



**COUNTRY GROUP
HOLDINGS**

SET OPPORTUNITY DAY

16 JUNE 2016



INDEX

I	EXECUTIVE SUMMARY
II	COMPANY OVERVIEW
III	STRATEGIC AFFILIATES / SUBSIDIARIES
IV	FINANCIAL PERFORMANCE

EXECUTIVE SUMMARY

NAME	Country Group Holdings Public Company Limited ("CGH")
BUSINESS	An Investment Holding Company
	CGH invests in Country Group Securities PCL, which operates securities business, as a core company
REGISTERED CAPITAL	6,075,927,916 Baht (PAR 1 Baht)
PAID-UP CAPITAL	4,336,768,278 Baht (PAR 1 Baht)
LISTED DATE	Listed on SET on 8 th January 2015 (Replacing "CGS") (CGS listed on SET since 1993)
AUDITOR	Deloitte Touche Tohmatsu Jaiyos Audit Co., Ltd
FINANCIALS AS OF 1Q16	<ul style="list-style-type: none"> • Net Income 51.7 MB • Total Assets 7,717.0 MB • Total Liabilities 1,787.1 MB • Total Shareholders' Equity 5,929.9 MB

EXECUTIVE SUMMARY

BOARD OF DIRECTOR

BOARD OF DIRECTOR		POSITION
1	Mr. Sadawut Taechaubol	Chairperson
2	Mr. Tommy Taechaubol	Chief Executive Officer / Director
3	Mr. Surabhon Kwunchaithunya	Vice Chairperson
4	Mr. Somkad Sueptrakul	Director
5	Mr. Pisuth Viriyamettakul	Director
6	Mr. Veeraphat Phetcharakupt	Director
7	Mr. Dej Namsirikul	Independent Director
8	Mr. Nipon Wisityuthasart	Independent Director
9	Pol. Lt. Gen Werapong Chuenpagdee	Independent Director
10	Mr. Pitinun Matitanaviroon	Independent Director

MAJOR SHAREHOLDERS

TOP 10 SHAREHOLDERS		NO. OF SHARES	% SHARES
1	Mr. Sadawut Taechaubol	604,490,326	13.94
2	Mr. Pijit Viriyamettakul	317,500,000	8.61
3	UOB Kay Hian (Hong Kong) Limited	300,000,000	6.92
4	ABN Amro Nominees Singapore PTE LTD	249,653,400	5.76
5	Mr. Tommy Taechaubol	215,617,414	4.97
6	Mr. Ben Taechaubol	215,435,554	4.97
7	Mr. Samroeng Manoonphol	143,769,222	4.37
8	Country Group Development PCL	153,061,800	3.53
9	Ms. Pensri Rattanasuntrakul	133,618,900	3.11
10	Mrs. Atjima Pakanaml	120,000,000	2.77
11	Others	1,780,520,962	41.05

As of 1 March 2016

WHY “CGH”

- First Investment Company in Thailand with full length of services
- Full team of experts with professional investment process
- Strong balance sheet and proven track record



A photograph of two hands, one from a person in a white shirt cuff and the other from a person in a dark suit cuff, reaching towards each other against a blurred background of a beach and ocean. A white rectangular box with the text 'OUR VISION' is overlaid on the hands.

OUR VISION

**“ TO BE ONE OF THE FASTEST GROWING AND MOST DIVERSE
INVESTMENT COMPANIES IN THAILAND, WITH A TARGET
OF BEING IN THE SET 50 BY 2020. ”**

STRATEGIES



Dynamic portfolio management by developing Internal capabilities



Focus on strategic long-term investments



Restructure existing businesses to deliver higher margin



TARGETING RETURN OF 15%



1Q16 BUSINESS HIGHLIGHTS

- Reorganized CGS' by streamlining its Retail Brokerage Divisions _____

- +9% Net Profit YoY in Q1 '16 _____

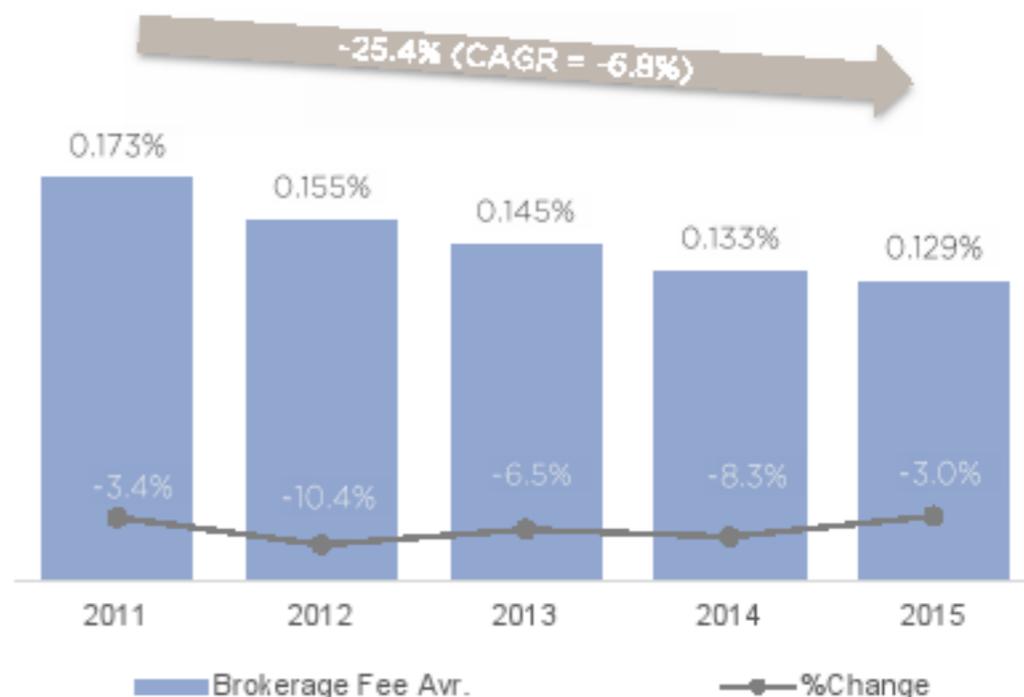
- Became Major Shareholder of "PDI" and reorganized its business model _____



TRANSFER CGS'S RETAIL SECURITIES BUSINESS

- 3 JUNE 2016:** CGH announced that CGS entered into the Asset Purchase Agreement to sell parts of its retail brokerage business to UOBKH
- Shift the revenue stream from the declining retail brokerage business to a more profitable and predictable businesses such as Private Wealth, Institution Investors, etc.

