



Convenience Retail Asia Ltd
2009 Half Year
Results Announcement

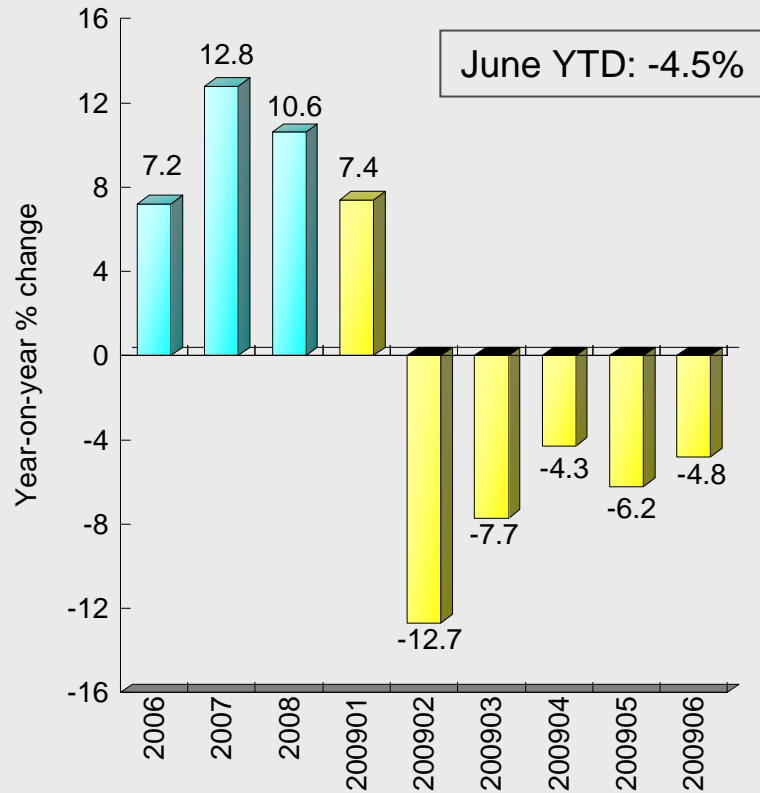
4 August 2009

Agenda

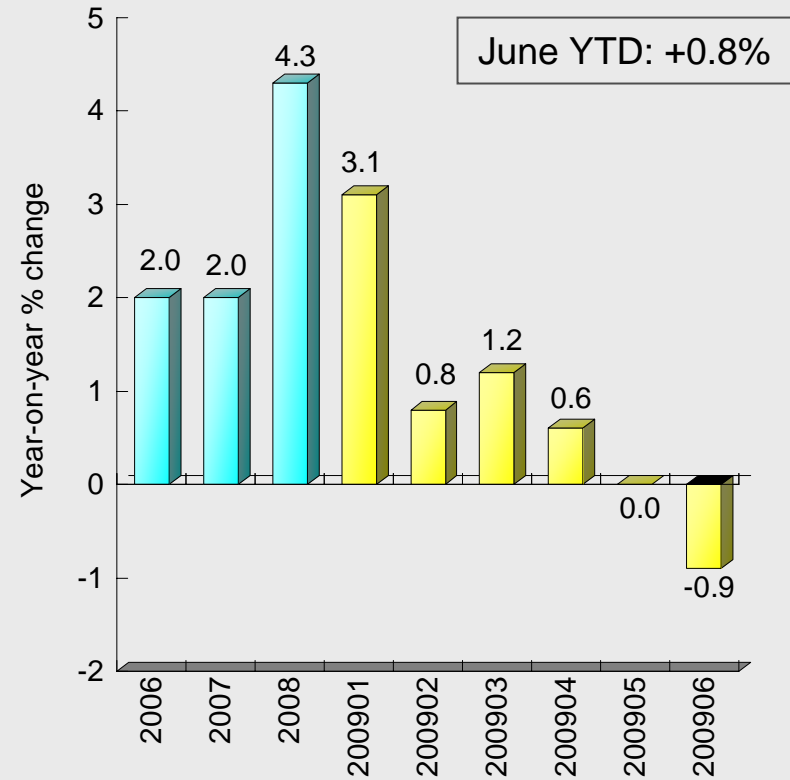
- Overall Hong Kong & Guangzhou Retail Markets
- 2009Q2 Key Highlight
- 2009Q2 Financial Results Highlight
- 2009 Update & Outlook

