

The background image shows the exterior of a modern Robinson Department Store. The building features a facade with horizontal white panels and blue accents. The word "ROBINSON" is prominently displayed in large, green, 3D letters across the front. People are seen walking on the sidewalk in front of the store, and a large glass entrance is visible on the right side. The overall scene is bright and sunny.

# **Robinson Department Store Plc.**

**1<sup>st</sup> Quarter 2009 Results  
Opportunity Day  
at SET**

**May 25, 2009**



# Today Agenda

- Market Update
- Business Highlight
- Financial Highlights
- New Stores Expansion 2009





# Financial Snapshot

- Operating performance in 1Q09 outperforms most economic indicators.
- **Same store sales maintained yoy**, total sales contracted by (-1.8% yoy) due to closure of Silom store since June'08.
- Gross margin was at **23.4%** (23.15% in 1Q08)
- Recorded 46.5 MB as an extraordinary income resulted from the expropriation of the first progress payment from the termination of Silom's leasehold right transfer agreement in 1Q09.
- **Net profit** from normal business operation grew at (**6.4% yoy**).
- Share repurchase totaled 6.8m shares with average price Bt 5.8.





# MARKET UPDATE

# Market Update in 1Q09

- Economy in 1Q09 has continued to contract, resulting from global economic slowdown including political turmoil.
- Drop ever in private consumption (-19% yoy) and imports of consumer goods (-38%yoy) confirm that domestic demand weaken sharply. Consumer confident index (CCI) read the lowest since Jan'02 (74.0).
- Retail market has been affected, Retail Sales Index (RSI) contracted by (-11.2% yoy) and (-9.5%) yoy in Jan 09 and Feb 09, respectively. Across most categories found negative sales growth, however, grocery retailing showed slightly growth.
- All department store operators struggled with dampened shopping's mood and raised more competitive promotional campaigns and activities, reflecting higher level of market competition.
- A new department store opened in Pattaya.





# BUSINESS HIGHLIGHT



# Business Highlight

## Differentiate products

Continue expanding sales of differentiate products, **sales growth (8.65%yoy)**

## New exclusive brand

Introduce **'David Jones'**, an Australian beauty product, to market under **Only @ ROBINSON** concept

## Brand in-out

Add more inter-brand to potential stores : **G2000, SASCH, Playboy, FOX** and etc.

## Drive extra sales

Drive sales of key product brands and key merchandise assortments via Mega Brand sales to generate extra sales in ladies' fashion, home, and toys : **Kipling, Guess, Barbie, KC Toys,** and etc.





# Business Highlight

## Loyalty program – T1C

Pursue sales-driving opportunities through T1C membership promotional programs to increase sales among loyal customer.

- 65% of total sales via T1C in 1Q09
- 26,500 new T1C members in 1Q09

## Localized Marketing

Create new marketing events focused on specific customer group in each location to attract customers in response to highly competitive market situation.

**Beauty World** @Rangsit

**Home Festival** @ Srinakarin

**Ultimate Watch** @ Jungceylon and Fashion Island

**I Love Paris** @ Chiangmai

**Sunflower Summer** @ Udon

## Store renovation

Complete renovation and relaunch successfully of 3 stores i.e. Fashion Island, Sriracha, Bangrak.

