



Convenience Retail Asia Limited 2009 Annual Results Announcement

10 March 2010



Agenda

- 2009 Key Highlight
- 2009 Financial Results Highlight
- 2010 Update & Outlook
- Questions & Answers

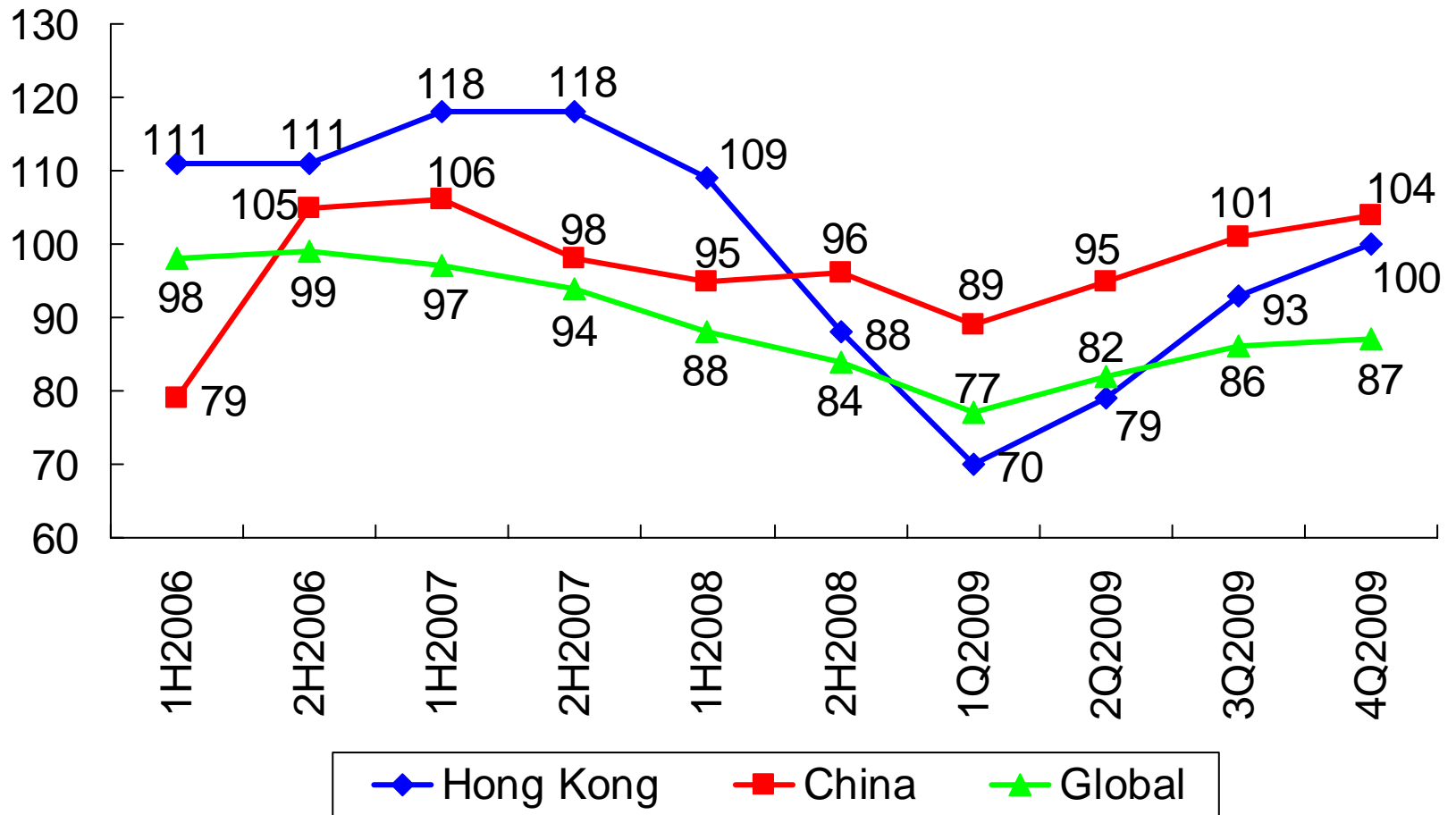
2009 Key Highlight



2009 Key Highlight Hong Kong Market

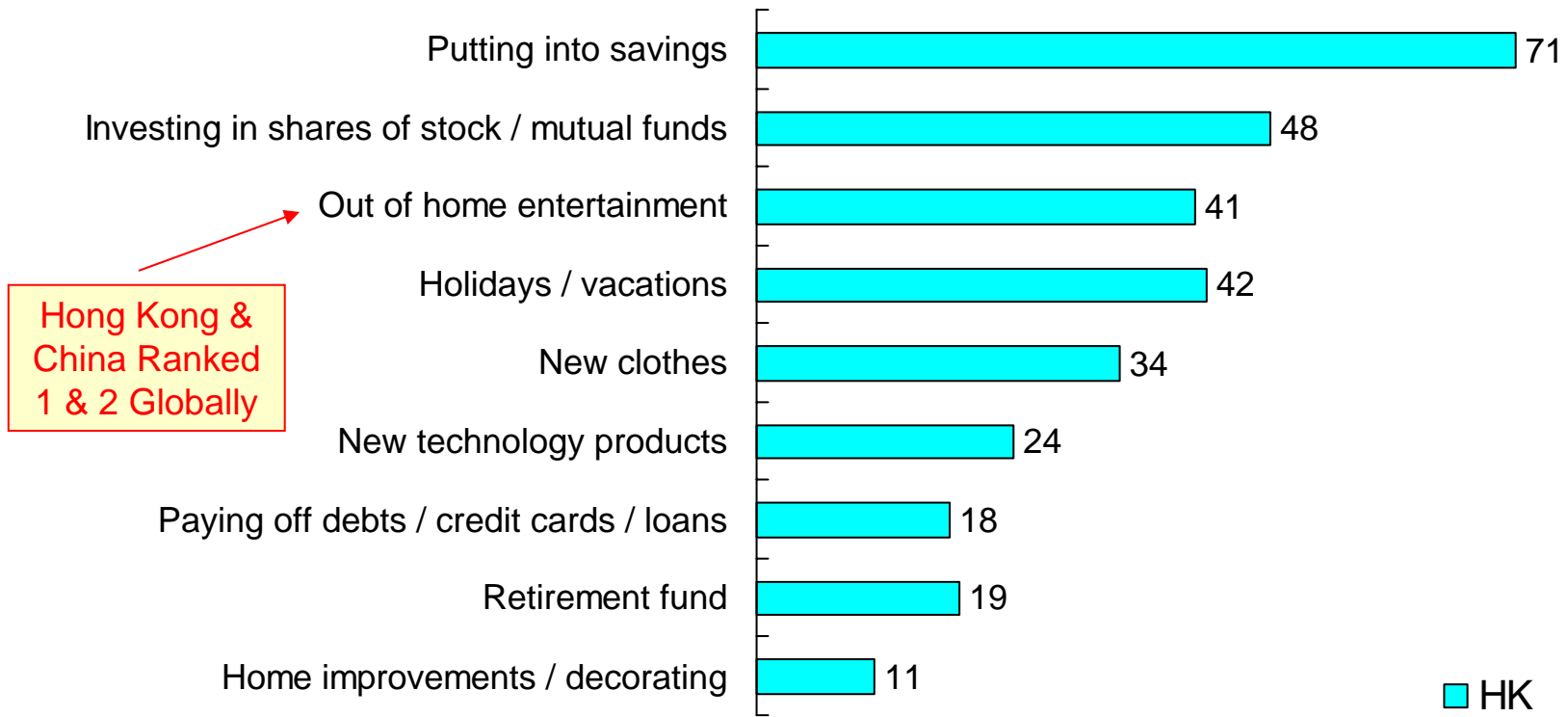
- Consumer confidence improved but sentiment to spend still weak

