



Convenience Retail Asia Ltd 2013 Annual Results Announcement

27 February 2014

Agenda

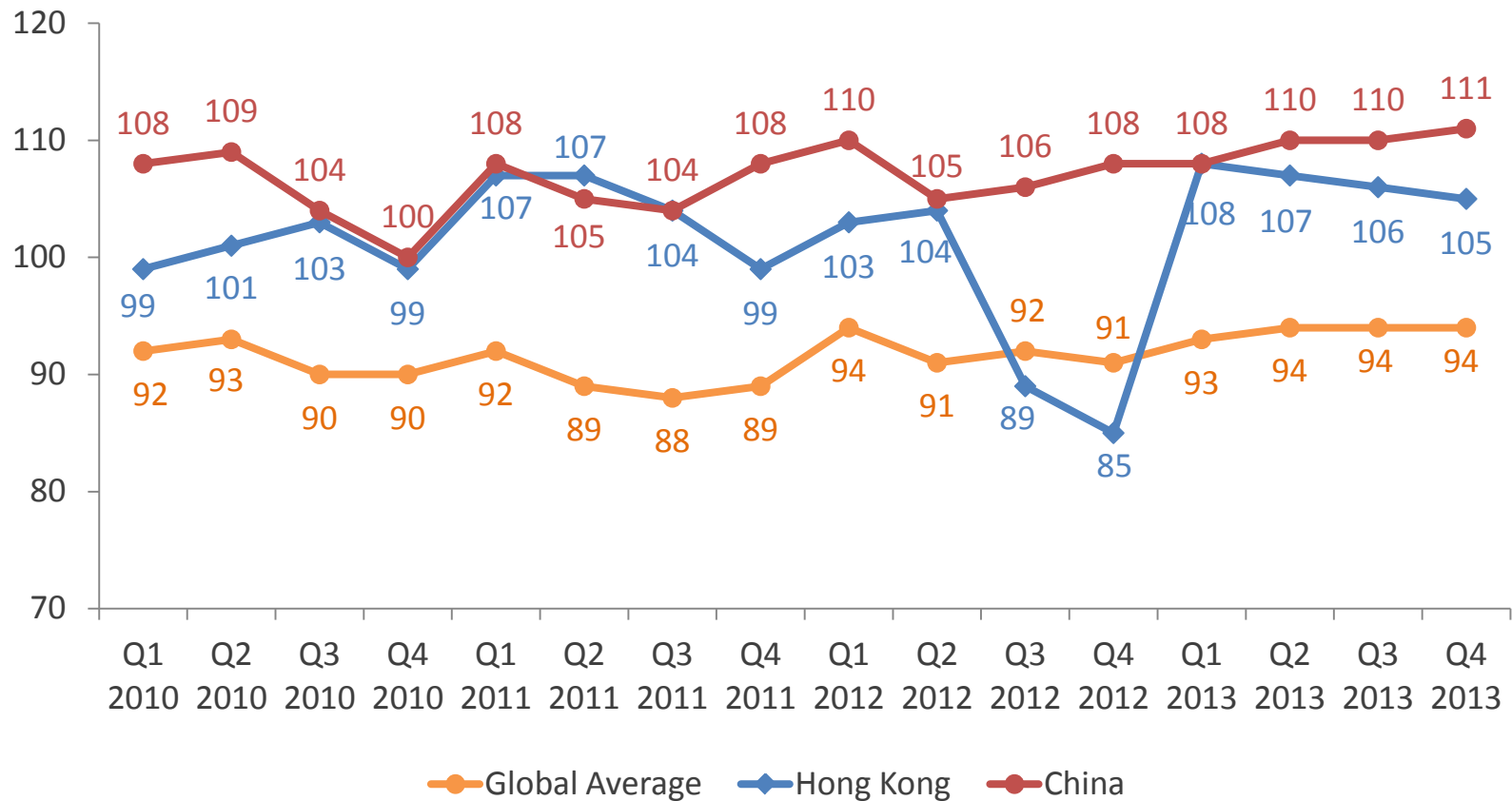
- Hong Kong & China Retail Markets Key Highlight
- 2013 Financial Results Highlight
- 2014 Update & Outlook
- Question & Answer

