



Asia Plus Securities

Opportunity day

May 27,2013

ASP Overview.....

Financial Highlights.....

▶▶ *ASP* Overview

ASP Vision & Mission

Vision

To become **Industry Leader** by providing a full range of financial services under fast evolving globalization age

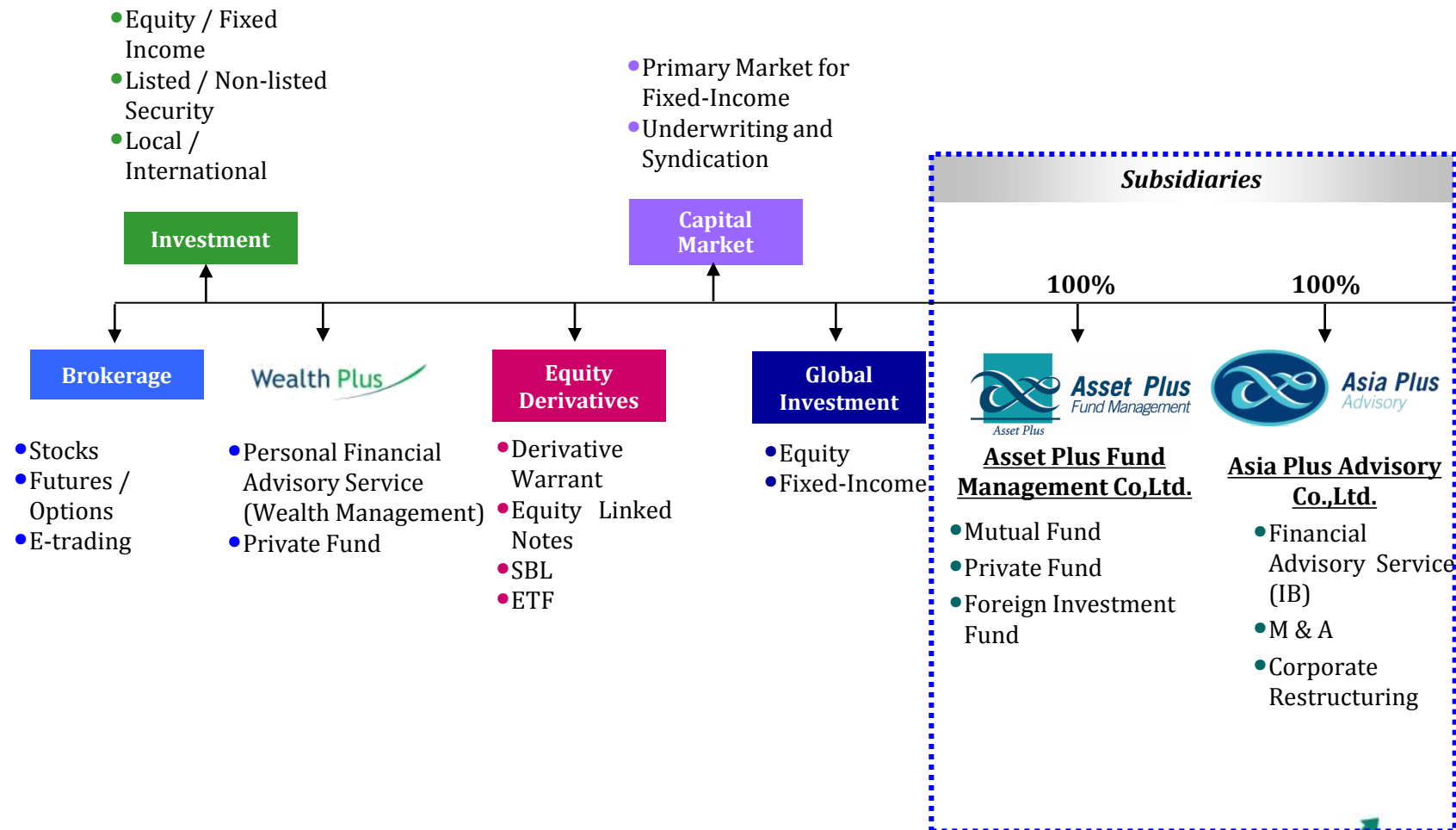
Mission

- ✦ Expand financial instruments and services
- ✦ Widen knowledge in financial innovation
- ✦ Extend distribution network
- ✦ Diversify and balance sources of income