Consumer Confidence Index



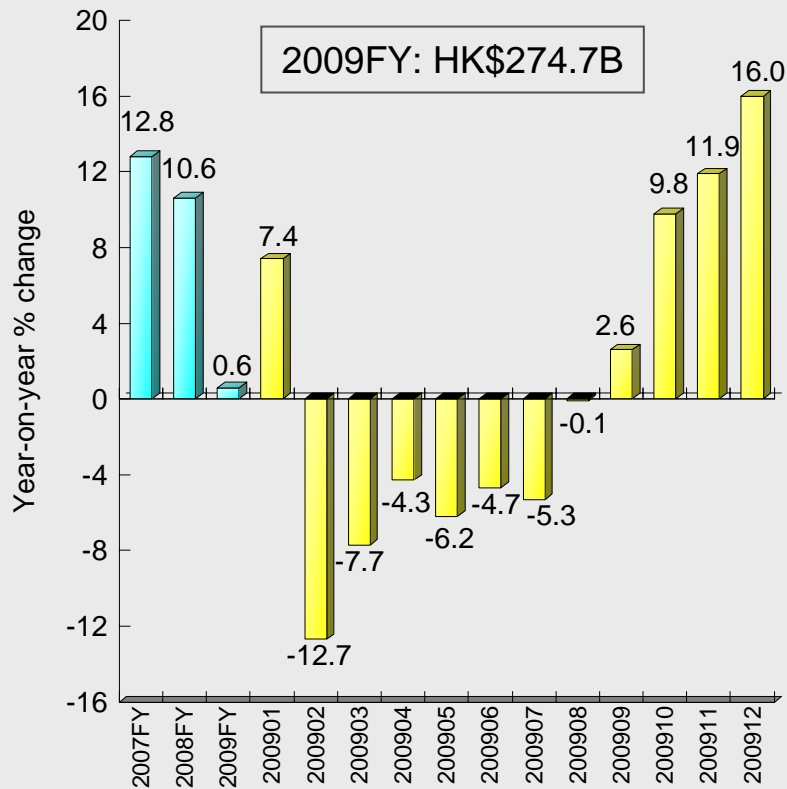
Consumer Confidence

Top Choices for Spending Spare Cash

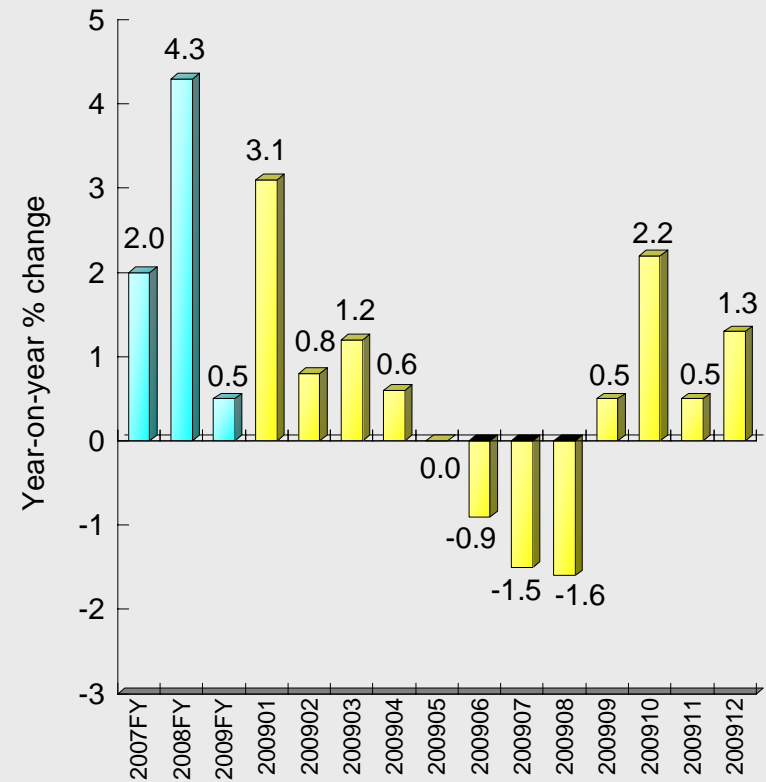


Hong Kong Retail Market

Total Retail Sales Value



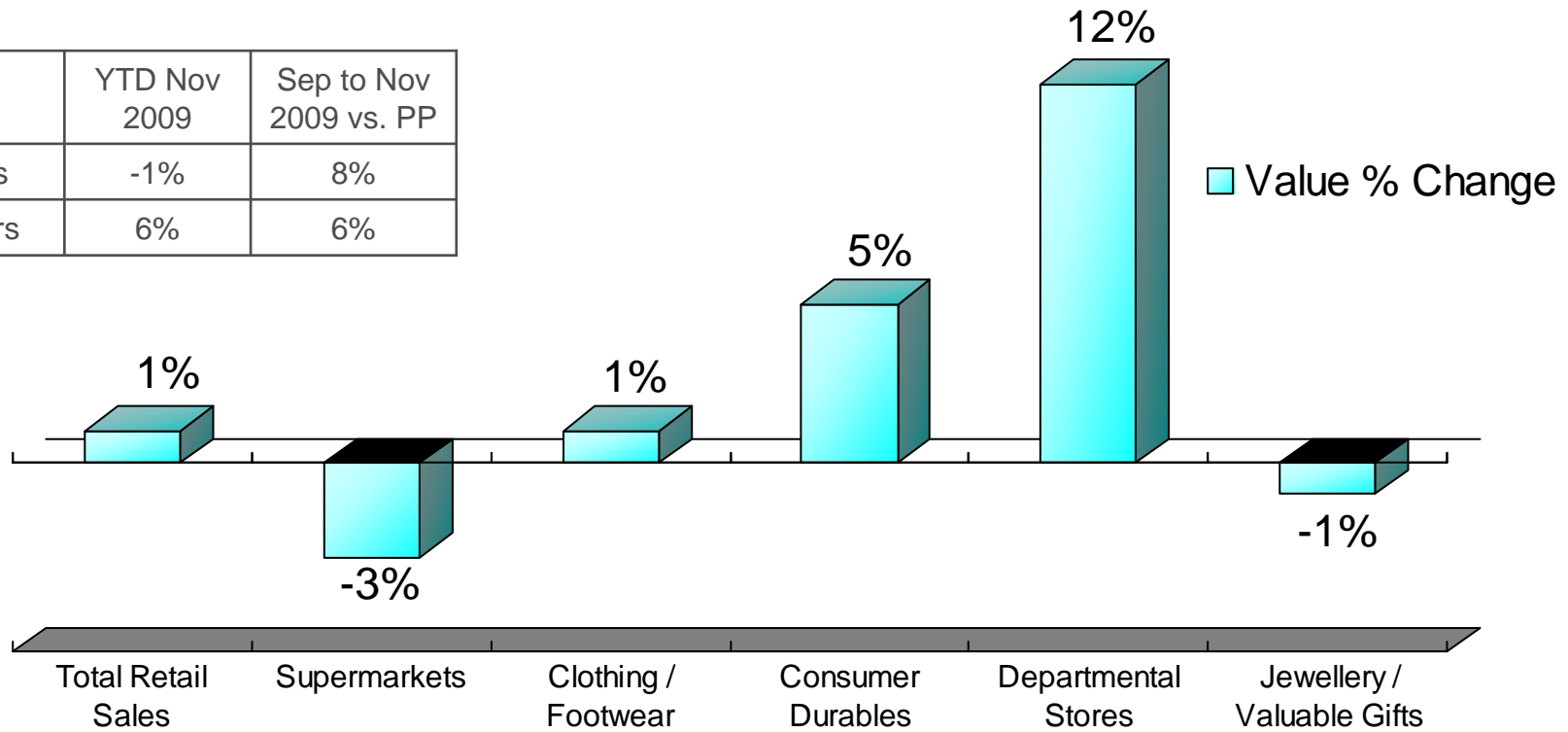
Composite Consumer Price Index



Consumer Confidence

Total Retail Sales - Sep to Nov 2009 vs. Jun to Aug 2009

% Change	YTD Nov 2009	Sep to Nov 2009 vs. PP
Total Visitors	-1%	8%
China Visitors	6%	6%



YTD Nov 2009 %
Change vs. LY

-1%

+4%

-3%

-8%

-

+1%

2009 Key Highlight Hong Kong Market

- Consumer confidence improved but sentiment to spend still weak
- Very high rental in primary and secondary locations but rental came down in some local areas
- Plastic bag levy still unfavorably affecting affected chains
- Cigarette tax increase still reduces volume
- Competition among local operators more intense with most going for heavy discounting

Circle K Hong Kong Promotions

Circle K 新設計 Version 2.9

Rilakkuma™

全球可愛·全球有人夢想的



購買任何3件貨品*，免膠袋，送你\$1環保獎賞

OK 便利店 支持環保4口 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

新鮮環保獎賞 \$1 換取OK購物券滿\$10 即可換取

Reduce 減少廢物 Recycle 回收再造

OK 便利店 Stitch 歡樂FUN有樂FUN

豪禮每滿\$20*

送 100 FUN 免費換 Fun Fun Stitch 邊舞邊公仔

Disney 史迪仔

今日有新Fun? 你check咗未?

OK 便利店 投入OK勁抽 一按即贏姆明精品

全球獎券 共20,000張 11吋大公仔

超過50萬份姆明獎品 中獎機會超過50%!

