



C.P. Seven Eleven Public Company Limited

ABN AMRO Thai Corporate Days

July 5-7, 2004

Singapore and Hong Kong



Company Highlights





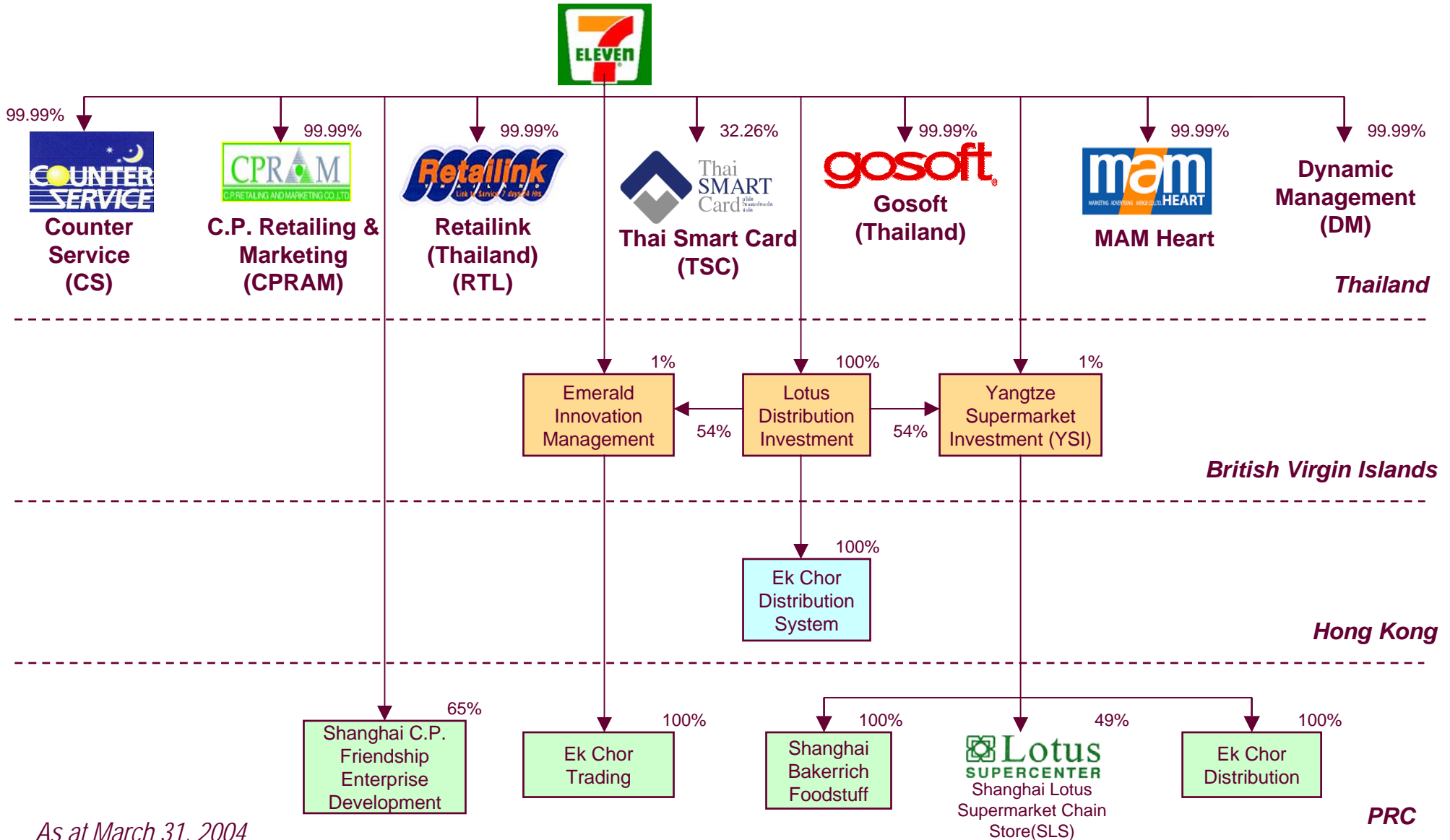
Share Capital Information

- Price : Bt 60.50 per share
- Hi/Low : Bt 70/51 per share
- Average turnover : Bt 79.01 million
- No. of shares : 440 million (Par Bt 5)
- Market capitalization : Bt 26,620 million
- Major shareholders : CP Group 46.4%
AIA 9.1%
GIC 8.5%
- Free Float : 31.68%
- Foreign room limitation : 49%
- Foreign room available : 10.73% of total shares
- First SET trade date : October 14, 2003
- Dividend Payment 2003 : Bt 1.75 (57.50% payout)

