



Results Announcement 3rd Quarter 2009

5 November 2009



Agenda

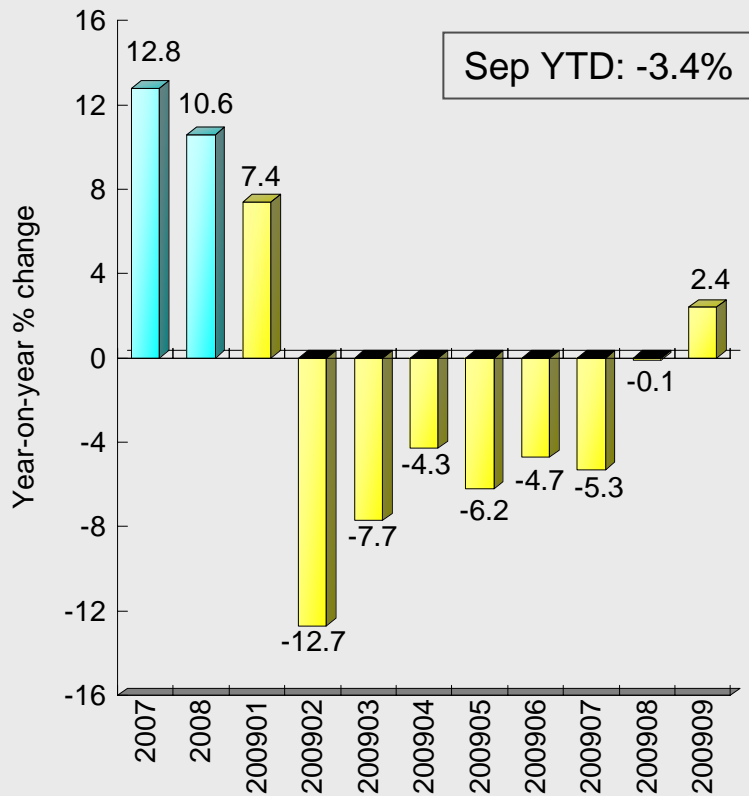
- Overall Hong Kong & Guangzhou Retail Markets
- 2009Q3 Key Highlight
- 2009Q3 Financial Results Highlight
- 2009 Update & Outlook

