



The Bangkok Petroleum Public Company Limited

IR Webpage Implementation





1

Necessity of IR Webpage

2

Structure of IR Webpage

3

Format of Good IR Webpage

4

Do and Don't on IR Webpage

5

Case Studies



1

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What are the IROs' most effective communication tools?

- ❖ Publications including the company's annual report, fact sheet, and earning releases
- ❖ One-on-one or group meetings with analysts. A road show with foreign stock analysts and investors
- ❖ **Other kinds of technological innovations such as websites, teleconferences, video conferences**



Face-to-face relationship
Roadshows/Meetings

One-to-many relationship

★ IR Webpage

Different Segment of Investors





Reliable Information

- Best Reference for stock
- Guarantee by company
- Support investor decisions

Effective Channel

- Most Fast channel
- Timely updates
- Lowest cost
- 24 hours

Most investors choose

- Keep investors interested
- Ease to access

Electronic Media

- Create Company Image
- Increase efficiency in public relations





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Meet the information needs of investors and journalists with **IR Website** solution.



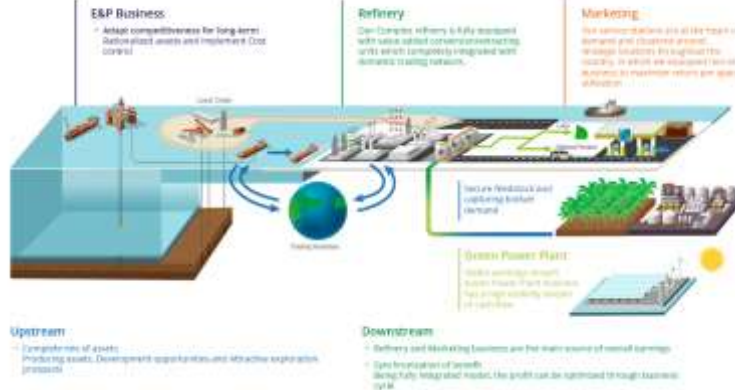
1. Company profile : Description of the firm's business natures, Organizational & Shareholding structures, to provide investors with an introduction to understanding the company.

- ❑ Core strategies for sustainability
- ❑ Nature of Business
- ❑ Company Structure
- ❑ Board of Directors
- ❑ Executive Management



Optimized Platform for Growth

- Full Value Chain Integration
- Diversified Business Portfolio
- Strong Financial Discipline





2. Financial Information : Showing the firm's financial position & business performances along with its explanations and analyses, to support investors' in-depth and continuous comprehension on the company's business.

Financial Highlights

Financial Statement

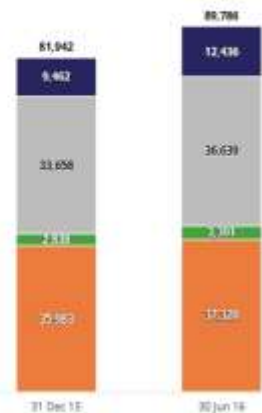
MD&A

Balance Sheet

Assets



Liabilities & Equity



Statements of financial position

Consolidated (Baht)

As at 30 June 2016 and 31 December 2015

30 June 2016

31 December 2015

(Unaudited)

Assets

Current assets

Cash and cash equivalents	17,116,453,360	7,871,868,029
Current investments	19,267,157	4,518,563,730
Trade accounts receivable	5,029,949,802	5,234,362,216
Other receivables	1,217,337,768	742,471,470
Short-term loans to related parties	-	-
Current portion of long-term loan to related party	-	-
Inventories	11,825,670,056	13,944,660,465
Oil fuel fund subsidies receivable	1,092,567,649	825,115,562
Other current assets	224,235,100	489,417,534
Assets classified as held for sale	-	173,236,050
Total current assets	36,522,483,772	33,799,705,066