*Source: Stock Exchange of Thailand
As of June 24, 2004*



Group Structure



As at March 31, 2004

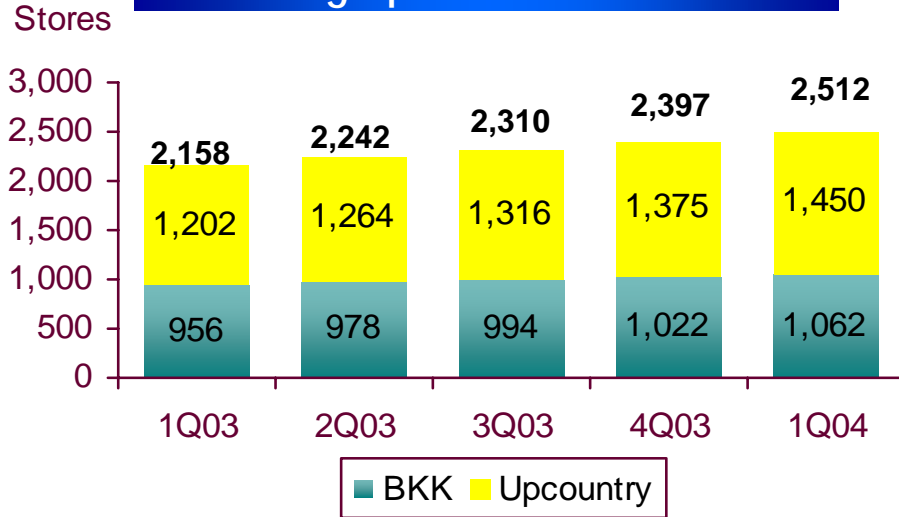


Convenience Store Business : 7-Eleven Thailand

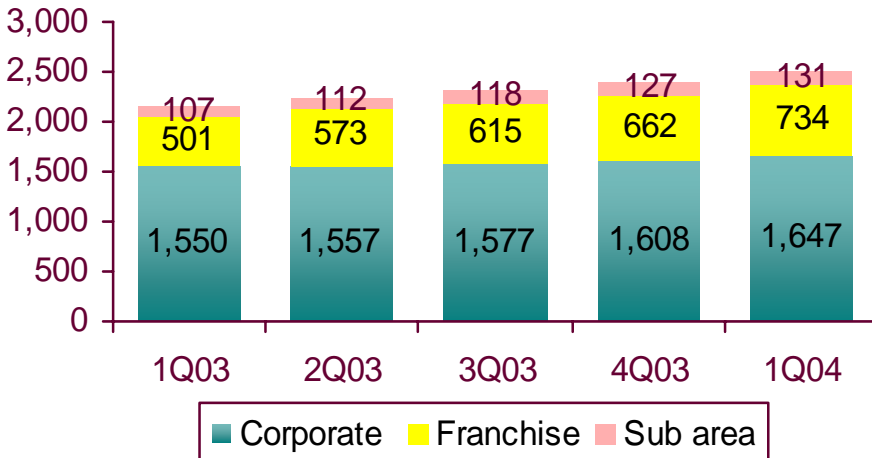


Store Network – Quality Locations

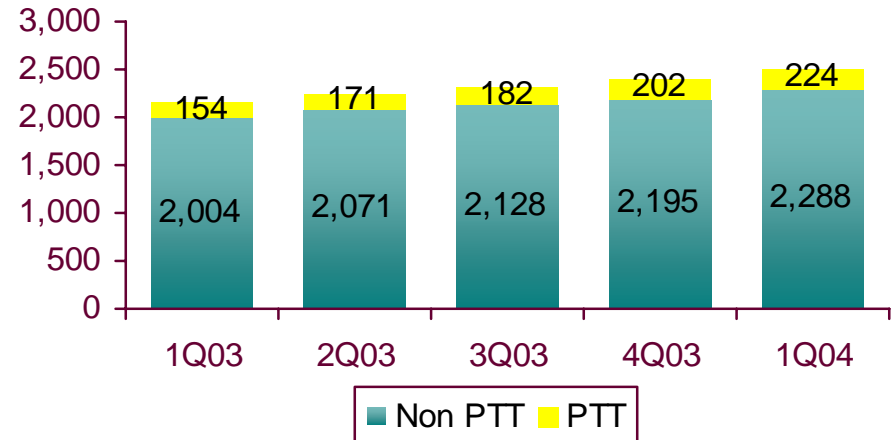
Geographical Breakdown



Type Breakdown

