



บริษัท บิ๊กซี ซูเปอร์เซ็นเตอร์ จำกัด (มหาชน) (สำนักงานใหญ่)
เลขที่ 97/11 ชั้น 6 ถนนราชดำริห์ แขวงลุมพินี
เขตปทุมวัน กรุงเทพฯ 10330
โทร. +66 (0) 2655 0666
ทะเบียนนิติบุคคล / เลขประจำตัวผู้เสียอากร : 0-1075-36000-63-3

Big C Supercenter Public Company Limited (Head Office)
No. 97/11, 6th Floor, Rajdamri Road, Lumpini Sub-district,
Pathumwan District, Bangkok 10330
Tel. +66 (0) 2655 0666
Company Registration Number / Tax ID : 0-1075-36000-63-3

No. GRC. 011/2015

15 December 2015

Subject: Notification on Strategic Priorities for the Company in 2016

Attention: The President,
The Stock Exchange of Thailand

The Board of Directors Meeting of Big C Supercenter Public Company Limited No. 5/2015 was held on 15 December 2015 to review budget and strategic priorities for the company in 2016.

During 2015, Big C's management focused on developing its existing store network with the opening of 108 stores (including 2 hypermarkets) while further improving its current operations with the completion of its multi-year supply chain overhaul and increasing its resilient rental income.

Big C is planning to continue its efforts into 2016 and beyond to further strengthen its platform and expand it while maintaining tight financial discipline.

In a challenging market, Big C expects to maintain its brand price leadership in 2016 while benefiting from the improvement in store productivity and in working capital efficiency with the completed supply chain overhaul.

Expansion is targeted to continue to ramp up in 2016 with the opening of 6 hypermarkets, 3 Big C Markets, and 75 Mini Big C stores. Further 7 major Alcudia renovations should be completed during 2016, including Lopburi and Bangple stores where the works started in July 2015.

As part of its 2016 plan, Big C is also considering monetization options of part of its real estate, in particular the creation of a REIT composed mostly of its shopping centers, while continuing to fully consolidate their results. Big C owns and operates 174 shopping centers for about 800,000 m² in rental area located in prime areas across the country. This project will facilitate Big C's development on its attractive market and enable to create value for its shareholders.

Please be informed accordingly.

Sincerely Yours,

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

In case of inquiry, please contact:
Secretariat Section,
Governance, Risk Management and Compliance Department
Tel.02 655 0666 ext. 7369, 7159