



## *“Transforming **Robinson** 2016–2020”*

*'It's about learning what works, abandoning what doesn't, and continuing to test the boundaries of what's possible'*

Operating Results 2Q16  
17 Aug 2016





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- **Economic condition**
- Business update
- Financial performance



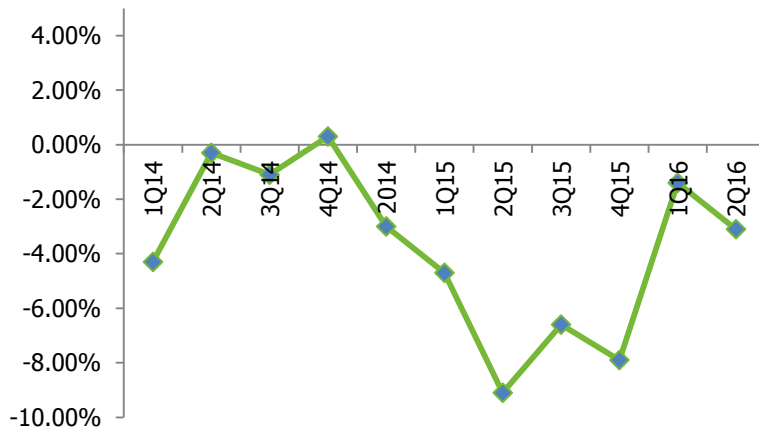
## GDP & Consumption Growth

Year	GDP	Export	Consumption
2013	2.8%	-0.1%	0.8%
2014	0.9%	-0.3%	0.6%
2015	2.8%	-5.6%	2.1%
<b>2016 (F)</b>	<b>3.0-3.5%</b>	<b>-1.9%</b>	<b>2.7%</b>

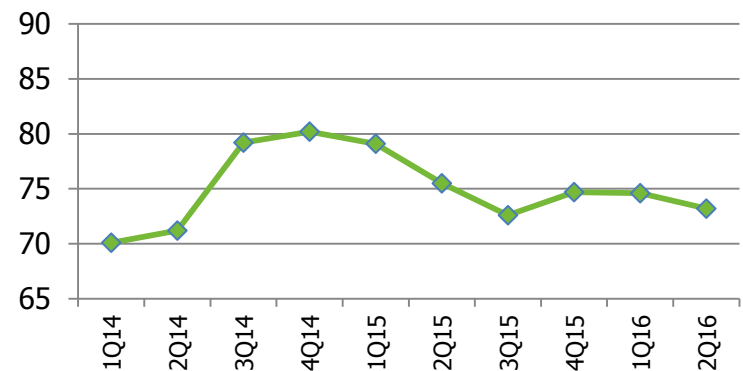
## No. of foreign tourists

Year	No. of foreign tourists (million person)	%YoY
2014	24.8	-6.5%
2015	29.9	20.4%
2Q16	7.6	8.2%

