



Analyst Presentation

1st Half 2009 Result



August 14, 2009



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

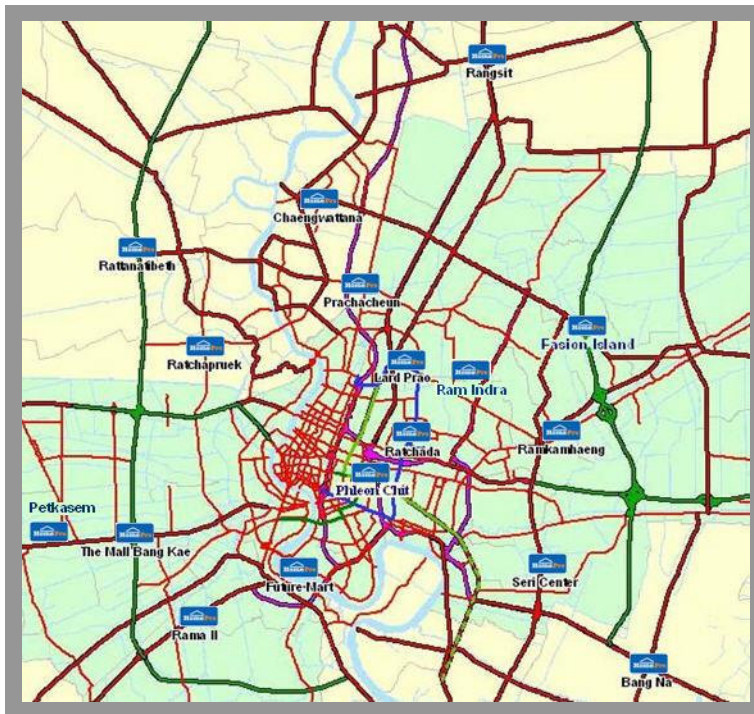
- ▶ Financial Result
- ▶ Business Outlook



