

Berli Jucker Public
Company limited
October 2012



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that could cause actual results, performance or events to differ materially from those in the statements as originally made.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.

1. COMPANY OVERVIEW



TCC Land

Property & Real Estate Group structure

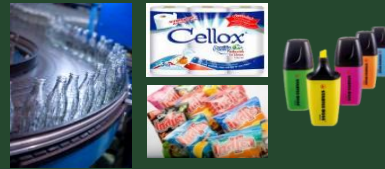
- Residential
- Hotel & Hospitality
- Commercial & Retail
- Industrial development
- Master plan development
- Over 79,880 acres of high potential land bank
- 46 hotels 10,345 rooms
- 32 hotels in Thailand. 14 hotels abroad
- 8 office buildings with 834,139 sqm. office space
- 20 retail buildings with 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 280.81 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

Marketing, Distribution & Investment

- #### Group structure
- Industrial Supply Chain
 - Consumer Supply Chain
 - Healthcare Supply Chain
 - Technical Supply Chain
 - International Business Group
 - Listed on the SET50 with market cap THB 64.3 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

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 : 25.14 THB Market cap as of October 26 2012

A LARGE AND DIVERSIFIED BUSINESS

2011 Revenue THB 31.2 BN | 2011 Net profit THB 2.2 BN

49% of Sales, 55% of Net profit

30% of Sales, 19% of Net profit

21% of Sales, 26% of Net profit

Industrial Supply Chain

Consumer Supply Chain

Healthcare Supply Chain

Technical Supply Chain

Others



Manufacturing, Marketing, Distribution

Marketing, Distribution

Products

- Glass packaging
- Aluminum can packaging
- Rigid plastic packaging

Products

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

Products

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

Products

- Chemical specialties
- Stationery & office equipments
- Consumer electronics & Lifestyle
- Graphics & printing products
- Galvanized steel structures
- Engineering products & services

▪ Asia Books

- 1st and largest English bookstore chain in Thailand
- T.C.C. Technology
- Thailand's Leading Carrier Neutral Data Centers

CORPORATE VISION, MISSION, AND STRATEGY

Vision

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

Mission

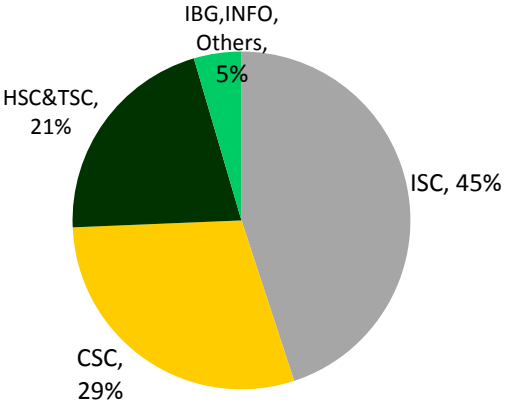
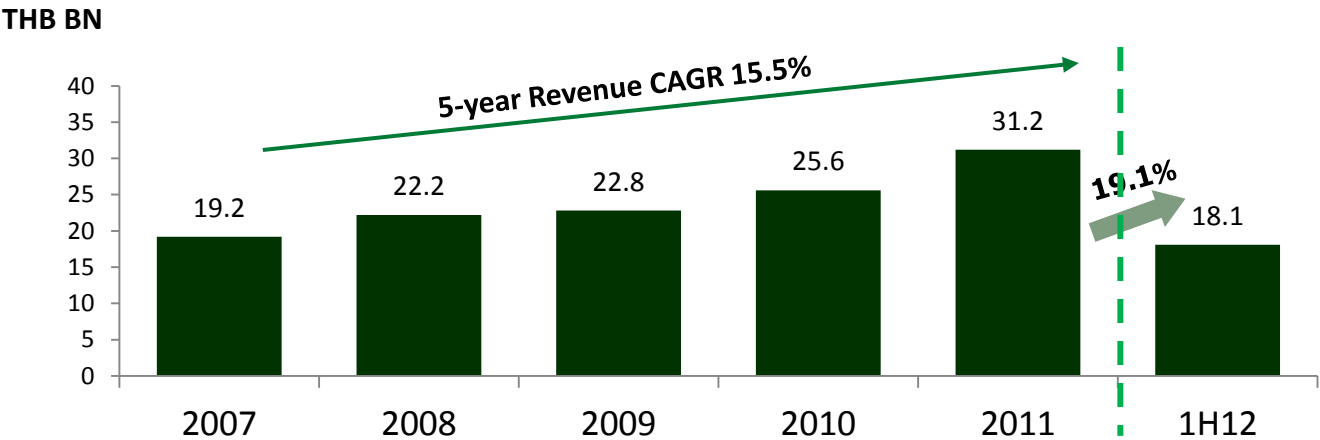
- Build cost effective market infrastructure across ASEAN
- Become preferred partner of choice for market penetration, distribution, and high quality manufacturing
- Develop supporting business across supply chain to support corporate

Strategy

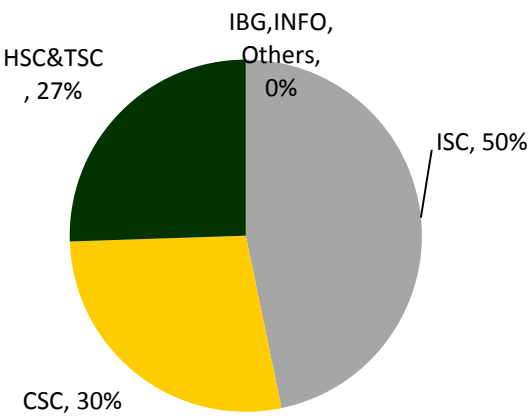
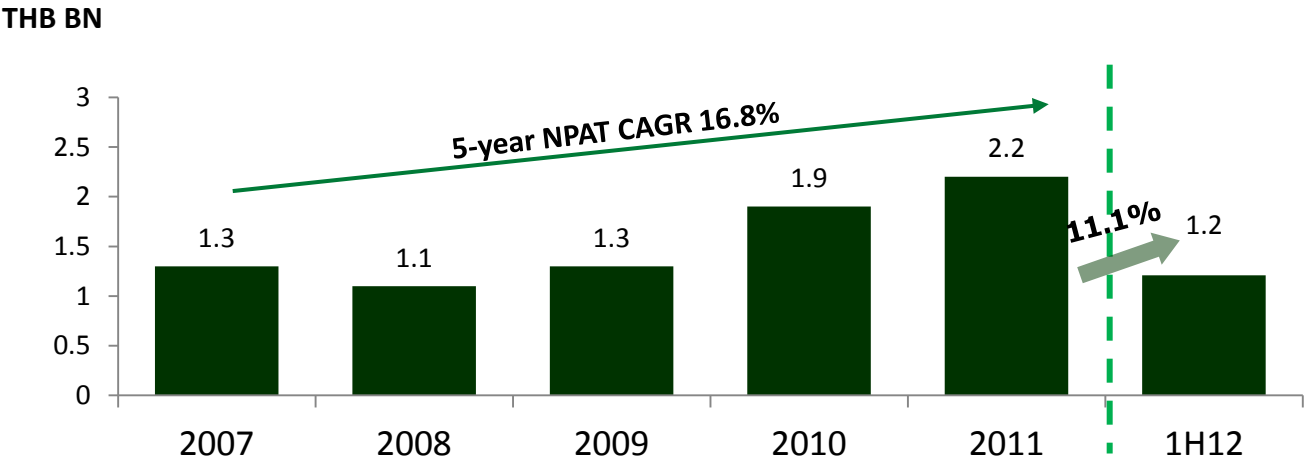
- Develop or source new products or new categories to cater changing consumer demands
- Develop new route to markets
- Develop new markets and customer's behaviors