## Export (%YoY)



## Consumer Confident Index



Source: Bank of Thailand, NESDB and UTCC

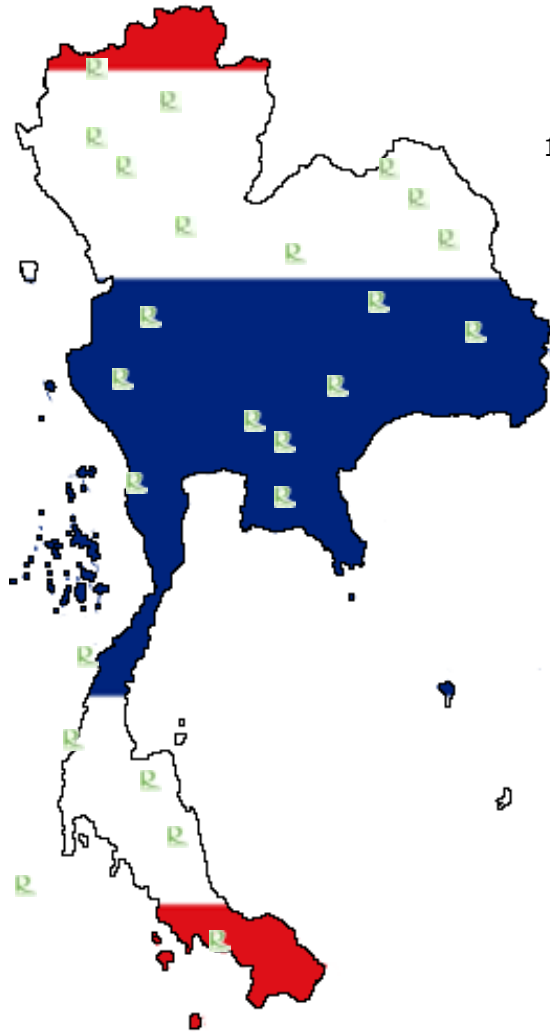


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## Net sale contribution

■ BKK ■ UPC

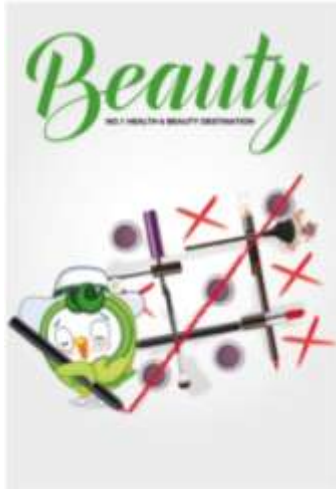


	2014	2015	2016F
<b>Total stores</b>	<b>39 stores</b>	<b>42 stores</b>	<b>44 stores</b>
<b>Thailand</b>	11 in BMR <i>Dept: 10</i> <i>Lifestyl:e:1</i>	11 in BMR <i>Dept: 9</i> <i>Lifestyl:e:2</i>	11 in BMR <i>Dept: 9</i> <i>Lifestyl:e:2</i>
	28 in UPC <i>Dept: 15</i> <i>Lifestyl:e:13</i>	31 in UPC <i>Dept: 16</i> <i>Lifestyl:e:15</i>	33 in UPC <i>Dept: 17</i> <i>Lifestyl:e:16</i>

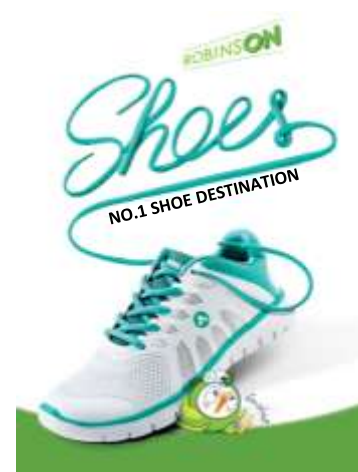
Note: BMR : Bangkok Metropolitan Region  
UPC : Upcountry



**Significant focus on our *SIGNATURE* categories**



- Health & Beauty
- Luggage
- Unisex/ Denim
- Lingerie
- Kids
- Home
- Shoes





## Arriving at (Robinson) RAMA 9 "1 BELOW"







**Only at**  
**ROBINSON**

claire's

babyshop

SNAP

F.O.F.  
Freedom of Fashion

Emilio Valentino

Payless  
SHOESOURCE®

AÉROPOSTALE

Pacific Union

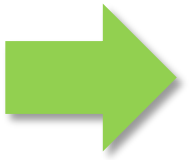
Cuizimate  
MODERN • LIFESTYLE

Robinson \*home

Reducing the number of never ending promotions and offer "*signature promotion*" and "*every day good value*"



**1900- 2016**



**2016 – 2020**

## Robinson NAKORNSRITHAM RAT 2 (Lifestyle Department Store)

Size	12,000SQM
Opening Date	28-JUL-2016



### What's new

- Free Wi-fi
- Free mobile charger
- Coffee Shop
- Vending machines
- Playland for kids
- Centralise cashier
- New uniform