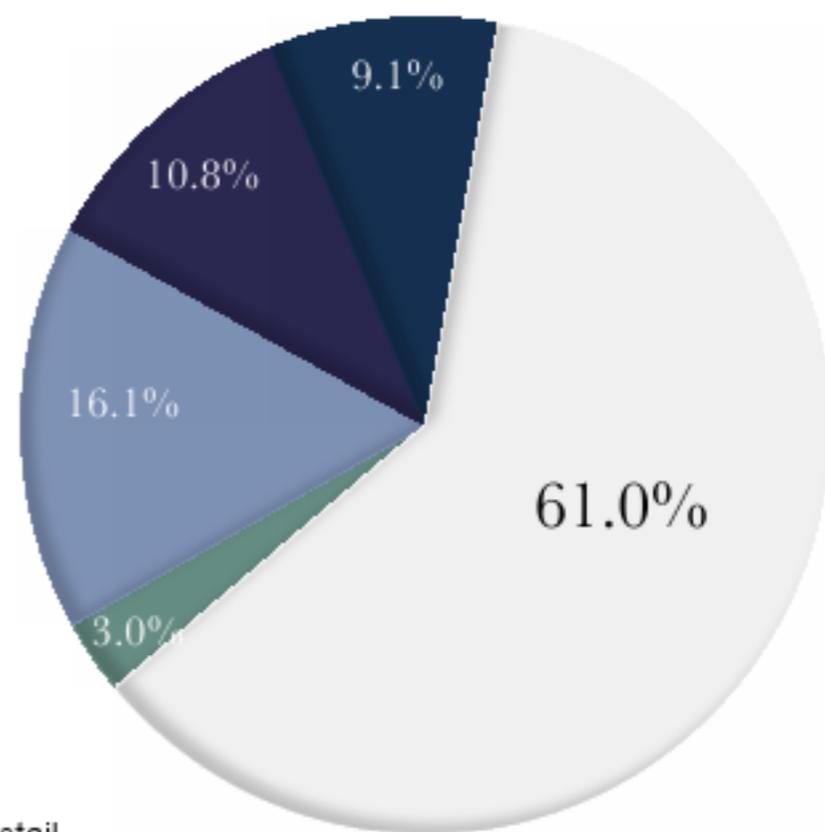
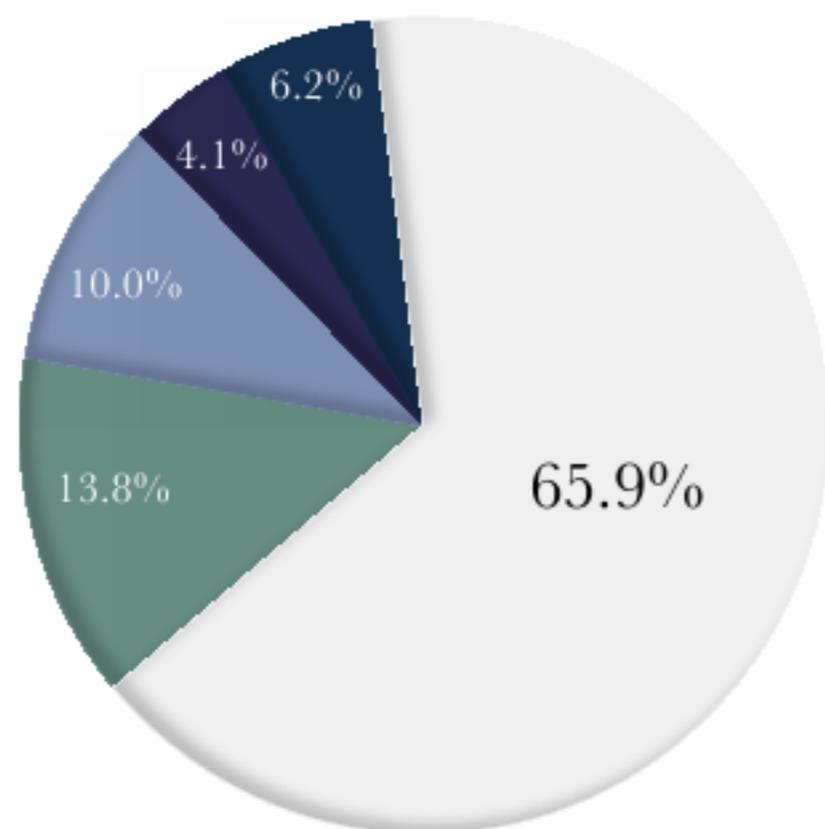
BROKERAGE FEE AVERAGE



CGS: REVENUE CONTRIBUTION

2015

1Q16



FINANCIAL HIGHLIGHTS

REVENUE BREAKDOWN (BTMN)	2014	2015	1Q16
REVENUES	1,600.37	1,185.88	321.47
Brokerage fees	1,024.70	867.15	196.43
Fees and services income	61.72	60.64	32.45
Gain on investments and derivatives	102.20	114.26	52.82
Interest and dividends	68.29	63.17	16.38
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Share of profit from investment (equity method)	60.41	18.39	9.33
Expenses	1,136.58	1,069.02	258.04
INCOME (LOSS) BEFORE INCOME TAX	463.79	116.86	63.43
Income tax	(79.74)	(56.14)	(11.73)
NET INCOME (LOSS) FOR THE YEARS / PERIODS	384.05	60.72	51.70
BALANCE SHEET (BTMN)	2014	2015	1Q16
TOTAL ASSETS	5,757.16	6,928.88	7,717.00
TOTAL LIABILITIES	2,269.67	1,089.46	1,787.10
TOTAL SHAREHOLDERS' EQUITY	3,487.49	5,839.42	5,929.90

* May 2015: CGH completed a share capital increase program for additional 2,301 Btmn by issuing new 1,770 Million shares

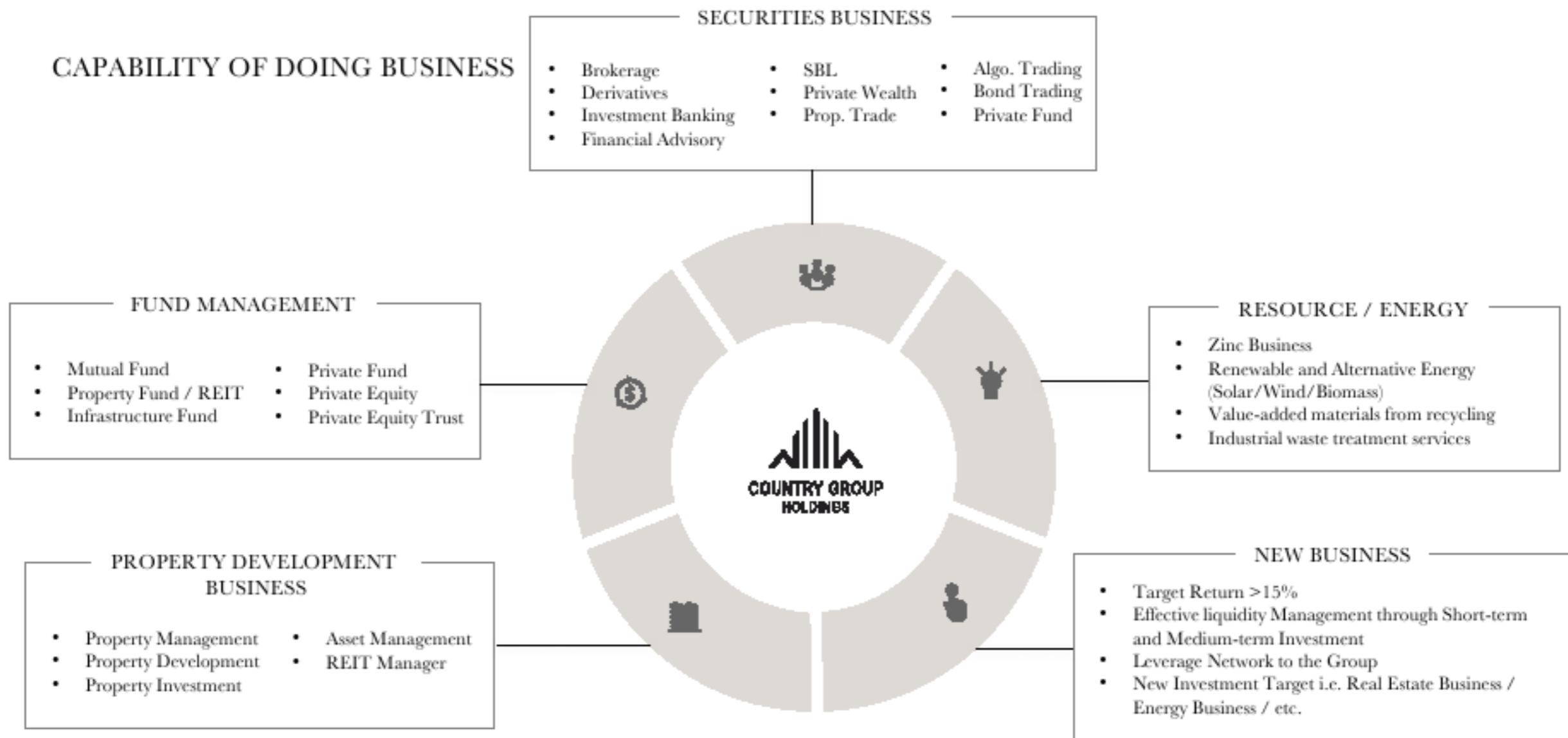
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ONE OF THE FASTEST GROWING AND
MOST DIVERSE INVESTMENT COMPANIES
IN THAILAND

