

Berli Jucker

Public Company Limited

Corporate Presentation

Bank of America 
Merrill Lynch

ASEAN Stars Conference 2013

Monday, March 4 - Friday, March 8, 2013 | Singapore, Singapore

Note on forward looking statements

The following presentation may contain forward looking statements by the management of Berli Jucker Public Company Limited (“BJC”), relating to financial or other trends for future periods, compared to the results for previous periods.

Some of the statements contained in this presentation that are not historical facts are statements of future expectations with respect to the financial conditions, results of operations and businesses, and related plans and objectives. Forward looking information is based on management’s current views and assumptions including, but not limited to, prevailing economic and market conditions. These statements involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those in the statements as originally made. Such statements are not, and should not be constructed as a representation as to future performance of BJC. In particular, such targets should not be regarded as a forecast or projection of future performance of BJC. It should be noted that the actual performance of BJC may vary significantly from such targets.

Agenda



- Overview
- Businesses
- Financial Performances
- BJC's Growth & Strategy

Overview

Business

Financial Performances

Growth & Strategy

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- **Overview**
- Businesses
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BJC Milestone



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TCC Land

Property & Real Estate Group structure

- Residential
- Hotel & Hospitality
- Commercial & Retail
- Industrial development
- Master plan development
- Over 79,880 acres of high potential land bank
- 46 hotels 10,345 rooms
- 32 hotels in Thailand. 14 hotels abroad
- 8 office buildings with 834,139 sqm. office space
- 20 retail buildings with 827,644 sqm. retail space



Thai Beverage

Beverage & Restaurant Group structure

- Alcohol Beverages
- Non-alcohol Beverages
- Other businesses
- Listed on the SGX market cap THB 347.77 BN
- 3 breweries, 18 distilleries in Thailand, 6 distilleries overseas and 6 manufacturing facilities for non-alcohol
- Largest market share in Spirits and green tea



Berli Jucker

Manufacturing, Marketing, Distribution, Investment Group structure

- Packaging Supply Chain
- Consumer Supply Chain
- Healthcare Supply Chain
- Technical Supply Chain
- Retail Business Group
- International Business Group
- Listed on the SET50 with market cap THB 140.95 BN Operate through 6 office locations in South East Asia



South East Group

Insurance & Leasing Group structure

- General Assurance
- Life Assurance
- Car Leasing
- Over 1,307 employees and 8,056 insurance agents
- Serve more than 805,111 customers with more 4,000 cars in portfolio



plantheon



Plantheon

Agro-Industrial Group structure

- Agro-Plantation
- Sugar Industry
- Food Processing
- Agro Technology
- Indochina Projects
- Own more than 89,930 acres of agricultural land plot nationwide
- Sugar mills' registered production capacity over 100,000 tons/day of sugarcane

AN INTEGRAL PART OF TCC GROUP



Note: Exchange rate: SGD : 23.88 THB Market cap as of February 28, 2012

Corporate Vision/ Mission

Vision

- Bring quality products and service to everyday's life of every person in ASEAN

Mission

- Build cost effective market infrastructure across ASEAN
- Become preferred partner of choice for market penetration, distribution, and high quality manufacturing
- Develop supporting business across supply chain to support corporate

Agenda



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- BJC's Growth & Strategy

Overview

Business

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A Large and Diversified Business

Packaging Supply Chain

- Glass packaging
- Aluminum can packaging
- Rigid plastic packaging



Consumer Supply Chain

- Food Group
- Snacks & Drinks
- Non-food Group
- Paper & Household
- Personal care
- Cosmetics & Baby care
- Services
- 3rd party distribution
- Contract manufacturing
- Logistics



Healthcare Supply Chain

- Pharmaceutical medicines and products
- Surgery equipment and imaging machines
- Medical supplies



Technical Supply Chain

- Chemical specialties
- Graphics & printing products
- Galvanized steel structures
- Engineering products & services
- T.C.C. Technology, Thailand's Leading Carrier Neutral Data Centers



Retail & Other Supply Chain

- Stationery & office equipment
- Consumer electronics & lifestyle
- Asia Books: 1st and largest English bookstore chain in Thailand



Manufacturing

Marketing

Distribution

Packaging Supply Chain



Packaging Supply Chain

Glass Packaging

- Largest glass bottle manufacturer in SEA with production capacity of approximately 1 MTPA
- 3 Production facilities in Thailand, 1 in Vietnam, and 1 in Malaysia with number 1 Market share in all 3 countries: Thailand 40%, Vietnam 59%, Malaysia 67%
- Long term partner with Owen-Illinois (O-I), the largest glass manufacturer in the world



SARABURI, THAILAND

Thai Malaya Glass Limited

Capacity: 85,000 tpa



SAMUTPRAKARN, THAILAND

Thai Glass Industries Limited

Bangplee: Capacity: 496,500 tpa

BANGKOK, THAILAND

Thai Glass Industries Limited

Rajburana: Capacity: 205,000 tpa

BA RIA –VUNG TAU, VIETNAM

O-I BJC Vietnam Glass Limited

Capacity: 75,000 tpa



JOHOR BAHRU, MALAYSIA

O-I BJC Glass Malaysia

Capacity: 135,500 tpa



Packaging Supply Chain

Aluminum Packaging

- Largest aluminum can manufacturer in Thailand with production capacity of 1,800 million can/year with number 1 Market Share (44%).
- JV with the world largest can manufacturer, BALL corporation, to establish can factory in Ho Chi Minh City, Vietnam with capacity of 750 millions can/year



SARABURI, THAILAND
Thai Beverage Can Limited
Capacity: 1,800 million can/year



BINH DUONG, VIETNAM
TBC-Ball Beverage Can (Vietnam) Limited
(Start operation in May 2012)
Capacity: 750 million can/year



Consumer Supply Chain



Consumer Supply Chain

Snack and Beverage

- Production facilities in Thailand and Malaysia
- Various kinds of products i.e. Potato Chip, Extruded Snack, Rice Cracker, Seaweed and Beverage
- Products owned brand: Tasto, Party, Dozo, Campus, Campus Choco Drink
- Strong Market Share in Thailand:
1 in Rice Cracker/ # 2 in Potato Chip / # 2 in Extruded snack



