



Convenience Retail Asia Limited 2021 Interim Results Announcement

12 August 2021



Zoff

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CRA 2020 Excluding Discontinued Operation (After Completion of Sale of Circle K & Payment of Special Dividend)

- HK\$1.2 Billion in Turnover
- HK\$50 Million Net Profit
- Total Asset HK\$1.35 Billion
- Total Equity of HK\$580 Million, Liabilities of HK\$770 Million

Smaller Yet Still A Quality, Healthy & Growing Company !

Agenda

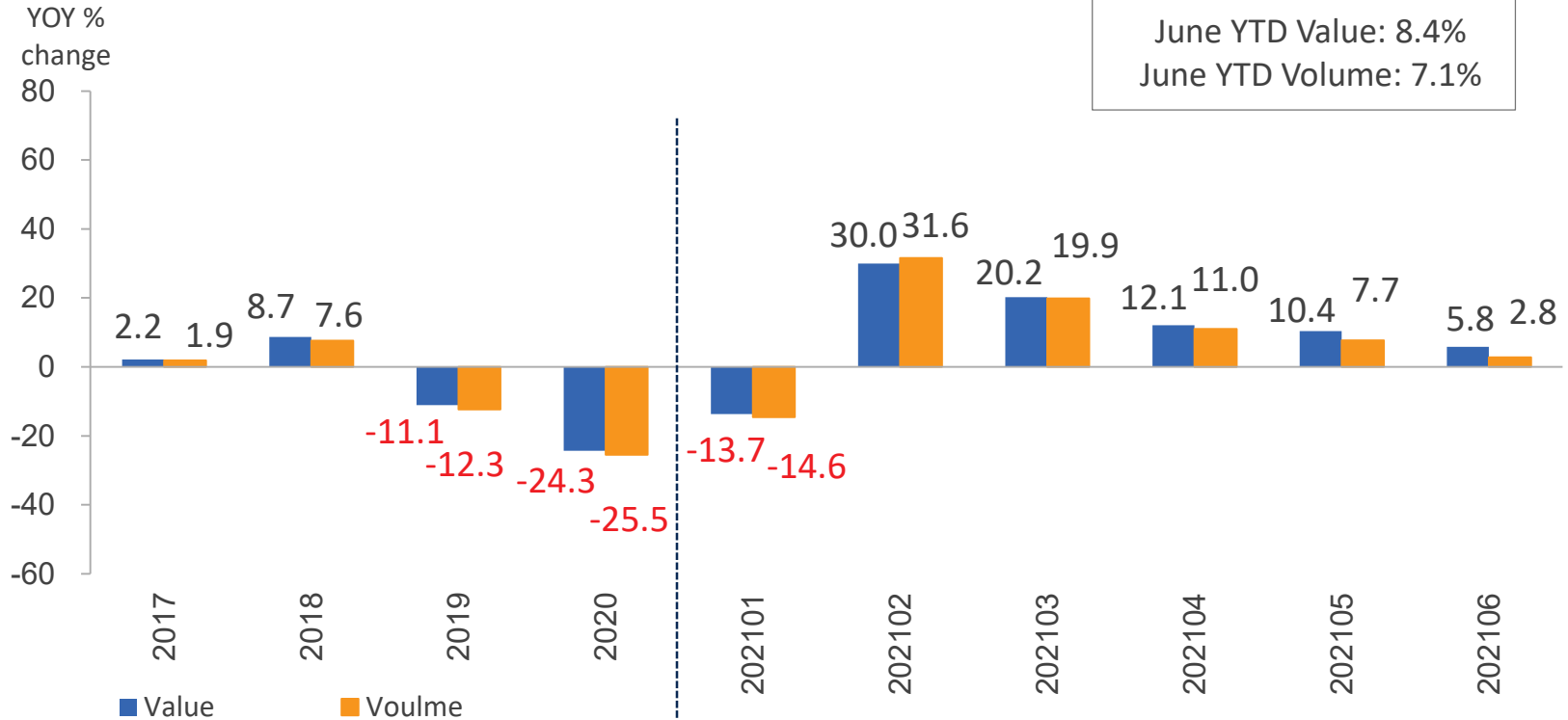
- Hong Kong Retail Market Key Highlight
- 2021 First Half Financial Results Highlight
- 2021 Outlook
- Questions & Answers