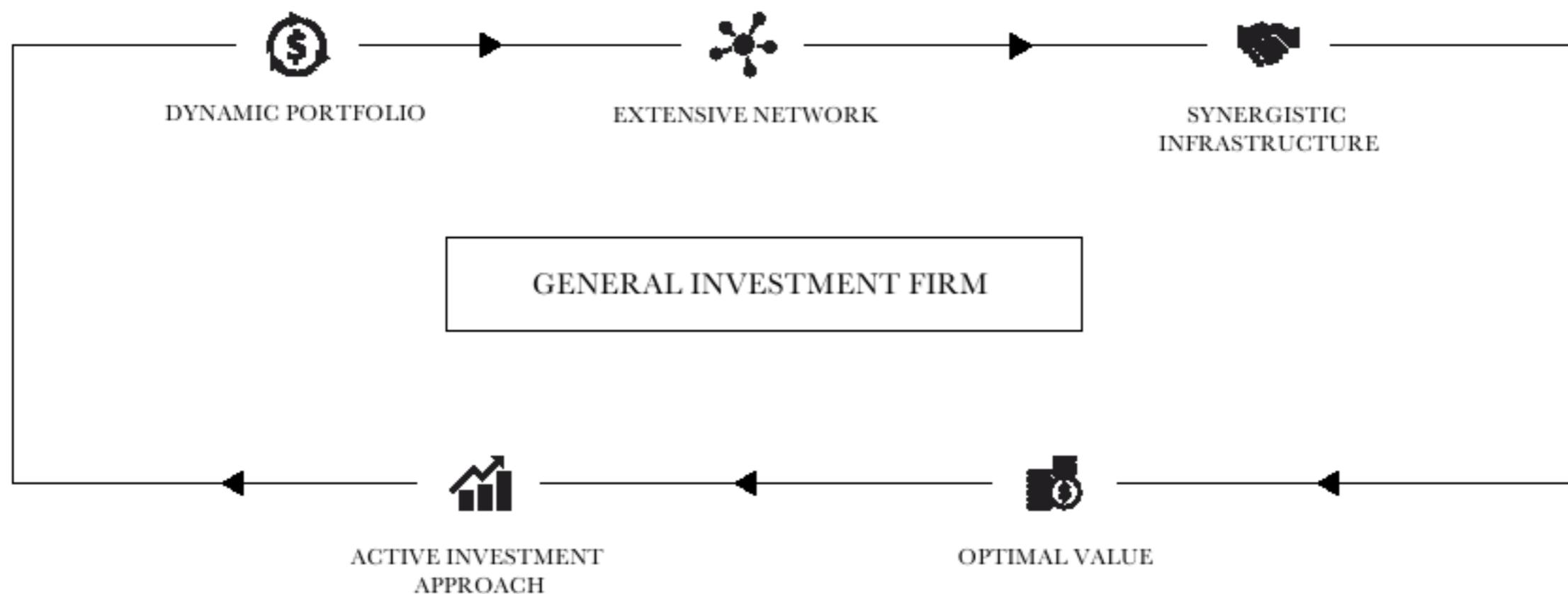


CAPABILITY OF DOING BUSINESS

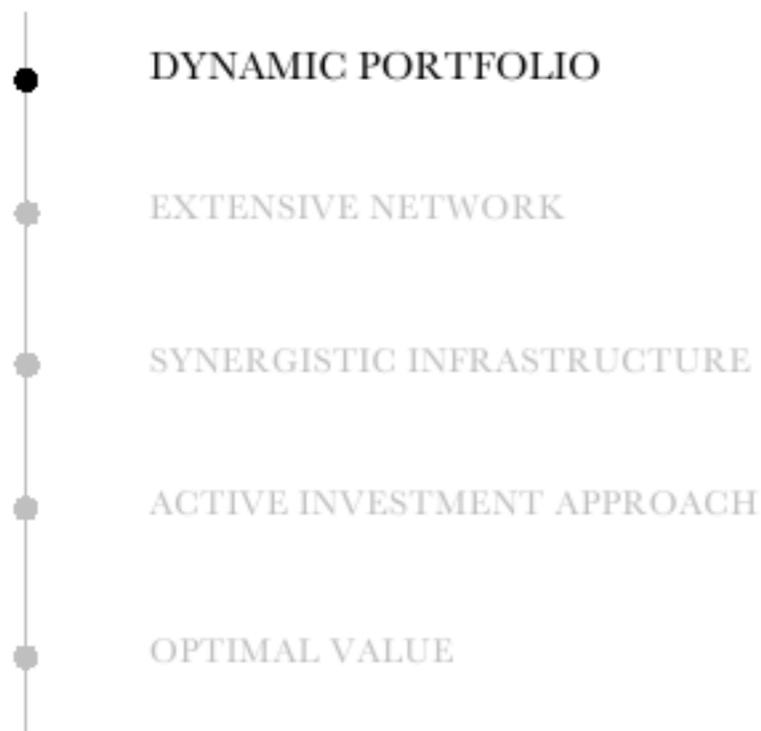


CORE STRENGTHS

HOW CGH DIFFERENTIATE FROM OTHERS



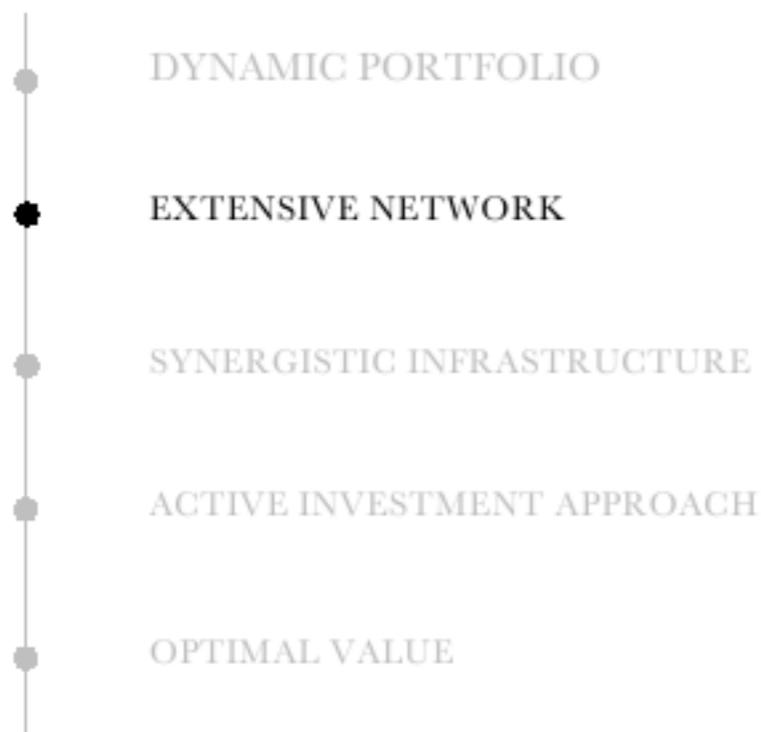
CORE STRENGTHS



DYNAMIC PORTFOLIO

- Our investment approach explores new regions and emerging sectors for untapped opportunities, diversifying across investment types to minimize risk while maximizing returns
- Recently invest in real estate and energy businesses

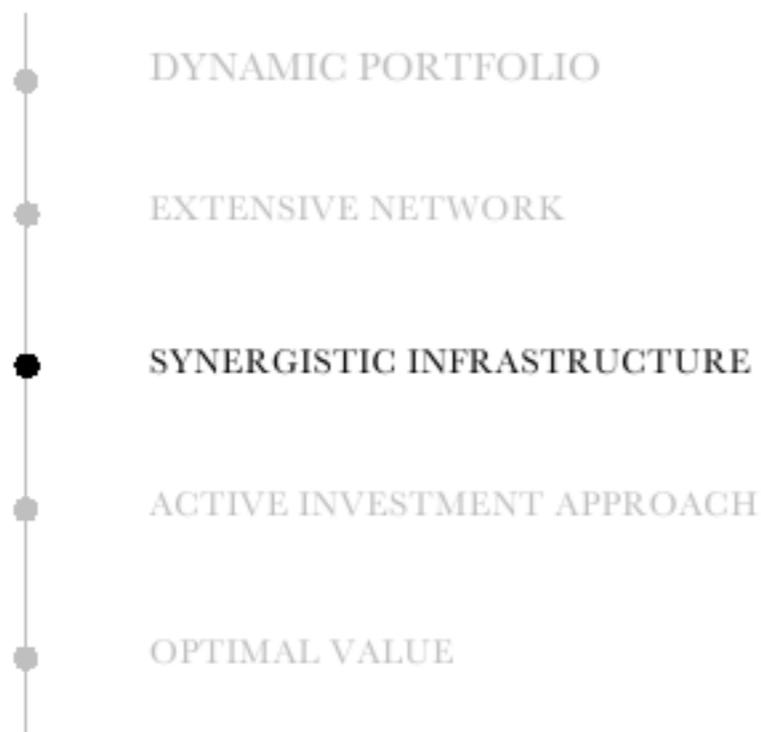
CORE STRENGTHS



EXTENSIVE NETWORK

- Our strong track record of transactions and real operational experience across several regions and industries provides us with a well-established network for access and operational capability.
- Able to leverage local/international network through our subsidiary and affiliates