**Robinson LOPBURI**  
(Lifestyle mall)

Size	32,000SQM
Opening Date	02-DEC-2016



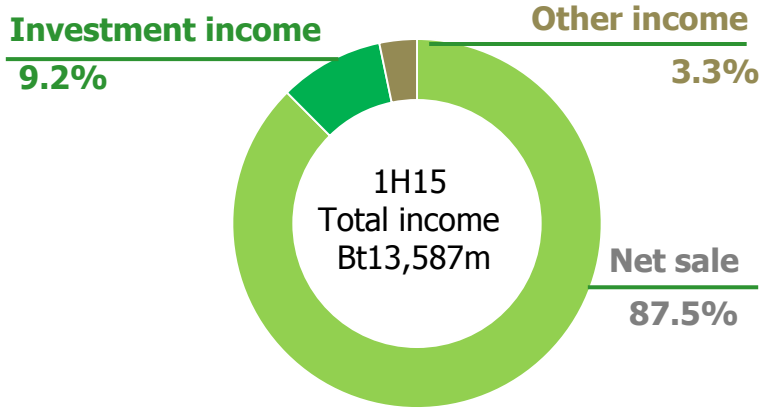
## What's **NEW**

- Integrated layout
- Water Park
- Solar Power Roof

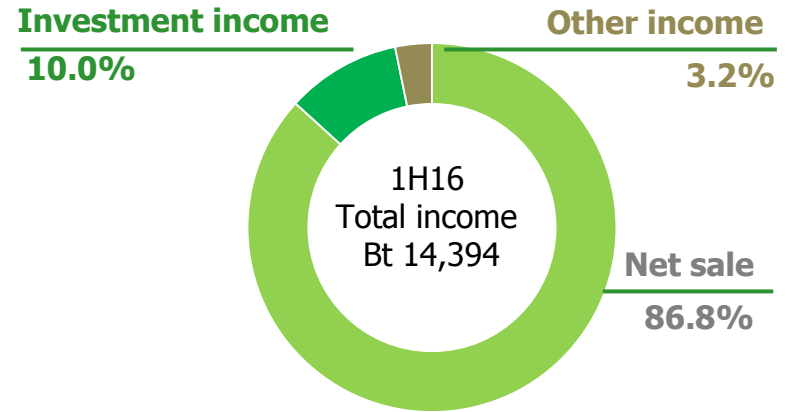




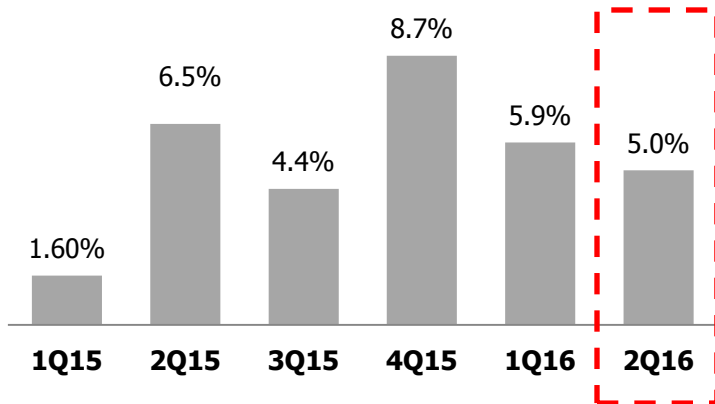
- Economic condition
- Business update
- **Financial performance**