Hong Kong & China Retail Markets

Key Highlight

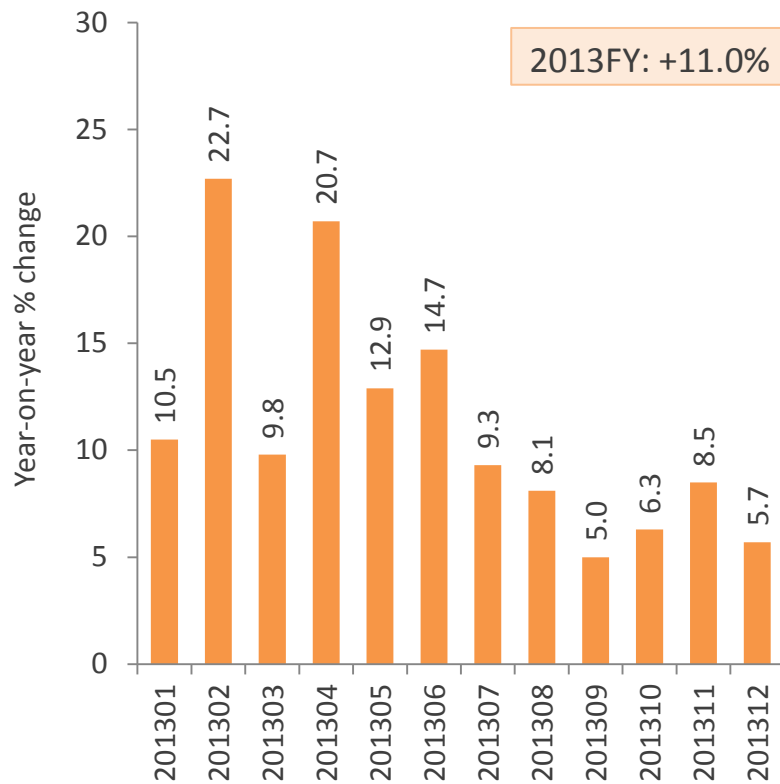
Consumer Confidence Index

- Hong Kong optimism remains high despite downward trend in 2013

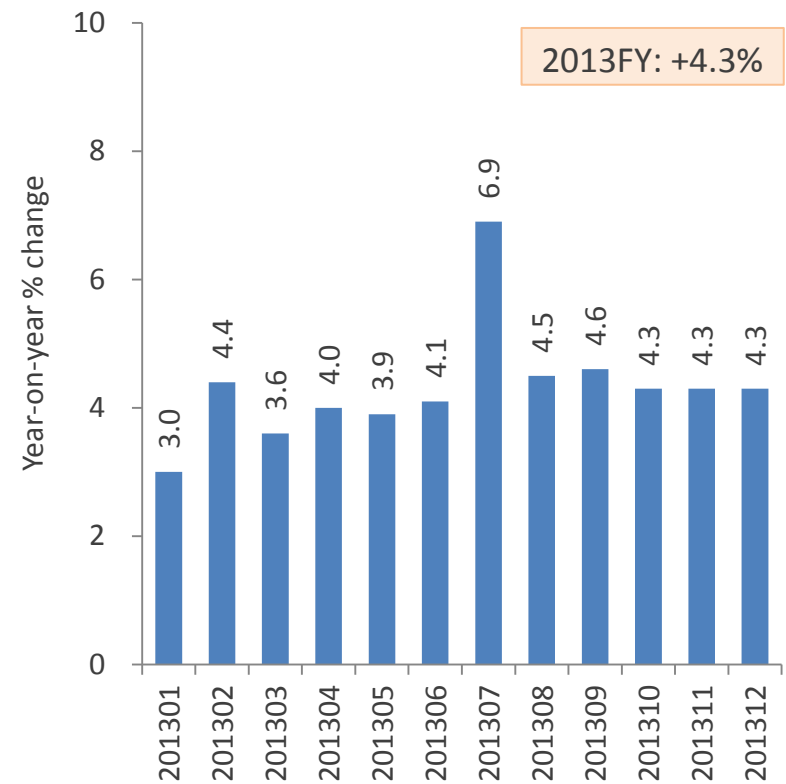


Hong Kong Retail Market

Total Retail Sales Value

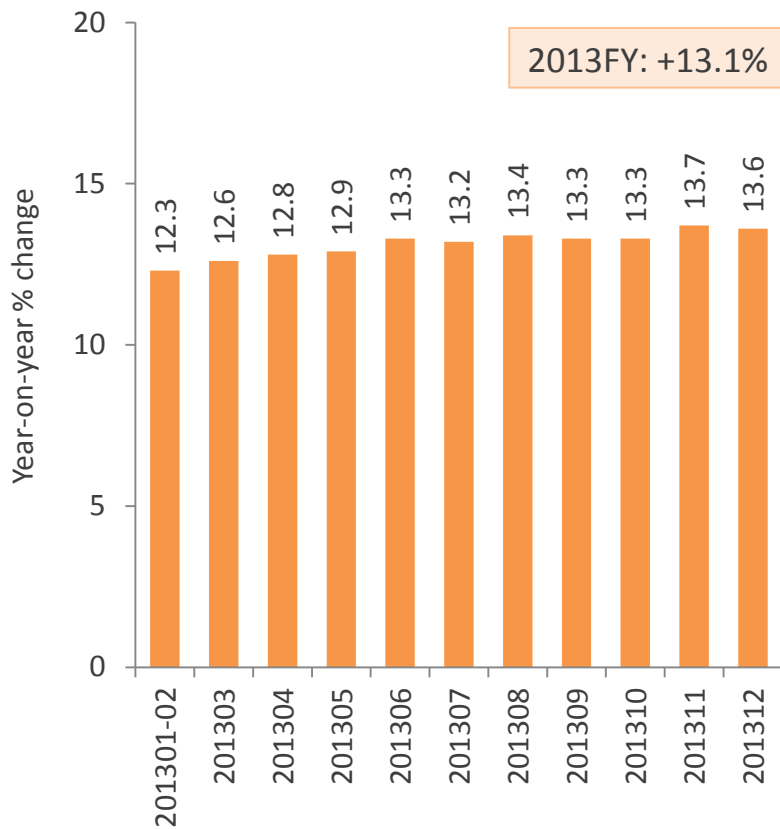


Composite CPI

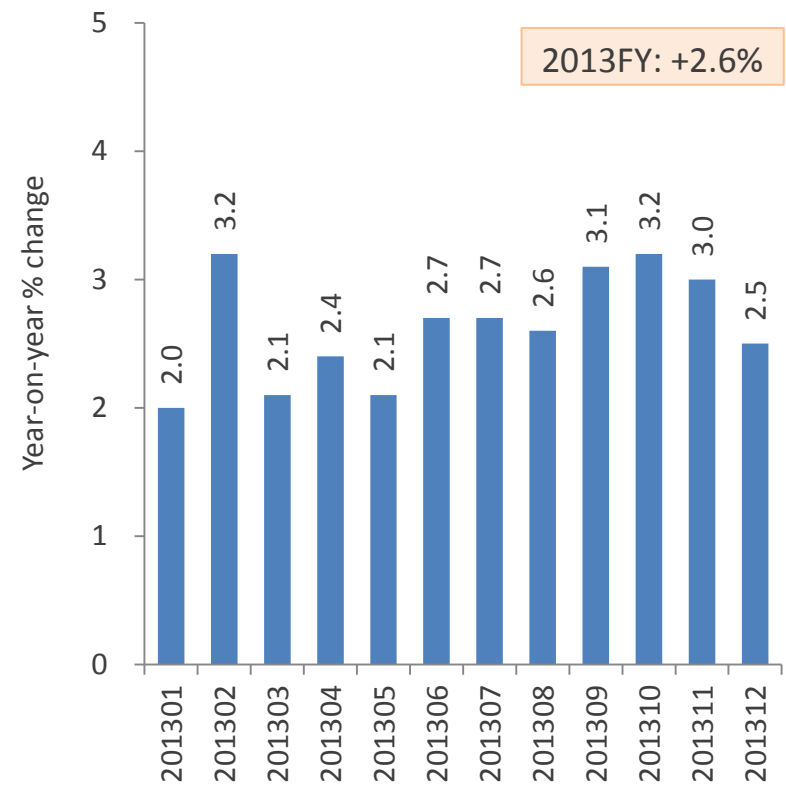


China Retail Market

Total Retail Sales Value



Consumer Price Index



Key Highlight of the Hong Kong & Southern China Markets

- Stable local consumer demand while retail growth driven by tourist spending
- Online retailing in China disrupting traditional retailing
- Shop vacancies picking up but rental still increasing at the highest rate ever
- Difficult to hire people in Hong Kong/Macau especially in frontline retail, bakery, logistics
- Hostile business conditions to most retailers in both markets

New Products and Promotions Circle K



New Products and Promotions

聖安娜餅屋 × Sentimental Circus

日本人氣禮品“深情馬戲團”Happy Plate

限量版率先登陸香港

- 惠顧每張價值\$139*或以上之生日蛋糕或蛋糕券，即送1隻；
- 惠顧半磅蛋糕之個，可送\$10換購1隻

● 碟面採用輕巧不銹鋼物料製作，重量僅重 20cm
● 可再層再用，綜合環保健康
● 誕生日送對帶來更顯溫馨

可愛【小象Mouton】
圓圓【小兔Shappo】
花式單車【小熊AA Bear】
圓圓【小獅子Rio】

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“深情馬戲團”小檔案

來自日本的“深情馬戲團”，所有團員都是被遺忘的玩具，團員小兔Shappo將大家聚集並在夜映到處表演馬戲。可愛造型在日本大受歡迎！

