



# Berli Jucker Public Company Limited



## LVMC: The Mekong Dividend

Thailand | May 13, 2013

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that could cause actual results, performance or events to differ materially from those in the statements as originally made.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

**Berli Jucker Public Company Limited**

# Agenda



## Overview



## Businesses



## Financial Performances



## BJC's Growth & Strategy

# Agenda



## Overview



## Businesses



## Financial Performances



## BJC's Growth & Strategy

# BJC Milestone





## 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

# Agenda

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Overview

2

**Businesses**

3

Financial Performances

4

BJC's Growth & Strategy

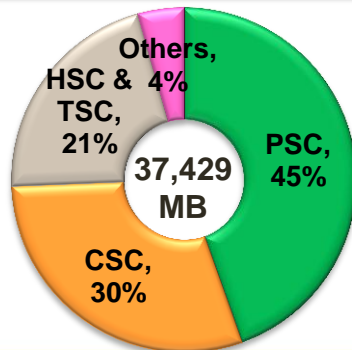


# A Large and Diversified Business

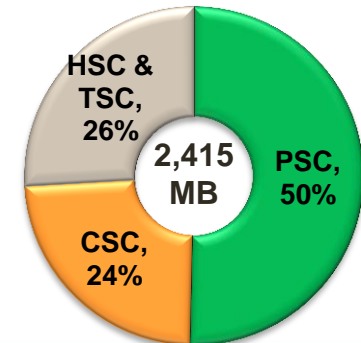
## BJC's Supply Chains



## Sales FY12



## Net Profit to Equity Holders FY12





# 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



# Aluminum Can 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

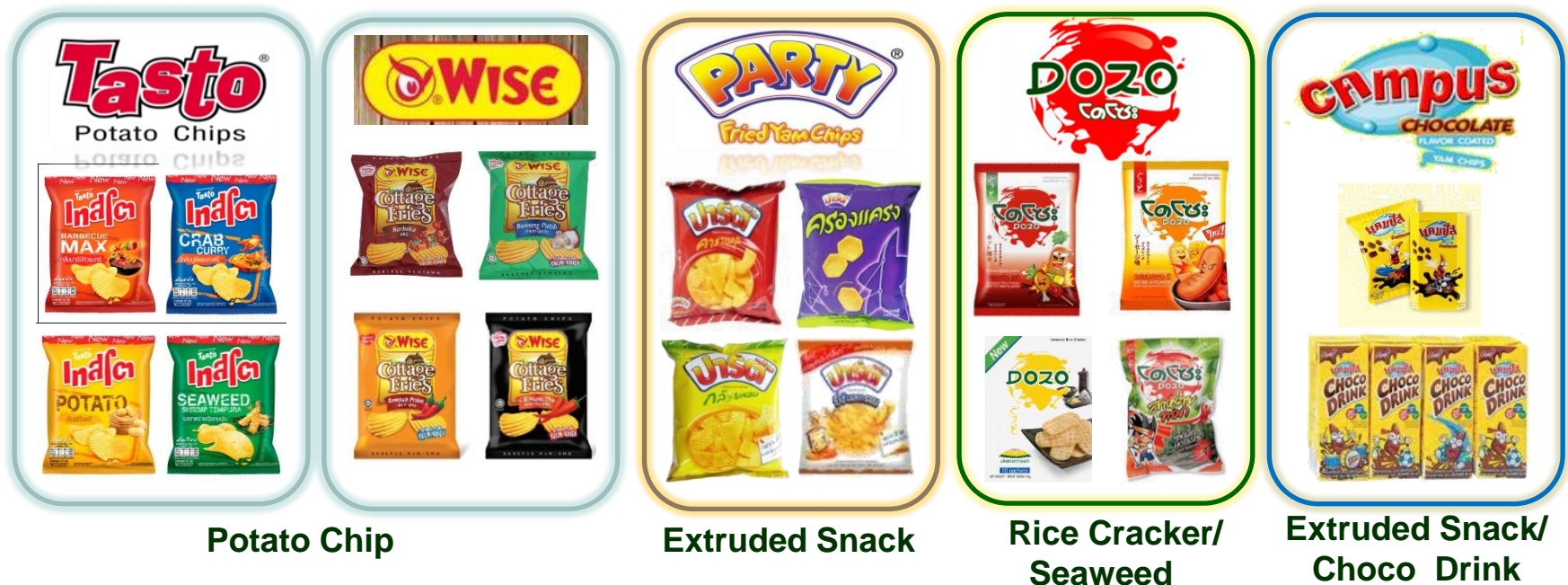


# Consumer Supply Chain



# 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, Wise, Party, Dozo, Campus, Campus Choco Drink
- Strong Market Share in Thailand:  
# 1 in Rice Cracker/ # 2 in Potato Chip / # 2 in Extruded snack