Potato Chip



Extruded Snack



Rice Cracker/
Seaweed



Extruded Snack/
Choco Drink

Consumer Supply Chain

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Dairy Product: Yogurt

- JV with Danone, the world # 1 manufacturer in fresh dairy product
- Manufacture yogurt under brand “Activia”
- Two product types: cup yogurt and drinkable yogurt
- Establish a Direct-to-Home channel with expected Direct-to-Home salespersons of 800-1,000 by 2015



Consumer Supply Chain

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Tissue Paper

- Largest tissue manufacturer in Thailand with two production facilities in Thailand.
- Total production capacity of 50,000 ton/year
- Expanded production (Tissue Converter Plant) to Vietnam in 2011
- Product owned brand: Cellox, Zilk, Maxmo, Belle
- Strong Market Share in Thailand: # 1 in Toilet Tissue/ # 2 in Facial Tissue



Consumer Supply Chain

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▲ Soap, Personal Care, Skincare

- One of the largest soap manufacturers in Thailand
- Manufacturing bar and liquid soap with owned brand and OEM
- Product Owned Brand: Parrot, Promise
- Launched new cosmetic products in 2012 under owned brand: Berli Pops and Premedica
- Strong Market Share in Thailand: # 2 in bar soap / # 3 in overall soap market



Consumer Supply Chain

Thai Corp International (Vietnam)

- Trading and distribution of fast moving consumer products in Vietnam
- Over 300 sales forces
- Over 40,000 sales outlet coverage across 63 provinces
- Awarded Strong Brand of consumer products from Saigon Marketing magazine for 8 consecutive years
- Sole distributor of Red Bull
- Distributors of many FMCG products such as Three-ladies canned fish, Mama instant noodle, Cellox, Dutch Mill, F&N, and ThaiBev products



Healthcare Supply Chain



Healthcare Supply Chain

Pharmaceutical and medical products

- Over 40 years in business and currently represents more than 100 leading medical brands from 50 companies worldwide
- Specializes in pharmaceuticals, medical imaging, medical equipment and supplies, including OTC and personal care products
- Provides sales and services to more than 1,100 hospitals, 1,200 clinics, 3,300 drugstores nationwide

Pharmaceuticals



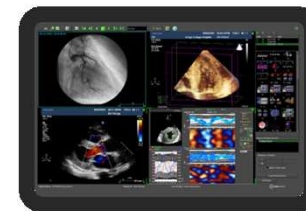
Medical Supplies



Medical Equipment



Medical Imaging



Technical Supply Chain



Technical Supply Chain

Engineering Products

- Facilitate engineering equipment and solutions as well as provide after-sales service to all industries
- 65 years of experience in various engineering fields
- Provide broad spectrum of system integration from analysis, design, and assembly to installation



Graphic System Products

- Provide commercial and industrial printers, and other products needed in printing process as well as after-sales service



Retail Business Group



Retail Business Group

Stationery



Retail business:

- Provide various kinds of stationery/ electronic and lifestyle products to customers
- Asia Book: The 1st and largest English bookstore chain in Thailand

Consumer Electronic



Asia Book



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Business

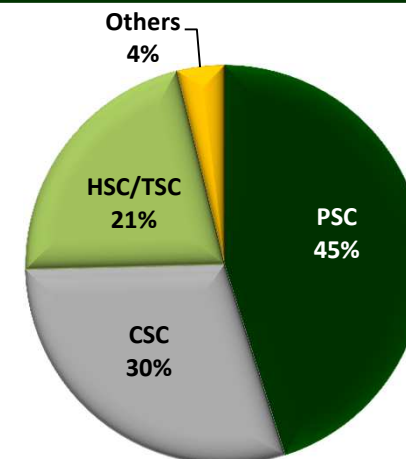
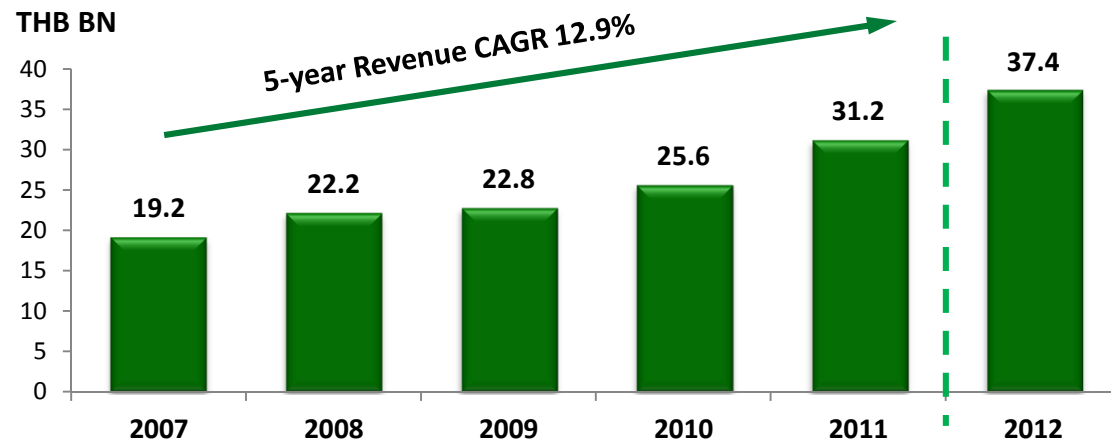
Financial Performances