Hong Kong Retail Market

Total Retail Sales Value

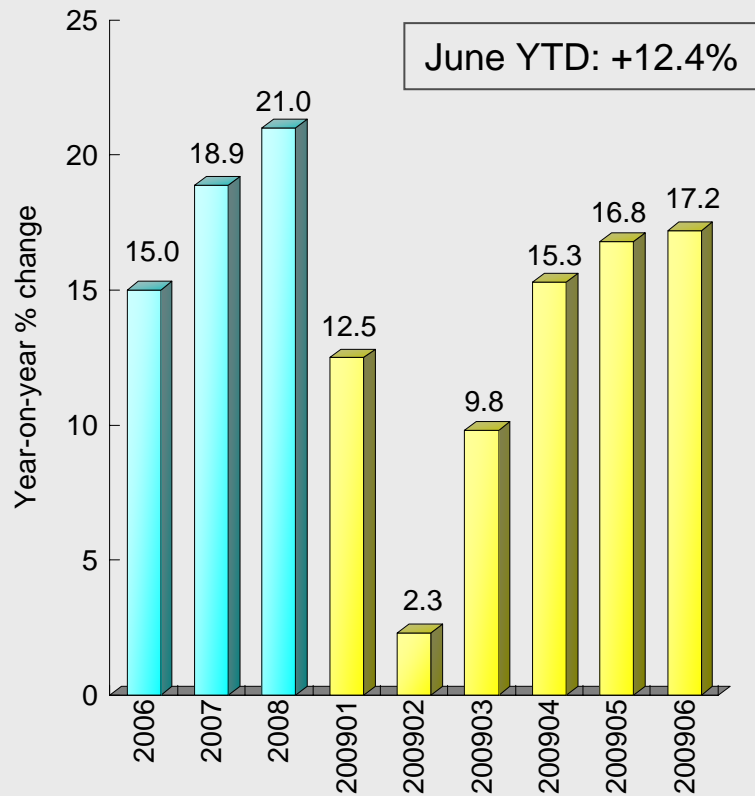


Composite Consumer Price Index

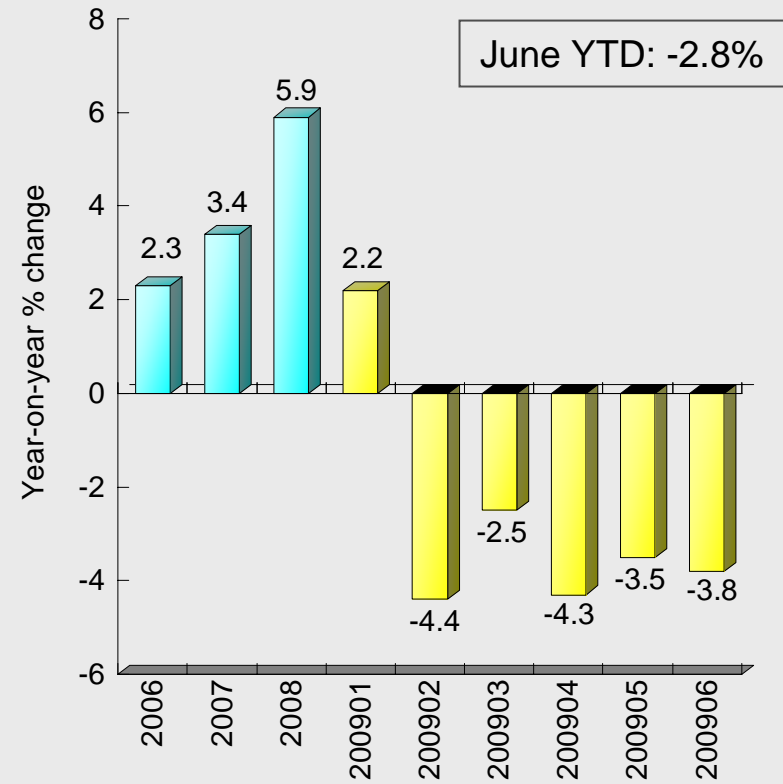


Guangzhou Retail Market

Total Retail Sales Value



City Consumer Price Index



2009Q2 Key Highlight



2009Q2 Key Highlight Hong Kong Market

- Operating environment has been very challenging:
 - Global financial crisis
 - 50% increase in cigarette tax starting on 25 February 2009
 - H1N1 Flu impact in May/June 2009
 - Plastic bags levy effective 7 July 2009
 - Rental still increasing
- Most retailers scrambling for business with discount and coupons
- CVS store customer traffic dropped slightly
- Bakery business stable until early school break due to H1N1 Flu

2009Q2 Key Highlight Southern China Market

- Overall, consumer sentiment to spend was cautious
- Food services sales also affected by price wars of QSR's
- Closed 5 more stores and opened 1 new store in Q2 2009
- Rental also on upward trend