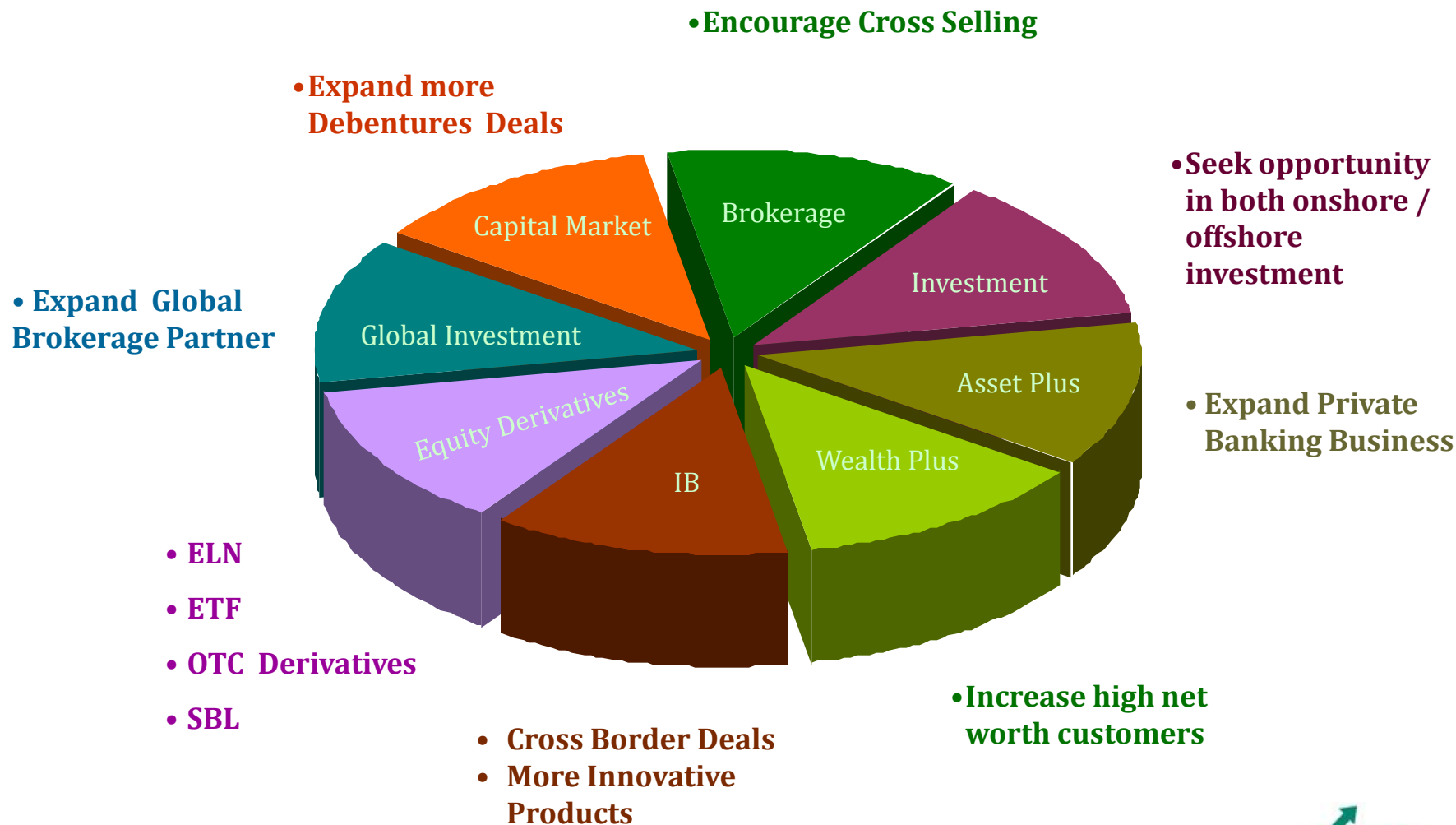
Our Strengths

1. Full financial services
2. High caliber and experienced staffs
3. Extensive global network

ASP Group Structure



Future Revenue Growth Drivers

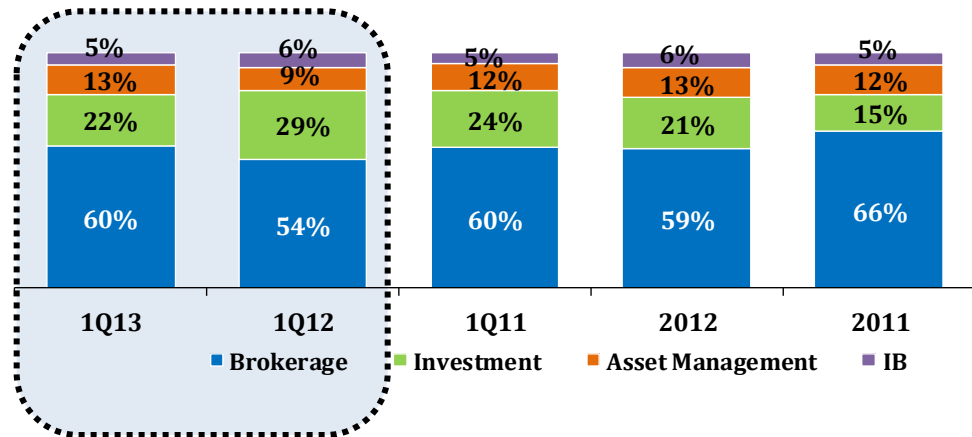


ASP Revenue

	1Q13	1Q12	1Q11	2012	2011
Brokerage	620	306	358	1,221	1,338