Growth & Strategy

BJC Group Strong Performance

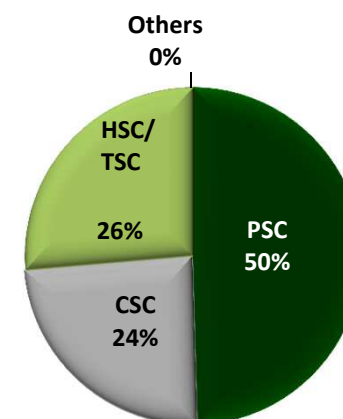
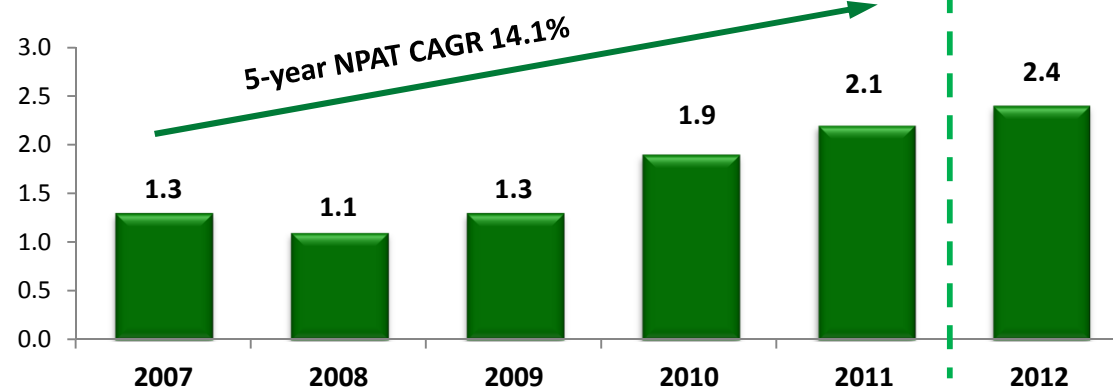
Revenue