STRONG PERFORMANCE

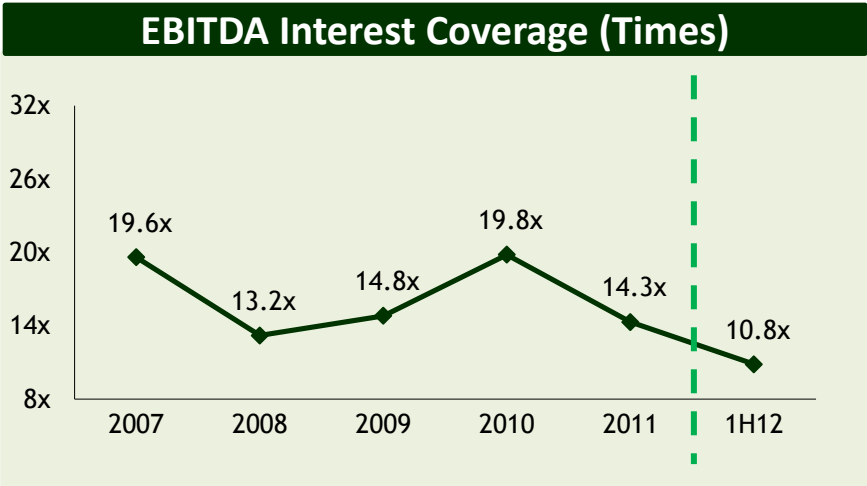
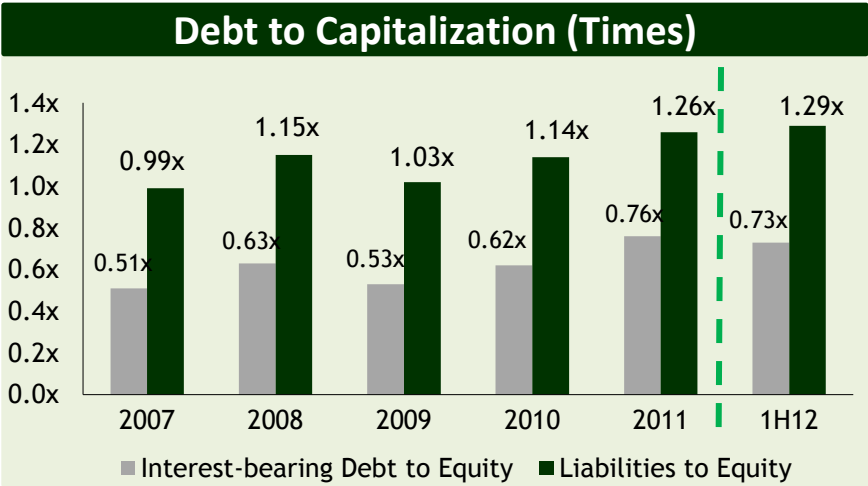
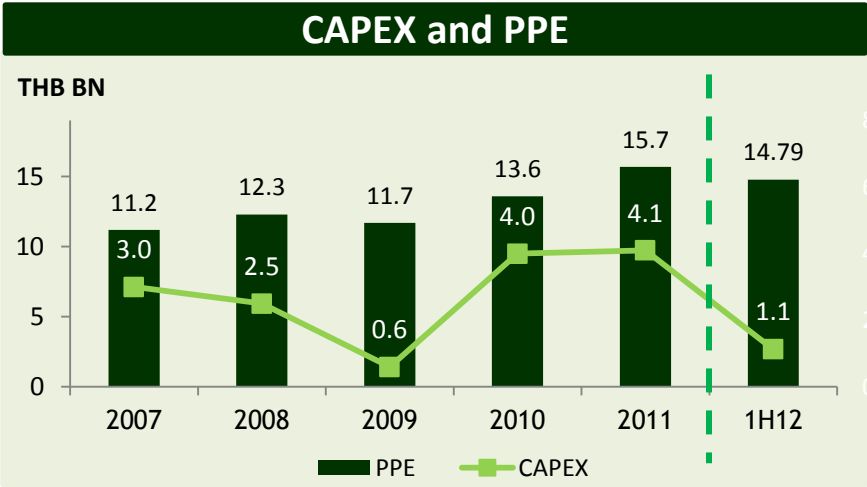
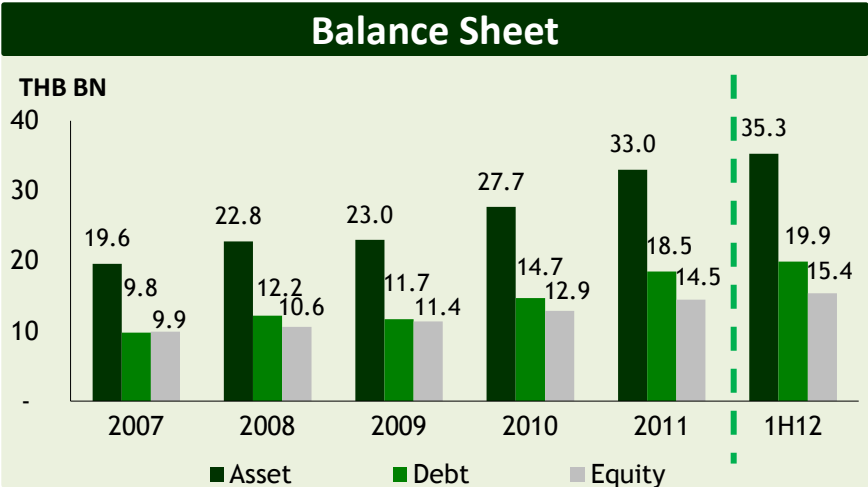
Revenue