HONG KONG RETAIL MARKET KEY HIGHLIGHT

2021 Hong Kong Retail Sales

Total Retail Sales Value & Volume

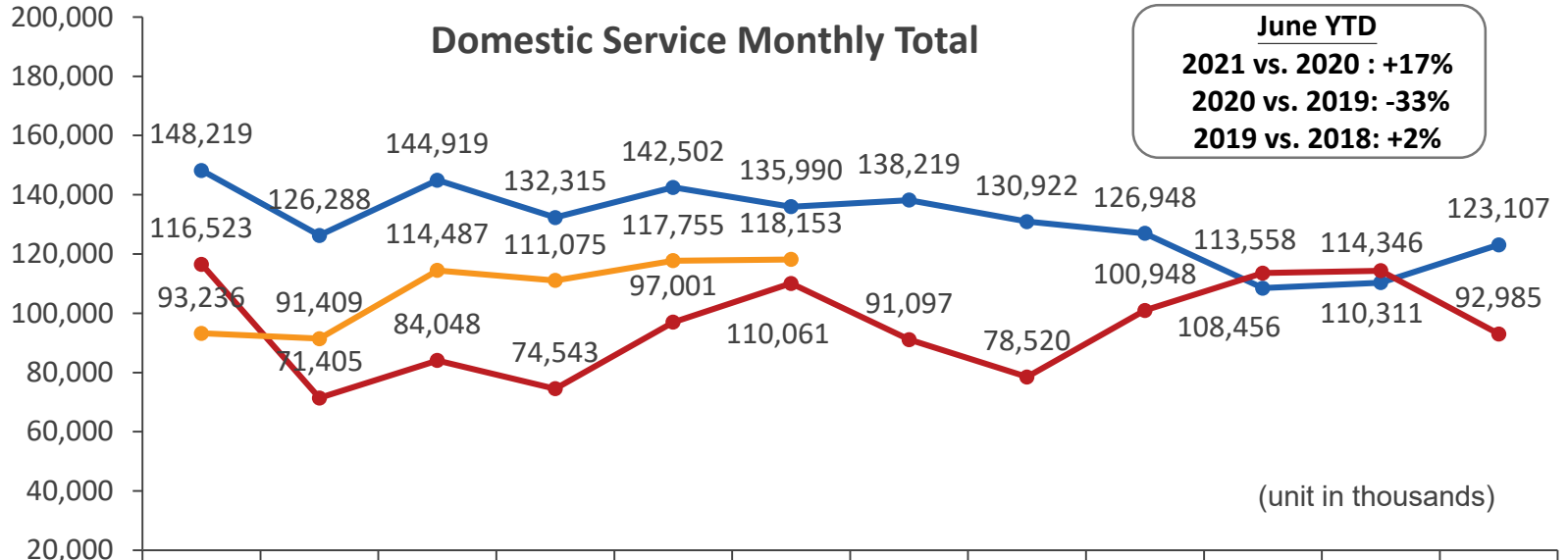


Source: Census & Statistics Department HKSAR

COVID-19 Impact To Retailers

Retailing Format	
What Gains	What Loses
Food	Non-Food
Essential	Discretionary
Residential	Commercial & Tourist
Online	Offline
Delivery / Hygiene / Wellness / Health	Almost All Services