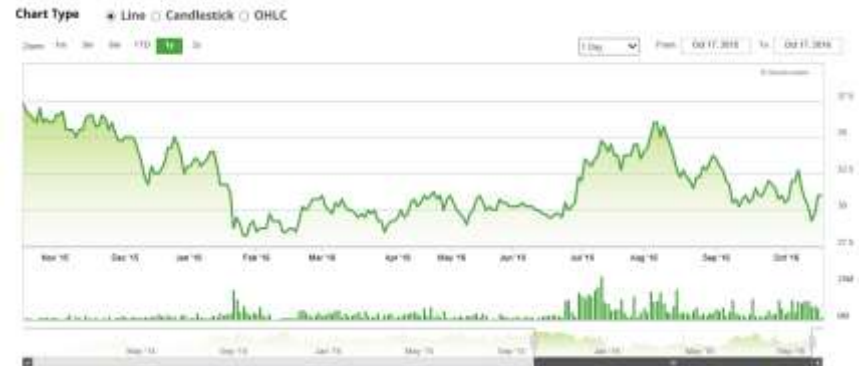
3.Shareholder information : Providing list of the company's major shareholders and other beneficial data for shareholders, including information on the company's outstanding securities (e.g. debenture & common stocks)

- Major shareholders
- Dividend Policy & Payment
- Annual General Meeting
- Extraordinary General Meeting
- Debenture Holders
- Stock Information



The top 10 shareholders as of 9 September 2016

Rank	Major Shareholders	# Shares	% Shares
1.	Social Security Office	187,084,017	14.31
2.	Ministry of Finance	137,442,767	9.98
3.	WVUPAKSA MUTUAL FUND 1 MANAGED BY MFC	107,433,200	7.80
4.	WVUPAKSA MUTUAL FUND 1 MANAGED BY KTAM	107,433,200	7.80
5.	Thai NVOR Co., Ltd.	87,506,245	6.36
6.	Wingert Dividend Stock Fund	78,826,690	5.82
7.	STATE STREET BANK EUROPE LIMITED	38,077,883	2.77
8.	AIA Company Limited-DI LIFE	33,910,065	2.43
9.	STATE STREET BANK AND TRUST COMPANY	23,784,078	1.70
10.	Bangkok Life Assurance Public Company Limited	21,456,800	1.56



Structure of IR Webpage



4. News & Publications : Providing timely & noteworthy information, published reports and presentations of the company, to ensure investors' up-to-date understanding on the company's businesses and situation.


- Presentation & webcast
- SET Notifications
- News
- Analyst Research
- Annual Report
- SEC Filing (Form 56-1)
- IR Newsletters
- Credit Rating



BCP: BCP Roadshow at Bualuang Securities 2016

12 Sep 2016

 VIDEO SYNCHRONIZATION (THAI)

Type of Credit	Rating Agency	Credit Rating	Rating Outlook	Download
Year 2015				
Corporate Credit Rating	TRIS RATING	A	Stable	 .PDF
Corporate Credit Rating	TRIS RATING	A-	Stable	 .PDF
Year 2014				
Corporate Credit Rating	TRIS RATING	A-	Stable	 .PDF
Year 2013				
Corporate Credit Rating	TRIS RATING	A-	Stable	 .PDF
Year 2012				
Corporate Credit Rating	TRIS RATING	A-	Stable	 .PDF
Year 2011				
Corporate Credit Rating	TRIS RATING	A-	Stable	 .PDF



Annual Report 2015

[Download](#)

[View Online](#)



Annual Report 2014

[Download](#)

[View Online](#)



Annual Report 2013

[Download](#)

[View Online](#)



Annual Report 2012

[Download](#)

[View Online](#)



Annual Report 2011

[Download](#)

[View Online](#)



Annual Report 2010

[Download](#)

[View Online](#)

30 Sep 2016	BCP Research by KGI Securities (Thailand) Public Company Limited
30 Sep 2016	BCP Research by KGI Securities (Thailand) Public Company Limited (English Version)
28 Sep 2016	BCP Research by Maybank Kim Eng Securities (Thailand) Public Company Limited
10 Aug 2016	BCP Research by Krungsri Securities Public Company Limited
10 Aug 2016	BCP Research by Capital Nomura Securities Public Company Limited
10 Aug 2016	BCP Research by Maybank Kim Eng Securities (Thailand) Public Company Limited
10 Aug 2016	BCP Research by Maybank Kim Eng Securities (Thailand) Public Company Limited
10 Aug 2016	BCP Research by Asia Wealth Securities Co., Ltd (English Version)
28 Jul 2016	BCP Research by Phillip Securities (Thailand) Public Company Limited (English Version)



5. Corporate governance : Underline the rules and practices by which the firm is directed and controlled, and how it balances interests of many stakeholders, such as shareholders, managements, customers, suppliers, financiers, government and the community.