## Relaunch new Robinson website





# Beauty World @ Rangsit



# "The Ultimate Watch Fair" @Jungceylon and Fashion Island



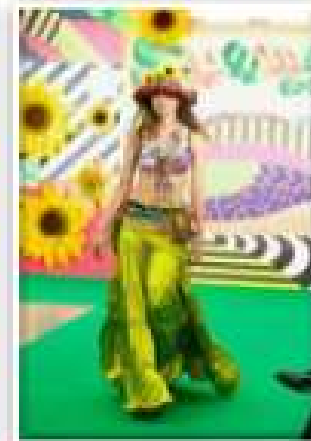
# I Love Paris @Chiangmai



# Sunflower Summer Spirit @Udon



Sunflower  
**Summer**  
Spirit



# David Jones Opening >>



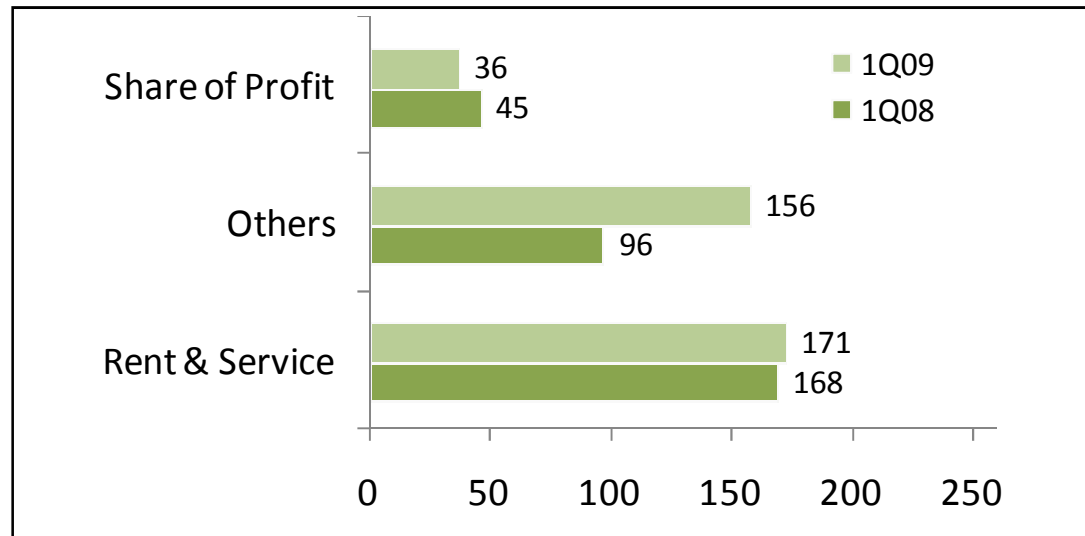
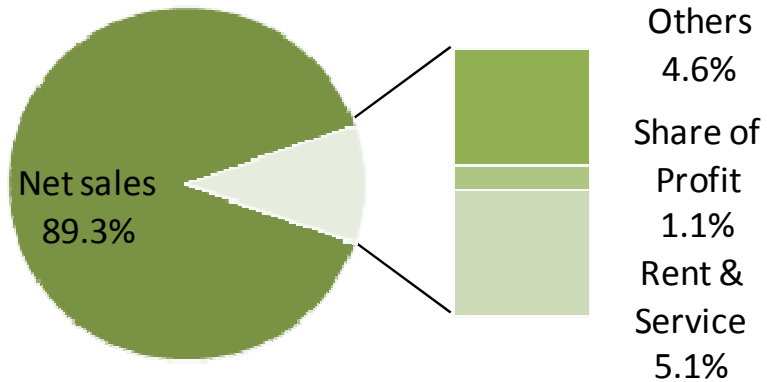