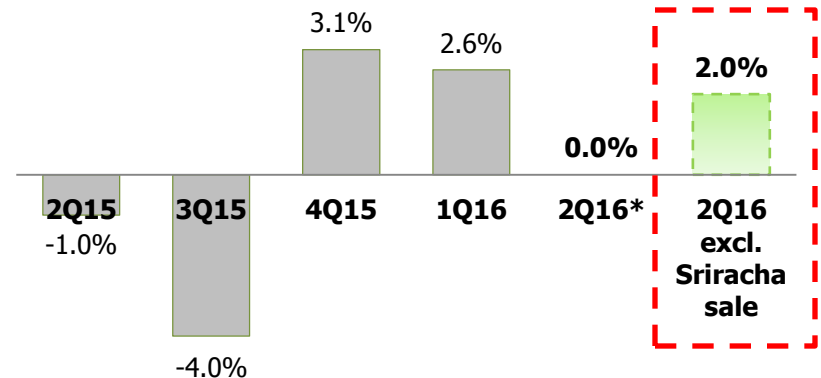
**+5.9% YoY**



## Total Store sale (%YoY)



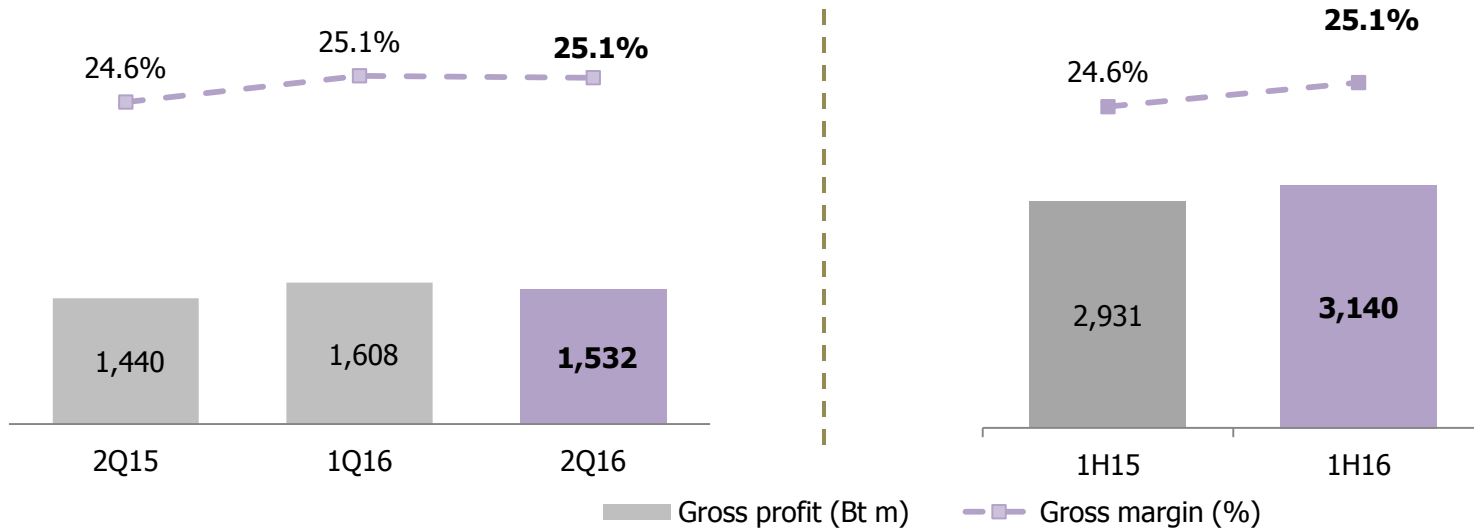
## Quarterly same store sale growth (%YOY)



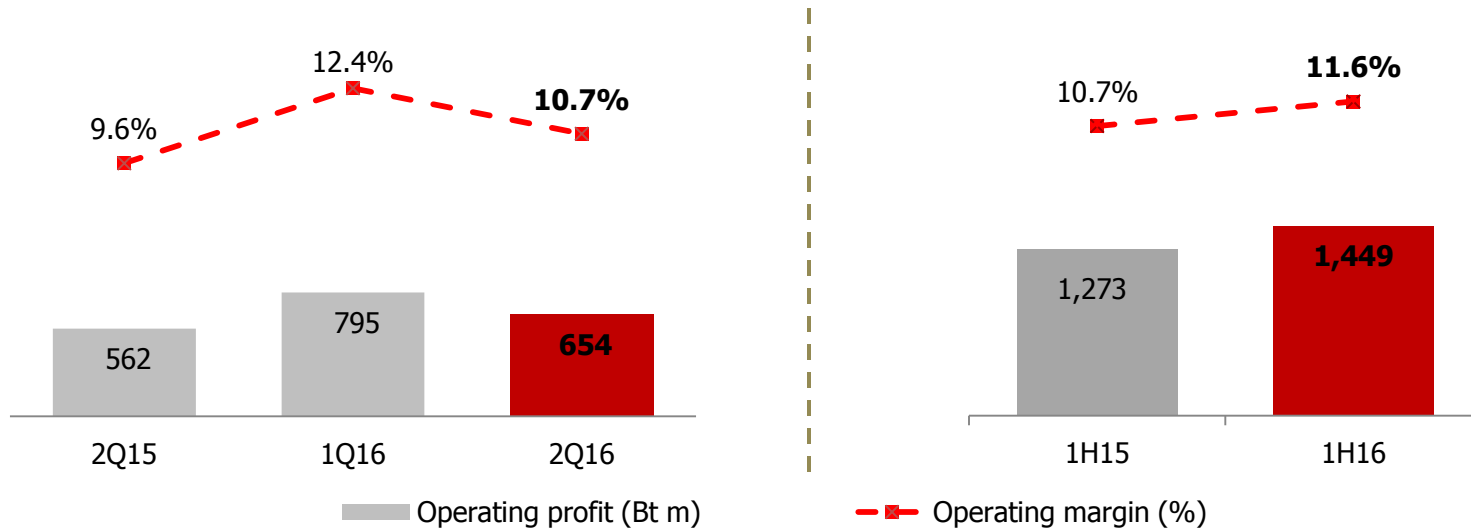
\* May-June 2015 had clearance sale in Sriracha mall that impacted 2% of SSSG in 2Q16.



