

# CP ALL Public Company Limited

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## 2Q09: Presentation Results

August 2009



*Life is better with all*



# Financial Highlights

Units: MB

	2Q08	2Q09	%Chg	1H08	1H09	%Chg
<b>Company Only</b>						
Total Revenue	24,390	28,310	+16.1%	47,085	55,048	+16.9%
Net Profits	1,251	1,431	+14.4%	2,241	2,547	+13.7%
<b>Consolidated</b>						
Total Revenue	32,138	28,572	-11.1%	64,999	55,847	-14.1%
Net Profits	864	1,234	+42.8%	1,949	2,481	+27.3%

Company Only	2004	2005	2006	2007	2008
Total Revenue	40,900	53,669	69,498	81,807	98,108
Net Profits	1,198	1,771	2,216	2,504	3,740



# Core Business in Thailand Convenience Store Business:

“7-Eleven”





# Share Capital Information

**Price (August 7, 09) : Bt 16.90**

**Hi/Low (12-month) : Bt 17.50/7.00 per share**

**Avg. daily turnover : 109.51 MB**

**No. of shares : 4,493,148,024 (Par Bt 1)**

**Market Capitalization : 75,934 MB**

**Major Shareholders (as of Mar 17, 09)**

- CP Group **43.7%**
- AIA **8.9%**
- GIC **5.6%**

**First Trade Date : October 14, 2003**

<b>Dividend payment</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
Dividend payment (Bt/share)	<b>Bt 2.25</b>	<b>Bt 0.30</b>	<b>Bt 0.25</b>	<b>Bt 0.35</b>	<b>Bt 0.60</b>
Payout ratio (%)	<b>59%</b>	<b>88%</b>	<b>84%</b>	<b>63%</b>	<b>72%</b>
Based on financial statement	<b>Consolidated</b>	<b>Consolidated</b>	<b>Consolidated</b>	<b>Company only</b>	<b>Company only</b>
Effective payout ratio*(%)	<b>83%</b>	<b>75%</b>	<b>50%</b>	<b>63%</b>	<b>72%</b>

\* Effective payout ratio calculation based on the assumption that dividend is paid out from "Company Only" statement.

**Note**

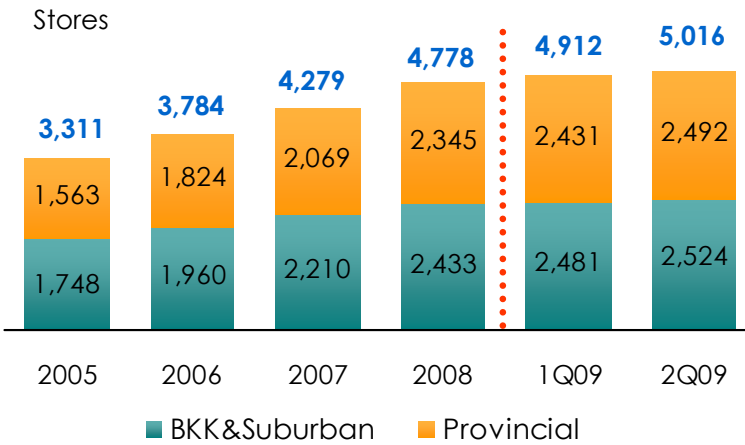
: Year 2005  
 : October 19, 2007  
 : October 26, 2007  
 : Year 2007

Capital was increased by stock dividend at 1:1 and par value was changed from Baht 5 to Baht 1 per share.  
 C.P. Seven Eleven Plc. has changed its name with the Registrar of Ministry of Commerce to "CP ALL Plc."  
 Trading symbol of "CP7-11" has been changed to "CPALL".  
 Dividend policy has been changed from the approximate payout of 50 percent of consolidated financial statement to company only financial statement.

