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Robinson’s Success Spans Across 4 Core Businesses,
Moving Forth with “Transforming Robinson 2017”
and Creating New DNA under “Robinson PCL”

Robinson announces its success in four core businesses in the 2016, including department stores, lifestyle shopping malls, imported brand management, and department stores in Vietnam, clocking over 30,187 million baht in revenue and 2,815 million baht in profits. The Company is pushing forth with “Transforming Robinson 2017” with the new business DNA, under the 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.
- 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.
- 3) **Imported Brand Management business** – Robinson is licensed to be exclusive distributors at Robinson branches for Just Buy, Payless Shoesource, and Babyshop,
- 4) **Robins Vietnam** – The company invests in opening two department stores in Vietnam, Hanoi and Hochiminh City since 2014.

Each business unit is managed effectively by the team that is equipped with expertise and experience in the particular business. Key operations, together, contribute to the success of the company in 2016, such as:

- 1) *Rearrange products by focusing on Signature Categories products*, i.e. cosmetics, beauty and health products, shoes, bags, and suitcases, jeans for gentlemen and ladies, children’s products, toys, clothing, home appliance and decoration, and ‘Playing to Trends’ products that fit today’s needs of customers, such as Ath-Leisure products.
- 2) *Increase the proportion of International Brand and House Brand products*, including: Just Buy, a wide array of products that are priced at 60 baht and above, Payless Shoesource, Babyshop, and the introduction of Great Value products in October 2016. The latter sells under the concept of “One Price, 365 Days,” where products must come from manufacturers who practice ethical sourcing. Great Value products are comprised of four categories, “Home & Co” – home products, “Active & Co” – health products, “Clothing & Co” – fashion for gents and ladies, and “Kids & Co” – kids’ fashion.
- 3) *The opening of two branches*, Robinson Department Store Nakorn Si Thammarat in July 2016 and Robinson Lifestyle Department Store Lopburi in December 2016, marks the first department store in Thailand to carry “Integrated Layout” where department store and shopping plaza space are seamlessly integrated for continuous shopping, with centralized cashier. Water park is also available. Additionally, solar roof is installed to save energy and enhance the stores’ environmentally friendliness.
- 4) *Refresh the department stores’ look and feel*, as well as the offerings of products and services. The new shopping zone, “1 Below,” is also launched to meet the needs of the millennials, who are teens and young adults, by offering both sport fashion and new gadgets on the same floor. Additionally, we make retail more than just about shopping with activities that are focused on creating a holistic shopping experience.
- 5) *Ensure the suitability of promotional activities with the “Signature Promotion” activities*, for instance, Pay Day Promotion or Wednesday Promotion, as well as effective expense management

These elements contributed to the 2016 performance of **30,187 million baht**, which is a **5%** growth, in revenue, and **2,815 million baht** or **30.7%** growth in profit from 2015.

In 2017, the Company is ready to move forward with “Transforming Robinson 2017” by changing the company’s name to “Robinson Public Company Limited” which will be effective from 2 May 2017 onwards.

The purpose is to align the company’s name to the successful new business model that is more diverse, is not solely focused on department store business, and supports other businesses that will happen in the future.

The company is also ready to create **new DNAs** in our businesses for sustainable growth in four dimensions:

- 1) *To put our customers, employees, and suppliers at the heart of our business decision*
- 2) **Making Retail More Than Just Shopping** – We aim to create unique shopping experience that is beyond purchases for customers. The company is dedicated to create impressive experience and offer a unique and inspiring experience that brings fun and excitement to the act of browsing for products and services that fit the needs and lifestyles of consumers in different areas. Moreover, each branch is equipped with different conveniences, *such as coffee shop, relaxing area, Wi-Fi service, mobile phone chargers, and indoor fitness.*
- 3) **Robinson Tumdee** with CSR projects of the Company are organized with different causes. The recent “1% Gift Card” campaign marks the first time of Thai retail industry that makes gift card distinct by contributing every 1% of Robinson Gift Card value to “Robinson Fulfill Children’s Dreams” fund to sponsor educational projects for different schools and underprivileged children in the remote areas in order to expand opportunities and access to education for children nationwide.
- 4) **Great Value** is a group of products that boast quality at affordable price under the “One Price, 365 Days” concept. Today, Great Value products are available at 11 branches of Robinson and will be available in more than 20 branches within this year. The new product categories, including over 400 bathroom, kitchen, and dining products, will be introduced in July 2017.