THB BN



Net profit

THB BN



Overview

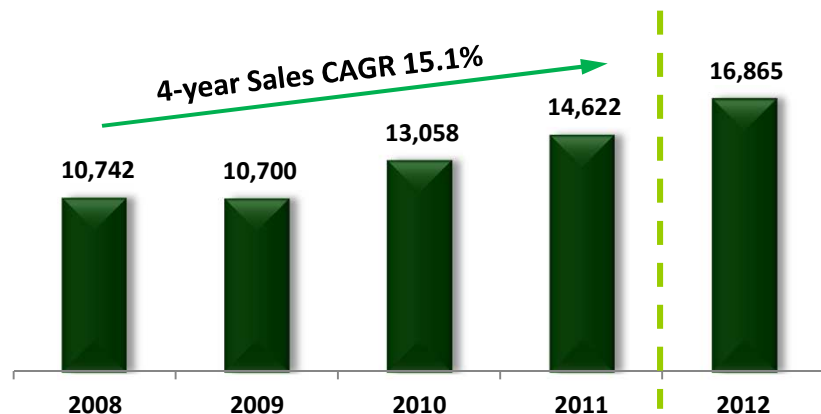
Business

Financial Performances

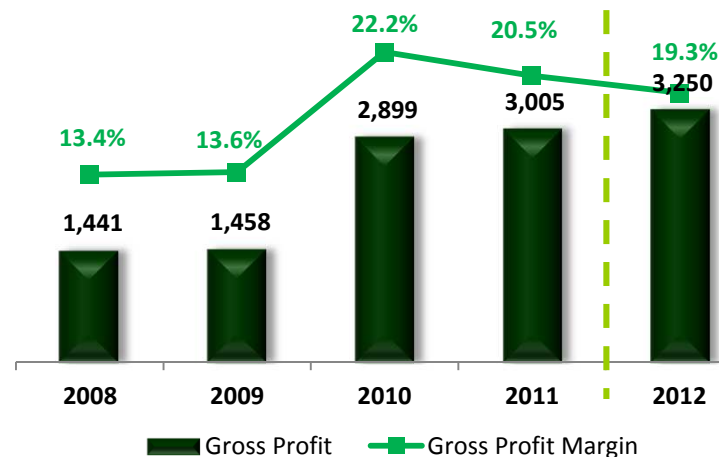
Growth & Strategy

Packaging Supply Chain Performance

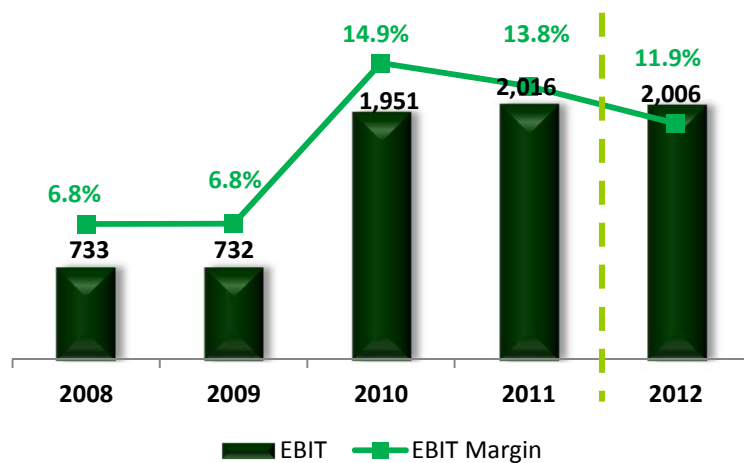
Revenue



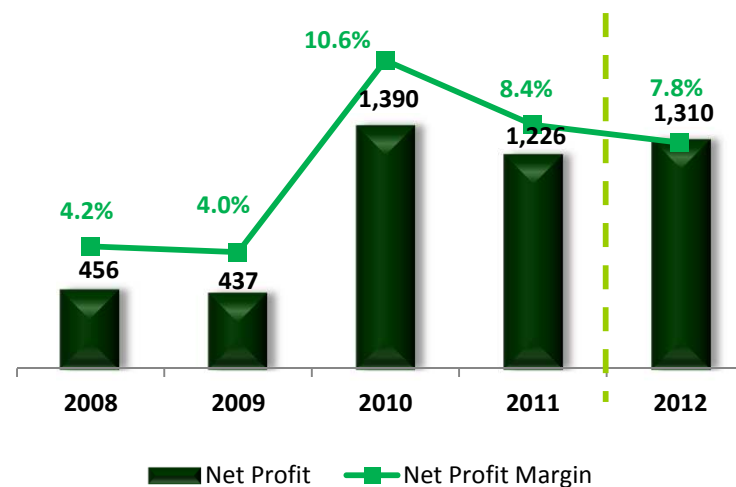
Gross Profit



EBIT



Net Profit



Overview

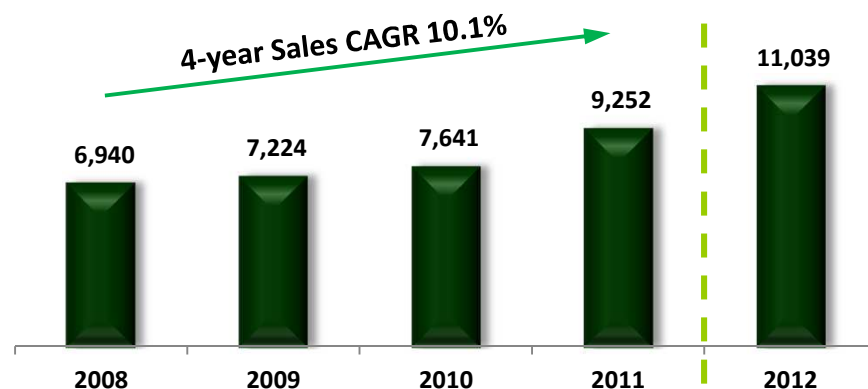
Business

Financial Performances

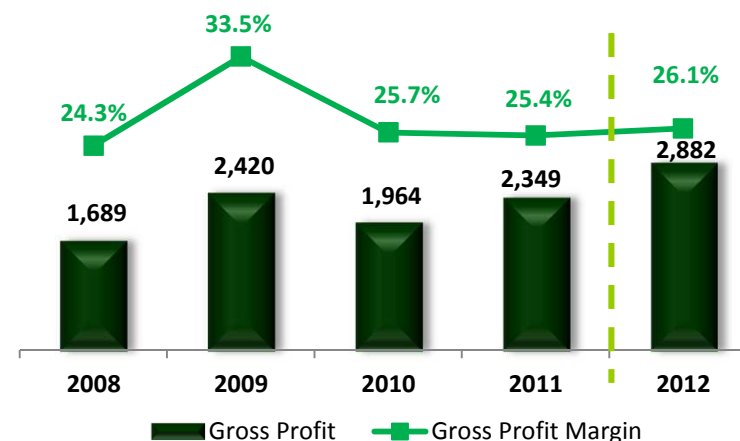
Growth & Strategy

Consumer Supply Chain Performance

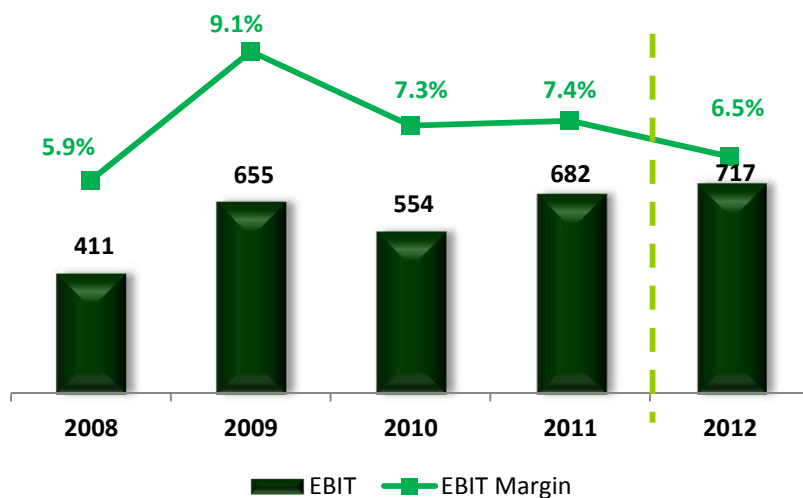
Revenue



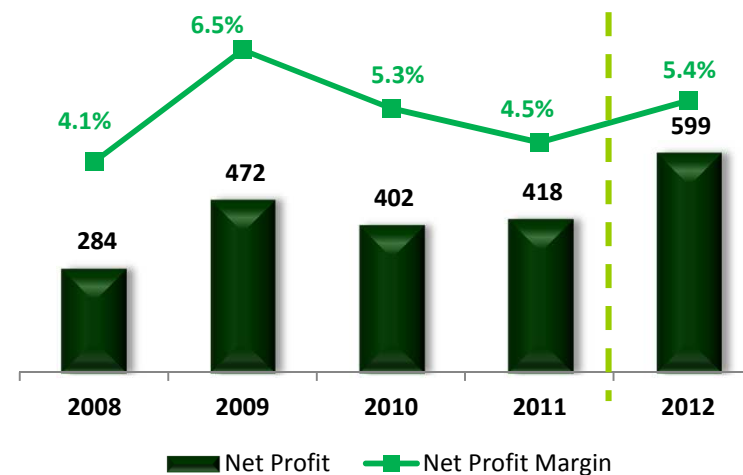
Gross Profit



EBIT



Net Profit



Overview

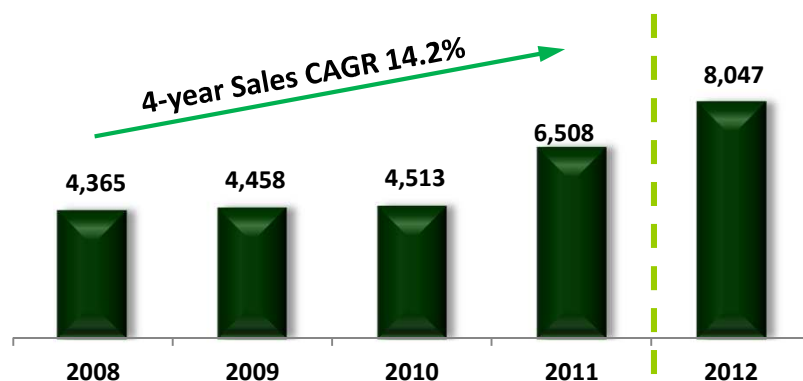
Business

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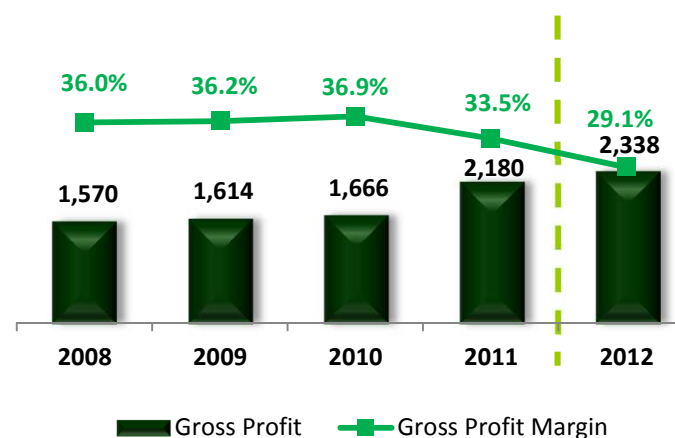
Growth & Strategy

