



**Convenience Retail Asia Ltd
2011 Annual Results Announcement**

7 March 2012

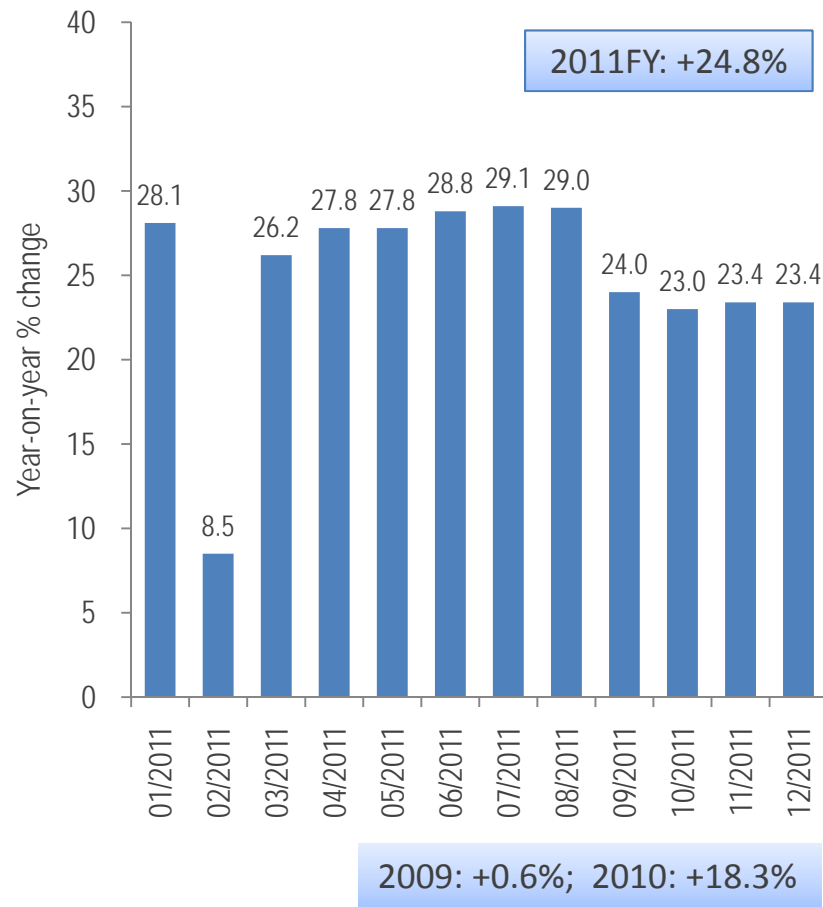
Agenda

- Overall Hong Kong & China Retail Markets
- 2011 Financial Results Highlight
- 2012 Update & Outlook
- Questions & Answers

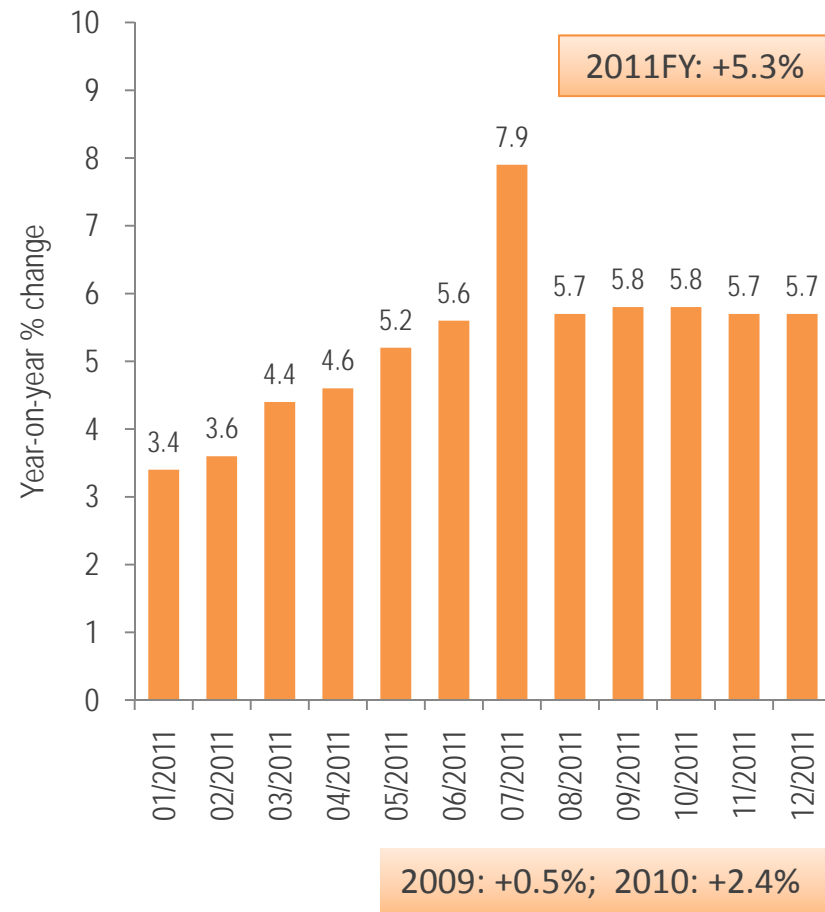
Hong Kong & China Retail Markets

Hong Kong Retail Market

Total Retail Sales Value



Composite Consumer Price Index



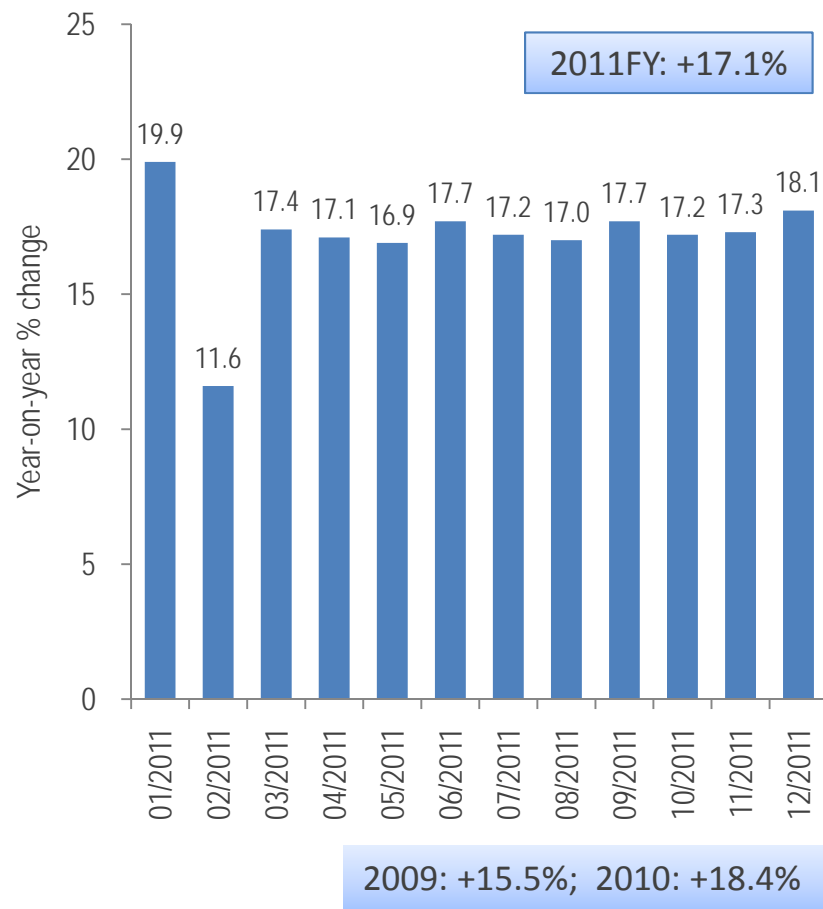
Source: Census and Statistics Department, HKSAR