# 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



Brand



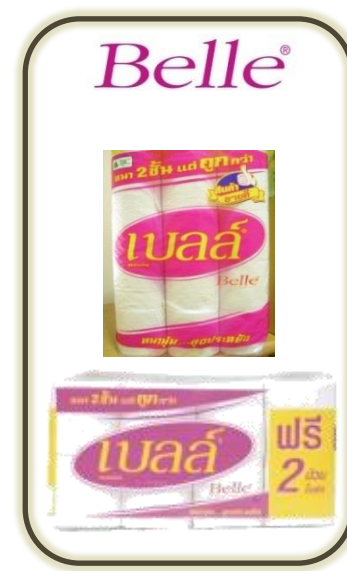
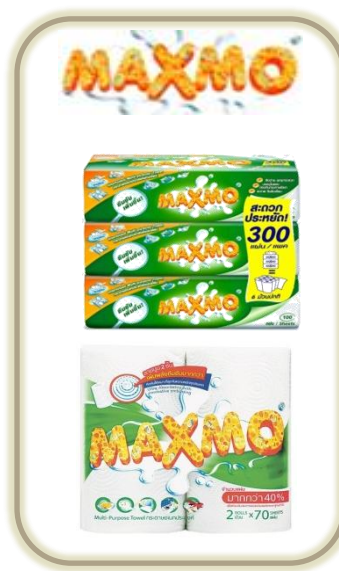
Cup and Drinkable yogurt



Direct-to-Home Channel

# 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





# 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



# Trading and distribution in Vietnam

## Thai Corp International

- Distributors of many FMCG products such as Three-ladies canned fish, Mama instant noodle, Cellox, Dutch Mill, F&N, and ThaiBev products
- Sole distributor of Red Bull
- TCI most presence in the **southern part of Vietnam (Ho Chi Minh City)**
- Market Coverage in 2013
  - 314 Sub-Distributors
  - 1,800 Wholesalers
  - 220 Supermarkets & Minimarts
  - 40,000 Retailers



## Thai An JSC

- Distribution, import, export, wholesale and retail of consumer products
- Thai An most presence in the **northern part of Vietnam (Hanoi)**
- Market Coverage in 2013
  - 200 Sub-Distributors
  - 2,500 Wholesalers
  - 5,000 KA, Specialized Shops & CVS
  - About 1,000 Supermarkets & Minimart
  - Approximately 160,000 Retailers

# 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



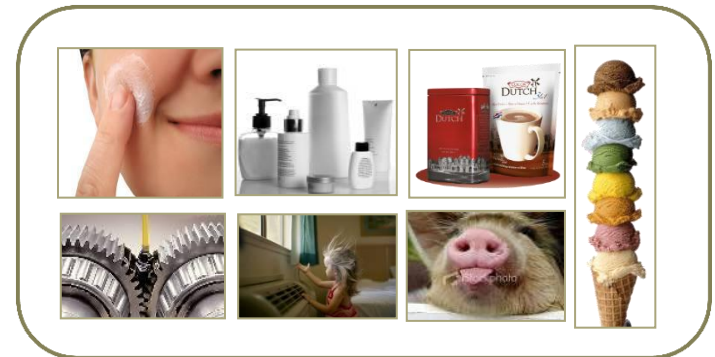
## ▲ Graphic System Products

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



## ▲ Chemical specialties

- Provide an extensive range of cosmetic, food, industrial and specialty ingredients of world-wide leading ingredients manufactures



# Retail Business Group





# Retail Business Group

## Stationery



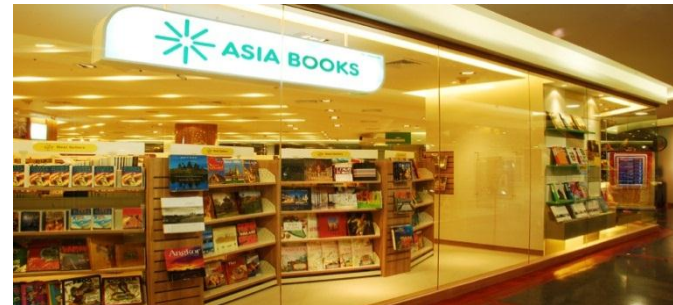
### Retail business:

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

## Consumer Electronic



## Asia Book



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**Financial Performances**

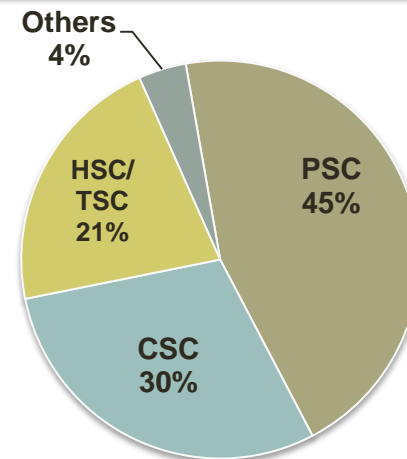
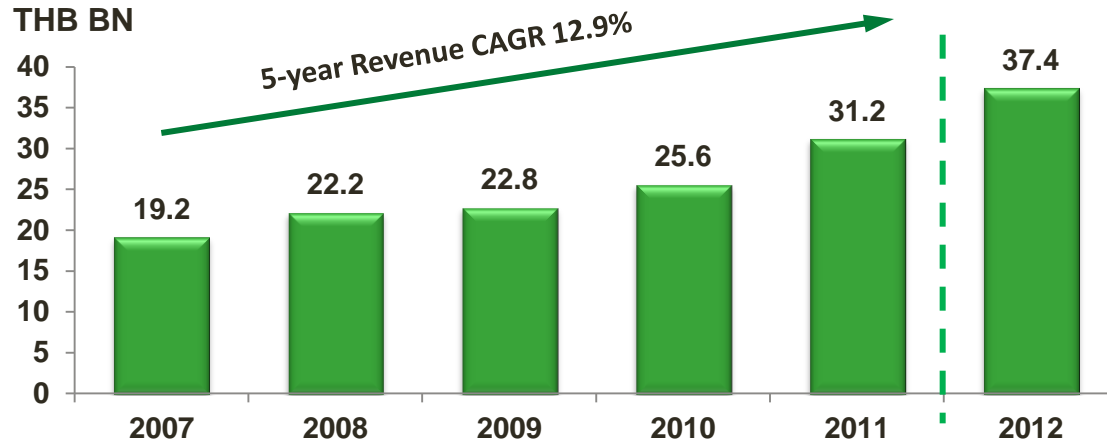
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BJC's Growth & Strategy