2009Q2 Financial Results Highlight



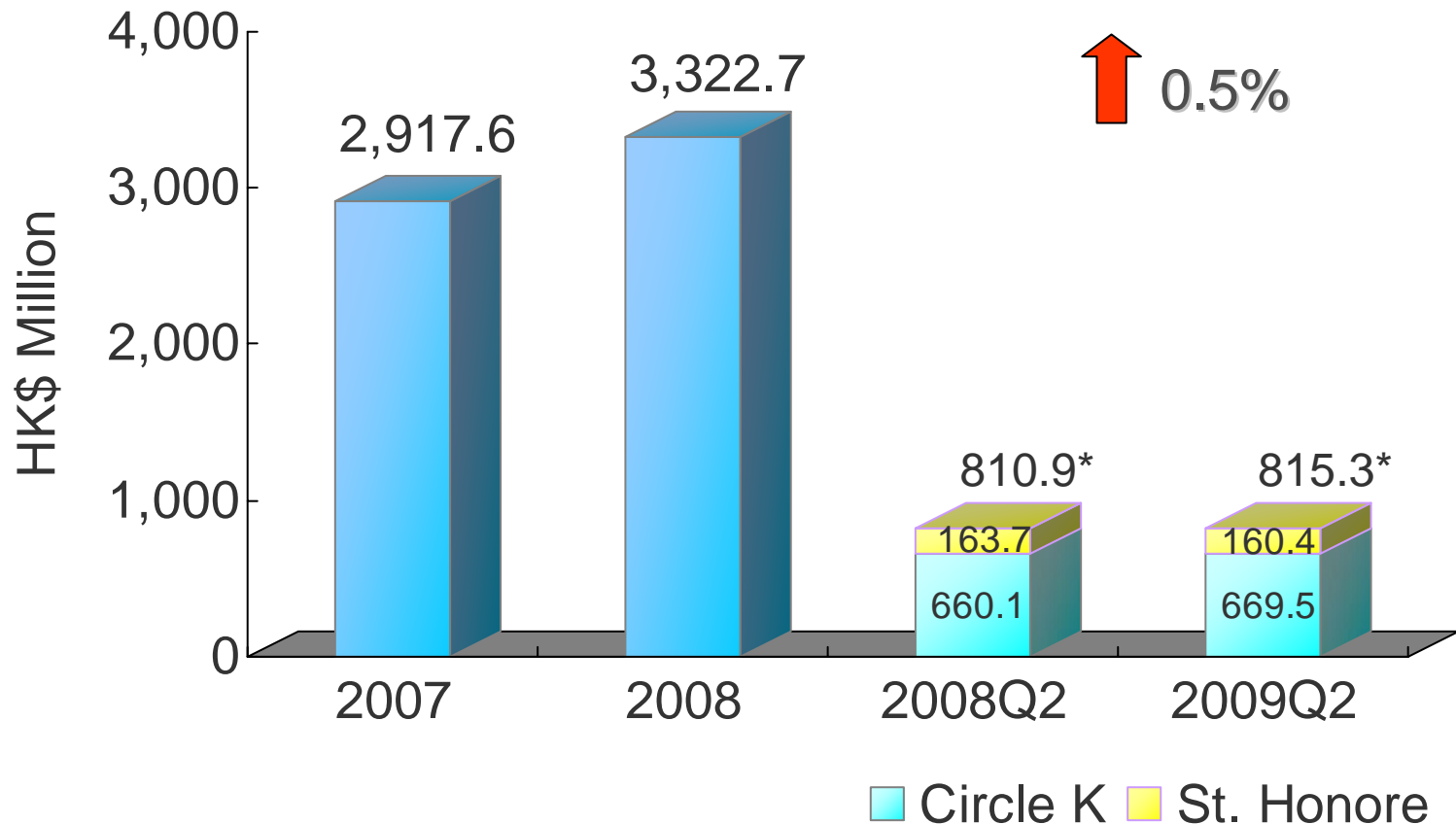


2009 Financial Results Highlight

Number of Stores – June YTD

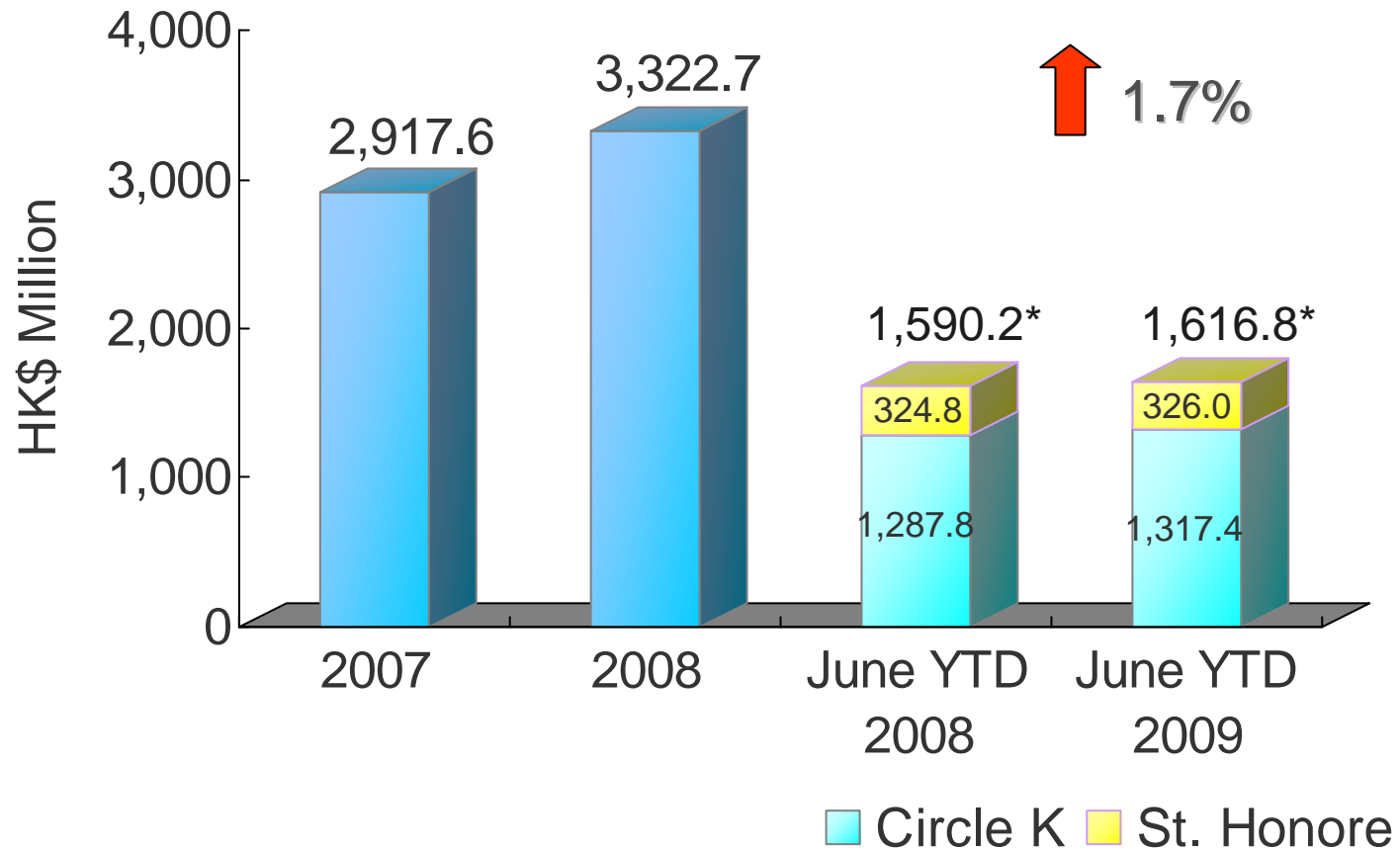
	End of 2008	Opened	Closed	End of 2009Q2
Circle K Hong Kong	284	13	(5)	292
Circle K Southern China	82	2	(13)	71
- Guangzhou (owned)	71	2	(7)	66
- Guangzhou (franchised)	5	-	(1)	4
- Shenzhen	6	-	(5)	1
Circle K Macau (J.V.)	17	2	(1)	18
Circle K Zhuhai (J.V.)	12	1	-	13
Saint Honore Group	105	10	(11)	104
CRA Group Total	500	28	(30)	498

2009 Financial Results Highlight Group Turnover – 2nd Quarter



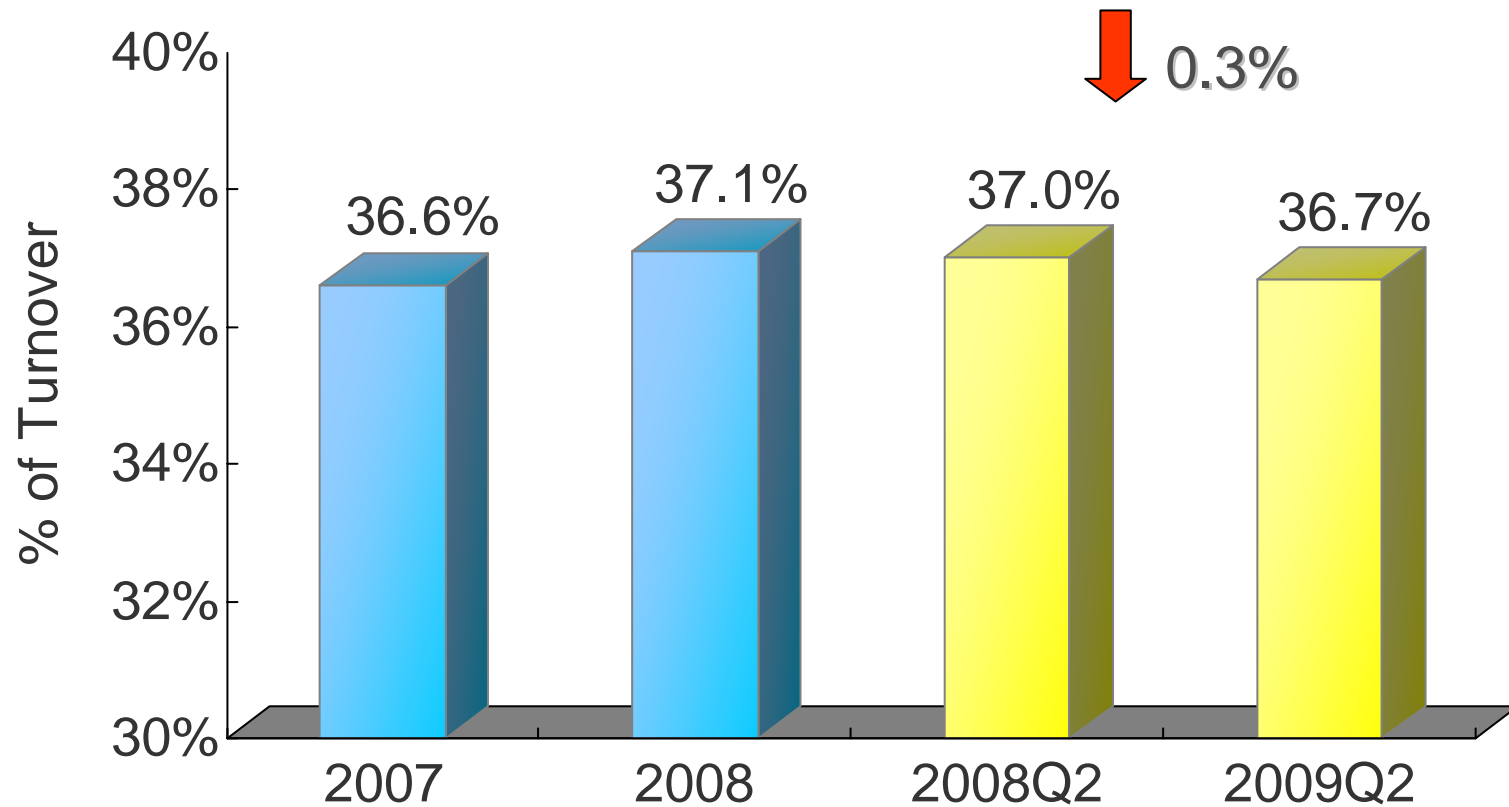
* Less inter-group sales: HK\$12.9M in 2008Q2 and HK\$14.6M in 2009Q2

