



C.P. Seven Eleven Public Company Limited

2Q 2004 Results / Analyst Meeting

17 August 2004

Panyapirom Club



Share Capital Information

■ Price (10/08/04)	:	Bt 59 per share
■ Hi/Low	:	Bt 70/51 per share
■ Average turnover	:	Bt 68 million
■ No. of shares	:	440 million (Par Bt 5)
■ Market capitalization	:	Bt 25,960 million
■ Major shareholders	:	CP Group 46.4% AIA 9.1% GIC 8.5%
■ Free Float	:	31.68%
■ Foreign room limitation	:	49%
■ Foreign room available	:	11.1% of total shares
■ First SET trade date	:	October 14, 2003
■ Dividend Payment 2003	:	Bt 1.75 (57.50% payout)

*Source: Stock Exchange of Thailand
As of August 10, 2004*

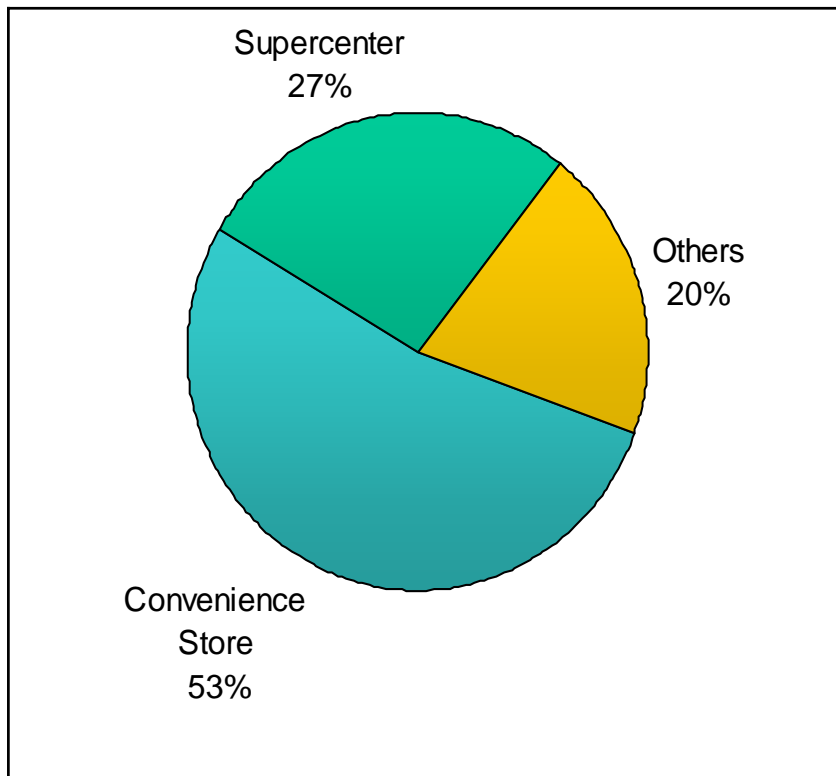