Healthcare/ Technical/ Retail Performance

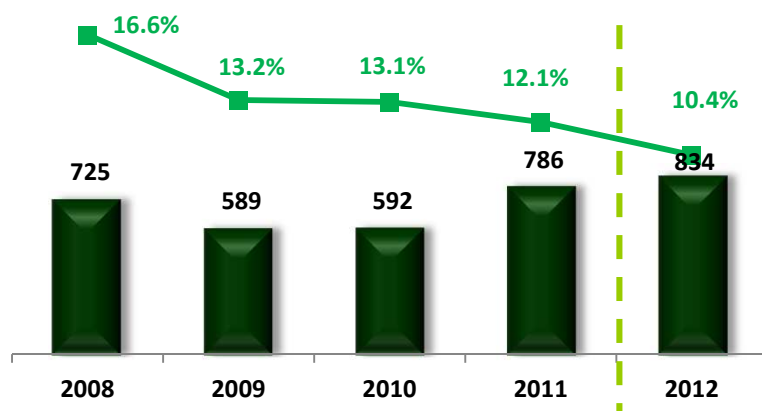
Revenue



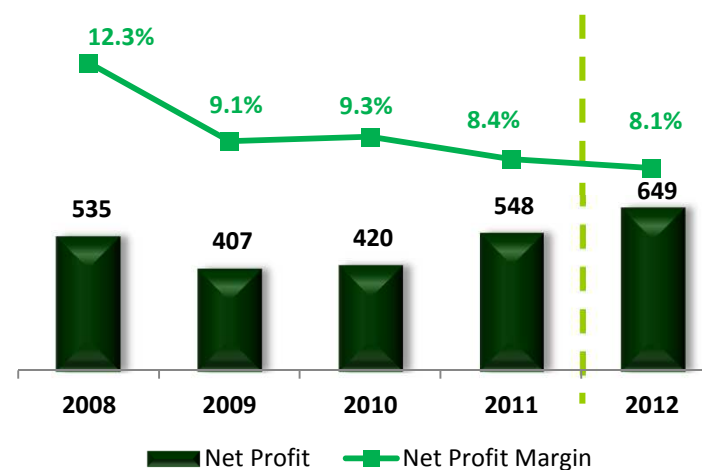
Gross Profit



EBIT



Net Profit



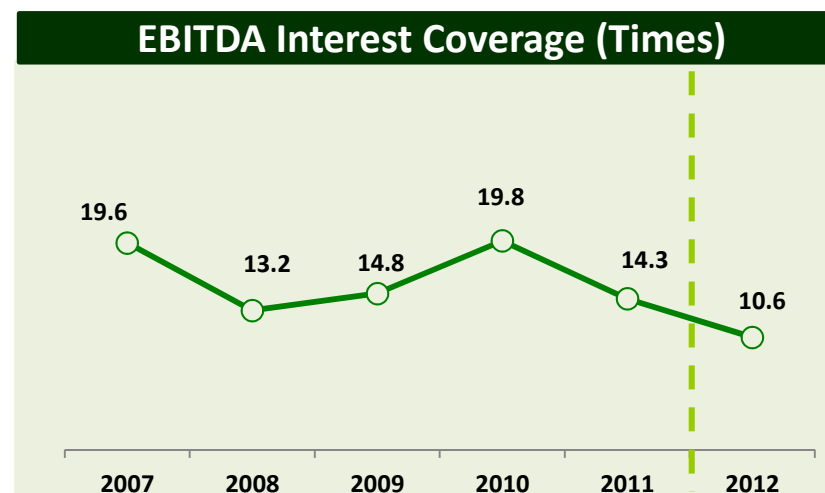
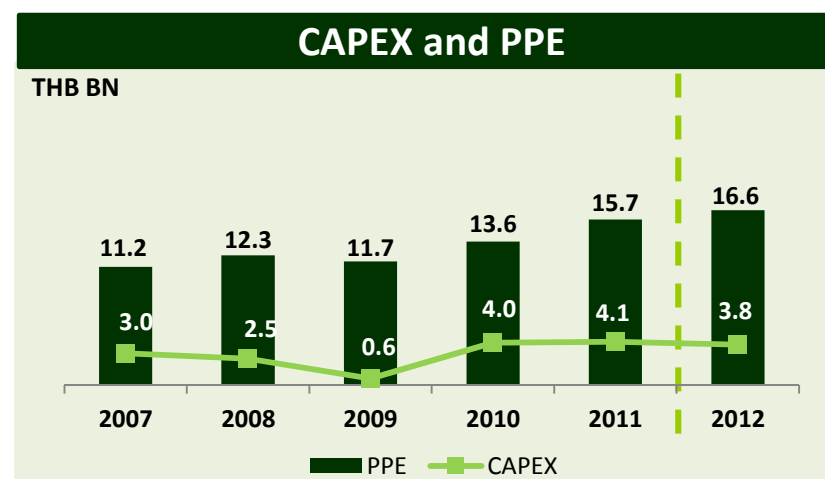
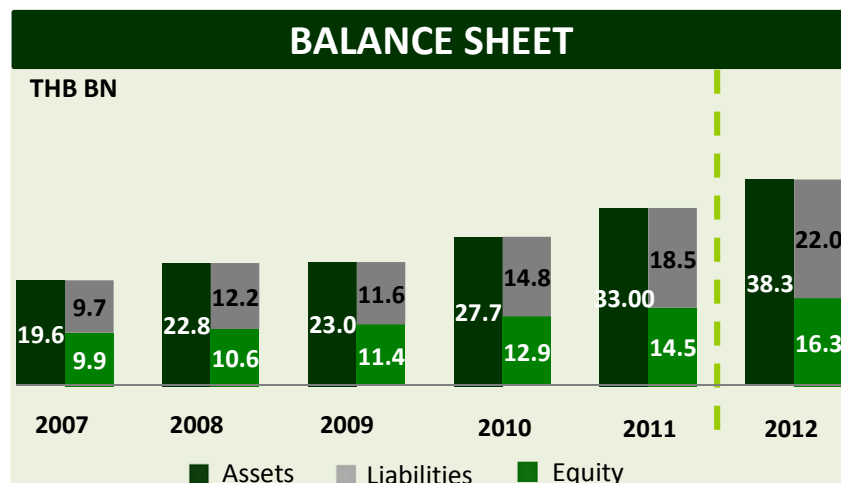
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Strong Balance Sheet