# BJC Group Strong Performance

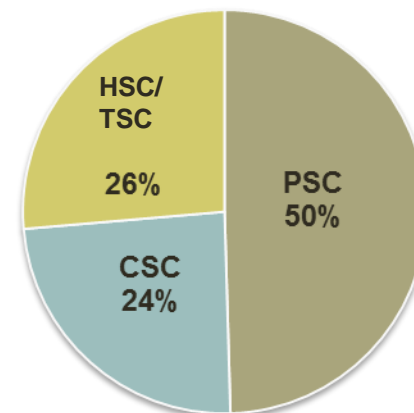
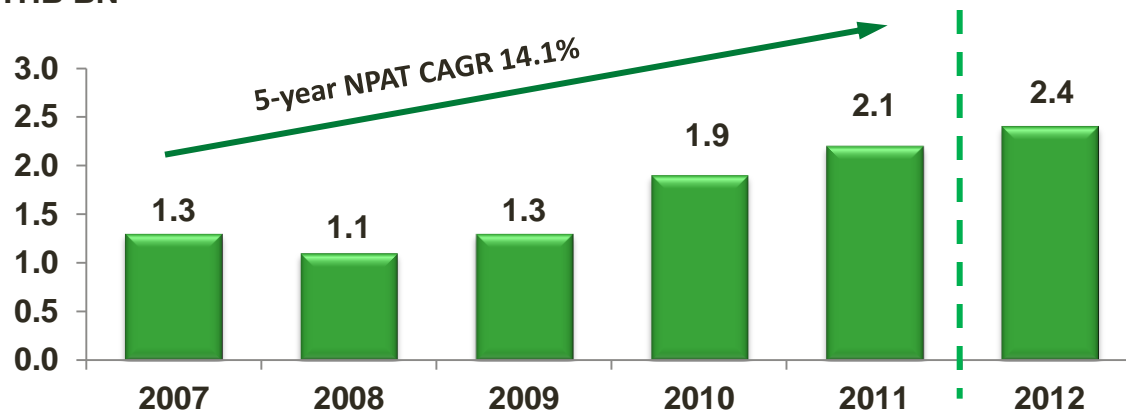
## Revenue