2009 Financial Results Highlight Group Turnover – June YTD

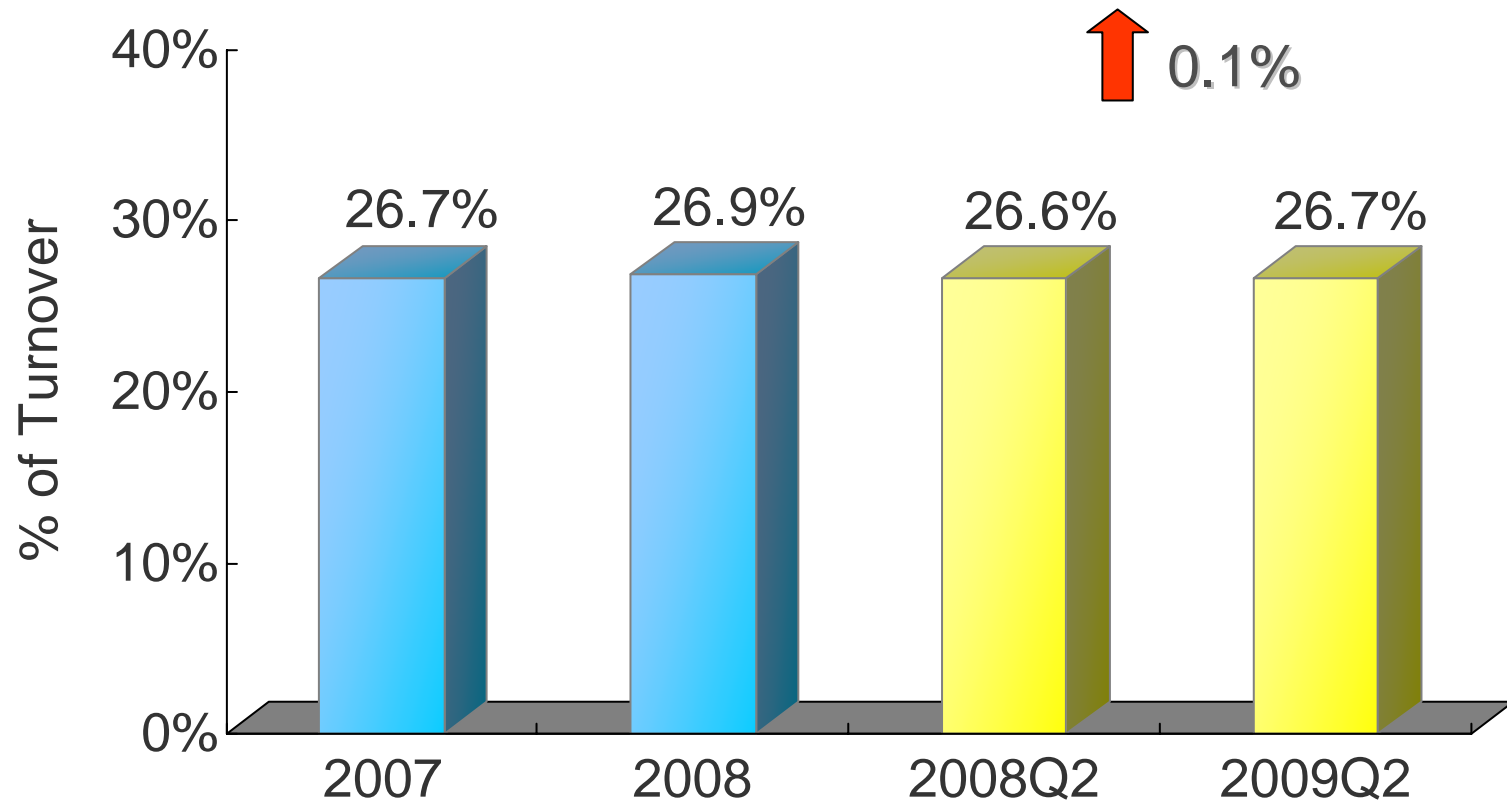


* Less inter-group sales: HK\$22.4M in 1st half 2008 and HK\$26.6M in 1st half 2009

