



C.I. HOLDINGS BERHAD_(37918-A)

ANALYST BRIEFING PRESENTATION

Financial Results Overview

Quarter 4 FY 2010 / 11

For financial period ended 30 June 2011

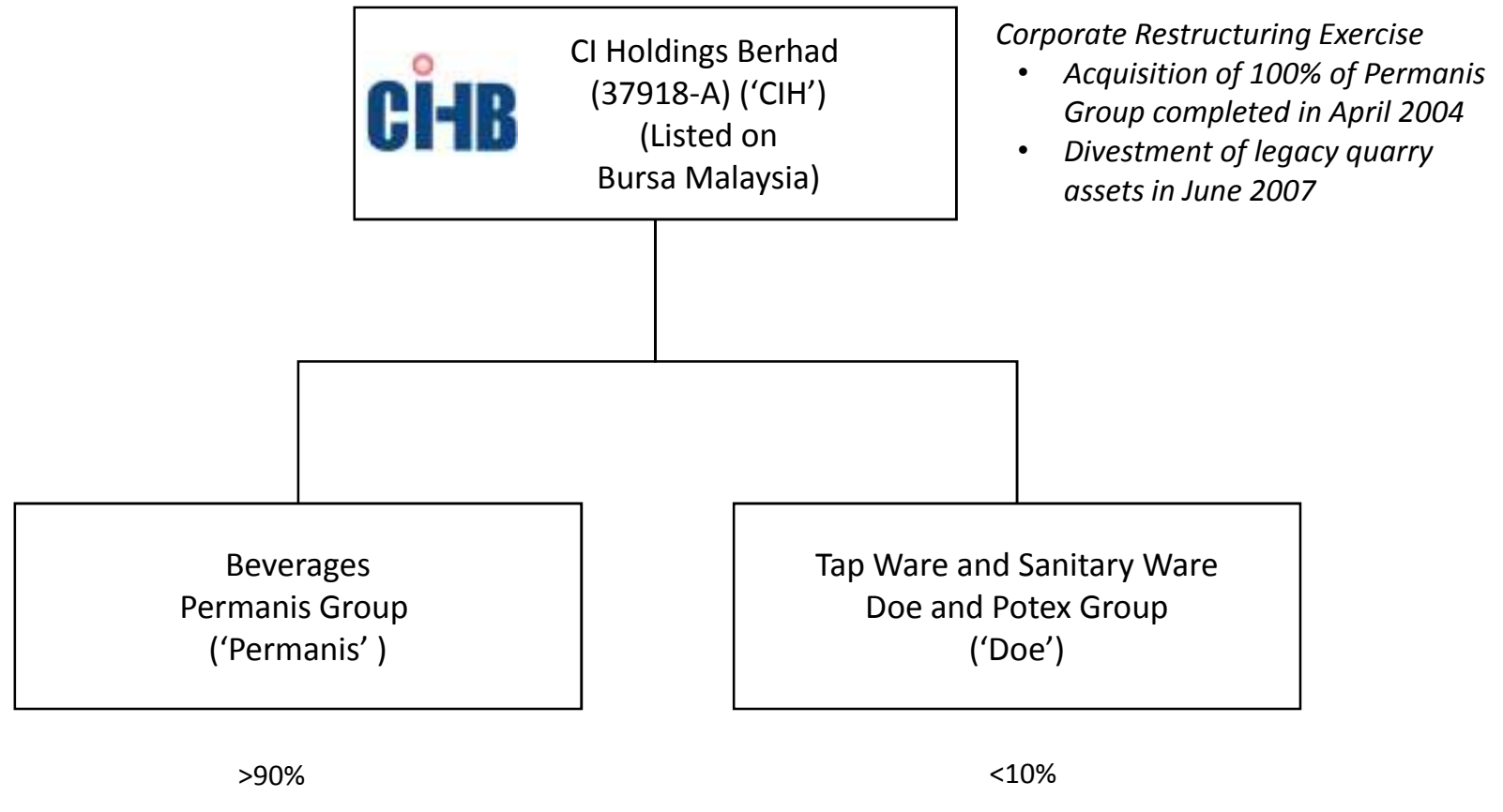


Contents

1. Snapshot of CI Holdings and its subsidiaries
2. Highlights of financial results
3. Why invest in CI Holdings
4. Question Time