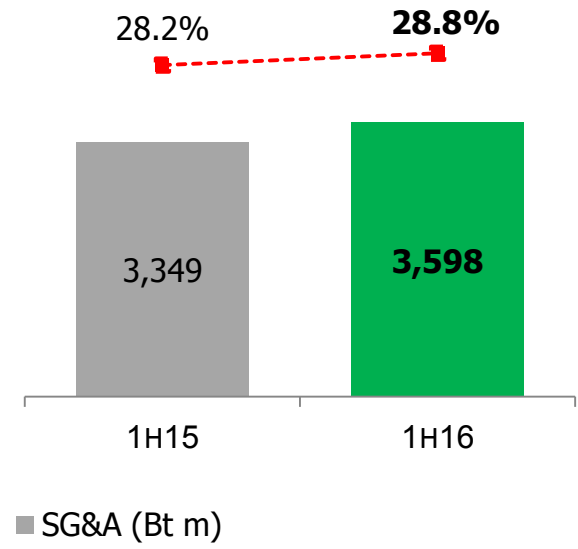
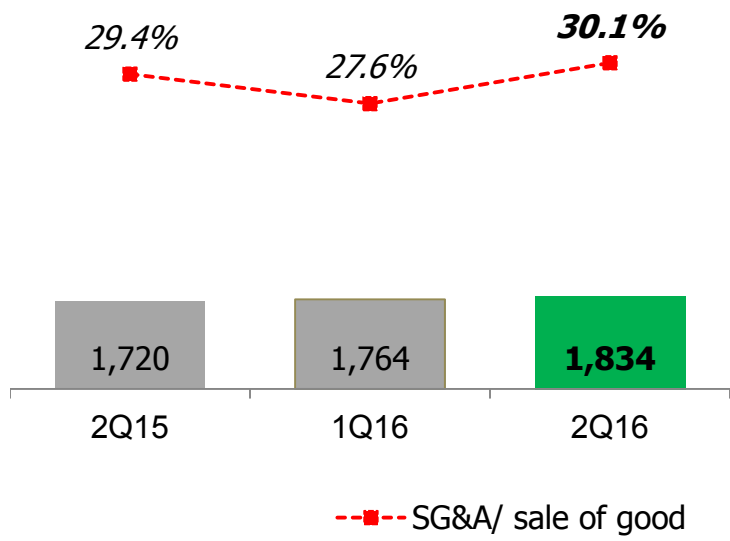
## Gross profit (Bt m) and gross margin (%)



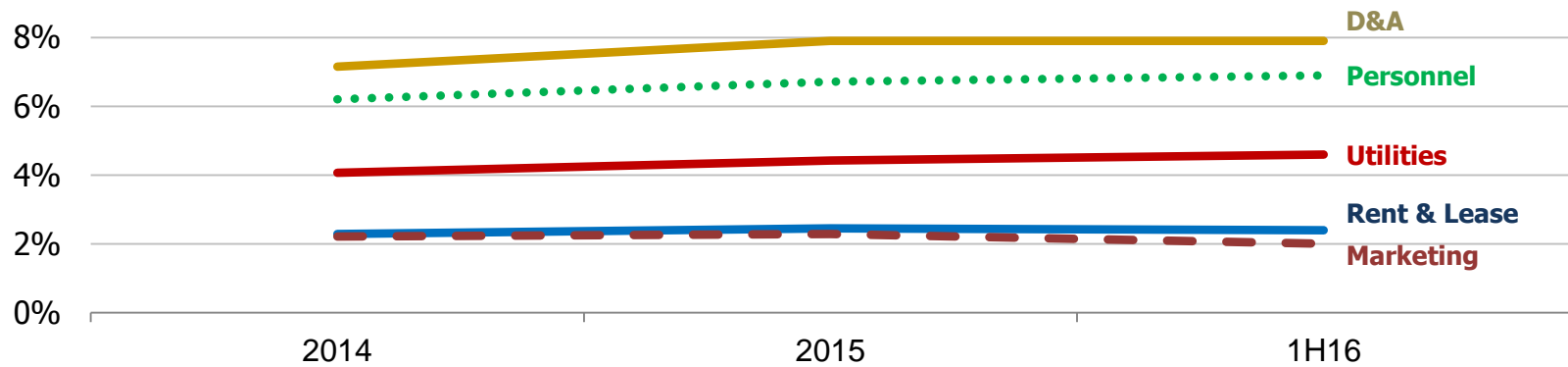
## Operating profit (Bt m) and Operating margin (%)