Hong Kong & Guangzhou Retail Markets

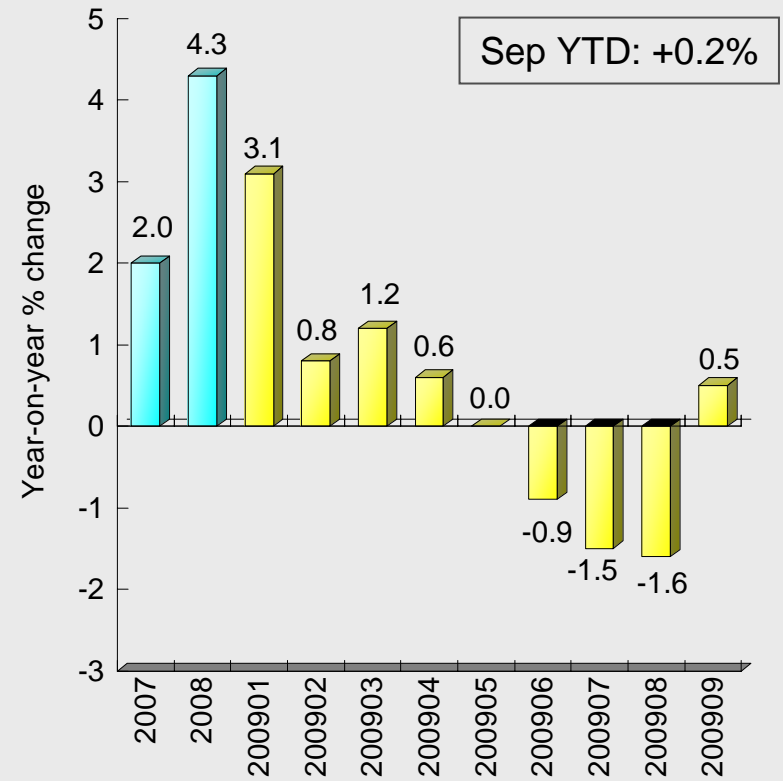


Hong Kong Retail Market

Total Retail Sales Value

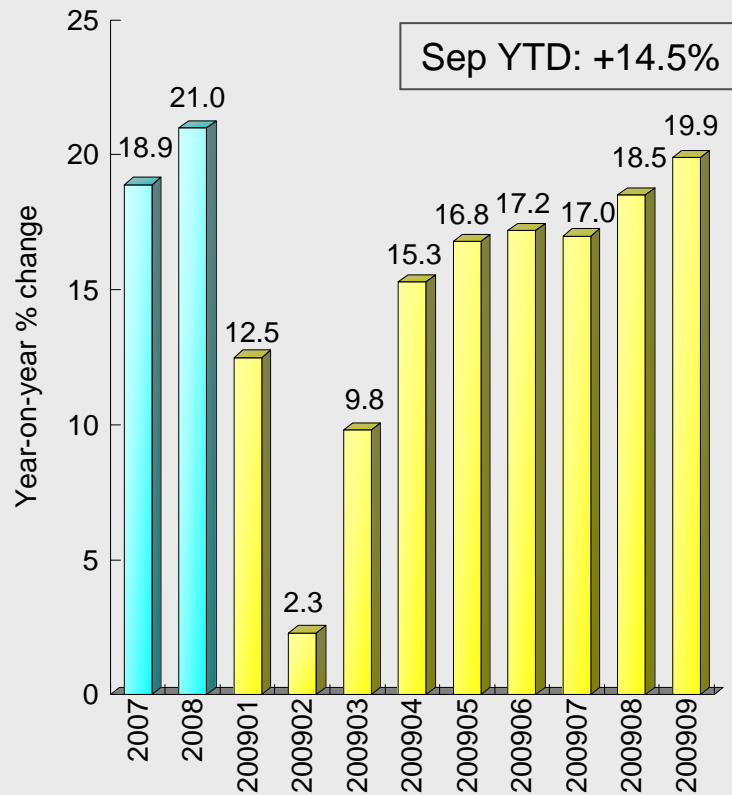


Composite Consumer Price Index

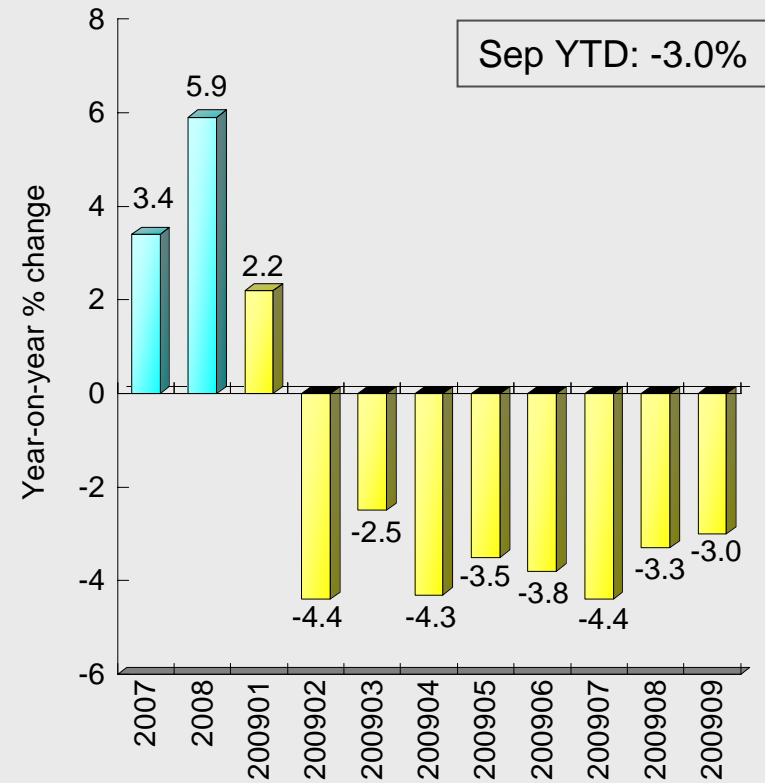


Guangzhou Retail Market

Total Retail Sales Value



City Consumer Price Index



2009Q3 Key Highlight



2009Q3 Key Highlight Hong Kong Market

- Customer demand was still weak in July and August but started to improve in September
- Adverse impact on store traffic
 - 50% increase in cigarette tax starting in 25 Feb 2009
 - Plastic bags levy effective 7 July 2009
- Retailers competing for a smaller pie with discounts
- Landlords still demanding high rental increases on lease renewal
- Moon cake sales holding up well
- Saint Honore gross margin improving

Circle K Hong Kong Promotions

Stitch 要樂FUN有樂FUN

每單每滿\$20* 送「即FUN包」一磅 內見即見一磅

儲滿 100 FUN 免費換 Fun Fun Stitch 造型公仔

即送 聯運造型史迪仔公仔 (限10,000份)

今日有樂Fun 你check咗未?

登入www.circlek.hk 查詢更多詳情

投入OK勁抽 一按即贏姆明精品

• 每次購物滿\$20*，可隨即參加OK勁抽
• 選擇您的幸運數字，一按即抽，抽獎結果即時顯示

今期抽大獎 全球限量 共20,000隻 11吋大毛公仔

超過50萬份姆明獎品 中獎機會超過50%!

登入www.circlek.hk 查詢更多詳情

投入OK勁抽 即贏迪士尼阿JACK造型精品

今期抽大獎! 最高10,000+ 2010美咁好咁 月曆紀念專券

每次購物滿\$20*，即可參加OK勁抽 選擇您的幸運數字，一按即抽，抽獎結果即時顯示

超過50萬份獎品，中獎機會超過50%!

登入www.circlek.hk 查詢更多詳情

買報紙 送\$3 現金券

環保獎賞 Green Bonus

買任何報紙免費換，即送OK便利店\$3現金券及 環保膠袋20個(限額全港全區)

File Name: 2in1 Newspaper Billboard 13Aug art out.ai
Size: 28" X 36" Color: 4C-CMYK
CTP output / Screen line 175 / A4 inkjet print proof

支持環保4R 地球好OK

免膠袋環保獎賞 逢3送\$1

購買任何3件貨品*，免膠袋，送你\$1環保獎賞

新鮮感 環保獎賞 \$1 Green Bonus

憑有效OK購物單滿\$10 可獲送\$1獎券

Reduce 減少廢物
Recycle 回收再利
Reuse reuse reuse
Recycle 回收再利

自備購物袋 用完可再用
OK購物袋 免費借用
減少一個膠袋

登入www.circlek.hk 查詢更多詳情

Saint Honore Hong Kong Promotions

聖安娜全新升級西餅 蛋糕更鬆軟 用料更矜貴

比利時朱古力 Belgium Chocolate Cake
以歐洲著名比利時朱古力製成，
精選香滑朱古力成必真。

香檸檬明額 Lemon Lamington
源自澳洲的檸檬Lamington，
以目前最配為製作的海綿蛋糕，
口香如棉花般輕柔鬆軟。

朱古力香蕉雙色 Chocolate Banana Roll
朱古力蛋糕配鬆軟香蕉蛋糕，
雙色風味，口感份外豐富。

聖安娜推出全新升級西餅，改良配方令蛋糕更鬆軟，並選用上等材料，包括比利時朱古力、甘密合桃、濃香芝麻等，製作多種不同口味、口部豐富的西餅，款款滋味，味覺與各款精彩。

查詢電話/辦公時間：香港：(852) 3073 0832 澳門：(852) 3033 7973

Rilakkuma™ Happy Plates
minnāde osotokude pokapoka goron. 輕鬆小糕

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 (輕鬆小熊) 碟裝蛋糕
Korilakkuma (小白熊) 碟裝蛋糕
Korilattori (小白熊) 碟裝蛋糕

輕鬆小熊開心碟裝 Happy Plates
• 鬆軟不黏牙的香滑蛋糕
• 豪華朱古力Cream
• 多款可愛造型高身碟

凡慶祝聖安娜生日蛋糕 | 碟裝以上，**送** 限量版 輕鬆小糕 Happy Plate 一套(2隻) 價值\$50。

生日快樂 總有聖安娜蛋糕

Rilakkuma™
minnāde osotokude pokapoka goron. 輕鬆小糕

聖安娜為您送上最豐盛的生日禮物

人氣禮品 鬆軟全甜 高身蛋糕 歡樂開心碟裝 立即可食、隨送茶飲

Rilakkuma (輕鬆小熊) 碟裝蛋糕
Korilakkuma (小白熊) 碟裝蛋糕
Korilattori (小白熊) 碟裝蛋糕

凡慶祝聖安娜生日蛋糕 | 碟裝生日蛋糕券，
送 限量版輕鬆小熊開心碟裝 Happy Coasters | 取2隻 價值\$50。
生日快樂 總有聖安娜蛋糕

Rilakkuma™
minnāde osotokude pokapoka goron. 輕鬆小糕

聖安娜為您送上最溫馨的生日禮物

3款6款開心碟裝 3款6款送心碟

Rilakkuma (輕鬆小熊) 碟裝蛋糕
Korilakkuma (小白熊) 碟裝蛋糕
Korilattori (小白熊) 碟裝蛋糕

凡慶祝聖安娜生日蛋糕 | 碟裝生日蛋糕券，
送 限量版輕鬆小熊開心碟裝 Happy Table Mats | 取2隻 價值\$50。
生日快樂 總有聖安娜蛋糕

Very Chocolate Cakes

Belgium 75° Chocolate Cake 至香濃

Belgium 55° Chocolate Cake 至軟滑

Belgium 55° 及 Belgium 75° 朱古力 Truffle 車厘子蛋糕

聖安娜特別鮮品比利時朱古力... 含有55%及75%兩種可可濃度... 滑順可口厚厚車厘子... 美味滑脆... 精選法國製成Truffle鬆餅... Very Chocolate Cakes... 每一層，都有不同的口感，每一口，都是與眾不同的軟滑滋味。