Hong Kong Market - 2011 Key Highlight

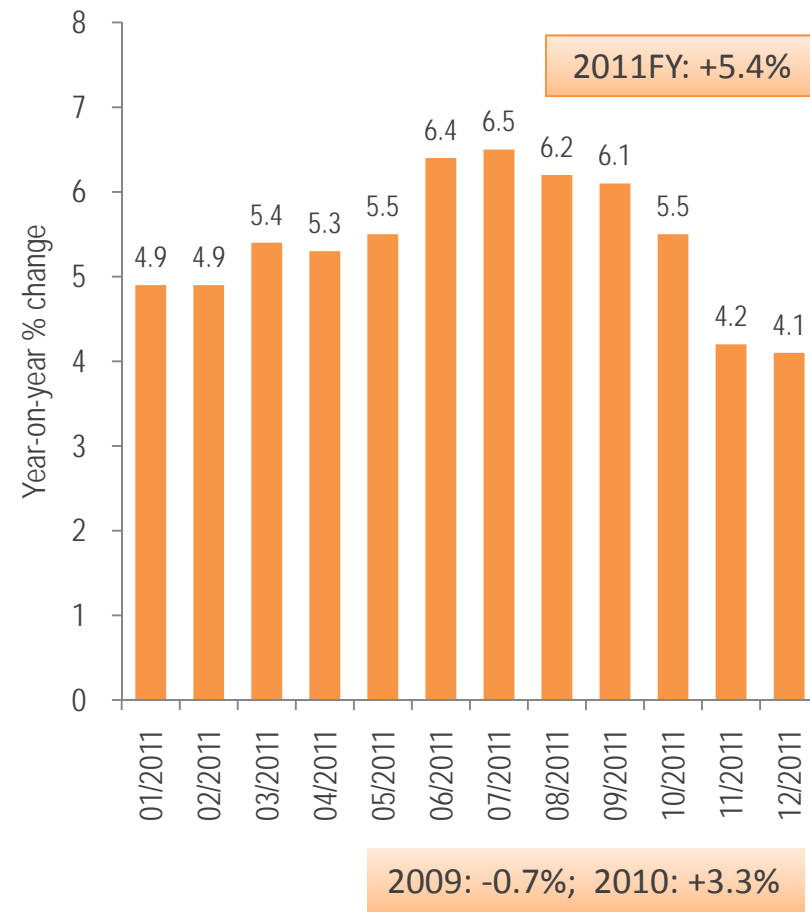
- Very strong increase in retail sales driven by improved local consumer sentiment, inflation and increase in visitors spending
- Gradual slowdown in the growth starting in 4th quarter
- A year of inflation with increase in food and raw material costs, labour, rental and utilities
- Cigarette and newspaper volume unfavourably affected by increase in tobacco duty and fierce newspaper war
- Food costs increased more than price increase due to keen competition

China Retail Market

Total Retail Sales Value



Consumer Price Index



Source: National Bureau of Statistics of China

Southern China Market – 2011 Key Highlight

- Started the year with very strong growth but slowdown in consumer spending after October 2011 Golden Holiday
- Food price stabilized and inflation dropped from a peak of 6.5% in July to 4.1% in December
- Prices of raw materials, food and grocery have not dropped
- Our sales increases were result of strong Hot & In food services, upgrade of store models and creative promotions.

2011 Financial Results Highlight

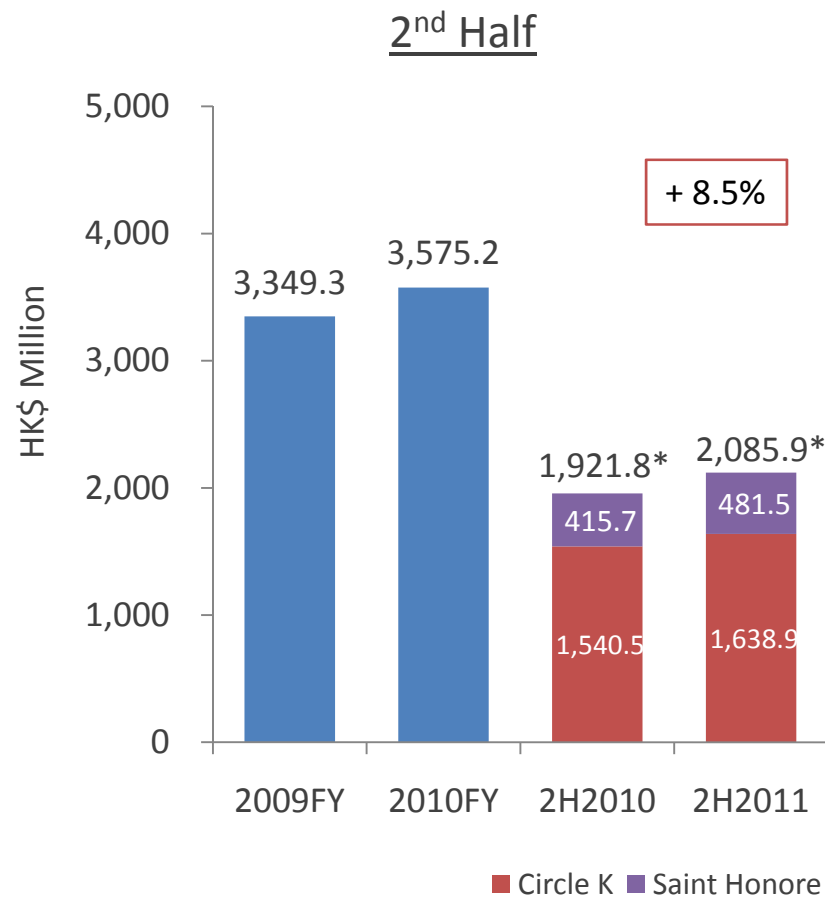
2011 Financial Results Highlight

Number of Stores

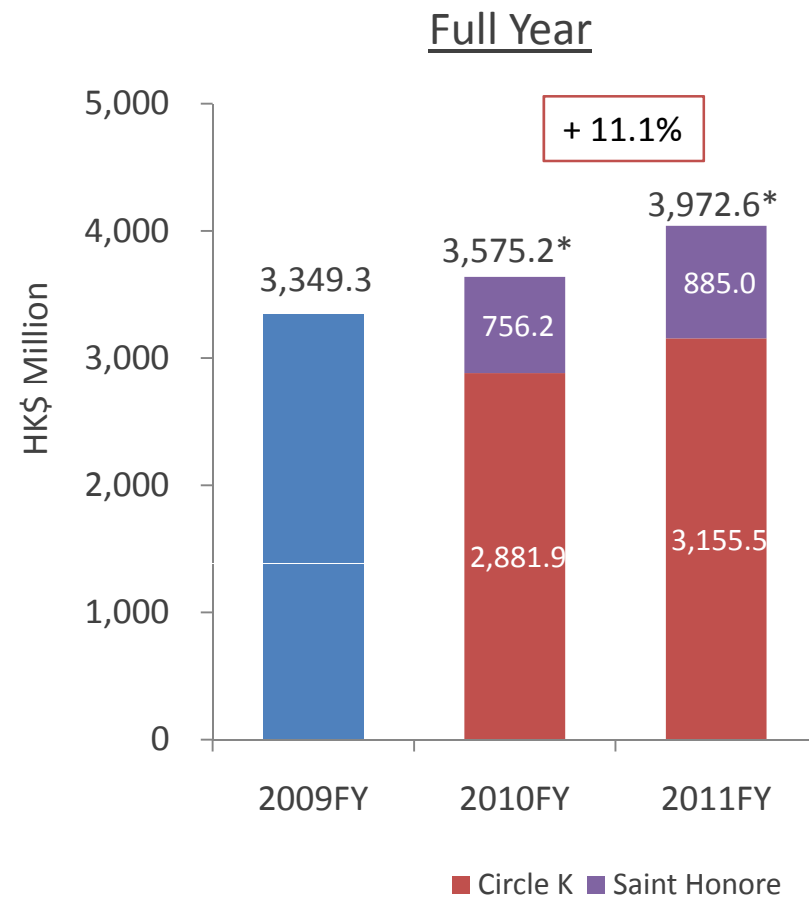
	End of 2010	Opened	Closed	End of 2011
Circle K Hong Kong	318	21	(15)	324
Circle K Southern China	63	10	(7)	66
■ <i>Guangzhou (owned)</i>	56	10	(7)	59
■ <i>Guangzhou (franchised)</i>	6	0	0	6
■ <i>Shenzhen</i>	1	0	0	1
Circle K Macau (franchised)	21	2	(1)	22
Circle K Zhuhai (franchised)	12	1	0	13
Saint Honore Group	112	14	(8)	118
CRA Group Total	526	48	(31)	543