MTR Latest Passenger Number

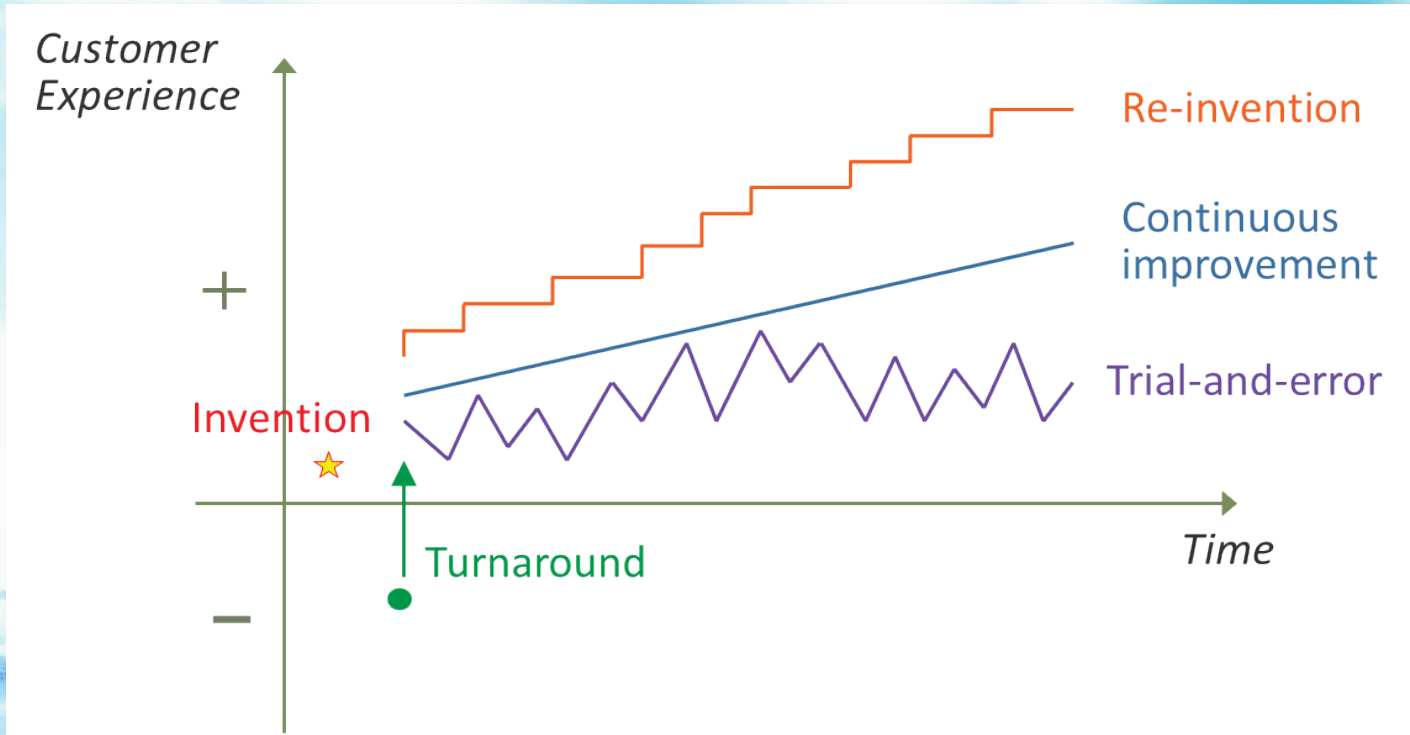


	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Year 2019	148,219	126,288	144,919	132,315	142,502	135,990	138,219	130,922	126,948	108,456	110,311	123,107
Year 2020	116,523	71,405	84,048	74,543	97,001	110,061	91,097	78,520	100,948	113,558	114,346	92,985
Year 2021	93,236	91,409	114,487	111,075	117,755	118,153						
% Change (21 vs. 20)	-20%	28%	36%	49%	21%	7%						
% Change (20 vs. 19)	-21%	-43%	-42%	-44%	-32%	-19%						

7 Guiding Strategies

1. **O2O** Business Model & Doing It Right
2. Adopt Easy, Fast, Simple & Safe (**EFSS**) in everything we do
3. Excellent Customer Intimacy & Customer Experience (**CX**)
4. Up-to-date, Relevant & Clearly Defined **Brand** Values
5. Always **Reinventing**
6. **People** Development & Succession Planning
7. Build **Viability**, **Agility** & **Resilience** in the 6 enablers:
 - Branding, **CX** (Experience) & **CR** (Relationship)
 - Customers Platforms
 - Store Network
 - Online CRM Platform
 - IT, Digitalization & Processes
 - Supply Chain Logistics
 - Merchant / Vendors Community
 - Leadership / People / Teams / EX