Corporate Governance?







6. Contact Channel : Facilitate investors and stakeholders with the means to keep in touch with the company and IR team, in order to provide a timely updated information ,and effectively receive outside feedbacks and comments, including the whistleblower against any wrong doings.

IR Corner


Saowapap Sumeksri
Vice President Corporate Financial
Management

 02-335-4371


Supamol Aiem-On
Assistant Investor Relations Manager

 02-140-8952

Siripatra Skulthai
Analyst

 02-335-4390

Thanaporn Tantiwinyupong
Analyst

 02-365-8518


Email Alerts

Welcome to The Bangkok Petroleum Public Company Limited email alert service. Our systems will automatically send you Company Announcements and SET Announcements on The Bangkok Petroleum Public Company Limited.

Please fill up your details below to receive email alerts.

Email Address *	Full Name *
<input type="text"/>	<input type="text"/>
Country *	Profession *
<input type="text"/>	<input type="text"/>
Job Position *	Industry *
<input type="text"/>	<input type="text"/>

To ensure your security, please follow the captcha instruction below. It is used to prevent automated submissions and reduce spam.



Need to unsubscribe from The Bangkok Petroleum Public Company Limited email alerts, please click here.

Whistleblower

We have dedicated to put in place measures for whistleblowing and complaint-filing against wrong doing, violations of the code of conduct, or dubious behavior implying fraud or malfeasance by those within Bangchak, to ensure Good Corporate Governance. If the complaints were receives about possible violations, an investigation panel of representatives of agencies with no interests in such matters will be set up to deliberate and take due actions.

[Click Here](#)



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1. Make Your website more **User-Friendly**



