
Unit : MB



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

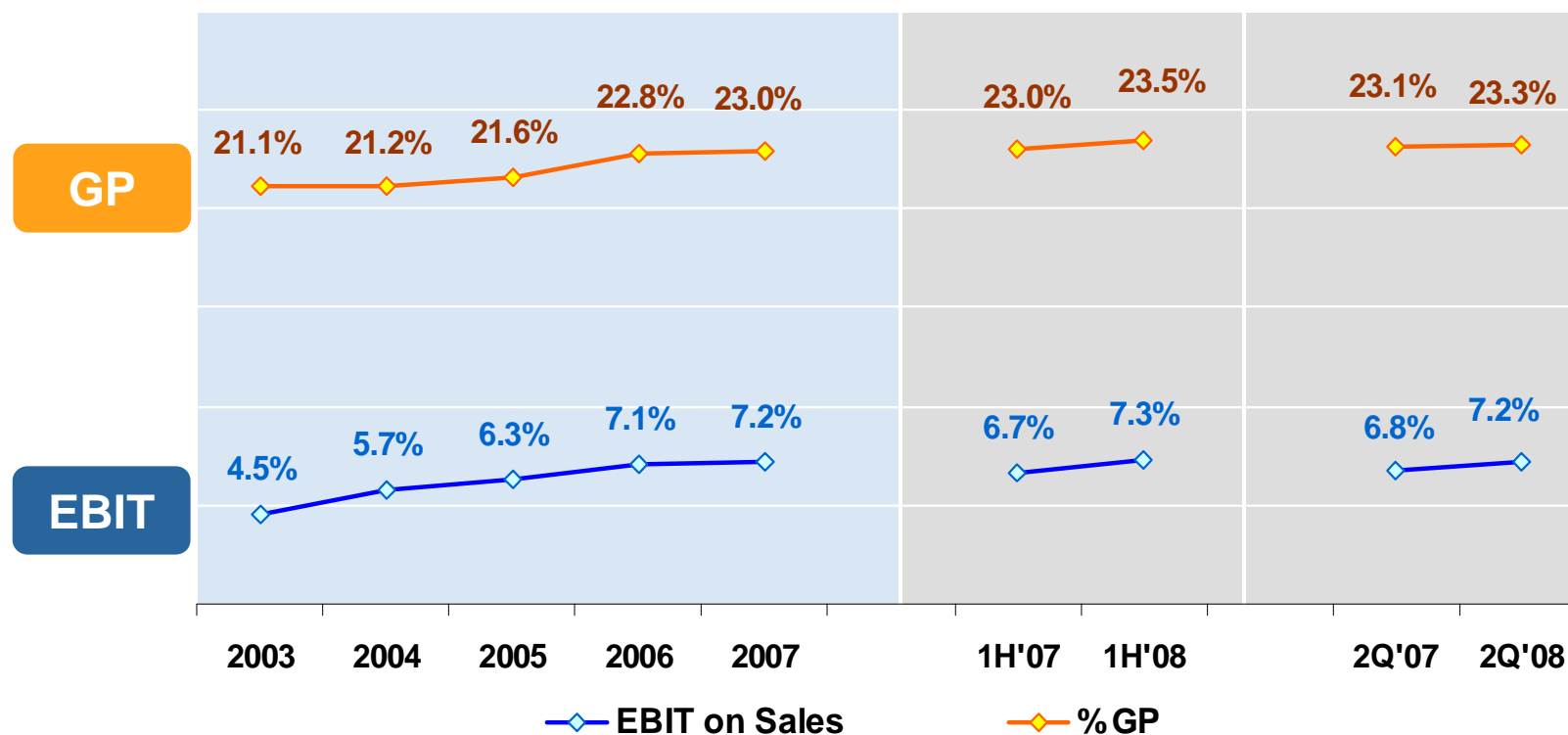
SG&A Expenses

Unit : MB



Rise in SG&A in baht term as a result of operational expenses of new stores, in particular, Salaries, Rental & Service, Energy cost and Depreciation. Still able to maintain SG&A as % to sales.