# FINANCIAL HIGHLIGHTS

# Revenue Breakdown

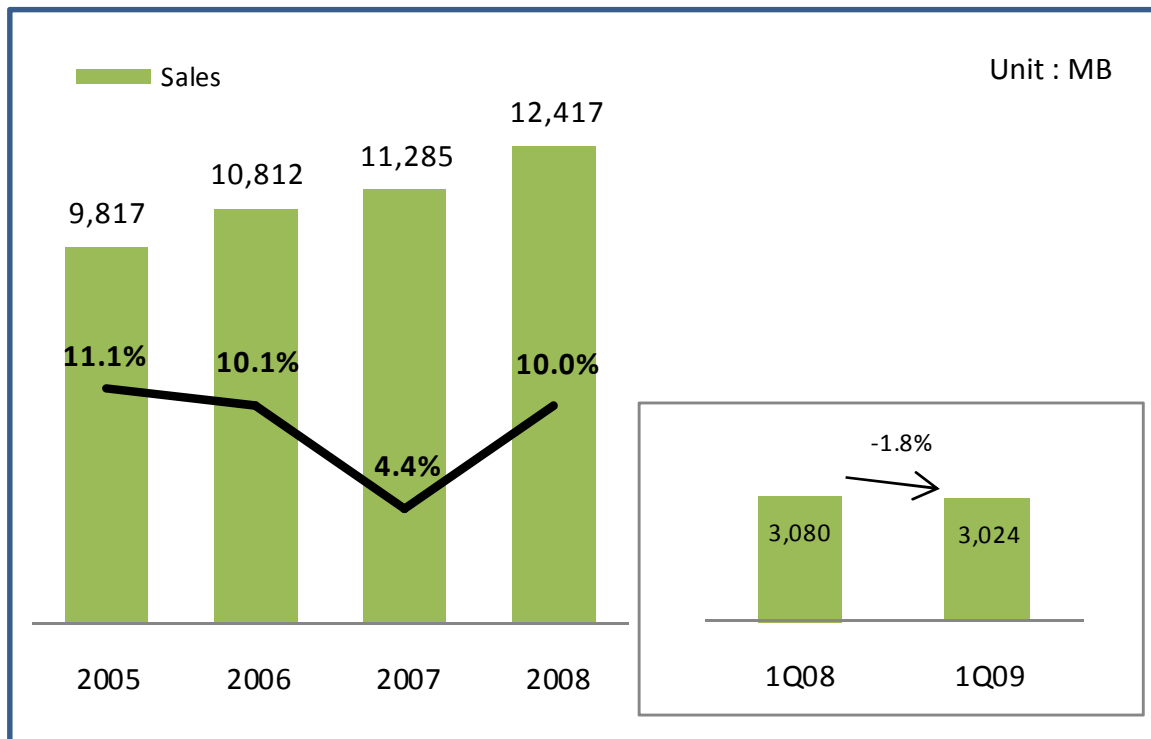


1Q09



# Net Sales

Despite unfavorable economic condition and highly competitive market situation, same store sales remain at the same level y-o-y resulted from the successful of market mechanic and good merchandise .



	Total Store	Same Store*
<b>1Q09</b>	<b>-1.8%</b>	<b>-0.5%</b>
2008	10.0%	7.7%
2007	4.4%	2.0%
2006	10.1%	6.9%
2005	11.1%	9.1%

\* Calculation base on number of stores fully operated throughout the previous year i.e. in 1Q09 SSSG excluding Silom and Bangkae.

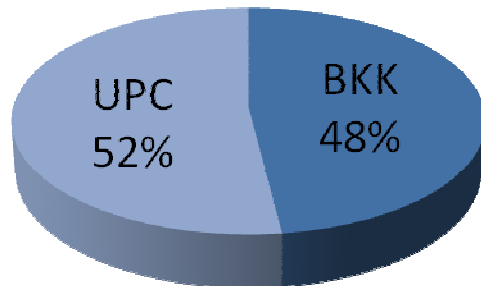




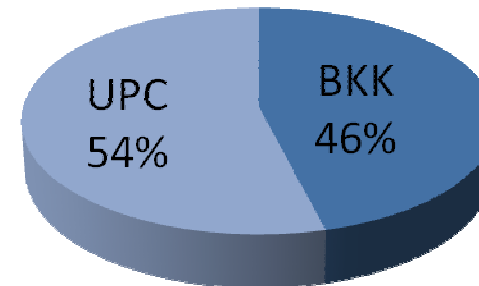
# Net Sales by Location

By the end of 1Q-09, there are 20 department stores operate nationwide : 11-UPC store and 9-BKK store.

**2008**



**Q1-09**



% growth	Total BKK	Total UPC
2008	6.2%	13.8%

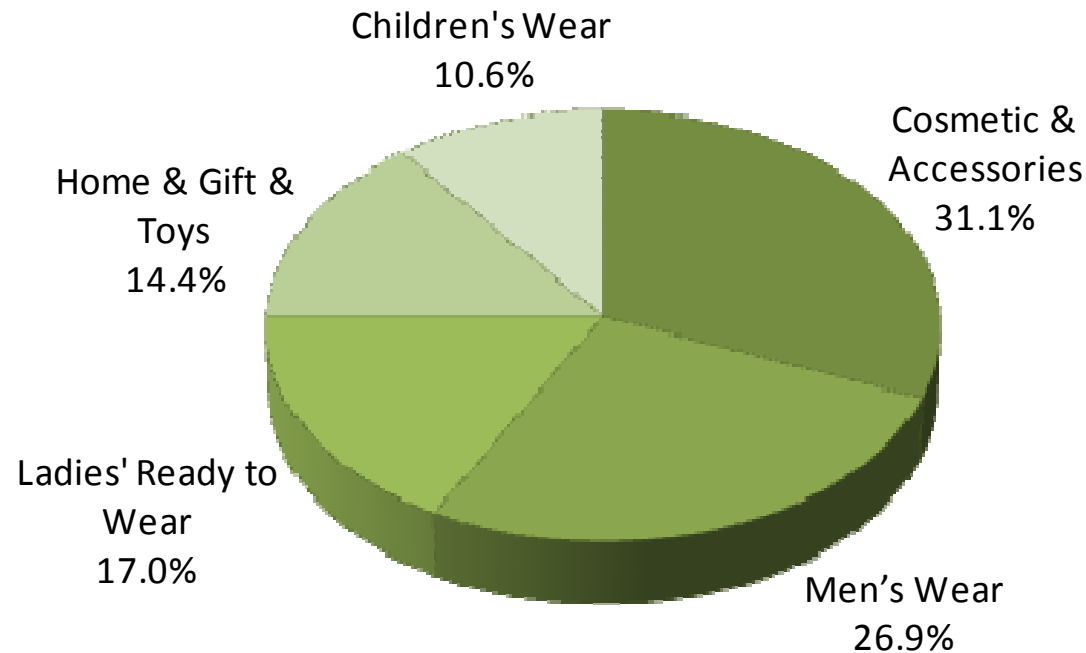
% growth	Total BKK	Total UPC
Q1-09	-3.6%	-0.3%