The Importance Of Re-invention



2021H1 Actions

- Speeded up opening, renovation and improved execution of Saint Honore stores in Hong Kong & Macau
- Launched Cake Easy 2.0
- Opening of Mon cher stores
- Started B2B collaboration with a major supermarket chain
- Expansion of Saint Honore Manufacturing capacity in bread/ buns
- Saint Honore China Franchising Manager hired to start preparation of franchising in GBA cities outside Guangzhou



Saint Honore Opened 4 New Stores

- Opened store at Pak Tai Street, To Kwa Wan on 4 May 2021



- Opened store at Pak Shing Bldg., Jordan on 19 June 2021



- Opened store at Fortune Kingswood, Tin Shui Wai on 24 June 2021



- Opened store Shek Yam Shopping Centre, Kwai Chung on 19 July 2021





Cake Easy 2.0

O2O Lucky Draw

Cake Easy exceeded 890,000 members

Candy Lam
尊享會員

電子優惠券 5

電子印花

我的訂單

我的賬戶

聖安娜餅屋

所有資訊 推廣訊息 產品資訊 在家食譜

聖安娜 Cake Easy 會員大抽獎

2021年7月8日至8月11日

購物滿 \$25 即可參加 · 100% 中獎

即抽即獎! 獎品超過1百萬份!

聖安娜 Cake Easy 會員大抽獎 - 100% 中獎!

推廣期至8月11日

頂級馬來西亞 D24 榴槤蛋糕

嚴選馬來西亞 D24 榴槤, 咬啖榴槤肉, 口感層次豐富!

限時會員優惠

金沙流心的薺月餅 (6件裝) + 金沙流心的薺月餅 (4件裝)

\$10/度

最新資訊 產品 會員 分店位置 收件箱

聖安娜餅屋

聖安娜 Cake Easy 會員大抽獎

2021年7月8日至8月11日

購物滿 \$25 即可參加 · 100% 中獎

即抽即獎! 獎品超過1百萬份!

大獎

SAMSUNG Galaxy S21+ 5G

(價值\$7,998) 共35部

原圖受條款約束 | 推廣生意的營業牌照號碼: 54468-73



聖安娜餅屋 · 電子券

會員激筍優惠 現金優惠

\$10/2件

紐西蘭牛油雞尾包

原價: 每件\$5.2起

有效期至: 31/03/2021

分享1張

聖安娜餅屋

消費賺獎賞

消費滿 \$10 獲 1 個印花

6 個印花 = \$10 電子券

*每日上限1個

聖安娜 Cake Easy 會員專享

有效期至: 30/04/2021

分享1個印花

6

e-Coupons

e-Stamps

Re-inventing Strategy Lifting Customer Experience





Mon cher Opened 3 New Stores

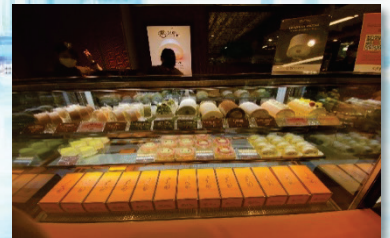
- Opened a pop-up store at Langham Place in Mongkok on 15 March 2021



- Opened the 3rd Mon cher shop at City'super Harbour City, Tism Sha Tsui on 1 April 2021



- Opened the 4th Mon cher shop at City'super New Town Plaza, Shatin on 15 April 2021





