

12th November, 2010

To: The Director and Commissioner of the Stock Exchange of Thailand
Ref: Reporting on Company's Financial Results for the Third Quarter of 2010.

Dear Sir,

Big C Supercenter, PCL, is pleased to report the results of its' Company and Subsidiaries that have been examined by Ernst & Young auditors as of 30th September, 2010.

The key highlights for the Third Quarter of 2010 are the continuing good performance of the company:

- Retail sales up: +2.6%
- Steady growth in rental income: +2.9%
- Double-digit growth in operating profit: +12.7%
- Improvement in Operating profit margin: up +40 bp at 4.8%
- Strong growth in net profit: +23.4%

The dual retail-property management model, based on synergistic interaction between retail and real estate management, has proven its resilience and success for many years. To drive strong future growth, the group continues to deploy new concepts such as Big C Junior (2,000 sq.m.), Mini Big C (160 sq.m.) and Pure (drug store)

At the end of 30 September 2010, the Company operated 67 hypermarkets and 66 shopping malls, 1 Big C Junior, 11 Mini Big C, and 28 Pure drug stores, implanted within the hypermarkets. The Big C - Rajdamri store is temporarily closed for refurbishment. In the third quarter, the company continues to recognize the negative impact from the fire incident which occurred at this Rajdamri store on May 19, 2010. However, these impacts on the operating results are virtually certain to be recovered by insurance claims so the Company has recorded an insurance recovery income for the same period to neutralize the impact

The net operating results of the Company and its Subsidiaries for the Third Quarter of 2010, reflected a net profit of Baht 590 million, compared to a net profit last year of Baht 478 million, which represents an increase of Baht 112 million, or 23.4%.

The satisfactory performance of the Company during the Third Quarter can be accounted for the following reasons:

1. Net Sales:

Net Sales during the Third Quarter of 2010 amounted to Baht 16,604 million for the Company and its Subsidiaries, which represented an increase of Baht 420 million, or 2.6% over the same period of last year. Same store sales, excluding the sales impact from the fire incident at the Rajdamri store, continued to show satisfactory improvement in this quarter, especially in upcountry stores.

2. Rental and Service Income from Tenants:

Rental and Service Income from Tenants amounted to Baht 1,047 million in the Third Quarter of 2010, which represented an increase of Baht 30 million, or 2.9% over the same period of last year. The increase resulted from a net improvement of the annual rental revenue increase together with a negative rental revenue impact due to the temporary closure of the Rajdamri store.

3. Other Income:

Other Income, including income from suppliers' subsidies of in-store promotions and manufacturer promotions, income from logistics optimization and others in the Third Quarter of 2010, amounted to Baht 2,091 million which represented an increase of Baht 230 million, or 12.4% over the same period of last year. The increase in other income was mainly driven by the higher subsidies of suppliers from the strong sales promotion campaigns in the quarter and the booking of indemnity recovered by Business Interruption losses from the fire incident at the Rajdamri store in the amount of 87 million Baht.

4. Gross Profit:

Gross Profit of Baht 900 million in the Third Quarter of 2010 represented a decrease of Baht 184 million, or 17% over the same period of last year, due to the strong sales promotion campaigns launched to support consumption in the low season period of this quarter. However, the overall profitability of the Company and Subsidiaries is still solid, showing satisfactory performance.

5. Selling and Administration Expenses:

Selling and Administration Expenses of Baht 3,240 million in the Third Quarter of 2010 represented a decrease of Baht 15 million, or 0.5 % over the same period of last year, reflecting the effort to optimize the cost structure such as logistic and energy expenses.

6. Finance Cost:

Finance Cost for the Third Quarter of 2010 was only Baht 2 million which represented a decrease of Baht 26 million, or 92.9% over the same period of last year, as a result of lower financial debt in the quarter.

7. Corporate Income Tax:

Corporate Income Tax for the Third Quarter of 2010 amounted to Baht 201 million, an increase of Baht 4 million, or 2% over the same period of last year.

Sincerely yours,

Ms. .Rumpa Kumhomreun
CFO and Vice President, Accounting and Finance