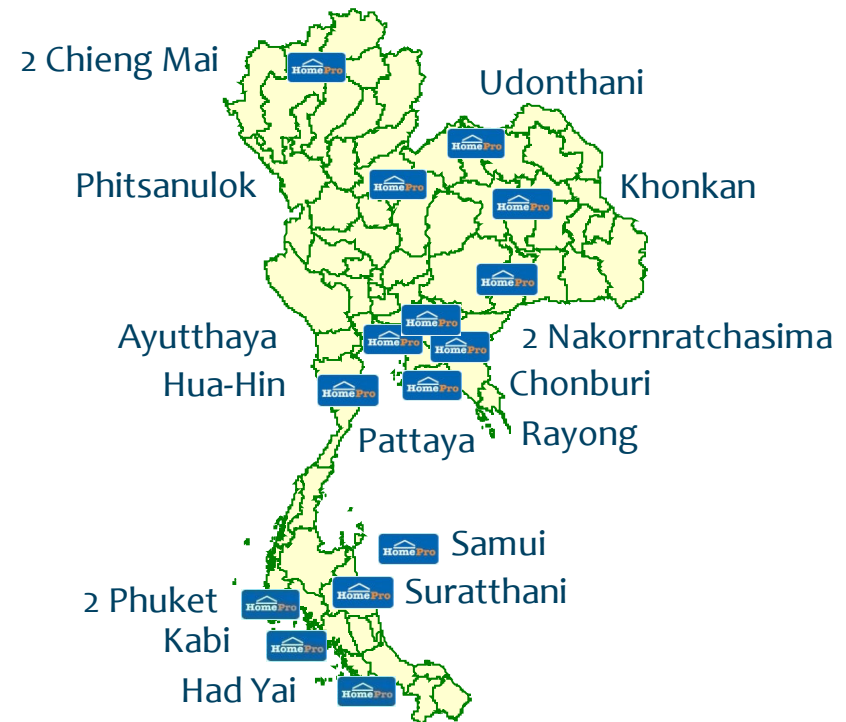


1H'09 Financial Result

▶ 17 Bangkok Stores



▶ 18 Upcountry Stores



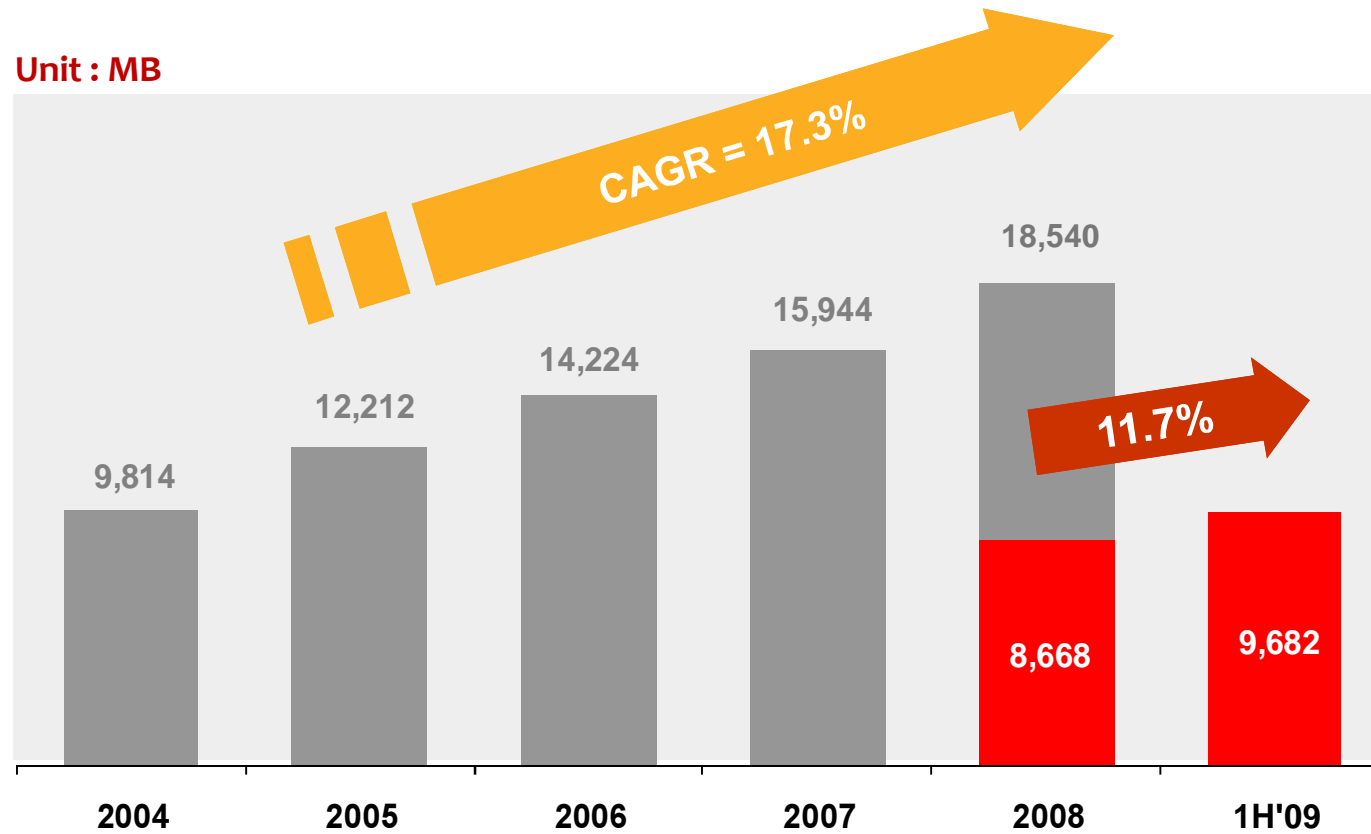


P&L Summary

Unit : MB

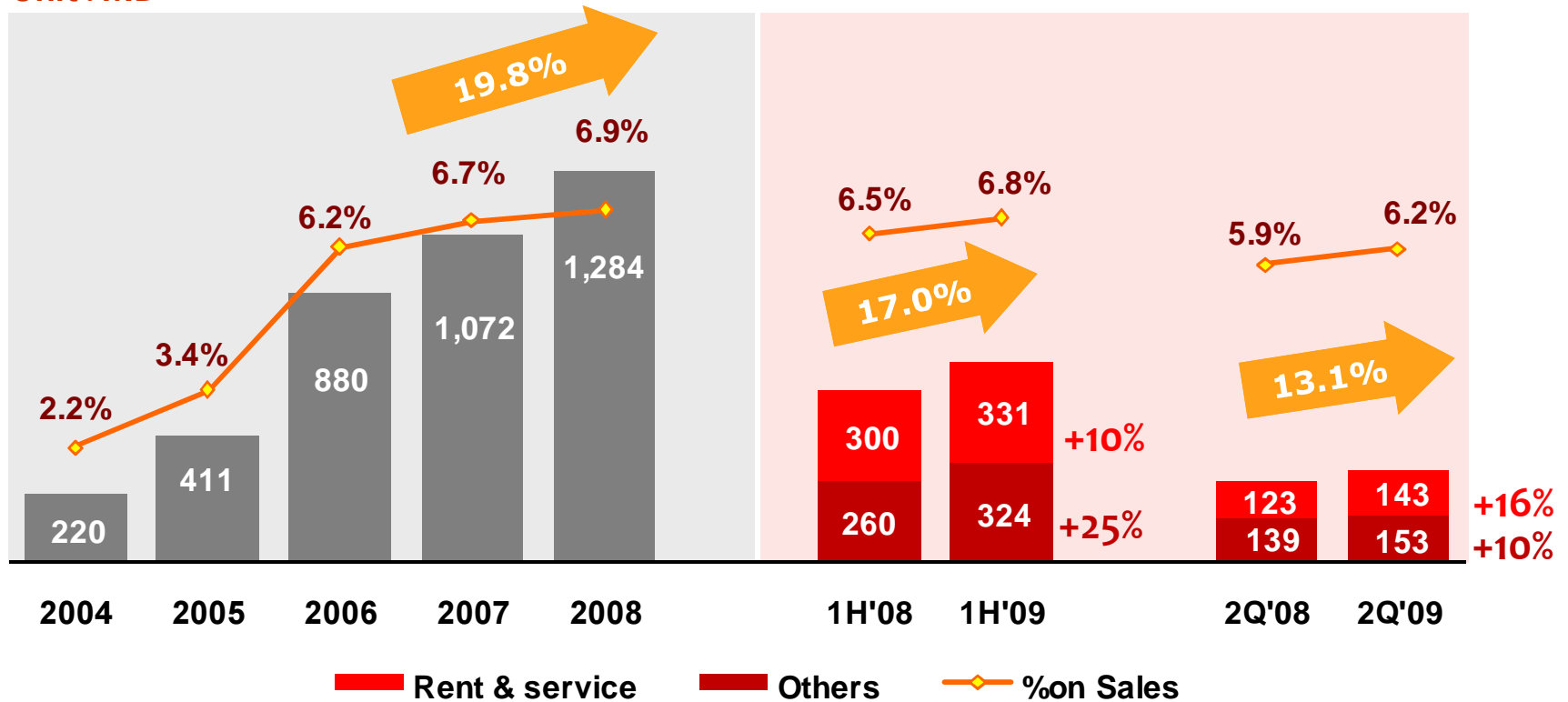
	1H'09	% on Sales	1H'08	% on Sales	VAR	%G
SALES	9,681.7	100.0	8,668.4	100.0	▲ 1,013.3	11.7
Rental & Service	331.5	3.4	300.4	3.5	▲ 31.1	10.3
Other Income	323.8	3.4	259.8	3.0	▲ 64.0	24.6
Total Revenue	10,336.9	106.8	9,228.6	106.5	▲ 1,108.4	12.0
COGS	7,360.3	76.0	6,634.7	76.5	▲ 725.7	10.9
Selling Exp	1,815.1	18.8	1,577.0	18.2	▲ 238.0	15.1
Admin Exp	398.8	4.1	379.4	4.4	▲ 19.4	5.1
Total Expenses	9,574.2	98.9	8,591.1	99.1	▲ 983.1	11.4
Earning before FIN Exp. & TAX	762.8	7.9	637.5	7.4	▲ 125.3	19.7
Financial Exp.	59.1	0.6	68.7	0.8	▼ 9.7	14.1
TAX	209.8	2.2	181.9	2.1	▲ 27.9	15.3
Net Profit	493.9	5.1	386.9	4.5	▲ 107.1	27.7