● 獨家代理香港地區 ● 適用於每張價值\$139或以上之生日蛋糕(每張實價計\$139起)或蛋糕券 ● 惠顧生日蛋糕或Happy Plate 1隻 ● 惠顧生日蛋糕或Happy Plate 2隻 ● 取送期間，有優惠送禮最多3款 ● 惠顧生日蛋糕，可以送禮券到10款Happy Plate 1隻 ● 每張實價最多可換購1隻 ● 於3月31日前可以現金換購，換取時不能換取有送禮券的款式 ● 如有任何查詢，聖安娜餅屋將於10個營業日提供之服務，查詢電話：2091 6677

聖安娜餅屋 Saint Honore Cake Shop | www.sthonor.com

聖安娜餅屋
SAINT HONORE CAKE SHOP LTD.

馮氏集團員工尊享

聖安娜精品月餅優惠



品味·就是聖安娜

聖安娜餅屋
SAINT HONORE CAKE SHOP LTD.

聖安娜賀年禮品

品味·精選

至尊合桃糕
● 精選澳洲合桃白皮，每盒裝10個
● 只限現金購買

富貴棗皇糕
● 精選優質棗仁糕
● 每盒裝10個，每盒裝10個，每盒裝10個



品味·就是聖安娜

聖安娜餅屋
SAINT HONORE CAKE SHOP LTD.

全新聖安娜 iPhone App

功能簡介：

- VIP特區
- 聖安娜最新優惠及資訊
- 美食介紹及網上訂購蛋糕服務
- 電子賀卡

於3月31日或之前成功下載即可免費登記成為聖安娜VIP會員專享VIP現金購物優惠

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聖安娜餅屋
SAINT HONORE CAKE SHOP LTD.

復活節開心抽獎樂

一按即中 獎品總值超過\$1,000,000

聖安娜現金券 免費美點或飲品

100% 全單回贈

錦裝蛋糕優惠 皇牌玉璽榴槤優惠

凡於3月1日至3月31日，於聖安娜餅屋消費滿\$100，即可參加「復活節開心抽獎樂」！在抽獎期間內，凡於聖安娜餅屋消費滿\$100，即可參加「復活節開心抽獎樂」！在抽獎期間內，凡於聖安娜餅屋消費滿\$100，即可參加「復活節開心抽獎樂」！

聖安娜餅屋 Saint Honore Cake Shop | www.sthonor.com

聖安娜餅屋
SAINT HONORE CAKE SHOP LTD.

HAPPY CHEESE CAKE

四種味之 · 出色配搭

四種味道
新活力 · 新精神 · 新境界 · 新境界

聖安娜餅屋 Saint Honore Cake Shop | www.sthonor.com

www.FingerShopping.com Platform

www.fingershopping.com How Customers Shop



Corporate Social Responsibility 2013



2013 CO2 Reduction

2,472 ton



New Life Convenience Store Project



Unsold Bread Donation



Voluntary Work

Sponsorship for Heifer's West Yunnan Project (completion in 2013)