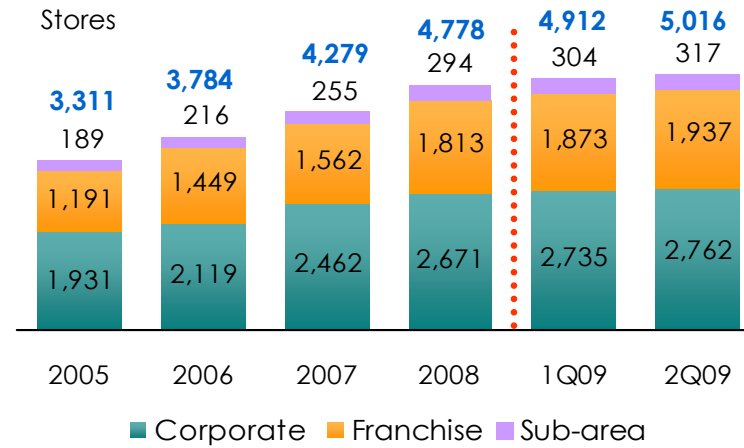


# Store Types Breakdown

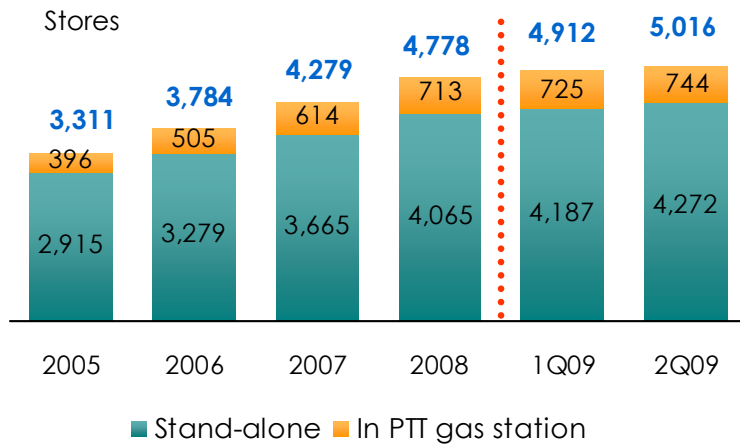
## BKK & Suburban / Provincial



## Corporate / Franchise / Sub-area



## Stand-alone / In PTT gas station



Stores/Year	2005	2006	2007	2008	1H09
Expansion	+450	+473	+495	+499	+238

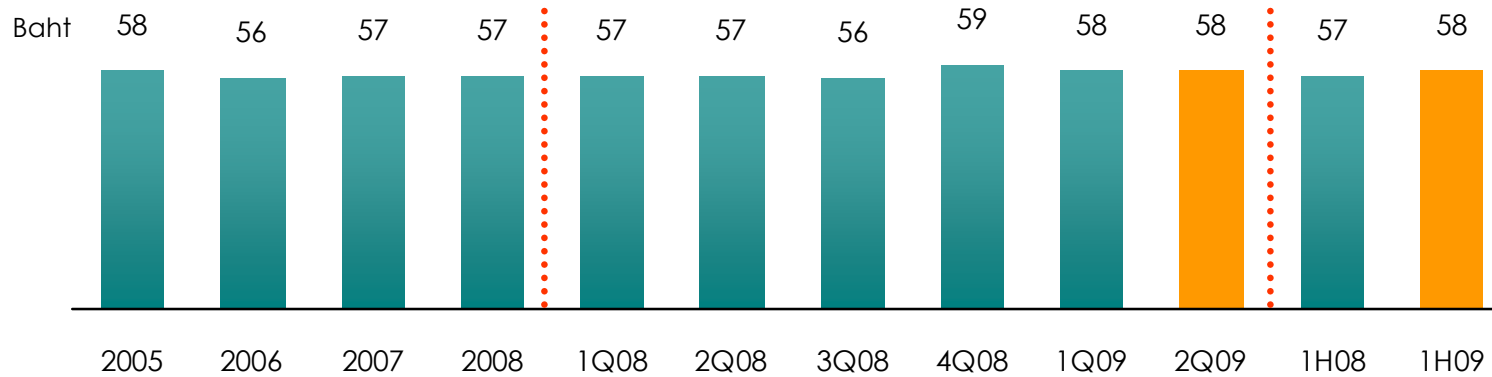


# Same Store Sales Growth

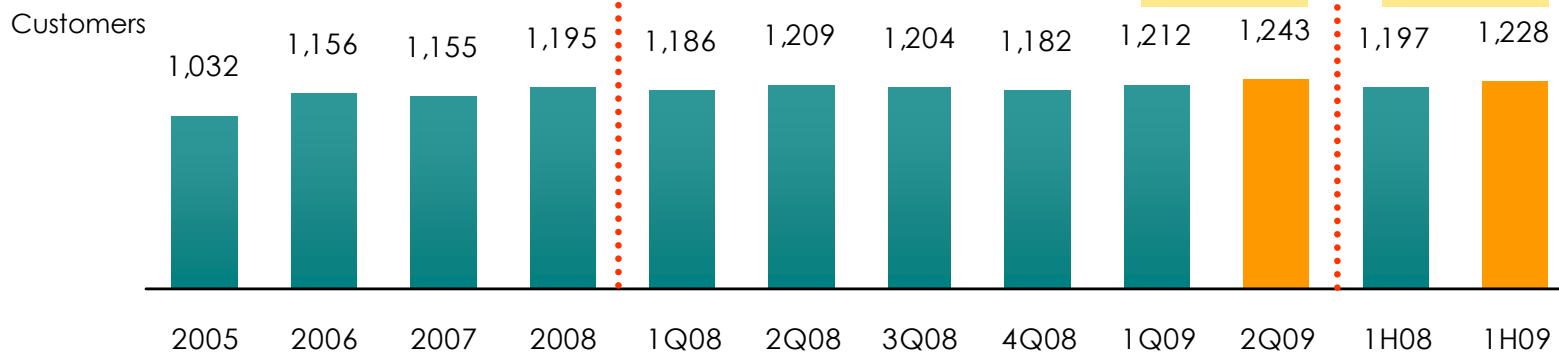
Average daily sales / store **2Q09**  
**71,483 Baht**

	2005	2006	2007	2008	1Q08	2Q08	3Q08	4Q08	1Q09	2Q09	1H08	1H09
SSS Growth (Incl. T/E)	10.7%	7.8%	1.8%	5.5%	4.9%	6.5%	5.6%	4.9%	3.8%	3.6%	5.7%	3.7%
SSS Growth (Excl. T/E)	4.7%	5.5%	5.9%	10.5%	7.7%	10.6%	12.1%	12.0%	10.0%	8.2%	9.2%	9.1%

## Spending per Ticket (Incl. T/E)\*



## No. of Customers per Store per Day

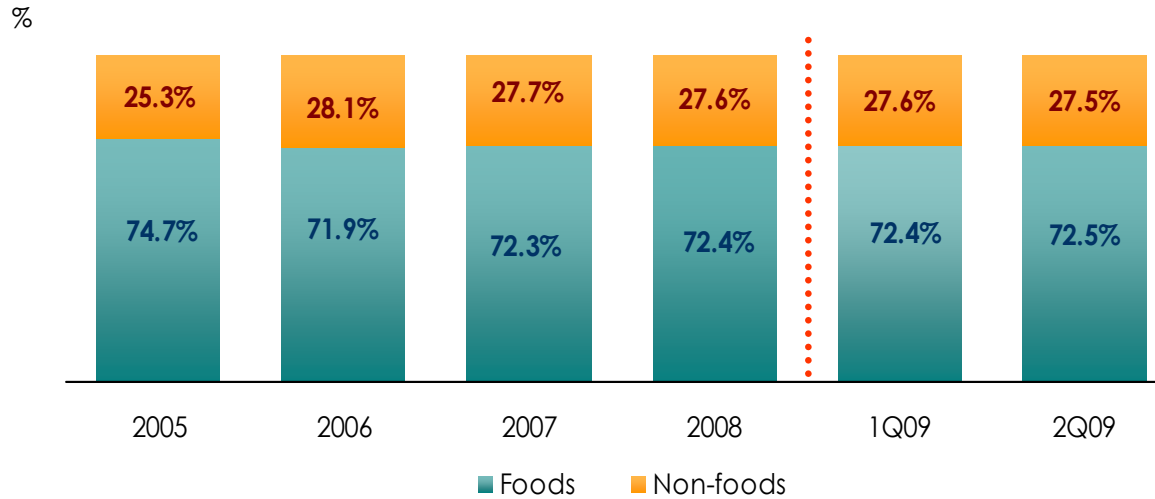


Note : T/E stands for technology and entertainment. Round number has been shown.