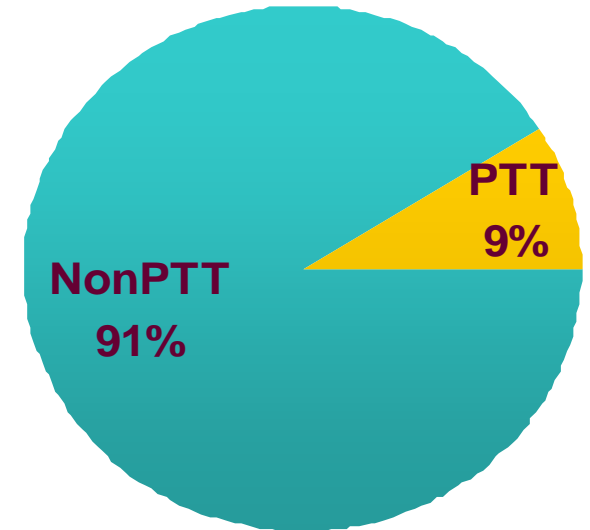
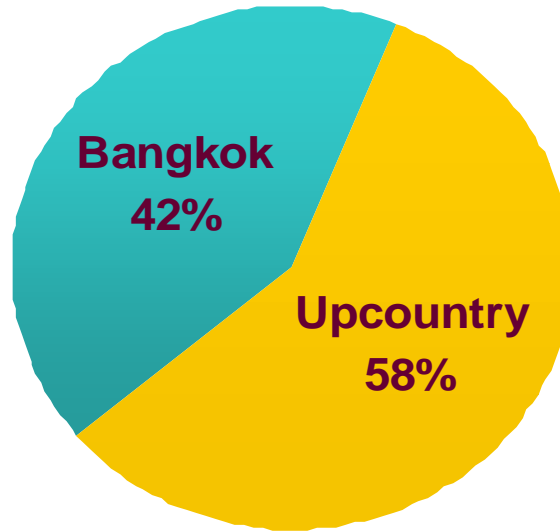
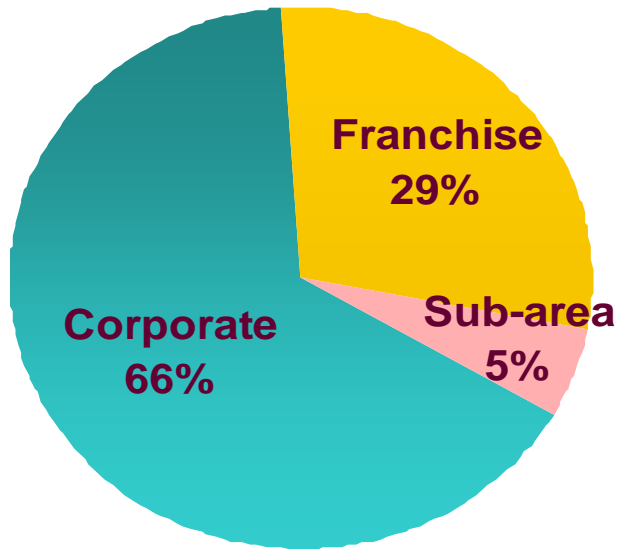


PTT / Non PTT





Store Breakdown – Diversified Growth Opportunity



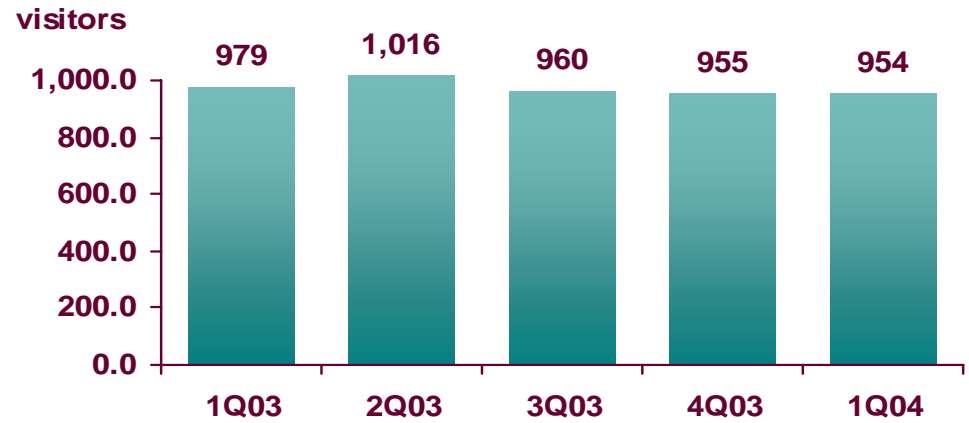
* As at March 31, 2004



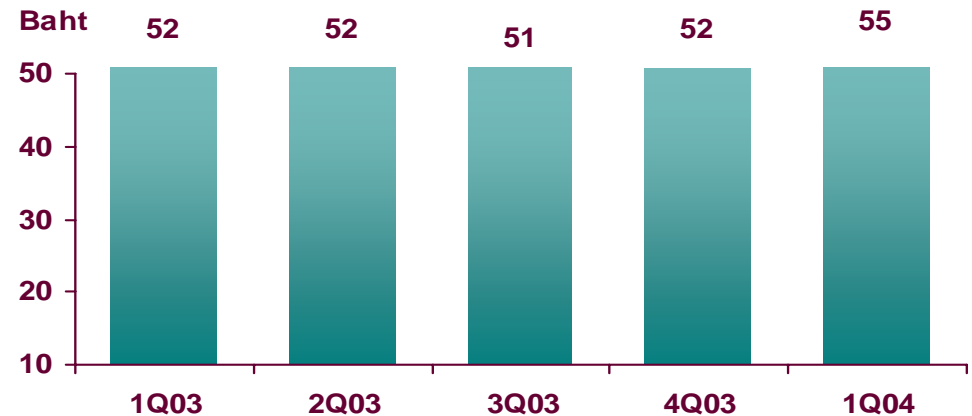
Customer Base – Ability to Match Customers' needs