Financial Highlights 2Q04 Consolidated



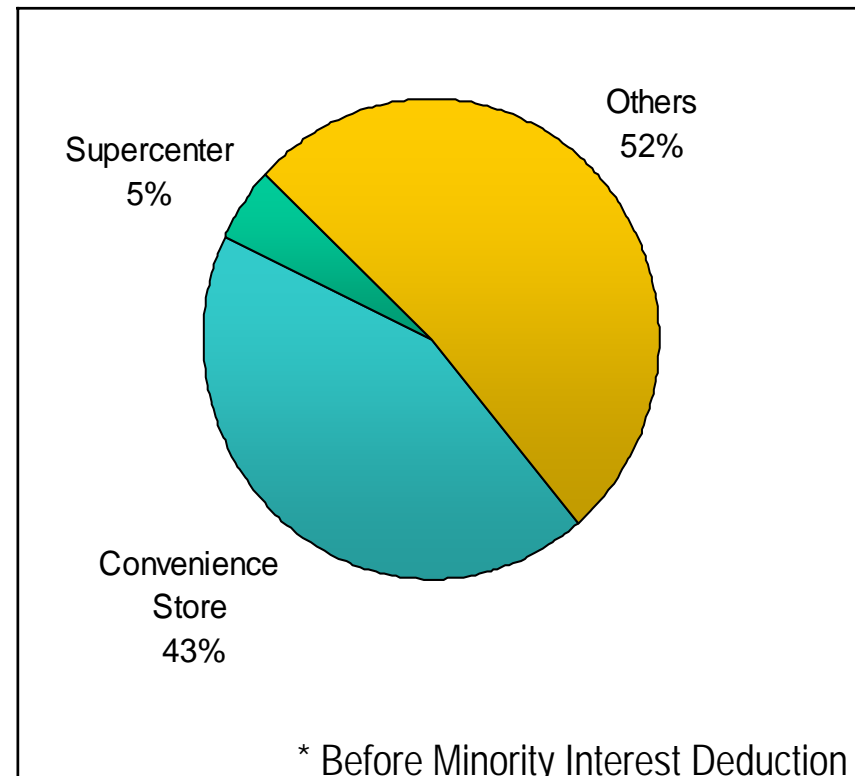
Contribution by Business Segment

Contribution to Total Revenue



■ Total Revenue = Baht 17,874 million

Contribution to Operating Profit *



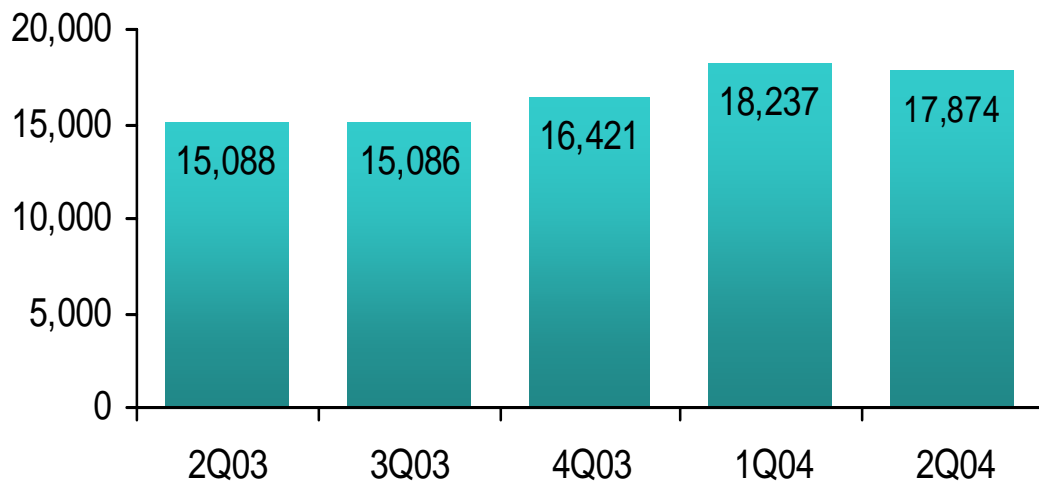
■ Total Operating Profit = Baht 502 million



Total Revenue



Bt. million



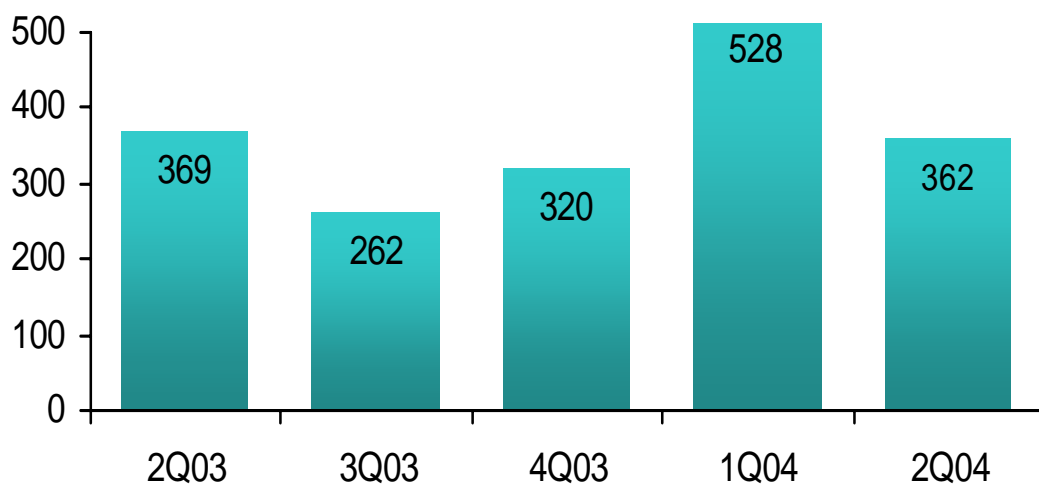
- Total revenue increased 19% YoY.
- Net sales increased 17% YoY, due to an increase in number of stores.
- Service income, mainly from Counter Service, increased 39%.
- Other operating income increased 41% YoY comprising of marketing support from suppliers and promotions.