2011 Financial Results Highlight

Group Turnover



* Less inter-group sales: HK\$34.4M in 2H 2010 and HK\$34.5M in 2H 2011



* Less inter-group sales: HK\$62.9M in 2010 and HK\$67.9M in 2011

Hong Kong Market New Products & Promotions



反斗奇兵強勢登陸
等您即抽即抽走!

用專車送貨服務! 最靚最OK嘅抽獎券
俾你哋幸運數字, 一抽即知中心機, 俾你可以即抽!

勁抽大獎
限量版10,000個
20吋豆豉公仔

OK 勁抽

第一抽: 豆豉公仔一個!

第二抽: 更多文具用品系列, 多啲家OK勁抽!

獎品總價值 **HK\$25,000,000**
中獎機會高達50%

新鮮感全招徠

OK FUN x Rilakkuma™ 輕鬆小熊 法國遊

Luggage Tag 限量新登場
100 FUN 免費換

Travel Pen, Figure Pen

OK 新鮮感全招徠

OK 便利店 創意便利服務

繳費服務: 繳交車費, 香港迪士尼樂園門票

淘點充值券: 淘點便利店

淘點物流服務: 送貨到府

網上遊戲: 遊戲機

EPS 提款易: 24小時隨及隨取

充電服務: 手機充電

OK 新鮮感全招徠

Circle K Visa payWave

全新Circle K Visa卡
裝齊無限Like

ILIKE 日日賺3倍OK Dollars

AEON 積分獎賞

香港聖安聯銀匯VIP 優惠

會員生日禮遇

全年折扣優惠

Visa payWave 快捷付款模式

迎新優惠:

- 迎新禮券總值超過HK\$4,000
- 人集電子產品購物分期優惠
- 5天免費旅遊保險計劃
- 0%利息現金分期優惠

www.aeon.com.hk

STITCH & SCRUMPE 齊齊Fun

大碟全送, Circle K 每日賞

大碟每張\$20, 送 TOK Fun 指一付

內附印花一張

贈送100 FUN 免費換史迪仔仔仔小盒精裝

內附印花一張, 免費換史迪仔仔仔小盒精裝

送 Jumbo 大夾仔一條

OK 新鮮感全招徠

小食·熱食 24小時有得食

宵夜

Tea - Tea

OK 新鮮感全招徠

下載「預訂好OK」App
選購至潮人氣日本雜誌及精選貨品

預訂至強: 日本直送 最有禮面佳節禮品!

淘點充值券 全線OK便利店有售

淘寶網 好EASY 全新優惠 \$28 起

OK 新鮮感全招徠

下載「預訂好OK」App
選購至潮人氣日本雜誌及精選貨品

App Store

OK 便利店一向致力為顧客帶來快捷、方便及多元化的服務。為方便顧客，我們與淘寶網合作，在零售先推出以電子操作上預訂。iPhone 用戶可即時於 App Store 下載「預訂好OK」軟件，隨時隨地進入手機購物及預訂各款人氣日本雜誌及流行文化刊物。

預訂購物類別:

- 最新人氣日本雜誌
- 潮流產品
- 潮流食品

「預訂好OK」功能特點:

- 最方便: 隨時隨地進入網頁及APP操作即可預訂。
- 最準確: 每本雜誌均附有中文簡介及特別物品。
- 最透明: 每日更新雜誌清單。
- 最方便: 隨時隨地可查詢及預訂。
- 最快捷: 以圖為導，一掃即知雜誌詳情。
- 最準確: 雜誌訂好日期，一目了然。
- 最準確: 隨時隨地可查詢及預訂。
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OK 新鮮感全招徠

Hong Kong Market New Products & Promotions



**為您的生日送上限量Bling Bling版
2011日本版芝麻街 Happy Mug**

Happy Mug 全新升級
• 全新設計, 活潑動感
• 杯身加入Bling Bling設計, 光彩耀耀
• 容量可容納 350 ml 咖啡
• 安全安心, 保潔耐用

芝麻街
只要集齊 1 個生日蛋糕或生日蛋糕券, 即可換 2011 限量版Bling Bling 日本版芝麻街 Happy Mug (限數量)

www.s-honore.com

品味·婚享

聖安娜專為婚禮研製 7 折優惠券及贈送浪漫婚禮Cupcake喜袋

聖安娜 7 折優惠券及贈送浪漫婚禮Cupcake喜袋

• 聖安娜 7 折優惠券: 適用於全場所有蛋糕及甜品 (不包括特價品及外賣)
• 贈送浪漫婚禮Cupcake喜袋: 每份 \$10 (限數量)

聖安娜蛋糕有限公司 107 號 (4樓) 彌敦道 107 號

品味·五星級
至香濃郁朱古力蛋糕

Belgian 75° 香蕉巧克力蛋糕

Belgian 75° 5.55° 無動力蛋糕

Belgian 55° 5.55° 無動力蛋糕

www.s-honore.com

品味·至豪

品味·就是聖安娜

品味·至COOL

品味·就是聖安娜

**聖安娜為您送上至期的佳節禮物
限量版日人氣 Rilakkuma® Tote Bag**

Rilakkuma® 草莓系列
- 售價 \$75

Rilakkuma® 法國游系列
- 售價 \$75

• 日用人氣爆棚小物, 萬眾矚目
• 法國款式, 活潑動感, 獨一無二
• 尺寸: 37 x 30 x 10 cm (高闊) / 41 x 28 x 10 cm (低闊)
• 有肩帶, 方便攜帶