Sustainable Sales Growth



Rising Other Income

Unit: MB

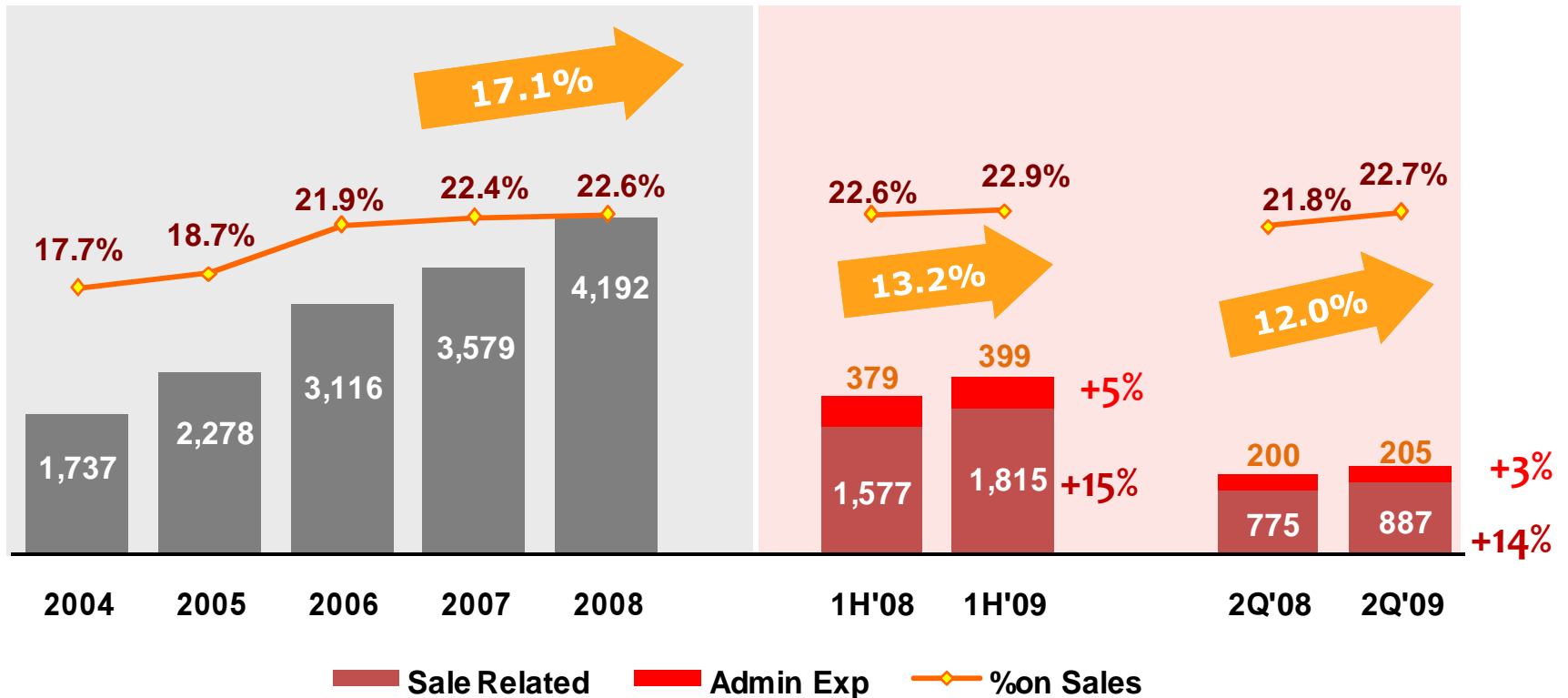


Increase in **Other Income** as contributed by increasing in Rental, Service and Advertising Fees.