Investment	221	166	144	444	310
Asset Management	129	53	70	266	250
IB/Capital Market	53	36	28	130	108
Others	3	5	1	15	7
Total	1,026	566	601	2,076	2,013

Consistently well
diversify sources
on income

Revenue by Business Unit



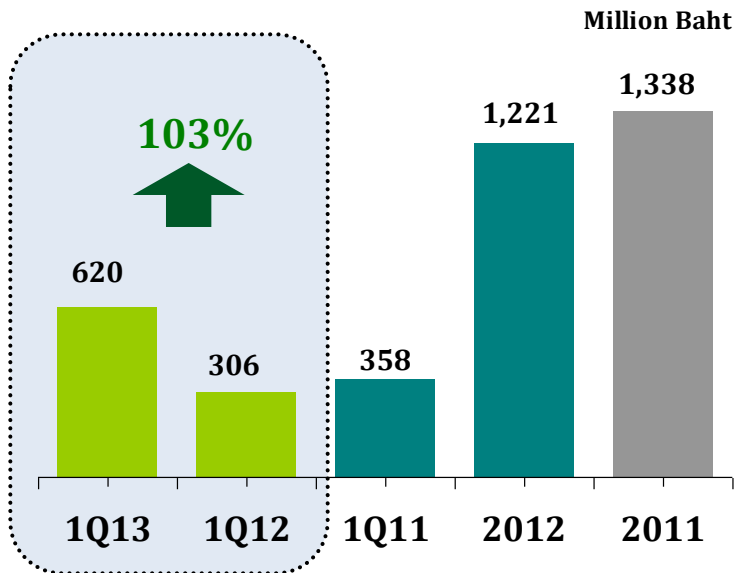
▶▶ *Financial Highlights*

Breakdown by Business Unit (1)