Overview

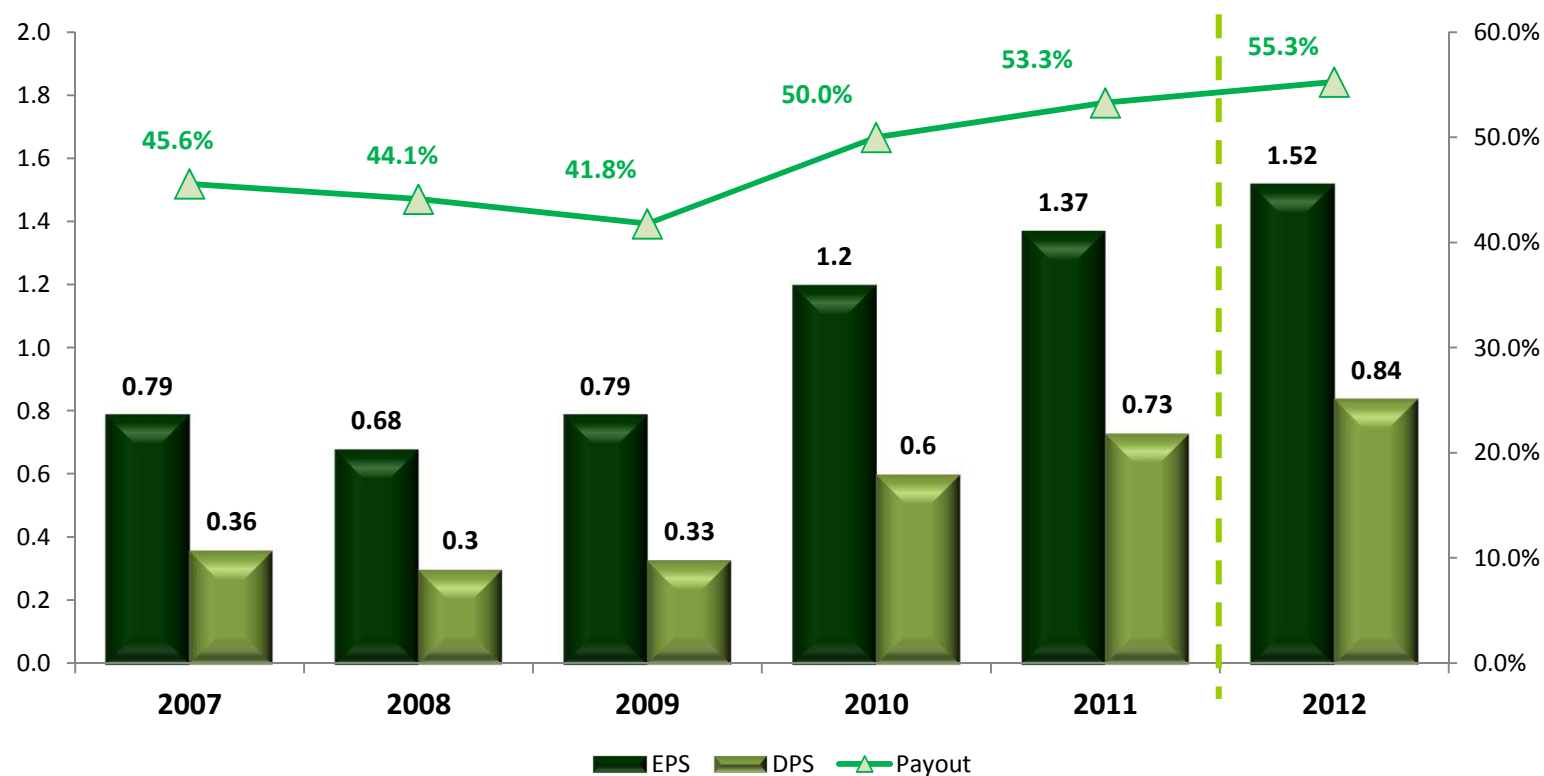
Business

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Dividend Payment

- Dividend policy: No less than 50% of net income after future investments requirement
- Final dividend payment of THB 0.52/share (XD: 7 May 2013)



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BJC: Capture ASEAN's consumption growth

