

**Market : mai**

AGRO : Agro &amp; Food Industry

**HOTPOT****HOT POT PUBLIC COMPANY LIMITED**

Head Office : 350 Ram Inthra Road, Tha Raeng, Bang Khen, Bangkok 10230 Tel. 02-943-8448

Factory : 11/1 Moo 3 Bueng Kham Phroi, Lamukka, Pathumthani 12150 Tel. 02-577-3667

website : <http://www.hotpot.co.th>**CEO :****Khun Sompon Roekwibunsi**

Chief Executive Officer

Tel. : 02-943-8448 ext. 1191

Mobile : 081-945-4672

Email : [rsompon@hotpot.co.th](mailto:rsompon@hotpot.co.th)**CFO/IRO :****Khun Paleerat Numnonda**

Chief Financial Officer/Investor Relations

Tel. : 02-943-8448 ext. 1114

Mobile : 095-208-0473

Email : [npaleerat@hotpot.co.th](mailto:npaleerat@hotpot.co.th)**Company Background**

Executive group and major shareholders have operated restaurant business since 1992. The first Suki Shabu restaurant in A La Carte type was opened in Chachoengsao Province. The Company currently operates buffet restaurants consisting of international buffet restaurants under "Hot Pot" brand serving Suki Shabu and buffet Japanese style grill restaurants under "Daidomon" brand, and Casual Dining restaurants serving steak and fusion food in A La Carte type under "Signature" brand. Presently, more than 130 stores are operated and situated in leading shopping centers throughout the country under the concept of serving delicious food with variety and providing good service at valued prices in order to achieve the Company's vision "To be one of the leaders in restaurant business and the top of mind of customers, employees and society".

**Key Development of Company**

- Feb. 2007 Constructed the factory located in Lamukka District, Pathumthani, as the Company's food production factory and central kitchen.
- Dec. 2012 Acquired Daidomon business.
- 2013 Started the strategy serving both boiling and grill style in the same table to provide customers more choices of eating styles.
- 2014 Renovated branch stores to be modernized, and implemented rebranding to reduce brand confusion and clarify brand identity. Additionally, Suki sauce has been placed in a modern trade, and the first store under "Signature" brand, the Company's new brand, has been operated.
- 2015 Arranged food festivals which were Pot Jung Guem (Korea spicy soup) and Asean Food, and implemented in-depth marketing research to study consumers' attitude toward "Hot Pot" brand, behavior and attitude affecting restaurant selection.
- Jun. 2016 Launched the newest brand named "Pot Jung" serving Korea Shabu at the first store located in Nakhon Sawan and opened the first franchise store under "Hot Pot" brand at Loas.

**Revenue Breakdown**

(Unit : Million Baht)

Revenue Structure	Q2/2016	%	Q2/2015	%	H1/2016	%	H2/2015	%
<b>1. Revenues from sales</b>	<b>571.55</b>	<b>99.36</b>	<b>587.22</b>	<b>98.75</b>	<b>1,043.10</b>	<b>99.20</b>	<b>1,091.76</b>	<b>98.69</b>
<b>(A) From branches</b>	<b>569.52</b>	<b>99.01</b>	<b>585.40</b>	<b>98.44</b>	<b>1,039.67</b>	<b>98.88</b>	<b>1,088.00</b>	<b>98.35</b>
1) Hot Pot Inter Buffet	332.85	57.87	369.19	62.09	605.34	57.57	685.69	61.98
2) Hot Pot Inter Buffet with Grill	155.82	27.09	141.04	23.72	290.05	27.59	257.63	23.29
3) Hot Pot Prestige	-	0.00	4.43	0.74	-	0.00	8.38	0.76
4) Hot Pot Suki Shabu	5.39	0.94	6.83	1.15	10.45	0.99	13.50	1.22
5) Daidomon	47.18	8.20	51.75	8.70	90.38	8.60	105.23	9.51
6) Signature	28.08	4.88	12.15	2.04	43.25	4.11	17.56	1.59
7) Pot Jung	0.20	0.03	-	0.00	0.20	0.02	-	0.00
<b>(B) From other sales</b>	<b>2.03</b>	<b>0.35</b>	<b>1.82</b>	<b>0.31</b>	<b>3.43</b>	<b>0.33</b>	<b>3.76</b>	<b>0.34</b>
<b>2. Other income</b>	<b>3.65</b>	<b>0.64</b>	<b>7.42</b>	<b>1.25</b>	<b>8.36</b>	<b>0.80</b>	<b>14.53</b>	<b>1.31</b>
<b>Total revenues</b>	<b>575.20</b>	<b>100</b>	<b>594.64</b>	<b>100</b>	<b>1,051.47</b>	<b>100</b>	<b>1,106.29</b>	<b>100</b>



Aug 2016

**Stock Data**

(19/08/2016)

	YTD	2015	2014
Paid-up (MB.)	101.50	101.50	101.50
Listed share (M.)	406	406	406
Par (B.)	0.25	0.25	0.25
Market Cap (MB.)	950	877	1,242
Price (B./share)	2.34	2.16	3.06
EPS (B.)	-0.12	-0.23	-0.13