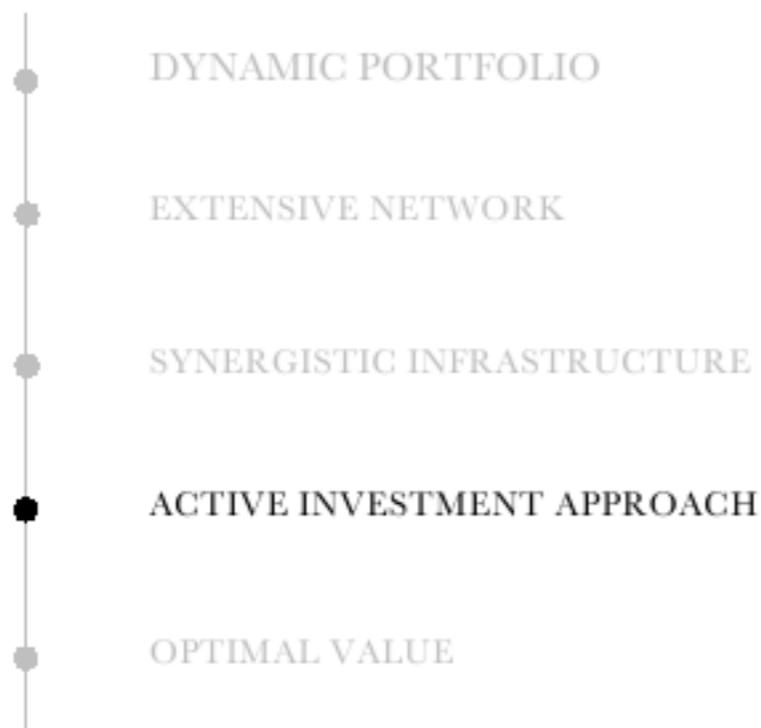
CORE STRENGTHS



SYNERGISTIC INFRASTRUCTURE

- Our systems and methods capitalize resources across all our subsidiaries, achieving unique insights with a long term view for stable and sustainable investments
- Ability to tap into Debt Capital and Equity market through our subsidiary and affiliates

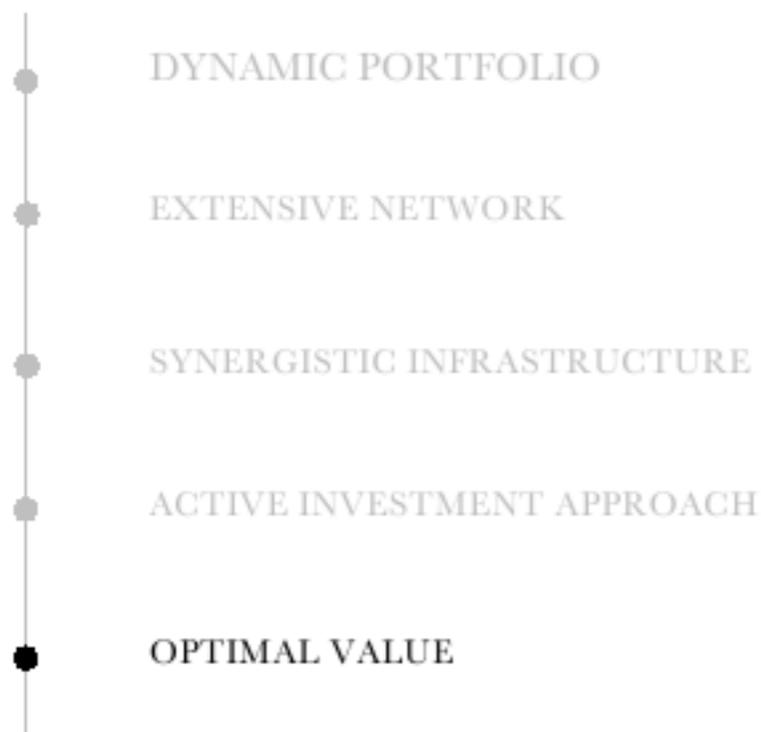
CORE STRENGTHS



ACTIVE INVESTMENT APPROACH

- A proactive micro management style allows us to be strategically aggressive within a stringent risk framework in order to deliver sustained growth and consistent returns
- Effective liquidity management through Short-term and Medium-term investment in debt and equity instruments to maximize shareholders' return

CORE STRENGTHS



OPTIMAL VALUE

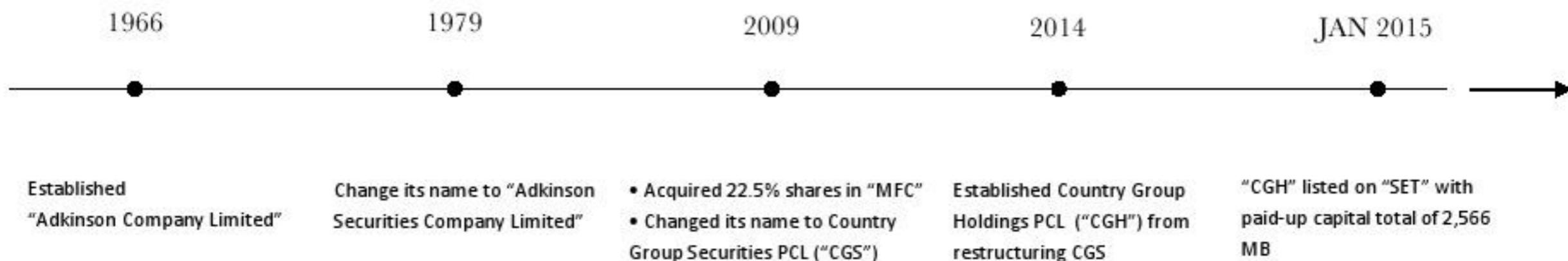
- Our unique ability to see and unlock all potential value from underperforming assets is the key to maximizing shareholder's value
- We restructure existing business to deliver higher margin, while continuing to seek for new investments

CGH MILESTONES

08.01.2015

Country Group Holdings PCL was incorporated on 15th May 2014, and replaced CGS on the SET on 8th Jan 2015.





MAR 2015

APR 2015

JUN 2015

DEC 2015

2016

Transfer MFC shares of 25%
from "CGS" to "CGH"

Acquired total of 15% shares
in "PDI"

Increased paid-up capital
from 2,566 MB to 4,337 MB

Acquired a total of 20% shares
in "PDI" and total 9% shares in
"CGD"

Launches a New Company
"Genki Power Company Limited"





STRATEGIC PARTNERSHIPS

GOVERNMENT AGENCIES

We constantly challenge ourselves to keep up with emerging trends for investment opportunities.



CONSTRUCTION

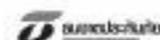
We believe in being creative in our approach to investments.