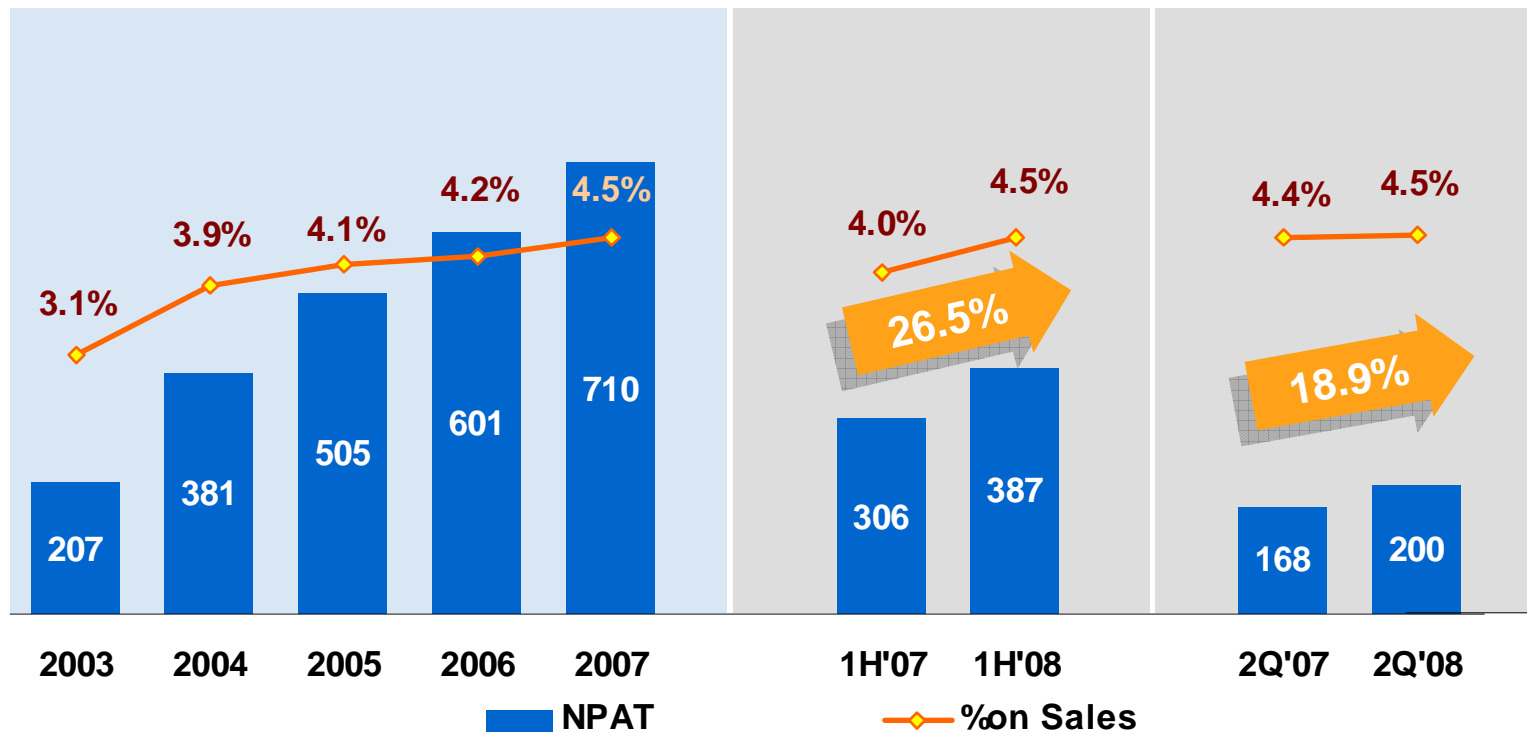
GP & EBIT



GP increased as a result of improving in product mix, especially increase in sales of house brand product.