Net profit

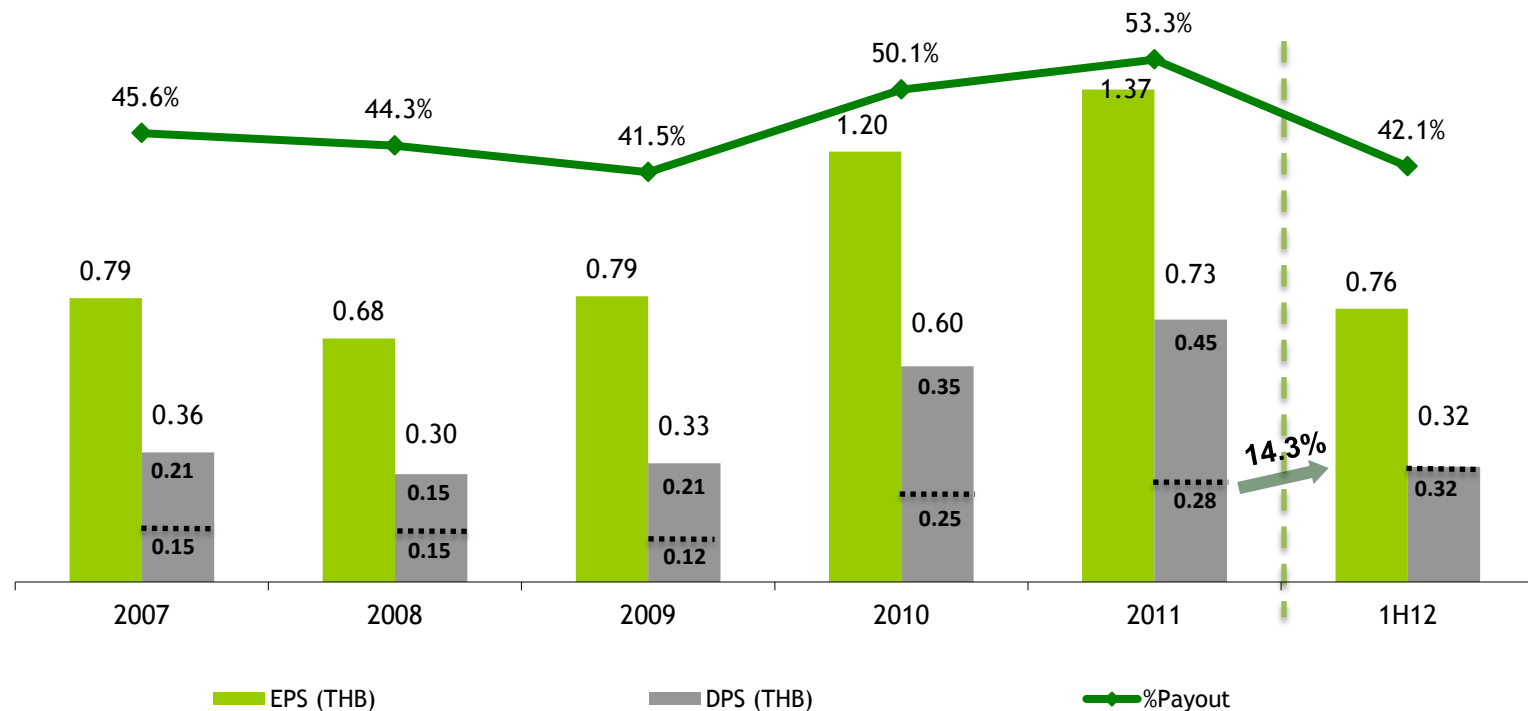


STRONG BALANCE SHEET



DIVIDEND PAYMENT

- Dividend policy: No less than 50% of net income after future investments requirement
- Final dividend payment for 2H11 : THB 0.45/share (Payment date: 24 May 2012)
- Interim dividend payment for 1H12 : THB 0.32/share (Payment date: 7 Sep 2012), increasing 14.3% from interim dividend payment for 1H11 of THB 0.28/share



ESOP PROGRAM

On 25 April 2012, the Ordinary General Meeting of Shareholders resolved to approve the Employee Stock Option Program (ESOP) with details as below:

Subject	: Issued warrants
Name of warrant	: Warrants to Purchase the Ordinary Shares of BJC issued to Executives and Employees No.1 (BJC-WA)
Allocated to	: 157 Executive and Employees
Total number of allotted securities	: 80,000,000 units for a period of 5 years
Number of allotted securities/year	: up to 16,000,000 units
Warrant price	: 0.00 baht per unit
Exercise price	: 40.46 baht per share
Exercise ratio (warrant:share)	: 1 : 1
Term of warrants	: 5 years from the issue date of the Warrants.

2. OPERATIONAL HIGHLIGHTS

Packaging Business

KEY HIGHLIGHTS

Glass Packaging

- Over 1 million tons/year or 4 billion bottles sold/year
- Largest glass bottle manufacturer in Southeast Asia with production facilities in Thailand, Vietnam, and Malaysia
- Number 1 market share in all 3 countries:
 - 40% in Thailand
 - 59% in Vietnam
 - 67% in Malaysia
- Long term partner with Owen-Illinois (O-I), largest glass manufacturer in the world



Aluminum Can Packaging

- Over 1.6 billion cans and 1.7 billion ends sold/year
- Largest aluminum can manufacturer in Thailand with market share of 44%
- JV with BALL Corporation, world largest can manufacturer to establish can factory in HCMC, Vietnam with capacity of 750 millions can/year