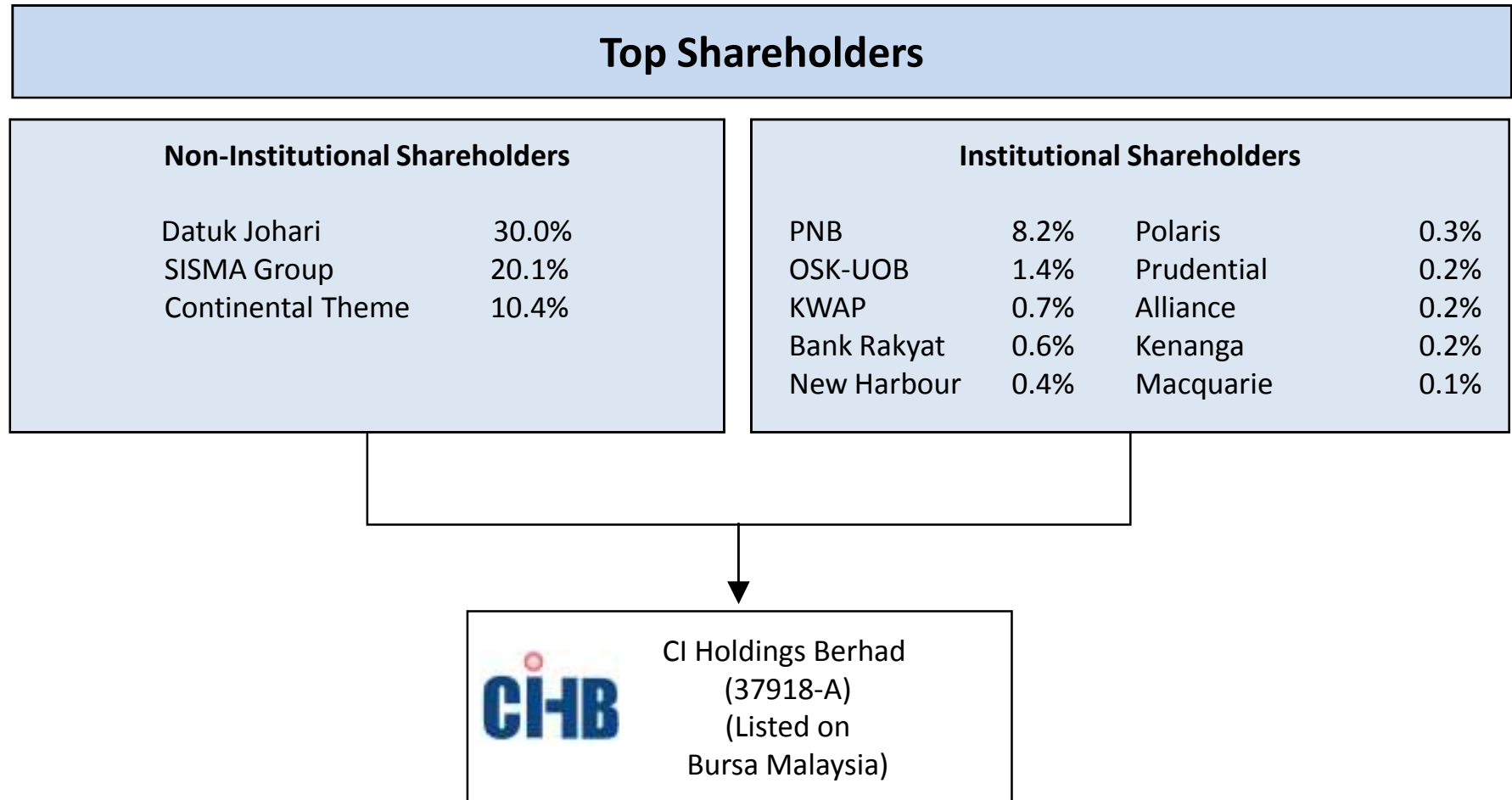
Snapshot Of CI Holdings Berhad



CIH entered into a Share Sale Agreement with Asahi on 21 July 2011 for the disposal of Permanis for cash consideration of RM820M



Some Changes In Institutional Shareholders Following The Recent Surge In Share Price



*As at 29 July 2011

**SISMA Group comprise of Du Ain Sdn Bhd, Duclos Sdn Bhd, Leasing Corporation Sdn Bhd, Syed Ibrahim Sdn Bhd, SISMA Vest Sdn Bhd, SISMA Water Technology Sdn Bhd



Permanis Offers A Comprehensive Portfolio Of Leading Beverage Brands Spanning Many Different Beverage Segments

Carbonated Portfolio ~60%

Non-Carbonated Portfolio ~40%

*PepsiCo
Brands
~85%*

Carbonated Soft Drinks



#2 Cola



#2 Flavour



#2 Lemon
Lime



Launched in
Mar 2010



#3 Mixer

Energy



Isotonic



#2 Carb Iso

Tea



#2 Tea

Juice



#1 Chilled Juice

Isotonic



#1 Non-Carb Iso

Coffee



#2 Coffee

*Non-PepsiCo
Brands
~15%*



#2 Root Beer



#3 Lemon Lime



#3 Carb Iso

Asian Drinks



Water



- Established in 1973, Permanis is a leading Malaysian manufacturer and distributor of a comprehensive range of beverages spanning most beverage categories
- Permanis has been the PepsiCo Franchisee in Malaysia since its inception 38 years ago
- July 2010: Renewed franchise agreement for an unprecedented term of 10 years until year 2020



Doe/Potex Offers A Comprehensive Portfolio Spanning Many Different Tap Ware, Sanitary Ware and Accessory Segments