1. Concise content and readability

- Make content easy to scan
- Contrasting color scheme
- Eliminate broken link

2. Improve Navigation

- Site map does the trick
- Avoid abbreviations

3. Speed Up Your Site

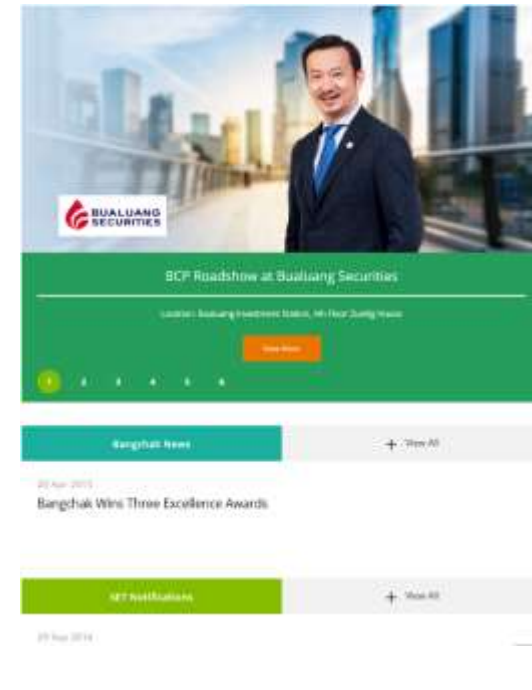
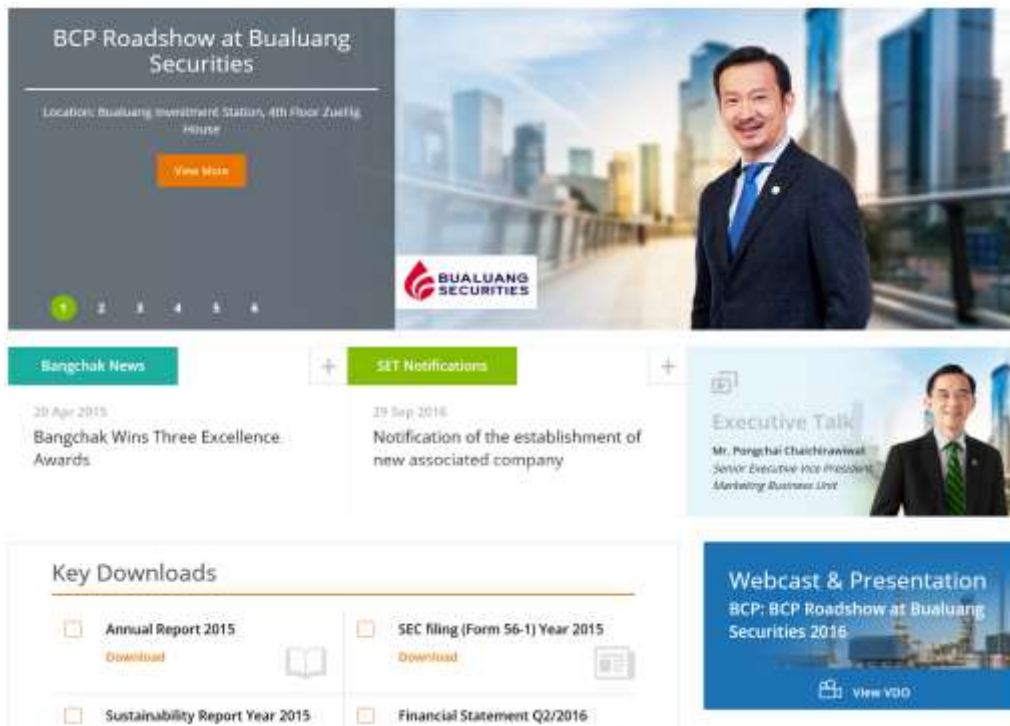
- Limit/avoid large videos, photo, flash and other files
- Compress to minimize load time





2. Responsive Web Design (RWD)

Design and development should respond to the user's behavior and environment based on screen size, platform and orientation.



Adjusting Screen Resolution



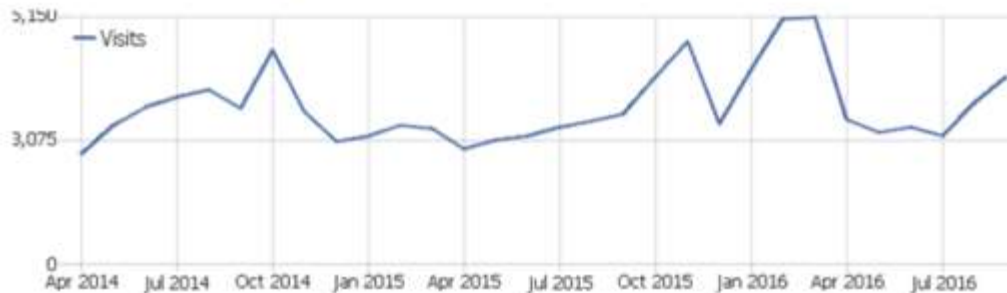
Web Analytics : Can help you to know your users better

❑ Show your number of visitors

The Bangchak Petroleum Public Company Limited

Performance Report - Date range: September 2016

Visits Summary



NAME	VALUE
Unique visitors	3465
Visits	4651
Actions	10836
Maximum actions in one visit	60
Actions per Visit	2.3
Avg. Visit Duration (in seconds)	00:02:45
Bounce Rate	58%



- ❑ **Statistic of each page** : page views ,average time on page etc.