Re-labeling Work
By Haven of Hope



Other Highlights



The Quality Bakery and
Cake Shop of
Quality Life Award 2013



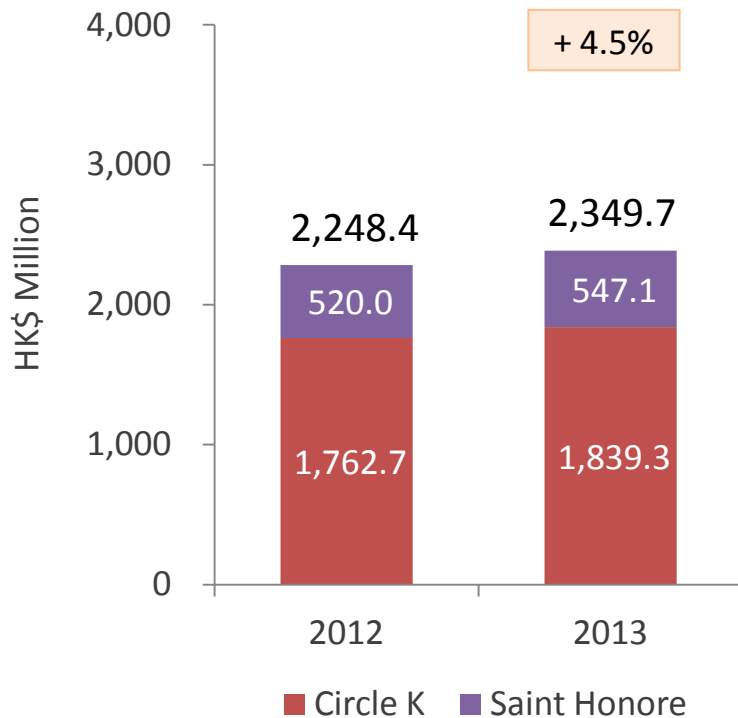
2013 Financial Results Highlights

Number of Stores

	End of 2012	Opened	Closed	Transfer from/(to)	End of 2013
Circle K Hong Kong	331	20	(16)	-	335
Circle K Southern China	83	4	(7)	-	80
■ <i>Guangzhou (owned)</i>	70	4	(5)	(1)	68
■ <i>Guangzhou (franchised)</i>	12	-	(2)	1	11
■ <i>Shenzhen</i>	1	-	-	-	1
Circle K Macau (<i>franchised</i>)	23	2	-	-	25
Circle K Zhuhai (<i>franchised</i>)	14	1	(4)	-	11
Saint Honore HK & Macau	98	7	(8)	-	97
Saint Honore Southern China	40	12	(8)	-	44
CRA Group Total	589	46	(43)	-	592