Number of Customers / Store / Day



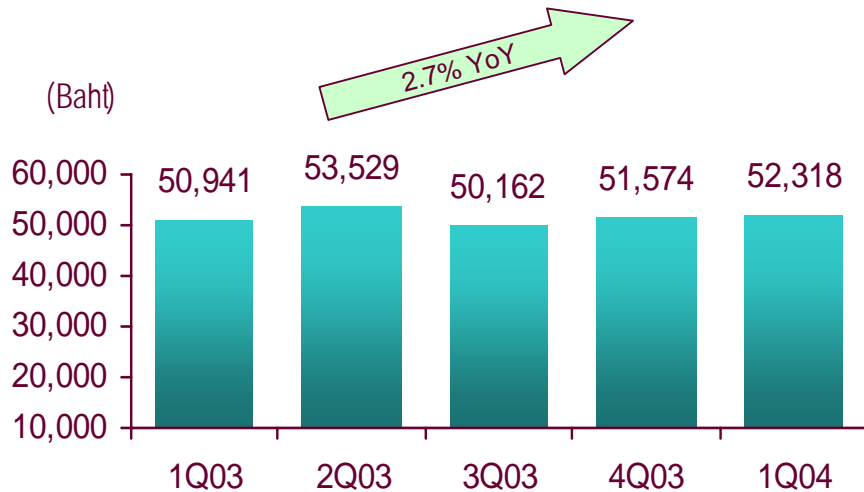
Spending per Visit



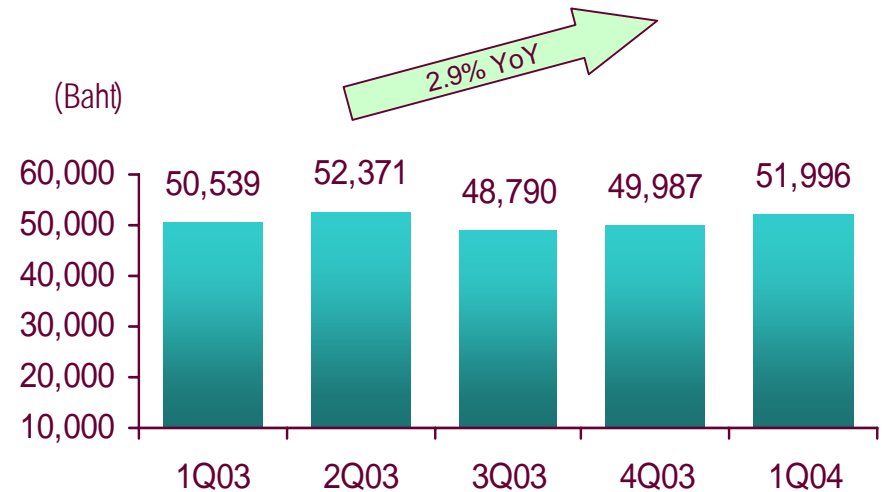


Sales / Store / Day : Seasonality & Growth

Same Store Sales per Store per Day



All Store Sales per Store per Day

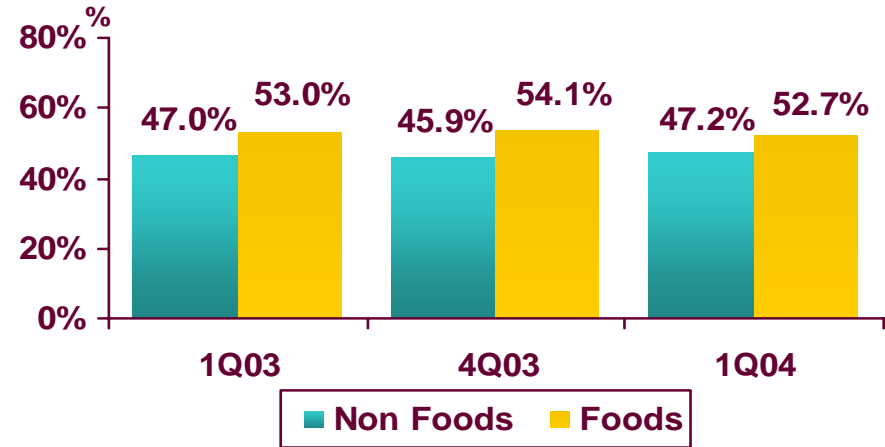




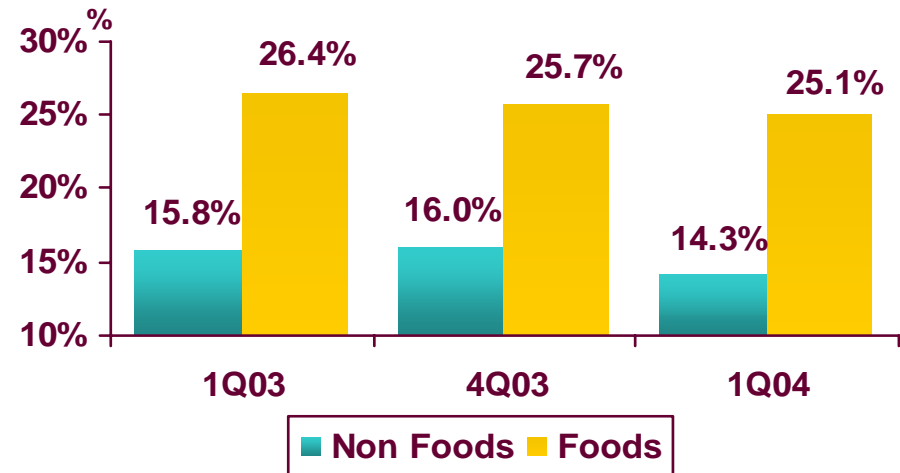
Sales Mix : Products & Margin



Product Mix by Sales (%)