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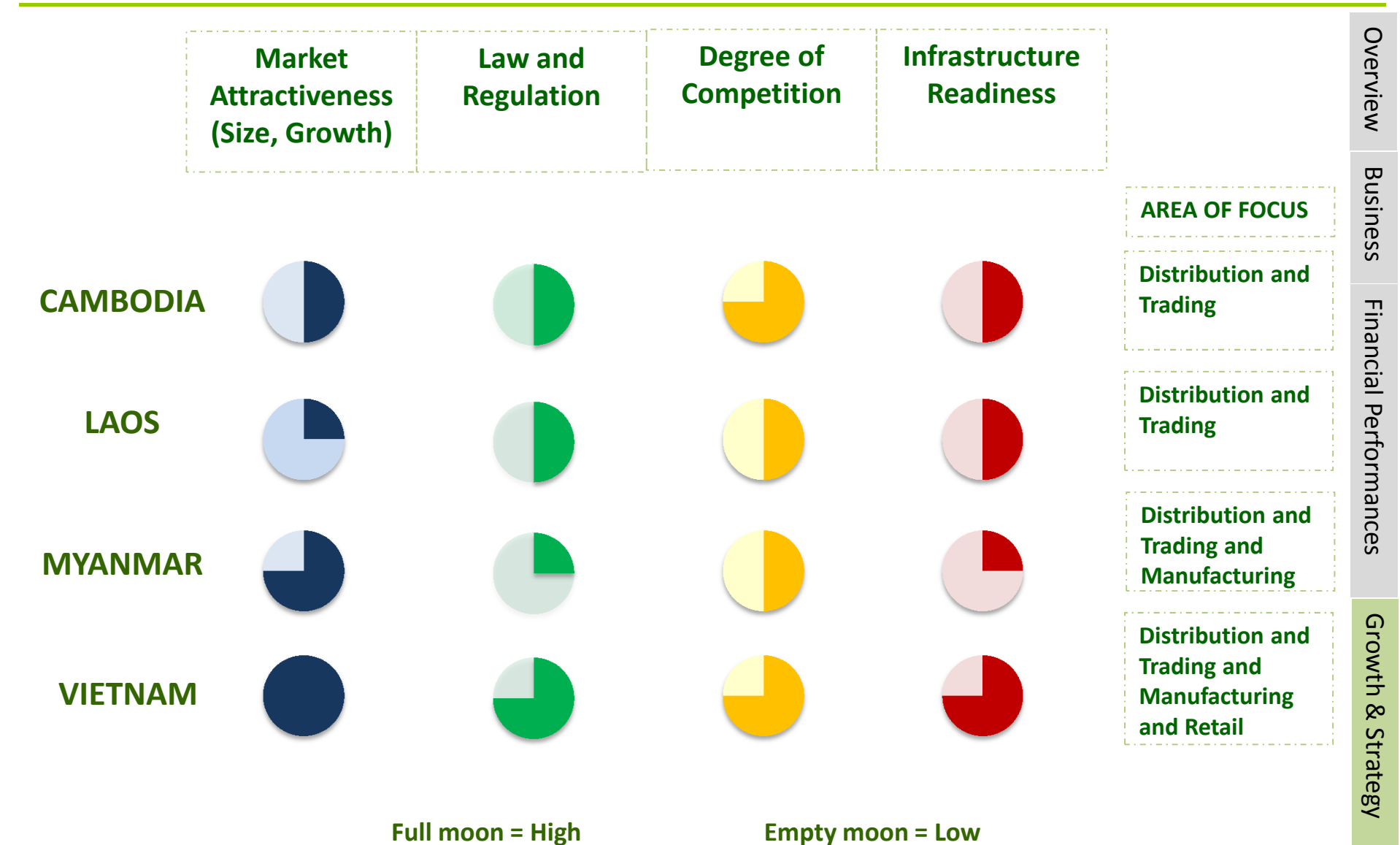