售價每個\$158

查詢電話：香港 (852) 3073 0832 澳門 (852) 3033 7973

2009Q3 Key Highlight Southern China Market

- Consumer sentiment to spend was weak in July but improved in August and September
- Difficulty in renewing cigarette license
- Focused on promoting Hot & In food services to reduce impact
- Closed 5 stores

2009Q3 Financial Results Highlight



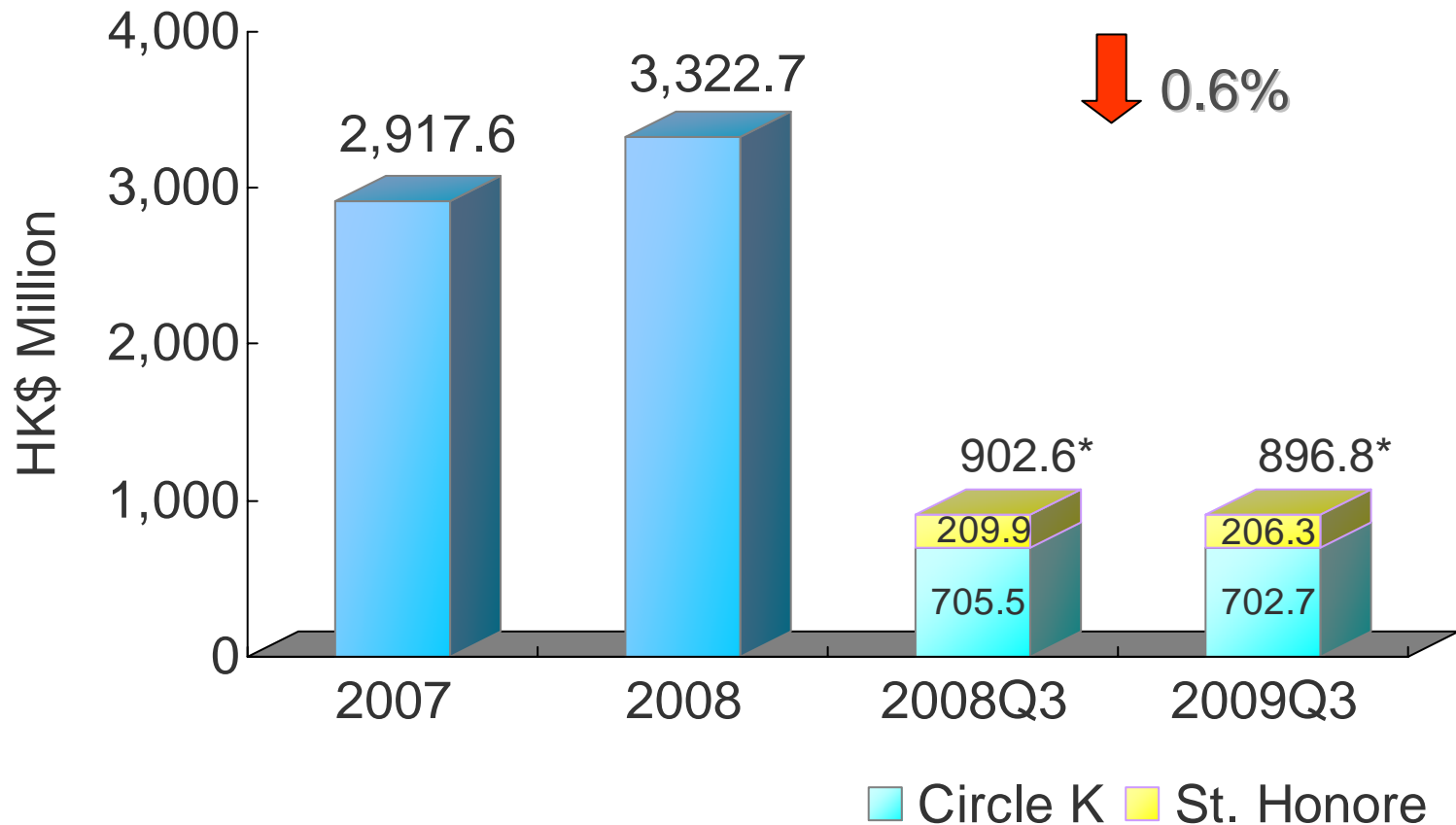


2009 Financial Results Highlight

Number of Stores – Sep YTD

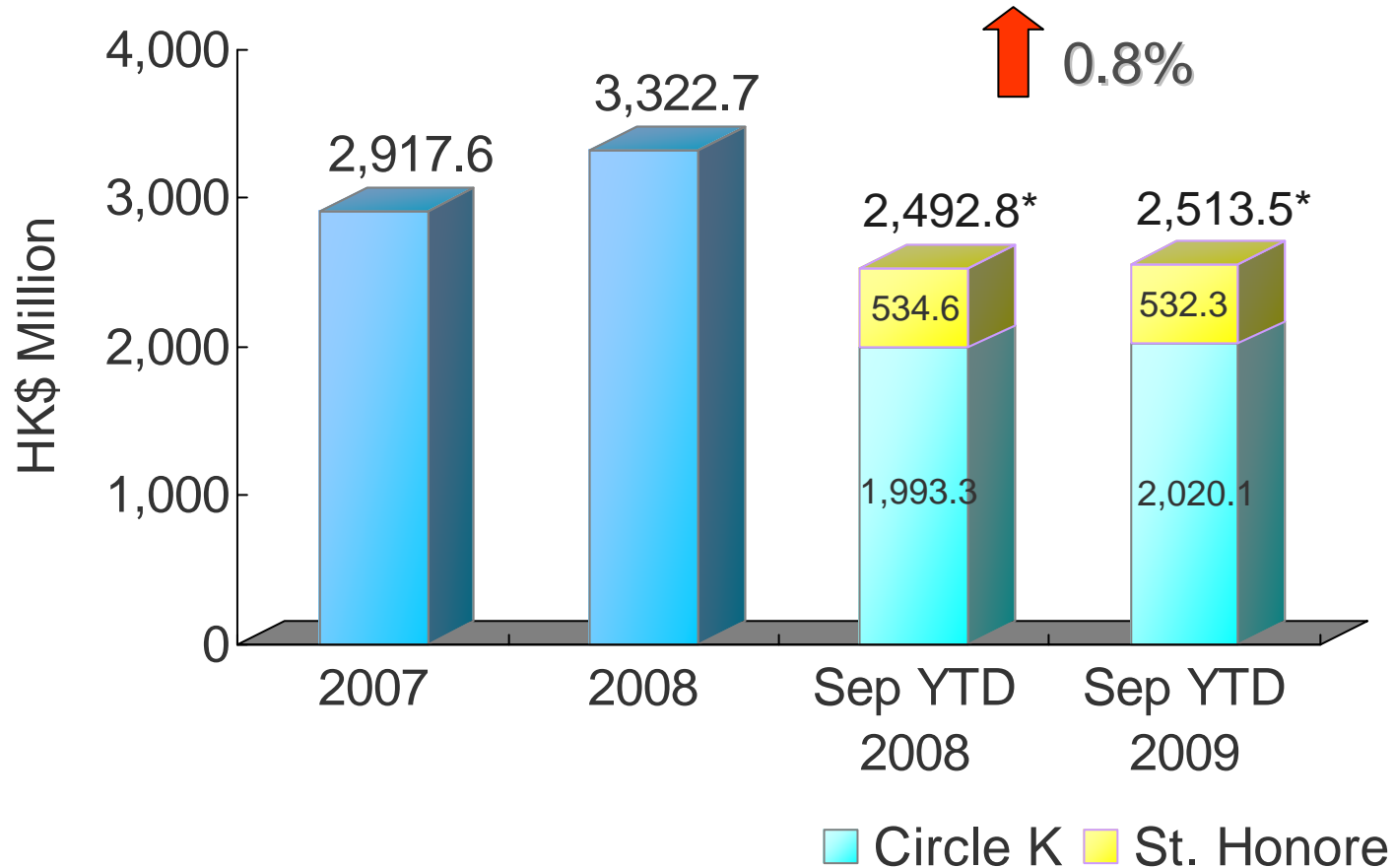
	End of 2008	Opened	Closed	End of 2009Q3
Circle K Hong Kong	284	16	(7)	293
Circle K Southern China	82	4	(18)	68
- <i>Guangzhou (owned)</i>	71	2	(12)	61
- <i>Guangzhou (franchised)</i>	5	2	(1)	6
- <i>Shenzhen</i>	6	-	(5)	1
Circle K Macau (J.V.)	17	4	(1)	20
Circle K Zhuhai (J.V.)	12	1	(1)	12
Saint Honore Group	105	13	(15)	103
CRA Group Total	500	38	(42)	496