Page URLs

PAGE URL	PAGEVIEWS	UNIQUE PAGEVIEWS	AVG. TIME ON PAGE	BOUNCE RATE	EXIT RATE	AVG. GENERATION TIME
/home.html	2825	2338	00:00:59	53%	59%	2.1s
/nature_business.html	526	418	00:01:42	66%	69%	0.57s
/analyst_research.html	347	311	00:00:55	38%	42%	3.08s
/index	357	304	00:01:00	43%	48%	1.84s
/financials.html	359	289	00:00:59	64%	47%	1.09s
/key_strategies.html	414	256	00:01:01	51%	41%	0.6s
/webcast.html	274	233	00:00:47	54%	30%	1.03s
news.html	225	201	00:00:36	86%	93%	1.43s
/highlights.html	266	196	00:01:33	60%	38%	0.54s
/company_structure.html	280	181	00:00:31	57%	23%	0.49s
/ar.html	199	180	00:00:27	34%	19%	0.67s
/major_shareholder.html	213	174	00:01:23	81%	53%	0.52s
/newsroom_set_th.html	158	140	00:00:39	75%	24%	1.17s
news_th.html	120	111	00:00:25	85%	88%	1.75s
/archived.html	132	108	00:00:40	53%	17%	0.88s
/form_561.html	113	106	00:00:55	48%	28%	0.58s



□ Type of your user

Country

COUNTRY	VISITS	ACTIONS	ACTIONS PER VISIT	AVG. TIME ON WEBSITE	BOUNCE RATE	CONVERSION RATE
Thailand	4175	9716	2.3	00:02:46	58%	0%
United States	162	389	2.4	00:02:56	57%	0%
Singapore	88	207	2.4	00:02:58	53%	0%
Australia	30	84	2.8	00:01:56	37%	0%
Japan	25	55	2.2	00:02:01	56%	0%
India	24	59	2.5	00:01:06	42%	0%
United Kingdom	23	69	3	00:03:02	48%	0%
Indonesia	18	30	1.7	00:00:32	83%	0%
Hong Kong SAR China	15	53	3.5	00:06:33	20%	0%
Philippines	15	31	2.1	00:01:42	73%	0%
China	9	9	1	00:00:00	100%	0%
Germany	9	15	1.7	00:00:19	67%	0%
Malaysia	9	17	1.9	00:02:04	67%	0%
Vietnam	5	11	2.2	00:06:35	0%	0%
Laos	4	4	1	00:00:00	100%	0%
Russia	4	5	1.3	00:00:01	75%	0%
South Korea	4	4	1	00:00:00	100%	0%
Sweden	4	7	1.8	00:00:57	25%	0%



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Format of Good IR Webpage to Disclose Information

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Do and Don't on IR webpage

The information must be processed in order for business to be conducted, but it must also be carefully handled by businesses in order to ensure security for customers and to avoid the litigation and bad publicity that can stem from negligent or improper use.



- ❑ Disclose material information in accordance with the rules and regulations of the authorities concerned, such as the SEC and the SET
- ❑ Provide clear, accurate and sufficient information for making investment decisions
- ❑ Establish dissemination channels that treat all stakeholders fairly and equally



- ❑ Release information that will stipulate stock price
- ❑ Release forward looking projection statements
- ❑ Unnecessarily disclose information



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Case Studies : Development of BCP's IR Webpage

Version 1 : 2006 -2014

- Integrated into Corporate Website
- Real-Time Stock Quote
- Historical Price
- Email Alert
- Webcast
- E-newsletter

หน้าหลัก
เกี่ยวกับเราจาก
ธุรกิจพลังงานสะอาดที่ยั่งยืน
ผลิตภัณฑ์และบริการ
ความรับผิดชอบต่อสังคม

นักลงทุนสัมพันธ์

▶ **ข้อมูลบริษัท**

▶ หน้าหลัก นักลงทุนสัมพันธ์

- ▶ สาขานิติกรรมการบริหาร
- ▶ ลักษณะการประกอบธุรกิจ
- ▶ กรรมการบริษัท
- ▶ ผู้บริหาร
- ▶ กรรมการผู้ด้อย
- ▶ โครงสร้างองค์กร
- ▶ การกำกับดูแลกิจการที่ดี