投入OK勁抽 即贏迪士尼阿JAK造型精品

Disney OK便利店 獨出新鮮感 獨家免費贈送 Mickey & Friends i-Clips

豪禮每滿\$20* 即送一件 i-clip

活動期由4月29日 至5月11日



OK 便利店 環保獎賞 Green Bonus

買報紙 送\$3

現金券

File Name : 2in1 Newspaper Billboard 13Aug art out.ai
Size : 28" X 39" Color : 4C - CMYK
CTP output / Screen line 175 / A4 inkjet print proof

OK 便利店 OK FUN with Rilakkuma™

豪禮每滿\$20*

送 100 FUN 免費換 Rilakkuma™ 邊舞邊系列水可暖公仔

送 10,000 點

今日有新Fun? 你check咗未?

OK 便利店 投入OK勁抽 即贏迪士尼阿JAK造型精品

全球獎券 共10,000張 2010年好彩 每月抽獎

超過50萬份獎品，中獎機會超過50%!

投入OK勁抽 即贏迪士尼阿JAK造型精品

OK 便利店 jetso 隨時有[SO]

【+5】換購 洗衣粉

【+4.5】換購 衛生紙

【+6.5】換購 牙膏

【+3.5】換購 衛生紙

【+4.2】換購 衛生紙

【+4.5】換購 衛生紙

【+10】換購 衛生紙

Saint Honore Hong Kong Promotions

Rilakuma™ Happy Plates
 可愛熊貓系列
 聖安娜為您送上最贴心的生日禮物

日本人氣繪畫版
 3套6款聯心碟

Rilakuma (輕鬆熊) 賀喜碟
 Rilakuma (輕鬆熊) 賀喜碟
 Rilakuma (輕鬆熊) 賀喜碟

只索\$20起 送您生日蛋糕 | 碟或以上, 送您可愛熊貓小碟 Happy Plate 一套(2款)每款\$50

生日快樂 還有聖安娜蛋糕

Very Chocolate Cakes

Belgium 75[®] Chocolate Cake 全巧克力
 Belgium 55[®] Chocolate Cake 全軟滑

Belgium 55[®] x Belgium 75[®] 朱古力 Truffle 摩理子蛋糕

每款每層\$158

生日快樂 · 還有聖安娜蛋糕



利豐集團員工尊享
 聖安娜端陽極品棧優惠

一口咬味
 宗谷完具金銀裹蒸糕

與至親分享端陽喜悅
 只有聖安娜極品棧

Monokuro™ Love Bowls
 高白粉 瓷碗系列
 聖安娜為您送上至快樂的佳節禮物

煥然全套4款
 蒸籠快樂

專願聖安娜食品折實滿\$20(平日至星期六)或\$10(禮券全場), 加送\$20的精美“高白粉”瓷碗(價值\$60), 另加送\$10的可與精美瓷碗(價值\$10), 送完即止。

聖安娜全新升級西餅
 蛋糕更鬆軟 用料更矜貴

12月新到 Belgium Chocolate Cake
 原裝原罐的比利時巧克力蛋糕, 精緻裝飾, 用料更為上乘。

檸檬林明糖 Lemon Lamination
 原自意大利的檸檬糖, Lamination 的製法配製成其特有的檸檬糖餅。

朱古力厚質卷 Chocolate Banana Roll
 朱古力厚質蛋糕卷, 入口香滑, 口口都係好滋味。

為至親送上快樂 · 只有聖安娜月餅

原裝純心
 冰沙鮮果月餅 (每款每打 \$158)
 獨家新到 · 月餅中最高級水果系列

原裝純心 綠心心型之鑽
 原裝原罐的比利時巧克力, 精緻裝飾, 用料更為上乘。

星級冰皮月餅

Chocolate Lover 至愛
 朱古力軟心冰皮月餅 (每款每打 \$158)

粒粒果肉 · 清新健怡
 水果果粒冰皮月餅 (每款每打 \$158)

潮濕熱賣
 冰沙鮮果冰皮月餅 (每款每打 \$158)

的脫可愛
 一口冰皮月餅 (每款每打 \$158)

矜貴燕窩 · 實味滿FUN
 七星伴月冰皮月餅 (每款每打 \$158)

冰凍和冷飲
 冰沙鮮果冰皮月餅 (每款每打 \$158)

2009 Achievements



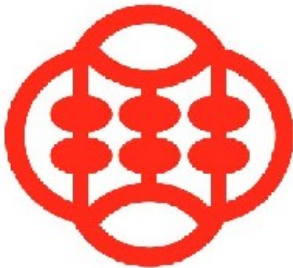
Circle K Hong Kong

Yahoo! Emotive Brand Awards 2008-2009
- Retail Chain



Circle K Hong Kong

**Winner of HKIHRM/SCMP
People Management Awards 2009**



Circle K Hong Kong

Winner of HKRMA Service & Courtesy Award
- Supermarkets / Convenience Stores Category
Supervisory Level 2009

Saint Honore

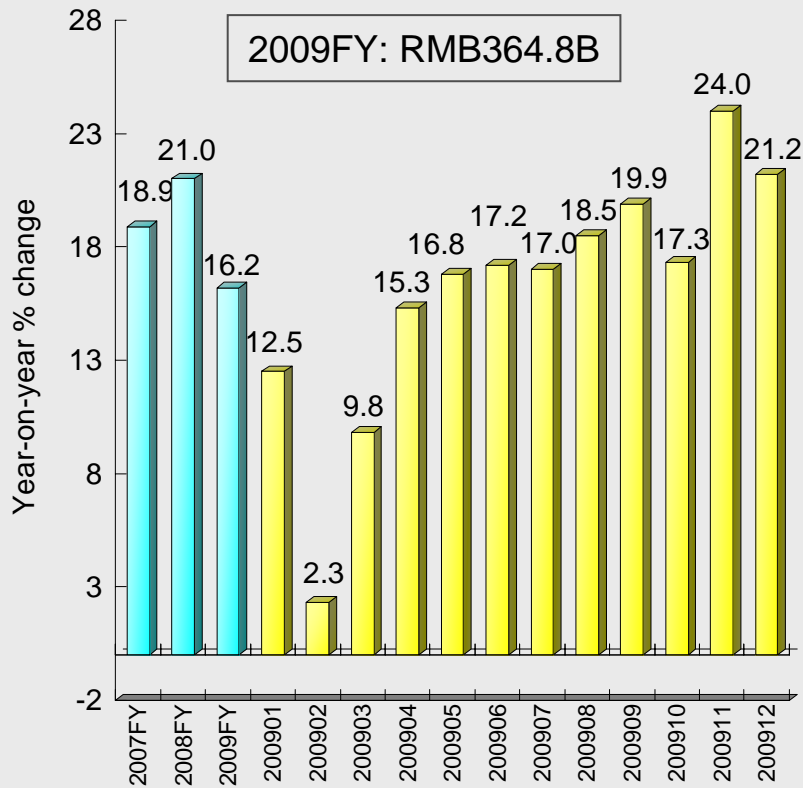
Winner of HKRMA Service & Courtesy Award
- Food Shops Category
Junior Frontline Level 2009

2009 Key Highlight Southern China Market

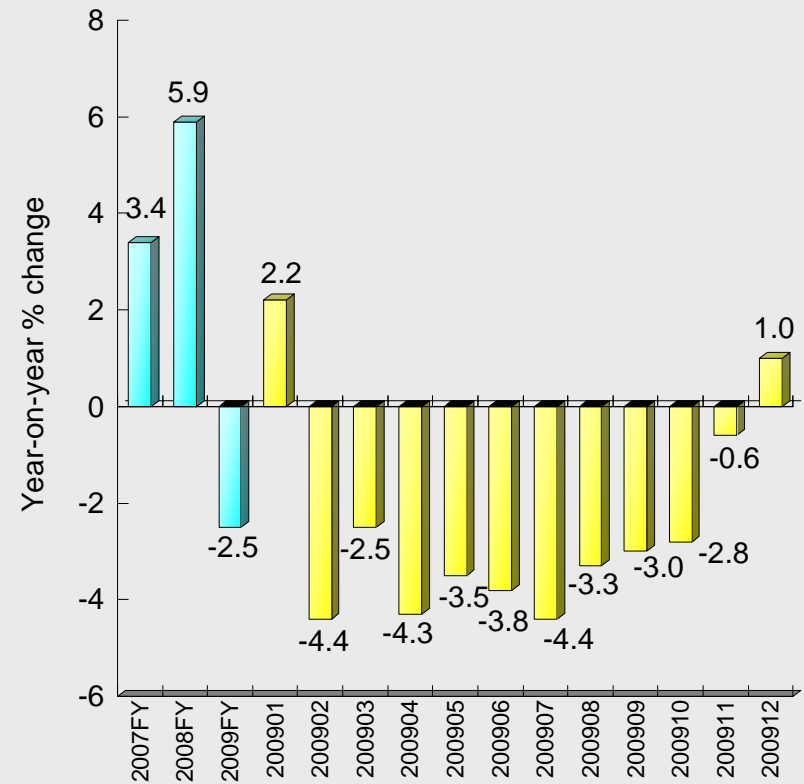
- Consumer sentiment to spend continued strong trend in 4th quarter
- Store traffic and sales were adversely affected by loss of cigarette sales
- Food costs started to show signs of inflation
- Franchise stores all showing better sales and store contribution
- Refinement of store network