*Calculation base on total number of stores*



# Net Sales by Category

## Sales breakdown in 1Q09



## Growth driving categories in 1Q09

1. Home & Gift & Toys 2.8%
2. Cosmetic & accessories 2.3%
3. Children's Wear 1.4%

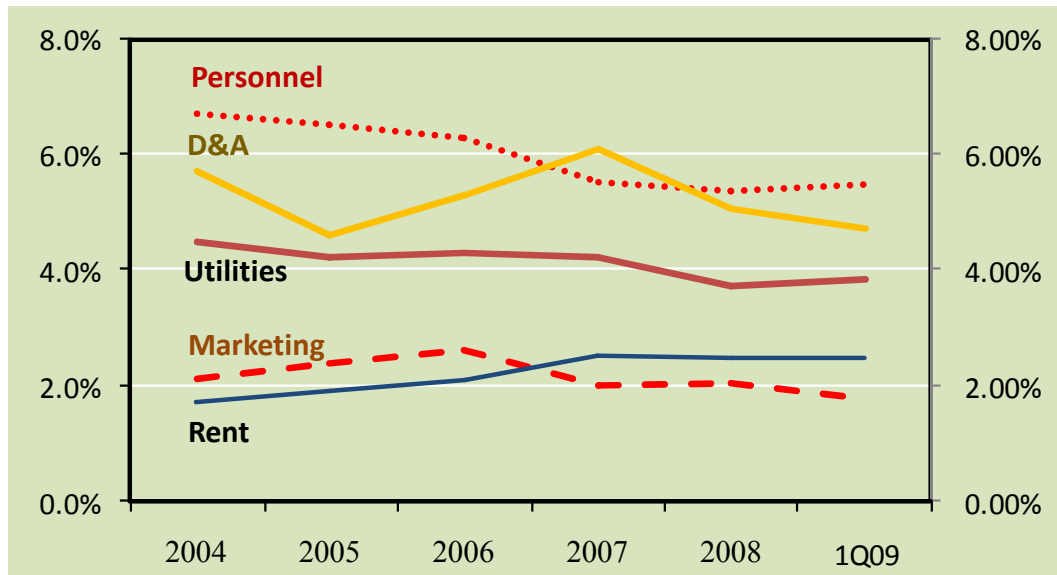


# SG&A Expenses

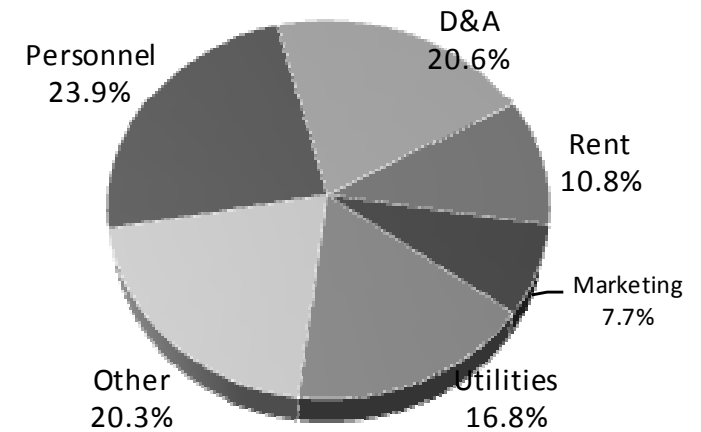
% SG&A to Net Sales



% to net sales



SG&A breakdown in 1Q09

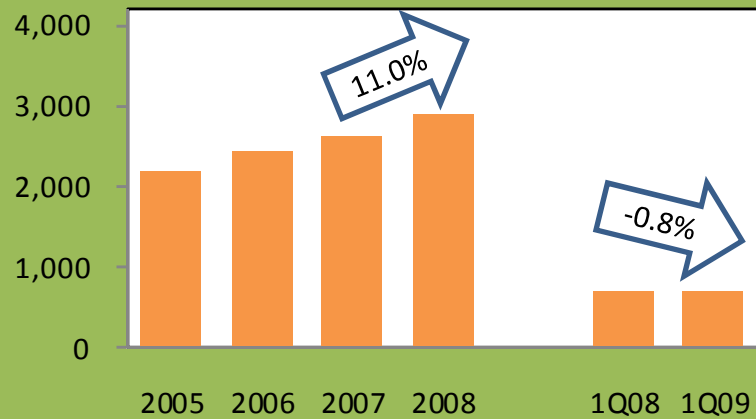


SG&A expenses remained sound yoy as a results of lowered marketing expenses & asset depreciation and efficient cost control.