www.s-honore.com

**聖誕開心抽獎樂
一按即中**

獎品總值超過 \$1,000,000

100% 全單回贈

2012 年聖誕抽獎券

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亞洲風味 旋風襲港
全新配搭, 好味登場

錦蔥沙爹豬蹄包
馬來西亞錦蔥沙爹醬 X 豬蹄粉

青檸沙爹牛肉包
白胡椒沙爹 X 青檸 X 牛肉

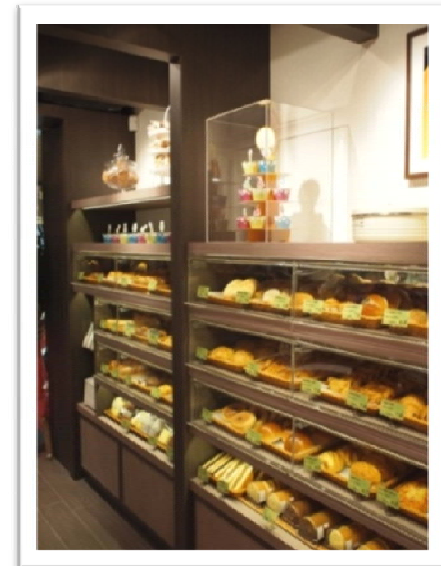
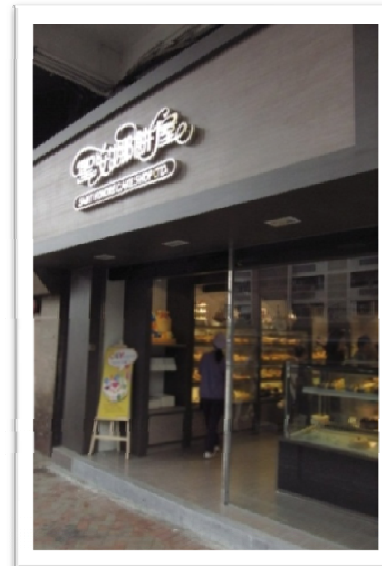
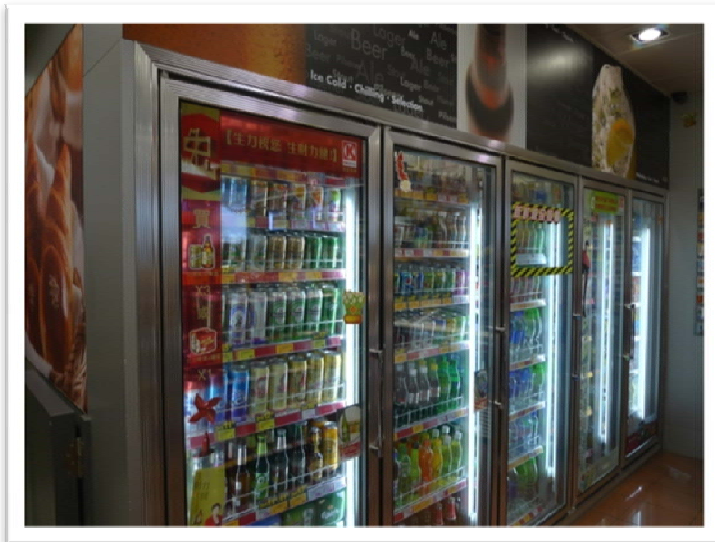
鹹仔椰汁雞眉餅
椰式椰汁 X 椰乾 X 椰絲

朱古力麻皮薯餅包
椰式朱古力麻皮 X 薯餅

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Hong Kong Market - New Store Design



Southern China Market New Products & Promotions



会员卡升级 积分享美食

好邻居会员卡

VIP

积分兑换礼品

400分 生日“有礼”

300分

200分

周二会员日 半价

每周二凭会员CUP或好邻居VIP卡购任何**蓝妖**

快乐用X法

烦恼用+法

开心用+法

善用+法

购买磅装蛋糕 即送趣味灯泡杯

活动内容：
消费满1-1.8磅蛋糕送趣味灯泡杯1个
数量有限送完即止
礼品与蛋糕同一天送达

生日快乐 总有惊喜

品味就是圣安娜

消遣集印章、集齐8枚 即送 姆明马克杯

活动内容：
任意消费满20元(不含蛋糕除外)
即可获赠印章一枚。
集齐8枚印章即可兑换姆明一对。

夏日滋味 新登场

冰忌廉 冰脆脆卷

雪顶新地 22芝士 解你口渴

云妮拿雪球

任您购满10元，即送好口味试饮壹款

周二会员日 半价

每周二凭会员CUP或好邻居VIP卡购任何**蓝妖**

迈向10周年 精彩大抽奖

消费满10元 抽100%大奖

10元精选

任两包10元 任两包10元 任两包10元

DIY派对快乐 7.5折

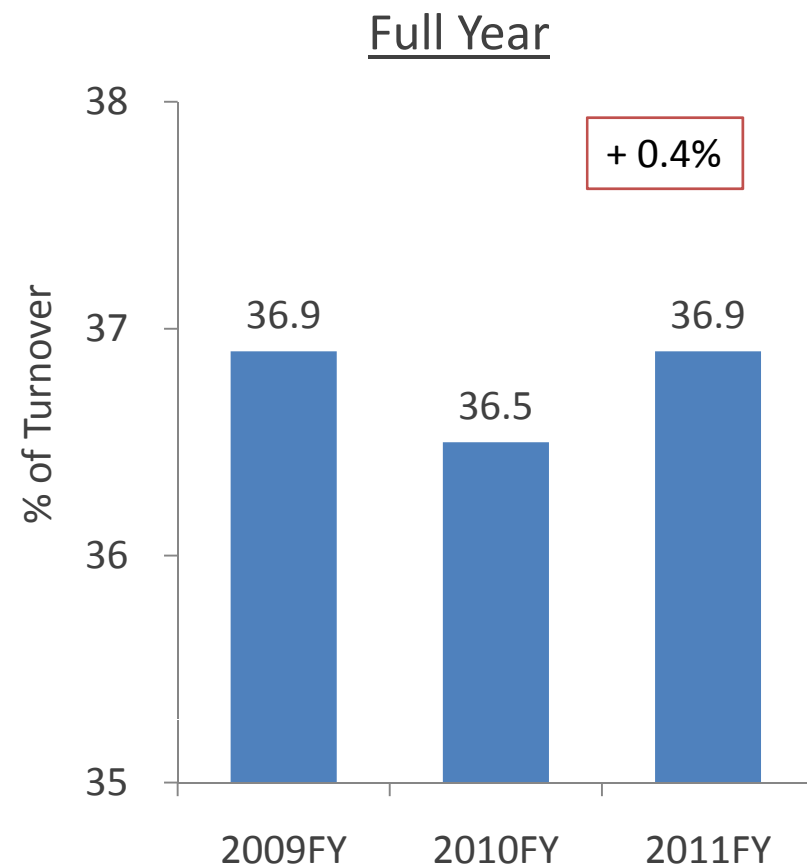
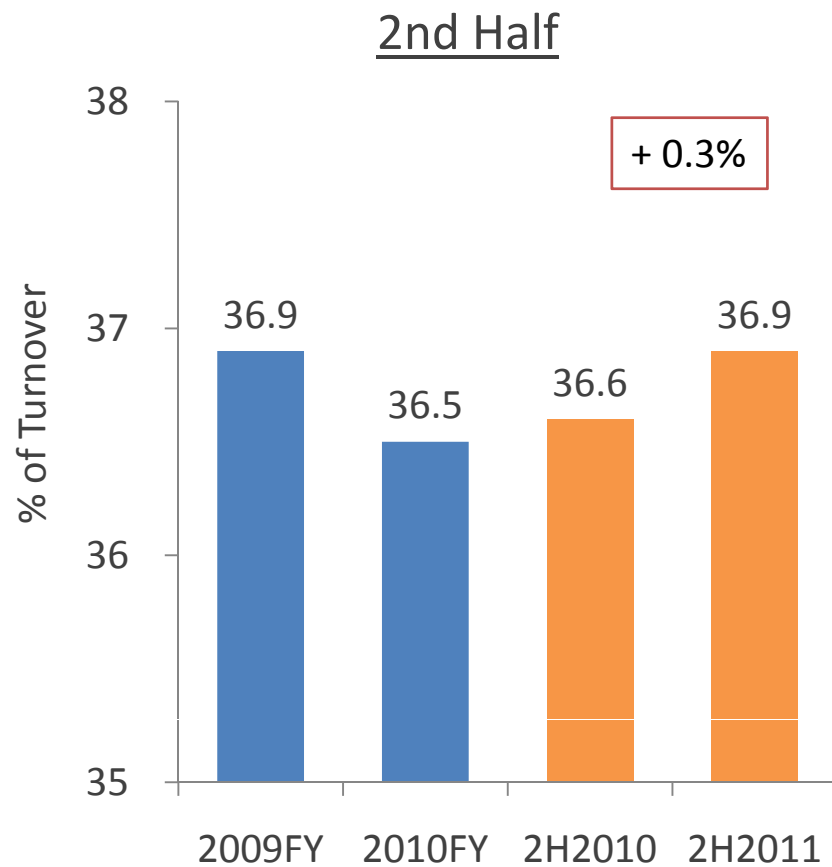
中国银行信用卡持卡人刷卡购买蛋糕7.5折优惠