Net Profit

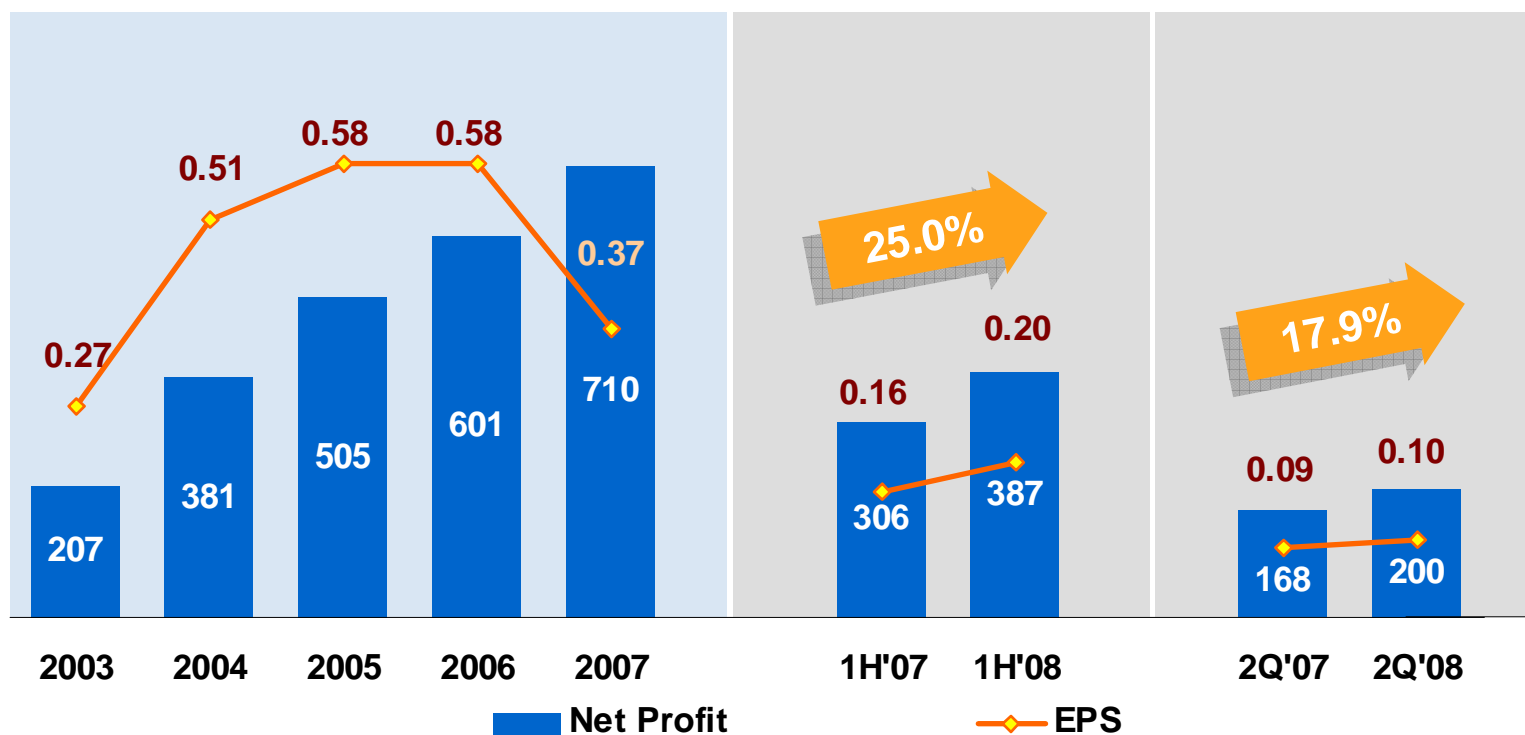
Unit : MB



1H'08 NPAT growth by 26.5% and NPAT % to Sales increased over 1H'07.