New Collections & Services

SUNGLASSES

UV **99.9%** CUT
全200款HK\$298起



Zoff SMART BEST COLLECTION



鏡片30分鐘即可更換

ALWAYS FRESH
每月2次免費配鏡

高級30分鐘取鏡

FAST SERVICE
最快30分鐘取鏡
*HURRY SERVICE

日本製造技術

JAPAN QUALITY
日本製造技術
日本製造技術



光學眼鏡
和太陽眼鏡的
2WAY
Zoff NIGHT&DAY



Zoff CLASSIC SUMMER COLLECTION

BUSINESS



更輕量 更舒適

Zoff SMART

Zoff SPORTS

HK\$498起

Zoff PC

BLUE LIGHT
▶ 35% CUT ▶ 50% CUT

可拆卸式保護罩防止
飛沫 滲入眼睛
+ 抗菌。

Zoff + PROTECT
ANTI-BACTERIAL

Zoff UV CLEAR SUNGLASSES

雙層透明，卻是太陽眼鏡。

UV **100%** CUT!

Zoff 全面眼睛健康 檢查服務

基本眼睛健康檢查

- 由專業眼科醫生第一級技術師提供以下檢查服務：
 - 視力
 - 電腦視力評估
 - 電腦驗眼檢查
 - 雙眼內外健康檢查
 - 色覺檢查

現已接受長者優惠券

醫療券
Health Care Voucher

HK\$180
(包括稅務附加費，適用於成人及16歲)

查詢詳情：
將軍澳康寧中心 3590 8109
千色Citystore荃灣分店 2728 9410
青衣城分店 2712 4065

ROMANTIC LADY

PEANUTS

Zoff PEANUTS COLLECTION

70 YEARS

Disney Collection

created by Zoff

Zoff 配鏡取鏡

DIY TAKE OUT!

選擇30分鐘取鏡! 特別訂製片免費取!

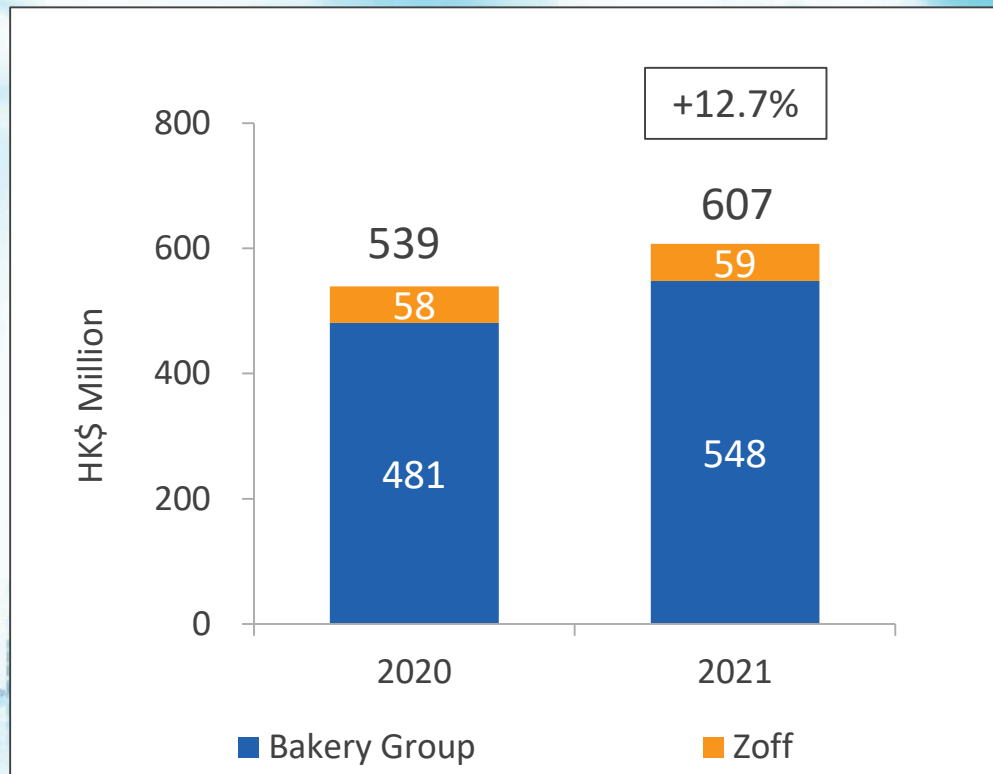
The background of the slide is a blue-tinted photograph of a city skyline, likely Hong Kong, viewed from across a body of water. The sky is filled with soft, white clouds, and the water in the foreground is calm, reflecting the buildings and sky. The overall aesthetic is clean and professional.