Net Profit



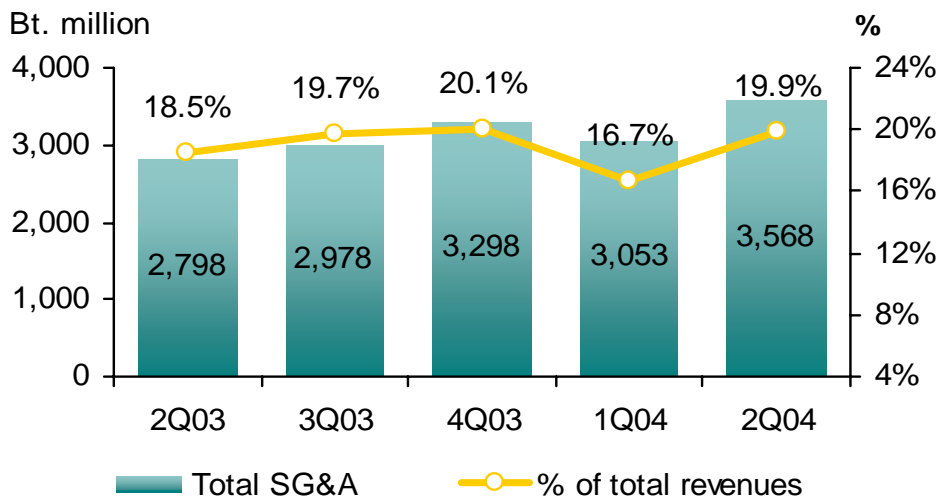
Bt. million



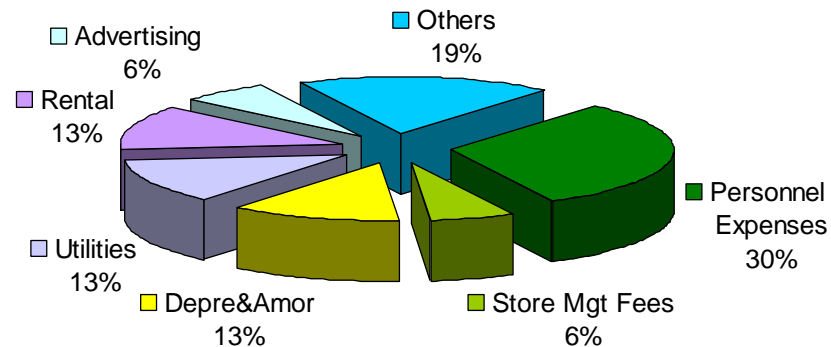


Selling and Administrative Expenses

SG&A Expenses



SG&A Breakdown for 2Q04

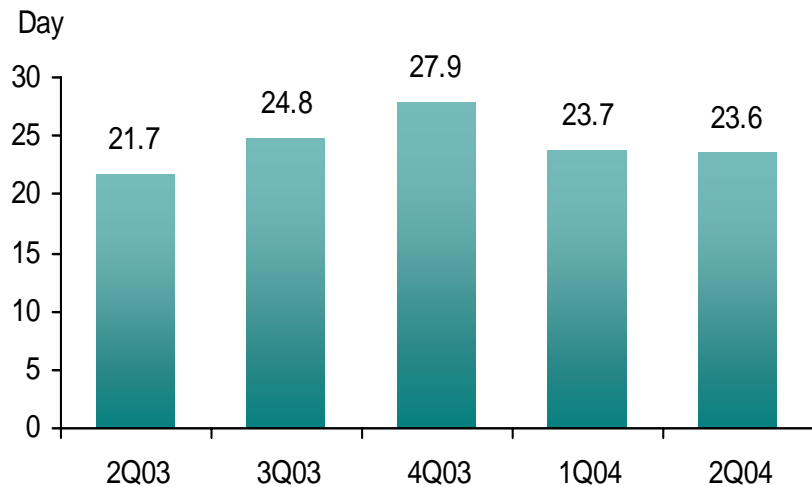


- Recorded more accrued expenses with an intention to normalize expenses over every quarter
- Promotional expenses of 1Meal 1 Baht campaign were also booked in this quarter.
- Depreciation expenses were enlarged due to new store expansion and an implementation of SAP program

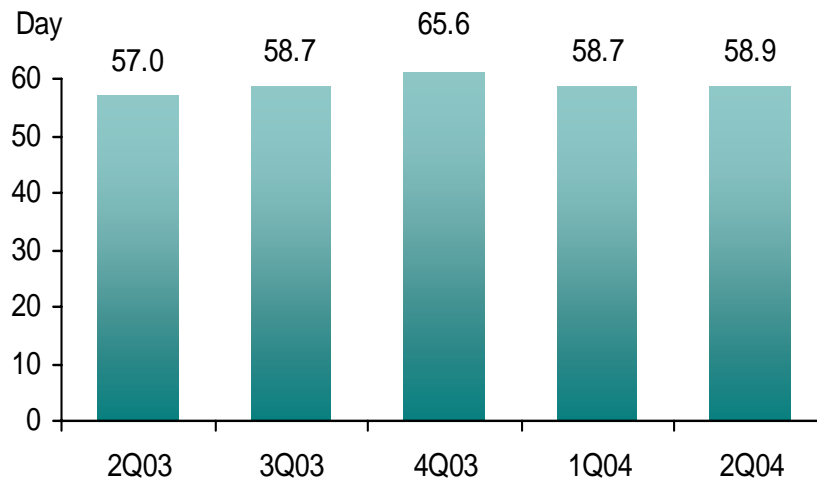


Working Capital Management

Inventory Day



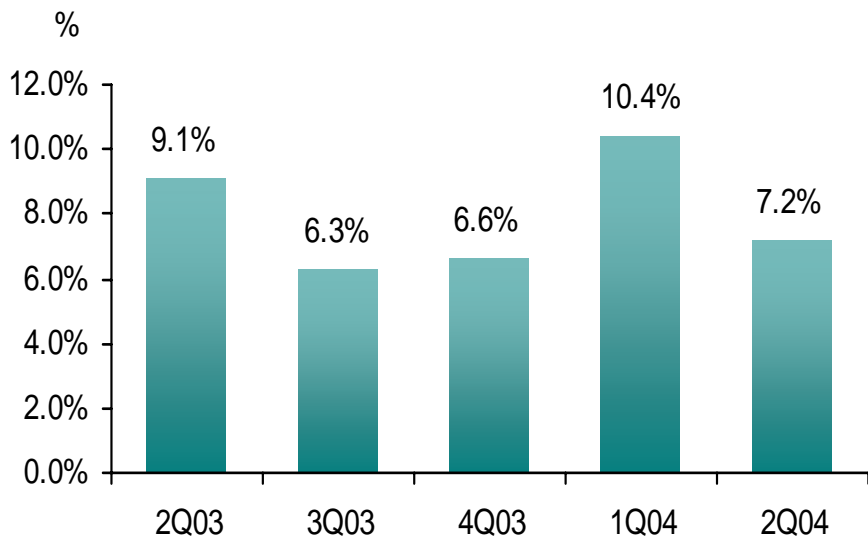
Account Payable Day



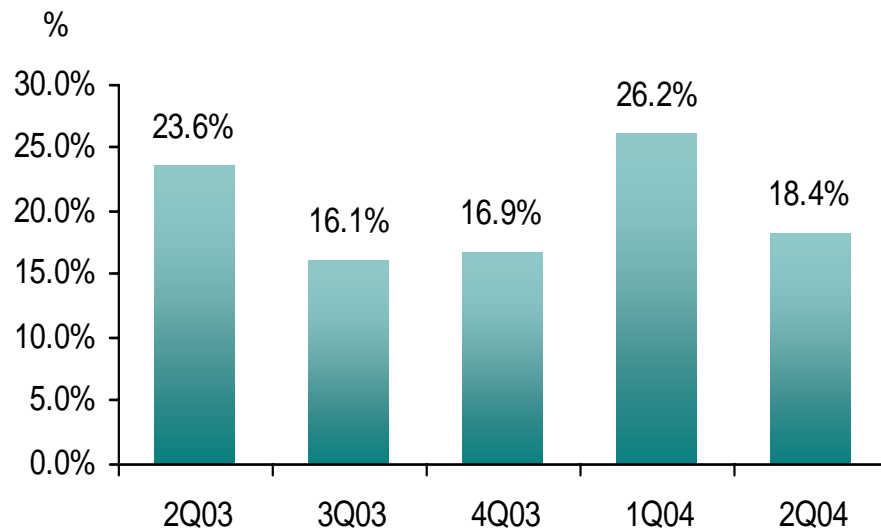


Key Financial Ratios

Return on Average Asset (ROAA)