THB BN



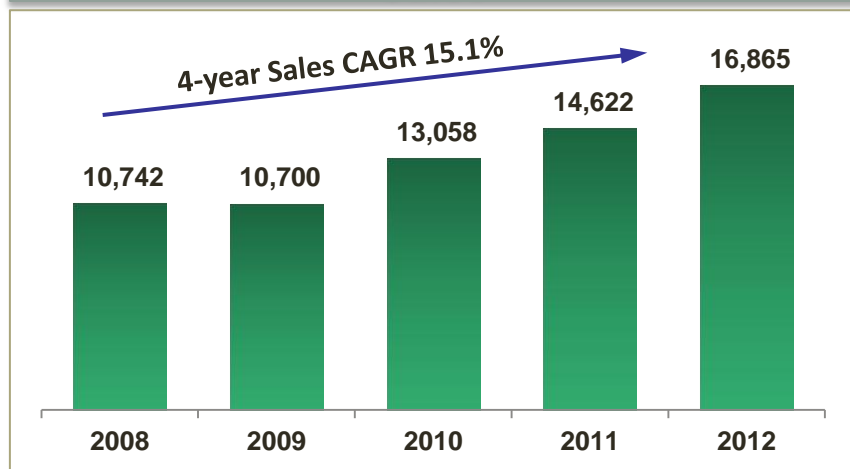
## Net profit

THB BN

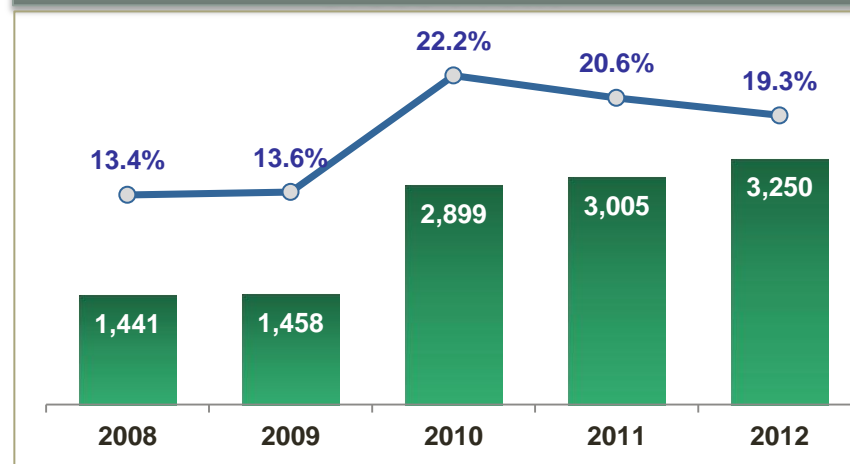


# Packaging Supply Chain

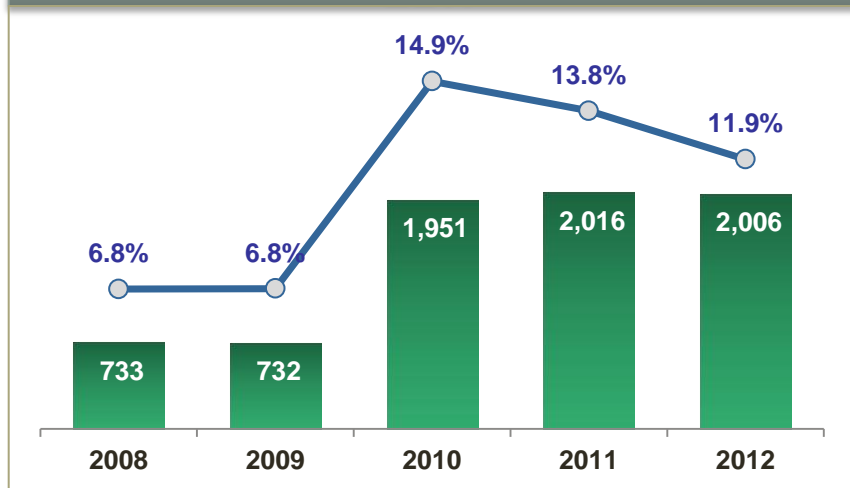
## Sales



## Gross Profit



## EBIT

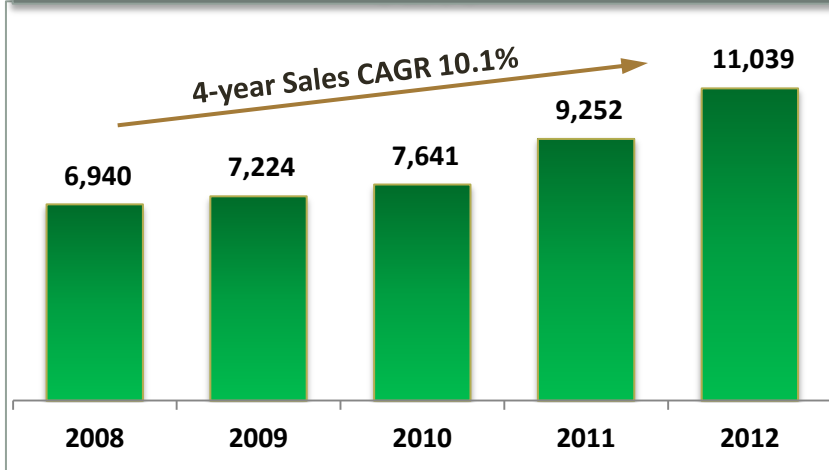