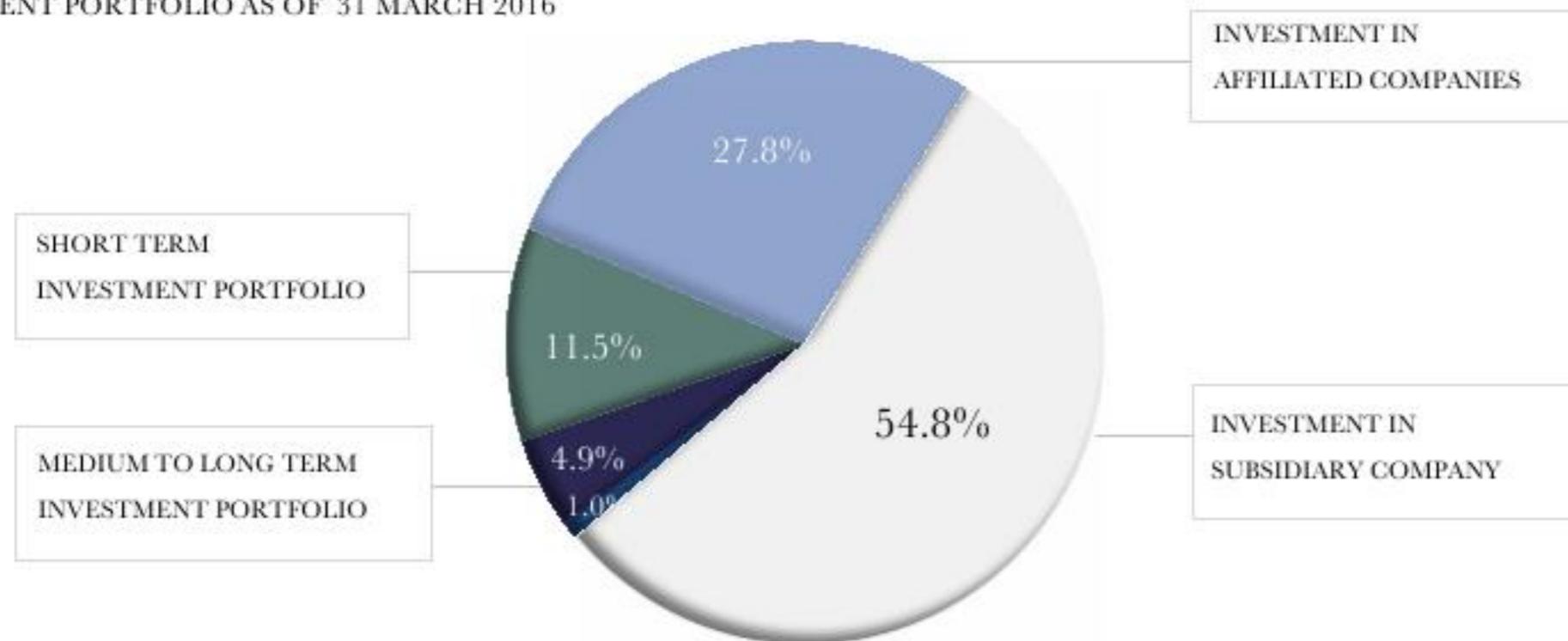
STRATEGIC PARTNERSHIPS

CONSULTANTS / FINANCIAL INSTITUTIONS



INVESTMENT PORTFOLIO & INVESTMENT STRATEGIES

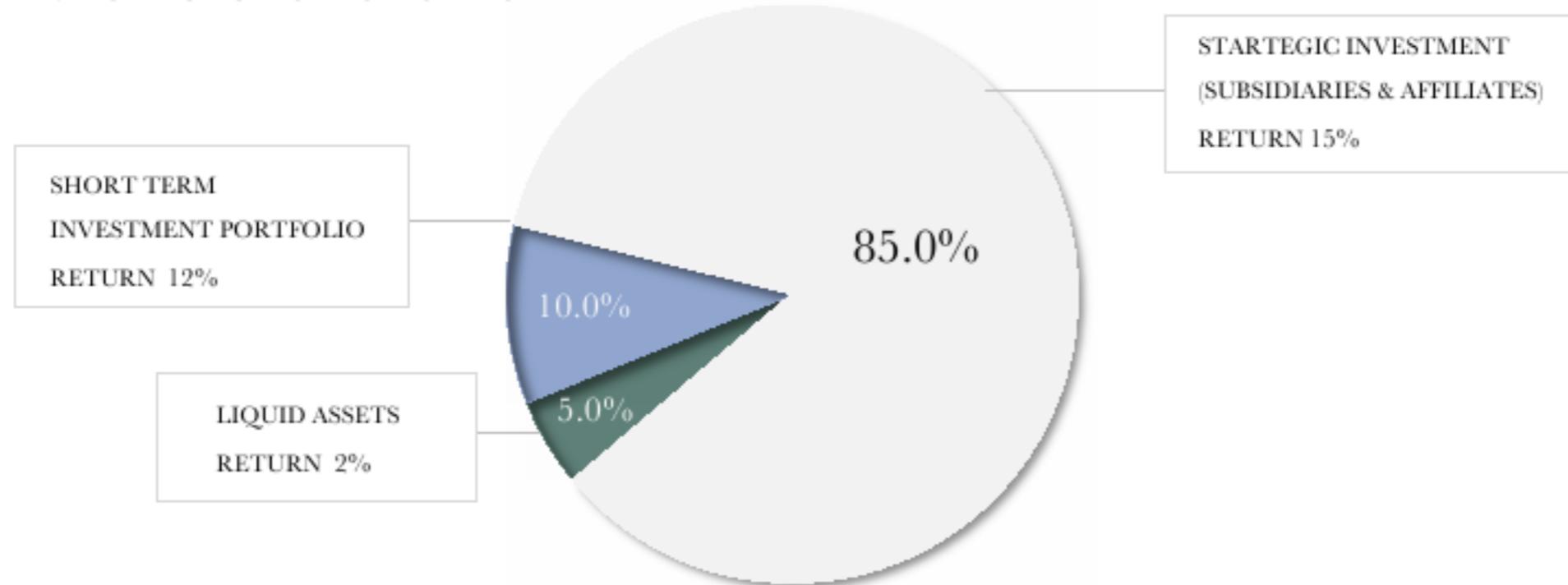
INVESTMENT PORTFOLIO AS OF 31 MARCH 2016



- Investment in Subsidiary Company
- Short Term Investment Portfolio
- Investment in Affiliated Companies
- Medium to Long term Investment Portfolio
- Liquid Assets

INVESTMENT PORTFOLIO & INVESTMENT STRATEGIES

INVESTMENT PORTFOLIO HIGHLIGHTS TARGET



TARGET INVESTMENT RETURN OF 14%

○ Strategic Investment

● Short Term Investment Portfolio

● Liquid Assets



MR. SADAWUT TAECHAUBOL

Chairperson

Executive Chairperson of CGD / MFC / Sing Sian Yer Pao &
 Executive Director of PDI / China Trade Promotion Association &
 President of Thai Chamber of Commerce & Industry

- 40 years experience in real estate, media, and financial services
- Former Vice President of Thai Market Association since 1984
- Former consultant to minister of commerce, minister of finance, minister of interior, and minister of prime minister's office
- Former committee of AFET
- Founder of the Country Group by acquired Atkinson Securities PCL in 2006
- Executive Chairperson to CGH, CGS and MFC
- President to Thai Chamber of Commerce & Industry since 2010
- Executive Director to PDI since 2015 and China Trade Promotion Association since 2009
- Chairperson to the Sing Sian Yer Pao Co. Ltd. since 2010
- Director to Profit Venture Co., Ltd, Bann Rai Taechaubol Co., Ltd, and Bangkok Development Co., Ltd



MR. TOMMY TAECHAUBOL

CEO and Director

Director of CGS / PDI / MFC

- Former head of the Business Development Division of MFC in overseeing the property, infrastructure and private equity departments
- Responsible for the establishment of 6 property funds raising a total of THB 11B of Investment capital and overseeing a total of 26 funds with THB 32B under management and developed expertise in property and energy sectors
- Former director of Country State Co., Ltd
- CEO and Director of CGH since the company's restructure in 2015
- Director of its subsidiaries including CGH, CGS and PDI
- Director of Bann Rai Taechaubol Co., Ltd
- Advisor to the Executive Board of MFC since 2014
- Executive Chairperson of Sing Sian Yer Pao Co., Ltd



MS. SUDTHIDA CHIRAPATSAKUL

CEO and Director of CGS

- Former Managing Director of Fast East Securities PCL and United Securities PCL
- Former President of Apex Securities Co., Ltd
- Former Managing Director of Retail Brokerage Division at CGS since 2009
- President and CEO of CGS since 2013



MS. PRAPA PURANACHOTE

CEO and Director of MFC
Director of PDI

- Former SEVP and Chief Provident Fund Division at Krung Thai AM PCL since 2004
- President of MFC since 2011
- Director of PDI since 2015
- Independent Director of Ratchaburi Electricity Generating Holding PCL



MR. FRANCIS VANBELLEN

CEO and Director of PDI

- Former Managing Director of GMM Quartz (Belgium)
- Owner of Vanbellen Consulting, (Belgium)
- Chairman of South East Asia Metals Co. Ltd., (Thailand) and the Supervisory Board of GMM Quartz (Germany)
- Director of Belgian-Luxembourg and Thai Chamber of Commerce (Thailand)
- Board member of Maesod Clean Energy Co. Ltd., (Thailand), Puthep Co. Ltd., (Thailand), GMM Quartz (Belgium), and OMM (Turkey)



MR. BEN TAECHAUBOL

CEO and Director of CGD

- CEO of CGD since 2010
- Lead the company's most significant project to date, Chao Phraya Estate, a 32 billion baht waterfront development featuring three iconic properties, including the world's largest Four Seasons Private Residences, Four Seasons Hotel Bangkok at Chao Phraya River, and Bangkok's first all-suites ultra-luxury Capella Hotel.
- Accredited by the Thai Institute of Directors Association in 2009