Brokerage Business

Revenue from Brokerage Business

- 1Q13 revenue Increased +103% Y-o-Y



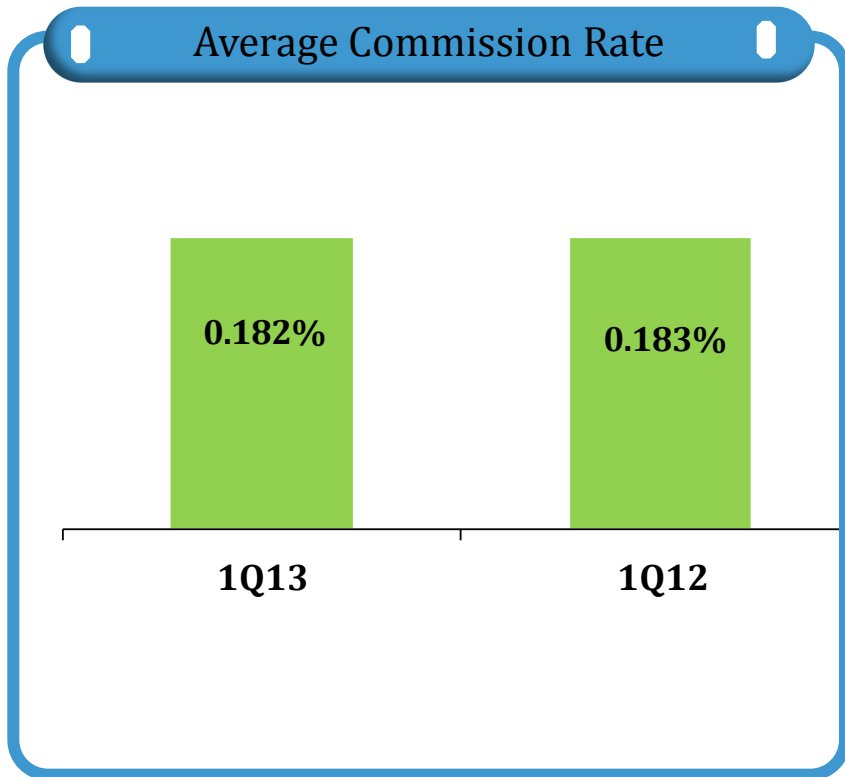
Average Daily Turnover

	(Million Baht)					
	YTD*	1Q13	1Q12	1Q11	2012	2011
SET	54,689	57,928	26,886	27,659	28,106	25,587
ASP	4,827	5,184	2,392	2,745	2,318	2,473

* as of May 13, 2013

Breakdown by Business Unit (1)

Brokerage Business



- Maintain average commission rate with high quality services

Breakdown by Business Unit (2)

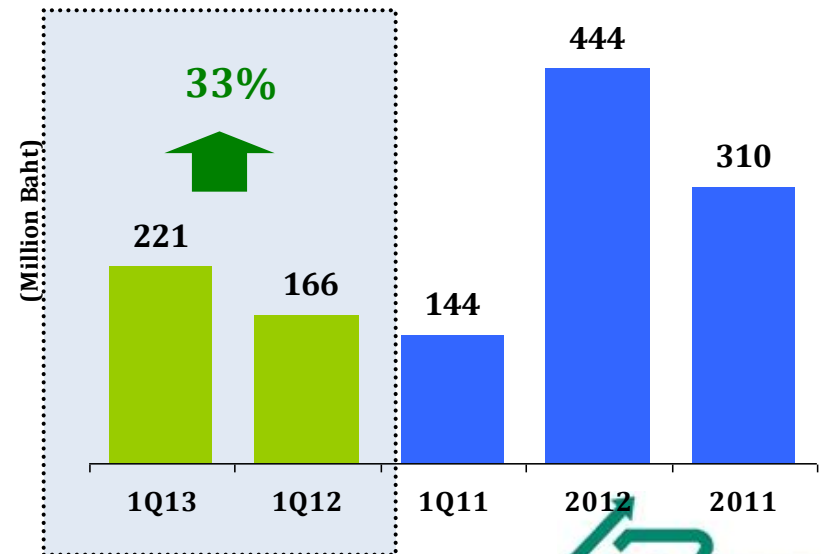
Investment Business

Revenue from Investment Business

(Million Baht)	1Q13	1Q12	1Q11	2012	2011
Equity, Bonds, Derivatives	182	130	89	296	135
Interest & Dividend	38	36	55	148	175
Total Revenue	221	166	144	444	310