## Net Profit

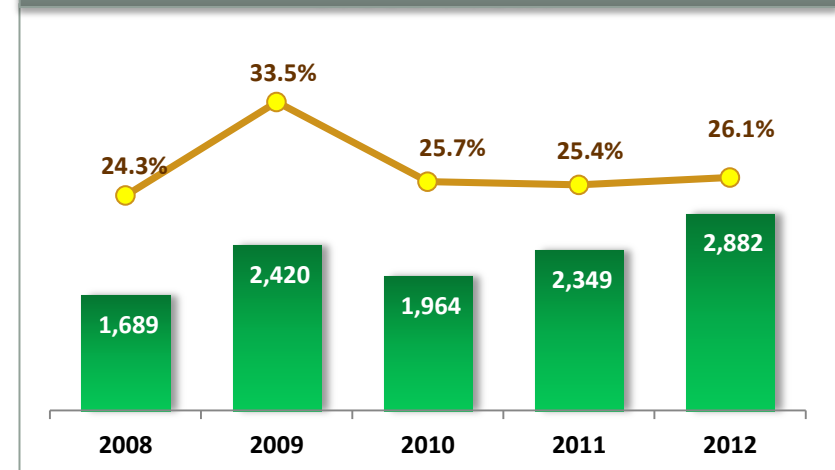


# Consumer Supply Chain

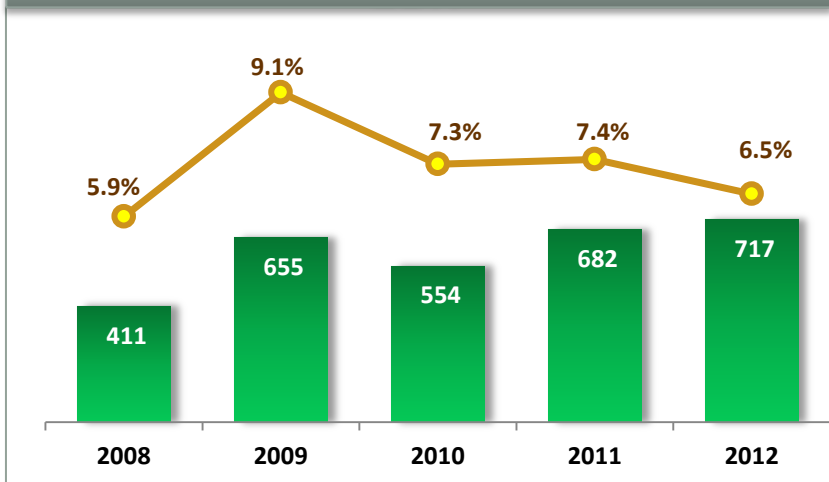
## Sales



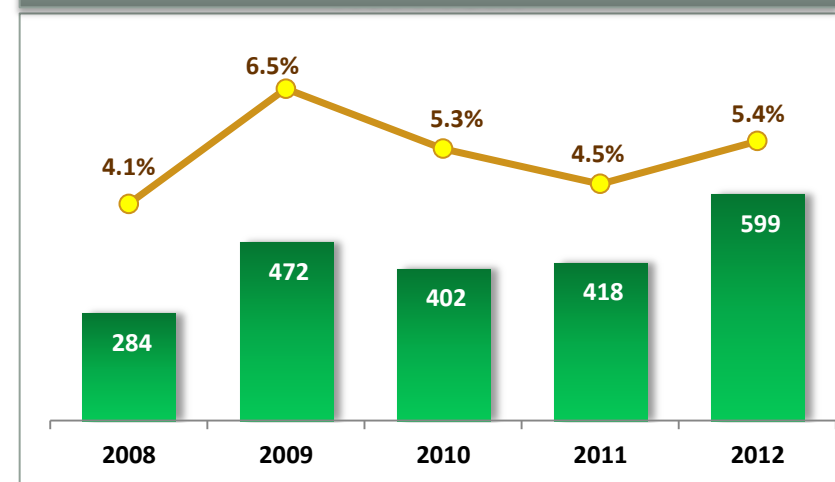
## Gross Profit



## EBIT

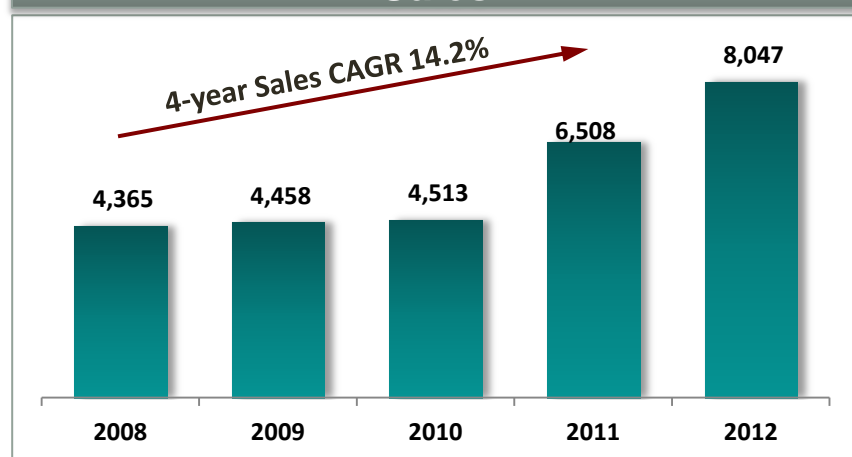