▲ Strong local partner

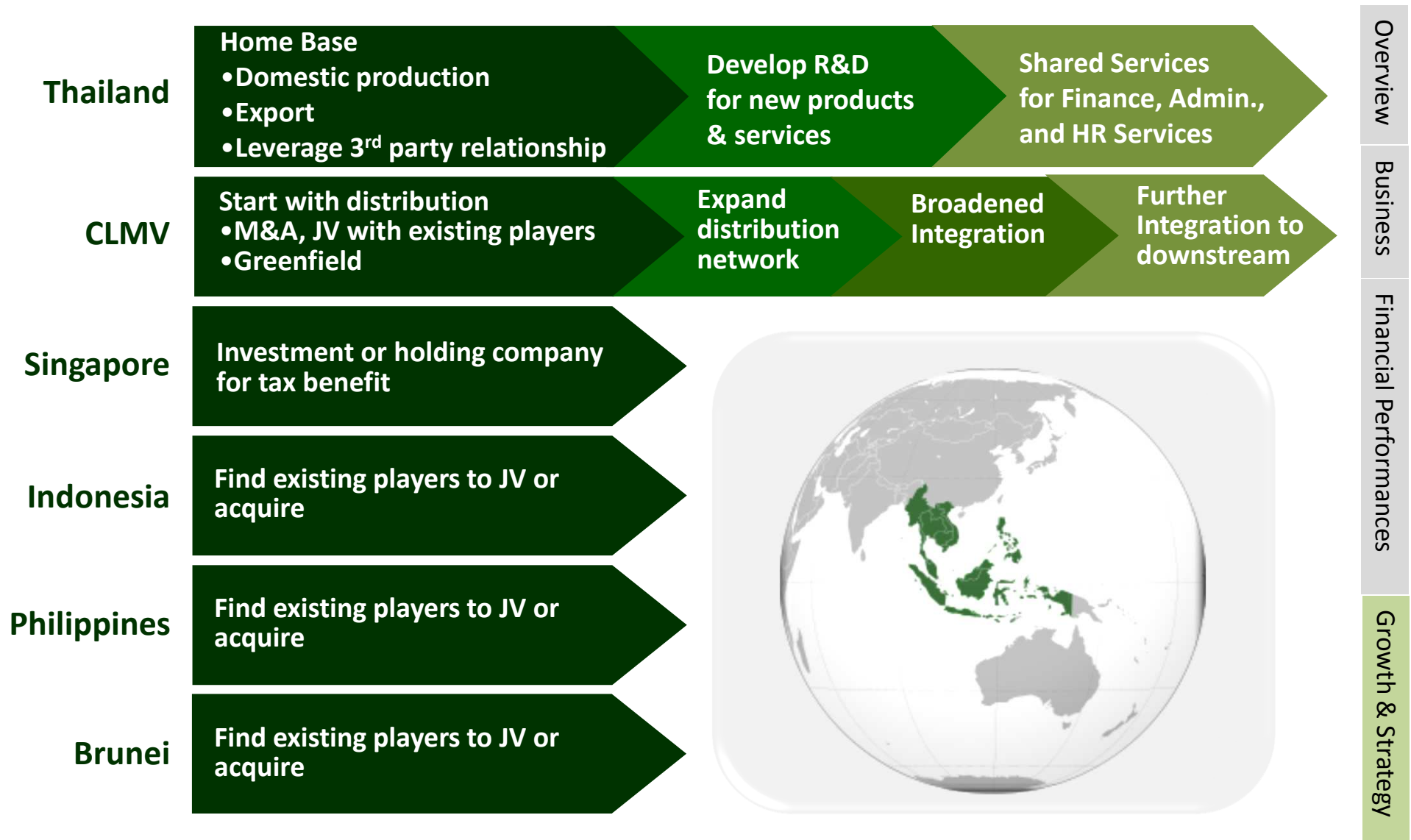
▲ Strong global partner

▲ Solid footprint in the region

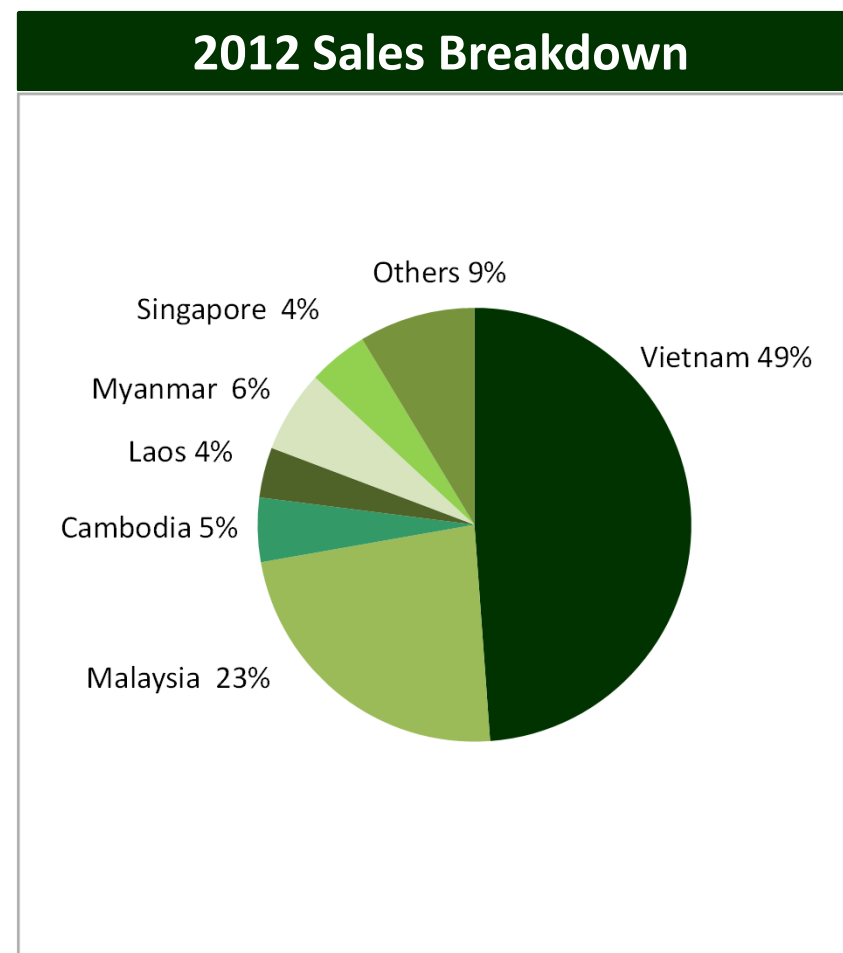
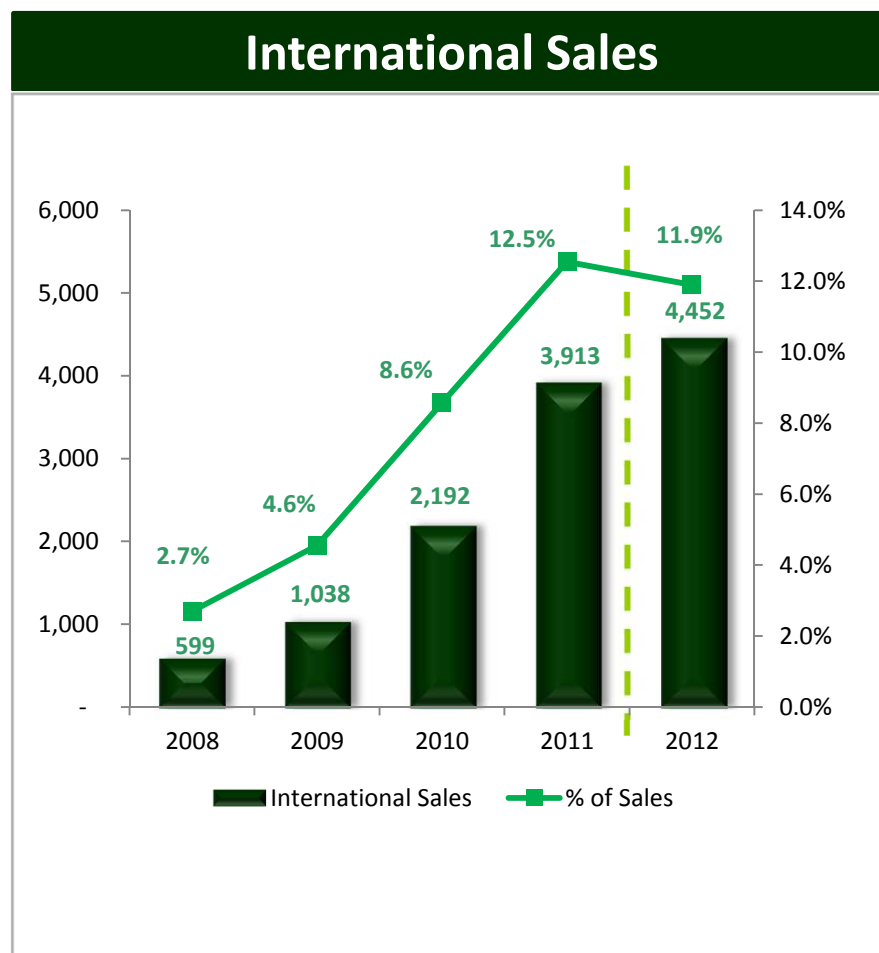
Countries Assessment



BJC Model for ASEAN Expansion



Growing Exposure to ASEAN



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Thank You






Appendix

BJC's plants & office locations

Malaysia

- 
MALAYA GLASS PRODUCTS SDN BHD
- 
JACY FOODS SDN BHD

Vietnam

- 
O-I BJC VIETNAM GLASS
- 
TISSUE CONVERTING PLANT
- 
TBC-BALL BEVERAGE CAN
- 
THAI CORP INTERNATIONAL
- 
BJC REP Office

BJC's plants & office locations



Products Distributed by BJC in CLMV

VIETNAM



Redbull



Bireley Fruit Juice



ThaiBev products



Dutch milk drinking yogurt



F&N products



Three-ladies canned fish



Mama instant noodle

Products Distributed by BJC in CLMV