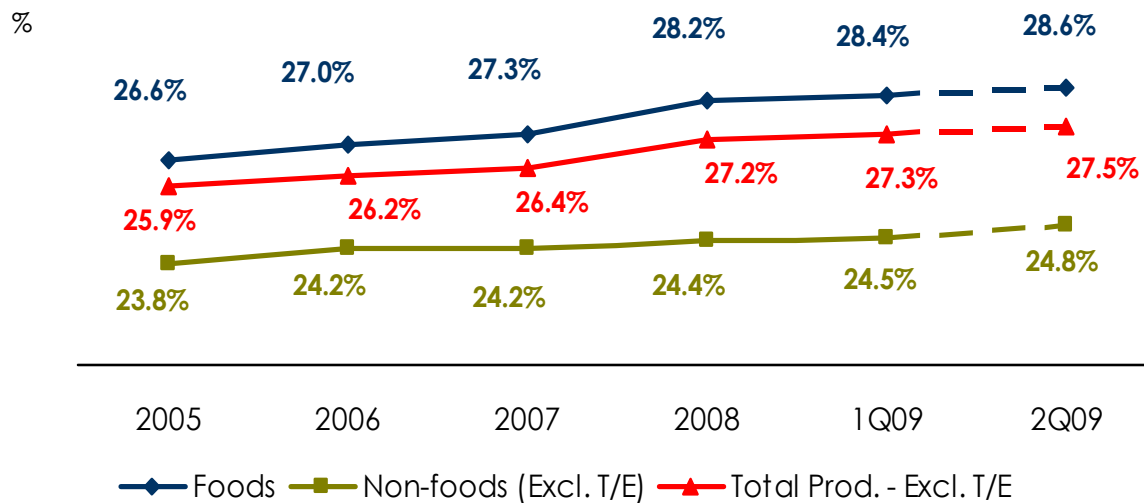


# Product Sales Mix & Gross Margin Mix

## Product Sales Mix – Excluded T/E

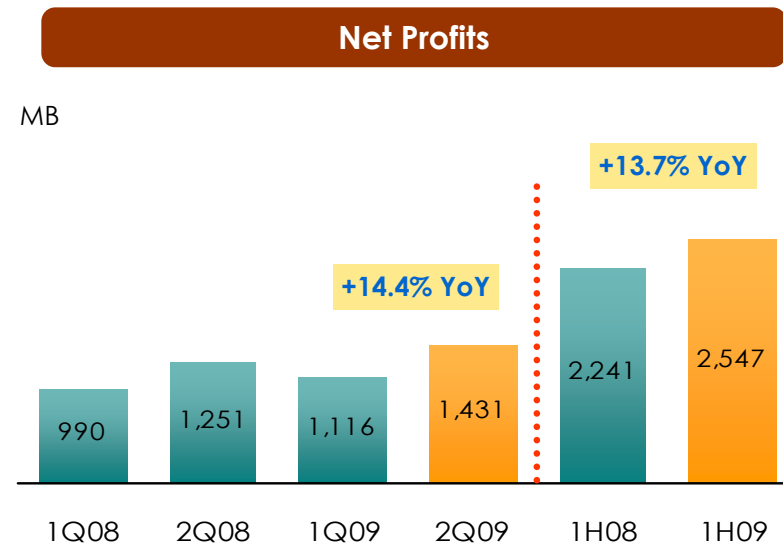
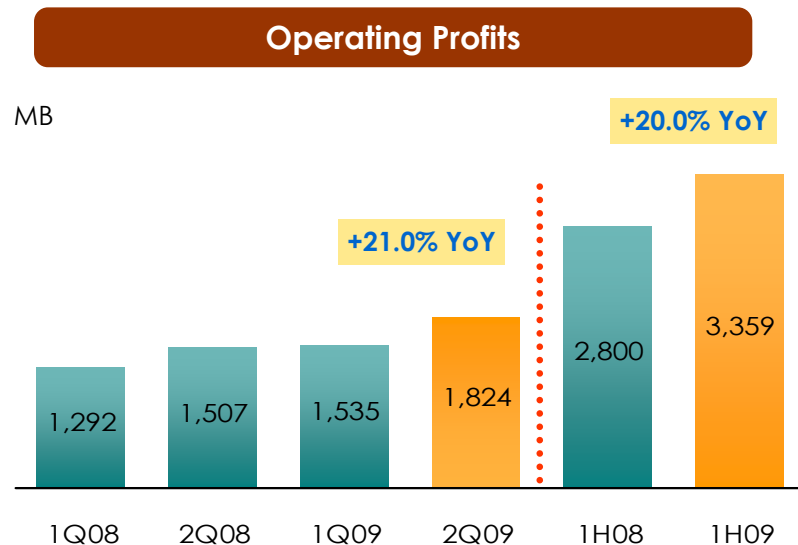
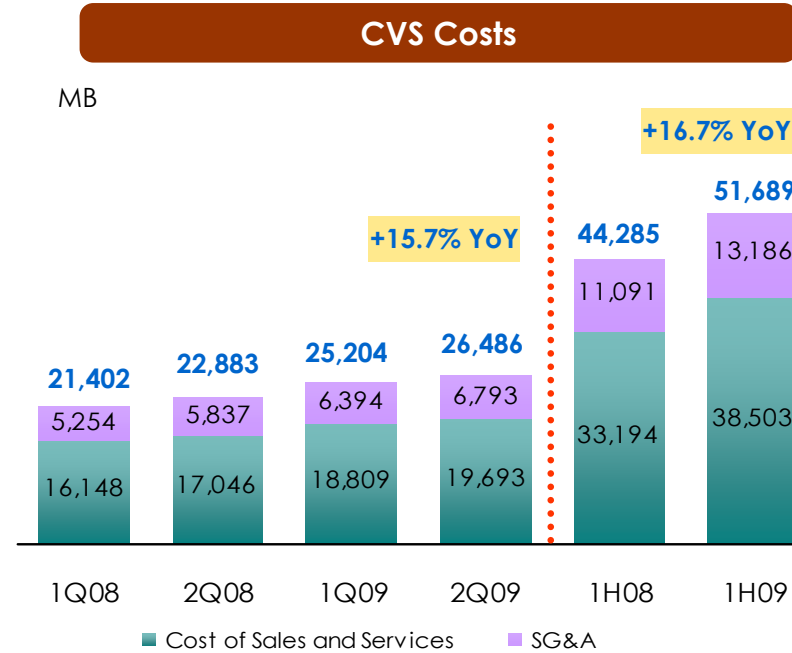
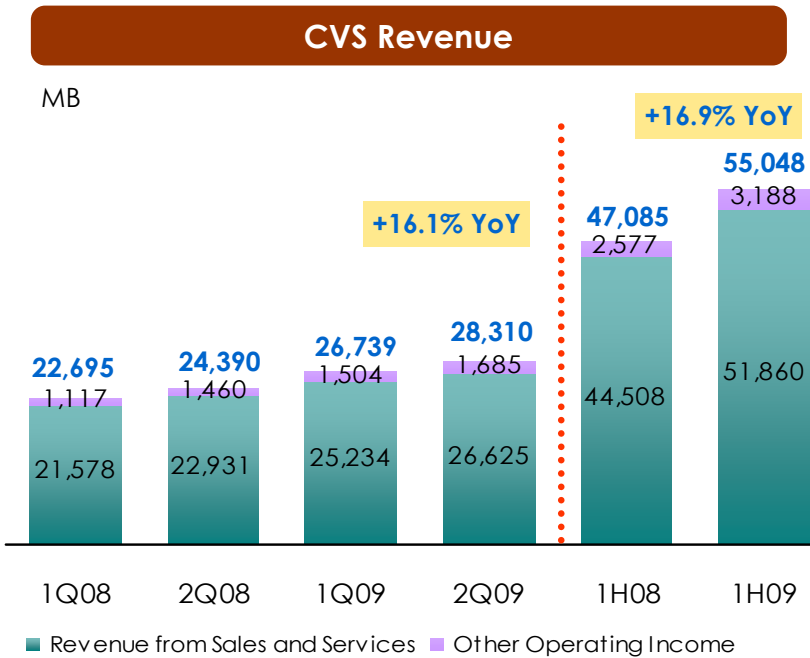


## Gross Margin Mix





# Convenience Store Performance – Company Only



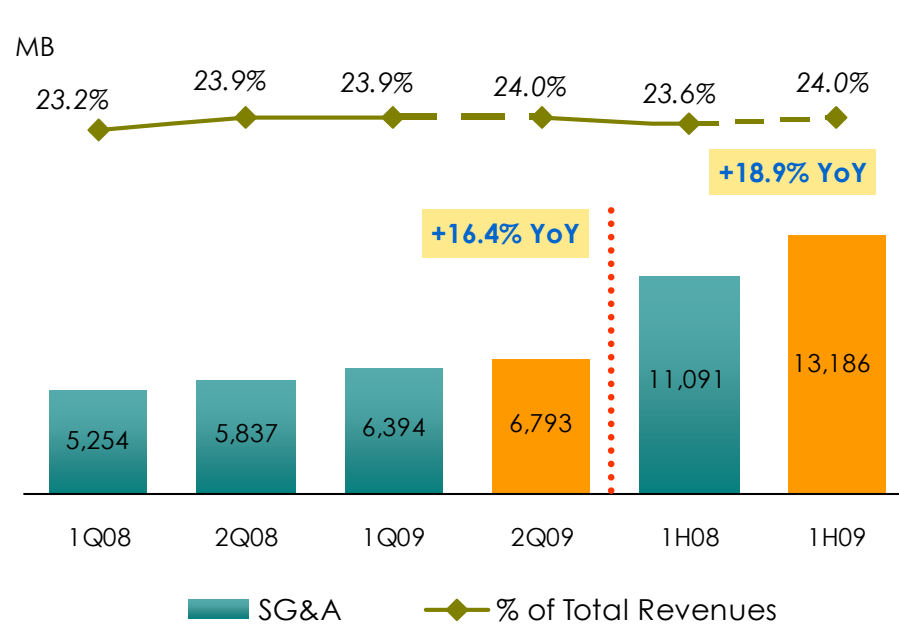
Note: Other operating income is comprising of interest income, dividend income, net foreign exchange gain, sale promotion income, royalties fee and others.