Gross Margin Mix (%)





CAPEX Plan : Investment in Growing Business

■ Total Capex for Convenience Business in 2004

Annual Capex

- 320 stores expansion Bt900 million
- 250 stores renovation Bt150 million

Extra Capex especially for year 2004

- Store assortment system Bt165 million
 - New distribution center Bt835 million
 - New vocational school Bt200 million
 - CPRAM frozen foods Bt250 million
 - RTL new office and warehouse Bt240 million
- Total Bt2,740 million**

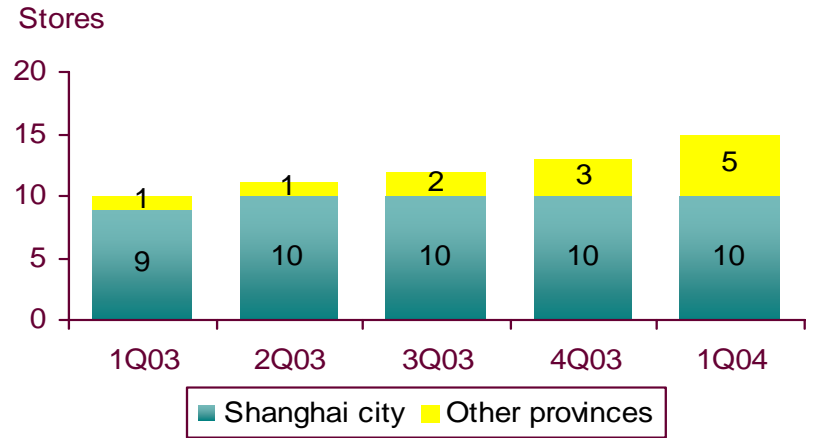
             Supercenter Business : Lotus Shanghai