B25 Happy Birthday

ABCDEF	10元
GHIJKL	10元
MNOPQR	10元
STUVWX	10元
YZ	10元

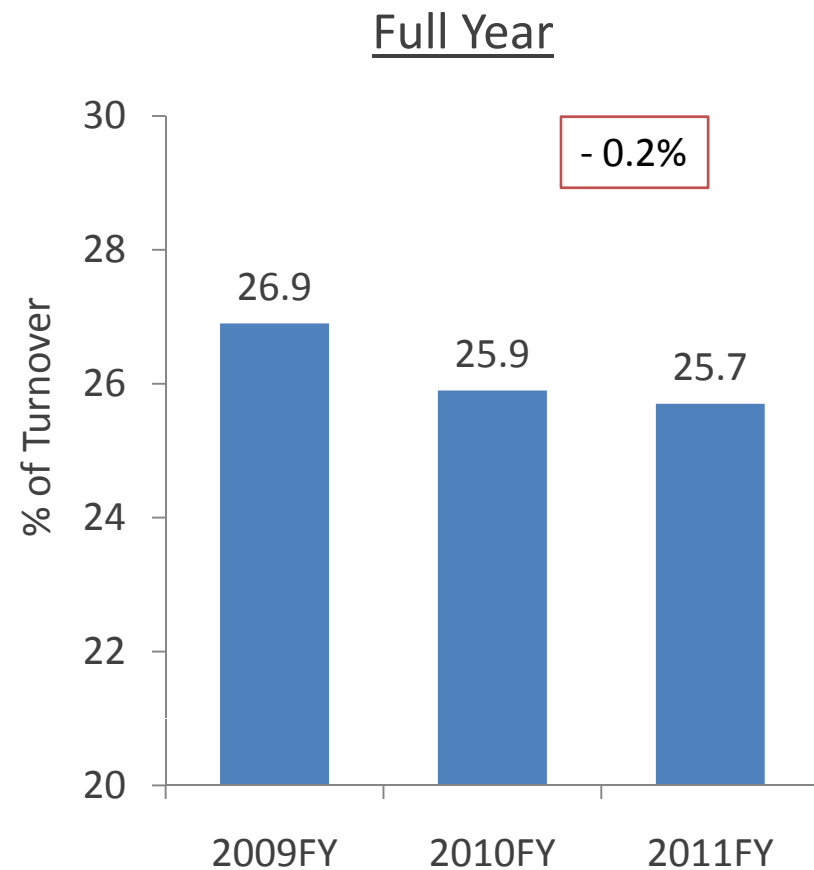
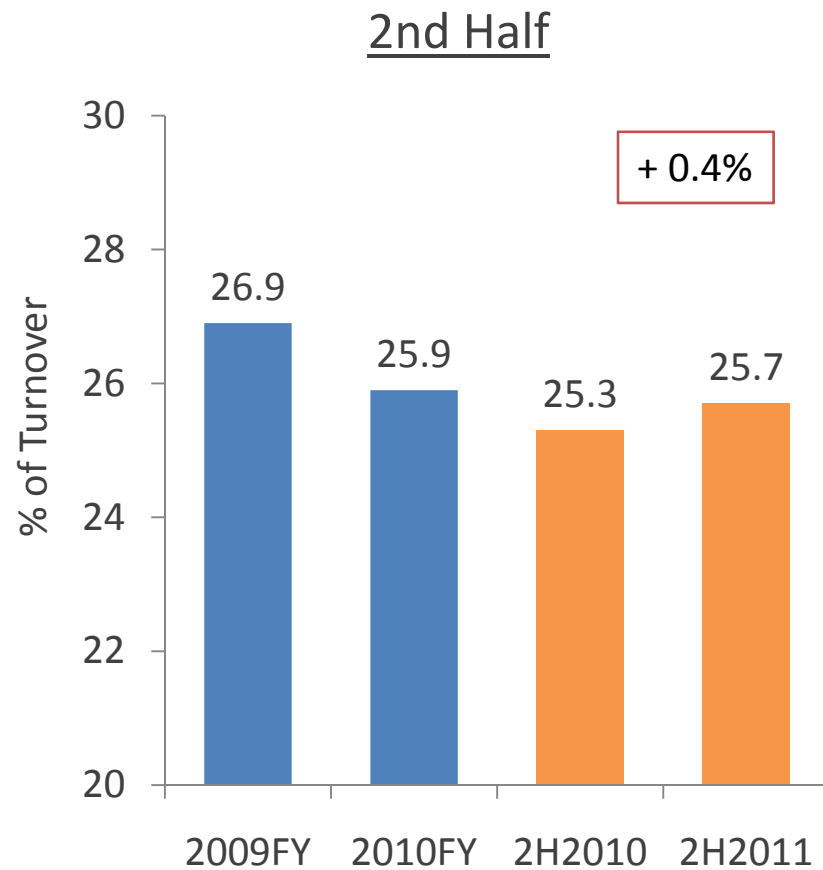
2011 Financial Results Highlight

Gross Profit & Other Income



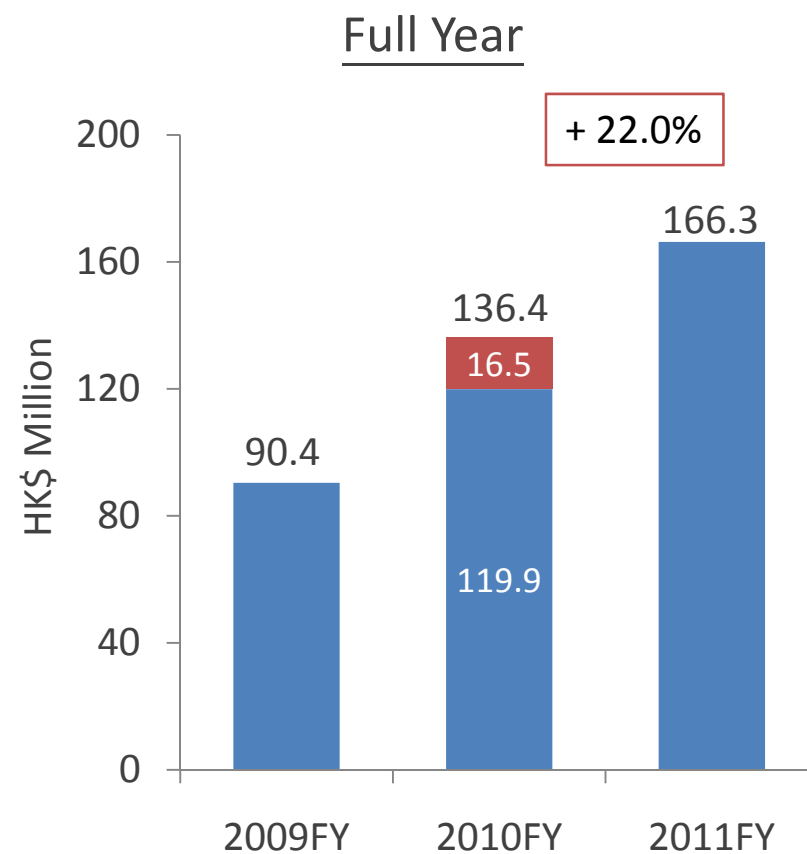
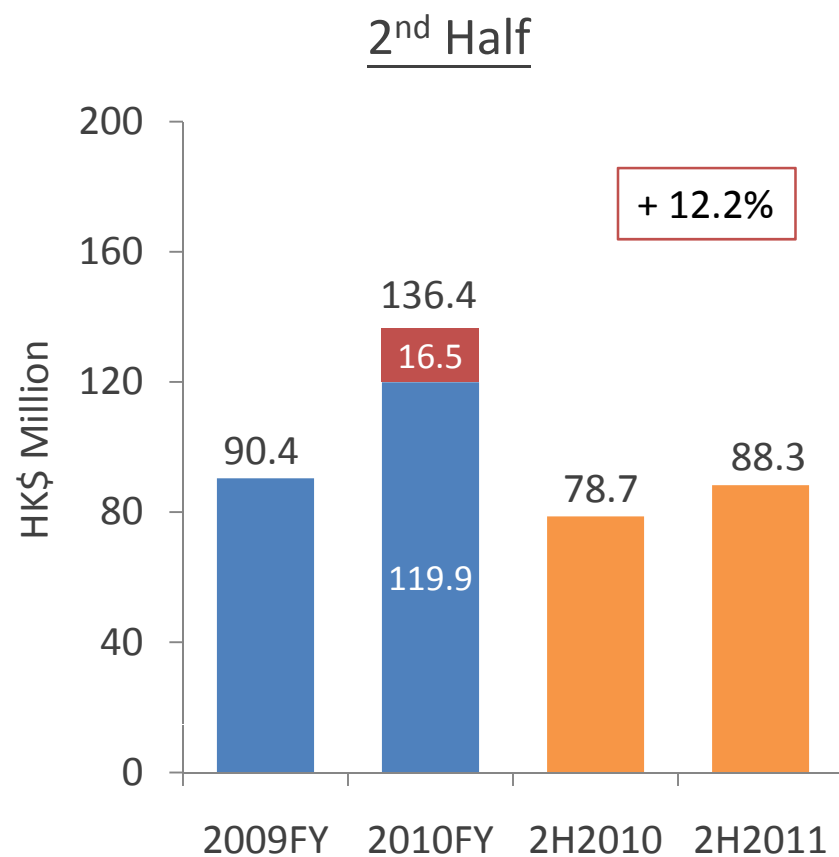
2011 Financial Results Highlight