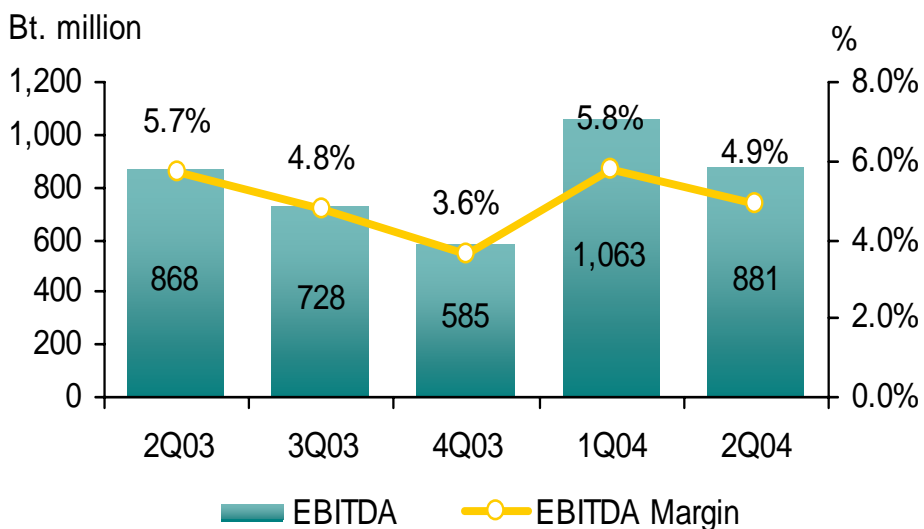
Return on Average Equity (ROAE)





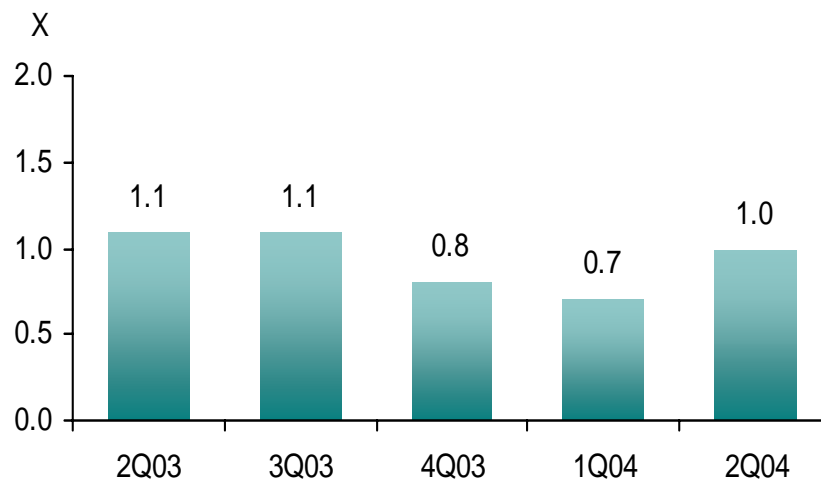
Key Financial Ratios

EBIT & EBITDA Margin



Note: Exclude interest income and extraordinary items

Total Net Debt to Equity

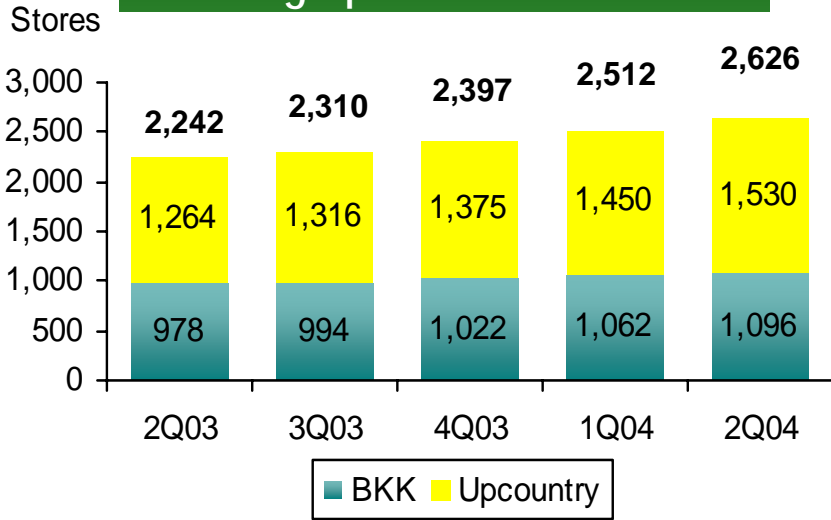




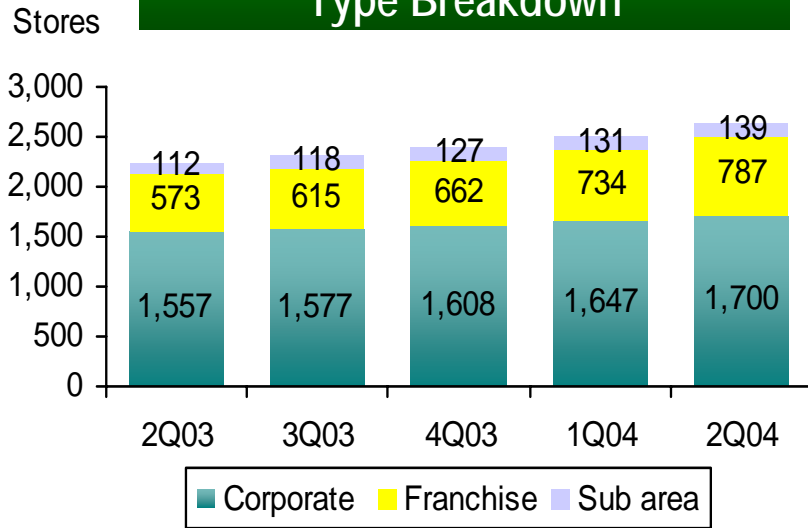
Convenience Store Business: 7 – Eleven Thailand