Guangzhou Retail Market

Total Retail Sales Value



City Consumer Price Index



Circle K Guangzhou Promotions

买盒饭 有馈赠

凭优惠券购买OK便利店任何盒饭
免费有送加三种美食任选其一：

黄金串1串 或 茶叶蛋1个 或 高钙咖喱鱼蛋3粒

加送优惠券

高钙咖喱鱼蛋3粒
茶叶蛋1个
黄金串1串

冰凉解渴 巨星

巨星 浓情鲜豆浆 v3.5	巨星 港式奶茶 v3.5	巨星 鲜磨玉米汁 v3.5
巨星 梅子特饮 v3.5	巨星 鲜柠乐 v3.5	巨星 鲜柠橙 v3.5

“好知味面包”09年十大人气之选

鲜蛋红豆 健康有型 v3.0	好知味 手撕包点 v4.5	好知味 蛋挞 v18.0	好知味 起沙牛腩 v5.0
好知味 芝麻包点 v3.5	好知味 蟹肉干蒸 v3.5	好知味 叉烧包 v4.0	好知味 叉烧蛋 v4.0
好知味 鲜蛋包点 v3.0	好知味 鲜蛋包点 v4.0	新鲜出炉！独特口感！顶级面粉！	

¥1 面包优惠券
凭券购买“好知味”面包满5元即减1元

OK便利店 圣诞の轻松小熊在OK

任何购物满10元
加¥20即可购买
轻松小熊25CM一个

任何购物满10元
加¥10即可购买
轻松小熊10CM一个

2009 Financial Results Highlight



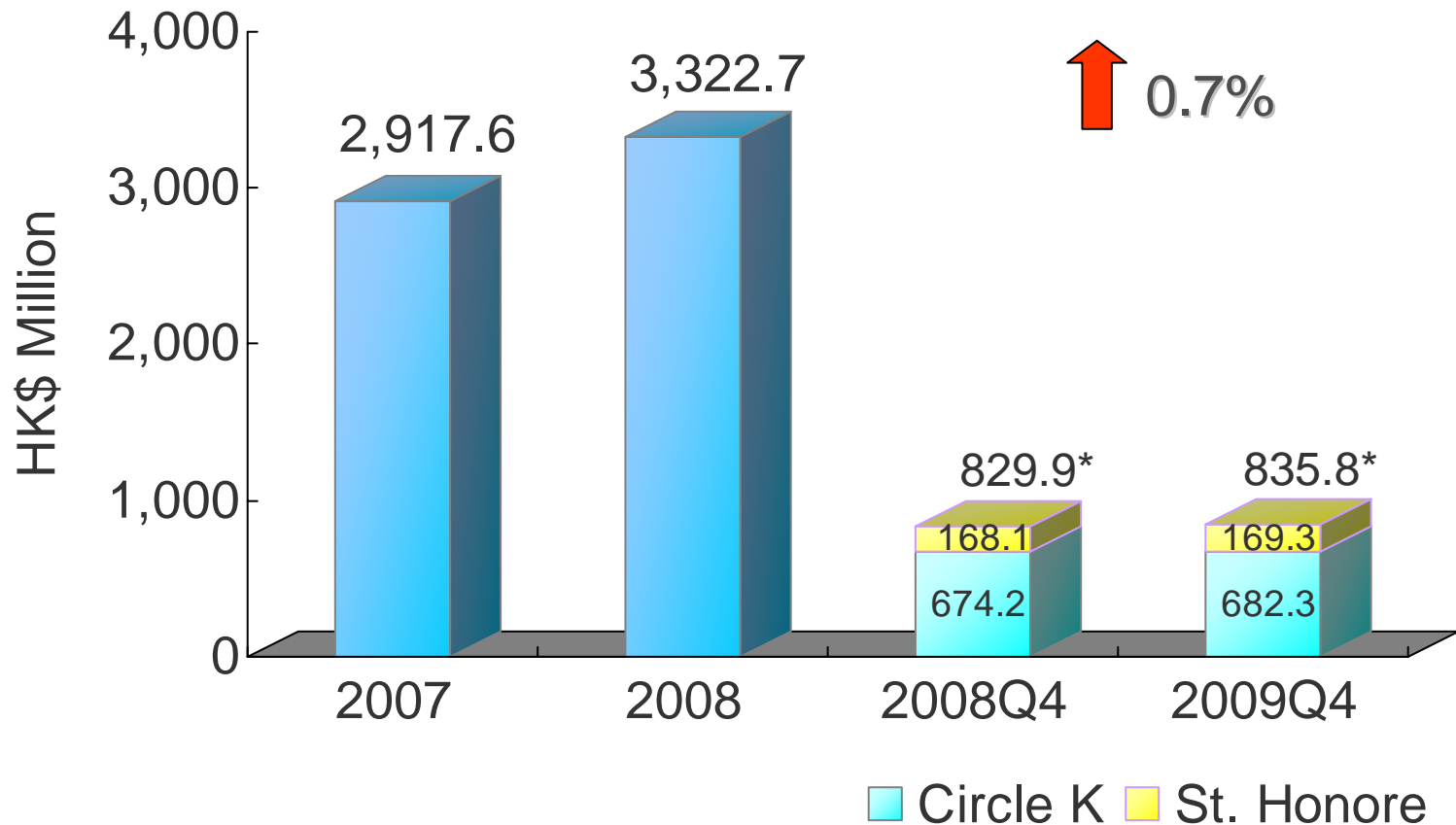


2009 Financial Results Highlight

Number of Stores

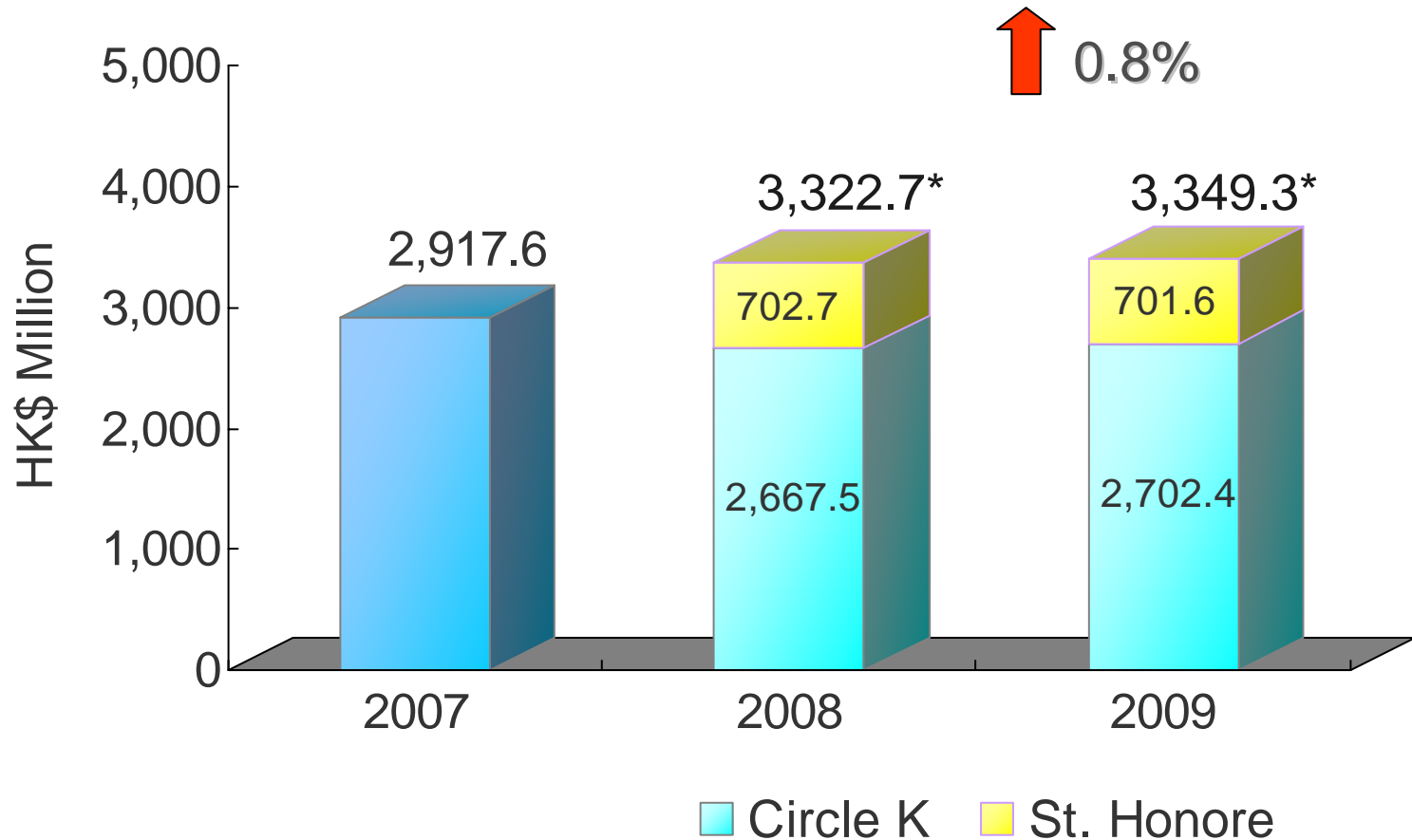
	End of 2008	Opened	Transfer from/(to)	Closed	End of 2009
Circle K Hong Kong	284	24	-	(9)	299
Circle K Southern China	82	3	-	(23)	62
- <i>Guangzhou (owned)</i>	71	3	1	(18)	57
- <i>Guangzhou (franchised)</i>	5	-	(1)	-	4
- <i>Shenzhen</i>	6	-	-	(5)	1
Circle K Macau (J.V.)	17	4	-	(2)	19
Circle K Zhuhai (J.V.)	12	2	-	(2)	12
Saint Honore Group	105	14	-	(18)	101
CRA Group Total	500	47	-	(54)	493