Store Network – Keep Growing



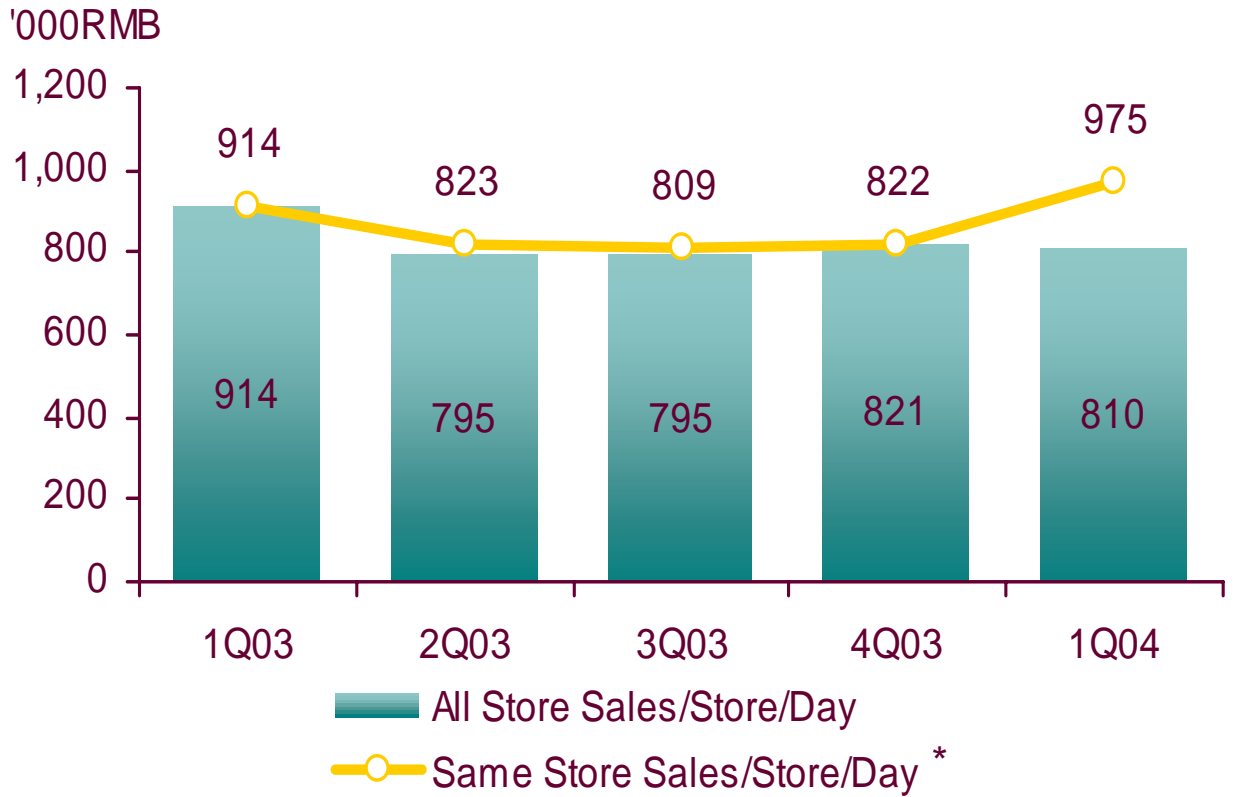
No. of Lotus Stores



- As at March 31, 2004, we are the leader in Shanghai with 10 Lotus stores. Other 5 stores are located in Hangzhou, Nanjing, Wu Xi, and Xu Zhou.
- Two prototypes: Big format sales area of 12,000 - 15,000 sq.m. and small format 7,500 - 9,000 sq.m.
- Our expansion strategy is to “lease” instead of “build” new stores. Investment per new store is around RMB 40-60 mm.



Sales / Store / Day : Chinese New Year Boost



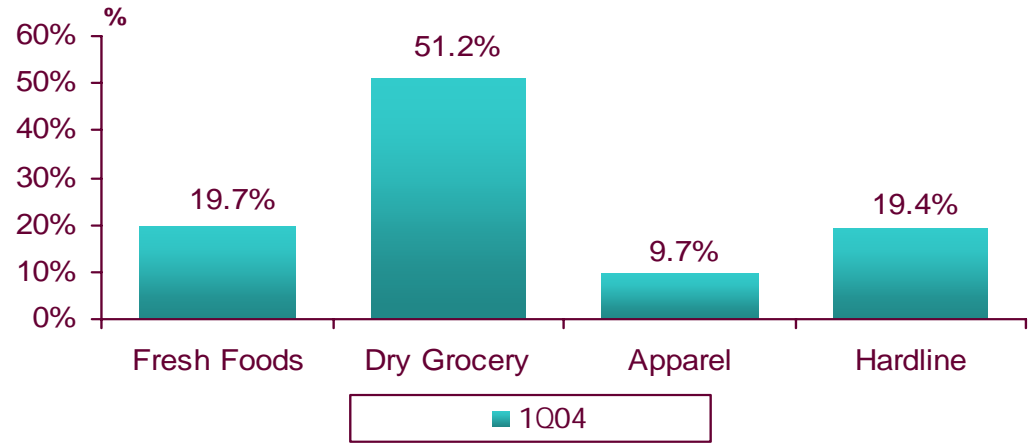
* For the first ten stores



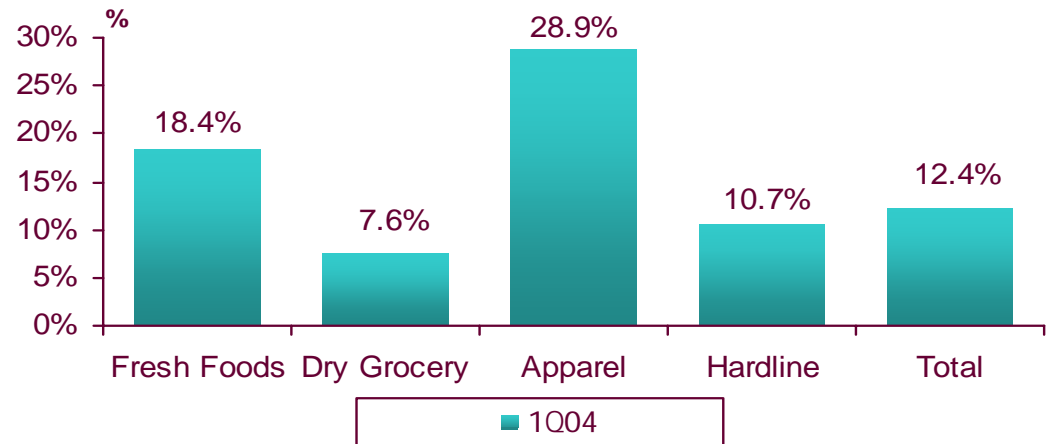
Sales Mix : Products & Margin



Product Mix by Sales (%)



Gross Margin Mix (%)