2009 Financial Results Highlight Group Turnover – 3rd Quarter



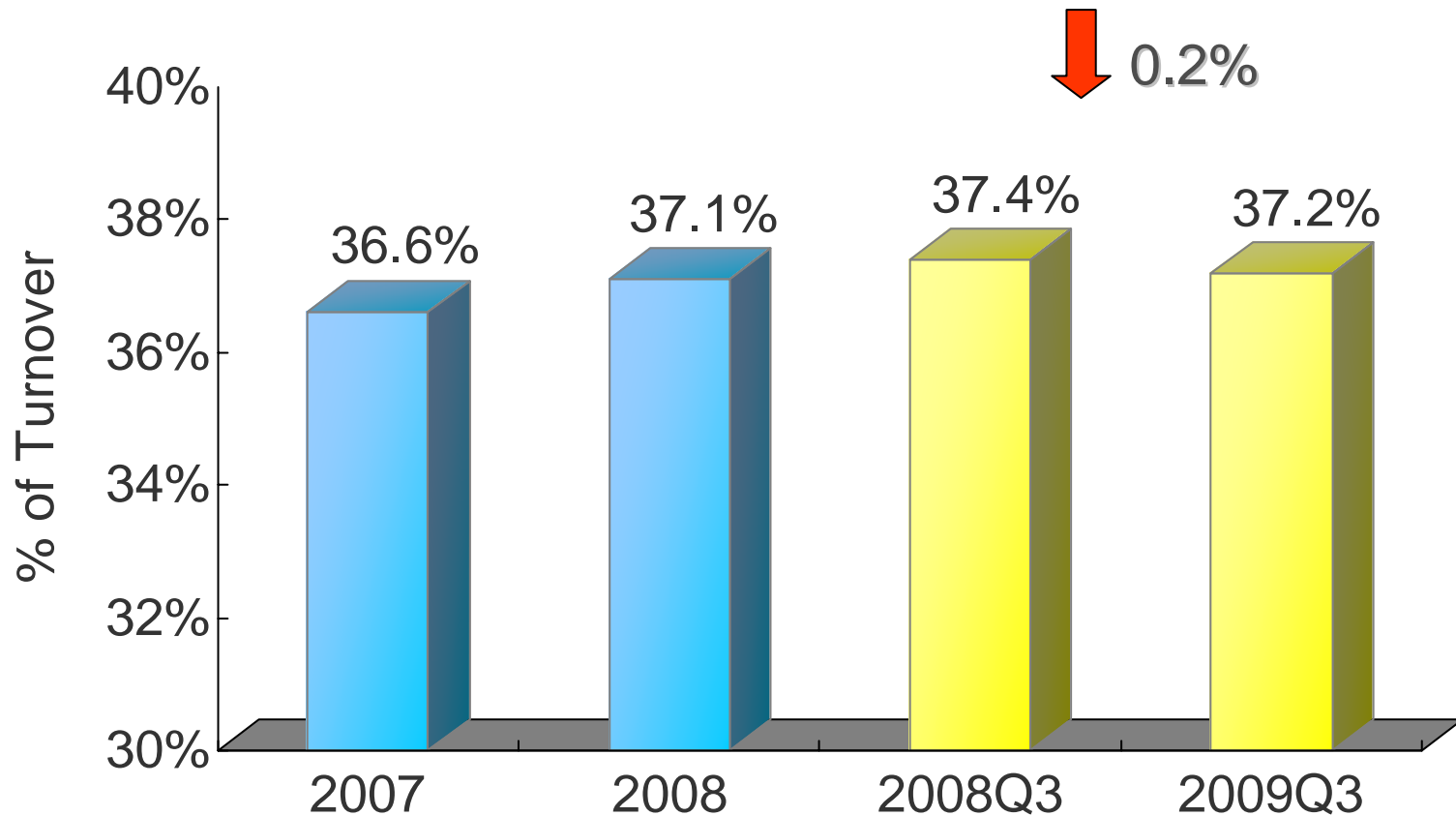
* Less inter-group sales: \$12.8M in 2008Q3 and \$12.2M in 2009Q3