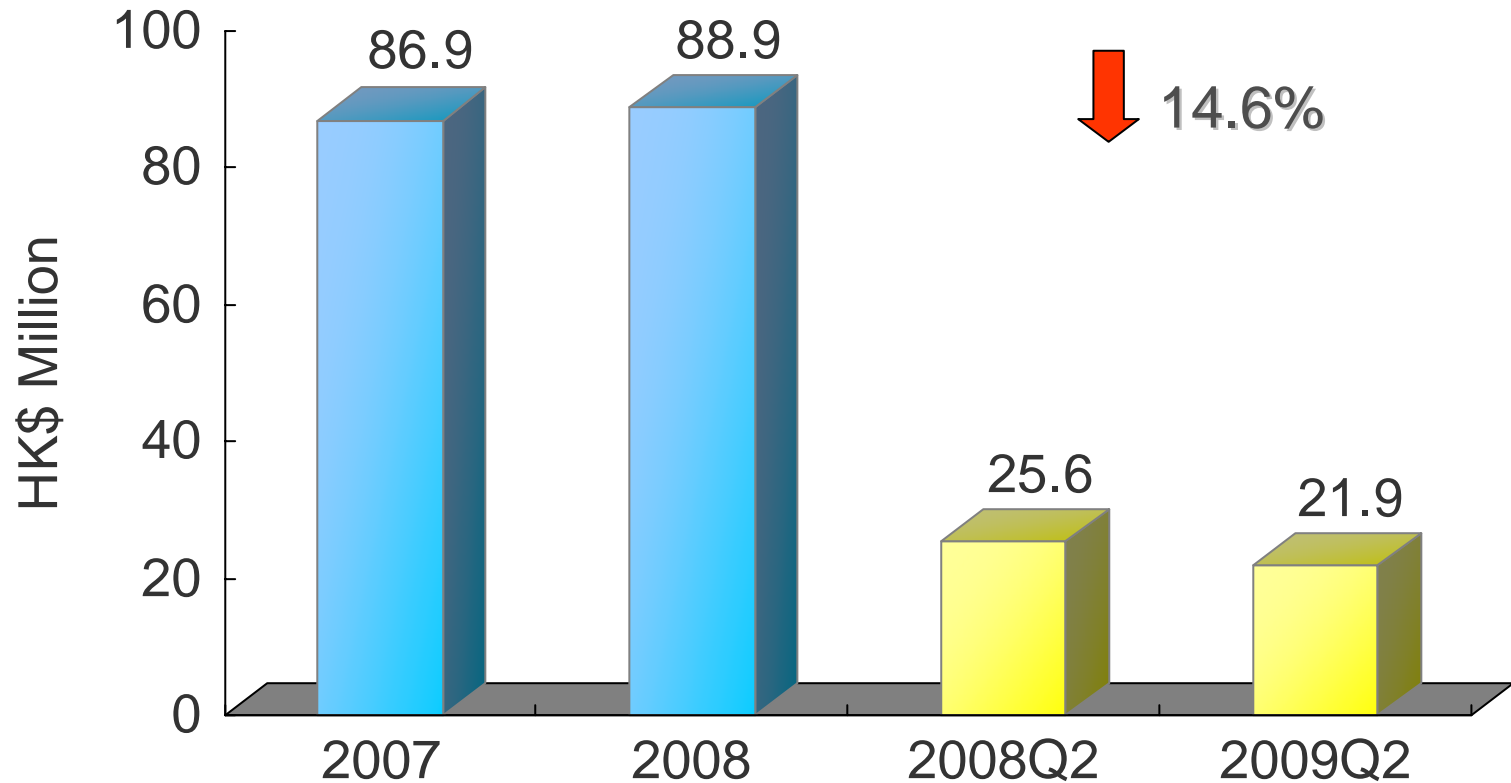
2009 Financial Results Highlight Gross Margin & Other Income