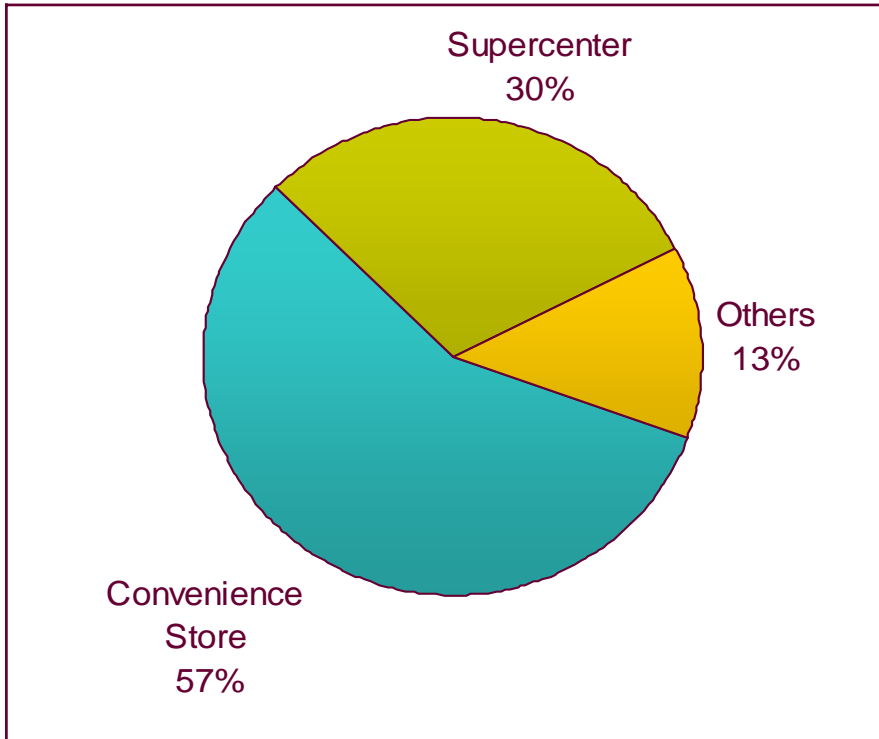
Financial Highlights





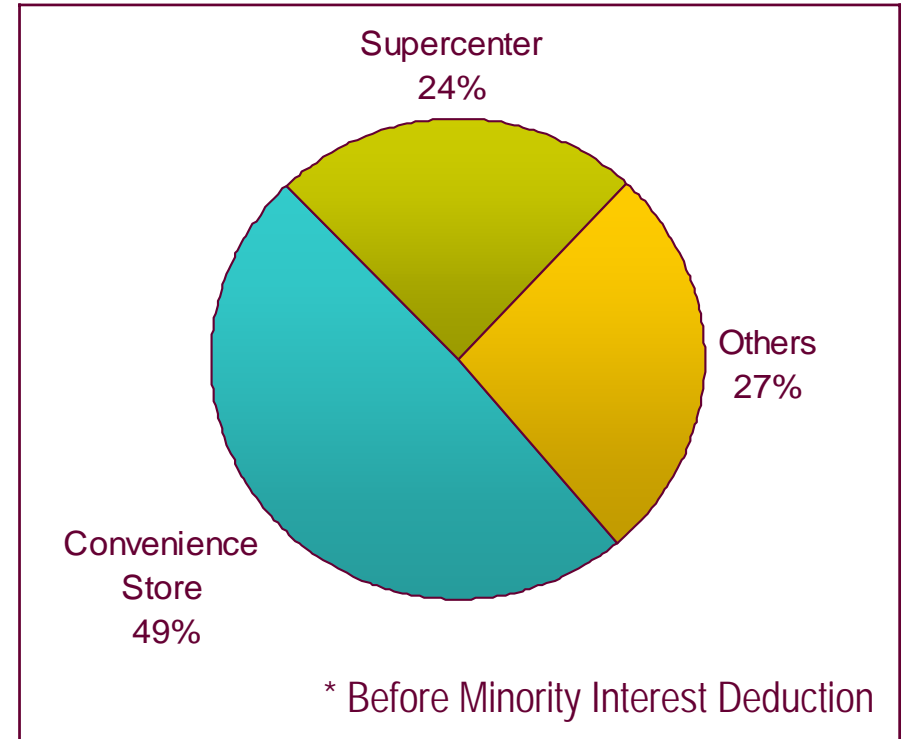
Contribution by Business Segment

Contribution to Total Revenue



■ Total Revenue = Baht 18,237 million

Contribution to Operating Profit *



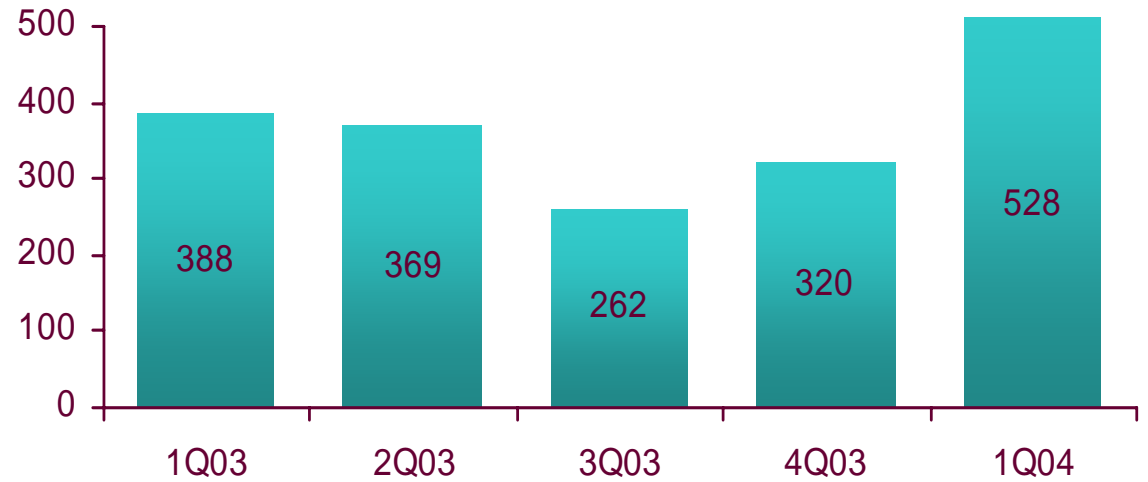
■ Total Operating Profit = Baht 763 million