Operating profit is excluded share of profit of associates



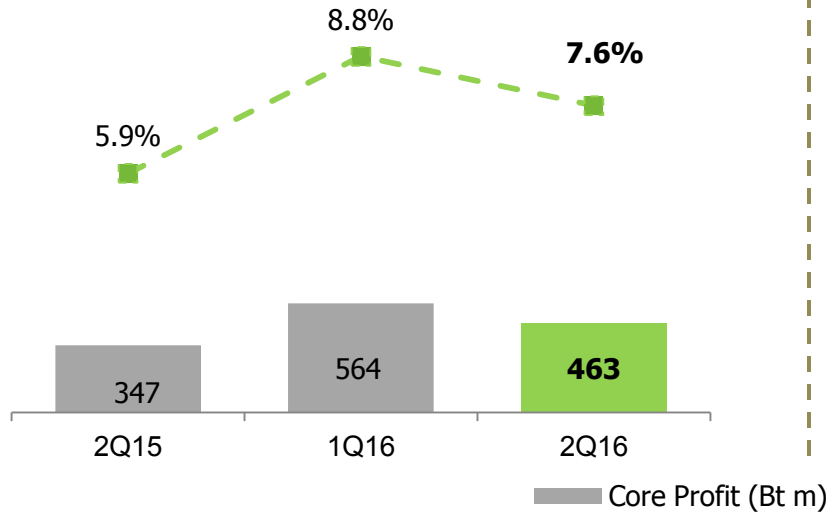
## Historical SG&A/Net sale (%)



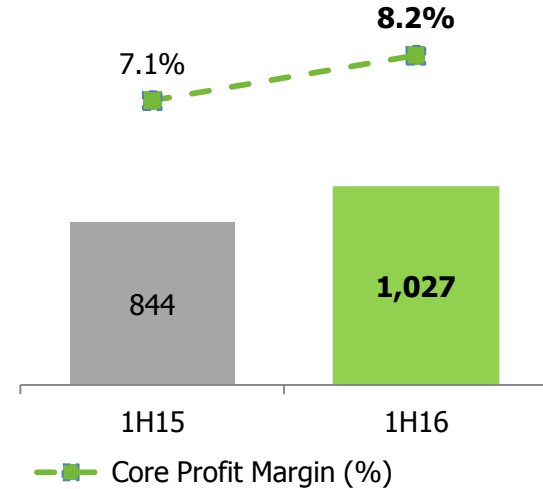




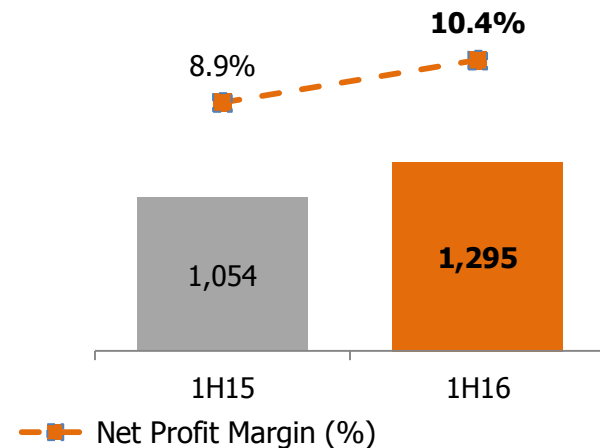
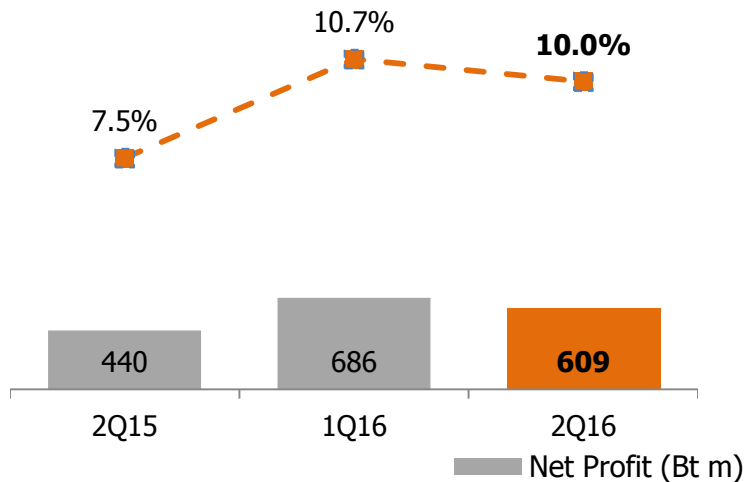
## Core profit (Bt m) and Core profit margin (%)