Group Store Operating Expenses



2011 Financial Results Highlight

Group Net Profit



 *Gain on Property Disposal*

2011 Financial Results Highlight

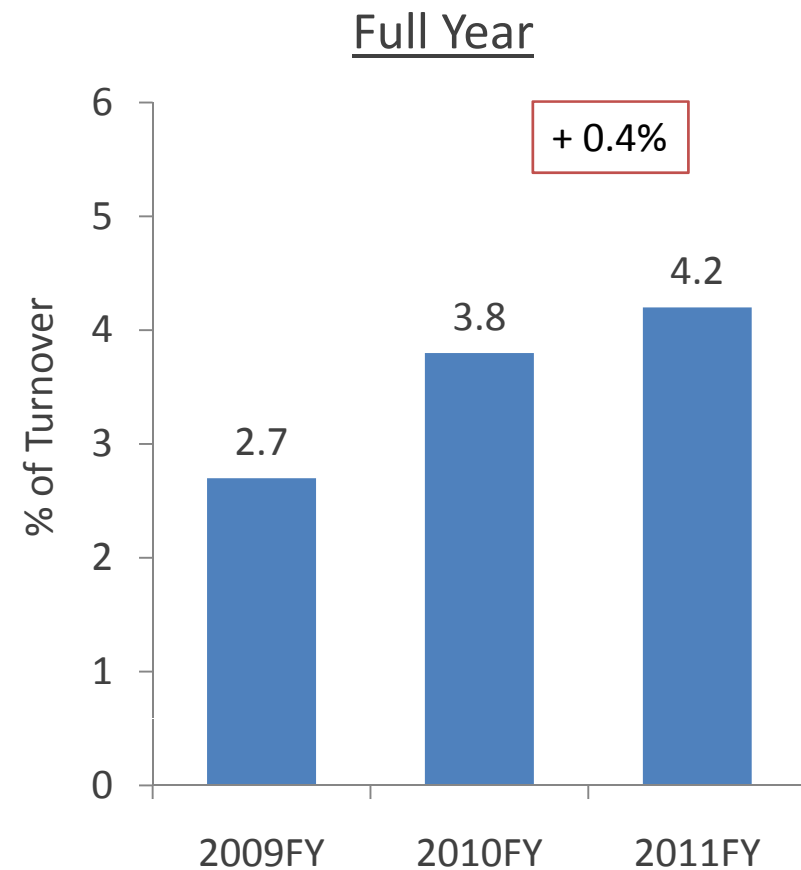
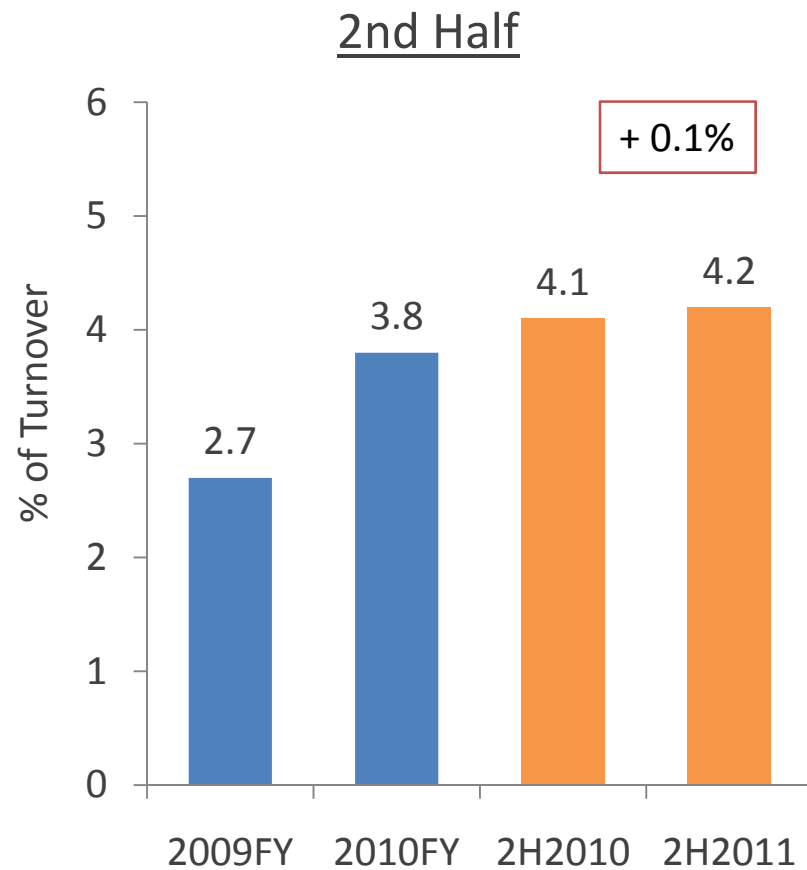
Net Profit Breakdown

Breakdown by Market				
<i>(HK\$ Million)</i>	2 nd Half		Full Year	
	2010	2011	2010	2011
Hong Kong & Macau Markets	88.0	95.7	158.9	184.3
China Market	(9.3)	(7.4)	(22.5)	(18.0)
CRA Group Total	78.7	88.3	136.4	166.3

Breakdown by Business				
<i>(HK\$ Million)</i>	2 nd Half		Full Year	
	2010	2011	2010	2011
Convenience Store	54.3	64.4	88.8	130.7
Cake & Bakery	25.9	23.9	31.1	35.6
Gain on Disposal of Property	(1.5)	-	16.5	-
CRA Group Total	78.7	88.3	136.4	166.3