2009 Financial Results Highlight Group Turnover – Sep YTD

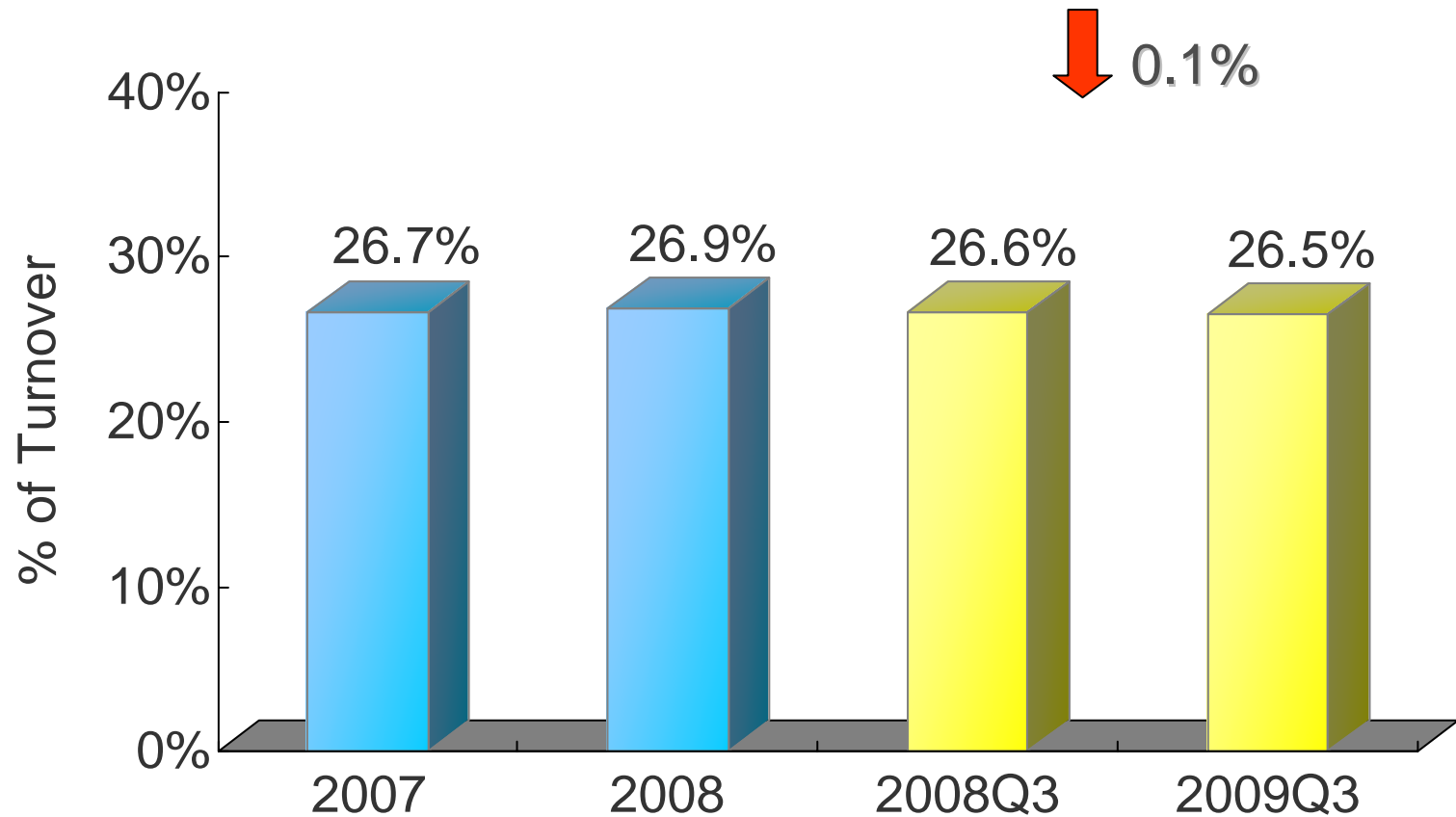


* Less inter-group sales: \$35.1M in Sep YTD 2008 and \$38.9M in Sep YTD 2009

2009 Financial Results Highlight Gross Margin & Other Income

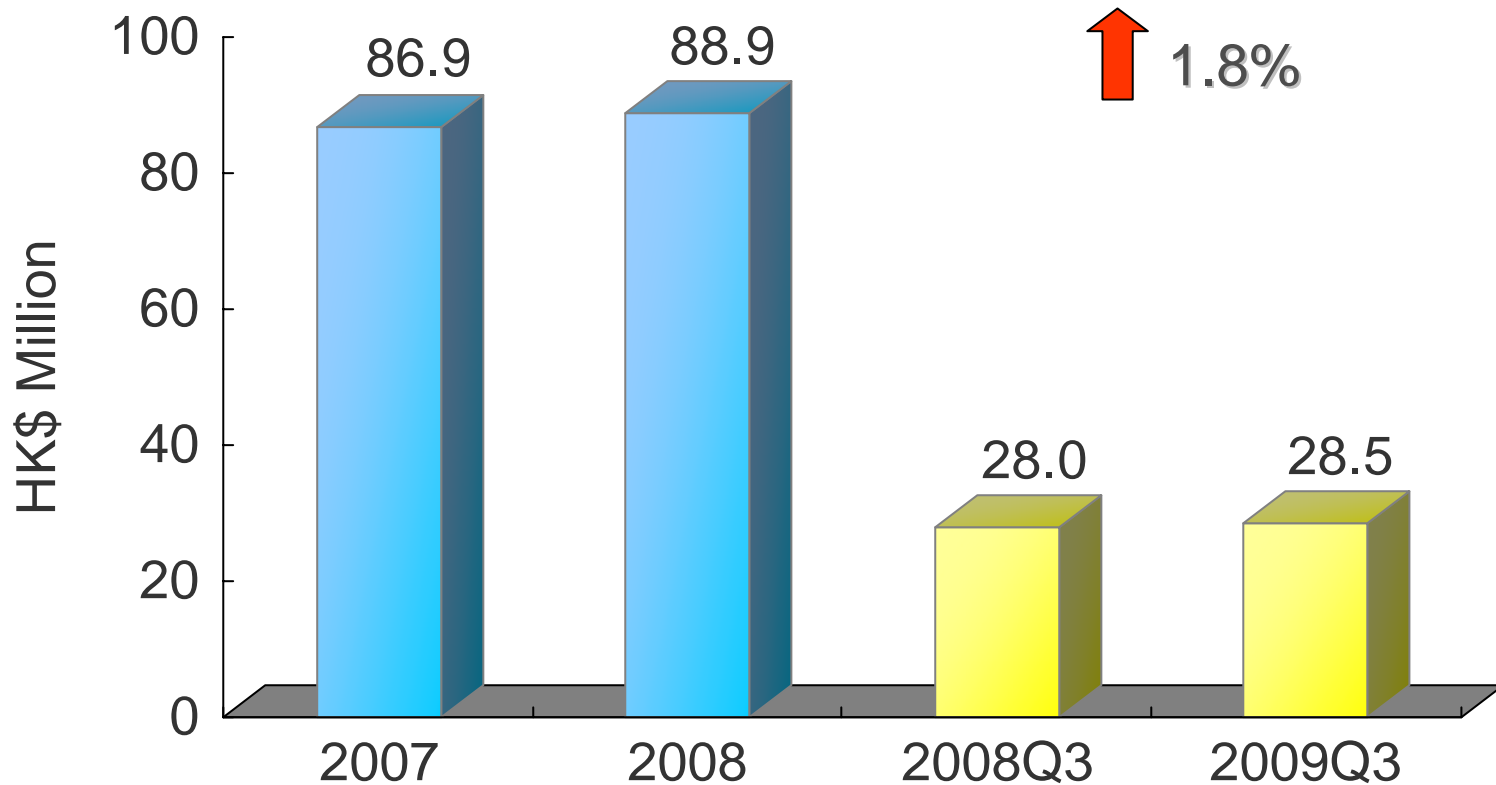


2009 Financial Results Highlight Store Operating Expenses



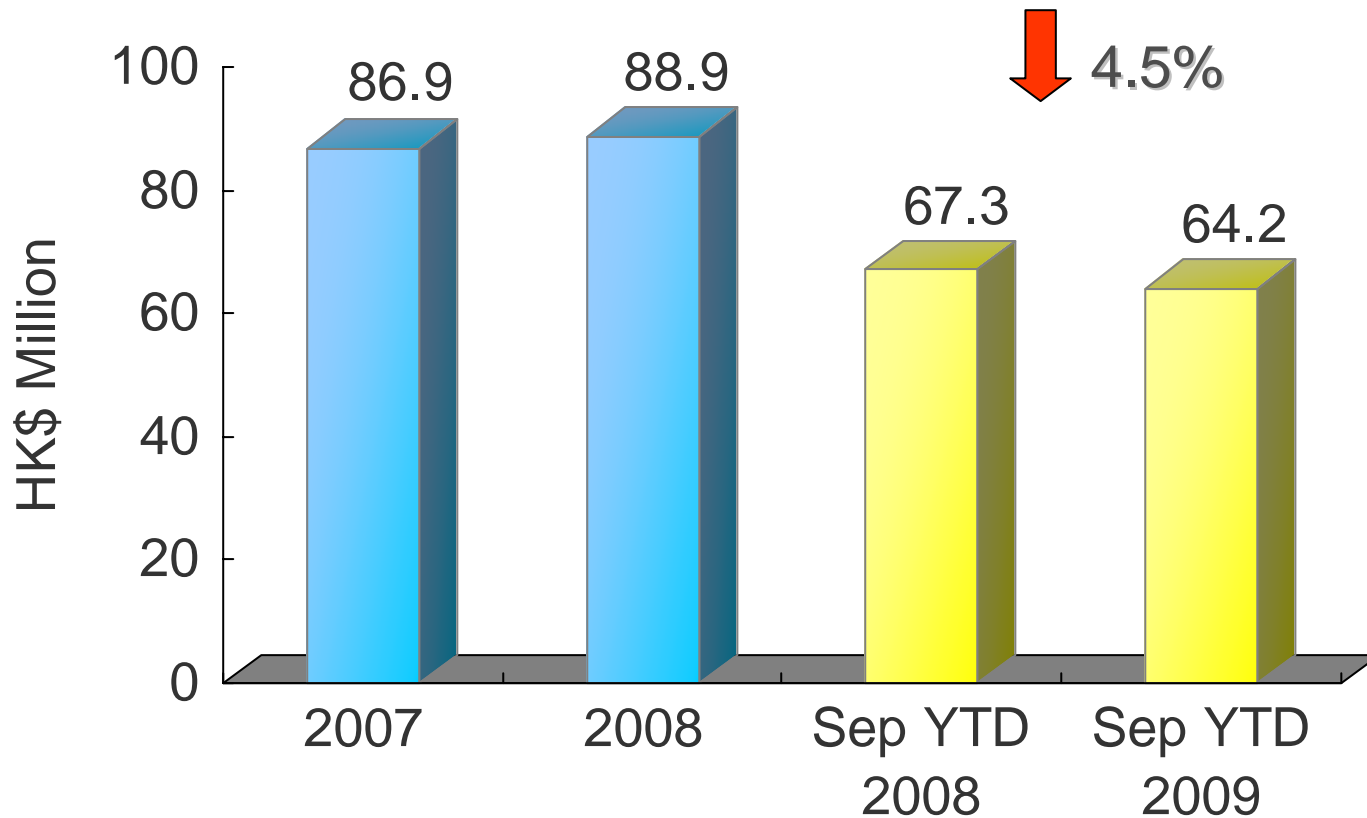