BJC PACKAGING FOOTPRINT

Glass Packaging

SARABURI, THAILAND

Thai Malaya Glass Limited

Capacity – 85,000 tons/year

SAMUTPRAKARN, THAILAND

Thai Glass Industries Limited

Bangplee: Capacity – 496,500 tons/year

BANGKOK, THAILAND

Thai Glass Industries Limited

Rajburana: Capacity – 205,000 tons/year

BA RIA –VUNG TAU, VIETNAM

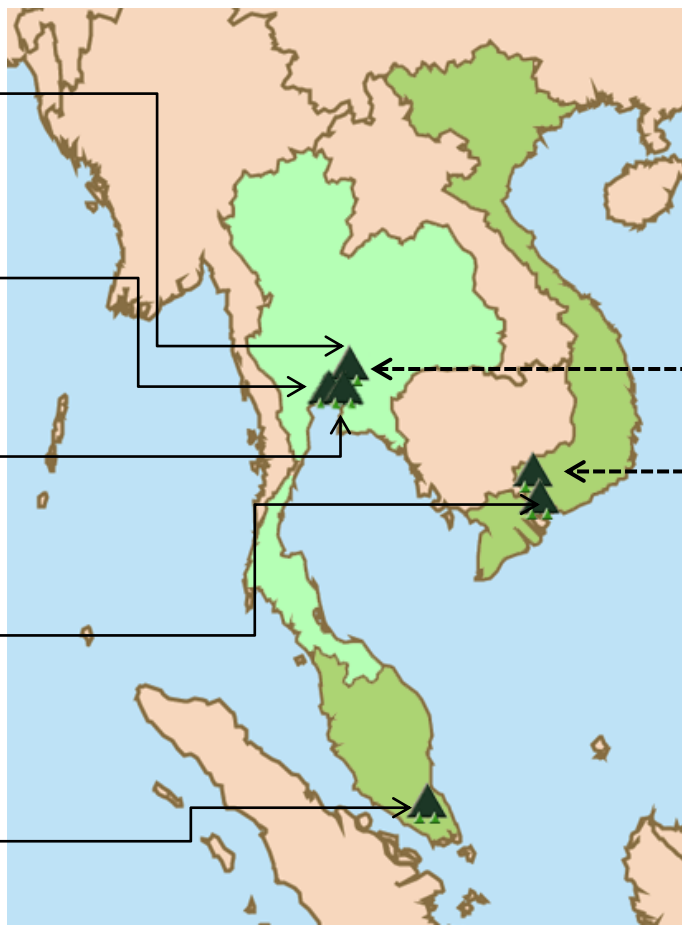
O-I BJC Vietnam Glass Limited

Capacity – 75,000 tons/year

JOHOR BAHRU, MALAYSIA

O-I BJC Glass Malaysia

Capacity – 135,500 tons/year



SARABURI, THAILAND

Thai Beverage Can Limited

Capacity

- 1,600 million cans/year
- 1,700 million ends/year

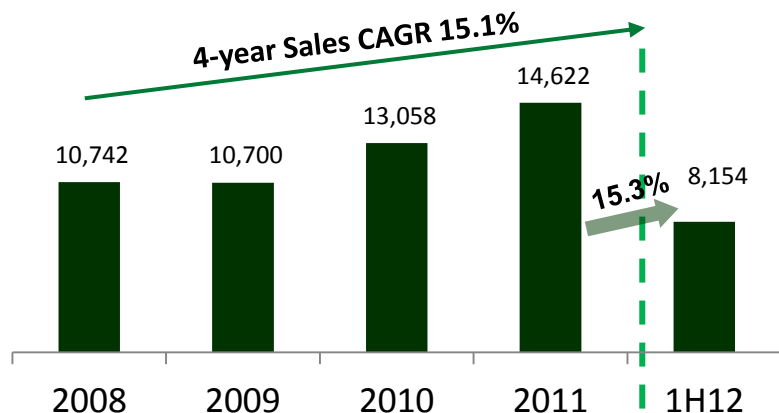
BINH DUONG, VIETNAM

TBC-Ball Beverage Can (Vietnam) Limited (Start operation in May 2012)

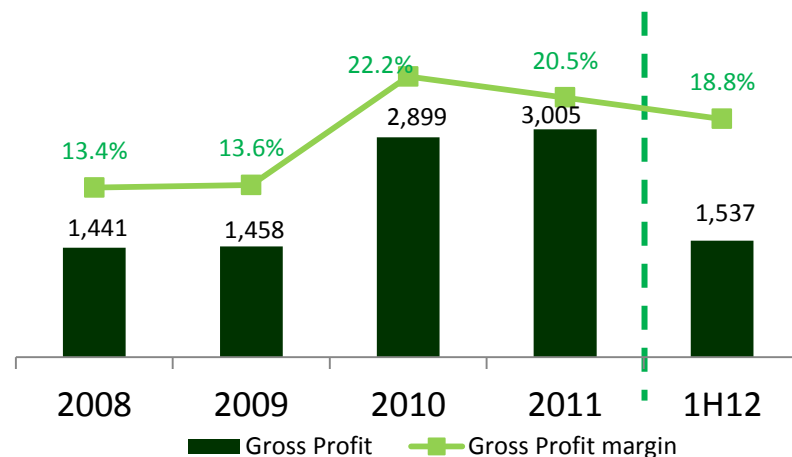
- Capacity 750 million cans/year

Packaging Performance

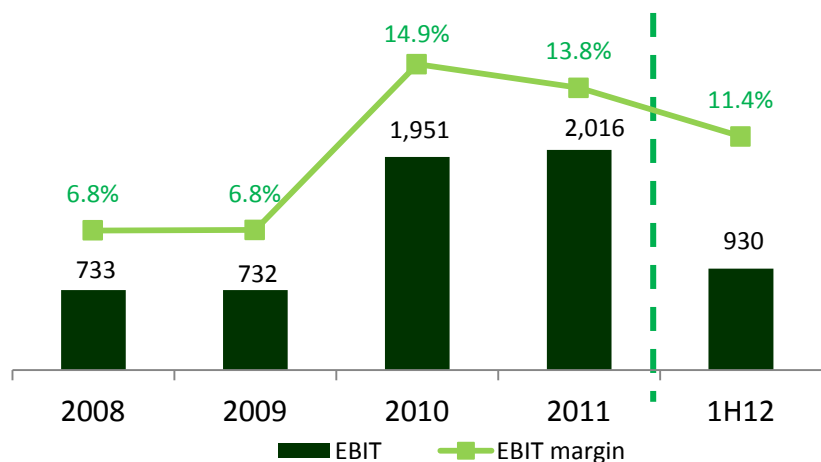
Revenue



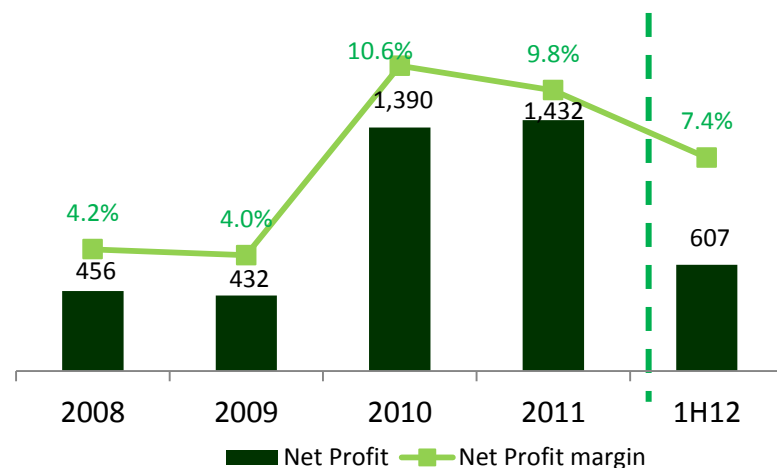
Gross Profit



EBIT



Net Profit



Consumer Business

KEY HIGHLIGHTS

Snack and Beverage

- Production facility Thailand and Malaysia
- Market share in Thailand
 - #2 in Potato chip
 - #2 in Extruded snack
 - #1 in Rice Cracker
- Owned brand:
 - Potato Chip: Tasto
 - Extruded Snack: Party, Campus
 - Rice Cracker: Dozo
 - Beverage: Campus choco drink