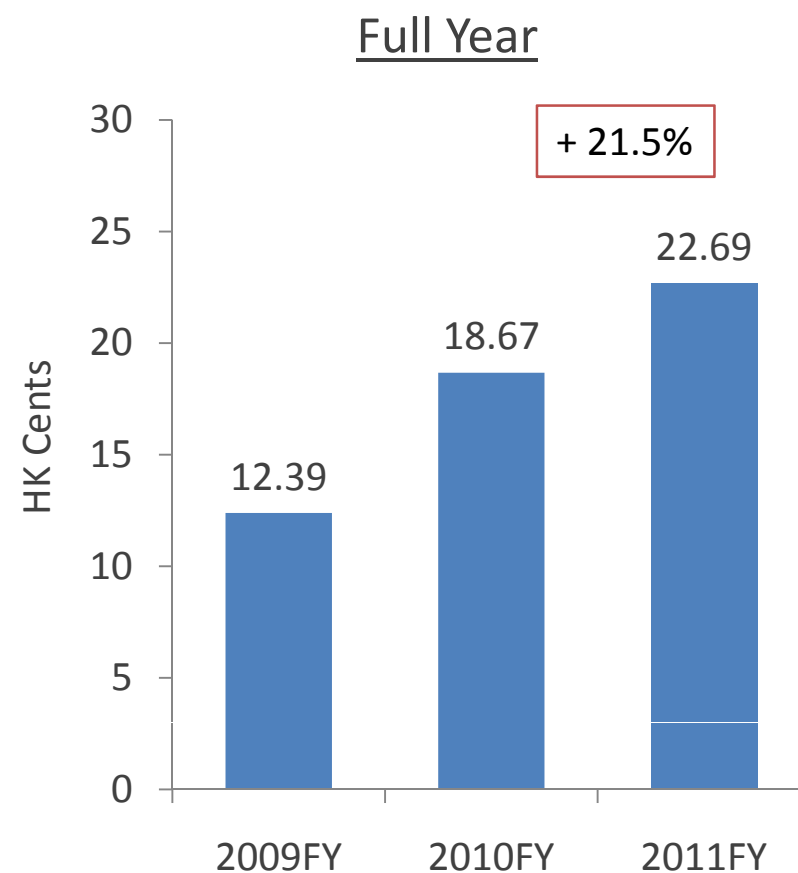
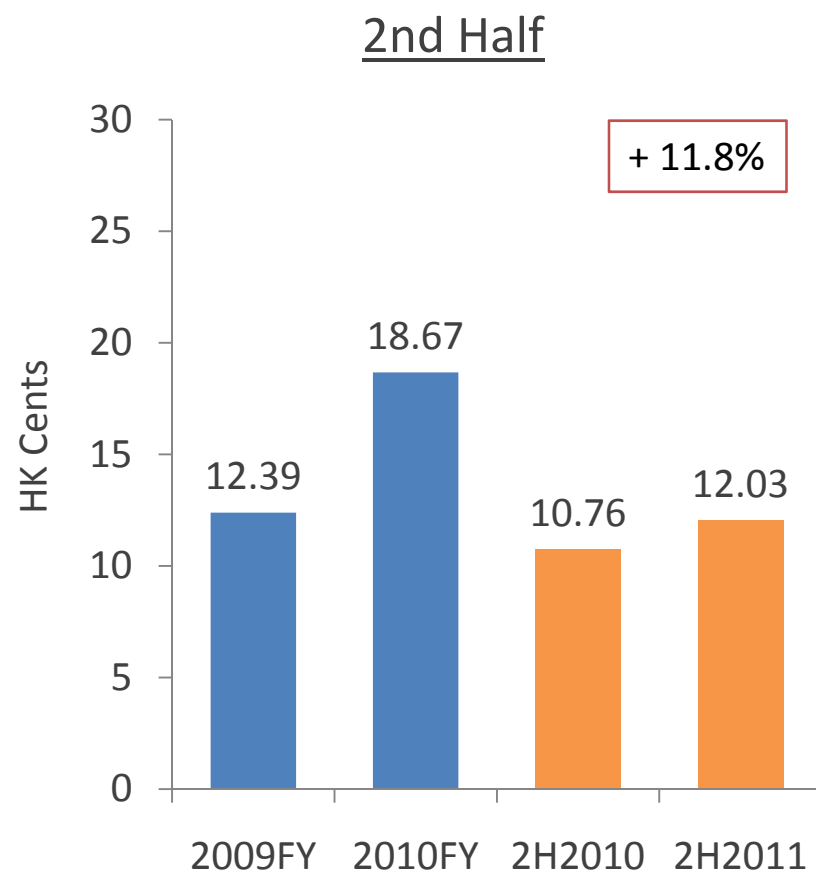
2011 Financial Results Highlight

Net Profit as % of Turnover



2011 Financial Results Highlight

Basic Earnings Per Share



2011 Financial Results Highlight – 2nd Half

	2H2010	2H2011	Change
Number of Stores	526	543	+17 stores
Group Turnover (HK\$M)	1,921.8	2,085.9	+8.5%
Group Net Profit (HK\$M)	78.7	88.3	+12.2%
Net Profit as % of Turnover	4.1%	4.2%	+0.1%
Basic Earnings Per Share (HK cents)	10.76	12.03	+11.8%

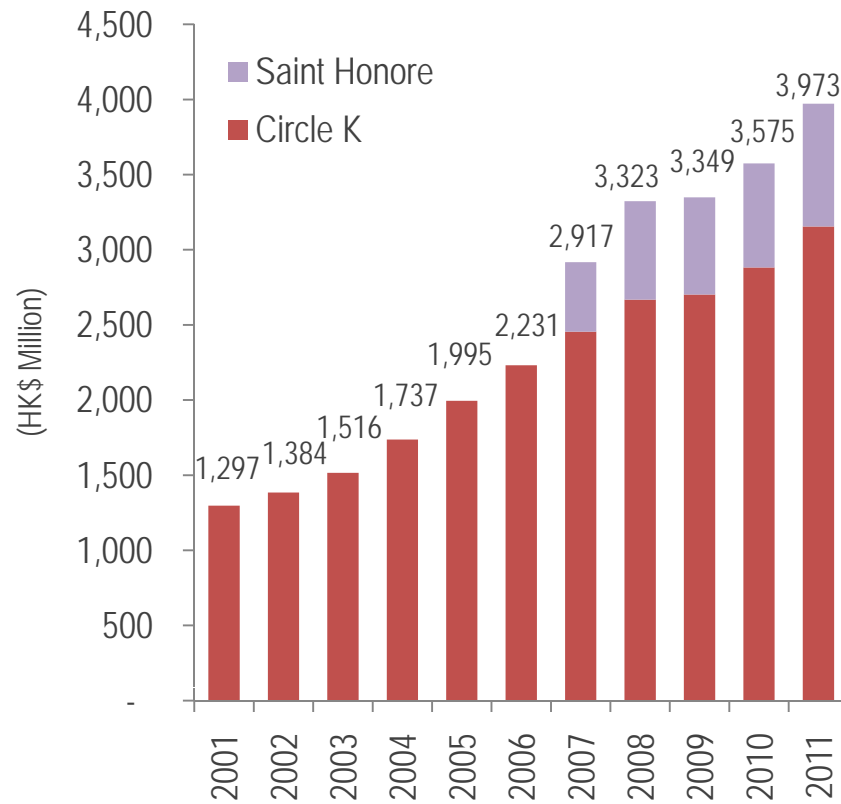
2011 Financial Results Highlight – Full Year

	2010FY	2011FY	Change
Number of Stores	526	543	+17 stores
Group Turnover (HK\$M)	3,575.2	3,972.6	+11.1%
Group Net Profit (HK\$M)	136.4	166.3	+22.0%
Net Profit as % of Turnover	3.8%	4.2%	+0.4%
Basic Earnings Per Share (HK cents)	18.67	22.69	+21.5%
Dividends (HK cents)	12.8	14.8	+15.6%
■ Interim Dividend (HK cents)	1.9	3.8	+100.0%
■ Special Dividend (HK cents)	2.4	Nil	N/A
■ Final Dividend (HK cents)	8.5	11.0	+29.4%