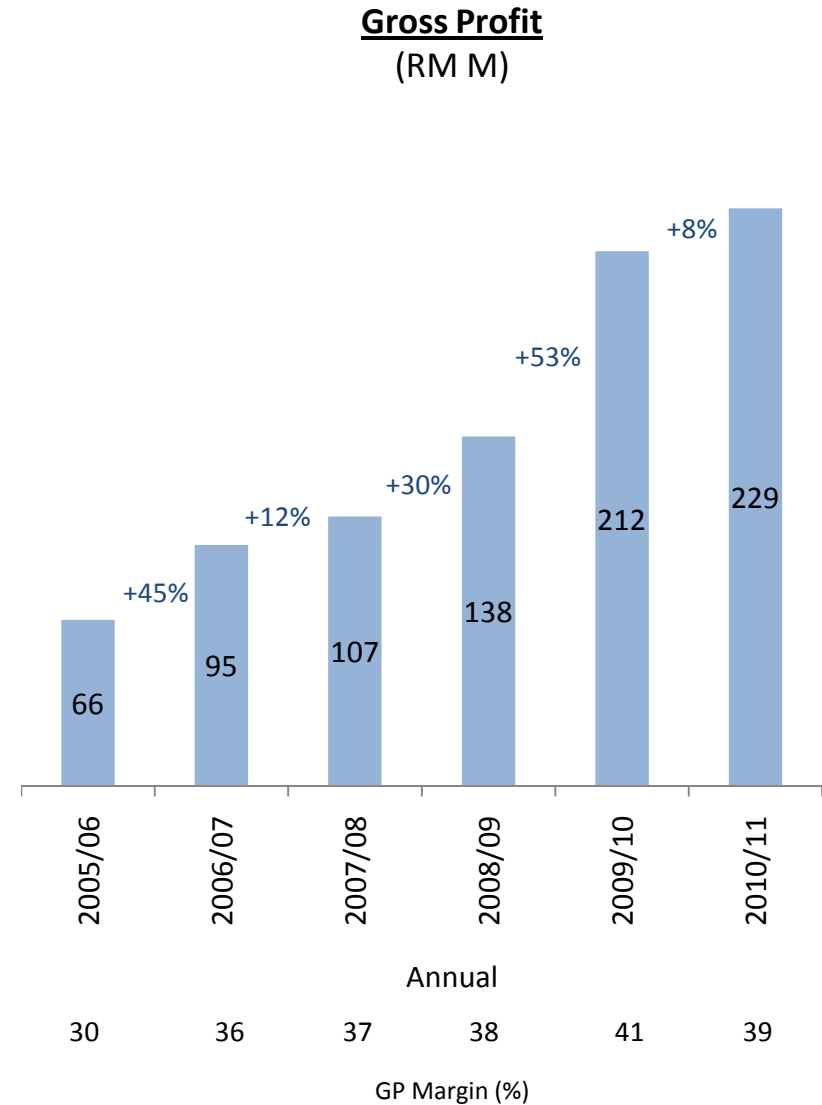
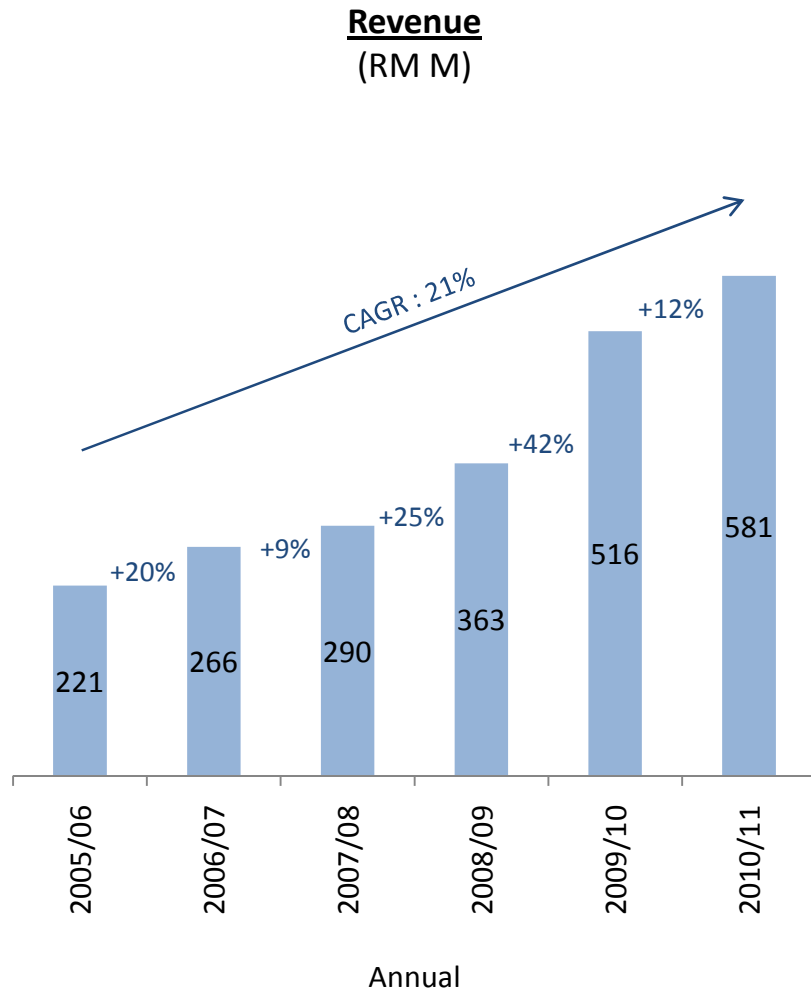
Luxury	Upper Middle			Middle	Affordable	Heater	Showers	Doe/Potex Ranking	
<p>Supergrif</p>	<p>Prima</p>	<p>Q'Tee</p>	<p>Colonial</p>	<p>Basics</p>	<p>Neu</p>	<p>Ariston</p>	<p>SHOWERS</p>		#1 Tap ware
<p>Ignite</p>	<p>Aria</p>	<p>Palesa</p>	<p>Viva</p>	<p>Potex*</p>	<p>Nelco*</p>	Specialist			#6 Sanitary Ware
<p>Huber</p>	<p>Suva</p>	<p>Caravaggio*</p>	Accessories		<p>Laboratory</p>	<p>Low Pressure</p>	#3 Overall Tap & Sanitary Ware		
				<p>Cheflife</p>	<p>Serengetti</p>	<p>Anti-Vandalism</p>	<p>Public Wash Room</p>	#1 Local Tap & Sanitary Ware	

- Established in 1977, Doe is the leading local manufacturer of tap ware and sanitary fitting in Malaysia
- Doe entered the complementary sanitary ware market via the acquisition of 90% of Potex Sdn Bhd (599393-U) and Potex Industries Sdn Bhd (297534-X) (formerly know as Suhuwang Sdn Bhd) in February 2008 (hereafter collectively referred to as 'Potex')
- Doe/Potex is now the only locally manufactured 'one-stop-shop' offering a variety of brands catering to various segments of the Malaysian tap ware, sanitary ware and sanitary fittings market