## Net Profit



# Healthcare/ Technical/ Retailed

## Sales



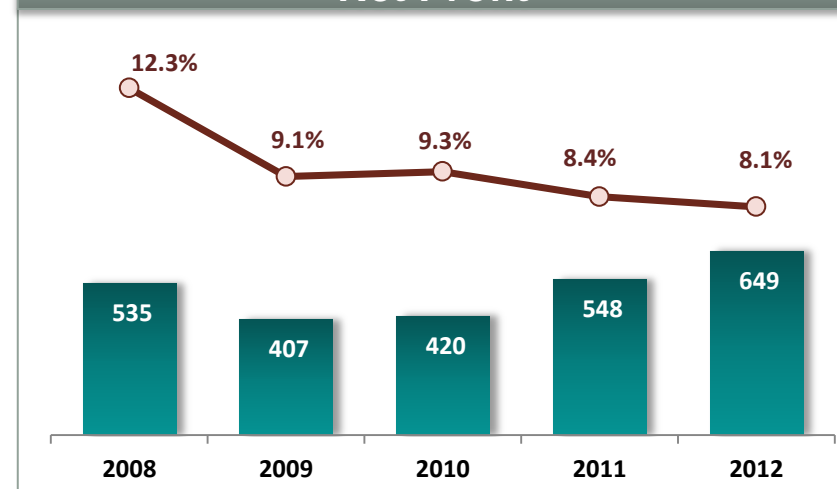
## Gross Profit



## EBIT



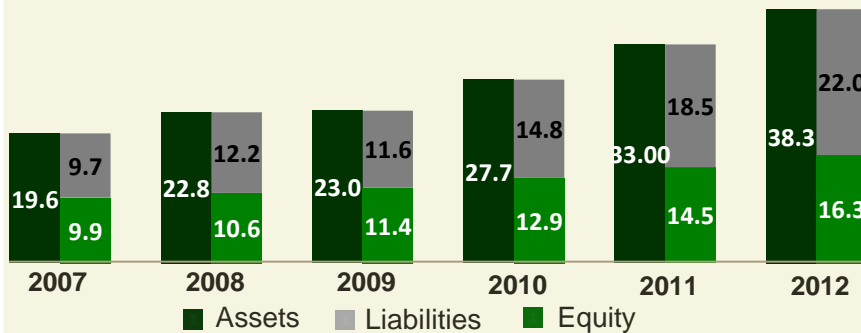
## Net Profit



# Strong Balance Sheet

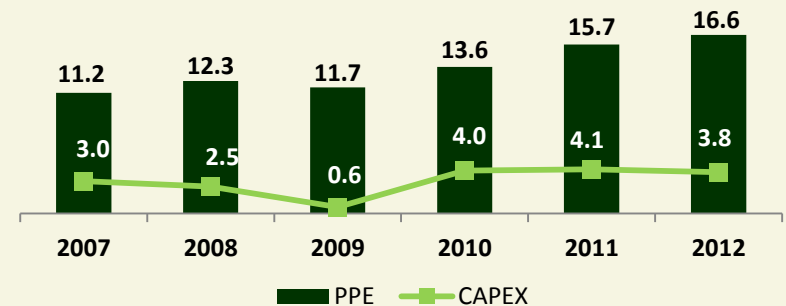