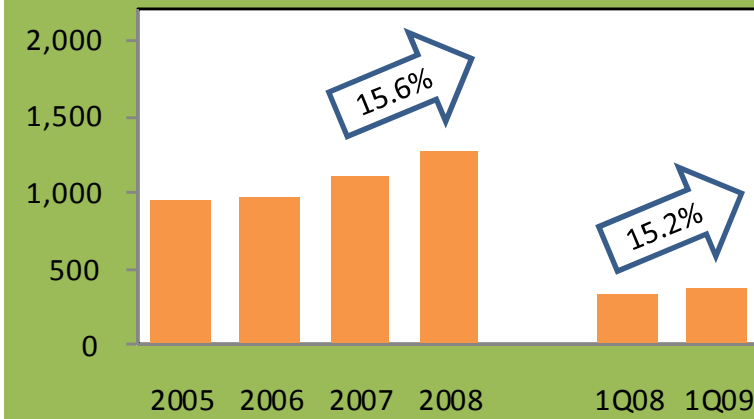


# Profitability Trend

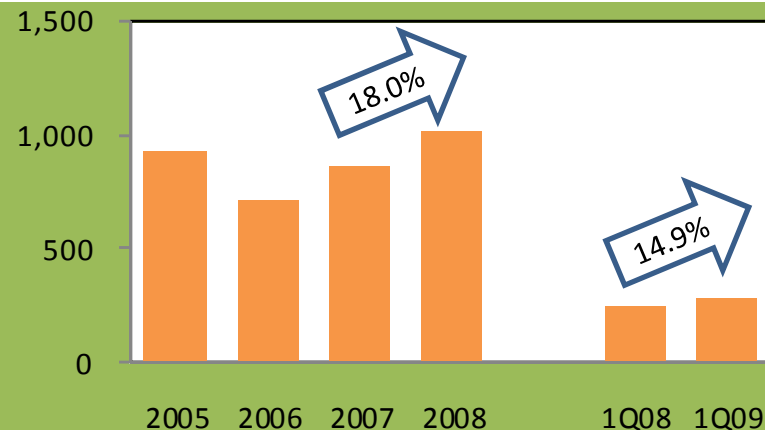
## Gross Profit



## EBIT



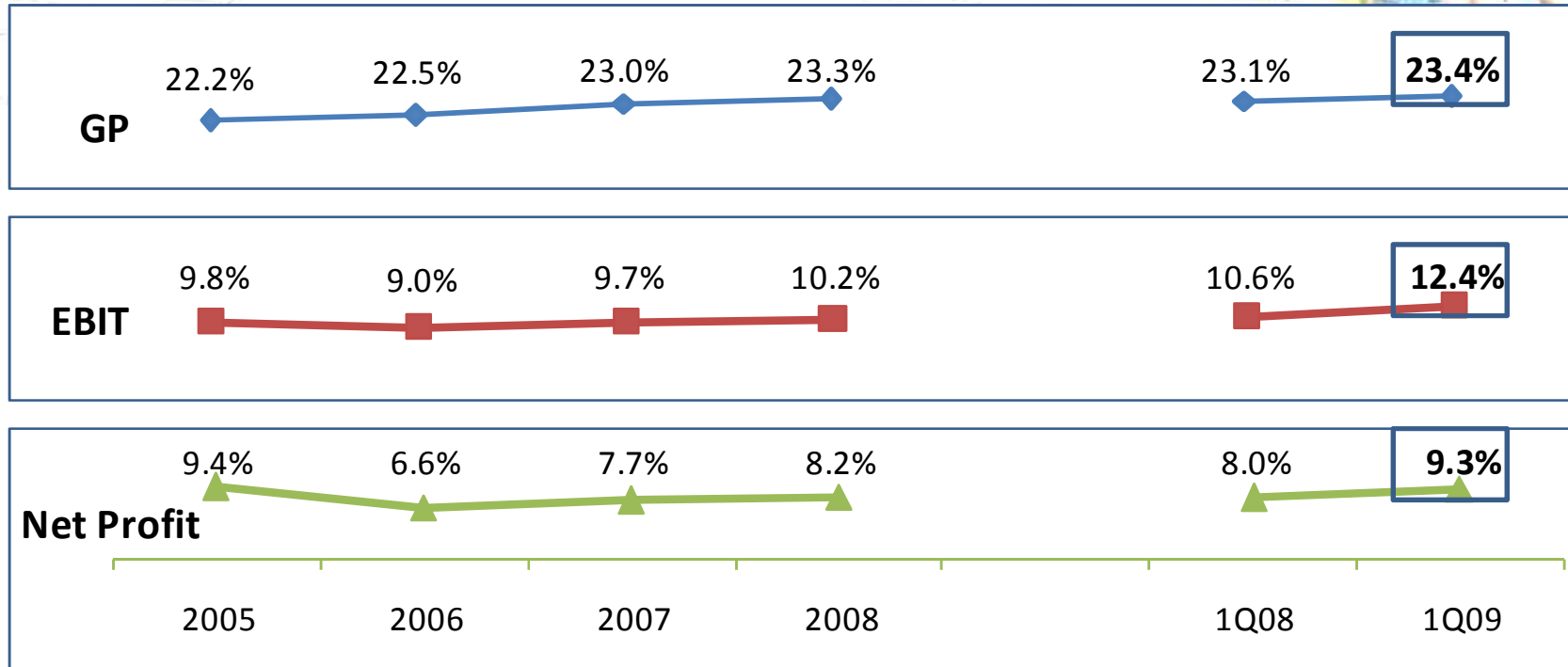
## Net profit



In 1Q09, EBIT and net profit from normal business operation grew at 4.3% and 6.4% yoy