* Potex Brands



FY2010/11 Annual Results Highlights: Revenue Up 12%, Gross Profit Up 8%

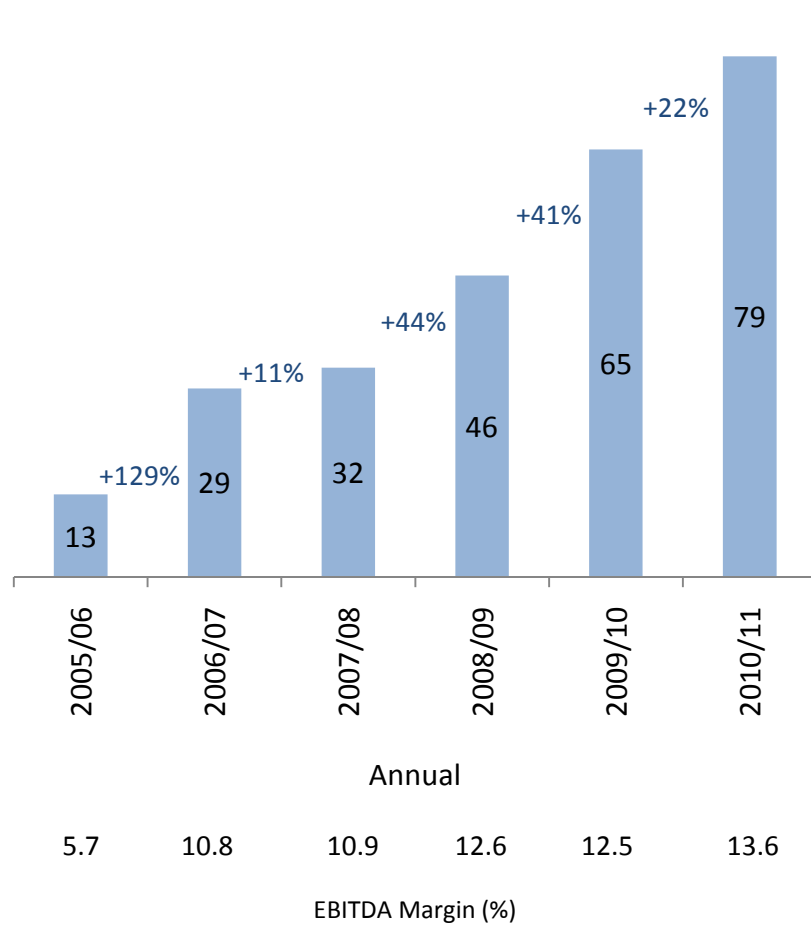


Note: FY2010/11 unaudited

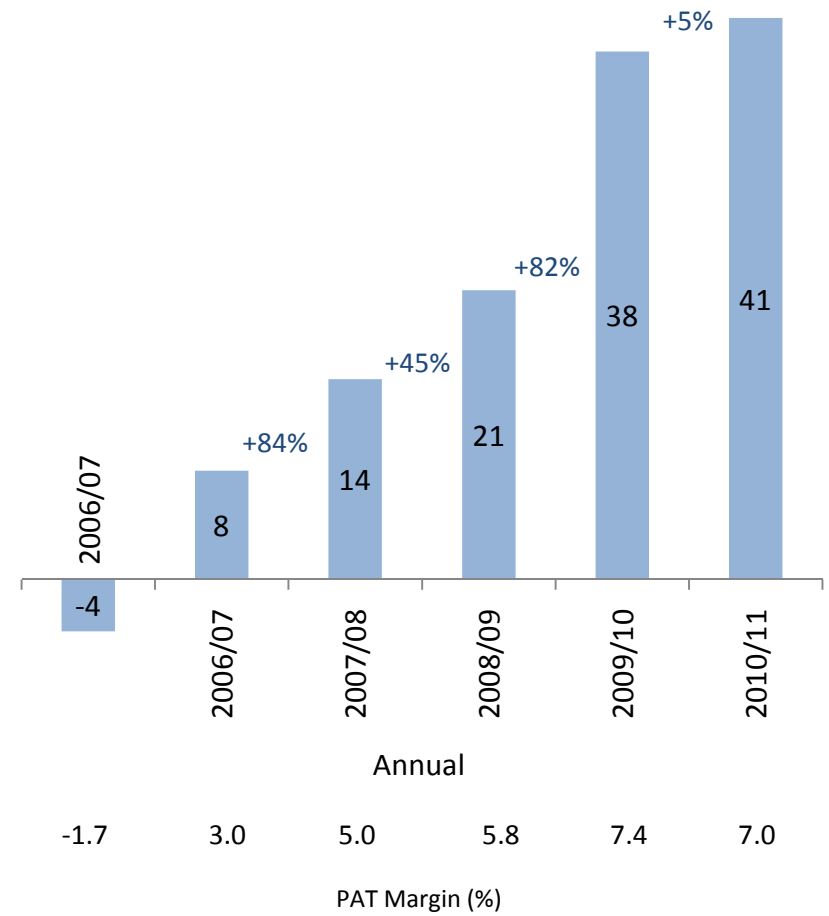


FY2010/11 Annual Results Highlights: EBITDA Up 22%, PAT Up 5%

EBITDA
(RM M)



Profit After Tax
(RM M)

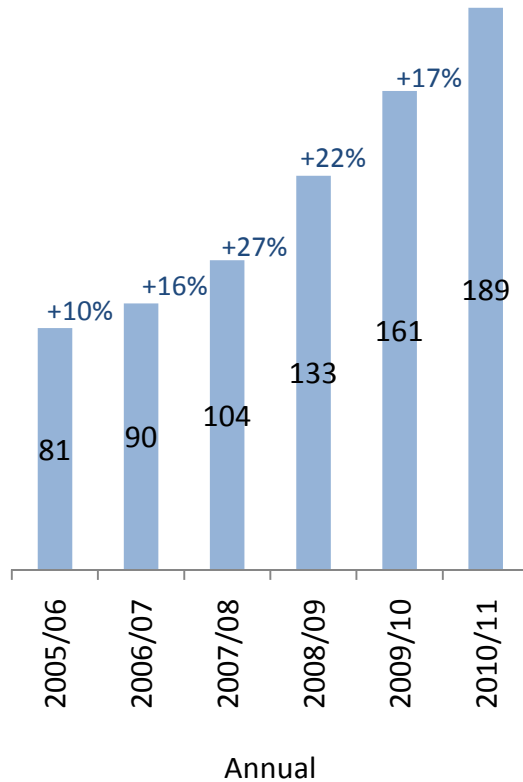


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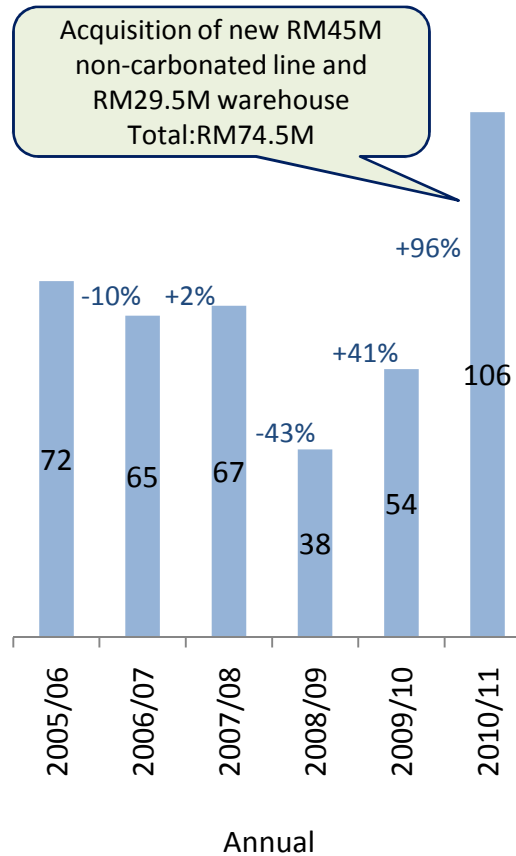


FY2010/11 Annual Results Highlights: Net Gearing Up Due To New NCB Line & Warehouse Acquisition