KEY HIGHLIGHTS

Tissue Paper

- Largest tissue manufacturer in Thailand
- Market share in Thailand
 - #1 in toilet tissue
 - #2 in facial tissue
- Owned brand:
 - Cellox
 - Zilk
 - Maxmo
 - BJC Hygienist
 - Yori
- Expand production to Vietnam in 2011

Cellox®

Zilk

MAXMO



Soap , Personal Care , Skincare

- One of the largest soap manufacturers in Thailand
- Market share in Thailand
 - #3 in overall soap market
 - #2 in bar soap
- Owned brand:

Soap	Cosmetics
▪ Parrot	▪ Berlipops
▪ Dermapon	▪ Premedica
▪ Promise	



KEY HIGHLIGHTS

Thai Corp International (Vietnam)

- Trading and distribution 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, Cellos, Dutch Mill, F&N, Bireley, and ThaiBev products



Direct To Home

BJC Danone Dairy



- **Fresh dairy and health related food products are an attractive market with high growth potential in Thailand**
- **BJC and Danone have established a JV, which will manufacture, market and sell fresh dairy products, including cup yogurt and drinkable yogurt**
 - Leverages on BJC's expertise in consumer goods distribution and channel development
 - Leverages on Danone's expertise in fresh dairy manufacturing and R&D. Danone is #1 globally in fresh dairy products
- **Expand BJC's distribution to cover all sales channels for fresh dairy products**
- **Establish a Direct To Home channel**
 - BJC Danone Dairy expect to have 800 – 1000 Direct To Home salespersons by 2015
- **There are additional opportunities to further expand distribution partnership with Danone into other products and other regions**

Product Portfolio



Activia Cup Yogurt – Globally successful yogurt with proven attributes to help with bloating



Activia Cup Yogurt – Globally successful yogurt with proven attributes to help with bloating in drinkable form