EPS

Unit : MB



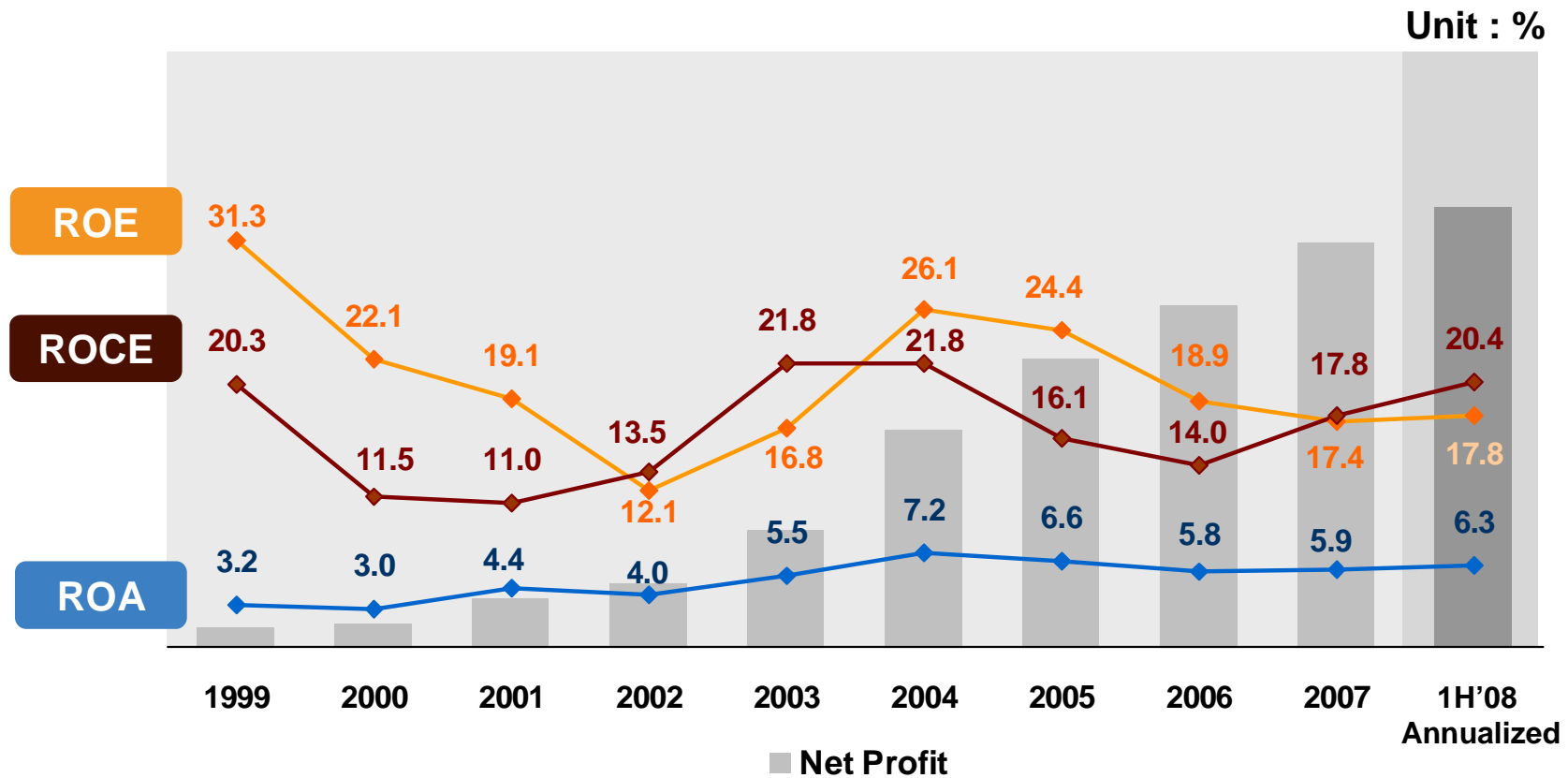
Note : 1. Equity raising 960 MBht in DEC 2006 at ratio 1:1 of 1 Bht /share.
 2. **EPS** since 2007 onward taking full dilution impact of 1:1



Balance Sheet Summary

	Unit : MB			
	30 Jun 08	31 Dec 07	VAR	%
CASH & DEPOSIT	138.1	235.1	(96.9)	(41.2)
INVENTORY	2,720.0	2,547.6	172.4	6.8
Land Building & Equipment	8,345.7	8,339.6	6.1	0.1
OTHERS	1,034.9	1,152.1	(117.2)	(10.2)
TOTAL ASSETS	12,238.7	12,274.3	(35.6)	(0.3)
FINANCIAL DEBT	2,684.4	2,953.2	(268.9)	(9.1)
ACCOUNT PAYABLE	3,359.4	3,206.4	153.0	4.8
OTHERS	1,812.5	1,791.2	21.3	1.2
TOTAL LIABILITIES	7,856.3	7,950.8	(94.6)	(1.2)
PAID-UP CAPITAL	1,933.2	1,924.9	8.3	0.4
SHARE PREMIUM	566.1	555.7	10.4	1.9
RETAIN EARNINGS	1,883.2	1,842.9	40.4	2.2
TOTAL EQUITIES	4,382.5	4,323.5	59.0	1.4
TOTAL LIABILITIES & EQUITIES	12,238.7	12,274.3	(35.6)	(0.3)