▶ **ข้อมูลการเป็น**

- ▶ บริษัทจดทะเบียนในตลาดหลักทรัพย์
- ▶ ข้อมูลสำหรับผู้ถือหุ้น
- ▶ คิวอาร์



นักลงทุนสัมพันธ์

หน้าหลัก > นักลงทุนสัมพันธ์

นักลงทุนสัมพันธ์

บริษัท บางจากปิโตรเลียม จำกัด (มหาชน) เป็นบริษัทนำเข้าน้ำมันของไทย ประกอบด้วยกิจการเข้าดำเนินงานจากแหล่งต้นตอกลาง ตะวันออกไกลและจากแหล่งขุดค้นในประเทศขนาดใหญ่ และเป็นผู้นำเข้าน้ำมันสำเร็จรูป และจำหน่ายผ่านเครือข่ายสถานีบริการน้ำมันกว่า 1,100 แห่งทั่วประเทศ นอกจากนี้ บริษัทฯยังมีขีดความสามารถจำหน่ายพลังงานเชิงโครงสร้างให้กับผู้ใช้งานขนาดใหญ่ และบ้านกลางที่ต้องการใช้พลังงานปริมาณมาก ประกอบด้วย โรงงานอุตสาหกรรม กิจการ สาธารณสุข บริษัท และเรือขนส่งสินค้า กิจการประเภทก่อสร้าง ฯลฯ

BCP has received 2 awards from SET awards 2010

- Top Corporate Governance Award (5th consecutive year)
- Best Corporate Social Responsibility Awards (4th consecutive year)

BCP

ชื่อหลักทรัพย์:	BCP
สกุลเงิน:	THB
ราคาล่าสุด:	15.80
ปริมาณซื้อขาย (พัน):	5,176,800
เปลี่ยนแปลง:	-
% เปลี่ยนแปลง:	-%
ช่วงราคาช่วงวัน:	15.70 - 16.30
ช่วงราคาใน 52 สัปดาห์:	14.90 - 24.90

การเสนอรับขยาย:
การประเมินสภาพหลักทรัพย์ประจำปี 2555
และถือกรรมการล่วงหน้า

เปิดวัน: 05 ตุลาคม 2554 16:37



IR Newsletter Version 1 >> PDF File



August 14, 2007 Vol. 1/2007

IR Letter



Hello, this is the first edition of the IR Newsletter that Bangchak Petroleum Public Company Limited (Bangchak) hopes to use as a medium to communicate our company's information, both regarding operating results and major investments, to investors and interested persons.

The company hopes that this newsletter will enable investors to better understand the company and our operations. If you have any suggestion regarding this newsletter, please feel free to share your thought with us by submitting your comment to ir@bangchak.co.th, thank you.

Mr. Watcharapong Saisuk

Vice President - Corporate Planning and IR Office

Case Studies : Development of BCP's IR Webpage



Version 2 : 2014 - 2016

❑ Banner

“Greenergy Excellence”

Creating an energy business
that is environmentally friendly for sustainable development



PERFECT INVESTMENT CYCLE

Exclusive Interview with 

Mr. Chaiwat Kovavisarach

President of Bangchak Petroleum
Public Company Limited





Version 2

Interactive Chart

Chart Type

Line Candlestick OHLC

Zoom 1m 3m 6m YTD **1y** 2y

1 Day ▼

From: Sep 23, 2015 To: Sep 22, 2016



Case Studies : Development of BCP's IR Webpage



Version 2

Investor Kit



Investor Kit



	2016				2015				2014				2013			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Annual Report					<input type="radio"/>				<input type="radio"/>				<input type="radio"/>			
Sustainability Report					<input type="radio"/>				<input type="radio"/>				<input type="radio"/>			
SEC filing (Form 56-1)					<input type="radio"/>				<input type="radio"/>				<input type="radio"/>			
Financial Statement	<input type="radio"/>	<input type="radio"/>			<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Management Discussion & Analysis	<input type="radio"/>	<input type="radio"/>			<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Analyst Meeting Presentation	<input type="radio"/>	<input type="radio"/>			<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Download All	<input type="radio"/>				<input type="radio"/>				<input type="radio"/>				<input type="radio"/>			