➤ Maintain balance portfolio of

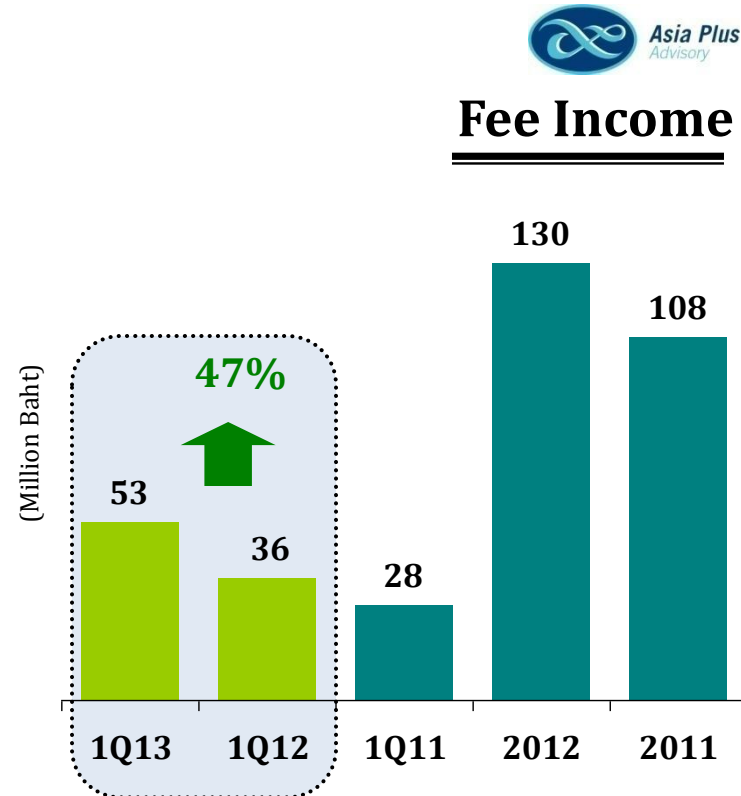
- Equity (Proprietary Trading, Strategic Investment, Foreign Investment and Private Equity)
- Bonds and Fixed Income



Breakdown by Business Unit (3)

Investment Banking Business

- 20 deals carried over from 2012
- + 6 deals newly commissioned up to 31 March 2013
- 4 deals were completed as of 31 March 2013
- 22 deals comprise of 11 IPOs + 3 POs + 8 advisory assignments



Breakdown by Business Unit (4)