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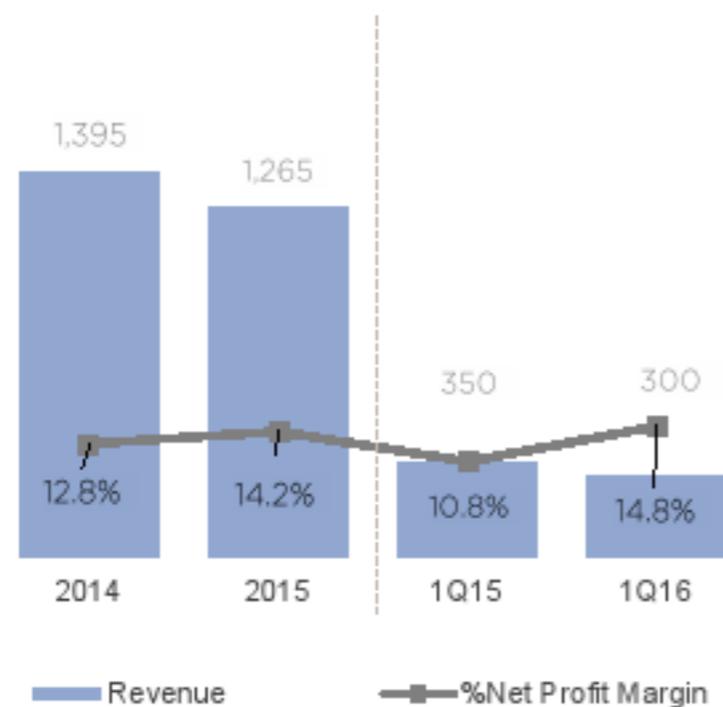


CGH'S STRATEGIC
AFFILIATES & SUBSIDIARIES
Business Highlights

- I Major reorganization targeting retail, foreign, and institutional clients
- II One - stop service by providing full range of financial products and services
- III Diverse revenue streams from other higher margin products
- IV Strong investment banking team covering wide range of services
- V Total Assets of 4,825 MB and Total Equity of 3,054 MB as of 31 March 2016