Danone Cut Yogurt – High quality yogurt successful in Europe and US

Direct To Home Channel



DANONE – OFFICIAL FACTORY OPEN



DANONE – DISTRIBUTION CHANNEL



CVS



Hypermarket



Supermarket



Direct Sales



Direct to Home





DANONE - Direct-to-Home Marketing Activities



Office Roadshow



Premium



Member Set



Recruiting Banner

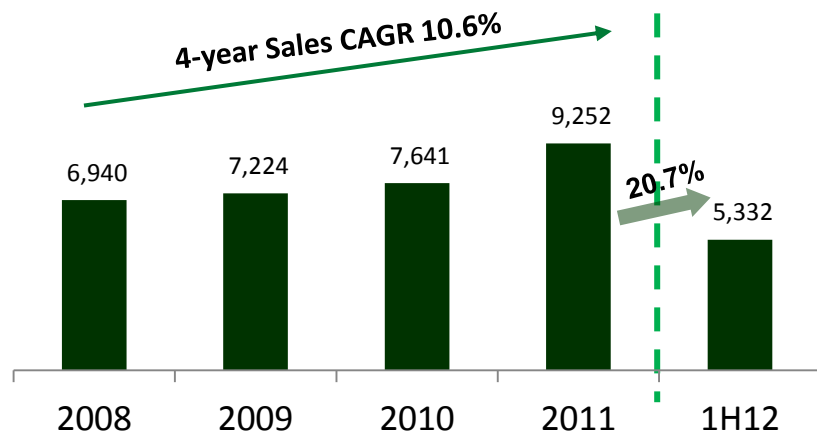


Banner 1.5 m x 3 m

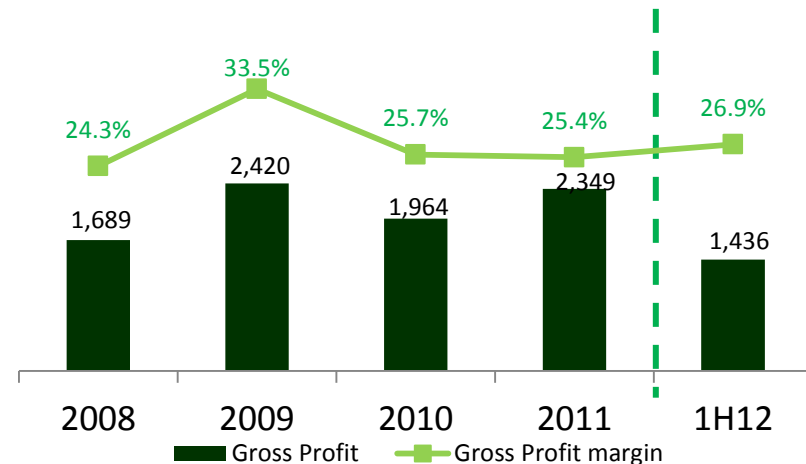


Financial Performance

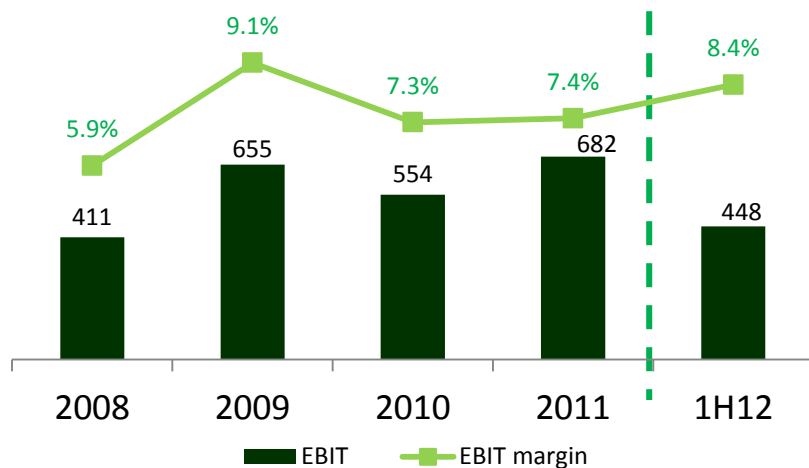
Revenue



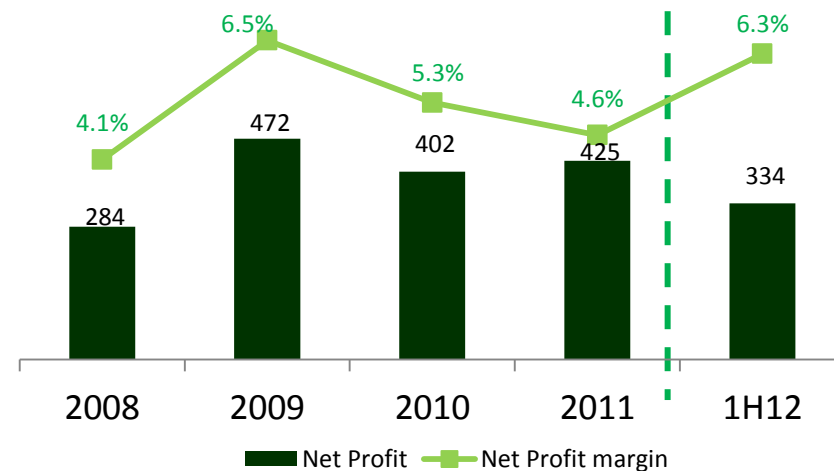
Gross Profit



EBIT



Net Profit



Healthcare & Technical Business

KEY HIGHLIGHTS

Overview

- Over 40 years in business and currently represents > 114 leading medical brands from 50 companies worldwide
- Specializes in pharmaceuticals, medical imaging, medical equipment and supplies, including OTC and personal care products
- Over 153 sales representatives
- Cover > 1,100 hospitals, 1,200 clinics, 3,300 drugstores nationwide