ROA – ROE – ROCE





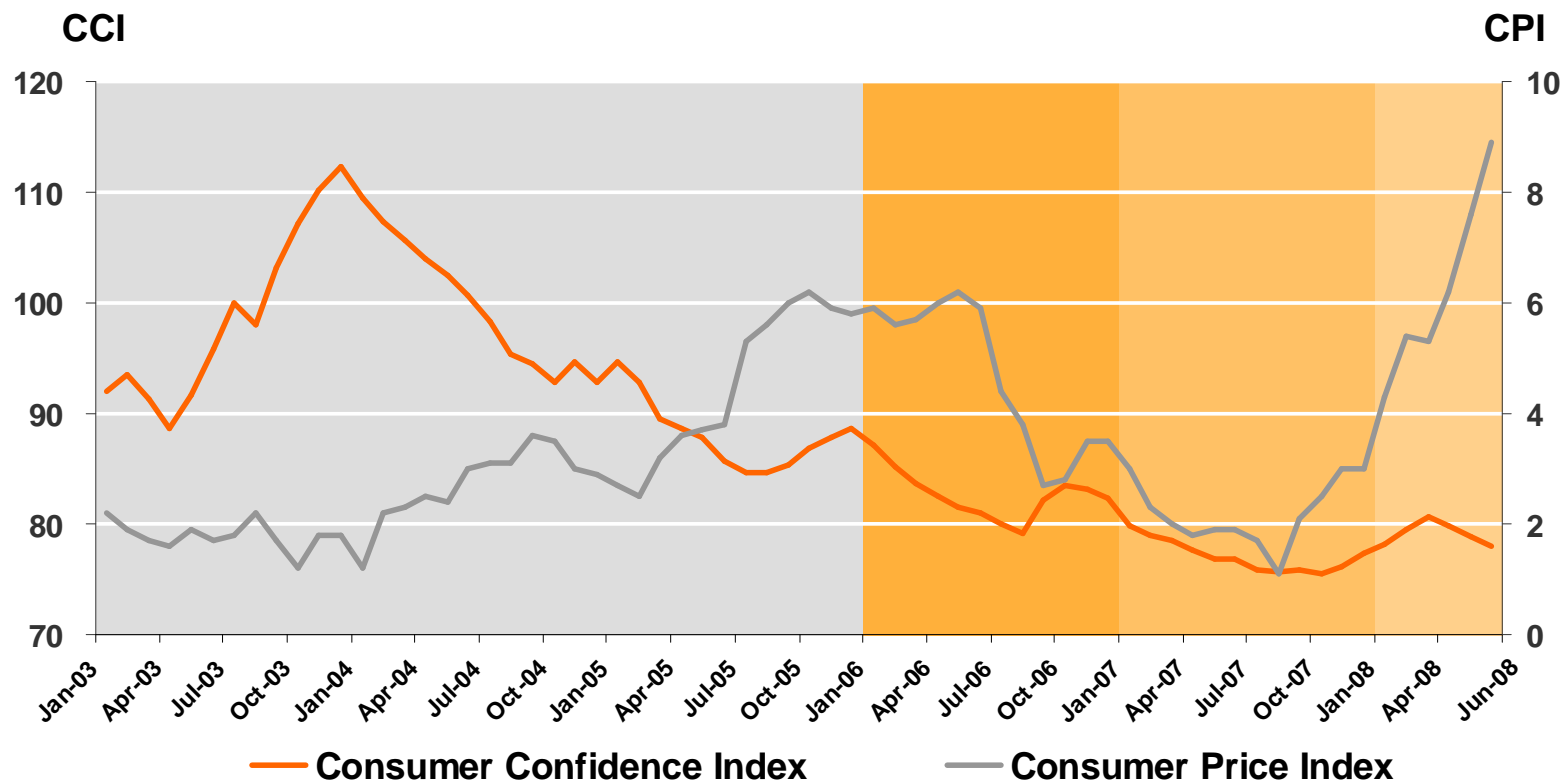
2008

Business Outlook



Gradually declining Consumer Confidence Index since Apr 08

Drop of CCI due to rising of Inflation and political uncertainty concern.