## BALANCE SHEET

THB BN

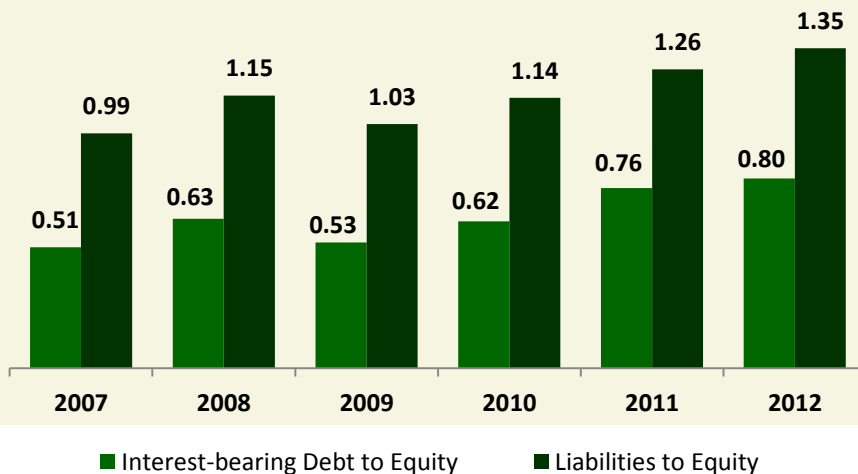


## CAPEX and PPE

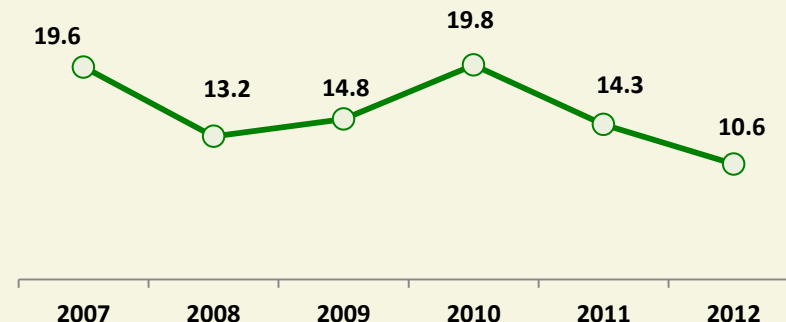
THB BN



## Debt to Capitalisation (Times)



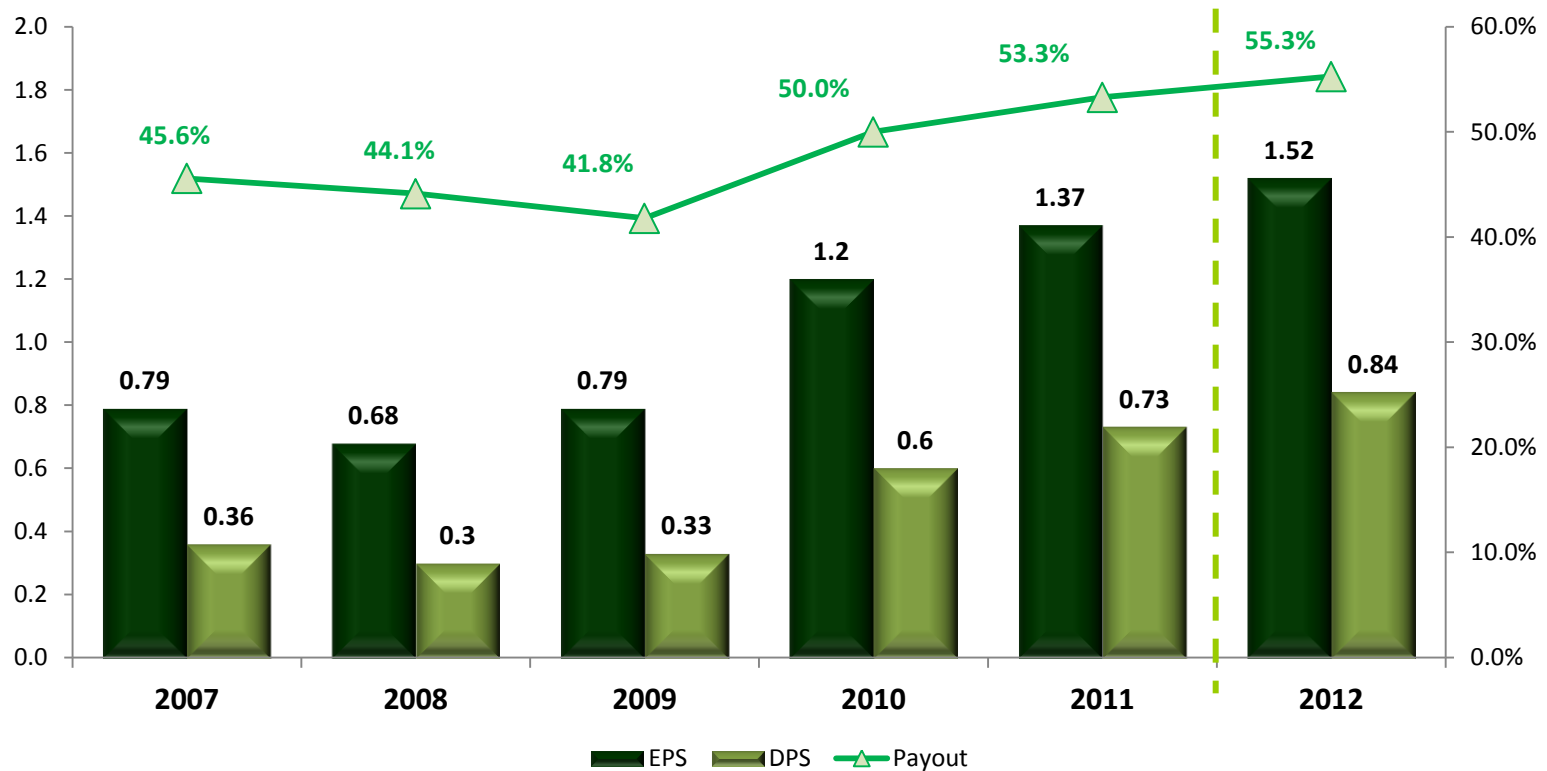
## EBITDA Interest Coverage (Times)