SG&A Expenses

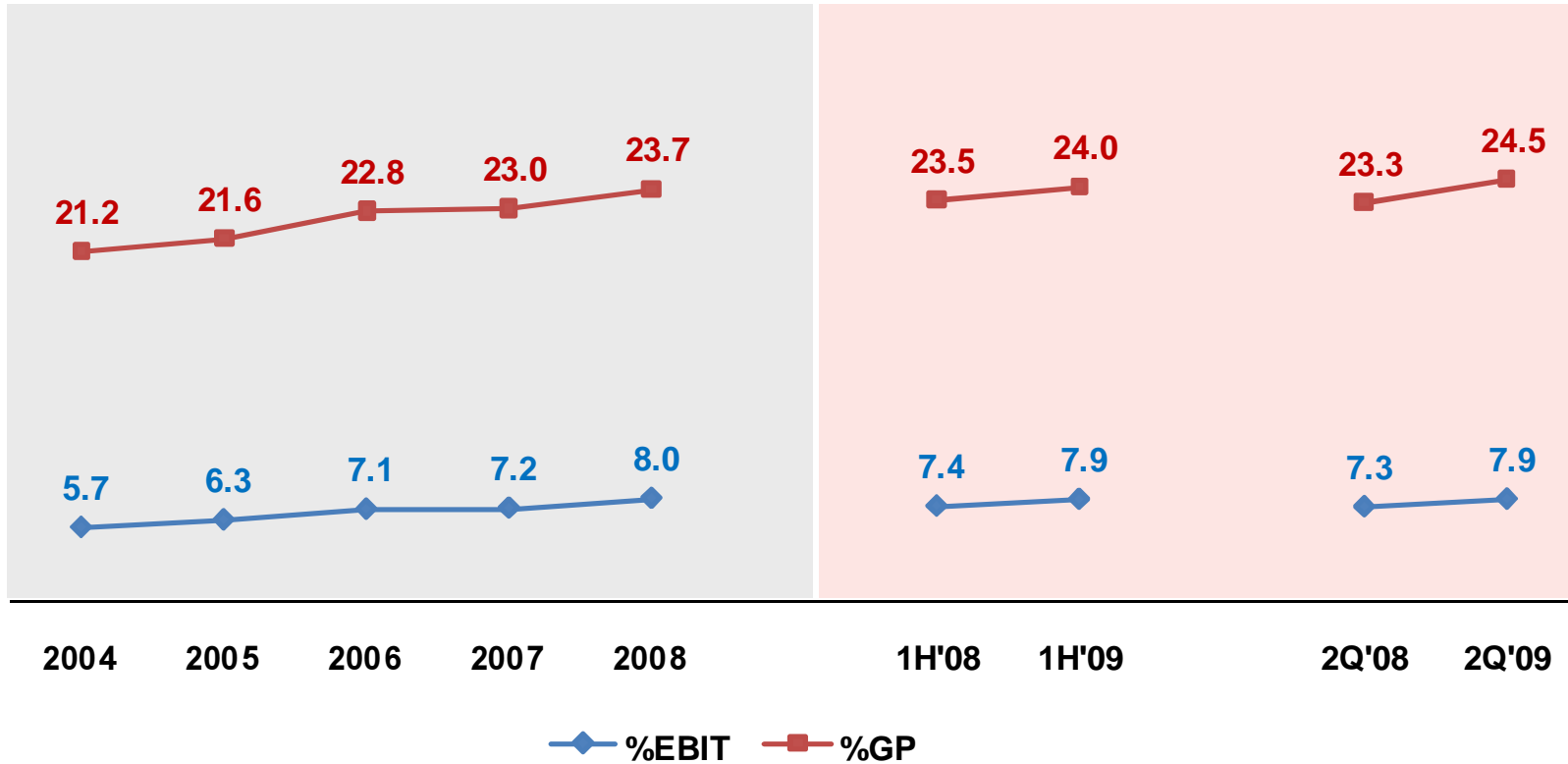
Unit : MB



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

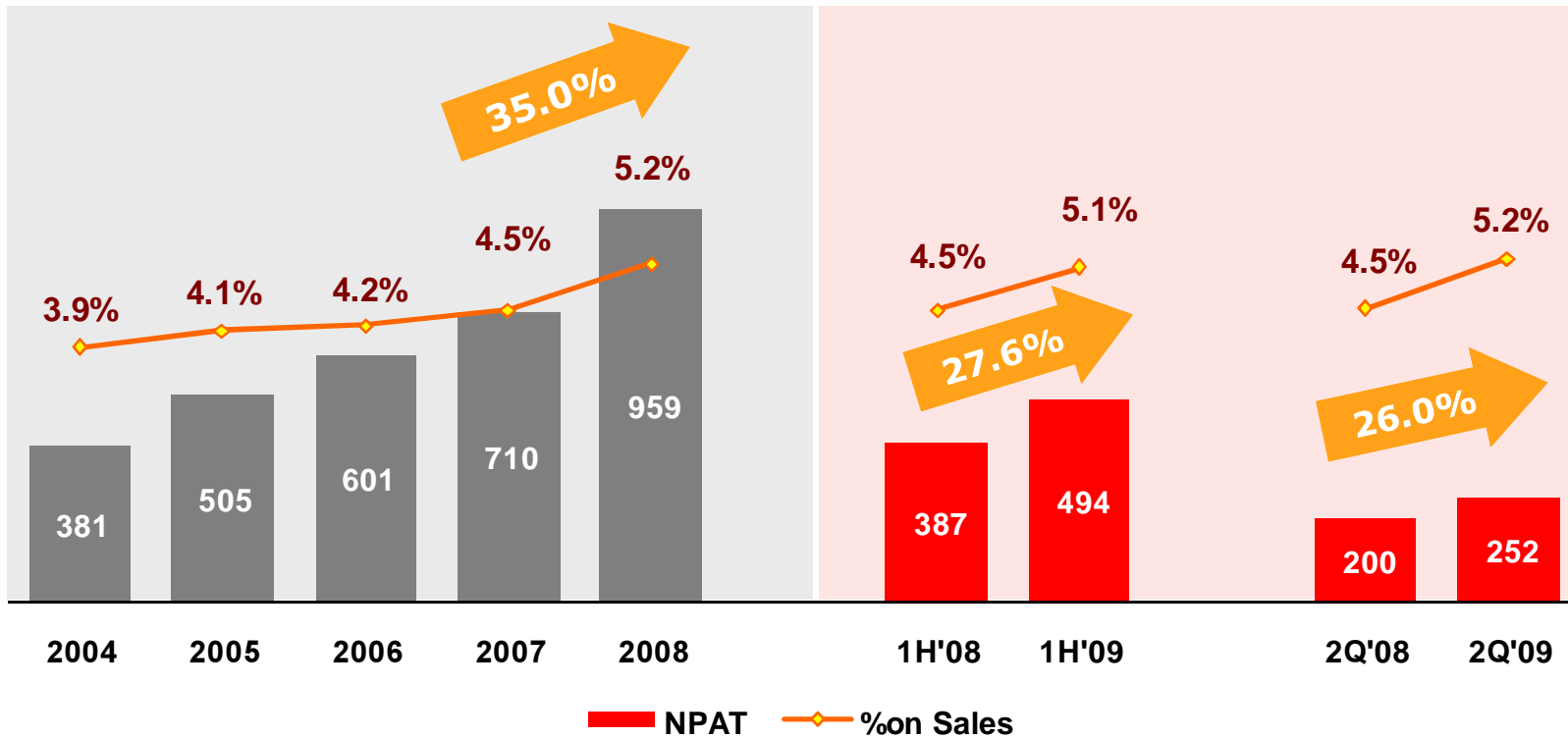
Unit : %



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