Wide Range of Product Portfolio



KEY HIGHLIGHTS

Specialty Products



Stationary



Consumer electronics

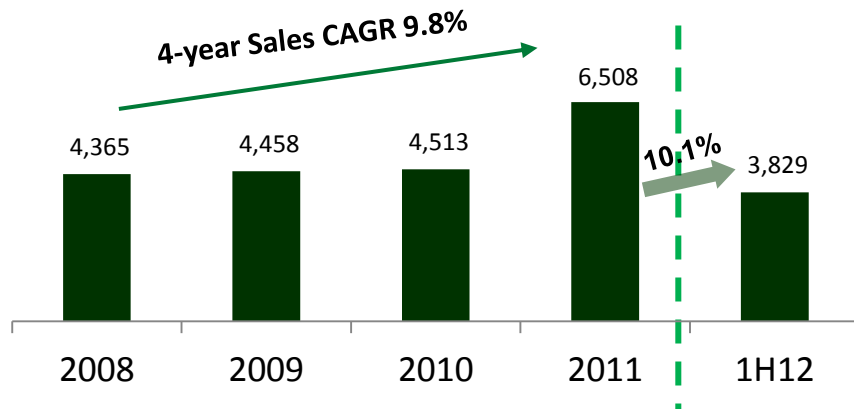


Graphics

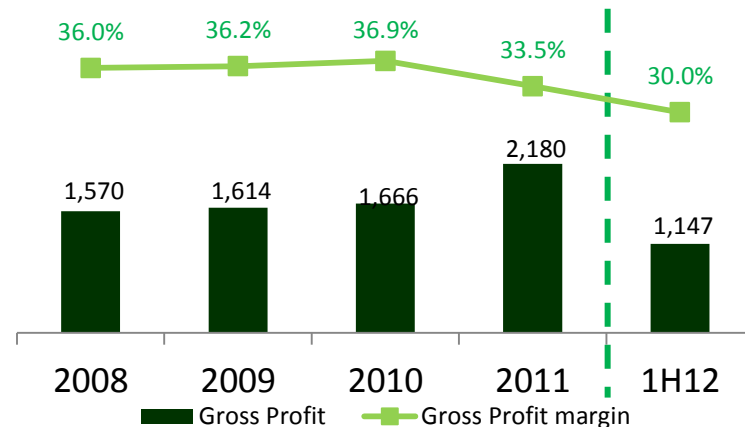


Healthcare & Technical Performance

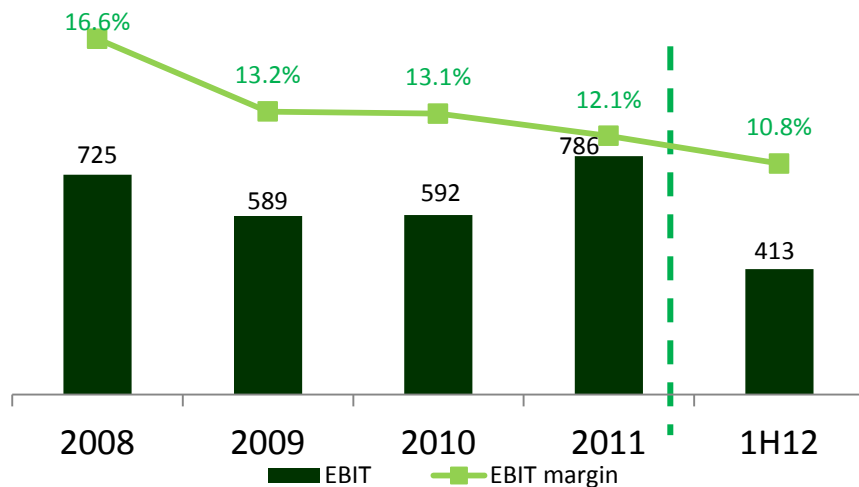
Revenue



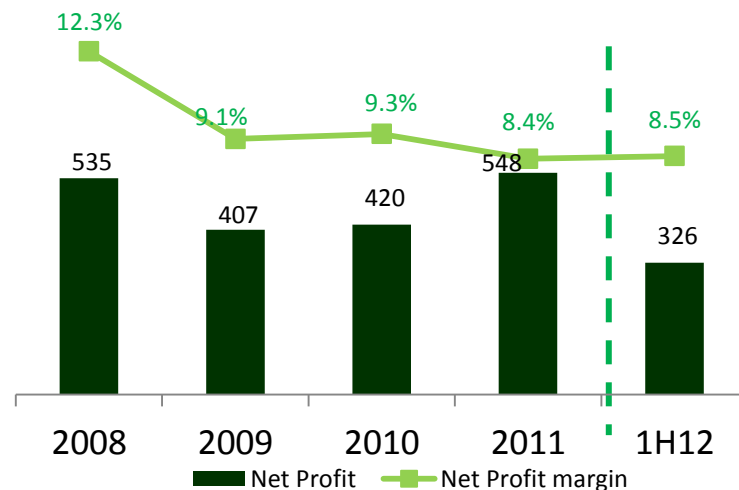
Gross Profit



EBIT



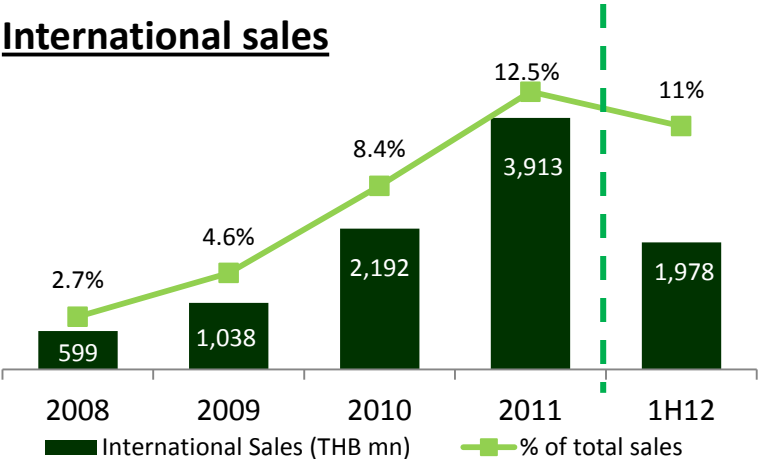
Net Profit



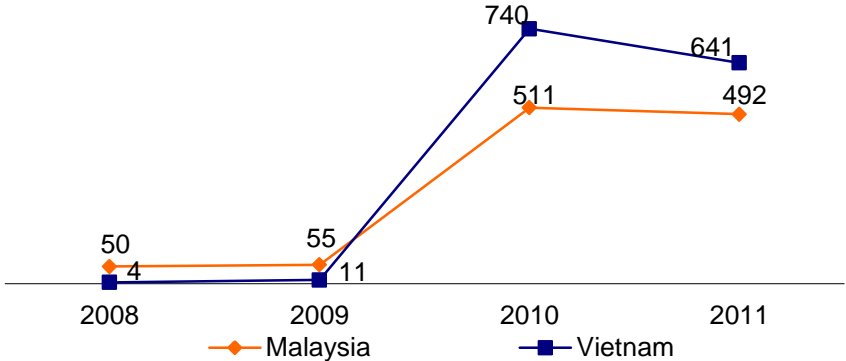
3. ASEAN EXPANSION

GROWING EXPOSURE TO ASEAN

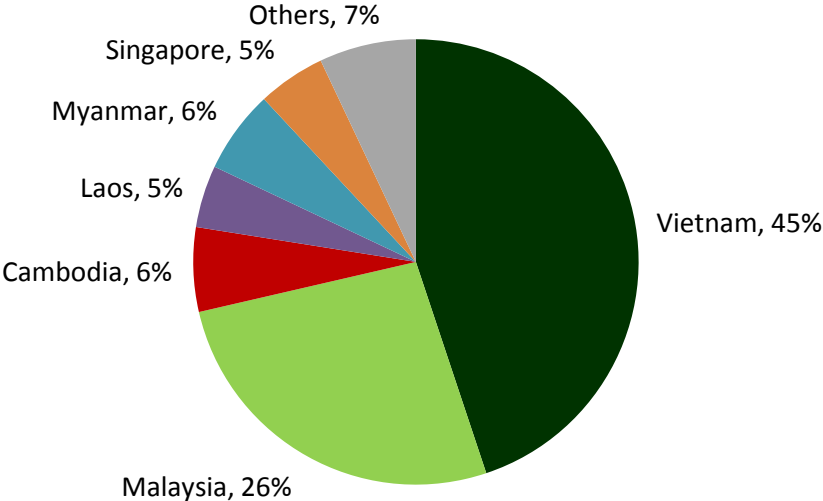
International sales



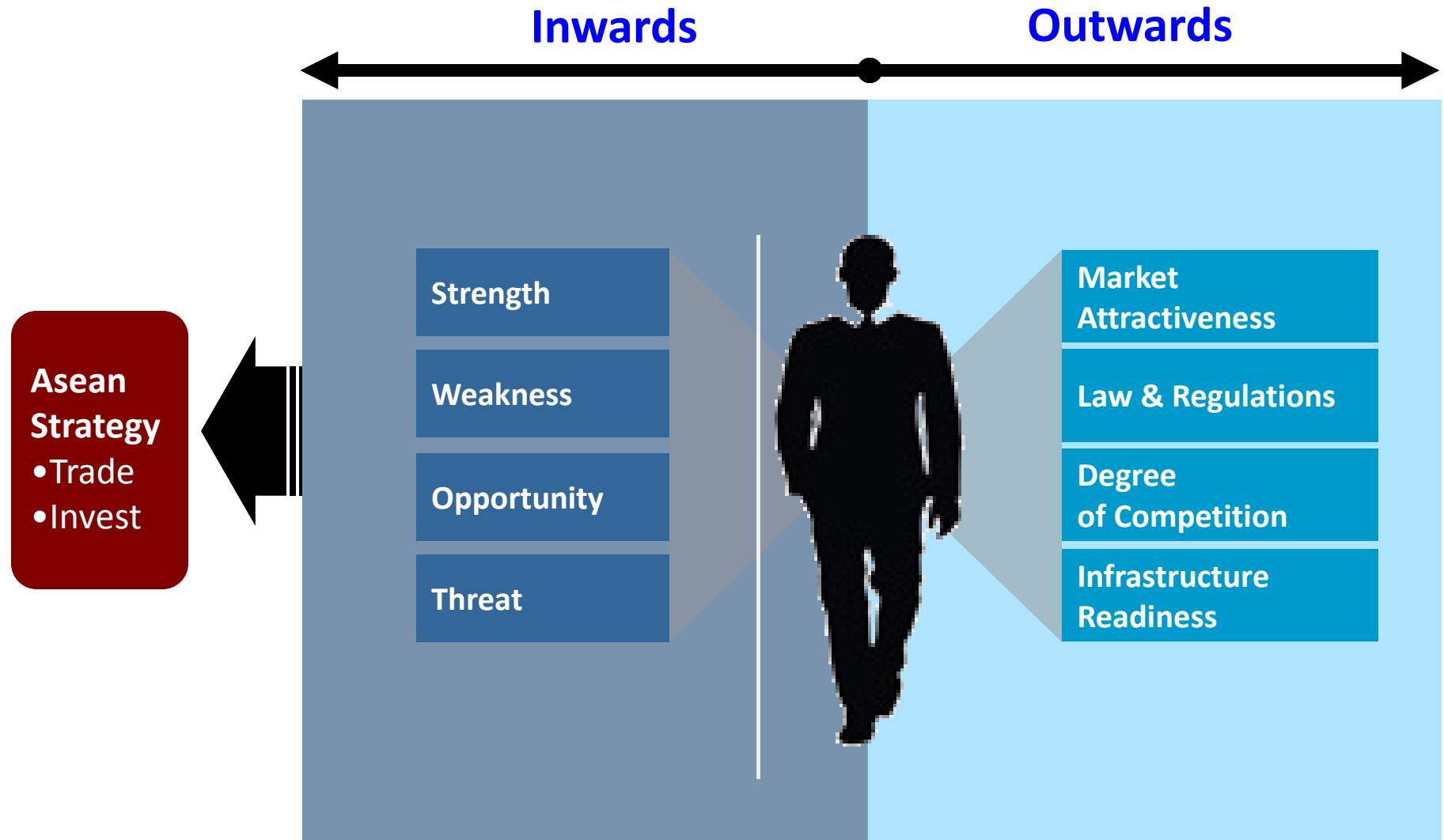
Employees



2011 Revenue Breakdown



PREPARE FOR ASEAN 2015



Countries Assessment

Market Attractiveness (Size, Growth)	Law and Regulation	Degree of Competition	Infrastructure Readiness
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CAMBODIA



AREA OF FOCUS

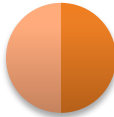
Distribution and Trading

LAOS



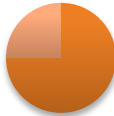
Distribution and Trading

MYANMAR