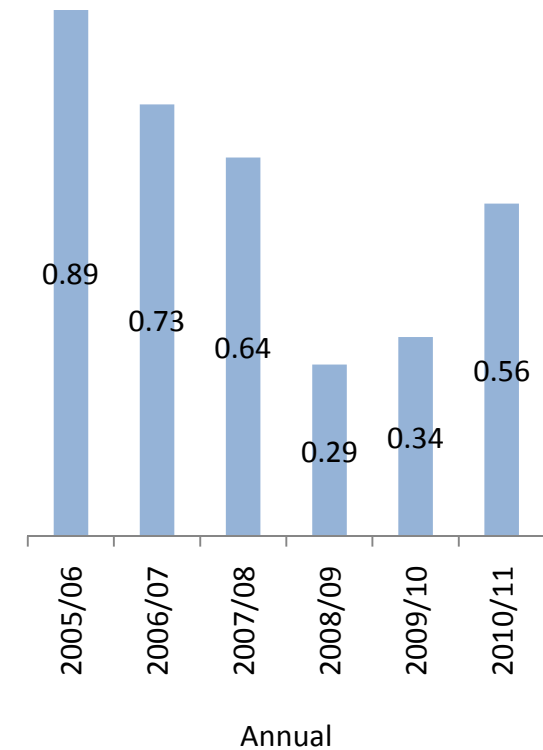
Shareholder Funds
(RM M)



Net Debt
(RM M)



Net Gearing
(Net Debt / Shareholder Funds)

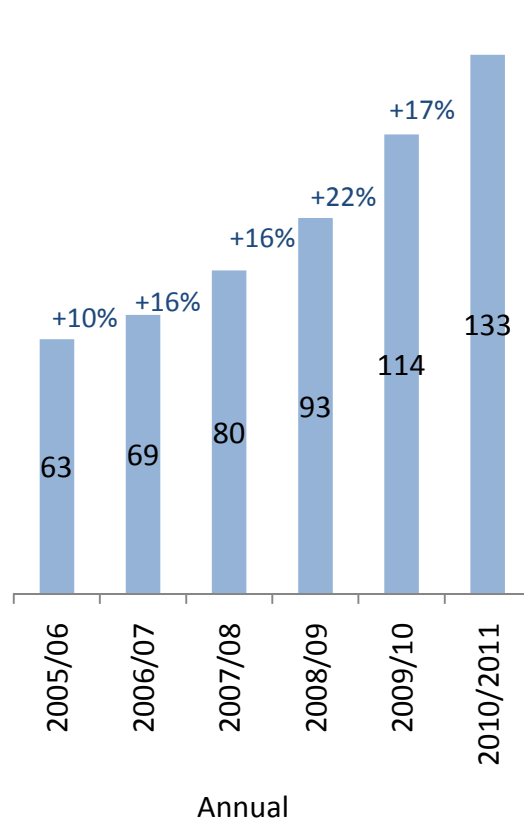


Note: FY2010/11 unaudited

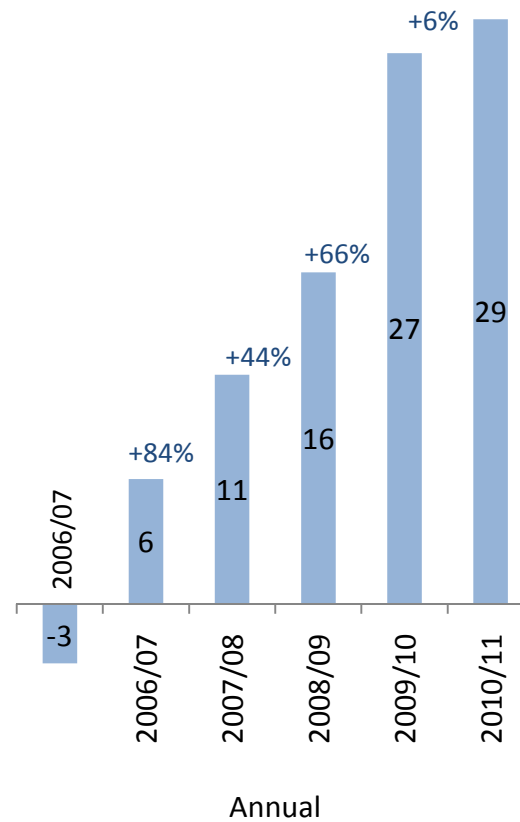


FY2010/11 Annual Results Highlights: Per Share Metrics Improved Significantly

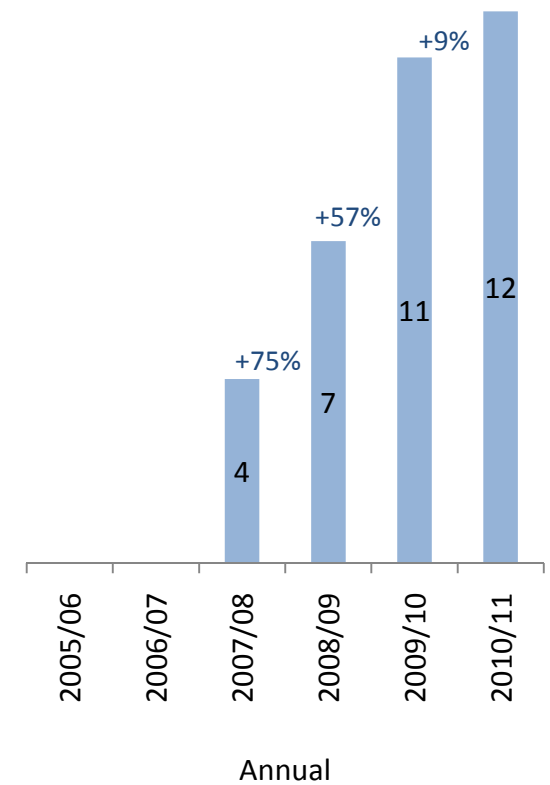
Net Asset Per Share (Sen)



Earnings Per Share (Sen)



Dividend Per Share (Pre-Tax)



Note: FY2010/11 unaudited



Full Year Dividend : 12 Sen (Pre-Tax)

	2007/08		2008/09		2009/10			2010/11		
	Final	Interim	Final	Full Year	Interim	Final	Full Year	Interim	Final	Full Year
Dividend										
Dividend (sen/shr) - Before Tax	4.00	2.00	5.00	7.00	4.00	7.00	11.00	5.00	7.00	12.00
Dividend (sen/shr) - After Tax	3.00	1.50	3.75	5.25	3.00	5.25	8.25	3.75	5.25	9.00
Dividend Yield (on par value)										
Par value per shr (sen)	100			100			100			100
Dividend Yield - Before Tax	4.00%			7.00%			11.00%			12.00%
Dividend Yield - After Tax	3.00%			5.25%			8.25%			9.00%
Payout Ratio										
EPS (sen) *	11.15			16.18			26.88			28.56
Dividend Payout Ratio **	27%			35%			31%			32%

“For the current financial year ended 30th June 2011, the Board of Directors recommend a final dividend of 7 sen per share less tax at 25%, subject to the shareholders' approval at the forthcoming AGM.