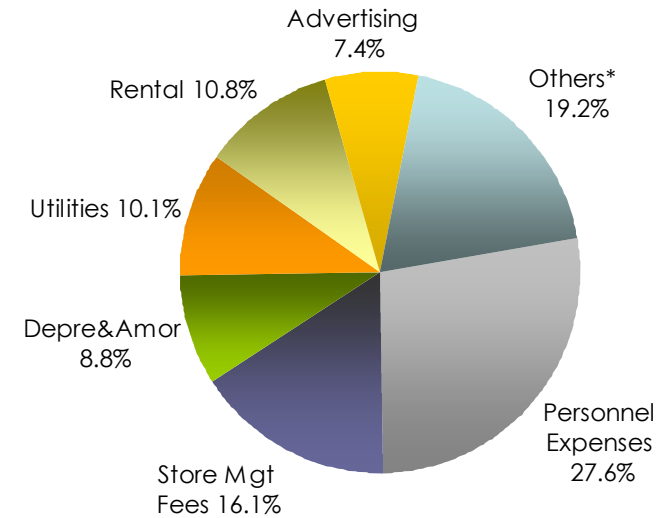


# SG&A Expenses – Company Only

2Q09 SG&A Expenses-to-Total Revenue



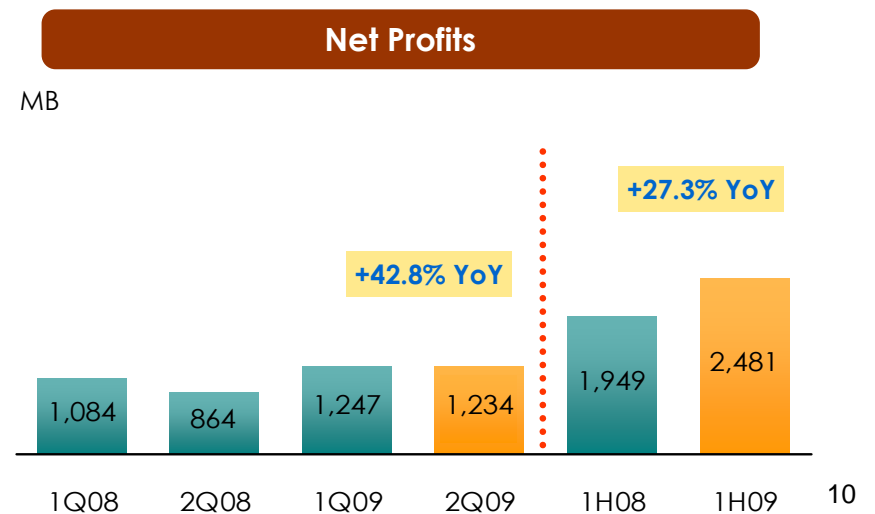
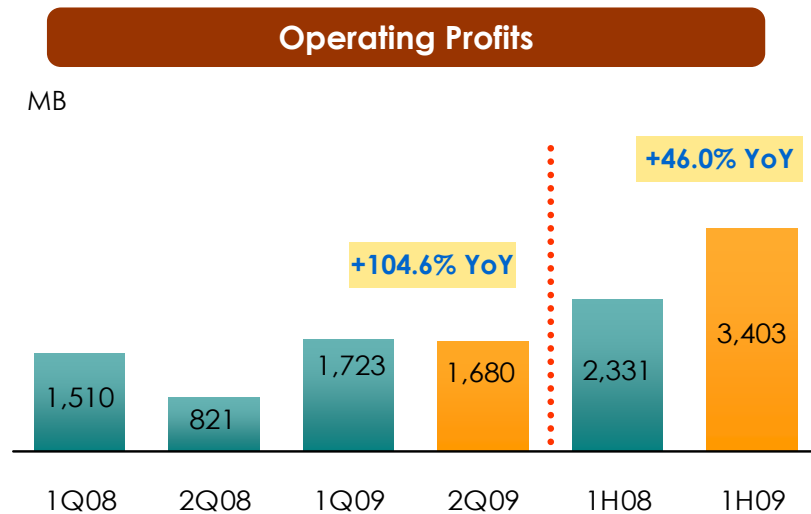
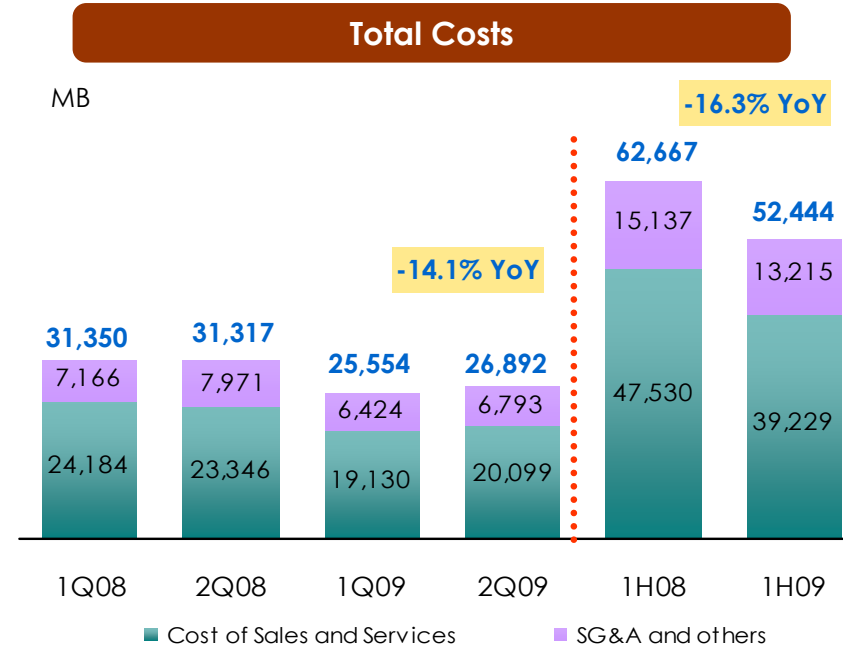
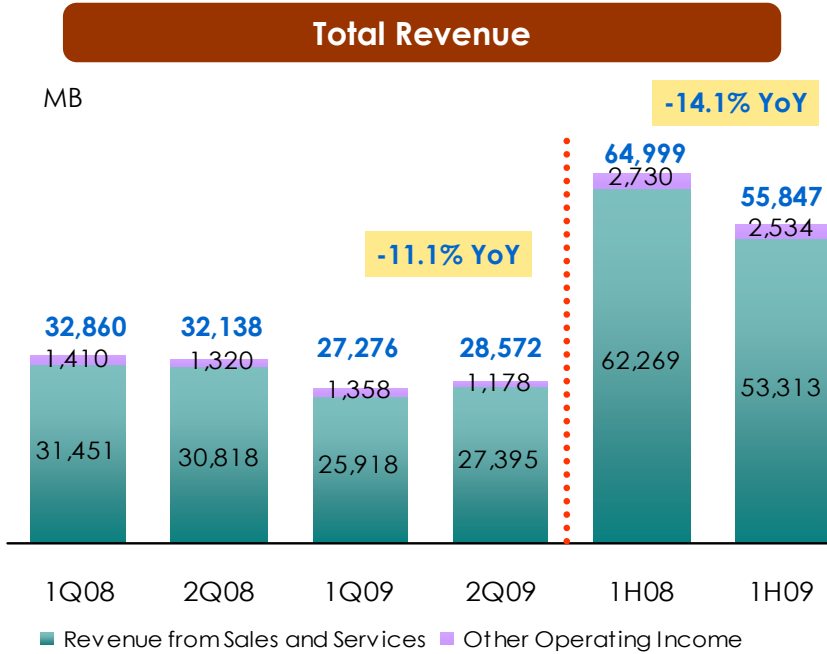
2Q09 SG&A Expenses Breakdown



\* Others are comprised of royalty fee, professional fee, R&D, and transportation etc.



