

良品質®

YOSHINOYA

合

HOP HING GROUP HOLDINGS LIMITED

(HKEx Stock Code: 47)

2014 Q1 Operational Update
Corporate Presentation

28 April 2014

Growth for a better

TOMORROW



Speakers



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Executive Director and Chief Executive Officer



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Executive Director and Group Comptroller



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2014 Q1 Operational Update



QSR sector was still adversely affected by poor market sentiment and weak customers' confidence



Satisfactory Revenue Growth

- ◆ Increase in same stores sales
- ◆ New stores opened last year and during the review quarter brought additional income
- ◆ Steady sales growth of delivery service particularly after the launch of web ordering

+4.7%
YoY

Improved SSSG

- ◆ Expand product portfolio to stimulate sales and attract both value driven customers & those who look for full dining experience with more complete meal

+2.1%
YoY

Net Store Number

- ◆ Regular review of store opening strategy
- ◆ Adopt a more prudent approach for new shop opening but strive to optimize the profitability of each store

+5
Net

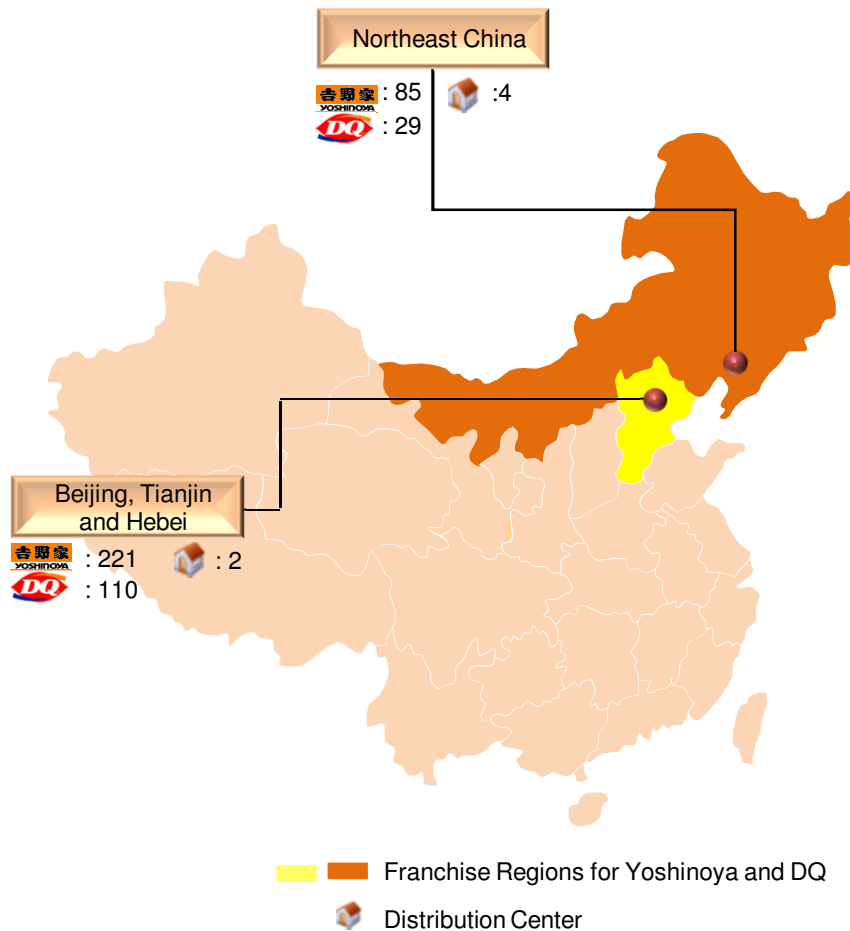
Continued to Expand Restaurant Network



306 Yoshinoya Stores and 139 DQ Stores

Store Network: 5 Net New Stores in FY2014 Q1

As of 31 March 2014



	吉野家 YOSHINOYA		DQ		Total	
	As of 31 Mar 2014	As of 31 Dec 2013	As of 31 Mar 2014	As of 31 Dec 2013	As of 31 Mar 2014	As of 31 Dec 2013
Beijing , Tianjin and Hebei	221	223	110	109	331	332
Northeast China	85	81	29	27	114	108
Total	306	304	139	136	445	440

*Northeast China includes Liaoning, Jilin, Heilongjiang and Inner Mongolia

Our Growth Strategies



1 Extend Product Portfolio



- Introduce new product categories including “value meal”, stone pot, noodle, popcorn and hot dog etc., to satisfy the devoted fans and entice new customers
→ Broaden customer portfolio

2 Extend Operating Hours & Improve Turnover



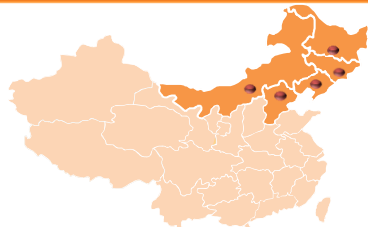
- Expand service into other day parts to bring in additional income
- Offer value meal at non-peak hours

3 Enhance Delivery Service



- Proactive customer outreach with online ordering, call centre and delivery capabilities

4 Expand & Optimize Store Network



- Prudent approach in expanding restaurant network but more on network optimization
- Efficient planning to reduce the time required to set up new stores
- Store renovation in process to enhance dining experience