2021 FIRST HALF FINANCIAL RESULTS HIGHLIGHT

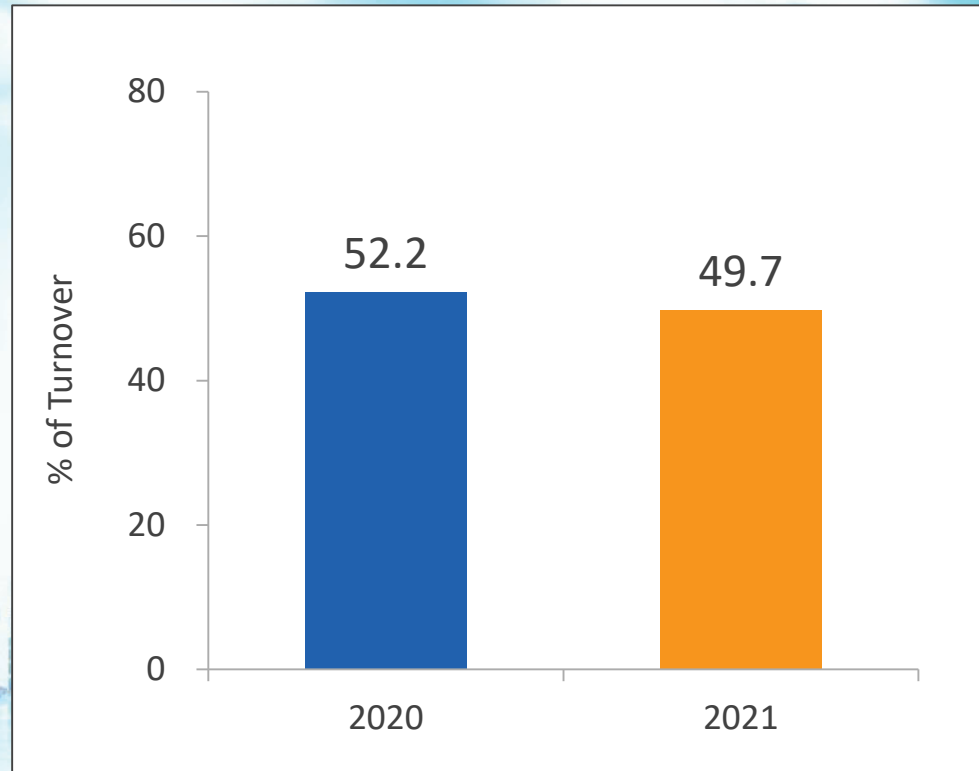
Number of Stores

	1H2020	End of 2020	Opened	Closed	1H2021
Bakery Group	125	120	6	(1)	125
■ <i>Saint Honore – HK & Macau</i>	98	93	3	(1)	95
■ <i>Saint Honore – China</i>	27	26	-	-	26
■ <i>Mon cher</i>	-	1	3	-	4
Zoff	11	11	-	-	11
CRA Group	136	131	6	(1)	136