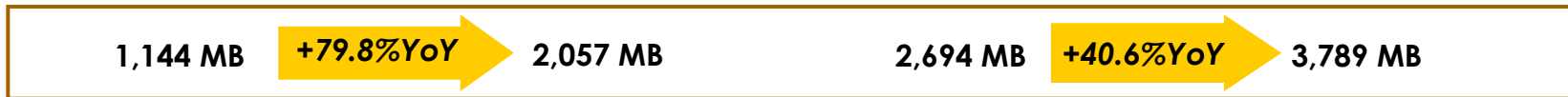
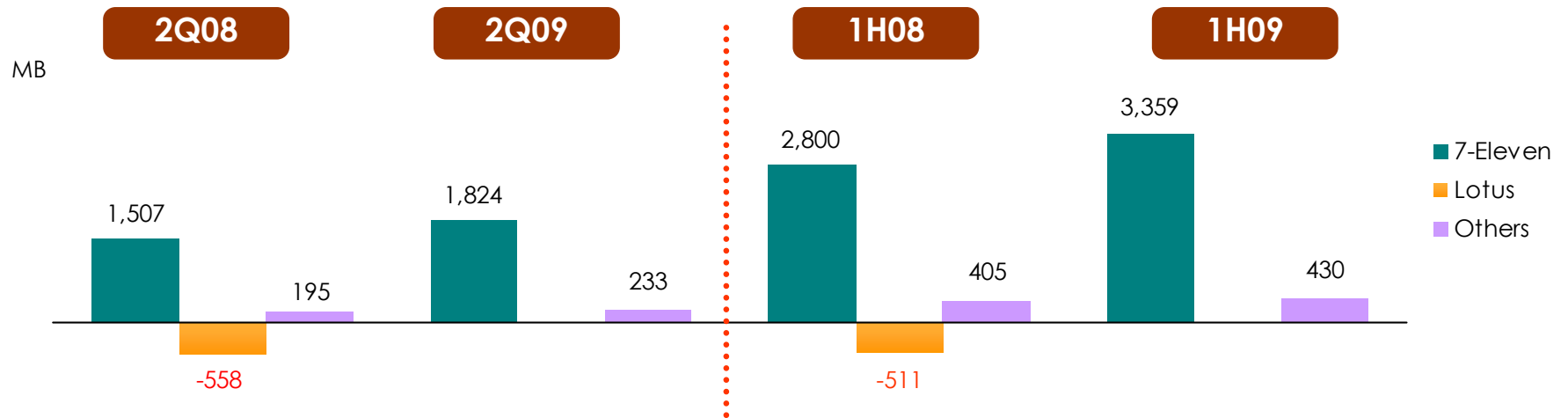
# Consolidated Financial Performance



Note: Other operating income is comprising of interest income, dividend income, net foreign exchange gain, sale promotion income, royalties fee and others.



# Operating Profits (By Business Segment)



Operating Profits (MB)	2004	2005	2006	2007	2008
<b>7-Eleven</b>	1,602	2,316	2,863	3,133	4,707
<b>Lotus</b>	524	-1,190	-3,320	-3,241	-1,112
<b>Others</b>	441	512	720	569	822
<b>Total</b>	<b>2,567</b>	<b>1,638</b>	<b>263</b>	<b>461</b>	<b>4,417</b>

Note : All data are before elimination.

: Other businesses mainly are comprised of Counter Service, Retailink, CPRAM and others.

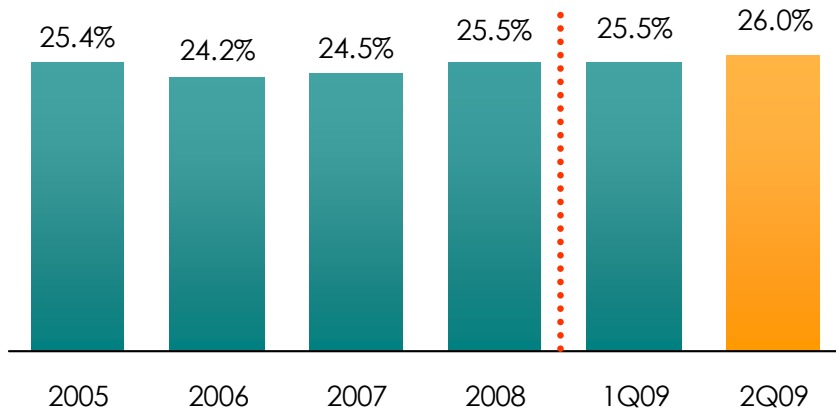
: Operating profit is prior to minority interests adjustment.



# Profitability Ratios – Company Only

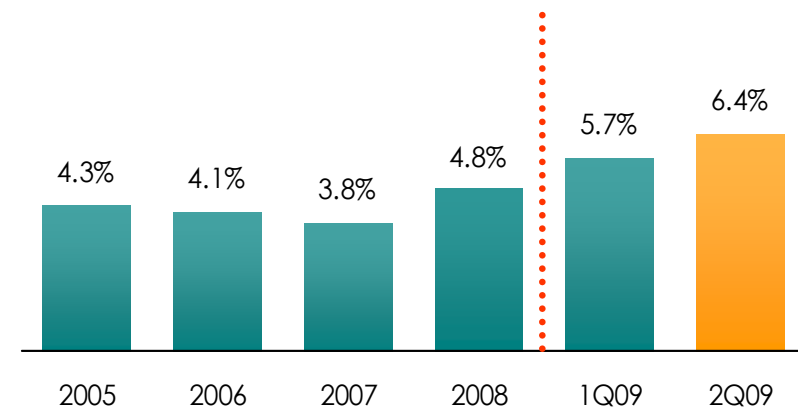
### Gross Margin (Sales & Services)