The dates of the AGM and book closure for the said dividend will be announced in due course.”

CIH aims to maintain a full year dividend payout ratio of around 30-35% in coming years

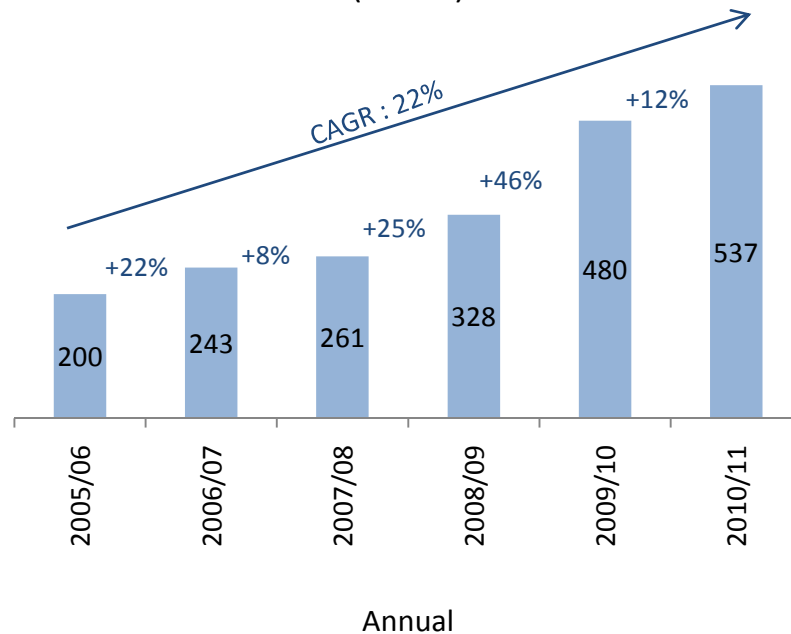
* Based on weighted average number of shares on issue during the financial year

** Based on closing number of shares on ex-dividend date

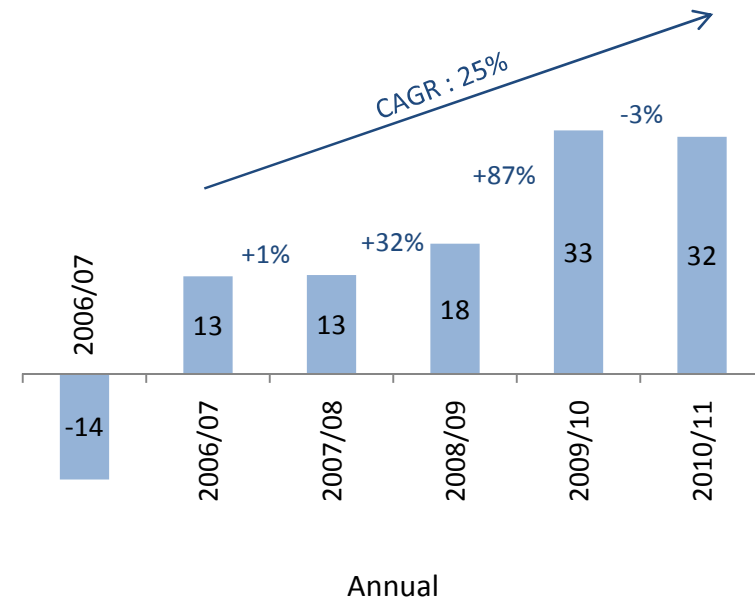


Beverage Highlights

Revenue History
(RM M)



PAT History
(RM M)



Growth driven by

- Significant investments in distribution network from 20K directly serviced outlets to over 42K
- Significant investments in NCB brands and production capacity
- Targeted investments in CSD

Future strategic priorities

- Continued investment in NCB leveraging leadership position of many brands and new production capacity
- Target investments in CSD
- Continuous focus on optimizing distribution processes to capitalize on extensive network