Upcoming Retail and Wholesales Business Act

- Draft law is being revised by Ministry of Commerce before seeking approval by the Cabinet. If it is passed by the Cabinet, National Legislation Assembly will continue further for approval process.

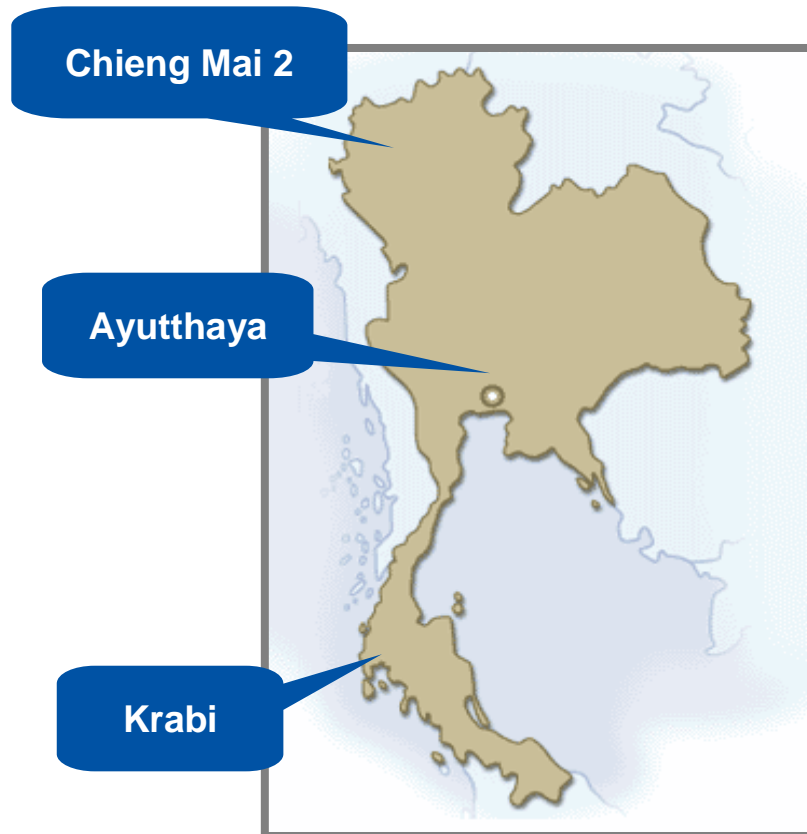


Carrefour 



2008 Store Expansion Plan

Building Platform for Growth.



Stores Opening Schedule

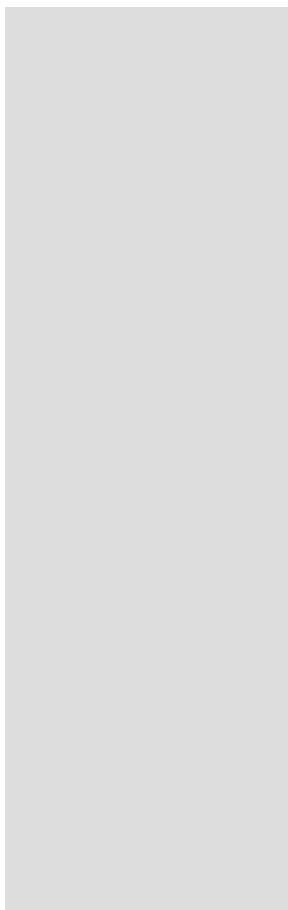
Ayutthaya	8 th MAR
Chiang Mai 2	29 th MAR
Krabi	5 th JUL

HomePro Store the End of 2008

BKK	17 Stores
Upcountry	17 Stores
Total	34 Stores

New Stores Opening 2008

(as at 14 Aug 2008)



- ▲ Ayutthaya : 8th Mar
- ▶ Chiang Mai-II : 29th Mar
- ◀ Krabi : 5th Jul



Upcoming Events



HomePro Champion

AUG – OCT 08



HomePro Anniversary

SEP 08



HomePro EXPO

OCT 08



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