2009 Financial Results Highlight Group Turnover – 4th Quarter



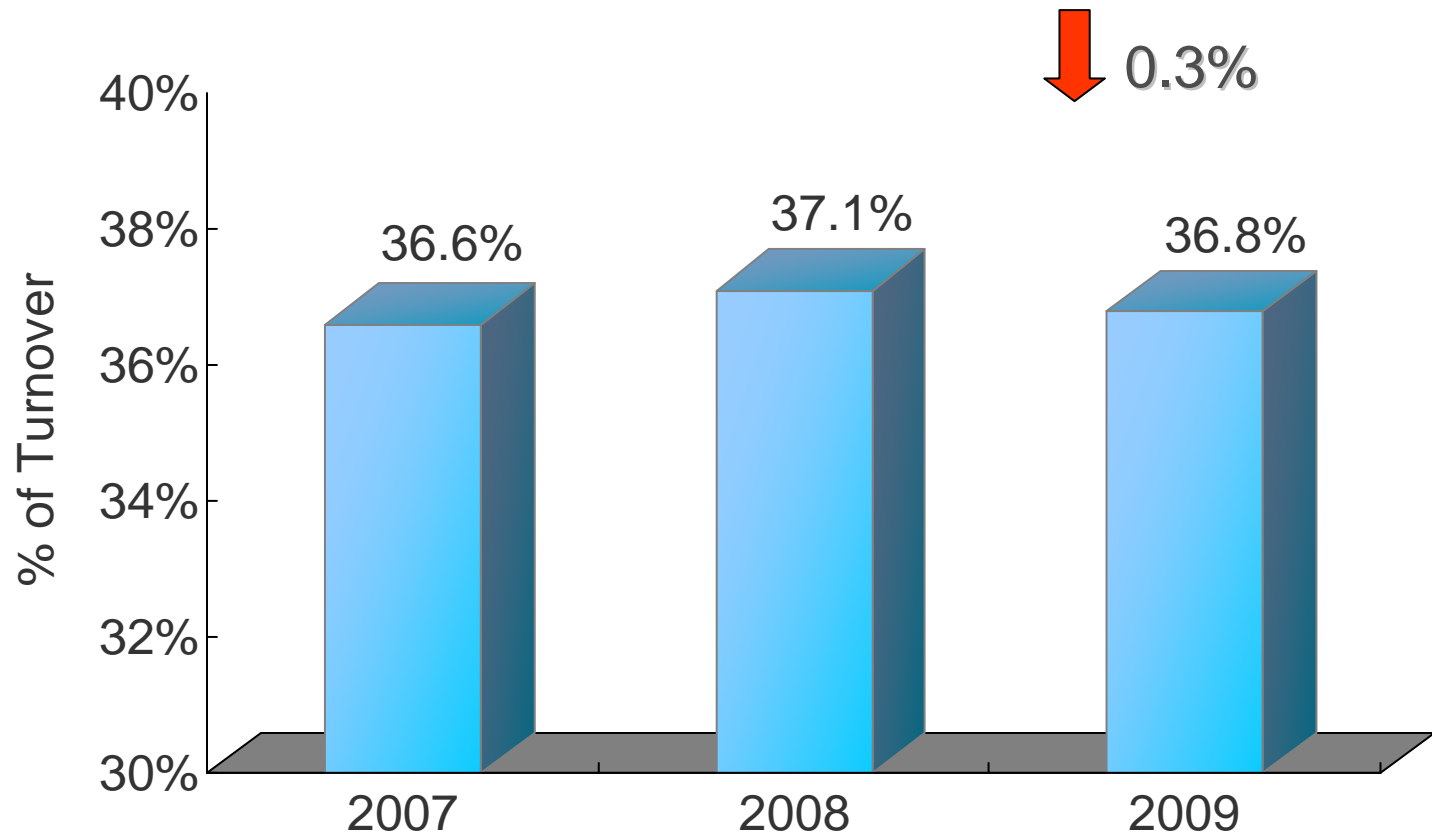
* Less inter-group sales: \$12.4M in 2008Q4 and \$15.8M in 2009Q4

2009 Financial Results Highlight Group Turnover – Full Year



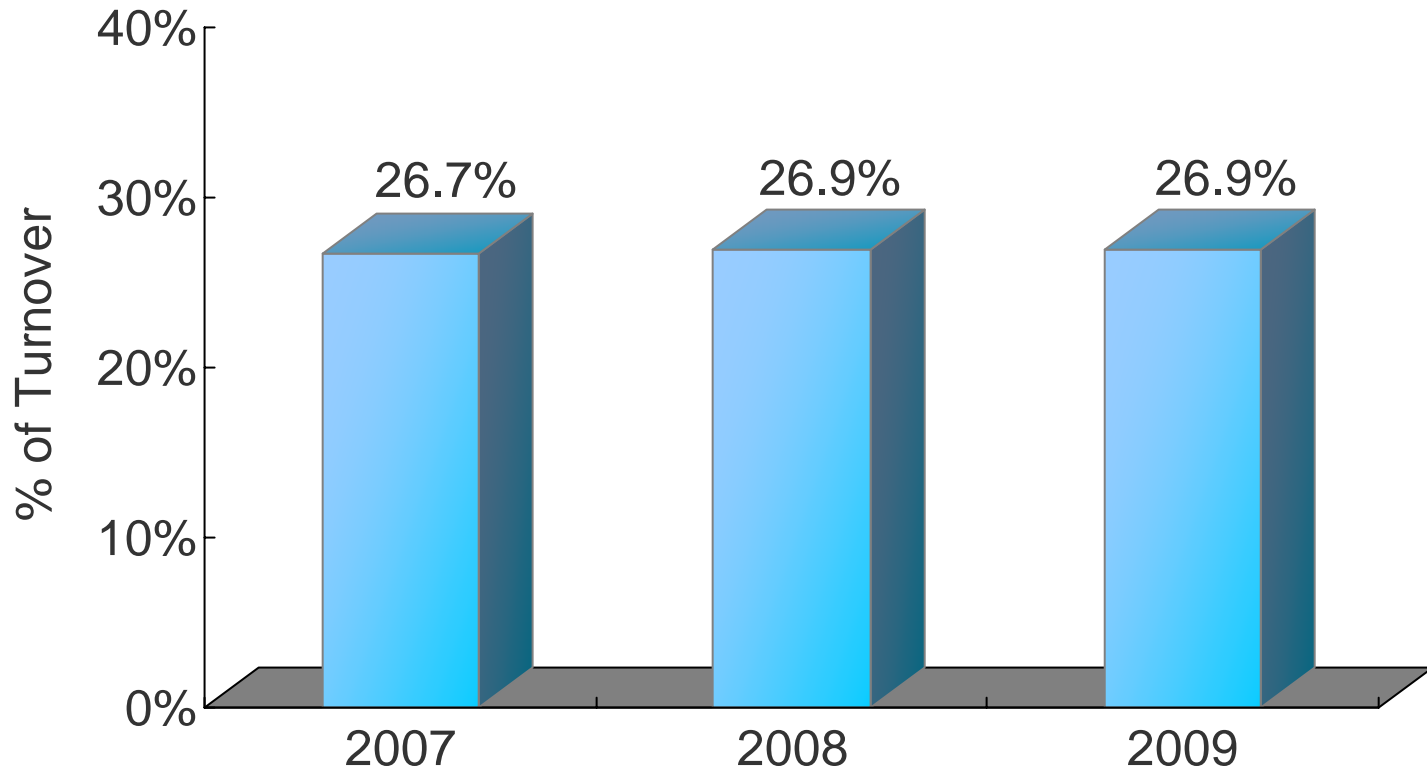
* Less inter-group sales: \$47.5M in 2008 and \$54.7M in 2009