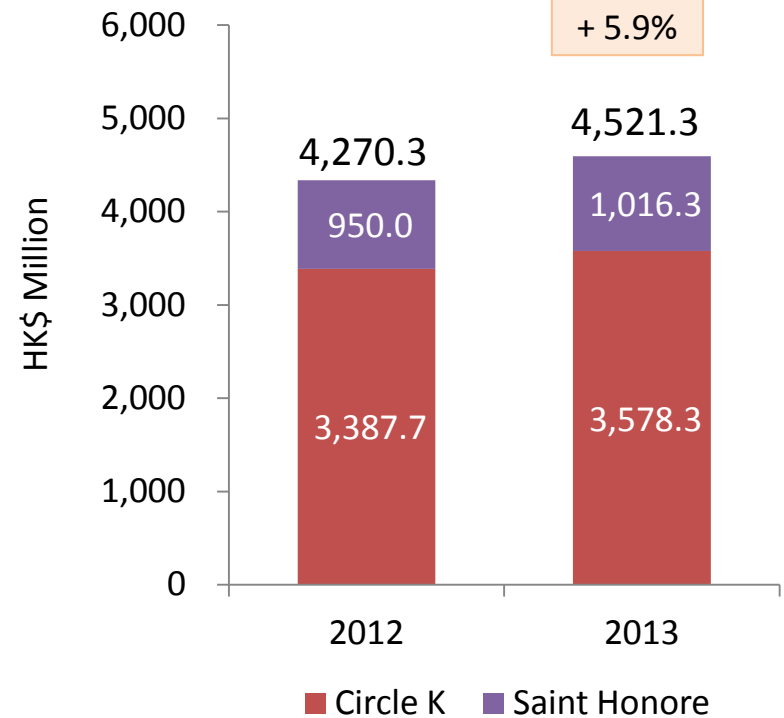
Group Turnover

2nd Half



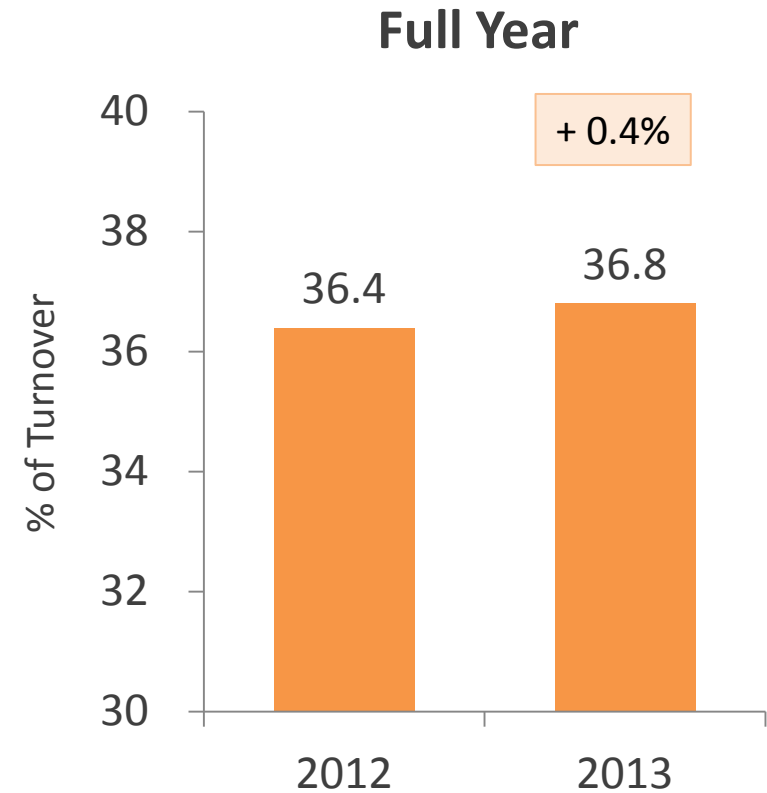
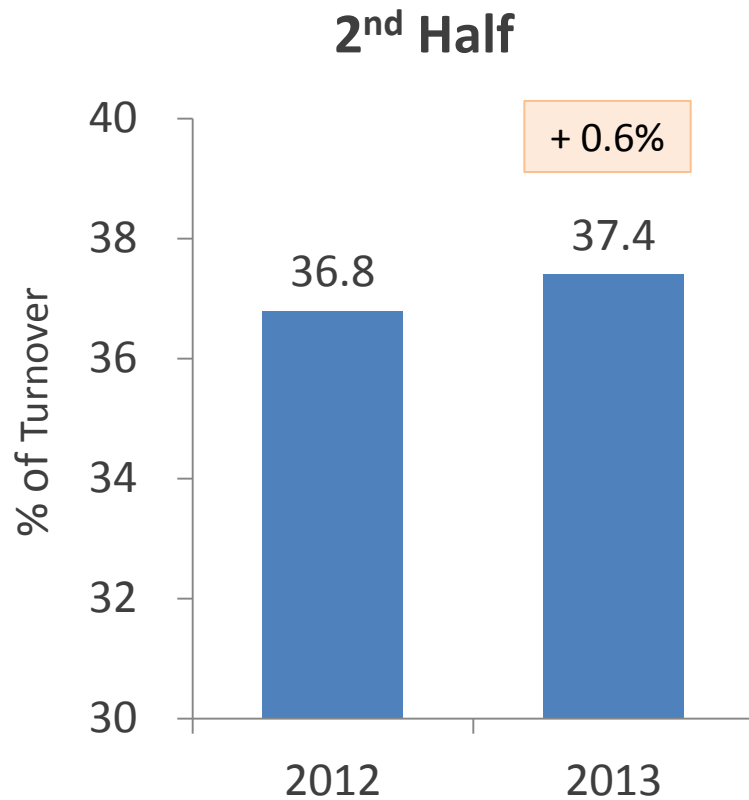
* Less inter-group sales: HK\$34.3M in 2H2012 and HK\$36.7M in 2H2013

Full Year

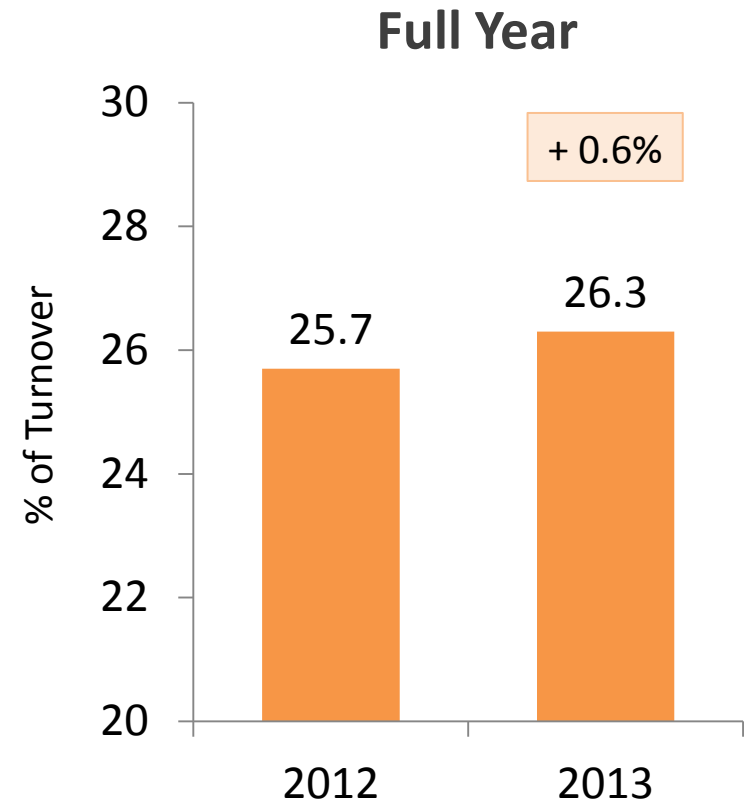
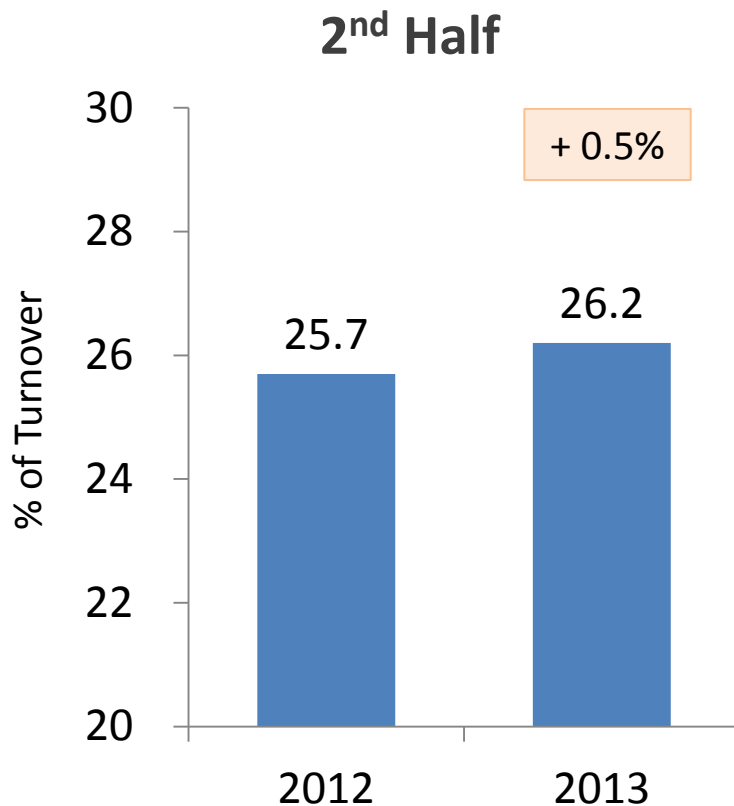


