

28 April 2017

Robinson’s Success Spans Across Its Four Core Businesses and Pushes Forth
“Transforming Robinson 2017”
Initiatives Under the New Name, “Robinson Public Company Limited.”

Robinson announces its success across its four core businesses, namely department store, lifestyle shopping mall, brand imports and management, and department store in Vietnam. In 2016, the company registered 30,187 million baht in revenue and 2,815 million baht in profit, pushing forth “Transforming Robinson 2017” initiatives under the new name, “Robinson Public Company Limited.”

Mr. Alan Thomson, President, Robinson Public Company Limited revealed, “From the success of transforming the business model in 2016, the company is now divided into four core businesses:

- 1) **Department Store Business** – Today, the company operates retail business in the form of 26 branches of department stores, selling merchandise from both domestic and imported brands that match every lifestyle needs. We focus on creating the experience, making retail more than just about shopping for our customers.
- 2) **Shopping Mall Business** – Robinson opens a total of 18 branches of lifestyle shopping malls throughout the country since 2010. These shopping malls have been developed into an all-round shopping malls, fully filled with renters who operate department store, food court, leading restaurants, movie theaters, commercial banks, supermarkets, Playland, water park, and fitness, etc. We have built these malls into the community centers, under the “Eat-Shop-Play” concept. We will open the 19th shopping mall, “Robinson Lifestyle Phetchaburi” on 19 May 2017.

- 3) *Imported Brand Management Business* – Robinson is licensed to be exclusive distributors at Robinson branches for Just Buy, Payless Shoesource, Babyshop, as well as House Brand, under the “Great Value” concept, where it is one price, 365 days. The brand constitutes of four product categories, home products, health products, gentlemen and ladies’ fashion, and children’s fashion. Two additional product categories with more than 400 items for bathroom, kitchen & dining tables products will be available in July 2017.
- 4) *Robins Vietnam* – The company invests in opening two department stores in Vietnam, Hanoi and Ho Chi Minh City since 2014.

Another element that brings in 30,187 million baht in revenue, clocking a 5% revenue growth, and 2,815 million baht in profit, representing a 30.7% growth from 2015. In 2017, the company rolls out “Transforming Robinson 2017” first by changing the name to “Robinson Public Company Limited” which will be officially effective from 2 May 2017 onwards. This change is to align ourselves with the new business model that has been bringing success for us from different businesses, not just from department store business. Plus, this change will be supportive of other business operations that will happen in the future.