2009 Financial Results Highlight Gross Margin & Other Income



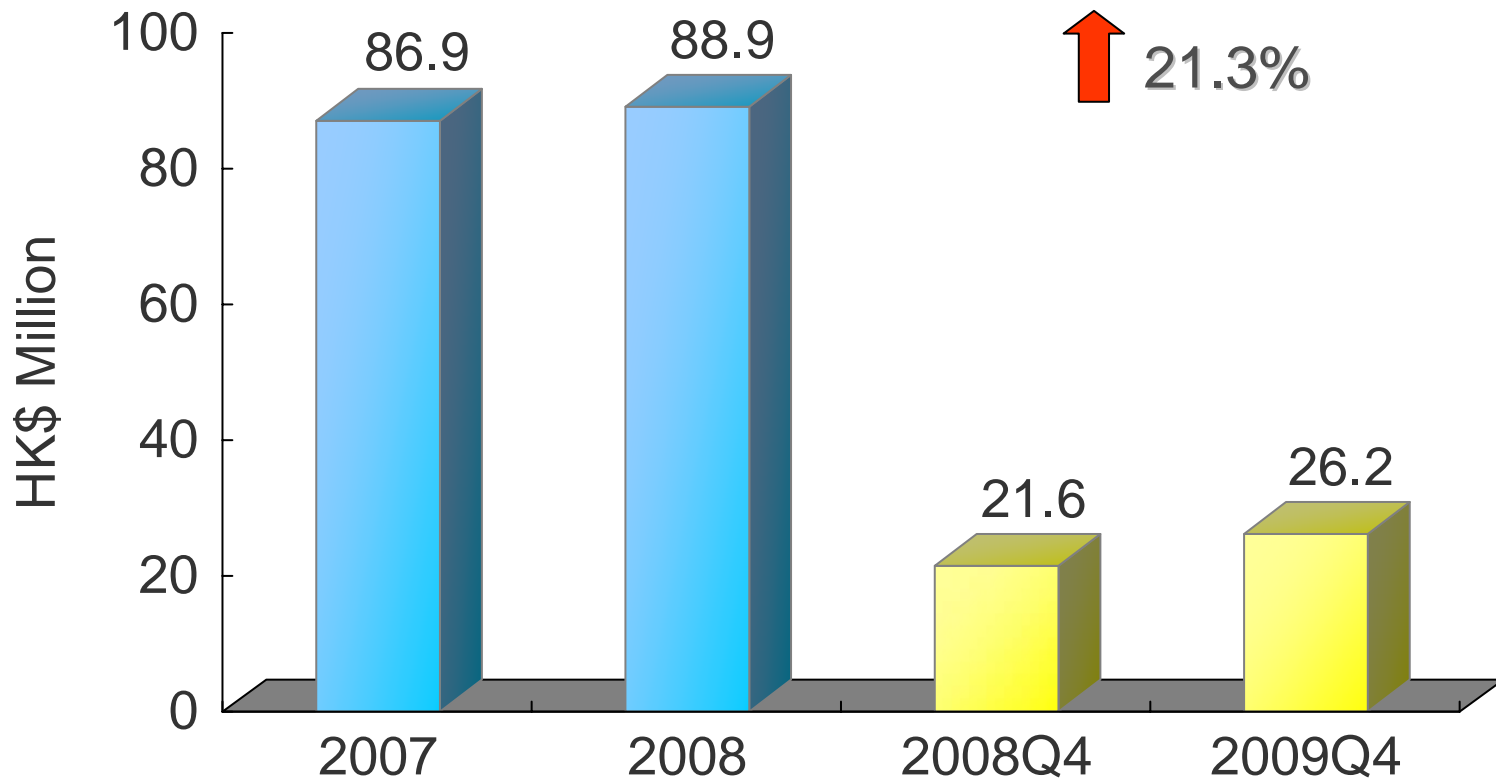
2009 Financial Results Highlight

Store Operating Expenses



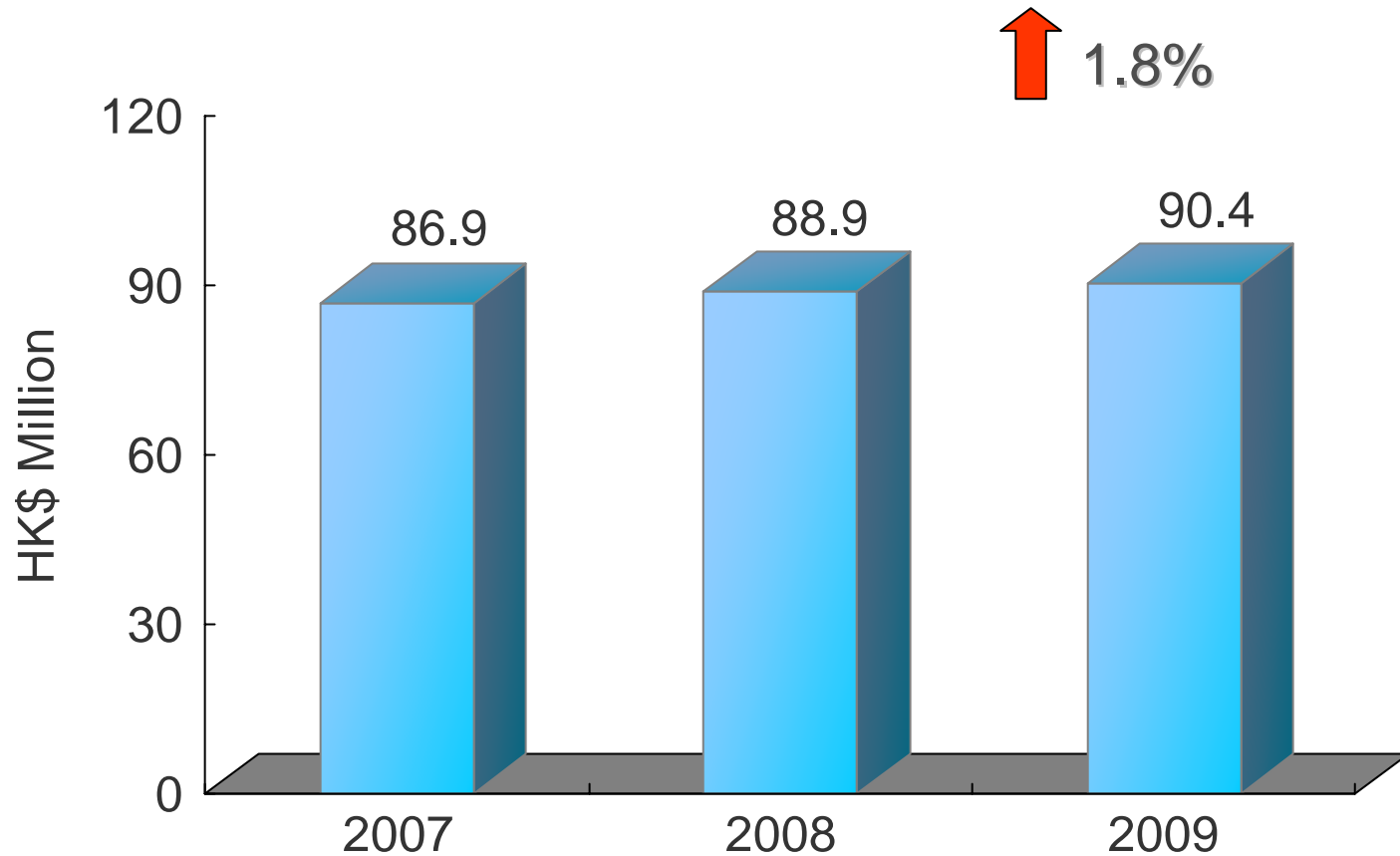
2009 Financial Results Highlight

Group Net Profit – 4th Quarter



2009 Financial Results Highlight

Group Net Profit – Full Year





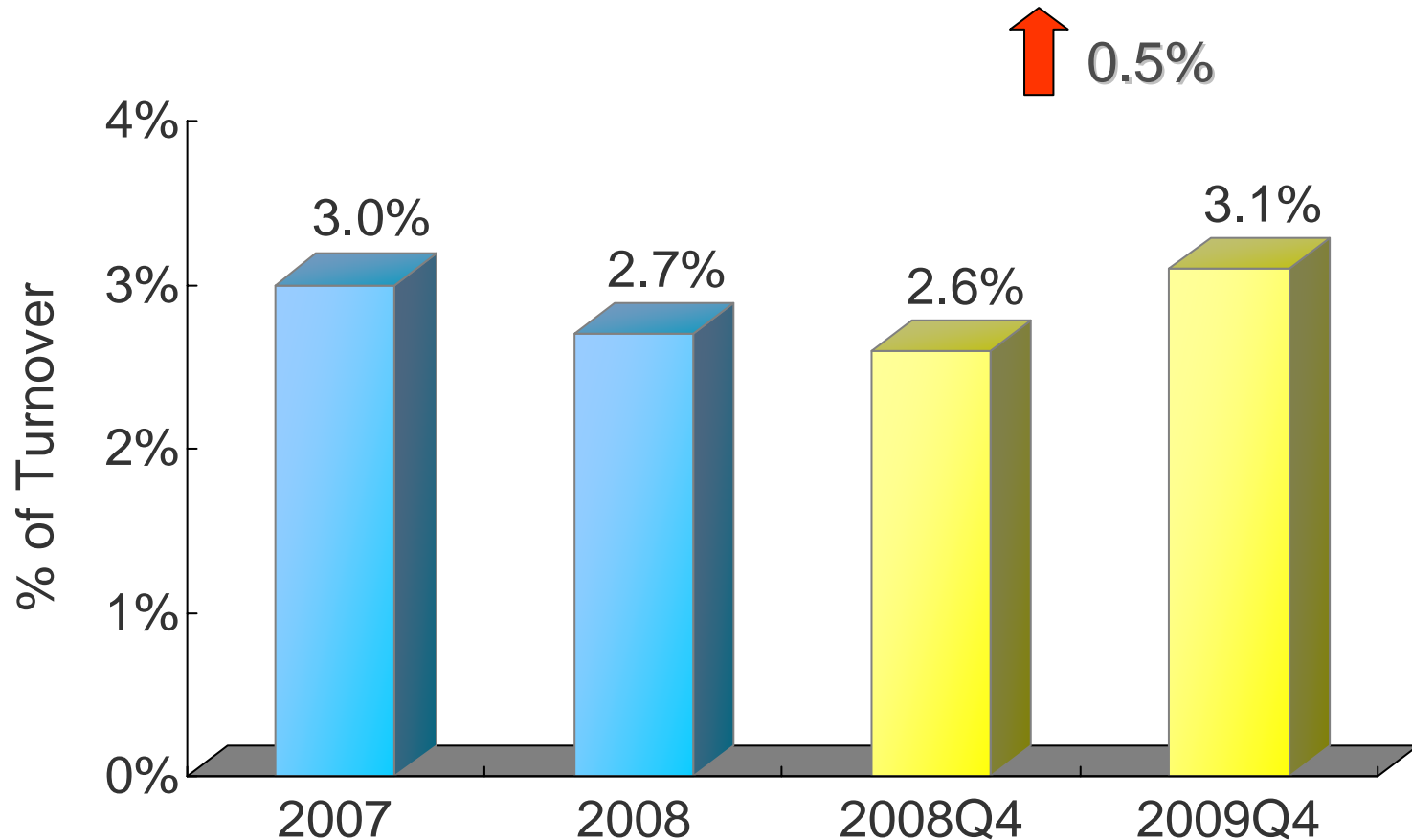
2009 Financial Results Highlight

Net Profit By Market

<i>(HK\$ Million)</i>	4th Quarter		Full Year	
	2008	2009	2008	2009
Hong Kong & Macau Markets	32.4	44.1	131.9	134.1
China Market	(10.8)	(17.9)	(43.0)	(43.7)
Total CRA Group	21.6	26.2	88.9	90.4