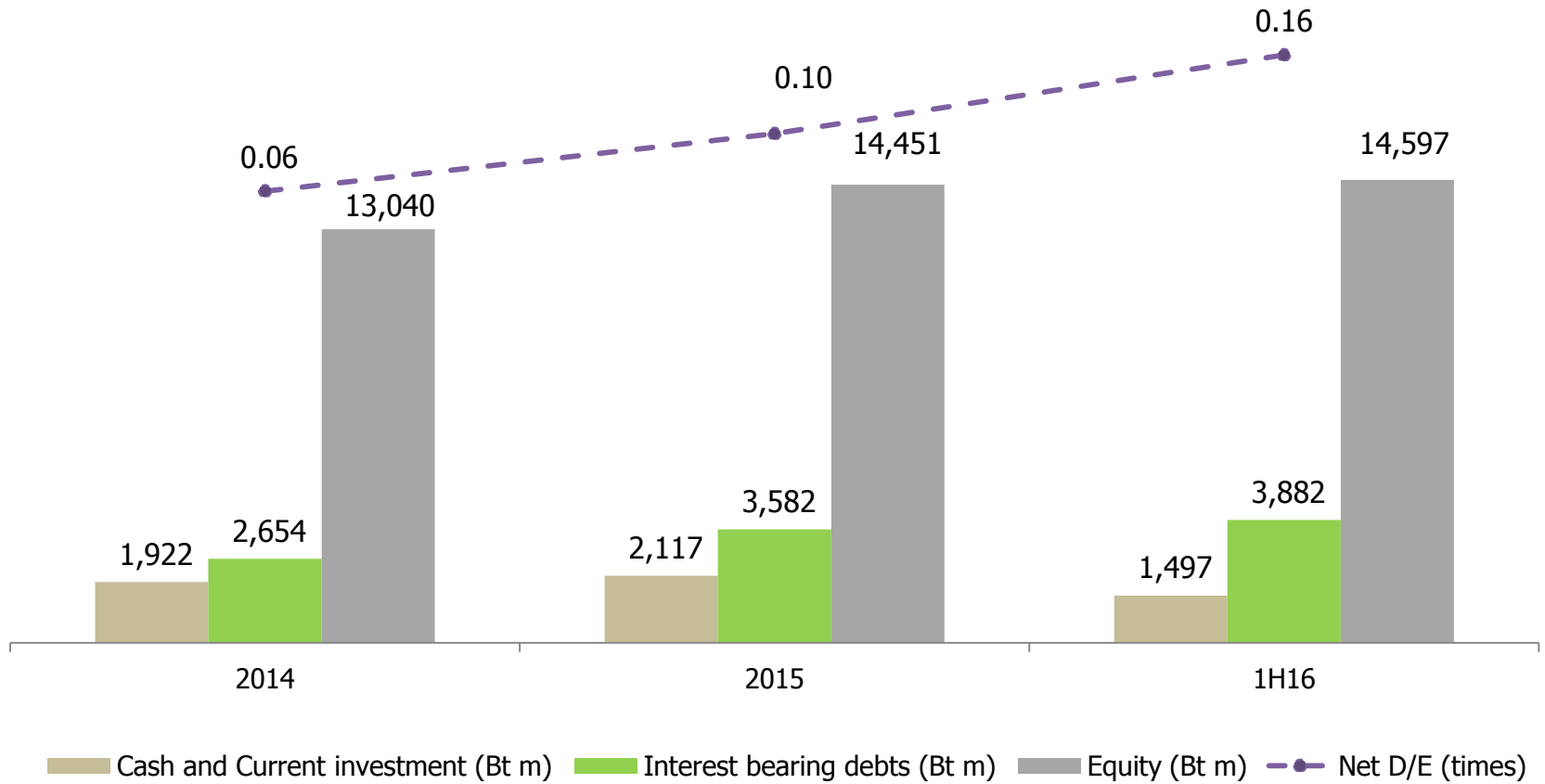


Core profit = net profit - share of profit of associates



## Net Profit (Bt m) and Net profit margin (%)







# THANK YOU

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