CGS: BUSINESS STRATEGIES

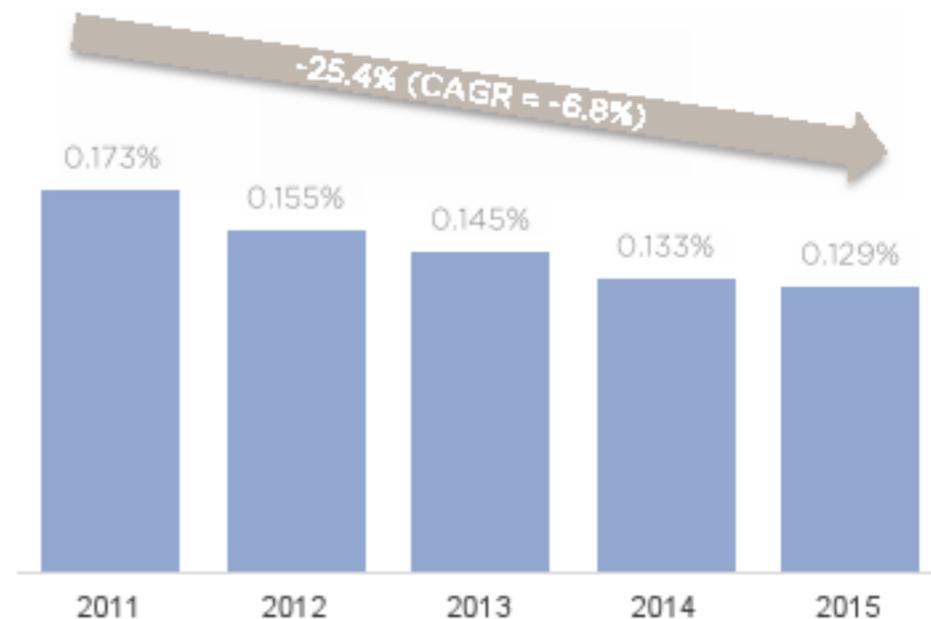
FINANCIAL PERFORMANCE



* 2014 Revenue does not include the once off revaluation of MFC stock adjustment

Source: CGS

BROKERAGE FEE AVERAGE

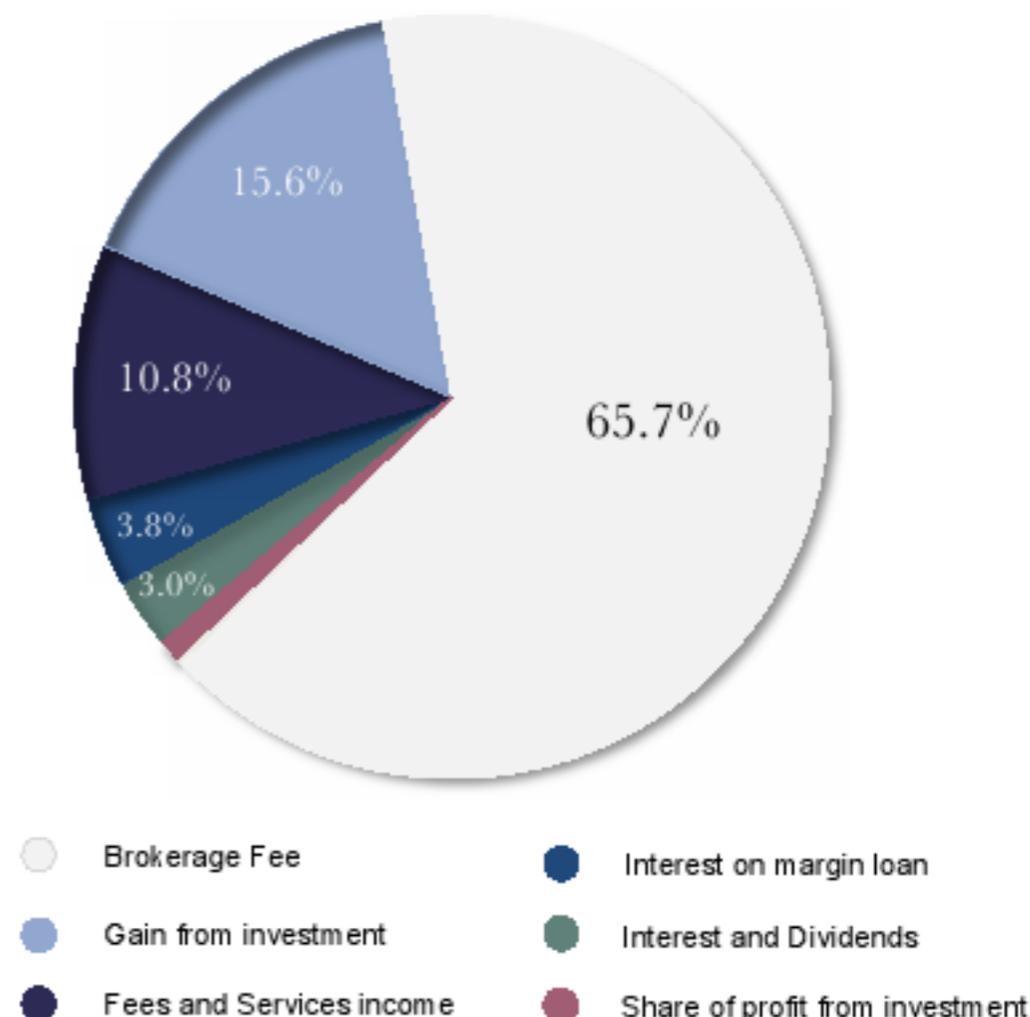


CGS: BUSINESS STRATEGIES

3 YEARS STRATEGIES

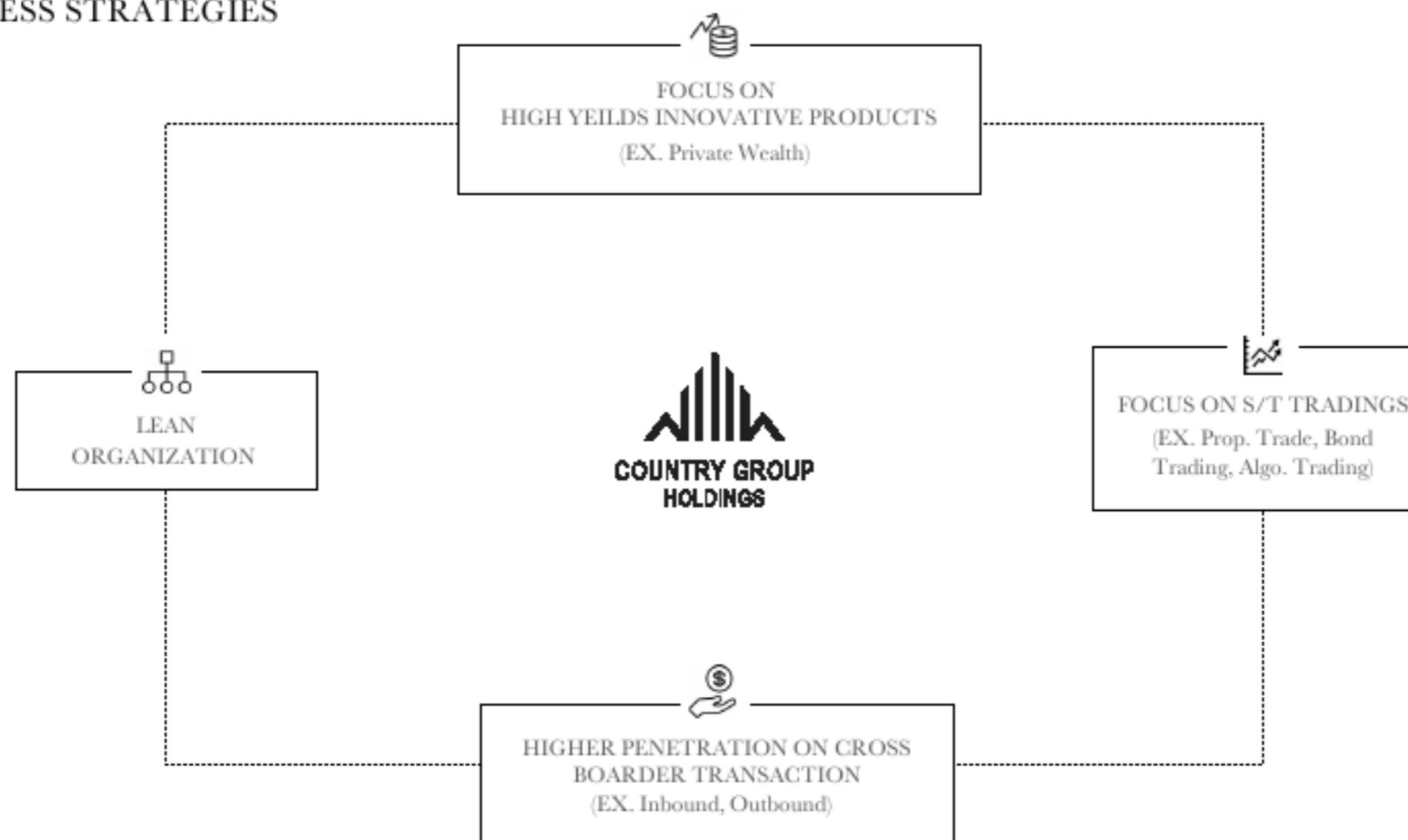
- I** Restructure, focusing on lean SG&A expenses and higher margin services
- II** Providing market-leading innovative products
- III** Expand client bases
- IV** Launch new business lines

REVENUE CONTRIBUTION (1Q16)





CGS: BUSINESS STRATEGIES





CGH'S STRATEGIC
AFFILIATES / SUBSIDIARIES
Business Highlights

- I Transformed business structure into Materials, Eco friendly, and Energy
- II JV with DOWA, Japan's leading industrial waste management business
- III Highly liquid and low leverage provides great investment capabilities
- IV Positive cash flows from existing mining operations. Ability to free significant cash flow from closure of mine
- V Net Cash of 1,550 MB (Including S/T investment) as of 31 March 2016

PDI : BUSINESS STRATEGIES

3 YEARS STRATEGIES

- I** Utilizing existing resources to maximize income
- II** Targets investment return of approx. 15%
- III** Adding new income stream keeping focus on sustainable growth
- IV** Working with strategic partner to achieve higher growth



NEW COPORATE STRUCTURE



PDI ENERGY

Proving energy from
renewable sources



PDI MATERIALS

Proving added value
materials from recycling



PDI ECO

Proving raw materials
from waste and eco
management of waste



CGH'S STRATEGIC
AFFILIATES / SUBSIDIARIES
Business Highlights

- I Thailand's first and only listed AM firm and partly own by the Thai Governments
- II Offering new range of products in REITs Infrastructure Fund, Private Wealth, and Private Equity
- III Opportunities in accessing to exclusive investment and capital
- IV Diverse client bases and channels
- V AUM was 387,558.48 MB as of 31 March 2016 (Provident fund rank no. 1 out of 17)



CGH'S STRATEGIC
AFFILIATES / SUBSIDIARIES
Business Highlights

- I Successfully launched Thailand's first international REIT (MFC Industrial Real Estate Investment Trust / MIT)
- II Create value through property development and investments
- III One of the fastest growing property companies in Thailand
- IV Turned to profitability and migrated to SET in 2014
- V Diversify portfolio in both domestic and international network and access to unique development opportunities

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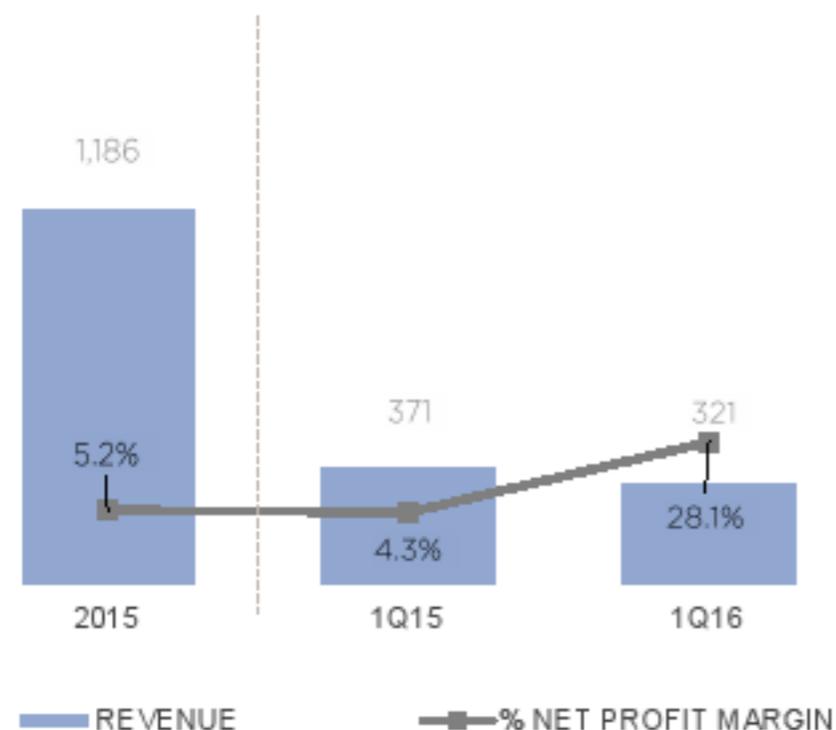
FINANCIAL HIGHLIGHTS

REVENUE BREAKDOWN (BTMN)			
	2014	2015	1Q16
REVENUES	1,600.37	1,185.88	321.47
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Income tax	(79.74)	(56.14)	(11.73)
NET INCOME (LOSS) FOR THE YEARS / PERIODS	384.05	60.72	51.70
TOTAL COMPREHENSIVE INCOME (LOSS) FOR THE YEAR / PERIODS	394.72	61.24	90.48
BALANCE SHEET (BTMN)			
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TOTAL ASSETS	5,757.16	6,928.88	7,717.00
TOTAL LIABILITIES	2,269.67	1,089.46	1,787.10
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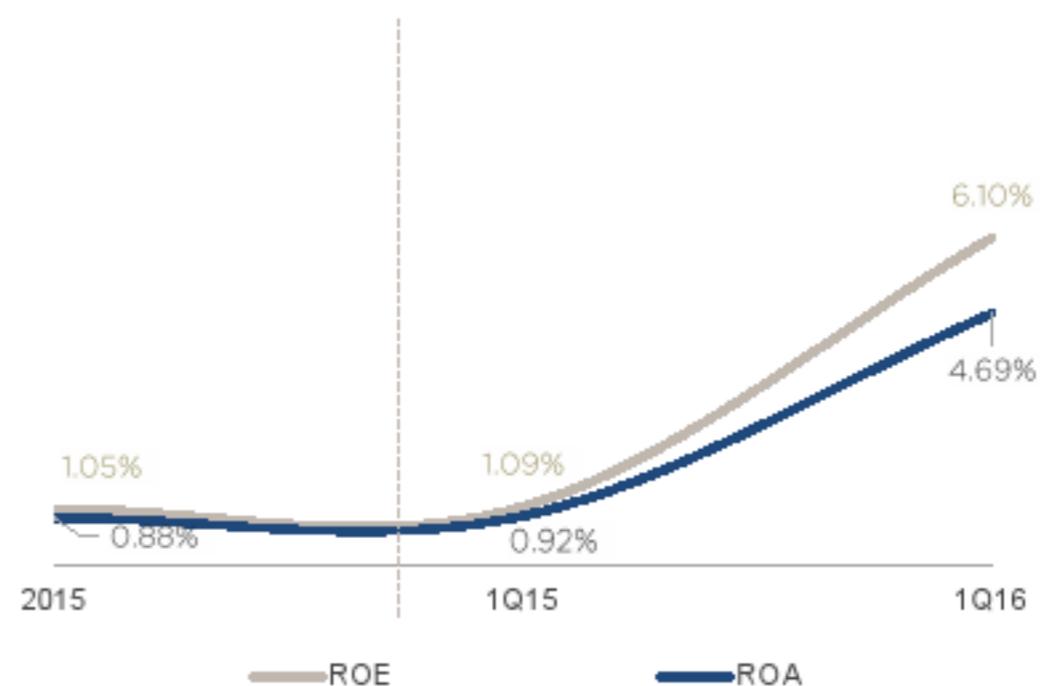
SUMMARY OF FINANCIAL PERFORMANCE