2009 Financial Results Highlight Store Operating Expenses

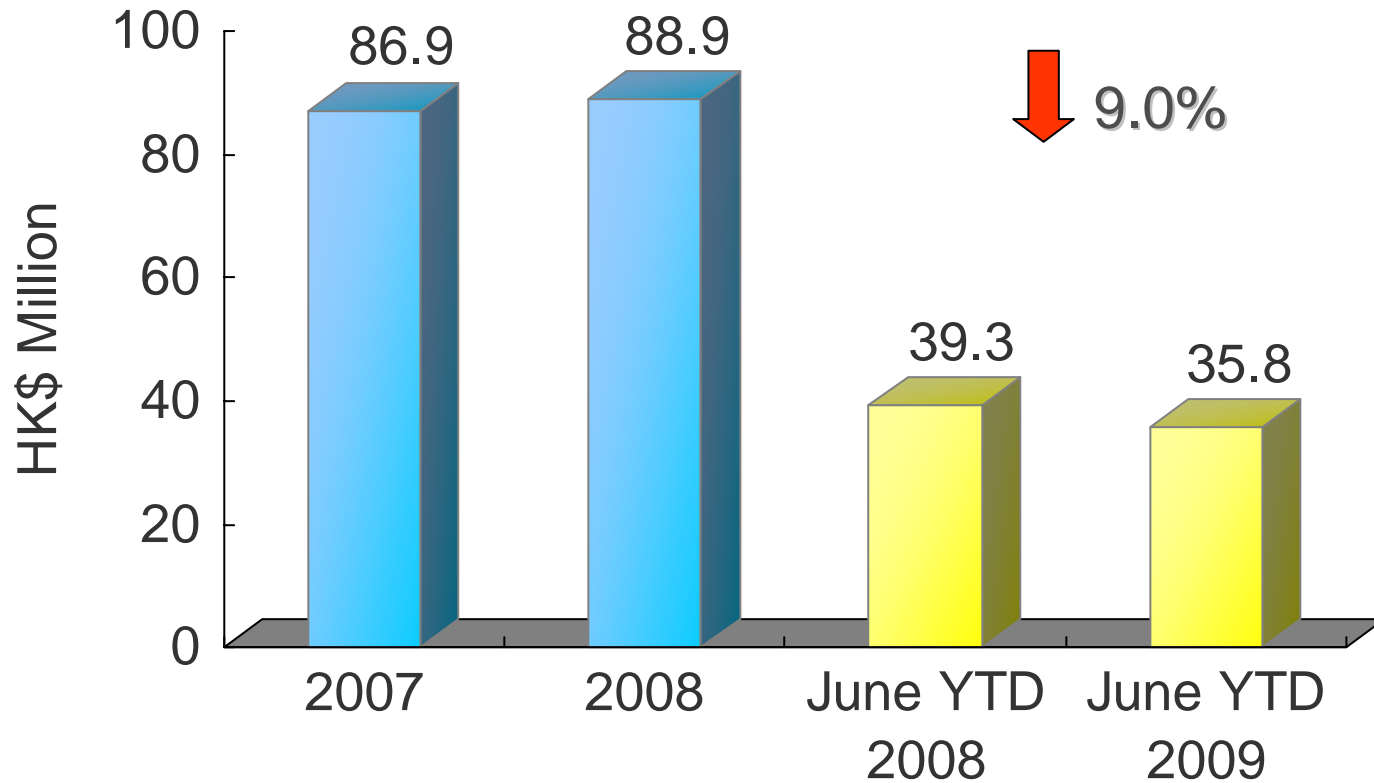


2009 Financial Results Highlight Group Net Profit – 2nd Quarter



2009 Financial Results Highlight

Group Net Profit – June YTD



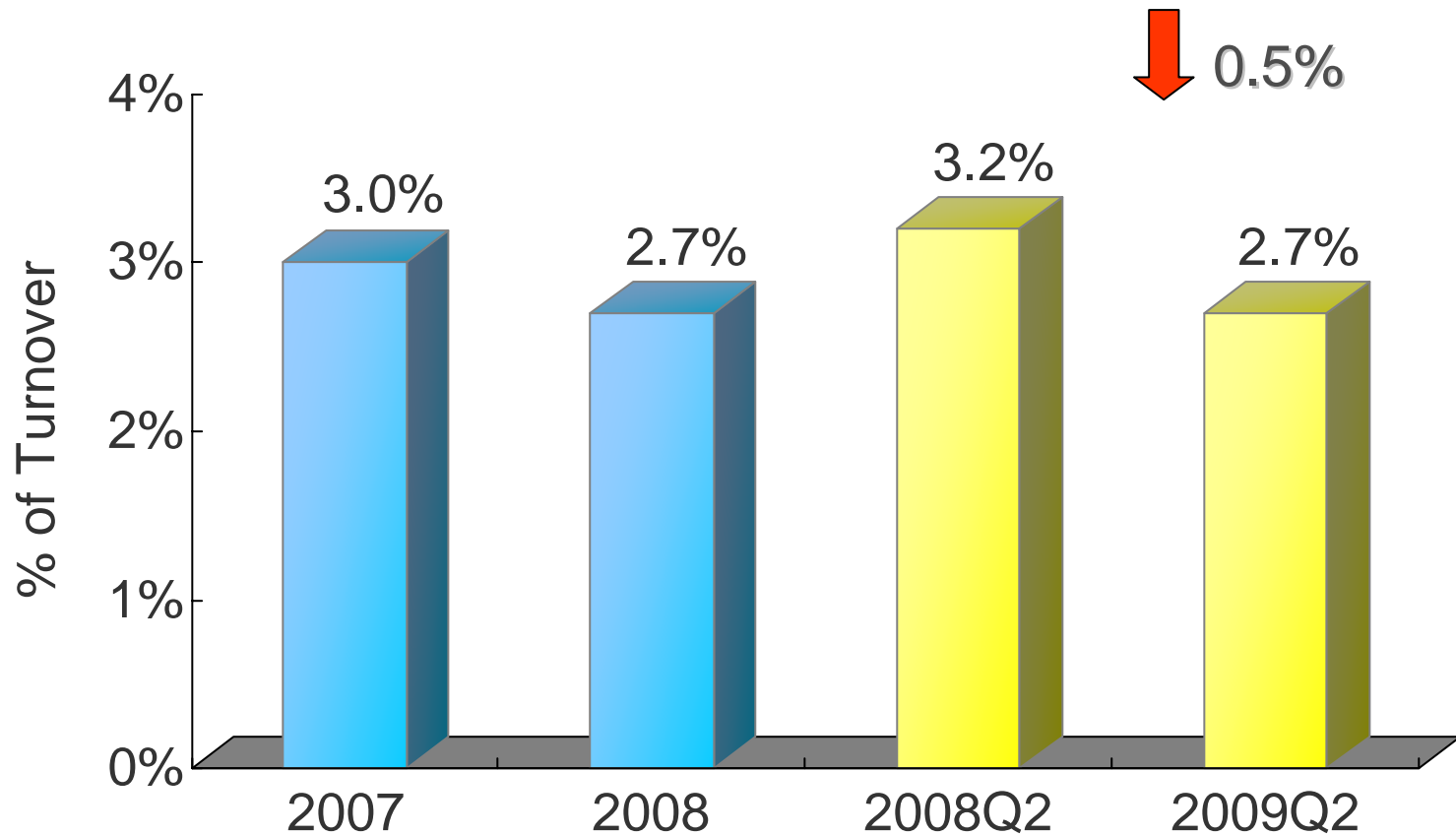
2009 Financial Results Highlight

Net Profit By Market

<i>(HK\$ Million)</i>	2nd Quarter		June YTD	
	2008	2009	2008	2009
Hong Kong & Macau Markets	38.3	30.5	61.2	53.6
China Market	(12.7)	(8.6)	(21.9)	(17.8)
Total	25.6	21.9	39.3	35.8