Store Network – Quality Locations

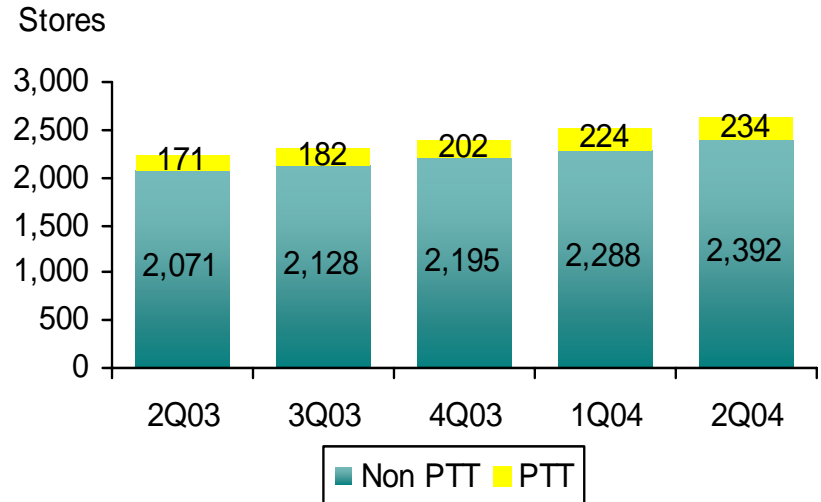
Geographical Breakdown



Type Breakdown

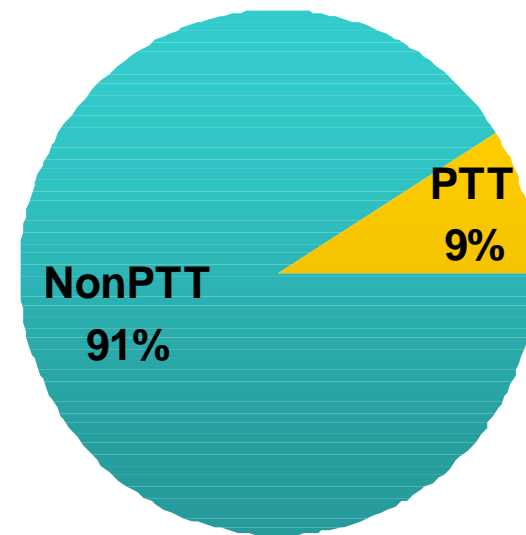
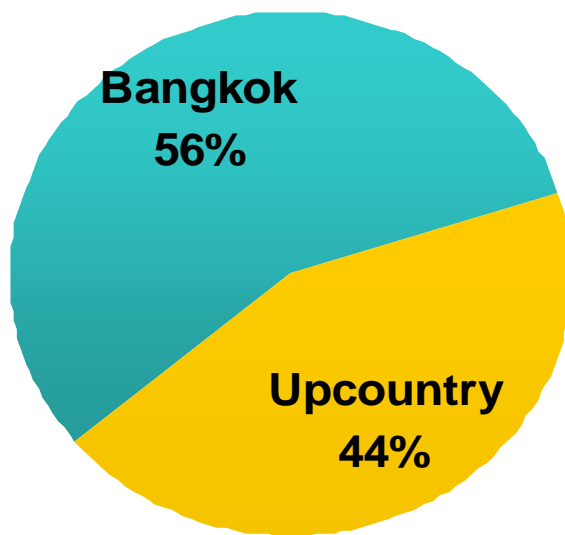
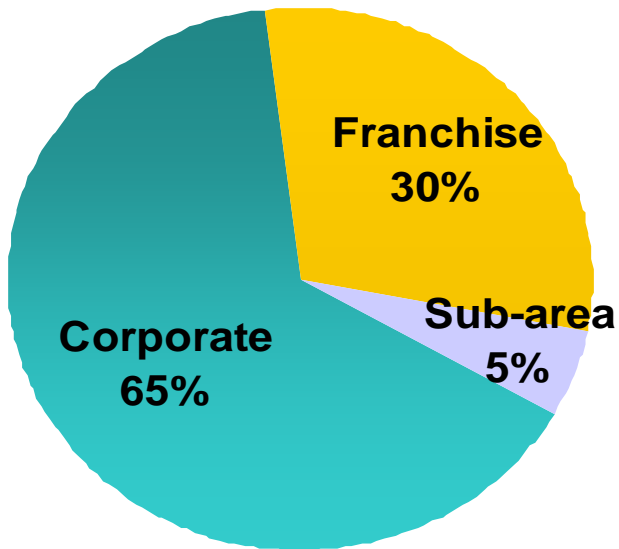