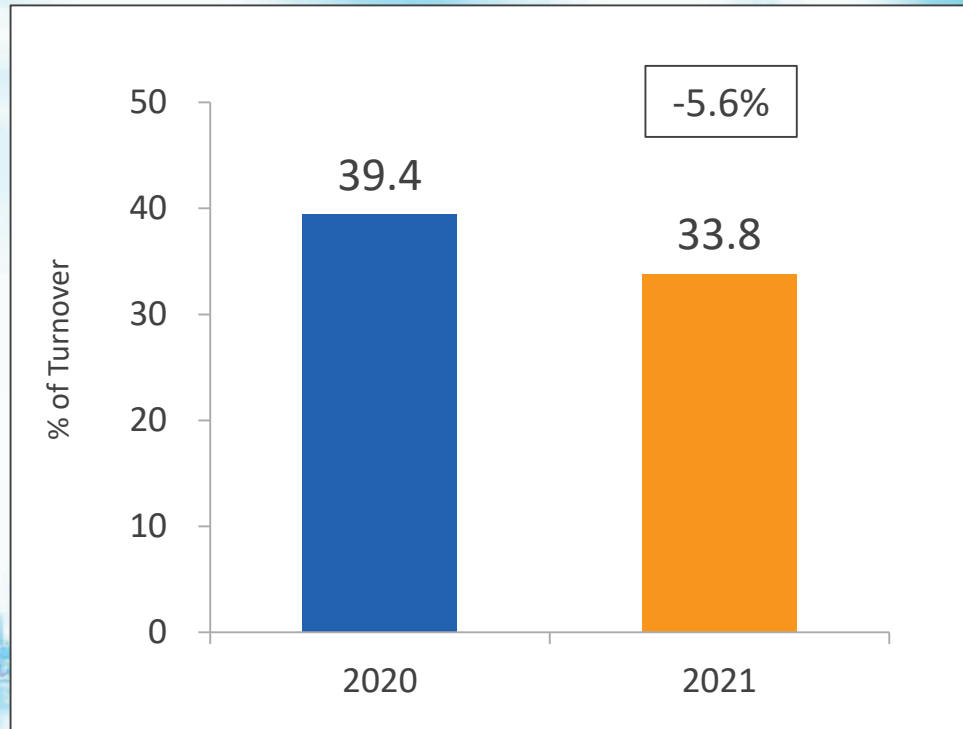
Group Turnover



Group Gross Profit %



Group Store Operating Expenses



Group Net Profit

<i>(HK\$ Million)</i>	1H2020	1H2021	Change
Continuing Operations	6	17	161.7%
Discontinued Operation	76	6	-92.1%
Total Group Net Profit	82	23	-72.1%

1H2021 Financial Results Highlight

	1H2020	1H2021	Change
Number of Stores	136	136	0
Group Turnover (HK\$M)	539	607	12.7%
Group Net Profit (HK\$M)			
- Continuing Operations	6	17	161.7%
- Included Discontinued Operation	82	23	-72.1%
Net Profit as % of Turnover			
- Continuing Operations	1.2%	2.8%	1.6%
- Included Discontinued Operation	2.9%	N/A	N/A
Basic Earnings Per Share (HK cents)			
- Continuing Operations	0.8	2.2	175.0%
- Included Discontinued Operation	10.8	3.0	-72.2%
Interim Dividends (HK cents)	6	2	-66.7%



2021 OUTLOOK

8 Trends That Will Define 2021 & Beyond

1. Innovation
2. Shifts in customer behavior
3. Environment
4. Healthcare
5. Importance of right involvement of the government
6. Impact to traditional business models
7. Travel
8. Shifting supply chains

2021 Remaining Months Outlook

- The COVID-19 will continue to disrupt Hong Kong for most of 2021
- Potential of another wave caused by Delta variant
- With warmer weather and vaccinations, overall situation will continue to be stable and Hong Kong should enjoy a much-needed break before Q4 2021
- Some pent-up demands will fuel local consumers' spending
- Tourist industry still struggling
- Traffic in commercial, tourist and school districts still struggling

2021H2 Actions

- Leases committed to open 12+1 Saint Honore stores in Hong Kong & Macau
- Renovation and improved execution of Saint Honore stores in Hong Kong & Macau
- Expansion of Saint Honore Manufacturing capacity in bread/ buns
- Target to open 2 Zoff Hong Kong stores & 2 Mon cher stores
- Preparation of franchising in GBA cities outside Guangzhou

CRA 2021 & Beyond To Conclude

- Post-COVID 19 new normal comes with new challenges and new opportunities
- Massive changes in customer behavior
- We need to reinvent ourselves to keep up-to-date and relevant with our customers
- Speed up growth of profitable businesses in Hong Kong & Macau
- Preparation underway for growth in the GBA Region
- 2021 should be a Great Start for the New CRA



THANK YOU !