REVENUE & NP MARGIN (BTMN)



- Net Profit was the total comprehensive income (loss) for the year / period

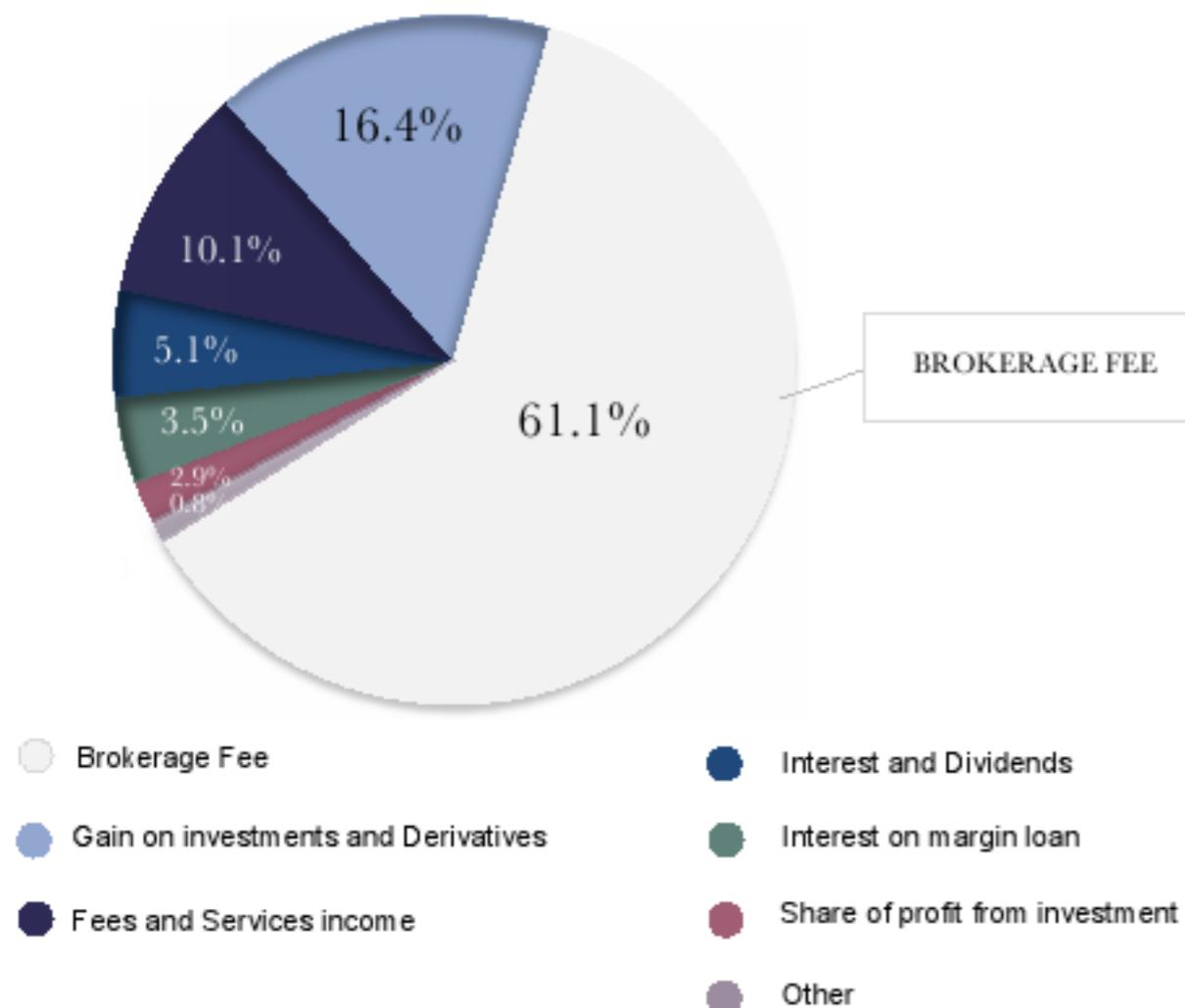
ROE / ROA (%)



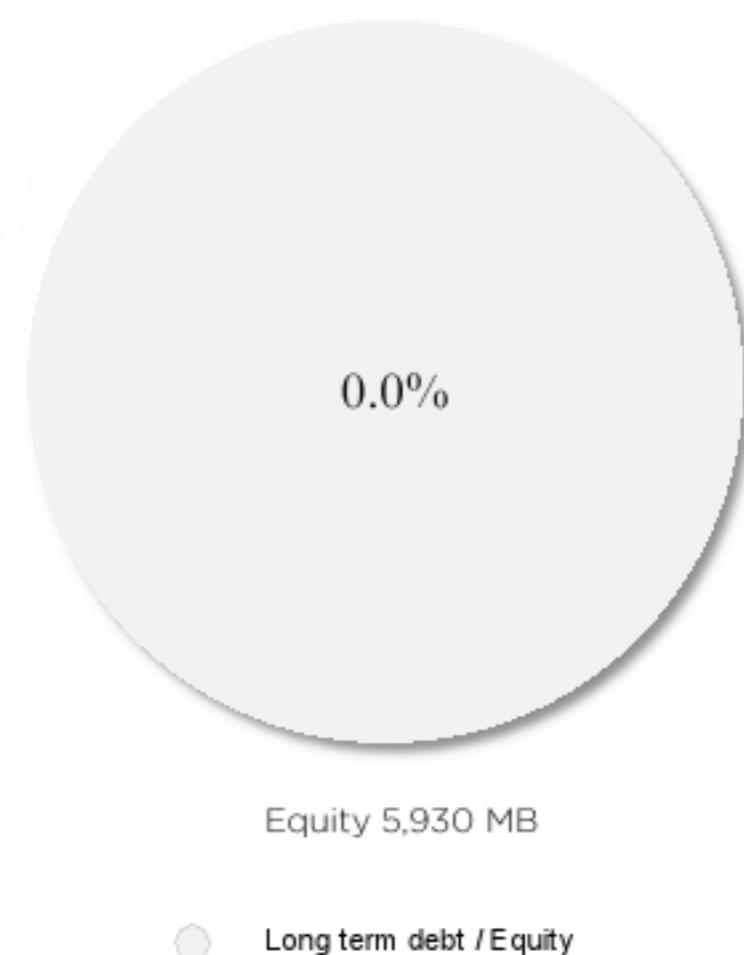
- * 1Q15,1Q16 ROE/ROA are annualized based on first quarter of 2016

SUMMARY OF FINANCIAL PERFORMANCE

REVENUE CONTRIBUTION (1Q16)



LONG TERM DEBT TO EQUITY (1Q16)





Q&A



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Before acting on any information you should consider the appropriateness of the information having regard to these matters, any relevant offer document and in particular, you should seek independent financial advice. All securities and financial product or instrument transactions involve risks, which include (among others) the risk of adverse or unanticipated market, financial or political developments and, in international transaction, currency risk.

This presentation may contain forward looking statements including statements regarding our intent, belief or current expectations with respect to CGH's businesses and operations, market conditions, results of operation and financial condition, capital adequacy, specific provisions and risk management practices. Readers are cautioned not to place undue reliance on these forward looking statements, CGH does not undertake any obligation to publicly release the result of any revisions to these forward looking statements to reflect events or circumstances after the date hereof to reflect the occurrence of unanticipated events.

While due care has been used in the preparation of forecast information, actual results may vary in a materially positive or negative manner. Forecasts and hypothetical examples are subject to uncertainty and contingencies outside CGH's control. Past performance is not a reliable of future performance. Unless otherwise specified all information is for the quarter ended 31 March 2016.

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**COUNTRY GROUP
HOLDINGS**

THANK YOU