PTT / Non PTT





Store Breakdown – Diversified Growth Opportunity



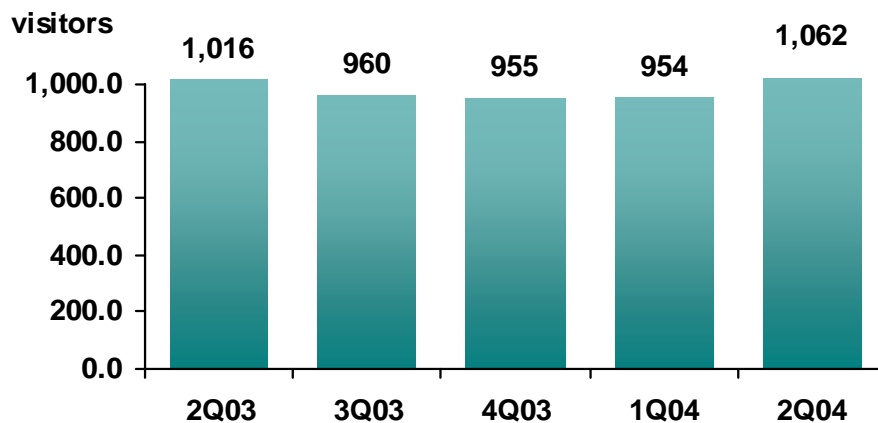
*As at June 30, 2004



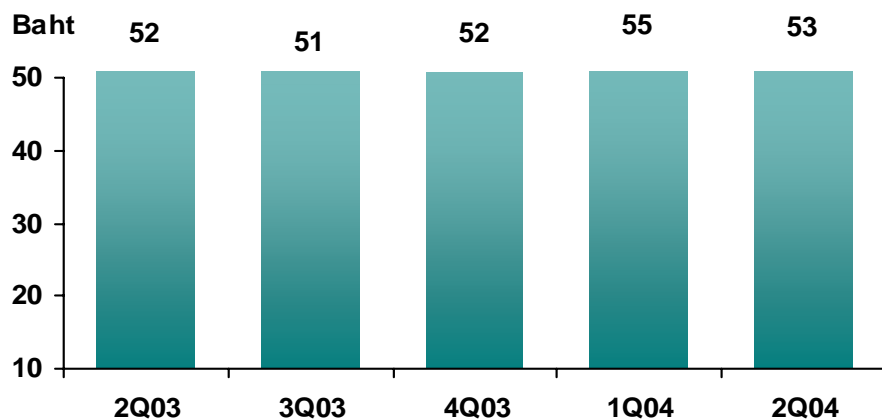
Customer Base – Ability to Match Customers' needs



Number of Customers / Store / Day



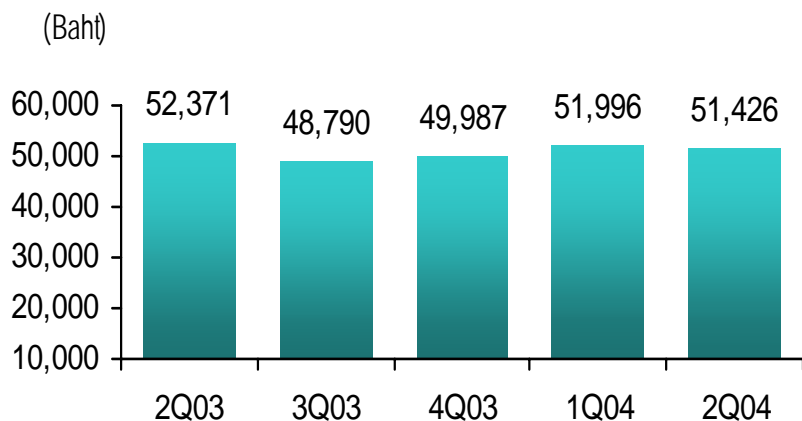
Spending per Visit



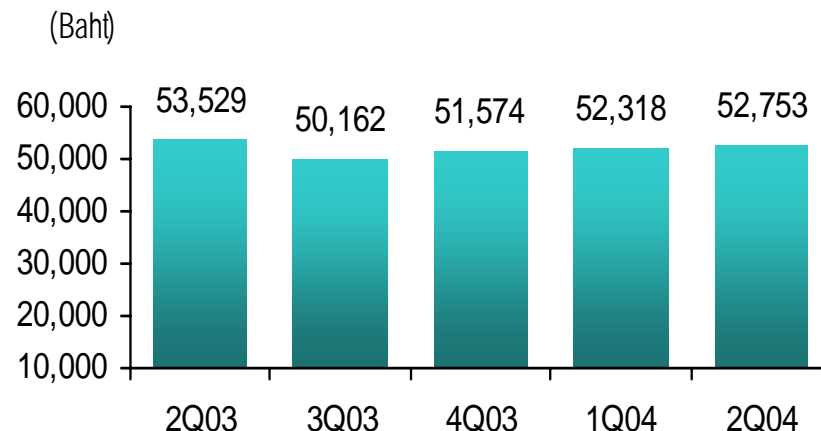


Sales / Store / Day

All Store Sales per Store per Day



Same Store Sales per Store per Day



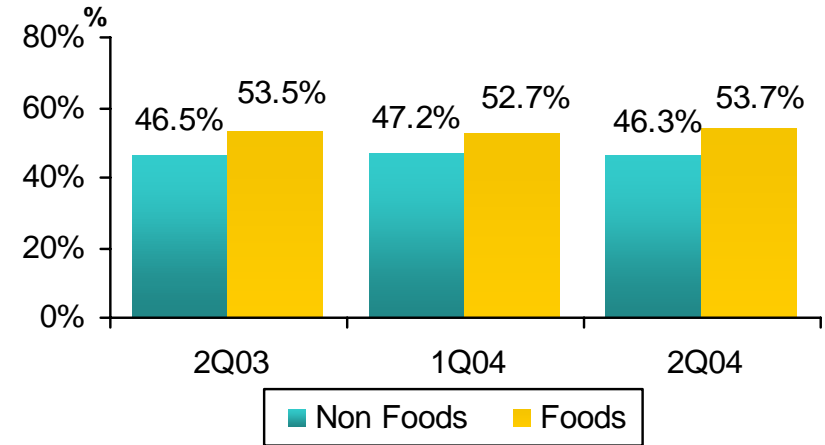
- Sales per store per day slightly decreased as a result of faster rainy season and a restriction in liquor sales.



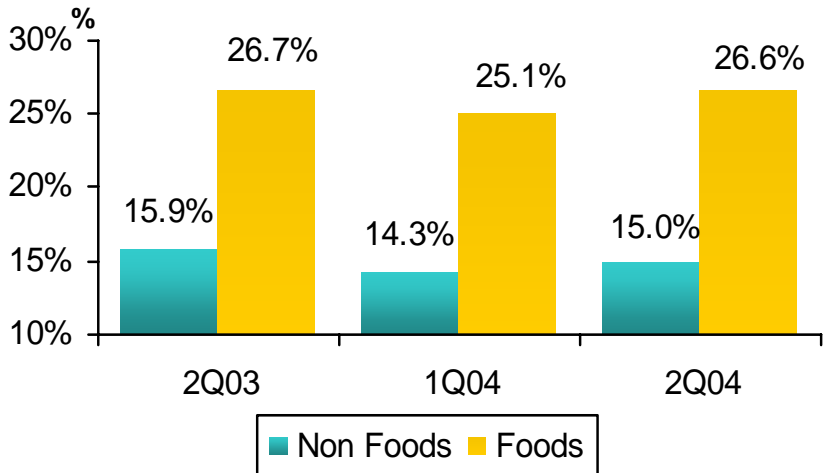
Sales Mix : Products & Margin



Product Mix by Sales (%)