2009 Financial Results Highlight

Group Net Profit – 3rd Quarter



2009 Financial Results Highlight

Group Net Profit – Sep YTD





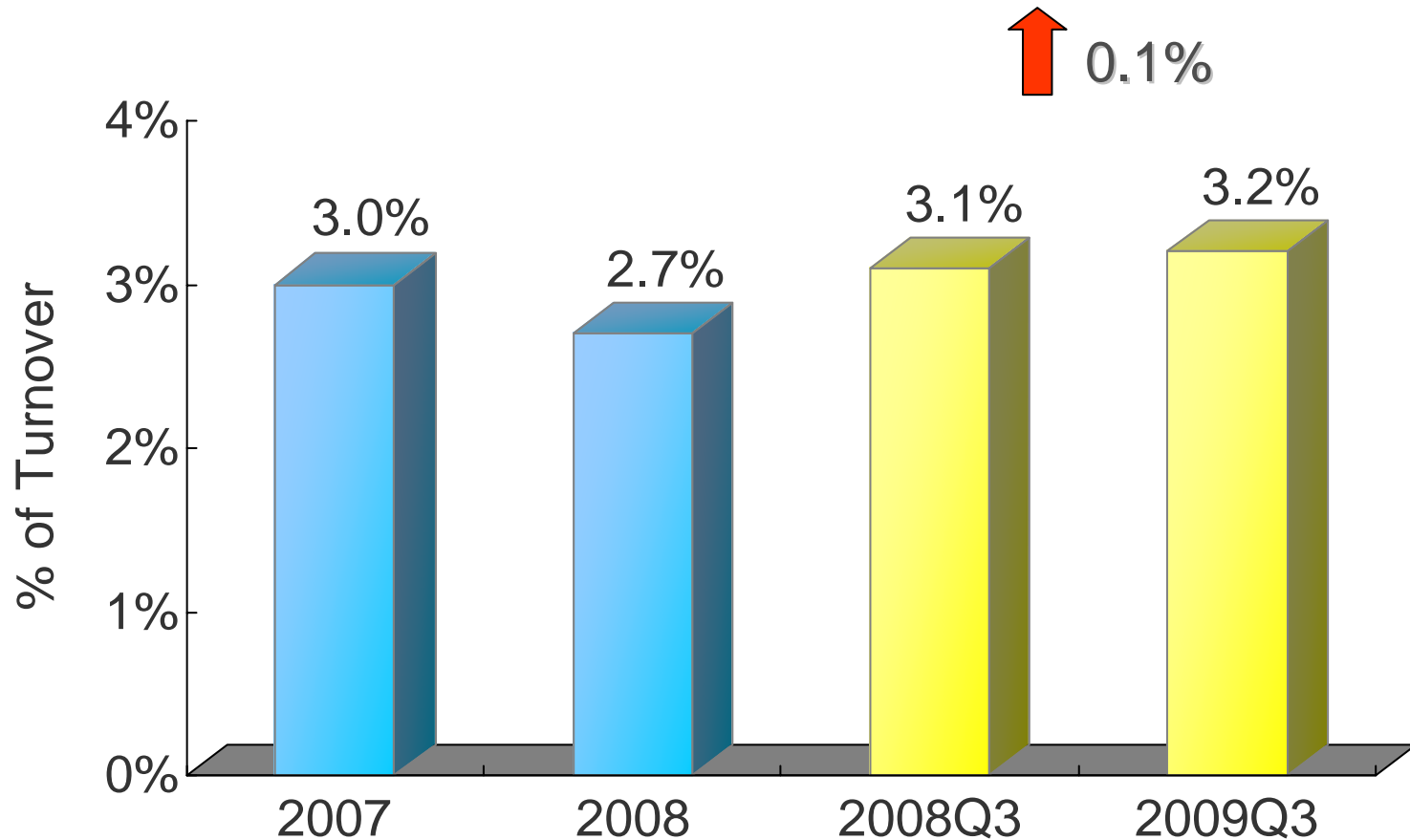
2009 Financial Results Highlight

Net Profit By Market

<i>(HK\$ Million)</i>	3rd Quarter		Sep YTD	
	2008	2009	2008	2009
Hong Kong & Macau Markets	38.3	36.4	99.5	90.0
China Market	(10.3)	(7.9)	(32.2)	(25.8)
Total CRA Group	28.0	28.5	67.3	64.2