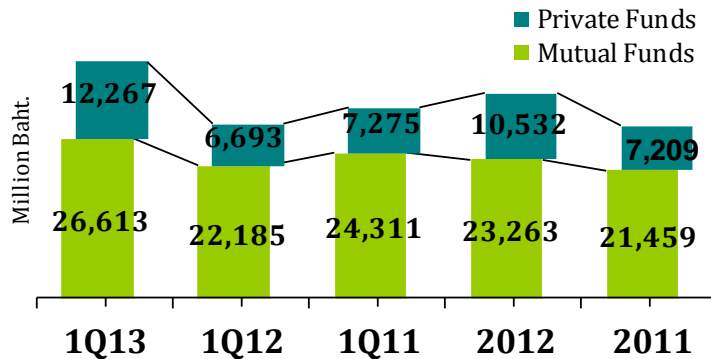
Asset Management Business

Revenue increased by 143% Y-o-Y

Asset Plus & Wealth Plus

Assets under Management

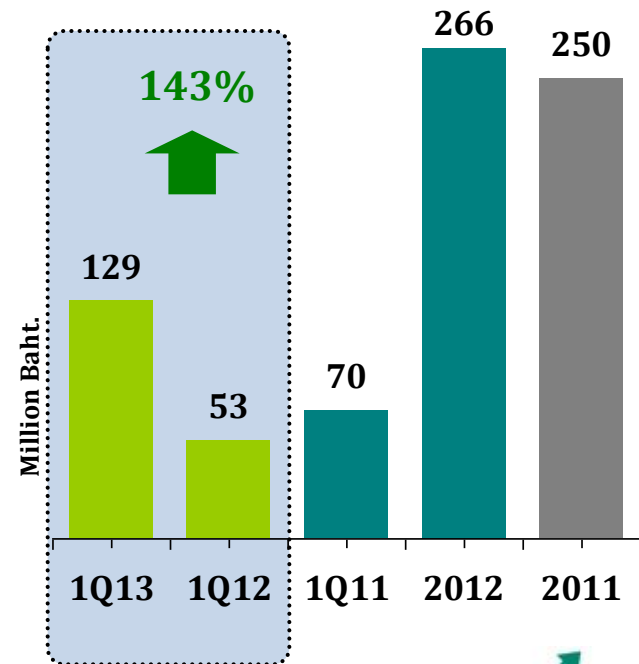
Assets under Management +35% Y-O-Y



Wealth Plus

Asset Plus
Fund Management

Revenue

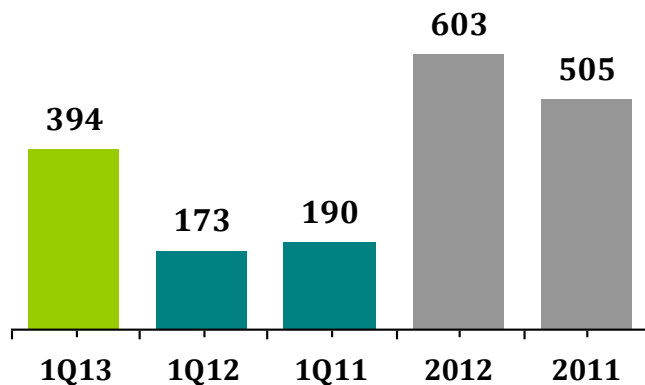


▶▶ ***Financial Ratios***

Financial Ratios

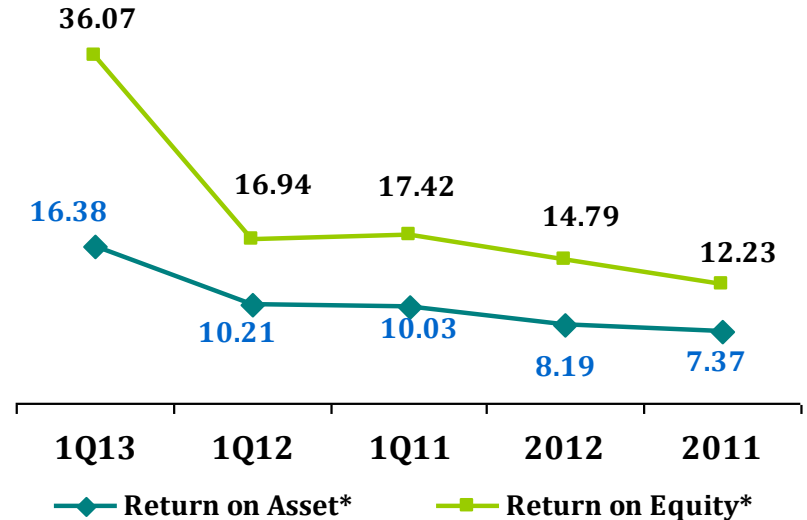
► Net Profit after tax

Million Baht				
1Q13	1Q12	1Q11	2012	2011
394	173	190	603	505



► ROA & ROE

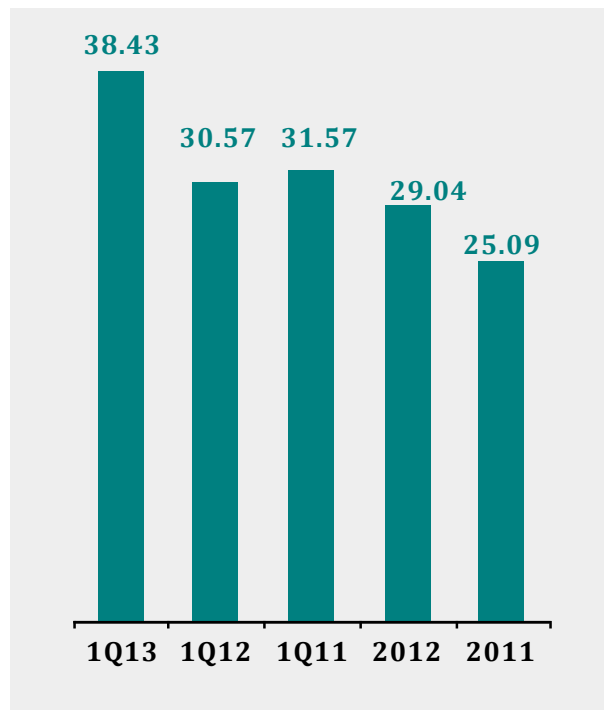
(%)	1Q13	1Q12	1Q11	2012	2011
ROA	16.38	10.21	10.03	8.19	7.37
ROE	36.07	16.94	17.42	14.79	12.23



Financial Ratios

