

14th May 2010

To: The Director and Commissioner of the Stock Exchange of Thailand
Ref: Reporting on Company's Financial Results for the First 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 31st March, 2010.

The key highlights for the First Quarter of 2010 as compared to the same period of 2009 are the following:

- Retail sales up: +2.5%
- Steady growth in rental income: +5.4%
- Continuous growth in operating profit: +6.6%
- Operating profit margin maintained at a high level: 6.8%, +20 bp
- High net profit growth : +10.2%

In the context of the continuing economic downturn and political turbulence in Thailand, the Company confirms its strong profitability profile. The dual retail-property management model based on synergistic interaction between retail and real estate management demonstrated its resilience despite the economic uncertainty.

At the end of 31 March 2010, the company operated 68 hypermarkets and 67 shopping malls.

The operating results of the Company and its subsidiaries for the First Quarter of 2010, reflected a net profit of Baht 801 million, compared to a net profit last year of Baht 727 million, which represents an increase of Baht 74 million, or 10.2 %.

The satisfactory performance of this quarter is due to the following reasons:

1. Net Sales

Net sales during the First Quarter of 2010 amounted to Baht 16,771 million for the company and its subsidiaries, which represented an increase of Baht 410 million, or 2.5% over the same period of last year. Same store sales showed satisfactory improvement in this quarter.

2. Rental and Service Income from tenants

Rental and Service Income from tenants amounted to Baht 1,039 million in the First Quarter of 2010 which represented an increase of Baht 53 million or 5.4% over the same period of last year with such increase resulting from an annual rental revenue increase.

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 First Quarter of 2010 amounted to Baht 2,264 million, which represented an increase of Baht 120 million or 5.6% over the same period of last year. The increase in other income was mainly driven by the higher subsidies by suppliers from the strong sales promotion campaigns in the quarter.

4. Gross Profit

A Gross Profit of Baht 1,097 million in the First Quarter of 2010 represented a decrease of Baht 10 million or 0.9% over the same period of last year due to the sales promotion campaigns launched to support consumption in the context of economical uncertainty and political turbulence. 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 3,257 million in the First Quarter of 2010 represented an increase of Baht 91 million or 2.9 % over the same period of last year.

6. Finance Cost

Finance Cost for the First Quarter of 2010 was only Baht 2 million which represented a decrease of Baht 35 million or 94.6% 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 First Quarter of 2010 amounted to Baht 336 million, increasing by Baht 32 million or 10.5% over the same period of last year.

Yours very truly,

Ms.Rumpa Kumhomreun

CFO and Vice President of Accounting & Finance