5 Strengthen Brand Image & Improve Operational Efficiency



- **Yoshinoya**: “Sunshine Kitchen” concept to be incorporated into new stores and stores to be renovated; implementation of “3T program” to separate “cashier” and “pick up counter”
- **DQ**: Reposition the brand image with distinctive shop front, eye-catching signage and young & trendy seating area

6 Optimize Product Mix & Stringent Cost Control



- Optimization of product mix with flexible promotional strategies to improve profit margin
- Strategic bulk purchases to minimize cost
- Adoption of the new business information system to quickly analyze customers needs



Our Mission



*Leading Multi-Brands
Oriental Cuisine Specialist
in the PRC*



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YOSHINOYA

APPENDIX



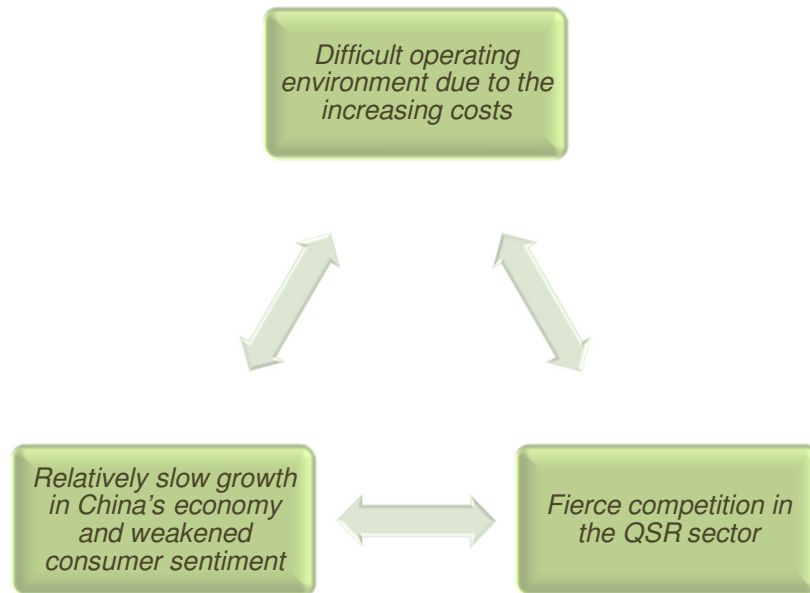
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Industry Outlook



Cautious in short to medium term outlook

Optimistic in the medium to long term outlook



Management Outlook



2 Core Operations:

- Financial Budget; Management;
- Strategic Brand Development



3 Basic Moments:

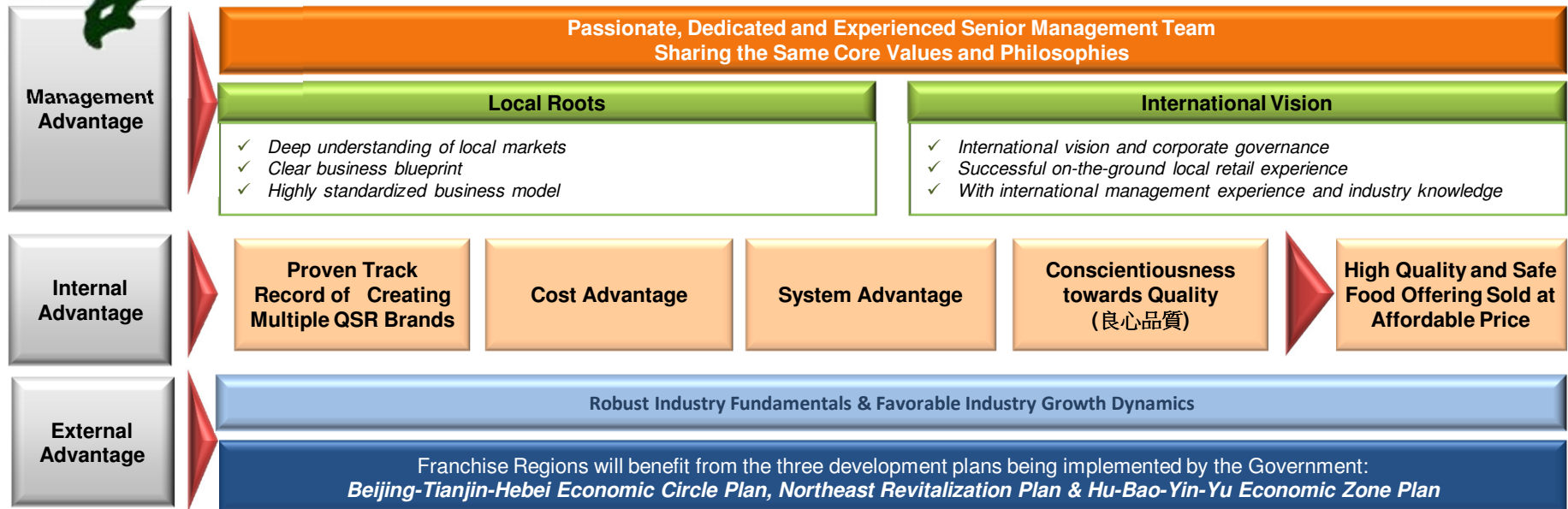
- Future Insight;
- Innovation;
- Cooperation



4 Strategic Initiatives:

- New Stores Sales;
- Product Launch;
- Information System Build-up;
- HR Management

Hop Hing's Core Competitive Strengths



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