Gross Margin Mix (%)

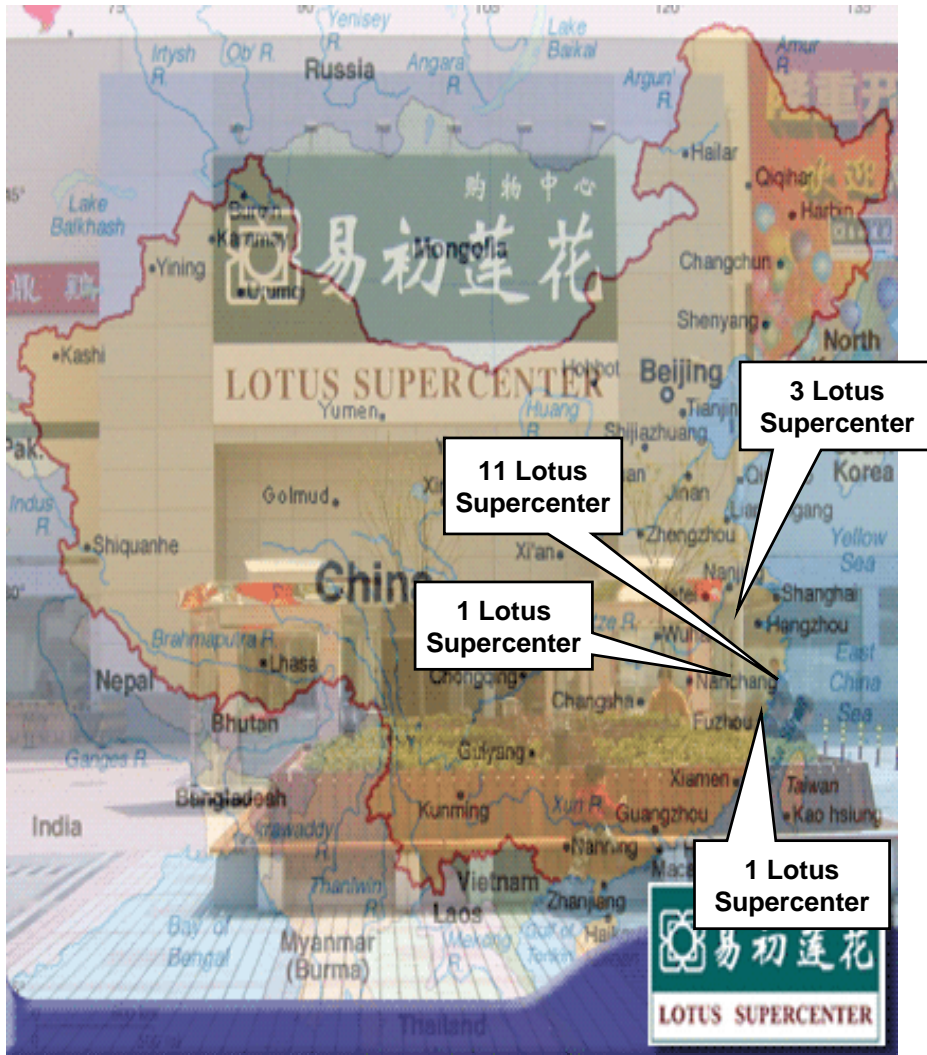




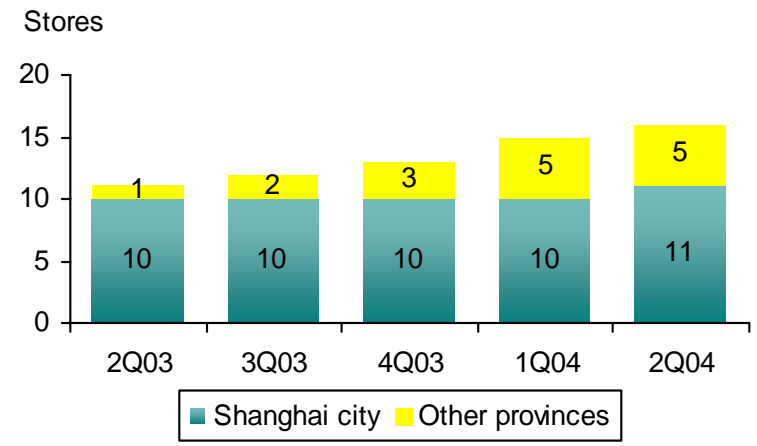
Supercenter Business : Lotus Shanghai



Store Network – Keep Growing



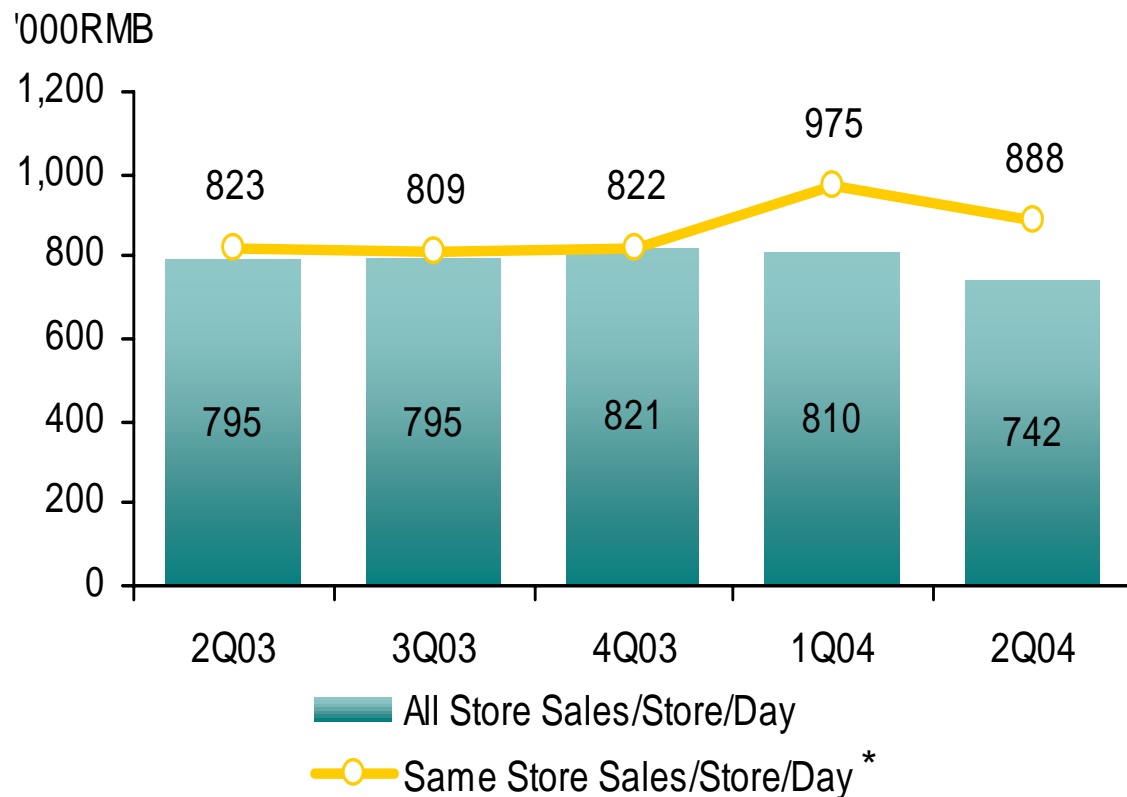
No. of Lotus Stores



- As at June 30, 2004, we are the leader in Shanghai region with 16 Lotus stores. Other 5 stores are located in Hangzhou, Nanjing, Wu Xi, and Xu Zhou.



Sales / Store / Day



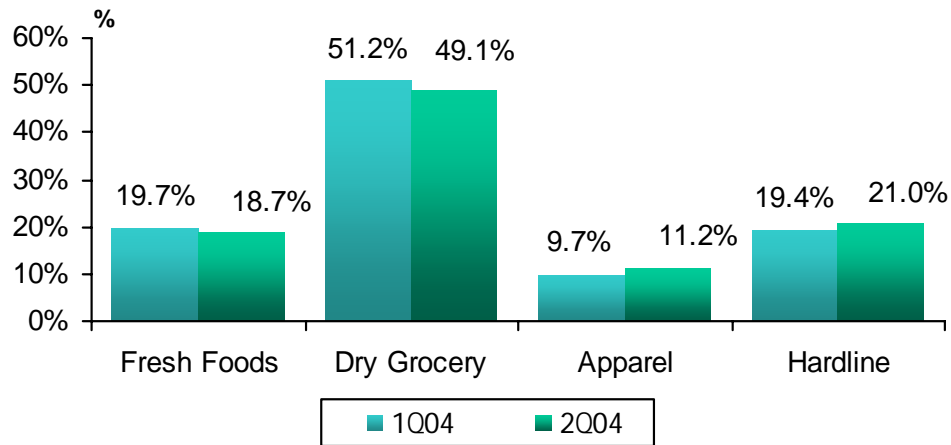
* For the first eleven stores



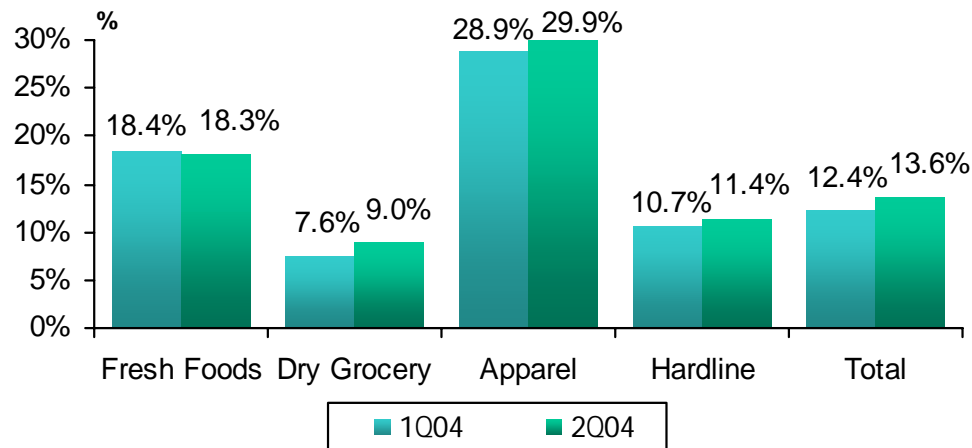
Sales Mix : Products & Margin



Product Mix by Sales (%)



Gross Margin Mix (%)





Future Outlook for 2004



7 - Eleven Store Expansion

- As of today, we have more than 2,600 stores, of which 229 stores have been opened within the first six months
- Plan to open at least 320 stores comprising of 200 stand alone vs. 120 PTT, (franchise:corporate 50:50, and Bangkok:Provincial 50:50)
- Target to achieve 3-5% same store sales growth



Future Outlook for 2004

Product Strategy

- Move toward "Convenient Food Store", Foods:Non-Foods 60:40
- Retailer Initiative : Store assortment

Lotus Shanghai

- Plan to open 5 stores per year

Counter Service

- Keep growing with higher average transactions per month as well as more corporate partners.



CAPEX for 2004

Totaling Baht 2,740 million (Including Lotus = Baht 4,000 million)

■ Annual Capex

- 320 stores expansion Baht 900 million
- 250 stores renovation Baht 150 million
- Store assortment system Baht 165 million

■ Extra Capex for 2004

- New distribution center Baht 835 million
- New vocational school Baht 200 million
- CPRAM frozen foods Baht 250 million
- RTL new office and warehouse Baht 240 million

■ Lotus Shanghai

- 5 stores expansion Baht 1,300 million