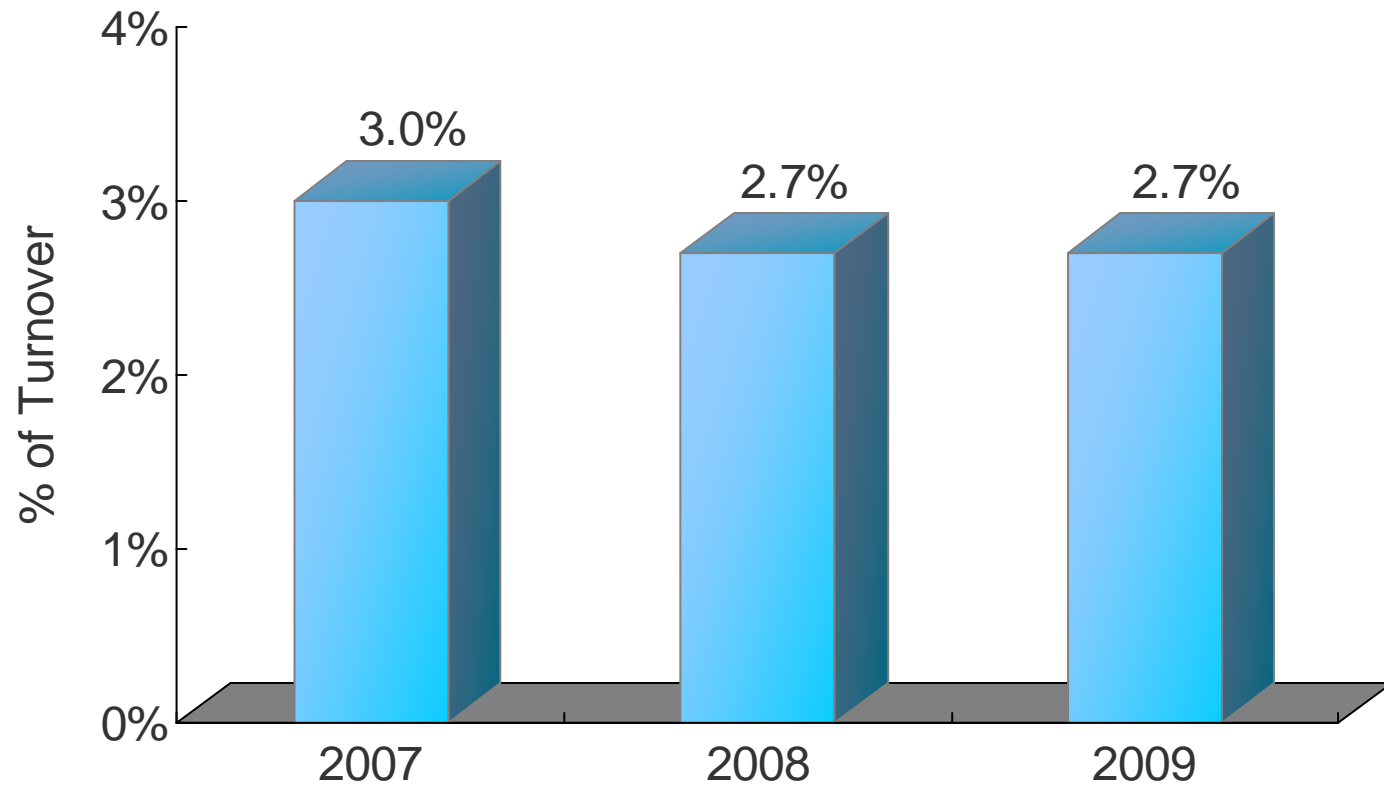
2009 Financial Results Highlight

Net Profit as % of Turnover – 4th Qtr

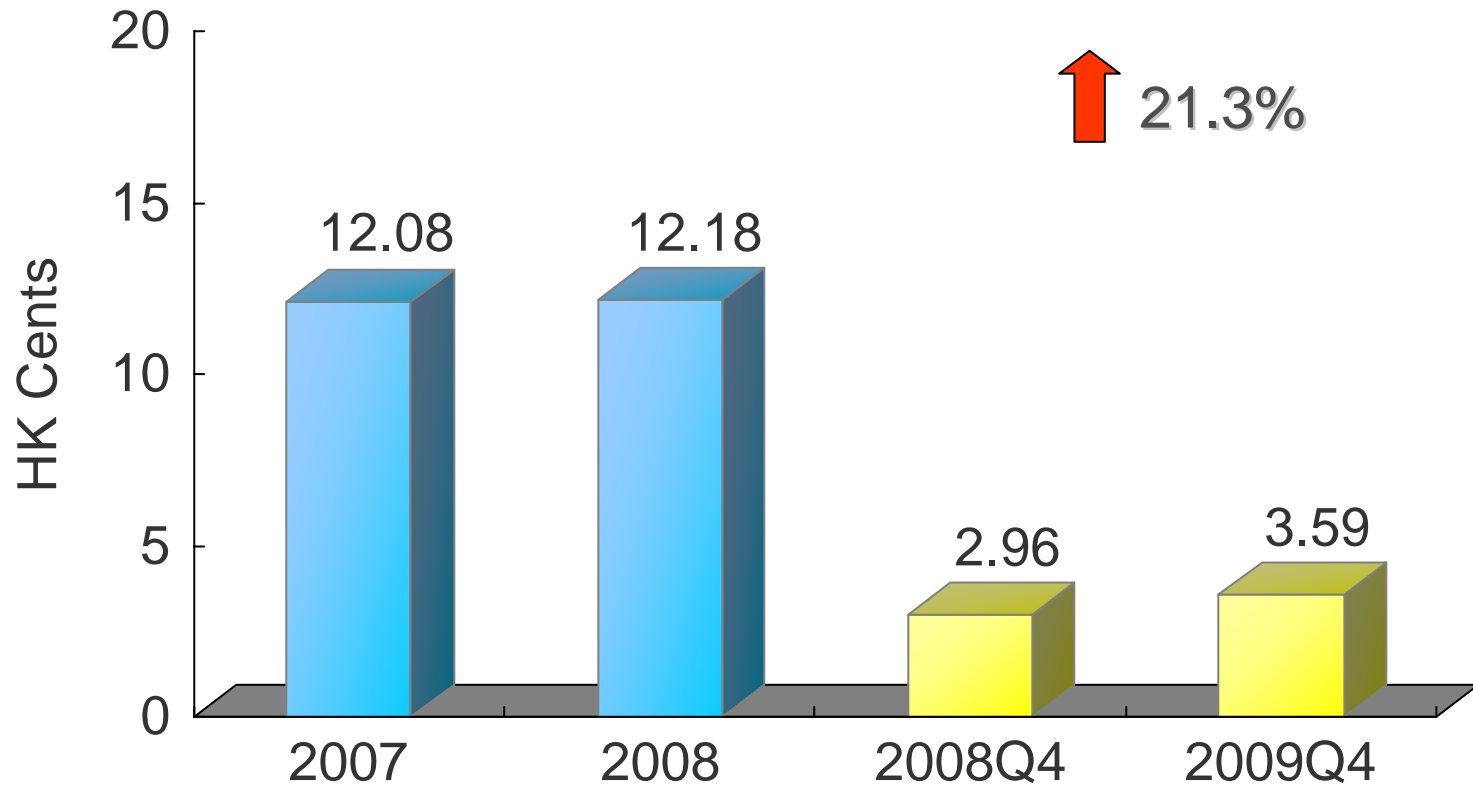


2009 Financial Results Highlight

Net Profit as % of Turnover – Full Year

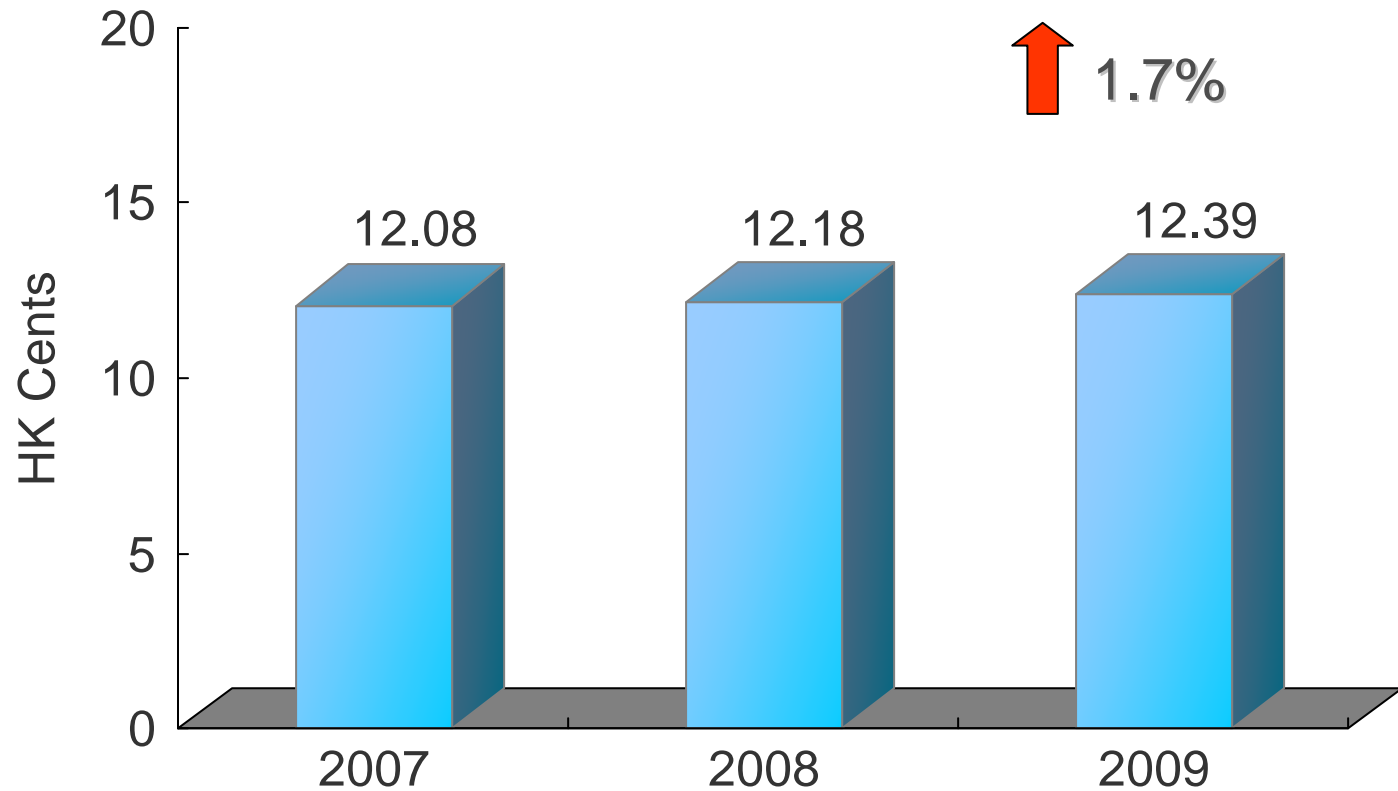


2009 Financial Results Highlight Basic Earnings Per Share – 4th Qtr



2009 Financial Results Highlight

Basic Earnings Per Share – Full Year





2009 Financial Results Highlight

4th Quarter

	2008Q4	2009Q4	Change
Number of Stores	500	493	(7)
Group Turnover (HK\$M)	829.9	835.8	+ 0.7%
Group Net Profit (HK\$M)	21.6	26.2	+ 21.3%
Net Profit as % of Turnover	2.6%	3.1%	+ 0.5%
Basic Earnings Per Share	2.96 cents	3.59 cents	+ 21.3%

2009 Financial Results Highlight Full Year

	2008	2009	Change
Number of Stores	500	493	(7)
Group Turnover (HK\$M)	3,322.7	3,349.3	+ 0.8%
Group Net Profit (HK\$M)	88.9	90.4	+ 1.8%
Net Profit as % of Turnover	2.7%	2.7%	-
Basic Earnings Per Share	12.18 cents	12.39 cents	+ 1.7%
Total Dividend Per Share	7.2 cents	7.7 cents	+0.5 cents
■ <i>Interim Dividend</i>	1.7 cents	1.7 cents	-
■ <i>Final Dividend</i>	5.5 cents	6.0 Cents	+0.5 cents

2010 Update and Outlook



2010 Update & Outlook

- Retail revenue growth primarily driven by Chinese tourists
- Local consumer sentiment to spend continues to improve but at very slow pace
- Market extremely competitive and frequent discounting
- Inflation pressure as rental, labour and raw material costs all showing signs of increase
- Hong Kong CVS market continues to be affected by the plastic bag levy until middle of 2010
- China CVS market affected by loss of cigarette license
- Saint Honore cake business expects to continue to improve
- Aggressive plan and actions being taken to win customers, gain market share as well as to tightly control expenses
- Tougher first half but improving and better 2nd half of 2010

To Summarize

- Better-than-expected 2009 results in a very tough year
- High cost of operating as well as competitive market in 2010
- CVS market in Hong Kong and Southern China continues to be tough in 1st half before improving in 2nd half
- Saint Honore business expects to continue to improve as results of brand rejuvenation, new products and cost optimization
- Good plan in place and being implemented
 - Refinement of store network in Southern China
 - Effective marketing and store execution
 - Tight control of expenses
 - Invest in building customer experience and brand preference
- Resources to response to sudden changes

Thank You!