Distribution and Trading and Manufacturing

VIETNAM

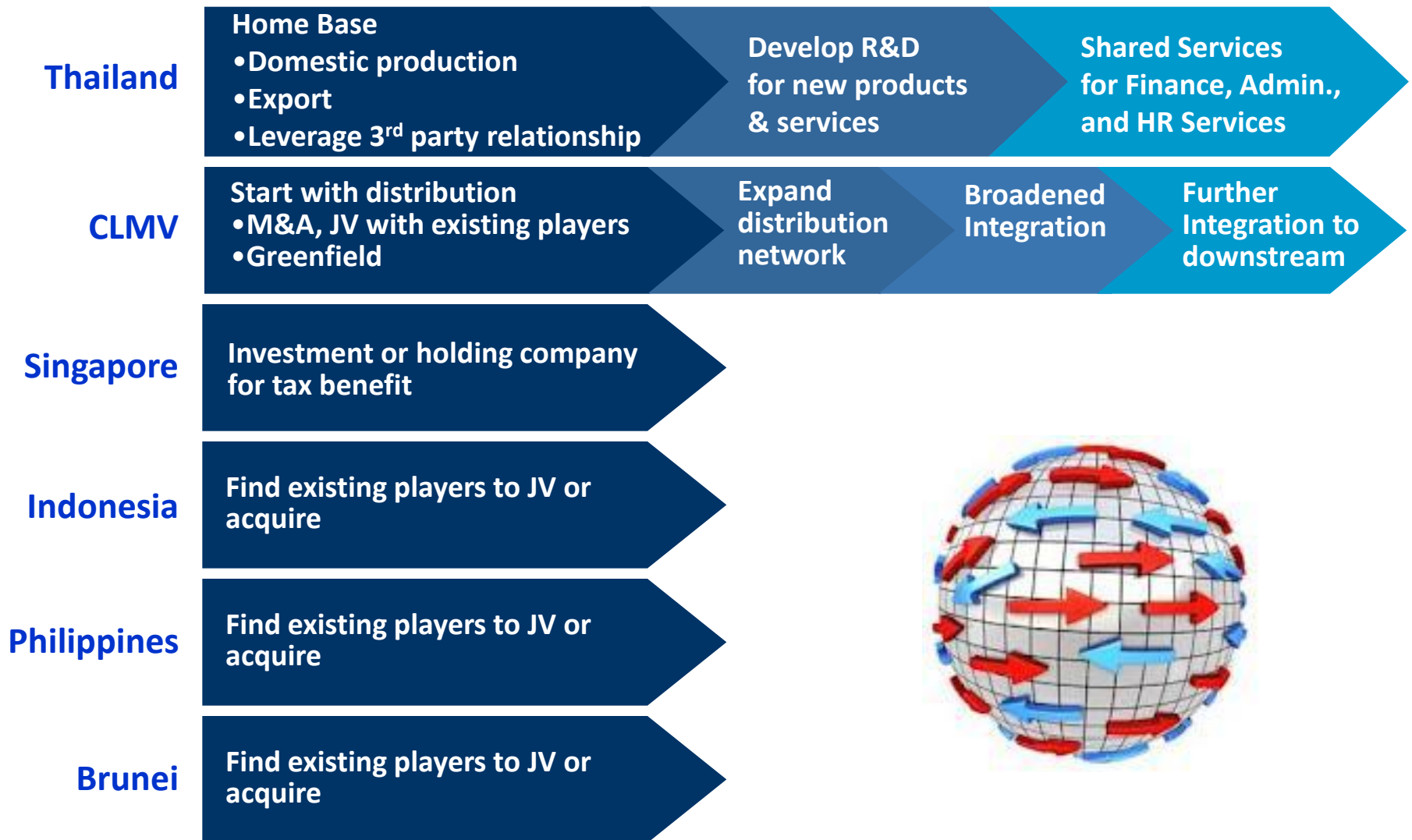


Distribution and Trading and Manufacturing and Retail

Full moon = High

Empty moon = Low

BJC MODEL FOR ASEAN EXPANSION



BJC: Capture ASEAN's consumption growth



- ★ Strong local partner
- ★ Strong global partner
- ★ Solid footprint in the region

VIETNAM

PROPERTY



MELIA HANOI HOTEL (TCCL)



MANUFACTURING



O-I BJC VIETNAM GLASS



CONVERTING PLANT



TBC-BALL BEVERAGE CAN

TRADING



THAI CORP INTERNATIONAL
BJC REP OFFICE



CAMBODIA & LAOS

PALM INDUSTRY (TCC)



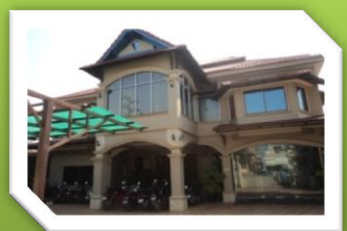
SEA PORT (TCC)



PLANTATION (TCC)



BJC REPRESENTATIVE OFFICE



MYANMAR

BERLI JUCKER MYANMAR



TRADING BUSINESS



Packaging and Agricultural products

- Aluminum can
- Glass bottle
- Fertilizer

MALAYSIA

GLASS MANUFACTURING



MALAYA GLASS PRODUCTS SDN BHD

SNACK MANUFACTURING



JACY FOODS SDN BHD



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

CAMBODIA



LAOS



MYANMAR



Fertilizer



Beverage Container

Q&A