respectively. (Excluding share of profit of associates and income from termination of a Silom leasehold right transfer agreement).



# % Margin of Sales



## Core EPS

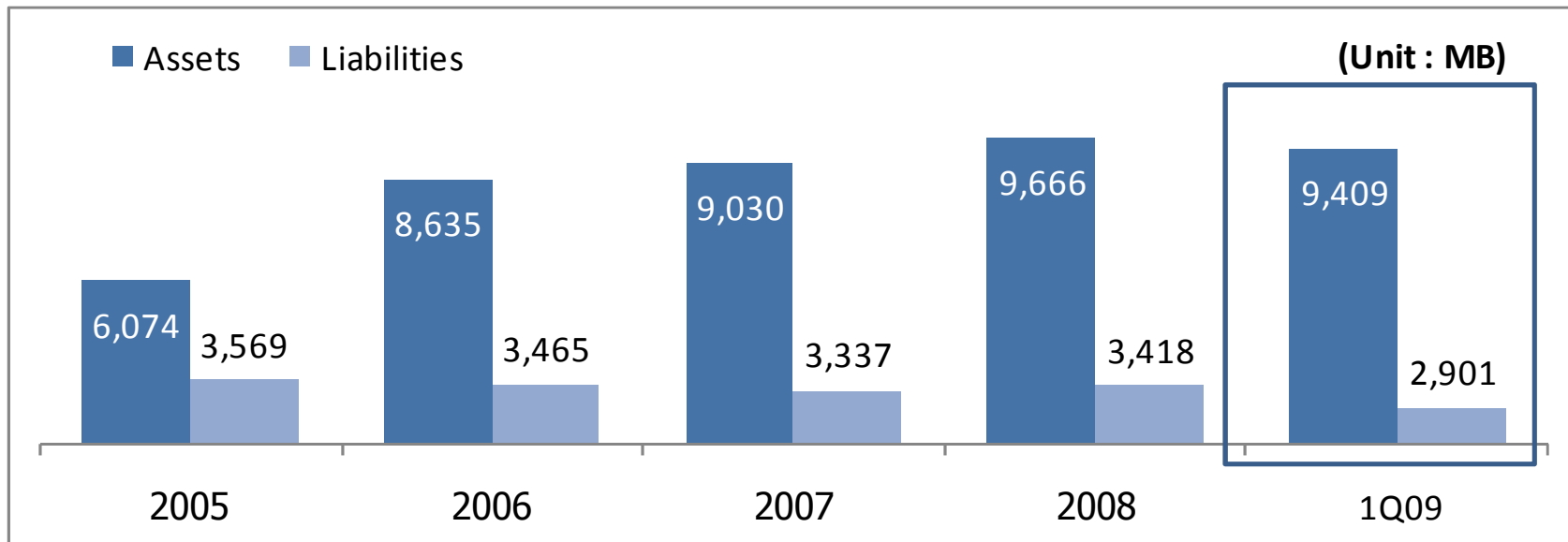
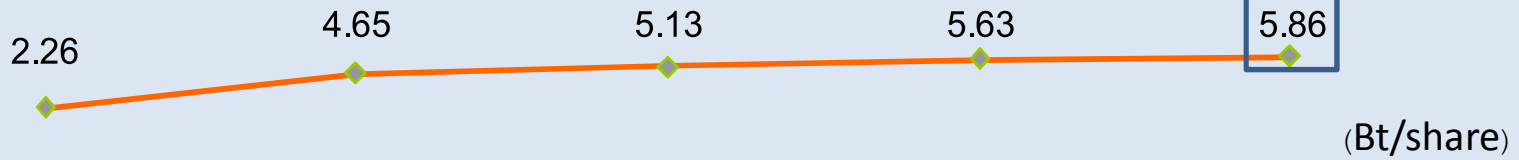
2005	2006	2007	2008
0.83	0.65	0.78	0.92