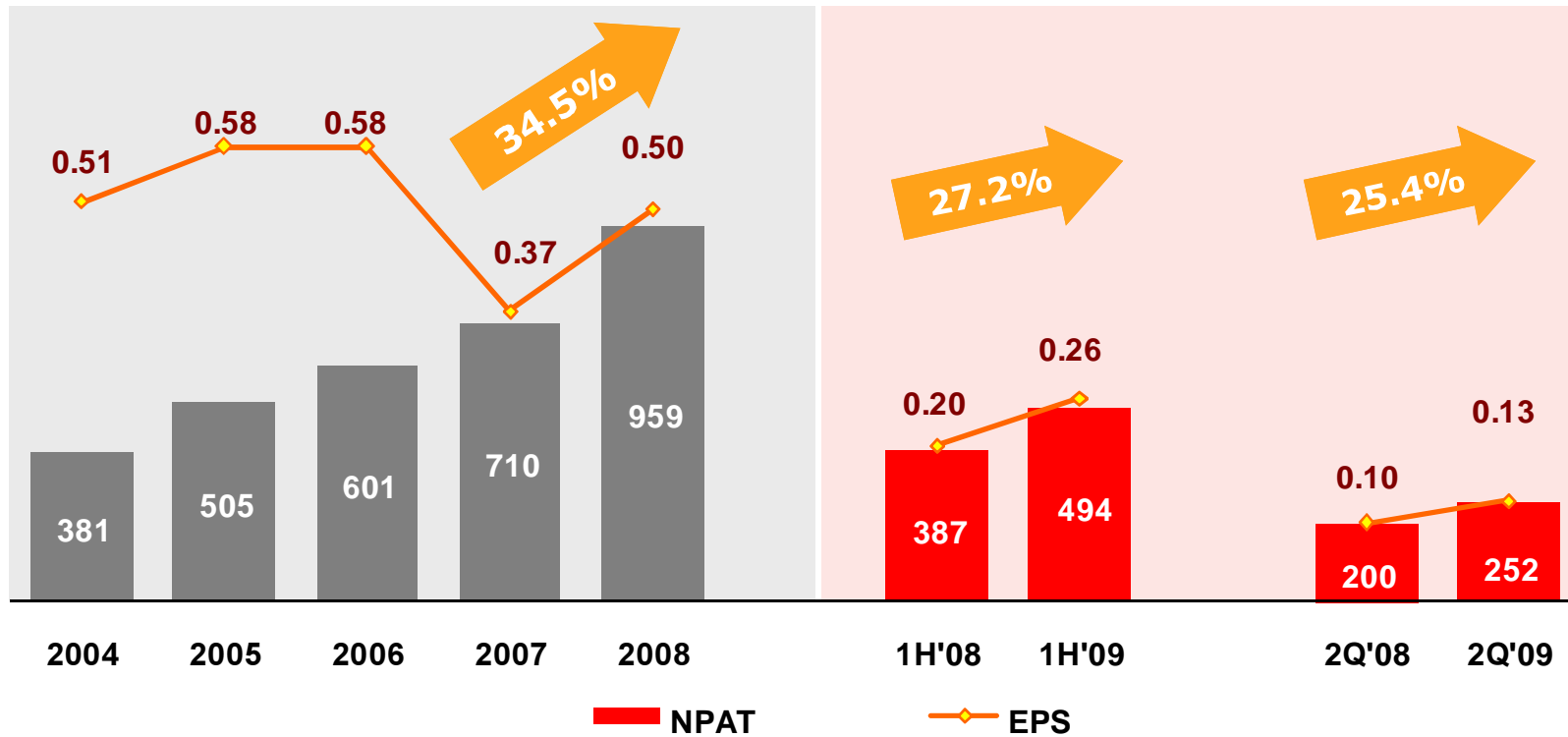
Net Profit

Unit : MB



1H'09 NPAT growth by 27.6% and NPAT % to Sales increased over 1H'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