Net Profit



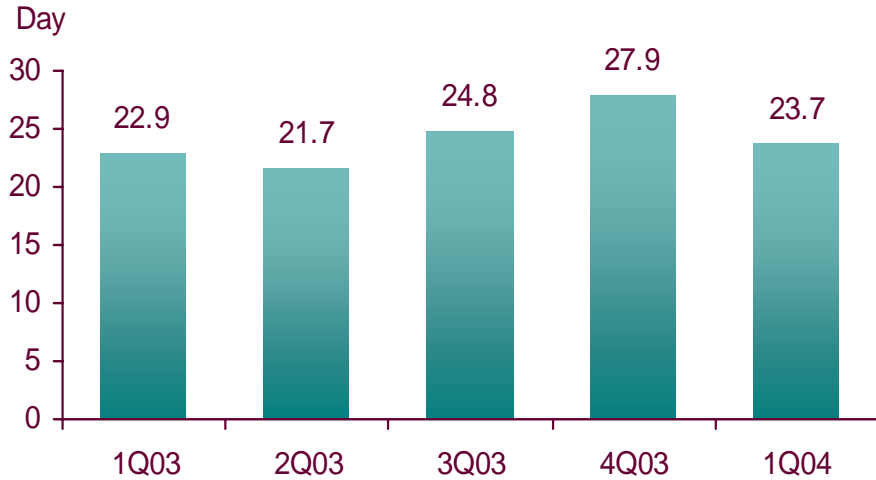
Bt. million



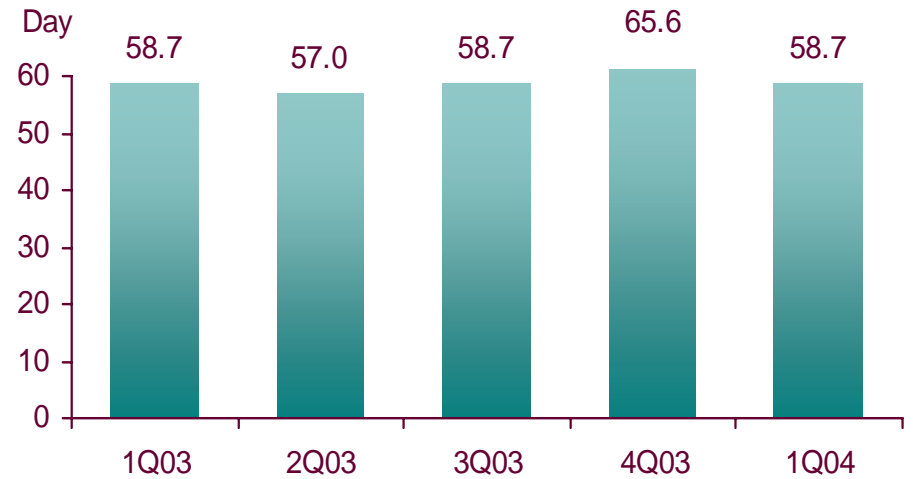


Working Capital Management

Inventory Day



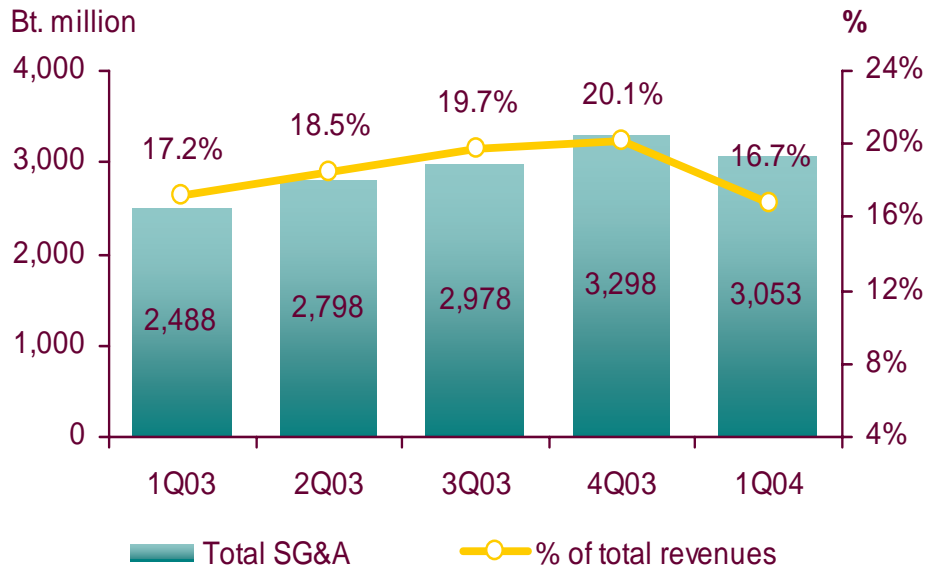
Account Payable Day





Selling and Administrative Expenses

SG&A Expenses



SG&A Breakdown for 1Q04