Note: FY2010/11 unaudited



Beverage Highlights: FY2010/11 Product Launches

Q1

Revive Lime Burst



Q2

Tropicana Twister Blackcurrant



Q3

New Logo & Packaging



Q4

Tropicana Twister Lychee

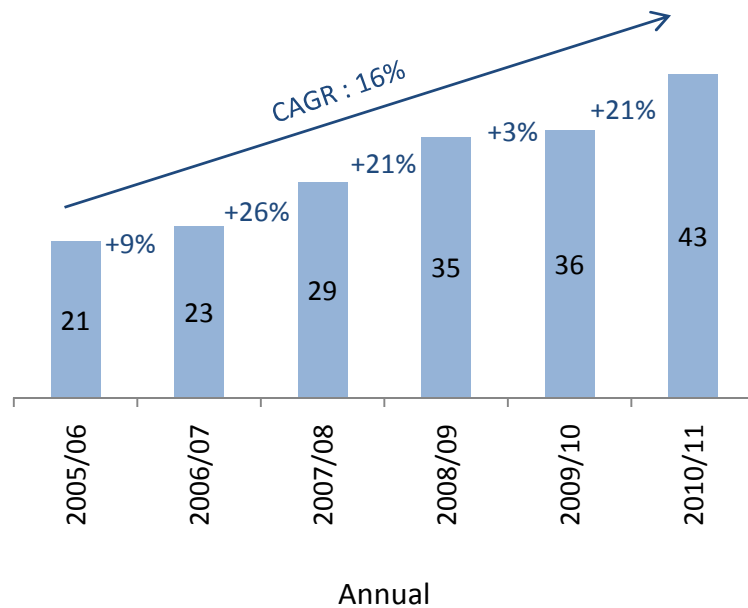




Tap and Sanitary Ware Highlights

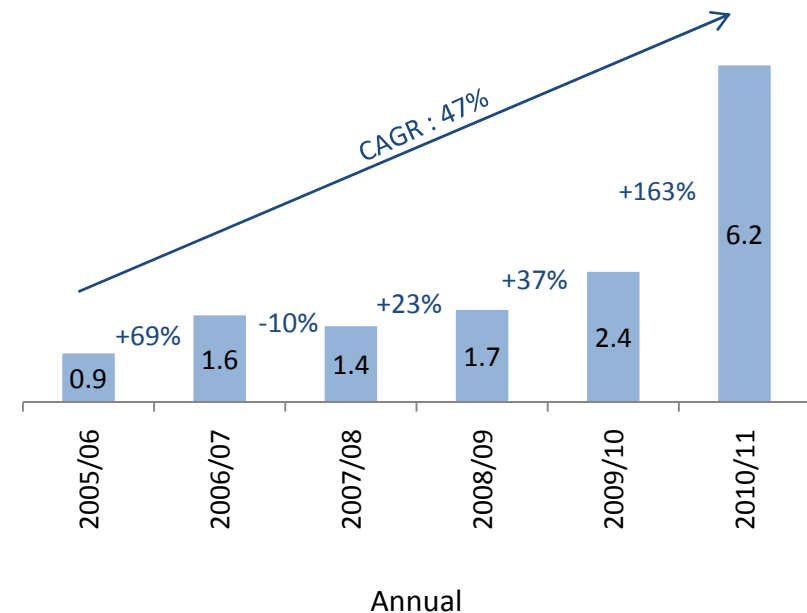
Revenue History

(RM M)



PAT History

(RM M)



Growth driven by

- Continuing to build on leadership position in tap ware market
- Acquisition of sanitary ware subsidiary
- Focus on leveraging on cross selling opportunities between tap and sanitary ware

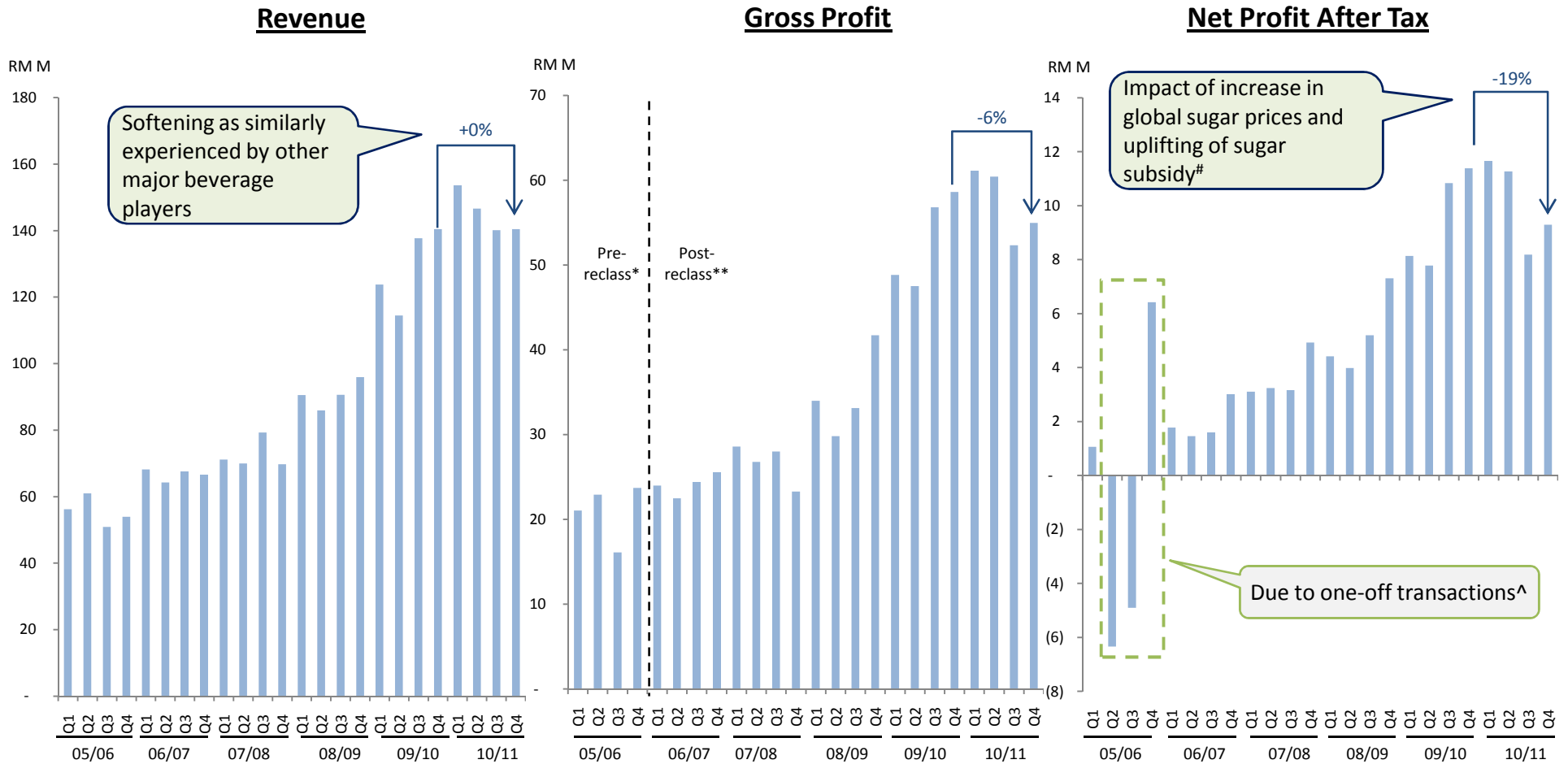
Future strategic priorities

- Continue to focus on leveraging cross selling opportunities
- Build brand equity via a retail distribution drive
- Continue to develop export markets
- Continue to focus on higher margin products/segments

Note: FY2010/11 unaudited



Quarter 4 Revenue Growth Flat Following 19 Consecutive Quarters of Growth



*Pre-reclassification: FOC Products (effective discounts) considered as a selling and distribution cost

**Post-reclassification: FOC Products (effective discounts) considered under COGS

^ One-off transactions: Transition to new distribution strategy, one off write offs (bad debts, pallet, bottles etc), gain from sale and lease back of factory land