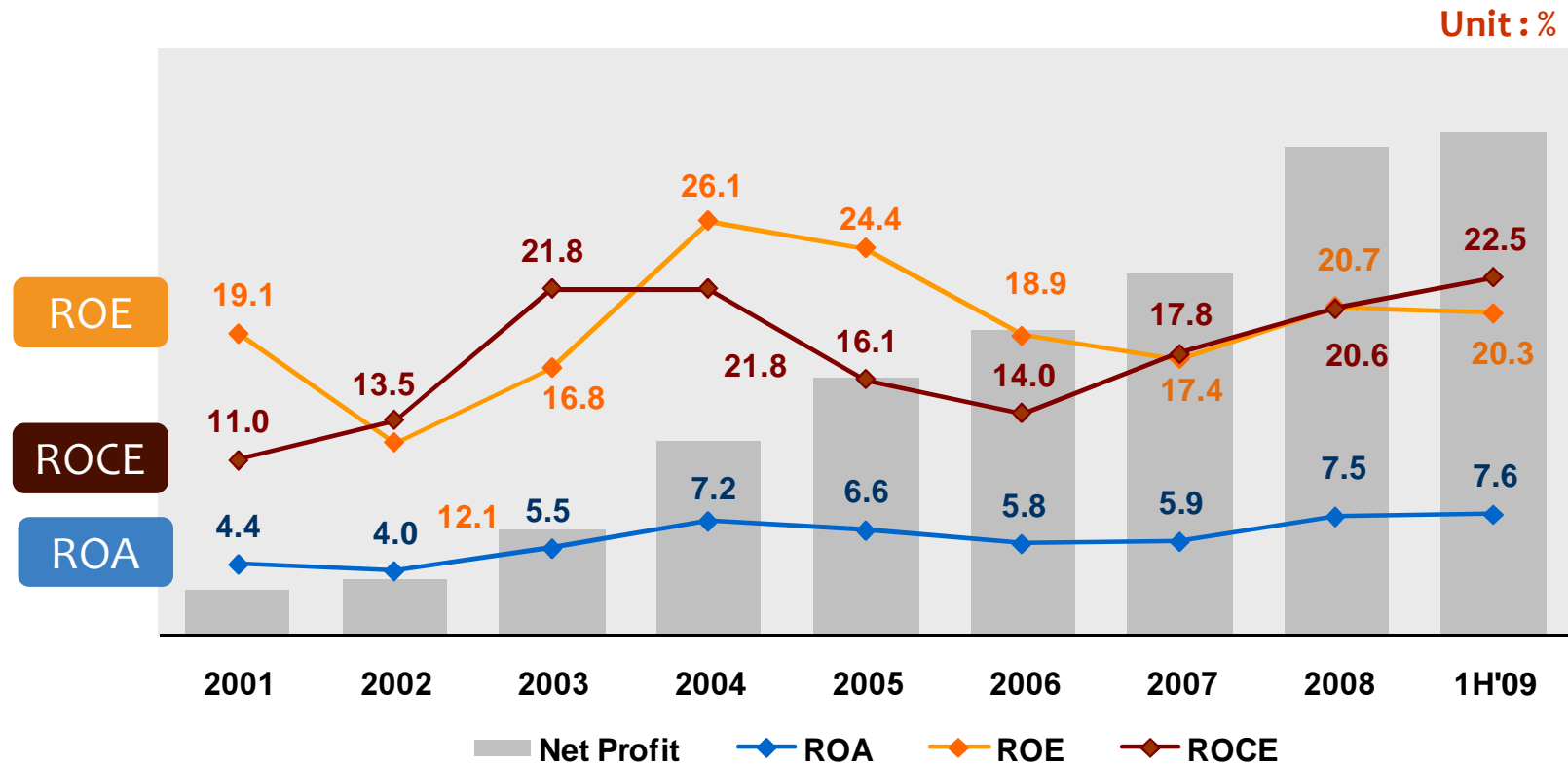


B/S at a Glance

Unit : MB

	30 Jun 09	31 Dec 08	VAR	%
Cash & Deposit	87.2	603.8	▼ 516.6	85.6
Inventory	2,536.4	2,728.1	▼ 191.6	7.0
Land Building & Equipment	9,673.0	9,466.3	▲ 206.7	2.2
Others	473.3	570.9	▼ 97.6	17.1
Total Assets	12,769.9	13,369.1	▼ 599.2	4.5
Financial Debt	2,539.4	2,664.6	▼ 125.1	4.7
Account Payable	3,495.1	3,697.2	▼ 202.1	5.5
Others	1,947.8	2,051.1	▼ 103.3	5.0
Total Liabilities	7,982.3	8,412.9	▼ 430.6	5.1
Paid-Up Capital	1,940.8	1,933.6	▲ 7.2	0.4
Share Premium	573.8	566.8	▲ 7.0	1.2
Retain Earnings	2,272.9	2,455.8	▼ 182.8	7.4
Total Equities	4,787.6	4,956.2	▼ 168.6	3.4
Total Liabilities & Equities	12,769.9	13,369.1	▼ 599.2	4.5