* Less inter-group sales: HK\$67.4M in 2012 and HK\$73.3M in 2013

Gross Profit & Other Income

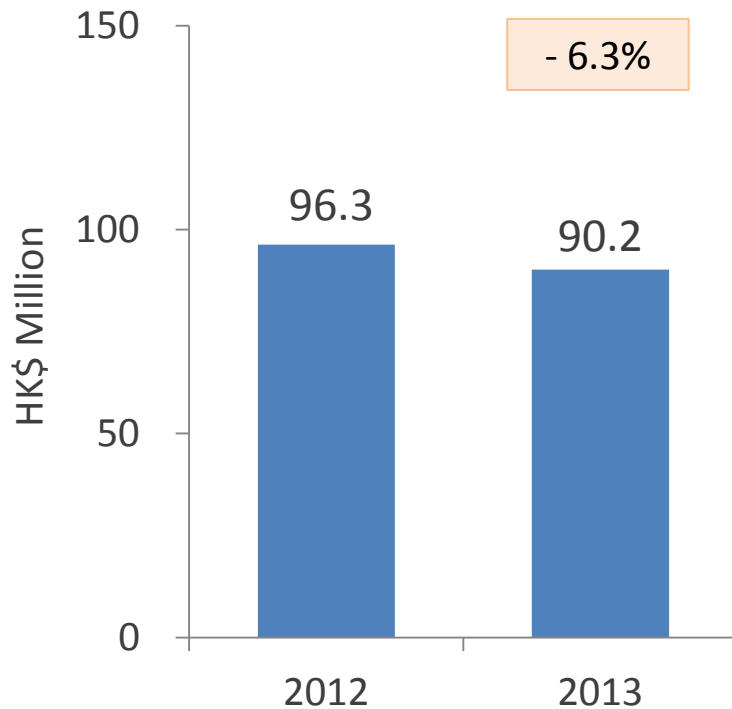


Group Store Operating Expenses

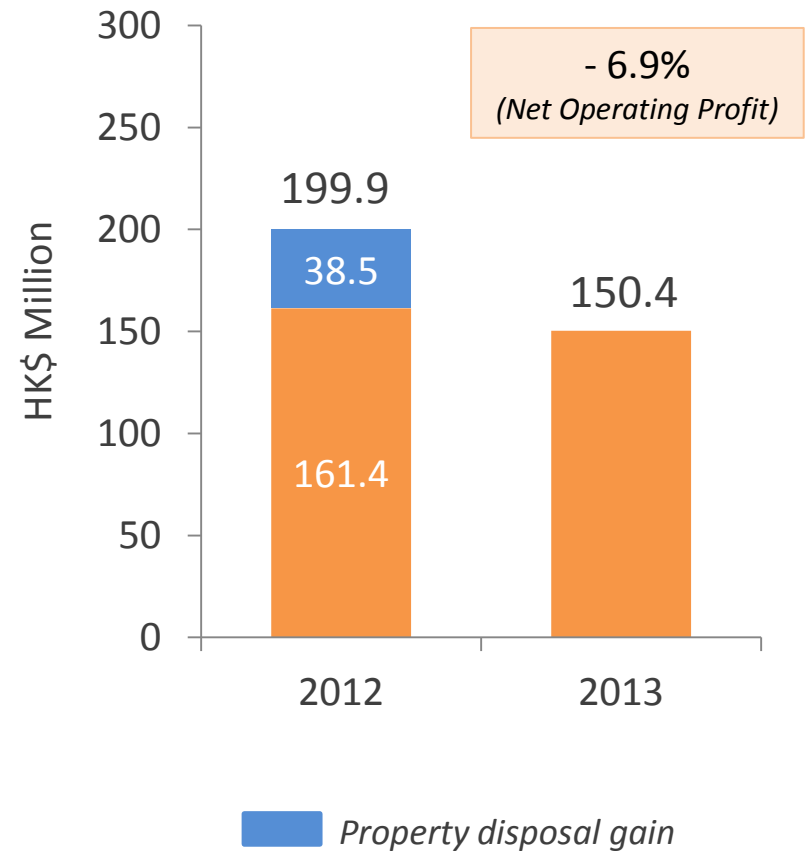


Group Net Profit

2nd Half



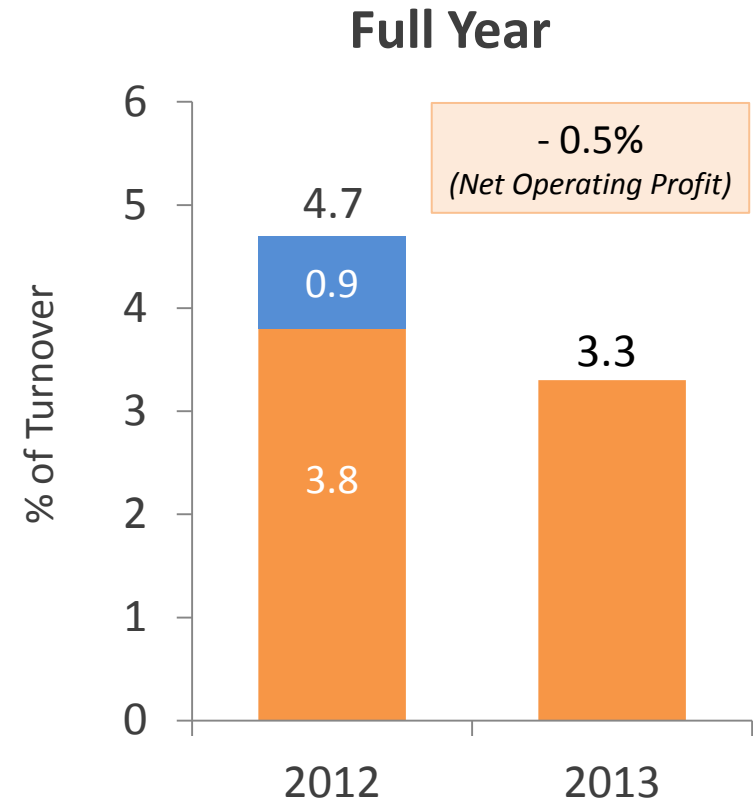
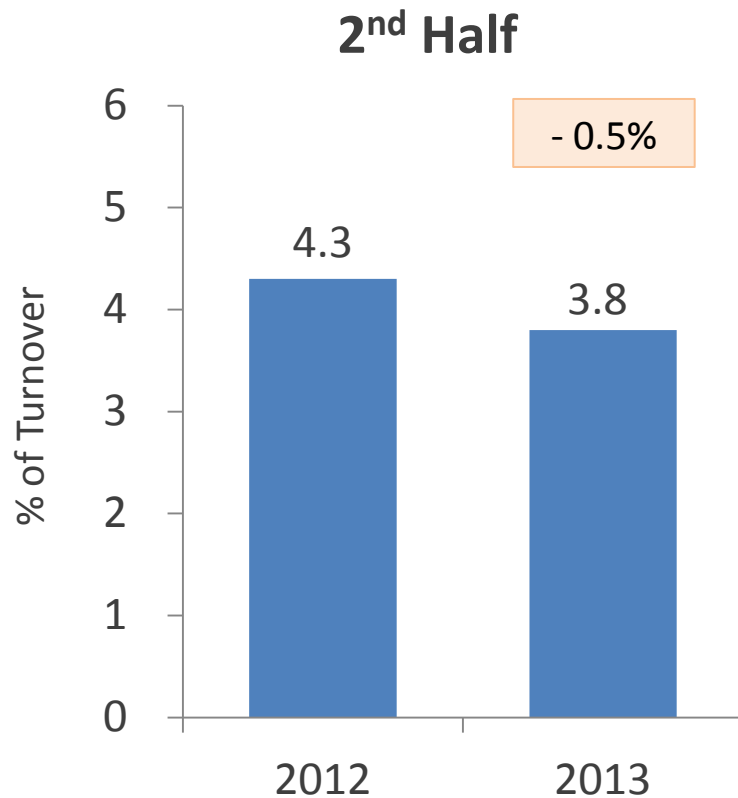