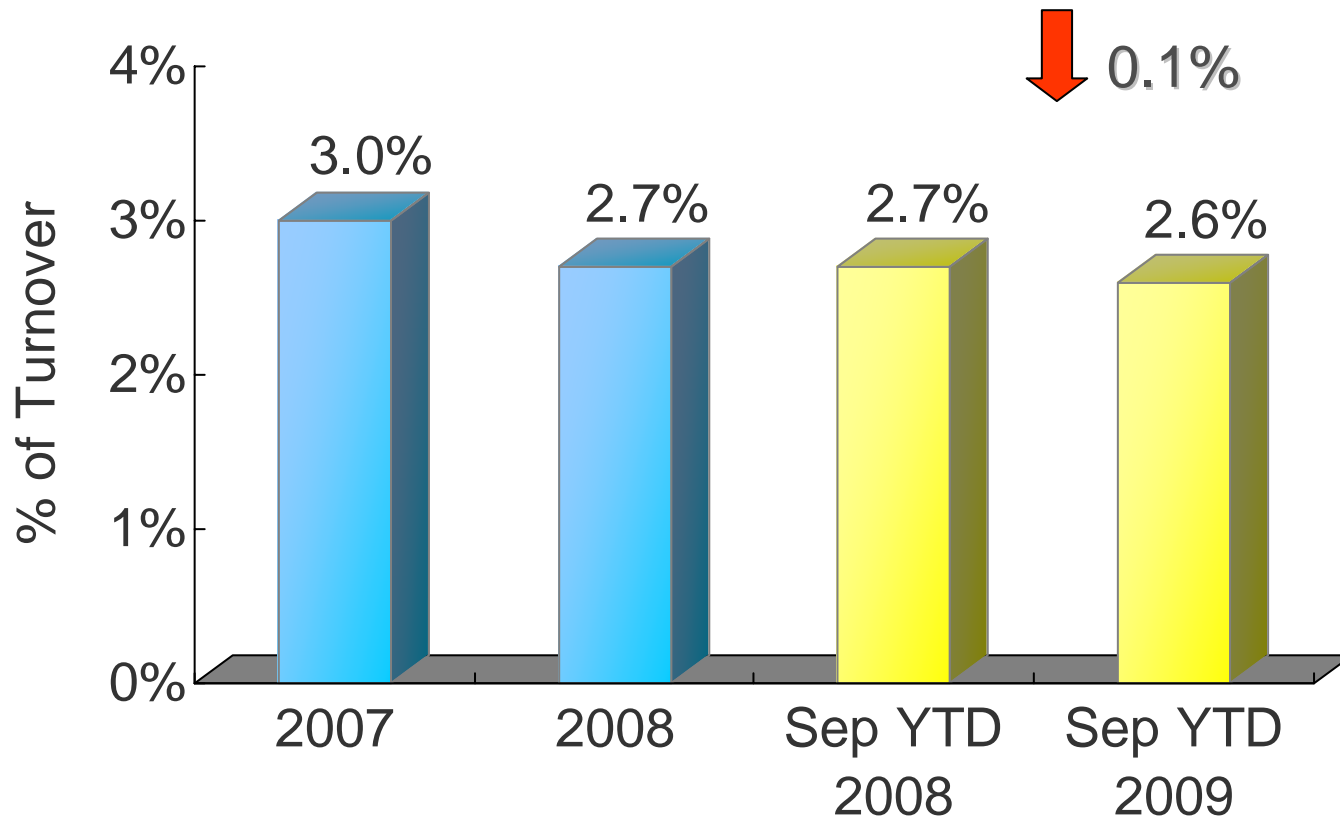
2009 Financial Results Highlight

Net Profit as % of Turnover – 3rd Qtr



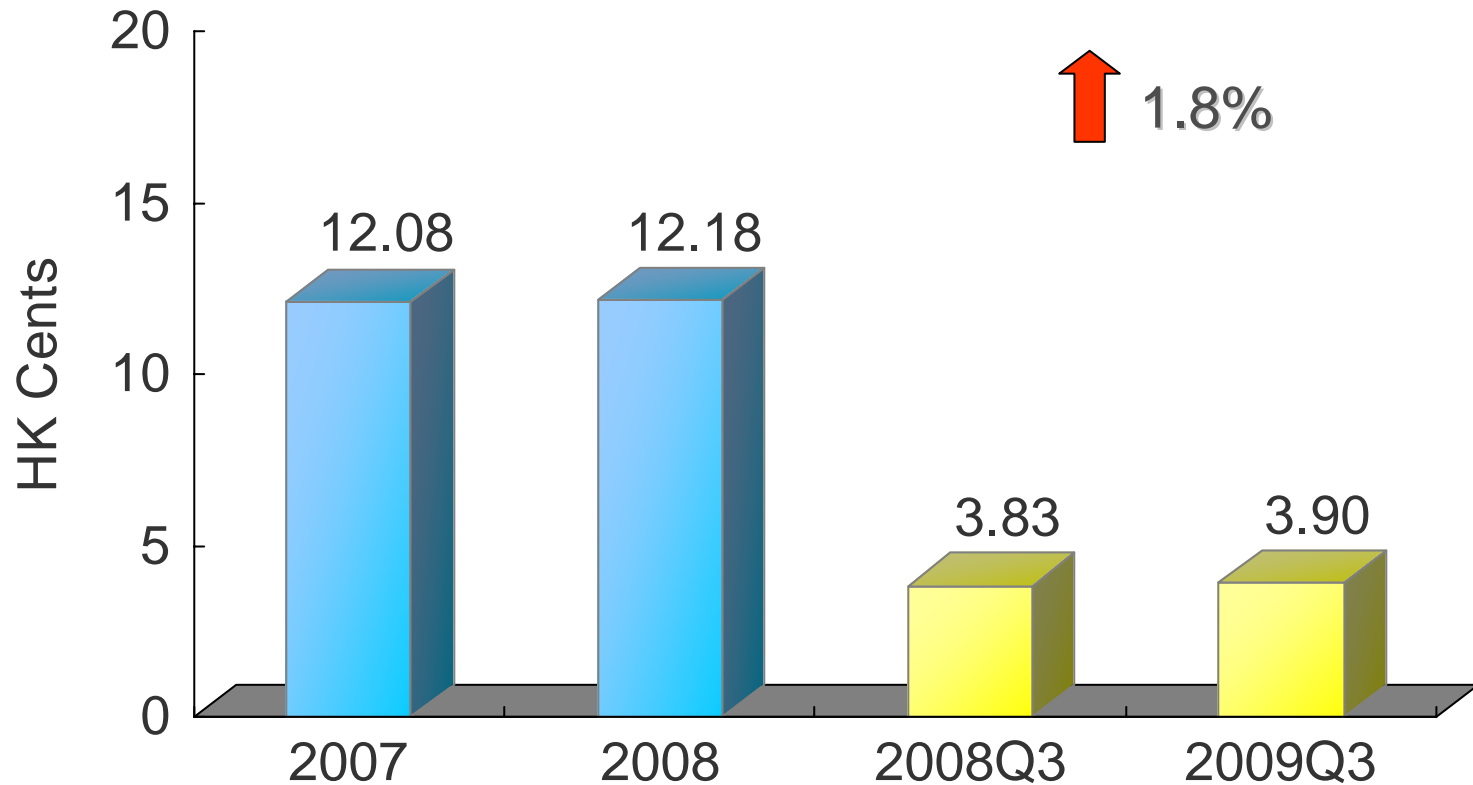
2009 Financial Results Highlight

Net Profit as % of Turnover – Sep YTD



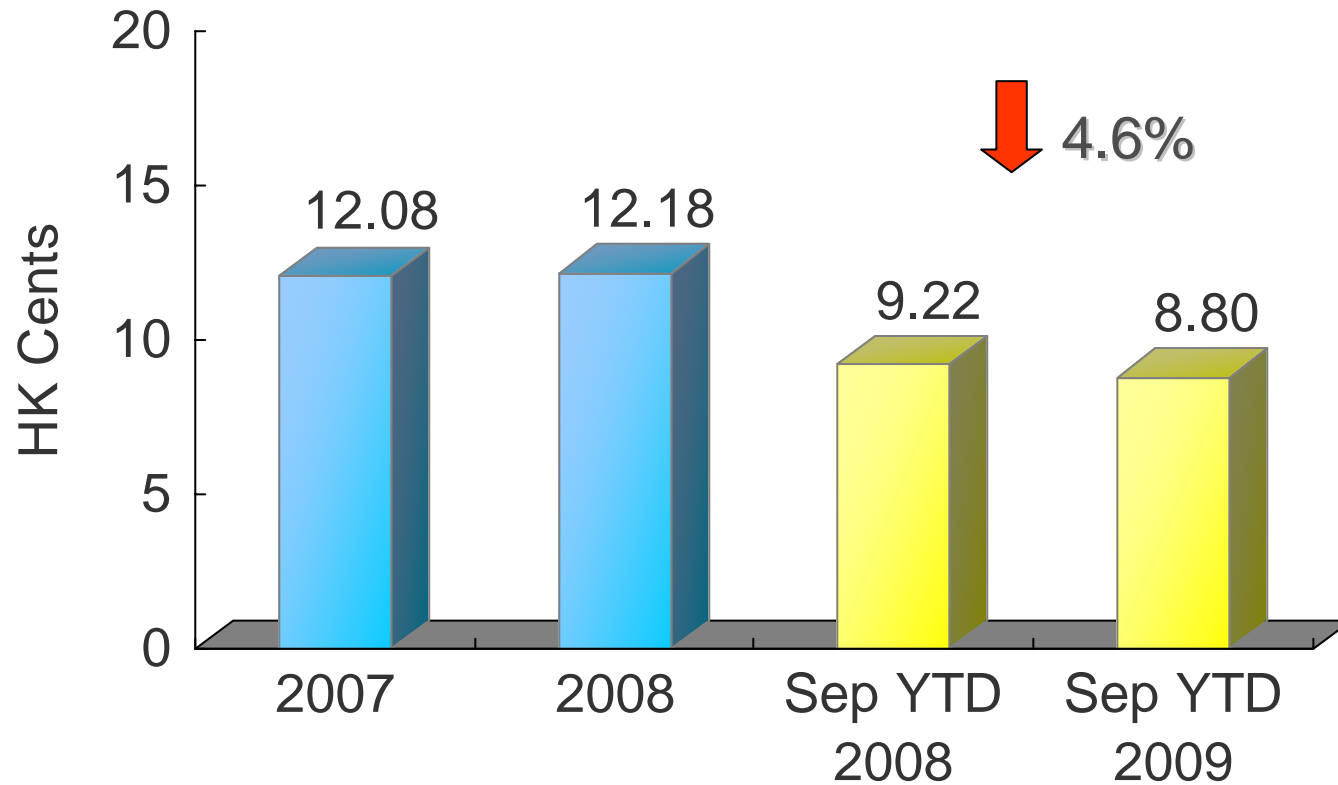
2009 Financial Results Highlight

Basic Earnings Per Share – 3rd Qtr



2009 Financial Results Highlight

Basic Earnings Per Share – Sep YTD





2009 Financial Results Highlight

3rd Quarter

	2008Q3	2009Q3	Change
Number of Stores	501	496	(5)
Group Turnover (HK\$M)	902.6	896.8	- 0.6%
Group Net Profit (HK\$M)	28.0	28.5	+ 1.8%
Net Profit as % of Turnover	3.1%	3.2%	+ 0.1%
Basic Earnings Per Share	3.83 cents	3.90 cents	+ 1.8%



2009 Financial Results Highlight

Sep YTD

	Sep YTD 2008	Sep YTD 2009	Change
Number of Stores	501	496	(5)
Group Turnover (HK\$M)	2,492.8	2,513.5	+ 0.8%
Group Net Profit (HK\$M)	67.3	64.2	- 4.5%
Net Profit as % of Turnover	2.7%	2.6%	- 0.1%
Basic Earnings Per Share	9.22 cents	8.80 cents	- 4.6%

2009 Update and Outlook



2009 Update & Outlook

- Improving consumer sentiment but market still very competitive
- Plastic bag levy and cigarette tax increase in Hong Kong continues to unfavorably impact store traffic
- Major promotions planned by CKHK and SHHK in Q4 2009
- CRSC continues to be affected by cigarette license problem

To Summarize

- Q3 2009 actual results better than 2008's
- Improving consumer sentiment but very competitive market condition in Hong Kong
- Aggressive promotional plans to generate sales
- Cigarette license problem in Guangzhou, causing drop in sales and store traffic
- Actions to reduce cost and loss in China

Thank You!