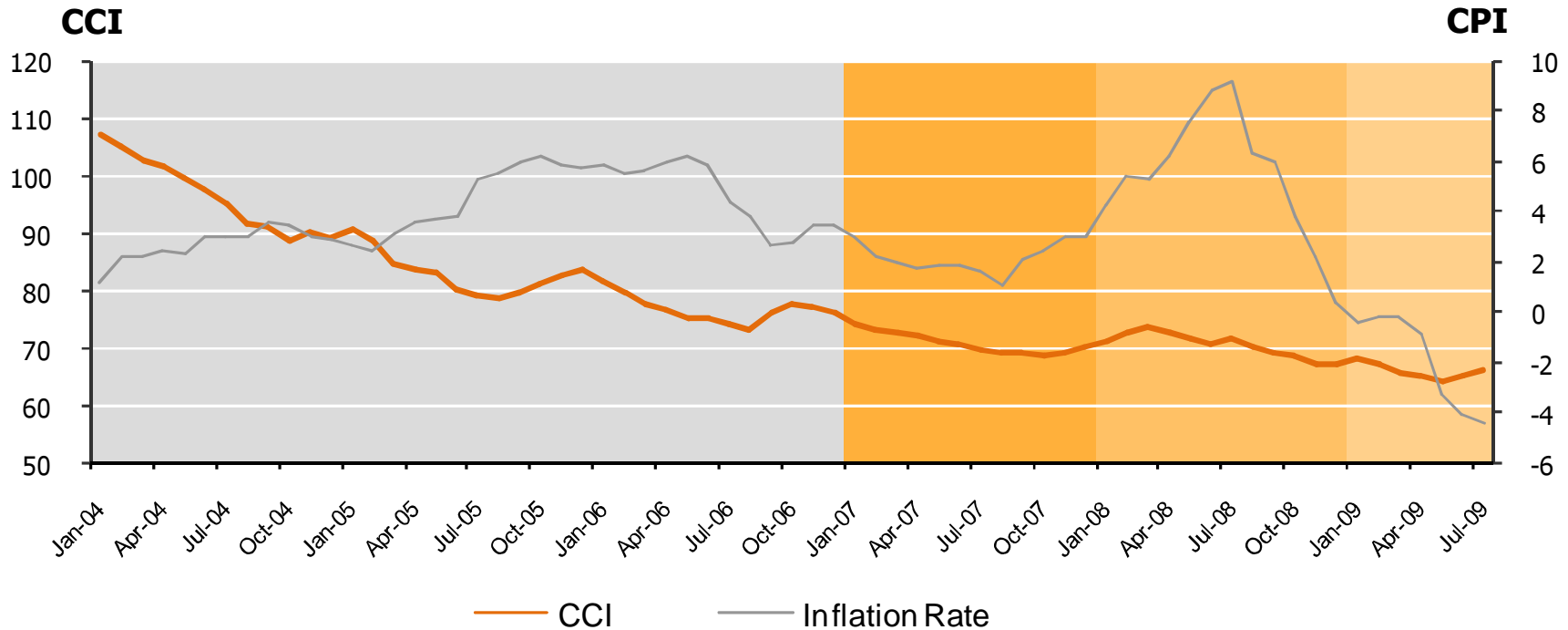
ROA – ROE – ROCE





1H'09 Business Outlook

Thai's Consumer Confidence Index up slightly in July



CCI slight increase in July to 66.3 for the first time since February, but still below the 100 for 60 consecutive months. The marginal increase implied the consumers hoped for an improved domestic economic situation. But the consumption is not expected to increase greatly due to persisting negative factors, including the worldwide economic slowdown, affecting Thailand, rising domestic unemployment, the widening impact of the H1N1 flu.



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 September 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



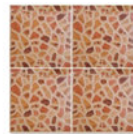
MOYA



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 13th Anniversary Sale

ฉลองครบรอบ 13 ปี โฮมโพรมีแต่ให้
นานทีปีละครั้ง พณสินค้าเพื่อคนรักบ้าน เครื่องใช้ไฟฟ้า ทีวี เครื่องเสียง กว่า 10,000 รายการ นับล้านชิ้น

13th Anniversary Sale

ลดสูงสุด 80%*

รับเพิ่ม
บัตรของขวัญโฮมโพร สูงสุด **35,000.-**

ซื้อครบ..
รับของ 1 บาท หรือ ส่วนลดสูงสุด **20%*** ทุกชิ้น (เฉพาะสินค้า HomeCard)

พิเศษ...
ทุก 70 คะแนน แลกรับของส่วนลด สูงสุด **3%*** (มีข้อยกเว้นใน 10,000.-)

รับเพิ่ม
สูงสุด **8%*** + ส่วนบัตรของขวัญโฮมโพร สูงสุด **35,000.-**

• ข้อเสนอสุดพิเศษ "เฟิร์สช้อยส์ วีซ่า คาร์ด"
รับส่วนลดเพิ่มสูงสุด **7%*** + รับเงินคืนสูงสุด **10%***
First Choice

• รับฟรี ของสมนาคุณ/บัตรของขวัญ สูงสุด **16,000.-**
เมื่อซื้อผ่านบัตรเครดิตที่ร่วมรายการ

UOB

► Mid August – Mid September 2009

BATHROOM & CERAMIC SALE

สุขภัณฑ์ อ่างล้างหน้า อุปกรณ์ห้องน้ำ และ-กระเบื้อง

ลดสูงสุด **50%***

WATER HEATER SALE

ลดเริ่มต้นตัวหม้อน้ำ ด้วยขบวนการความ **อุ่น** จากโฮมโพร

ซื้ออุ่นใจ

• ฟรี บริการติดตั้ง พร้อมอุปกรณ์เสริมสูงสุด 1,000.-*
• ค่าบริการ 0 บาท

OUTDOOR LIVING SALE

จะดีแค่ไหนถ้าได้นั่งจิบน้ำชายามบ่ายในสวนสวย

ทุกตัวสินค้า และอุปกรณ์ติดตั้ง ราคาพิเศษ

บางตัวมีโปรโมชั่น พร้อมรับฟรีใบรับสุดคุ้มมากมาย



HomePro Champion 3 & EXPO 10



The final round will be set on 17-18 Oct 2009 in HomePro Expo10 - IMPACT, Muang Thong Thani.



HomePro Decorating Contest to win prizes worth Baht 100,000

HomePro Champion season 3



Under concept “Renovation with old stuff” in Multi-Function style by decorating room with limited space for multi-utilization such as one area serves double duty as a living room and a dining room without limitation of decorating style.

July 11, 2009

- ▶ Planting Mangrove Forest Project
To plant 100,000-Avicennia within 3-year at BangPu, Samutprakran Province.





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Question &

Answer

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