Full Year



Net Profit by Market

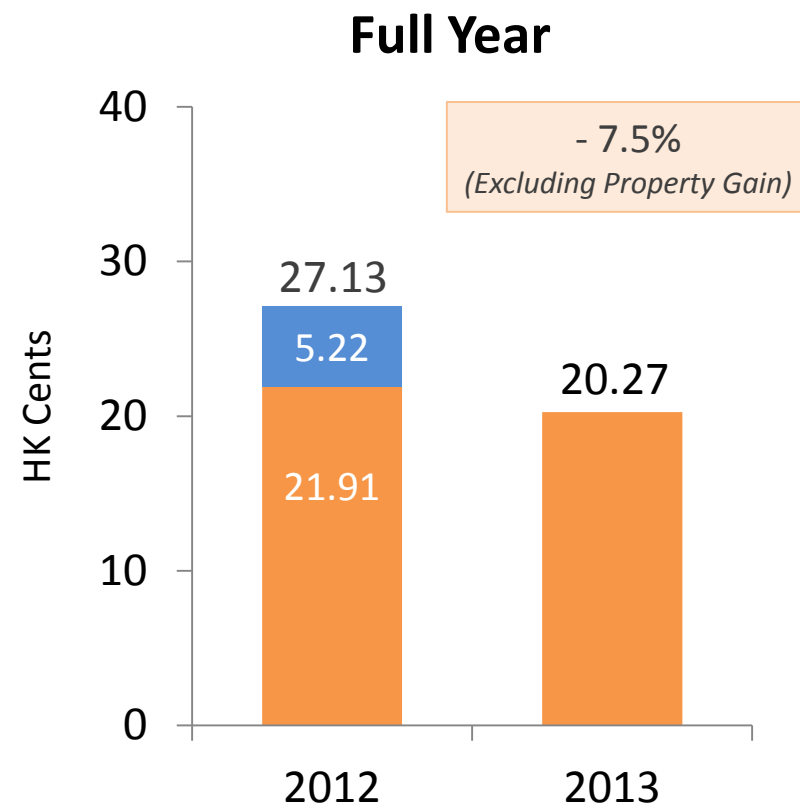
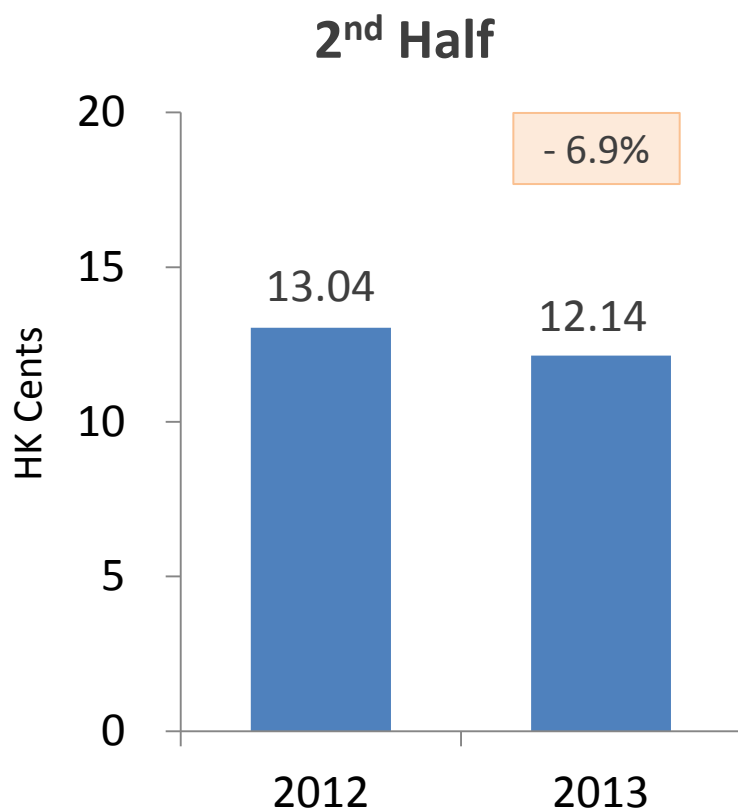
<i>(HK\$ Million)</i>	2 nd Half		Full Year	
	2012	2013	2012	2013
Hong Kong & Macau Markets	108.8	105.4	183.5	185.3
China Market	(12.5)	(15.2)	(22.1)	(34.9)
CRA Group Net Operating Profit	96.3	90.2	161.4	150.4