# 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)



# Agenda



Overview



Businesses



Financial Performances



**BJC's Growth & Strategy**

# BJC: Capture ASEAN's consumption growth

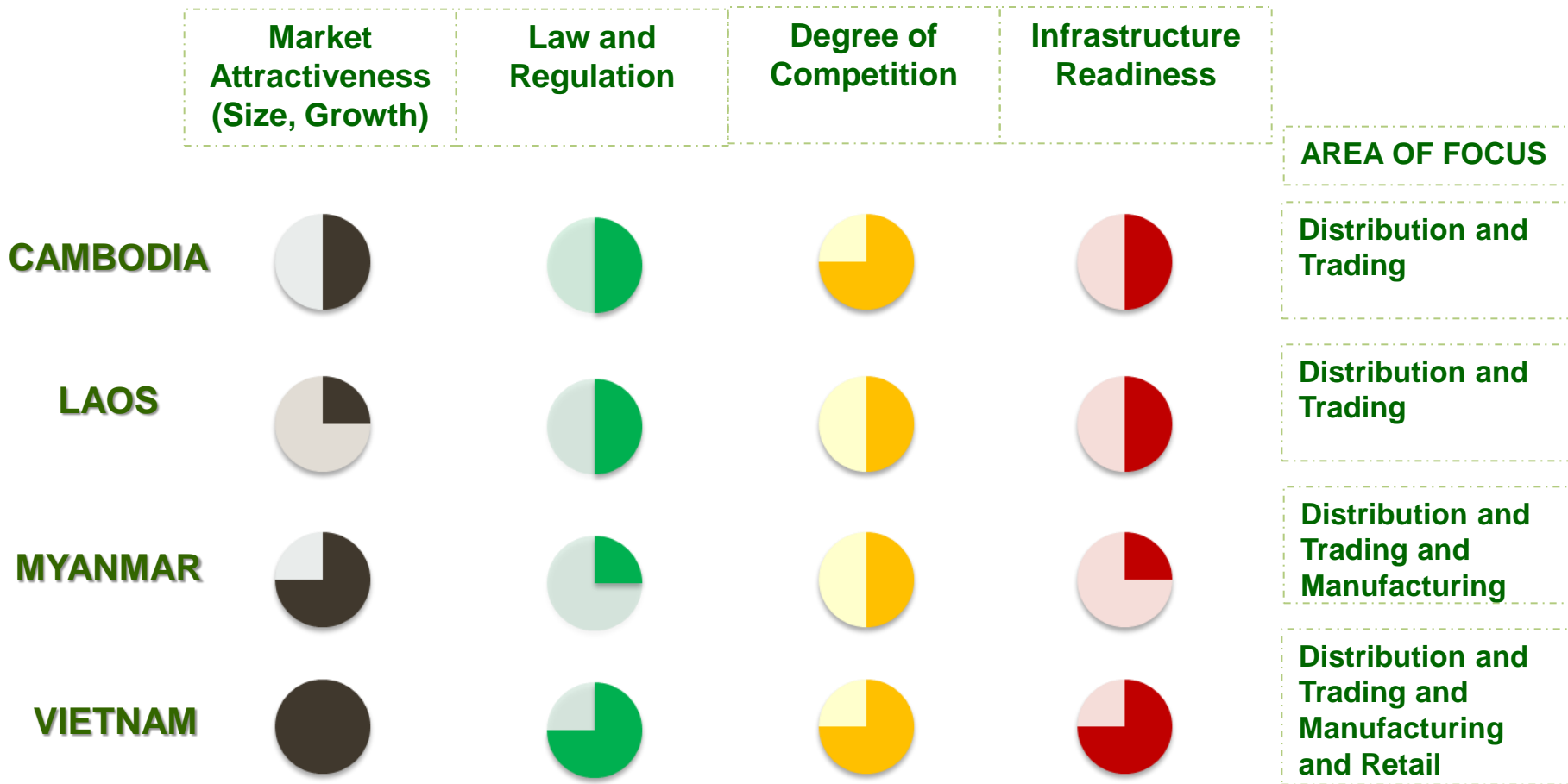


▲ Strong local partner

▲ Strong global partner

▲ Solid footprint in the region

# Countries Assessment



Full moon = High

Empty moon = Low

# BJC Model for ASEAN Expansion

Thailand

Home Base

- Domestic production
- Export
- Leverage 3<sup>rd</sup> party relationship

Develop R&D  
for new products  
& services

Shared Services  
for Finance, Admin.,  
and HR Services

CLMV

Start with distribution

- M&A, JV with existing players
- Greenfield

Expand  
distribution  
network

Broadened  
Integration

Further  
Integration to  
downstream

Singapore

Investment or holding company  
for tax benefit

Indonesia

Find existing players to JV or  
acquire

Philippines

Find existing players to JV or  
acquire

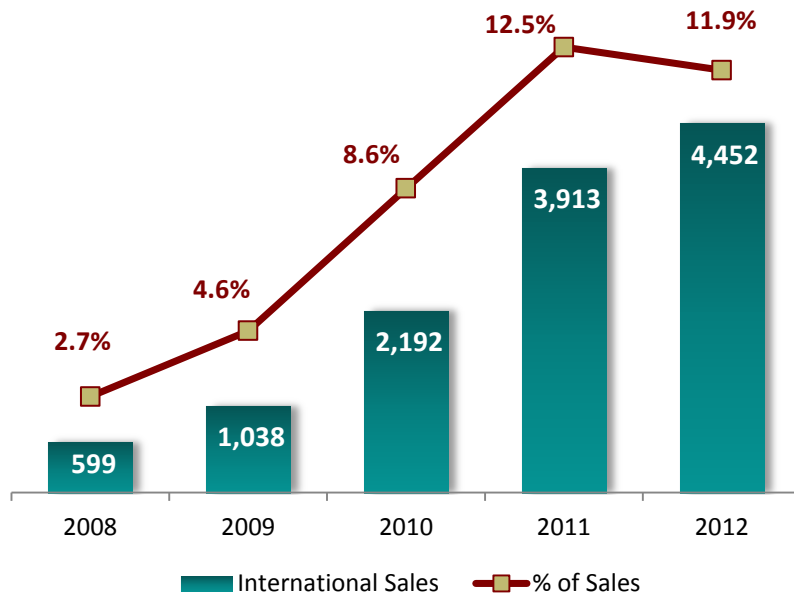
Brunei

Find existing players to JV or  
acquire

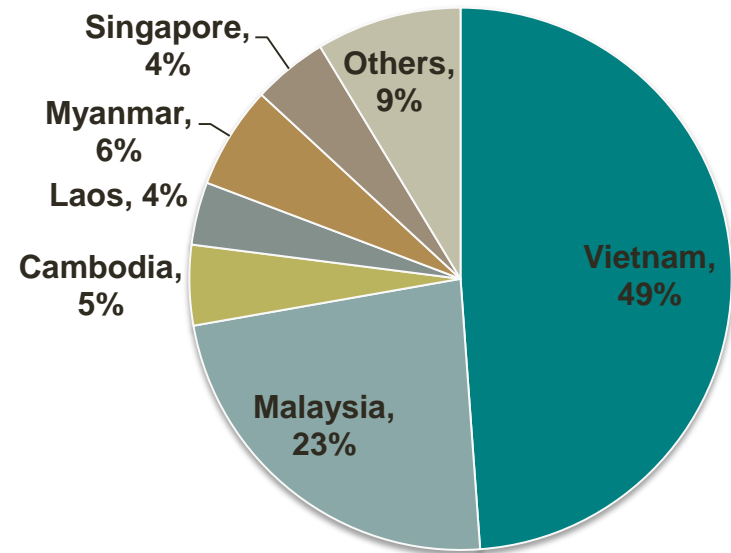


# Growing Exposure to ASEAN

## International Sales



## 2012 Sales Breakdown



# THANK YOU

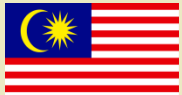
For more information and enquiries, please contact our Investor Relations team at [IR@bjc.co.th](mailto:IR@bjc.co.th)

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# Appendix

# BJC's plants & office locations



**MALAYA GLASS  
PRODUCTS SDN  
BHD**



**JACY FOODS SDN  
BHD**



**O-I BJC VIETNAM GLASS**



**TISSUE CONVERTING**



**TBC-BALL BEVERAGE CAN**



**THAI CORP**



**THAI AN JSC**



**BJC REP Office**

# BJC's plants & office locations



**BERLI JUCKER MYANMAR  
TRADING BUSINESS**



**BJC REPRESENTATIVE OFFICE**

# 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