Now market-based pricing for "13 big beverage" players effective 1 Jan 2011



Recent Accolades

AWARDS

1. South East Asia Bottler of the Year 2010 Award by PepsiCo International
2. Beverage Supplier of the Year 2010 Award by Giant, for the Ready-To-Drink and Chilled Beverage category
3. Shortlisted for the StarBiz-ICR Malaysia Corporate Responsibility Awards 2010
4. Listed as one of the top 100 companies in the Malaysian Corporate Governance Index 2010 conducted by the Minority Shareholder Watchdog Group
5. Shortlisted for the Malaysian Business – CIMA (Chartered Institute of Management Accounts) Corporate Governance Award Enterprise Governance Awards 2010

EVENTS

1. Invited to present at “OSK|DMG ASEAN Corporate Day” in Singapore on 6th January 2011
2. Invited to present at “Maybank’s Malaysian Consumer Day” in Singapore on 6th August 2010
3. Invited to present at “CIMB’s Mid Cap Conference” on 22nd June 2010



Disposal Of 100% Permanis Sdn Bhd For Cash Consideration Of RM820M

Deal overview

- Sale of 100% shares in Permanis
- Cash consideration of RM820M
- Asahi to assume all of Permanis' liabilities

Why?

- Opportunity to unlock value of investment in Permanis at an attractive valuation
 - ✓ Realise a proforma net gain on disposal* of RM677.1 M
 - ✓ Realise > 11x cost of investment i.e. RM72M on 1 April 2004

Utilisation of proceeds

- Board is still assessing and evaluating plans for optimal utilisation to maximise shareholder value which may include:
 - Acquisition of viable businesses/assets; and/or
 - Distribution to shareholders

Future plans

- Maintain CIH listing status
- Retention of tap-ware and sanitary-ware business (DOE); 2011 Revenue: RM 43 M, 2011 PAT: RM 6.3 M
- Explore opportunities to replicate its successes in the transformation and explosive growth of its investee companies

Salient terms

- Non-compete & non-solicit undertaking for a 3-year period
- Obtain necessary approvals, including shareholders, MITI/MIDA, PepsiCo, financiers, AmanahRaya
- Terminate existing management agreement with Permanis

Note: * Net of estimated expenses of RM19M



Why Invest in CIH?

1. CIH has proven successful in transforming and growing it's investee companies:

CIH Investee Company	FYE 30 June (RM 000s)		Growth
	2005	2011	
Permanis Group			
Revenue	248,120	536,927	116%
Profit Before Tax	9,764	41,823	334%
Doe Industries Group			
Revenue	17,653	43,487	146%
Profit Before Tax	88	8,423	9426%

2. Proposed disposal of Permanis creates an opportunity to unlock the value of its investment at more than 11x the initial purchase consideration; proforma net gain of RM677.1M
3. Proceeds from disposal of Permanis is to be
 - distributed to shareholders; and/or
 - channeled to new investee companies
4. CIH looks to explore opportunities to replicate its successes in implementing turnaround strategy of it's investee companies



Current Valuation Driven Largely By Announcement of Proposed Disposal

Ticker: CIH.MK, CIH.KL, 2828.KL
Sector: Food & Beverage
Share Capital (#): 142M

52 week High: 4.96
52 week Low: 2.47
Current Price: RM4.43
Current Capitalisation: RM629M
Average Daily Volume: 75K shares

Full Year EPS (FY2009/10): 26.88 sen
Full Year EPS (FY2010/11): 28.56 sen

PEX(Trailing): 14.8x



Current as at 23/8/2011



CIH Group Senior Management Team is Experienced and Highly Qualified

Senior Management Team	Education/Qualification	Yrs of Exp	Recent Previous Employers
C.I. Holdings Berhad (“CIH”)			
Datuk Johari Abdul Ghani Managing Director	Fellow Member Chartered Association of Of Certified Accounts, UK	21	KFC Holdings Bhd (Managing Director) Permodalan Nasional Berhad (PNB) Peat Marwick & Co (now KPMG)
Erwin Selvarajah CEO (CIH and Permanis Group)	B. A. Economics and Accounting University of Reading, UK	19	PepsiCo International (Finance Director S.E. Asia) KPMG (Kuala Lumpur, Vietnam)
Syed Khalil Syed Ibrahim Head of Corporate Finance, Strategy & Development	Bachelor Commerce, Bachelor Engineering Honours 1st Class University of Western Australia	11	Boston Consulting Group, New York (Consultant) Boston Consulting Group, Sydney (Snr. Associate)
Azlan Ahmad VP Legal & Corp. Sec. Affairs	LLB (Hons), Lincon’s Inn, Barrister Middlesex University, UK	19	KFC Holdings Malaysia (Legal Manager) Ardila, Shahriza&Azlan (Partner)
Permanis Group			
Ng Eng Cheang Chief Operating Officer	Bach. of Bus Adm (Distinction) Royal Melbourne Institute of Technology. Australia	20	Cadbury Malaysia (National Sales Manager) Danone Malaysia (National Sales Manager) Campbell Soup Malaysia (Head of Sales)
Renganathan Tewagudan SVP Supply Chain (Logistics & Manufacturing)	Bach. of Technology Management (Industrial Engineering & Operation Mgmt)	16	MOX–Linde Gasses (Senior Ops Manager) TNT Logistics (Contract Manager) United Engineers Malaysia (Branch Head)
Tho Lai Choy VP Finance	Certified Accountant: MICPA (Malaysian Inst. Of Cert Public Accountant) Member: MIA (Mly Institute of Accountants)	28	B.I.G. Industries Bhd (Financial Controller) Hong Leong Group (Finance Manager) KPMG (Audit Supervisor)
Hemalatha Ragavan VP Marketing	Bachelors Business Admin (Hons) (Majored in Marketing), UKM	16	Auto Bavaria (Marketing Manager)
Azaruddin Othman VP Human Resources	Bach. Geography and Economics California State University, Fresno	21	Indah Water (Training and Development Manager) University Malaya (Lecturer)
Doe & Potex Group			
Robert Foo CEO	Dip. in Marketing (Cht. Inst. of Marketing, UK) Dip in Bus. Studies (Inst of Commercial Mgmt,UK) Adv Dip in Bus. & Mgmt (West Morgan, UK)	19	Hume Industries (Sales Manager)



Further Information

Corporate Website (www.cih.com.my)



Investor Relations Contact

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