Group Net Profit as % of Turnover



 *Property disposal gain*

Basic Earnings Per Share



 *Property disposal gain*

2013 Financial Results Highlight – 2nd Half

	2H2012	2H2013	Change
Number of Stores	589	592	+ 3 stores
Group Turnover (<i>HK\$M</i>)	2,248.4	2,349.7	+4.5%
Group Net Operating Profit (<i>HK\$M</i>)	96.3	90.2	-6.3%
Net Operating Profit as % of Turnover	4.3	3.8	-0.5%
Basic Earnings Per Share (<i>HK cents</i>)	13.04	12.14	-6.9%

2013 Financial Results Highlight – Full Year

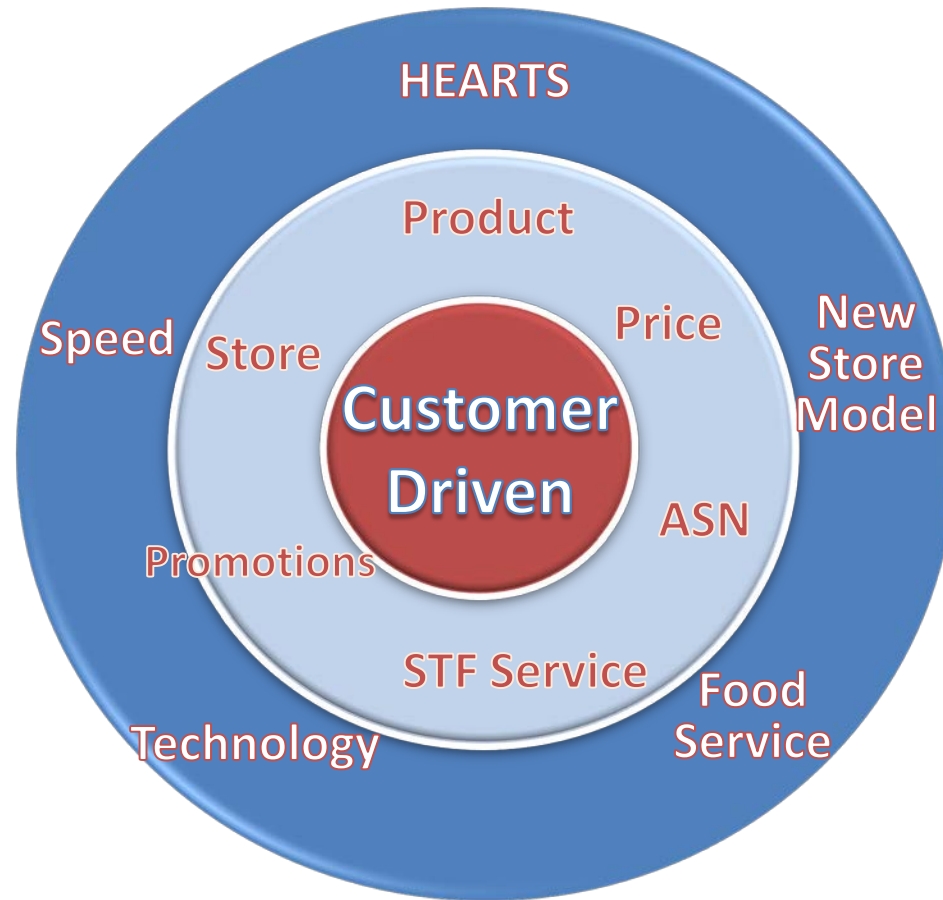
	2012FY	2013FY	Change
Number of Stores	589	592	+ 3 stores
Group Turnover (HK\$M)	4,270.3	4,521.3	+5.9%
Group Net Operating Profit (HK\$M)	161.4	150.4	-6.9%
Gain on Property Disposal (HK\$M)	38.5	-	N/A
Group Net Profit (HK\$M)	199.9	150.4	-24.8%
Net Operating Profit as % of Turnover	3.8%	3.3%	-0.5%
Basic Earnings Per Share (HK cents)	27.13	20.27	-25.3%
Dividends (HK cents)	22.0	56.8	+158.2%
■ Interim Dividend - paid	3.8	3.8	Nil
■ Special Dividend - paid	5.2	40.0	+669.2%
■ Final Dividend	13.0	13.0	Nil

2014 Update & Outlook

2014 Update & Outlook

- Technological progress causing disruptions and habitual changes in how people live, work and shop
- Retail volume for Hong Kong consumers remains stable while that of China consumers to increase moderately
- Operating expenses continue unfavorable upward trends
- Not easy to pass on all increased costs to consumers
- Re-inventing for higher productivity and higher value creation
- Importance of O2O strategies

Major Actions of Circle K in 2014



To Summarize

- Satisfactory 2013 results
- 2014 operating environment continues to be tough
- Status quo and continuous improvements will not be sufficient
- Re-invention and fast adaptation

Thank You!