In addition, the company will also continue to expand the four core businesses this year:

- 1) **Open one more branch of Department Store at Mahachai District, Samutsakorn in November 2017**, while refreshing its look and feel at other branches, *including Rama IV, Trang, Chantaburi, and Saraburi*, to introduce “**Making Retail More Than Just Shopping,**” by leaping beyond traditional shopping mall formats to introduce distinct experience through Signature Categories and Playing to Trend products and services, as well as activities in the stores.
- 2) **Expand Robinson Lifestyle Department Store** with the “**Eat-Shop-Play**” concept, fully comprehensive with the Integrated Layout, where merchandise will be rearranged and placed according to the shoppers’ interests. The shopping zone and department stores are now connected, showcasing convenient floor

plans that rid of separation walls between stores to open up and widen the space from all perspectives for the utmost enjoyable shopping experience that is more than just shopping, while being the Center of Community. Company plans to add two more branches, **Robinson Lifestyle Department Store Phetchaburi** on 19 May 2017 and **Robinson Lifestyle Kampaengpetch** in December 2017.

Such expansion of Robinson Department Stores and Robinson Lifestyle spans over 78,000 square meters. This expansion, together with the branch refresh, requires **4,100 million baht** in investment.

- 3) *Become the leader in importing and managing brands to create distinctiveness and attract new customer groups for improved profit margin*, by coupling these brands with interesting marketing campaigns. Brands include Payless Shoesource, Babyshop, Just Buy, and Great Value. This year, the company plans to expand these brands to more than **30 branches**, totaling to **130 branches** by the end of 2017. Just Buy will be available in **more than 10 branches** over 400 – 1000 square meter space. The first expansion was at Rangsit branch in March 2017. Today there are 42 Just Buy stores.
- 4) *Develop “Robins” Department Stores in Vietnam*, namely the Royal City, Hanoi and Crescent Hochiminh.

In addition, the company will continue to develop a total of 13 creative marketing campaigns throughout 2017, with the same amount of marketing budget in 2015, about 2.3% of total sales or **580 million baht**. The adjustment of promotional plans in each campaign is already in the pipeline to more fittingly serve different behaviors and lifestyles of customer groups, derived from more than 1-year research and observation. Nonetheless, promotional activities will not only focus on discounts, but also create special and memorable shopping experience, for example, Signature Promotion like Pay Day Promotion and Wednesday Promotion. Additionally, every campaign will be coupled with CSR projects to align business goals and corporate social responsibility policies. This year, the company invests more than **10 million baht** on digital marketing campaigns.

Robinson also plans to roll out a comprehensive **CRM strategy**, by dividing customer groups to better serve and effectively respond the needs of each group through **The 1 Card**, the loyalty card which customers collect and redeem points for different benefits and privileges. Most recently, the company participates in Central **The 1 Credit Card** that offers assorted privileges and superior shopping experience; customers' feedbacks are anticipatorily positive.

This year, the company will also increase its online marketing efforts, as customers' spending trend has changed. Today, Robinson's social media platform is strong with more than 800,000 followers on Facebook and over 11.4 million Line Official account subscribers. Plus, the company is simultaneously developing Robinson Online Shopping, a convenient alternative access to Robinson's merchandise that comes equipped with fast delivery nationwide. Wherever you are, you can shop without wasting a second. Customers also have an option of “Click and Collect” where they can order products online at shopping.robinson.co.th and pick up at any of the 44 Robinson's stores. This alternative has received highly positive response from the modern consumers.

“With our ‘Transforming Robinson 2017’ plan under the new name, Robinson Public Company Limited, we hope to achieve success in all dimensions,” *Mr. Alan Thomson concluded.*

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