1Q08	1Q09
0.22	0.25

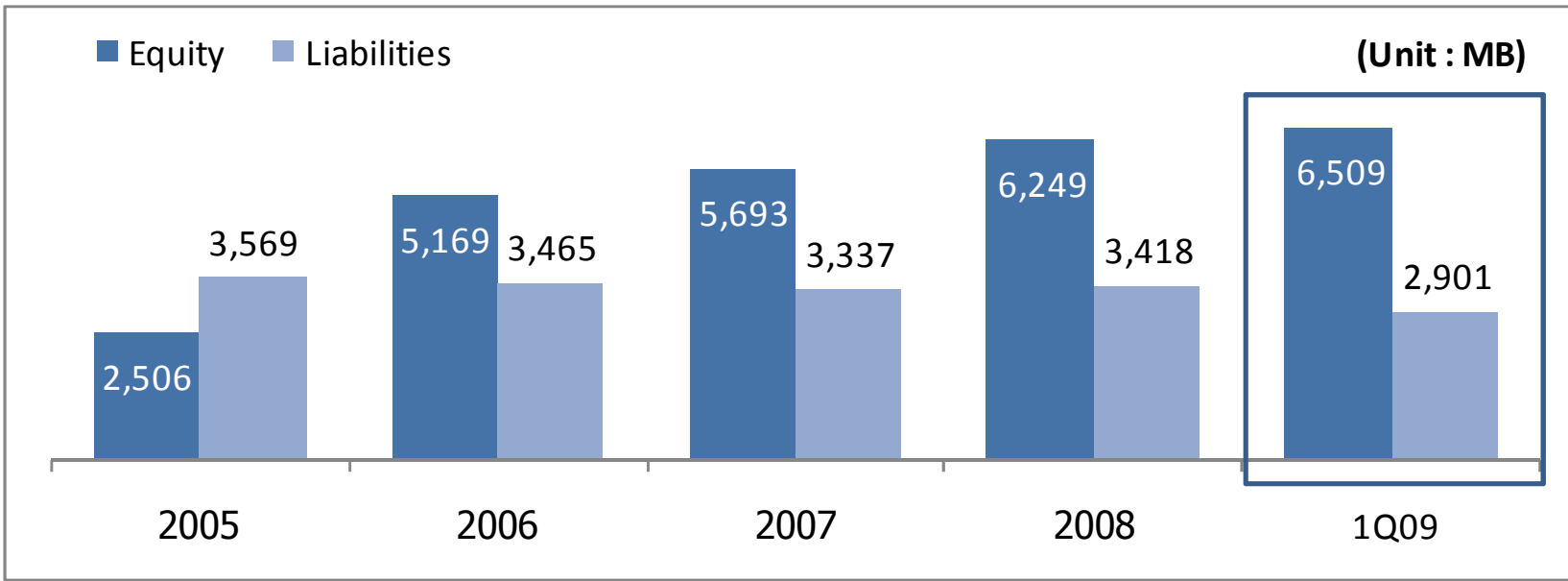
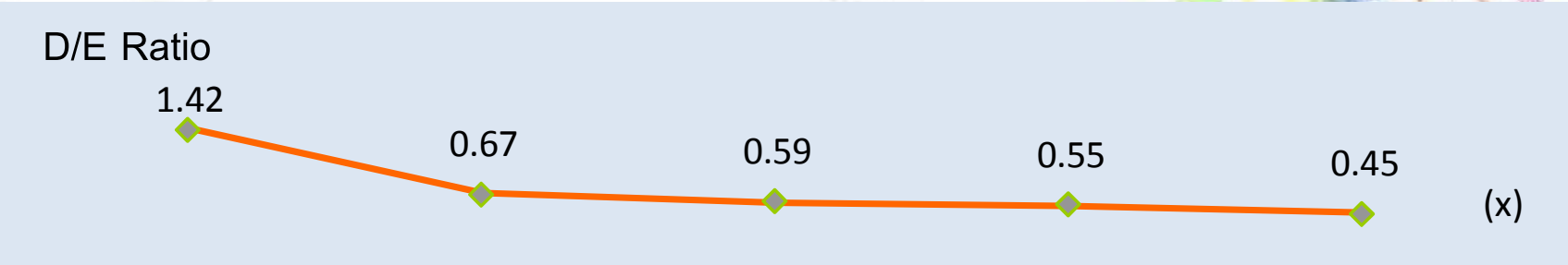