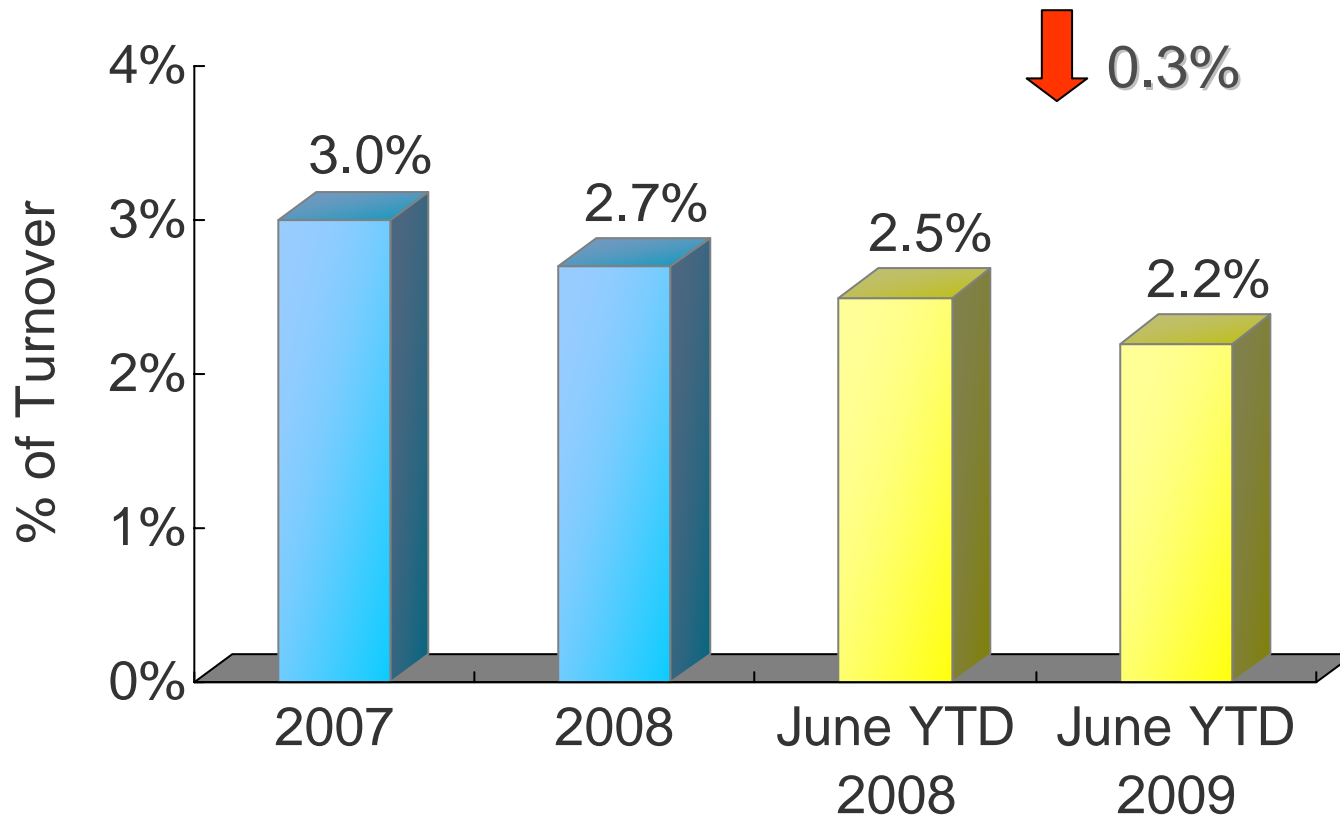
2009 Financial Results Highlight

Net Profit as % of Turnover – 2nd Qtr

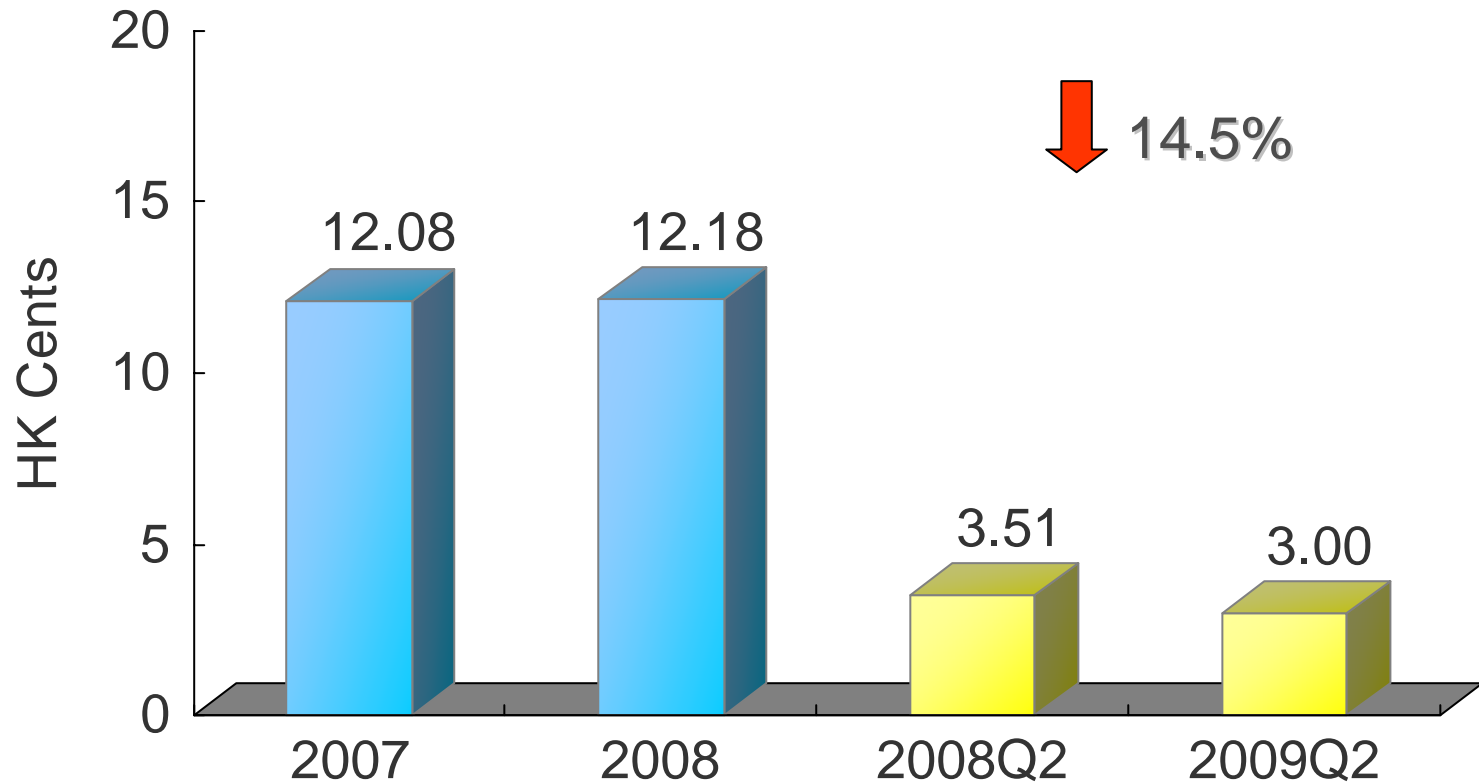


2009 Financial Results Highlight

Net Profit as % of Turnover – June YTD

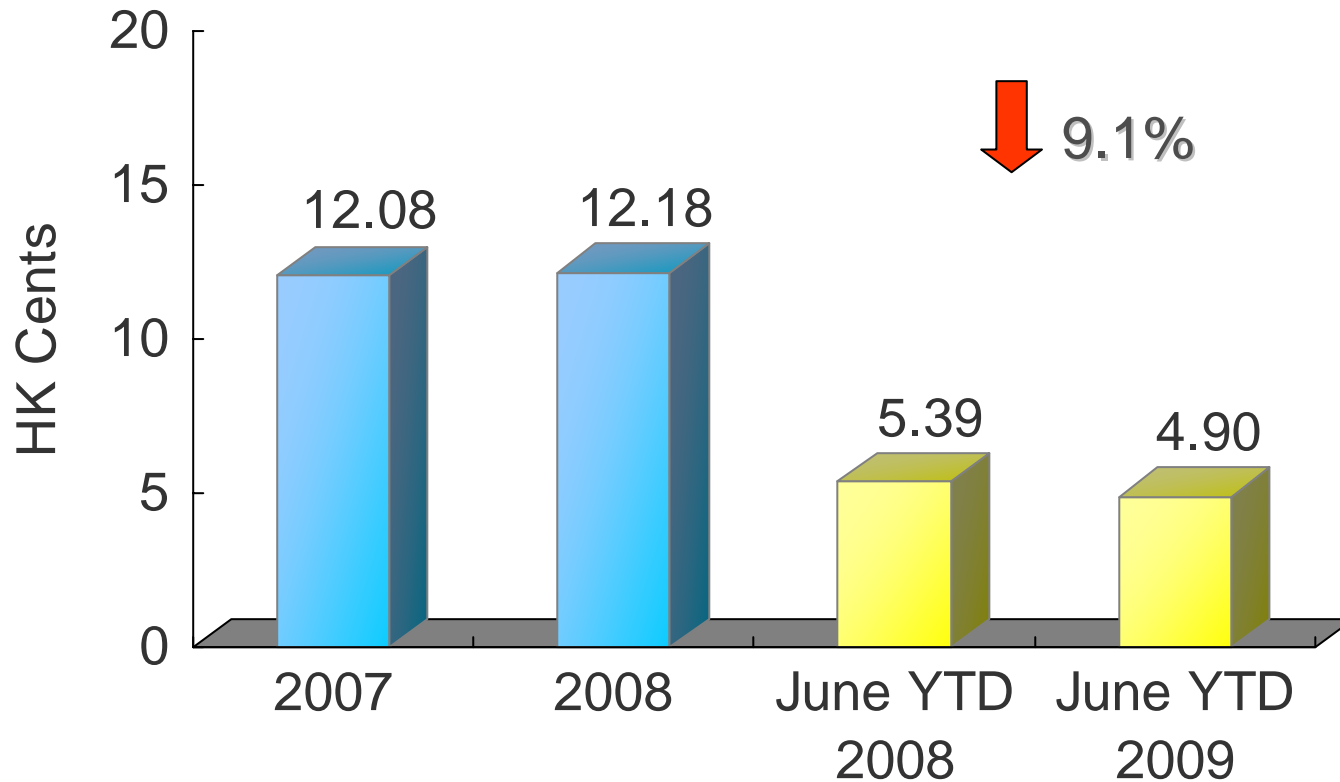


2009 Financial Results Highlight Basic Earnings Per Share – 2nd Qtr



2009 Financial Results Highlight

Basic Earnings Per Share – June YTD





2009 Financial Results Highlight 2nd Quarter

	2008Q2	2009Q2	Change
Number of Stores	487	498	+ 2.3%
Group Turnover (HK\$M)	810.9	815.3	+ 0.5%
Group Net Profit (HK\$M)	25.6	21.9	- 14.6%
Net Profit as % of Turnover	3.2%	2.7%	- 0.5%
Basic Earnings Per Share	3.51 cents	3.00 cents	- 14.5%



2009 Financial Results Highlight

June YTD

	June YTD 2008	June YTD 2009	Change
Number of Stores	487	498	+ 2.3%
Group Turnover (HK\$M)	1,590.2	1,616.8	+ 1.7%
Group Net Profit (HK\$M)	39.3	35.8	- 9.0%
Net Profit as % of Turnover	2.5%	2.2%	- 0.3%
Basic Earnings Per Share	5.39 cents	4.90 cents	- 9.1%
Interim Dividend	1.7 cents	1.7 cents	-

2009 Update and Outlook



2009 Update and Outlook

- Business expected to be tough, especially in Q3
 - All retailers scrambling for business
 - Plastic bags levy impact
 - Moon cake sales Oct 2009 vs Sep 2008
- Comparable store sales expected to be under pressure in Q3 and improving in Q4
- Focus for coming months – complete groundwork for a stronger 2010

New Products, Marketing & Promotions

Circle K Stitch Fun Promotion