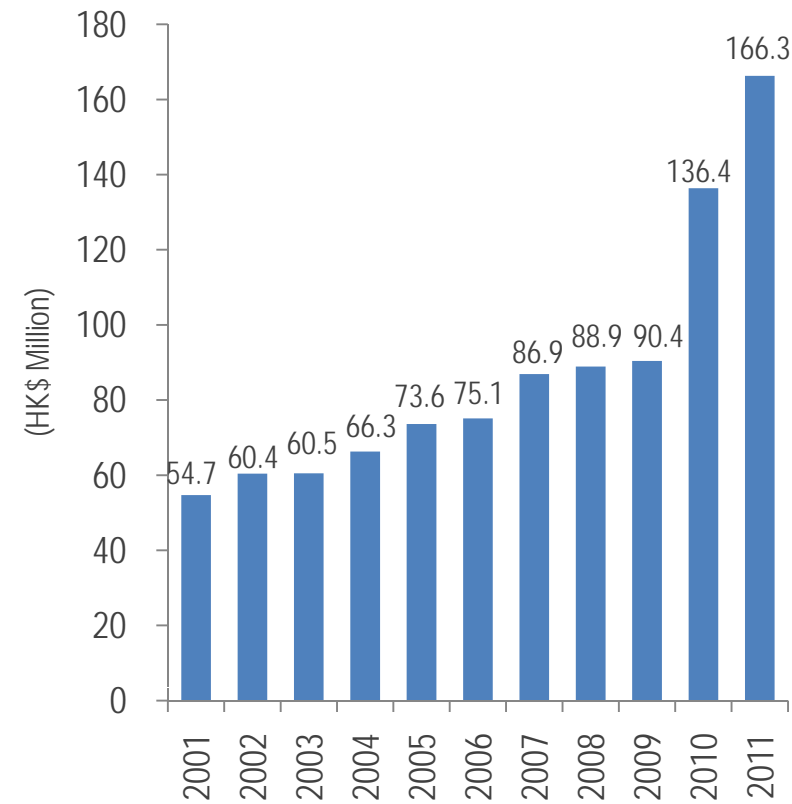
** Record-Breaking Year **

Financial Results Highlight

Group Turnover



Group Net Profit



Year:	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
No. of store:	146	166	193	225	270	312	469	500	493	526	543

Other Highlights



Transfer of listing to the Main Board - 20 June 2011



The 2nd Hong Kong Outstanding Corporate Citizenship Award
 - Service Industry Category -
 jointly by Hong Kong Productivity Council & Committee on the Promotion of Civic Education



Caring Company Logo
 by HKCSS
 - Circle K since 2003
 - Saint Honore 2009-2011



Family-Friendly Employers
 by Family Council
 2011



Manpower Developer 1st
 by Employees Retaining Board
 2010/2012

Other Highlights



Best Marketing Fashion & Home by Disney - 2011

Best Licensed Premium Promotion by HKTDC - 2011

HONG KONG Top 10 brands

1 Sony	6 Nestlé
2 Panasonic	7 Samsung
3 Canon	8 Watsons
4 Apple	9 Starbucks
5 HSBC	10 Circle K

Source: Top 1000 brands 2011

TOP 10 Motivating advertisers

1 Apple
2 HTC
3 Sony
4 Cathay Pacific
5 Canon
6 Ocean Park Hong Kong
7 Disney
8 Hang Seng Bank
9 Circle K Stores
10 Nike

Source: TNS

- 2011 Service Retailer – CVS Category
- 2011 Service & Courtesy Award – Supervisory Level (Supermarkets / CVS Category)

Other Highlights



TOUCH Brands

By East Touch Magazine
2011



TVB周刊最強人氣品牌大獎
TVB Weekly Superbrand
2011



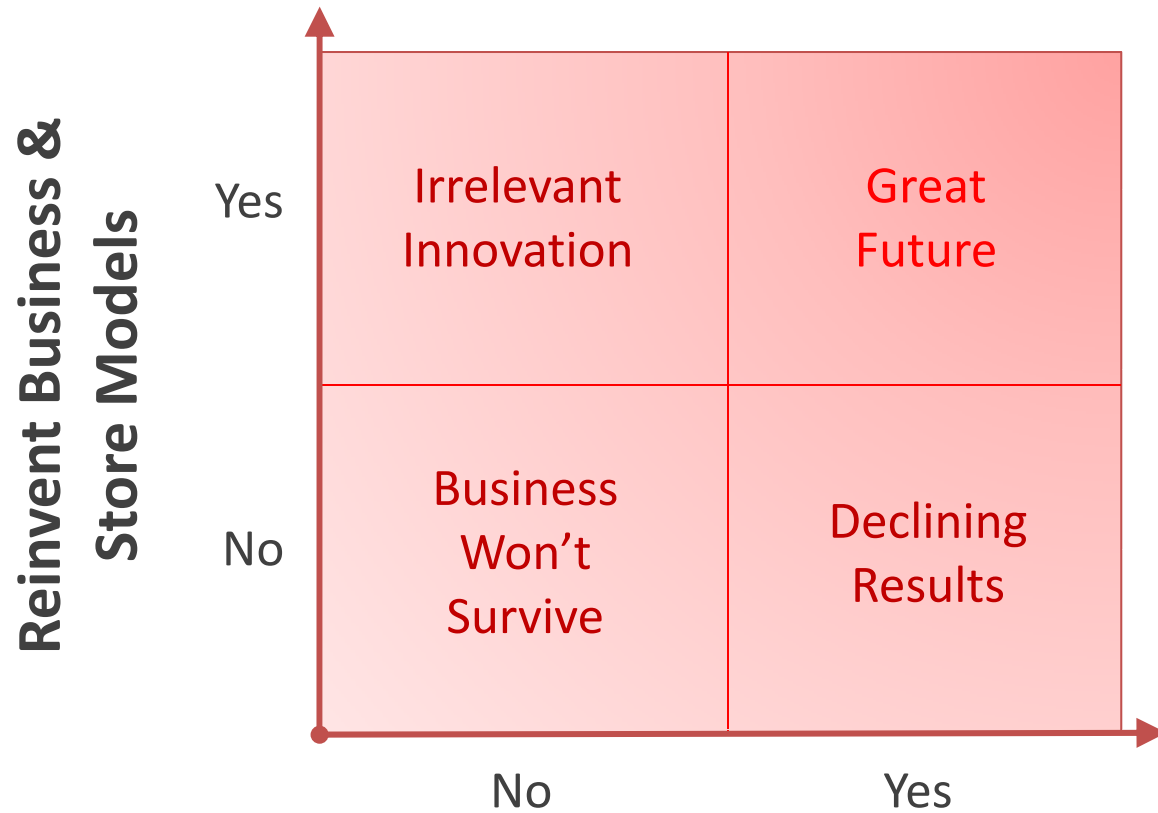
型•買•行 選最紅
人氣十大型品潮選
Top Chic Products Poll
By The MTR Corporation
2011

2012 Update & Outlook

2012 Update & Outlook

- Expecting a tough 1st half 2012:
 - China and Hong Kong consumers' sentiment to spend not as strong as 2011
 - European sovereign debt and soft U.S. economy
 - Milder inflation
 - Cost of business especially labour cost and rental still very high
- Strong new products and promotions in Hong Kong and China stores, strengthening of supply chains and upgrade of stores
- Launch of Saint Honore store network in Shenzhen market
- Confident of a better 2nd half 2012

Winning Strategies for 2012



**Continuous Improvement In Effectiveness &
Management of Operating Expenses**

Thank You!