%



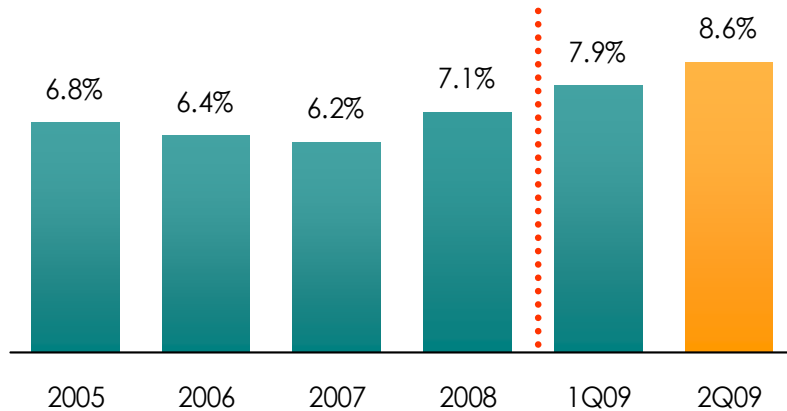
### EBIT Margin

%



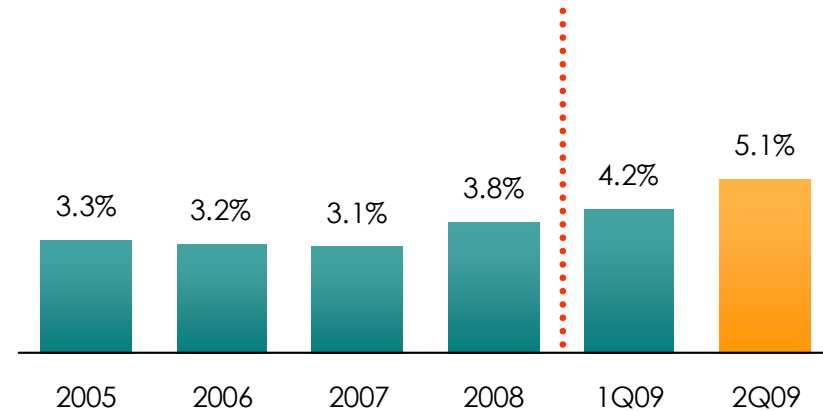
### EBITDA Margin

%



### Net Margin

%

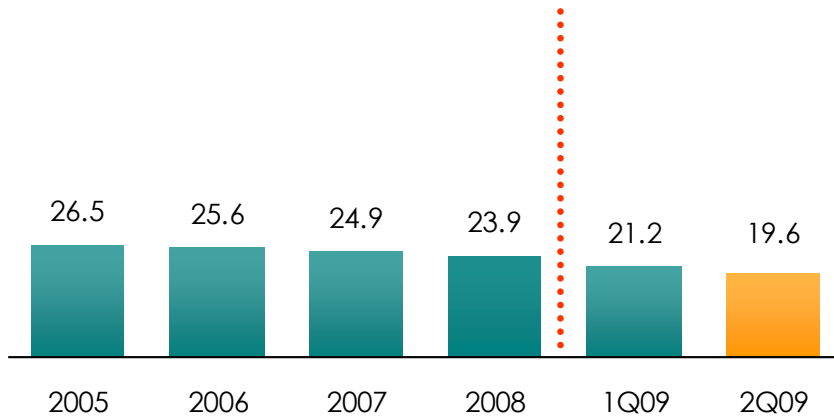




# Working Capital – Company Only

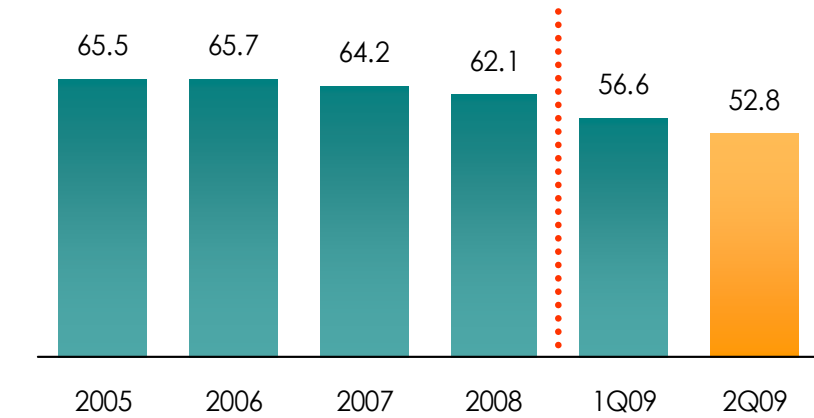
## Inventory Days

Days



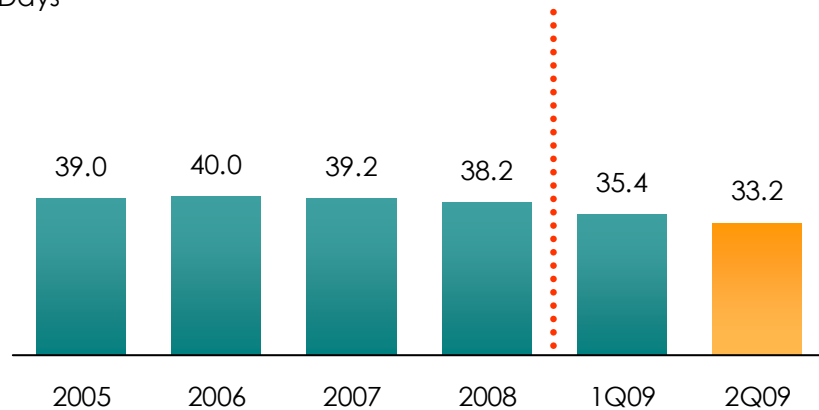
## Account Payable Days

Days



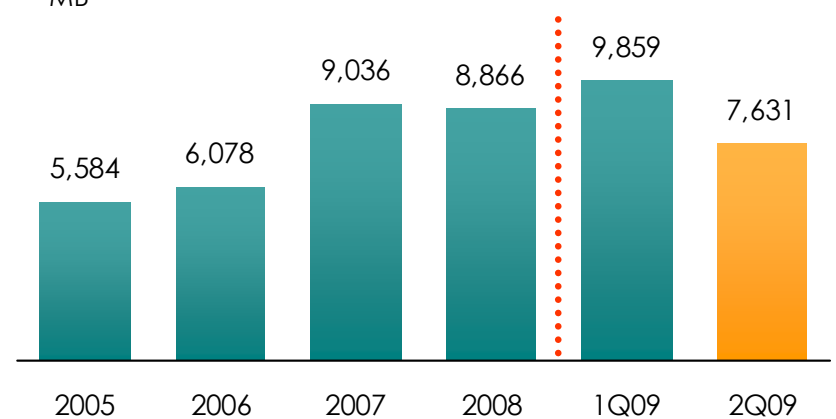
## Cash Cycle Days

Days



## Cash

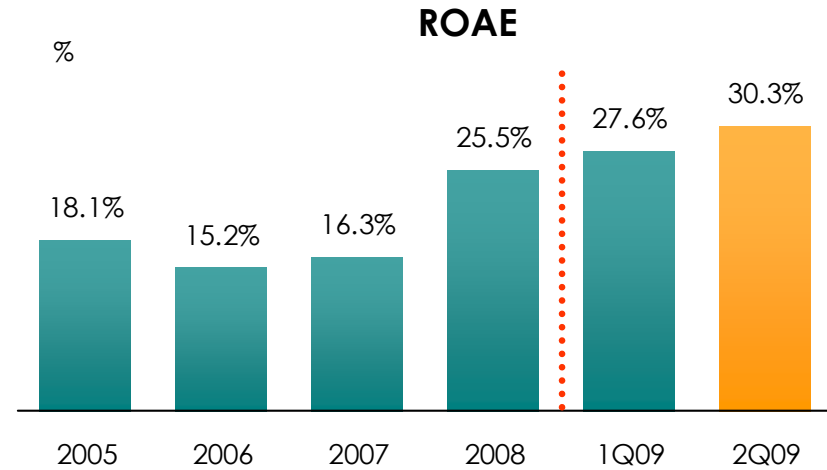
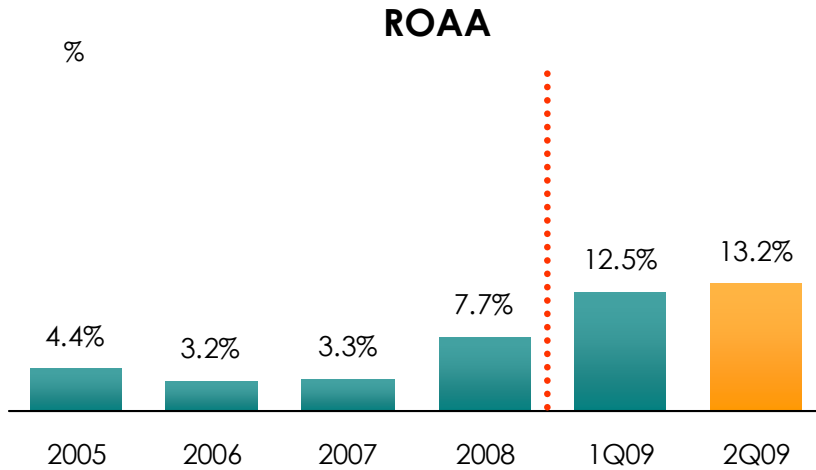
MB



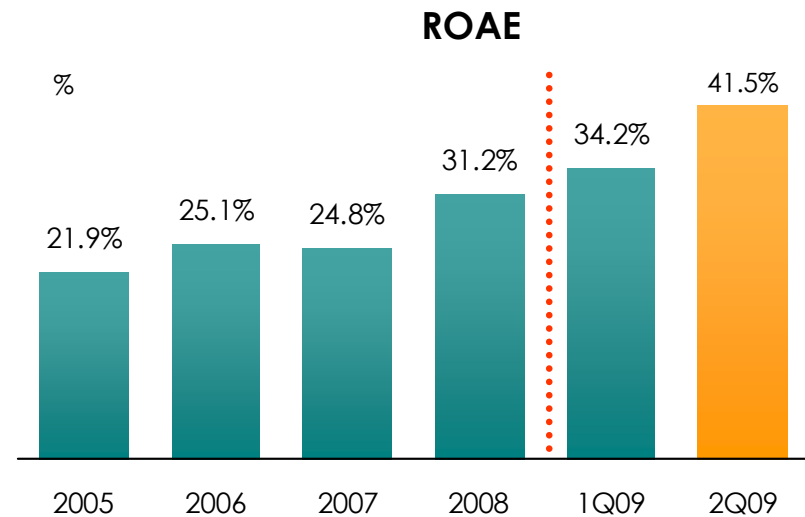
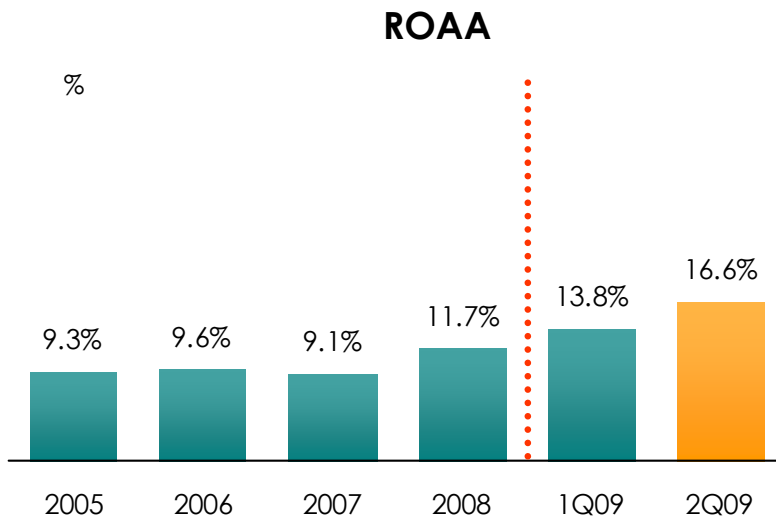


# Key Performance Ratios

## Consolidated Statement



## Company Only Statement



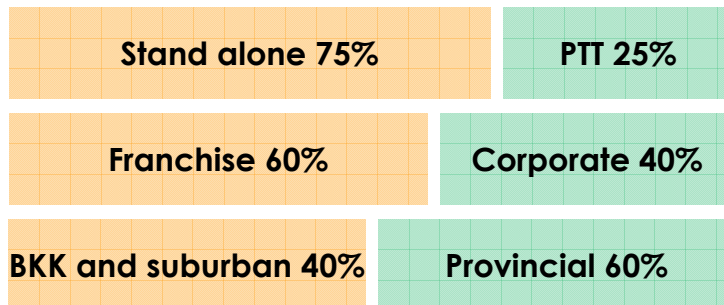
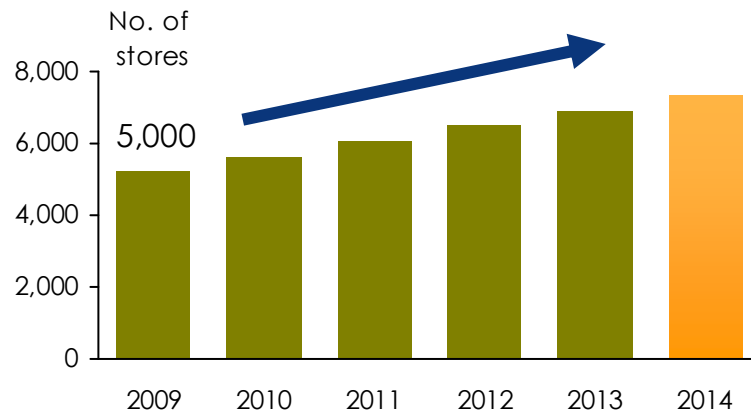
Note: ROAA and ROAE are annualized figures and calculated on 6 months performance.



# Future and CAPEX Plan

## 7-Eleven Store Expansion

- Plan to open 400-450 stores a year
- Milestone: 7,000 stores in the next 5 years



## 2009 Projected CAPEX

### Thailand

### MB

- |                                 |                           |
|---------------------------------|---------------------------|
| 400-450 stores expansion        | 1,300-1,400               |
| Stores renovation               | 800-900                   |
| Investment in subsidiaries & DC | 800-900                   |
| Fixed assets & IT system        | 500-600                   |
| <b>Total</b>                    | <b><u>3,400-3,800</u></b> |

### Total

**3,400-3,800**

## CAPEX Plan for Regional DCs

- RDC: Surathani (South)**
  - Serving 800 stores, opening in 3Q09
- RDC: Khon Kaen (Northeast)**
  - Serving 800 stores, opening in 2010
- RDC: North**
  - Serving 800 stores, opening in 2011



# CPALL Competitive Advantages

<b>Dominant Brand Image</b>	Long established trademark of 7-Eleven in Thailand for more than 20 years
<b>Largest Store Network</b>	Largest nationwide network throughout the country and ranked no.1 market share of chain store format
<b>Leverage Extensive Network</b>	For introduction of products and services e.g. payment services via Counter Service
<b>Strong Business Platform</b>	Highly efficiency on distribution centers, which currently owned 2 main DCs
<b>Growth Sustainability</b>	Opening new stores of 400-450 stores per year
<b>Profitable Sustainability</b>	Gross margin improvement and effective control of SG&A expenses
<b>Healthy Financial Status</b>	Strong cash position and debt-free company