OK便利店 Stitch 要樂FUN有樂FUN

優惠每滿\$20*

「要FUN」一件內附回卷一張

滿\$100 FUN 免費換

Fun Fun Stitch 聖安娜公仔

凡購中任卷一張，滿額即止。

即送 = 即送

聯運造型史迪仔毛公仔 (附1,000個)

Disney

Stitch

今日有樂FUN 你check咗未?

登入www.circlek.hk - 查閱更多新優惠

Circle K 零售有限公司 2015年12月1日

Saint Honore Rilakkuma Happy Plate

聖安娜餅屋
SAINT HONORE CAKE SHOP

Rilakkuma™ Happy Plates

minnade osotode pokapoka goron. 鬆鬆小饅

聖安娜為您送上最開心的生日禮物

日本人氣限量版
3套6款開心碟

Rilakkuma (鬆鬆小饅) 碟蛋糕
Korilakkuma (小心熊) 碟蛋糕
Kireitorii (小企) 碟蛋糕

凡惠顧聖安娜生日蛋糕 | 磅或以上，即送 限量版 鬆鬆小饅 Happy Plate 一套(2隻) 價值\$50。

生日快樂 總有聖安娜蛋糕

聖安娜餅屋全新尊貴禮餅系列
為親友奉上六星級獻禮

不凡的婚禮
不凡的獻禮

Saint Honore New Cake Coupon

聖安娜餅屋
SAINT HONORE CAKE SHOP

不凡的尊貴禮餅系列

在您備具訂婚的大喜日子，每個細節都希望都能盡善盡美！聖安娜餅屋精心設計「尊貴禮餅系列」Signature Collection，每款都是蛋糕中的精品，配搭「極品套裝」Deluxe Cake Set 及「至尊套裝」Supreme Cake Set，方便您備向親友親友奉上六星級的獻禮，表達與眾不同的心意和敬意，讓他們分享您的喜悅。

餅盒設計 盡顯尊貴

「尊貴禮餅系列」以全新設計的餅盒盛載，餅盒設計選用高雅華麗的紫色作為主調，圖案以馬蹄蘭為主題，花語寓意「真愛純潔」，既可見證山盟海誓，送禮更見品味非凡。

至尊套裝 Supreme Cake Set
至尊套裝 Supreme Cake Set，精選6件華麗禮餅，寓意「六六無窮」的幸福和快樂，每款都是鬆軟暄軟與奶香絲絲的最佳組合，黏糯以新鮮加州草莓配鮮芒果肉等，盡顯聖安娜的餅乾。

極品套裝 Deluxe Cake Set
極品套裝 Deluxe Cake Set，精選5件精緻禮餅，其中兩款乃蛋糕與餅乾的絕佳「完美配對」，加上三款不同味道的餅絲暄軟糕點，寓意「喜訂三生」，適合親朋或舊雨新知，是一個加甜甜蜜的合新組合。

禮餅券封套

To Summarize

- Very tough operating environment for Q3 and slightly improvement in Q4 2009
- CVS business expected to be impacted
- Bakery is stable but festive sales and cake sales still subject to uncertainty in consumer demand
- Key strategic initiatives and actions to weather the challenge and prepare for a healthier 2010

Thank You!