# Book Value

Book value per share



# Debt to Equity





## **NEW STORES EXPANSION 2009**



Investment Cost : 530MB

Location : Central Plaza Chonburi

Open Date : May 29,2009

## Chonburi Store



# Chonburi Store



# Chonburi Store

ห้างสรรพสินค้าโรบินสัน ร่วมกับจังหวัดชลบุรี  
ฉลองเปิดสาขาใหม่อย่างเป็นทางการ  
ขอเชิญทุกคนสำคัญร่วมเป็นเกียรติรับสินค้าพิเศษสำหรับสาขาใหม่

## โรบินสัน ชลบุรี แตกต่าง...กว่าที่เคยสัมผัส

### พบความอสังการแห่งปี เป็นพิธีเปิดสาขาใหม่อย่างเป็นทางการ

ใจ ที่งานเปิดตัวสาขาใหม่โรบินสันชลบุรี  
พบกับสุดยอดสินค้าแฟชั่นและไลฟ์สไตล์

ร่วมฉลอง **The Fash SHOW Story**  
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และเหล่าศิลปินชื่อดัง ร่วมขับขานเพลง  
**เอสพีพีเอสอีอีอีอี** และ **คริสติน่า รอย**  
พร้อมทั้งพบกับสินค้าแฟชั่นสุดพิเศษ  
พร้อมทั้งของขวัญสุดพิเศษสำหรับลูกค้า 10,000 คน

พบกับความพิเศษสุด  
**เสาร์ที่ 6 มิถุนายน 2552 14.00 น. เป็นต้นไป**  
ที่ โรบินสัน ชลบุรี 1 ซอยสุขุมวิท 111

พบกับสินค้าแฟชั่นสุดพิเศษสำหรับลูกค้า  
ตั้งแต่ 10.00 น. เป็นต้นไป และปิดท้ายด้วยคอนเสิร์ต  
ตั้งแต่ 13.00 น. เป็นต้นไป

### ความพิเศษไม่สิ้นสุด!

พบกับแฟชั่นโชว์สุดพิเศษ  
เป็น **บุปผา อารยา เดตรสีกา**  
พร้อม **Workshop** สำหรับศิลปิน  
และเหล่าศิลปินชื่อดัง

**อาทิตย์ที่ 7 มิถุนายน 2552 14.00 น. เป็นต้นไป**

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111 ซอยสุขุมวิท 111





# Khonkaen Store



Investment Cost : 590MB  
Location : Central Plaza Khonkaen  
Open Date : December 2009

# Khonkaen Store





Investor Relations

Robinson Department Store Plc.

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