**Statistics** (19/08/2016)

	P/E	P/BV	Div.Yield
HOTPOT (x)	N/A	3.49	N/A
AGRO – mai (x)	N/A	2.45	0.83
AGRO – SET (x)	22.21	2.38	2.38
mai (x)	61.65	3.13	1.63
SET (x)	22.57	1.85	3.31

**Recent Research****CG Report Score****THSI List**

-

**Shareholder Structure** (15/03/2016)

Shareholder	No. of share (M.)	%
Group of Mr. Sompon Roekwibunsi	213.62	52.62
Mr. Thaveechat Churangkul	77.97	19.20
กลุ่มพาณิชย์อำนวยการ	8.57	2.11
รายย่อย	105.84	26.07

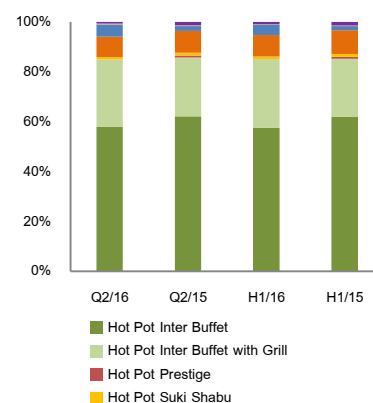
**Financial Ratios**

	6M/2016	6M/2015	2015	2014
ROE (%)	-40.08	-24.32	-31.68	-14.39
ROA (%)	-11.14	-9.17	-9.19	-5.22
D/E (X)	2.53	1.84	2.25	1.84
GP Margin (%)	51.61	53.59	53.15	54.03
EBIT Margin (%)	-3.78	-2.68	-3.83	-2.26
NP Margin (%)	-4.59	-3.26	-4.39	-2.35

**Capital Structure**

(MB)

	6M/2016	6M/2015	2015	2014
Current Liabilities	446.59	490.75	482.04	533.44
Non-Current Liabilities	118.33	81.86	86.63	104.00
Shareholders' Equity	223.37	311.29	252.35	347.34

**Operating Revenue**

**Business Plan**

- Speed up to create stronger brand by inventing and developing new food menus which have identity and meet customers' needs, as well as improving and developing service quality to be standardized.
- Create brand awareness by advertising via various media with effectiveness, continuous arranging marketing activities and promotion to satisfy target group of customers.
- Improve internal operational management to be more efficient as well as cost and expense management.
- Hurry to manage stores with net loss operating results properly by either rebranding or adjusting service types or implementing marketing strategies or ceasing operation.
- Expand business by more careful considering selection of opening new stores by focusing on only potential location with good prospect, selling franchise in both local and ACE countries, developing new brands and add new channels of Suki sauce distribution.

**Investment Highlight**

The Company's interesting highlights are as follows:

- Branch outlets are located in shopping centers throughout the country.
- A center kitchen, which its quality is investigated and certified, produces semi-finished products and sauce with quality and taste control to ensure its standard for all branch stores.

**Risk Factors**

Main risk factors and risk protection are as follows:

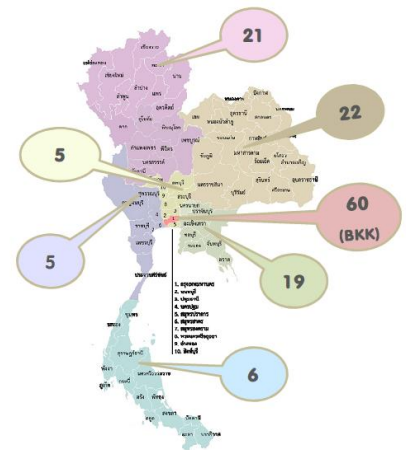
- Slowdown purchasing power and reluctant spending of consumers The Company continues to arrange marketing activities and promotion including price discount promotion, in order to simulate consumers spending. Discount promotion really boosted the number of customers using the Company's service, nevertheless the Company's net revenues from sale declined. Consequently, the Company has adjusted price discount strategy to be more appropriate for each branch store. At the same time, the Company also focuses on efficient cost and expense management.
- Ongoing intense trend of completion situation due to an increase number of restaurants from both store expansion and new brands launching of existing entrepreneurs as well as market entry of newcomers. As a result, the Company gives priority to create stronger brand, together with brand recognition thru variety of activities including continual improvement and development of food menus, arrangement of food festival, advertisement via online media, and various marketing activities.

**Company Structure**

No subsidiaries/affiliates

**Branch stores by Geographic**

(30/06/2016)



Divided by region according to the Office of the National Economic and Social Development Board

**Company Product**



Disclaimer: This document is prepared by listed company aims to publicize the Company's information to investors for only investment decision support which do not aim to persuade for the Company's securities trading. The investors should consider for above presented information carefully for taking decision. The Company will not responsible for any disadvantages as claimed to cause of these information for decision support. If the investors require additional information, please find via Form 56-1, Annual Report or information submitted to the Office of the Securities and Exchanges Commission (SEC) and/or the Stock Exchange of Thailand (SET). The Company reserved for these information edition or addition in this document without inform to investors in advance. Also do not allow any person to duplicate, modify or publicize to public for all or some without permission from the Company.