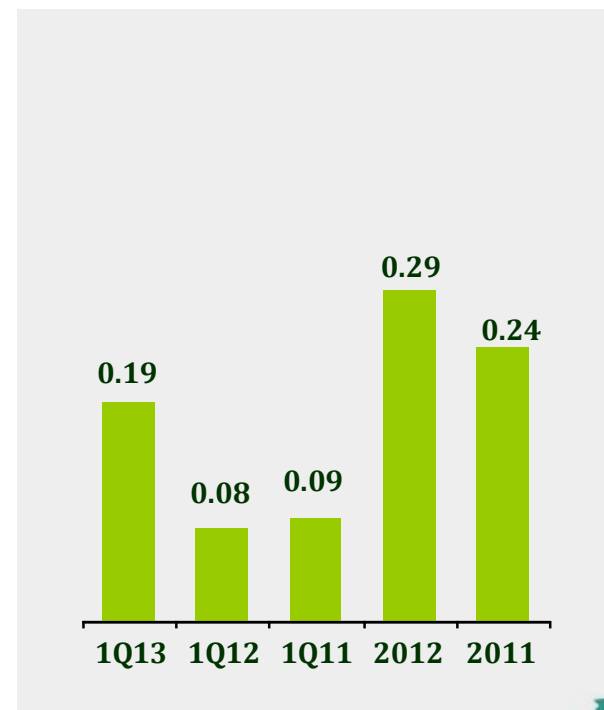
Net Profit Margin (%)

1Q13	1Q12	1Q11	2012	2011
38.43	30.57	31.57	29.04	25.09



EPS (Baht)

1Q13	1Q12	1Q11	2012	2011
0.19	0.08	0.09	0.29	0.24



Q1 Highlights

- **Total Revenue of Q1/2013 was 51% of 2012 revenue**
 - Brokerage revenue of Q1/2013 was 51% of 2012 revenue
 - IB, Investment, Asset Management and Capital Market revenue was 50% of 2012 revenue.
- **Net Profit After Tax of Q1/2013 was 65% of 2012 Full Year.**
- **New Partner (Foreign Institution) : Jefferies**
- **ASP Smart Launched on 22 April 2013**
- **Good Ranking from “300 best public companies” (*by Money & Banking Magazine*)**
 - Net Profit Margin # 27
 - Dividend Yield # 14

Q & A