# Product Strategy

## Moving towards convenience food store

- Enhance RTE and RTD products



## New products launching

- Introduce 40 new product items/ week



## Product assortment

- Manage item by item and store by store

## FBO (First- Best- Only)

- Aim to increase “only at” products



## Book Smile in 7-Eleven stores

- Available in all 7-Eleven stores
- Focus on “best sellers” publications with economical pricing strategy



## Payment service via Counter Service

- Expand distribution channels and merchants network



# Appendix

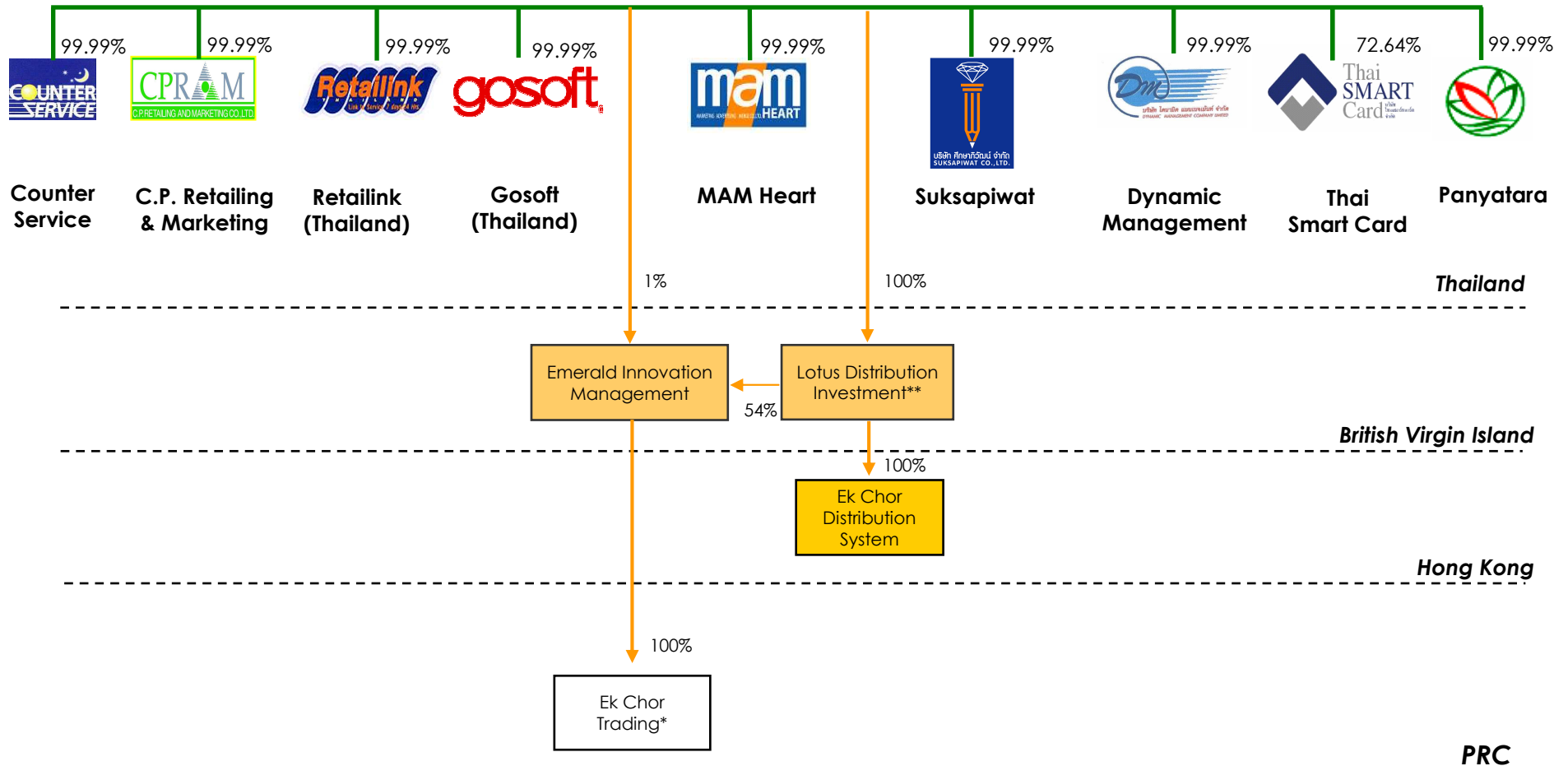
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# Group Structure of CPALL

As of June 30, 09



\*No longer commencing operation

\*\* As of October 31, 2008, the restructuring of the supercenter business in the PRC has been completed.



# Changes in Accounting

<b>Before Feb 2004</b>	<b>Phone card revenues were booked under CVS segment.</b>
<b>Feb 2004</b> <b>Impact</b>	<b>Phone card revenues were booked under Other Business segment.</b> <b>In segmentation report, sale, cost of sales and operating profit under Other Business were increased and vice versa under CVS.</b>
<b>Sept 2005</b> <b>Impact</b>	<b>Phone card revenues were booked under CVS segment.</b> <b>In segmentation report, sale, cost of sales and operating profit under CVS were increased and vice versa under Other Business.</b>
<b>Oct 2005</b> <b>Impact</b>	<b>Phone card revenues of two mobile phone operators were booked as commission earned.</b> <b>In consolidated, the company only and segmentation reports, sale and cost of sales were reduced but service income was increased. However, operating profit remained unchanged.</b>
<b>Jan 2007</b> <b>Impact</b>	<b>Accounting policy change regarding investment in subsidiaries and associates in the company only report from equity method to cost method starting from Jan 1, 2007 onward.</b> <b>Net profit shown in the company only report was different from that shown in consolidated financial statement.</b>
<b>Oct 31 2008</b> <b>Impact</b>	<b>Restructuring plan of Supercenter business in the PRC was completed.</b> <b>Supercenter business operation was deconsolidated from Nov 1, 2008 onwards.</b>

Disclaimer :

This document may be deemed to contain forward-looking statements. These forward-looking statements include, among other things, statements regarding future events and the future financial performance of CP All that involve risks and uncertainties. Readers are cautioned that these forward-looking statements are only predictions and may differ materially from actual future events or results. Any projections in the fact sheet are based on limited information currently available to CP All, which is subject to change. Actual events or results could differ materially and no reader of the fact sheet should assume later that the information provided today is still valid. Such information speaks only as of the date of the fact sheet.



## Connected transactions: Disposition of Lotus Supercenter Business in the PRC Completion of Supercenter Business Restructuring

On October 31, 2008, supercenter business restructuring was completed.

Impact to CPALL's financial statement:

1. Performance of supercenter business in the PRC was consolidated for only 10-month period of 2008.
2. Assets and liabilities of supercenter business in the PRC were deconsolidated as of Dec 31, 2008. Both assets and liabilities value of 2008 decreased compared with its of 2007, whereas equity value got strengthened.
3. CPALL held convertible bonds (CB) of CTEI in the amount of HKD 1,047.6 million or Baht 4,726 million.

CB terms and conditions:

Maturity	3 years extendable to 5 years
Interest	1% per annum
Conversion price	HKD 0.39 / share

4. The convertible bonds were recorded as long-term investments.
5. Upon this plan, there was a surplus on common control transactions recorded in the equity section of balance sheet.