Size of selected files (uncompressed) MB

Case Studies : Development of BCP's IR Webpage



Version 2

Fact Sheet

GREENERGY EXCELLENCE

Creating an energy business that is environmentally friendly for sustainable development



NEXT CHAPTER BEGINS



BUSINESS HIGHLIGHTS

Refinery Business
Nameplate Capacity: 120 KBD
Crude sourcing : Sweet Crude

Biodiesel Business
Production Capacity : 300,000 bbl/day

Ethanol Business
Production Capacity : 400,000 bbl/day



Refinery Accounting GRM (S/BBL)
Accounting GRM



Refinery
Nameplate Capacity: 120 KBD

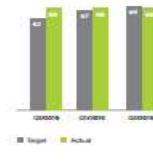
Supporting Business
- Biodiesel Business
- Ethanol Business

Green Power Plant
One of the Major Players in Thailand

Marketing
Distinguishable Market Position: Renewable Energy Leader and Provider
Total Service Station as of June 2016 : 1,075 stations

E&P
* Bangchak acquired 81.41% shares of Nido Petroleum Limited *

Solar Power Business
Distinctly Sustainable (Million MW)



Steady stream of cash flow
Actual Performance was better than target

Green Power Plant Business : Reliable Return and Better Energy
- Looking for favorable return together with social & environmental benefit
- Broader opportunities scope outside Thailand



Upstream Business



	Q2/2015	Q1/2016	Q2/2016
Production (KBD)	396,765	392,108	393,976
Related Share and SOF P&L			
Cargo	2 Cargoes	1 Cargo	2 Cargoes
A8 (make up on FOB basis) (S/BBL)	Cargo 45 (60.82)	Cargo 50 (31.27)	Cargo 51 (45.53)
Cargo 46 (62.38)		Cargo 52 (48.15)	

Note: The cargo52 sold in June was subject to the Sea Freight to Suez condition, BCP will realize the revenue in July 2016

FINANCIAL PERFORMANCE (CONSOLIDATED)

Total EBITDA



Assets



Liabilities & Equity



TARGET EBITDA FY2016



INVESTMENT CAPEX FY2016



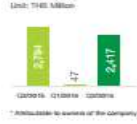
STOCK INFORMATION



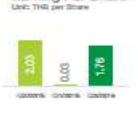
Dividend Payment



Net Profit*



Earning Per Share



Net IBD/Equity



Long-Term Debt Portion



มุ่งสู่กลุ่มบริษัทนวัตกรรมสีเขียวชั้นนำในเอเชีย ที่มีธรรมาภิบาล และดำเนินธุรกิจด้วยแนวทางแบบมีส่วนร่วมและยั่งยืน



Version 2

☐ IR Newsletter

Publications

IR Newsletters

Performance

EBITDA Structure (THB Million)

Total EBITDA	4,085
Refinery	2,531
Marketing	882
Solar Power	525
Biofuel	113
E&P	69
Other	-25

Q2/2016

[Read more](#)

Knowledge

What is Biomass?

[+ Read more](#)

Q&A

How is Bangchak's current shareholder structure?

[+ Read more](#)

How is the expanding direction of Bangchak's service stations?

[+ Read more](#)

[Read more](#)

Oil Market Outlook

Case Studies : Development of BCP's IR Webpage



Version 3 : 2016 (Latest Version)

☐ Responsive web design (based on screen size)



Case Studies : Development of BCP's IR Webpage




Version 3

IR Newsletters Online



BCP Investor Relations

Thai



BCP IR NEWSLETTER Q2/2016

The Bangchak Petroleum PLC. set corporate culture goals to develop businesses side by side with the environment and society for corporate sustainability. Run CSR/CSV businesses complementary to business growth and extend from them. This social enterprise is aimed at creating jobs, generating income, and promoting community members' joint stewardship of their habitats.

PERFORMANCE SUMMARY EBITDA STRUCTURE (OVER ALL) BUSINESS UNIT PERFORMANCE STOCK SNAP SHOT EXECUTIVE TALK OIL MARKET OUTLOOK IR ACTIVITY **ARCHIVE**

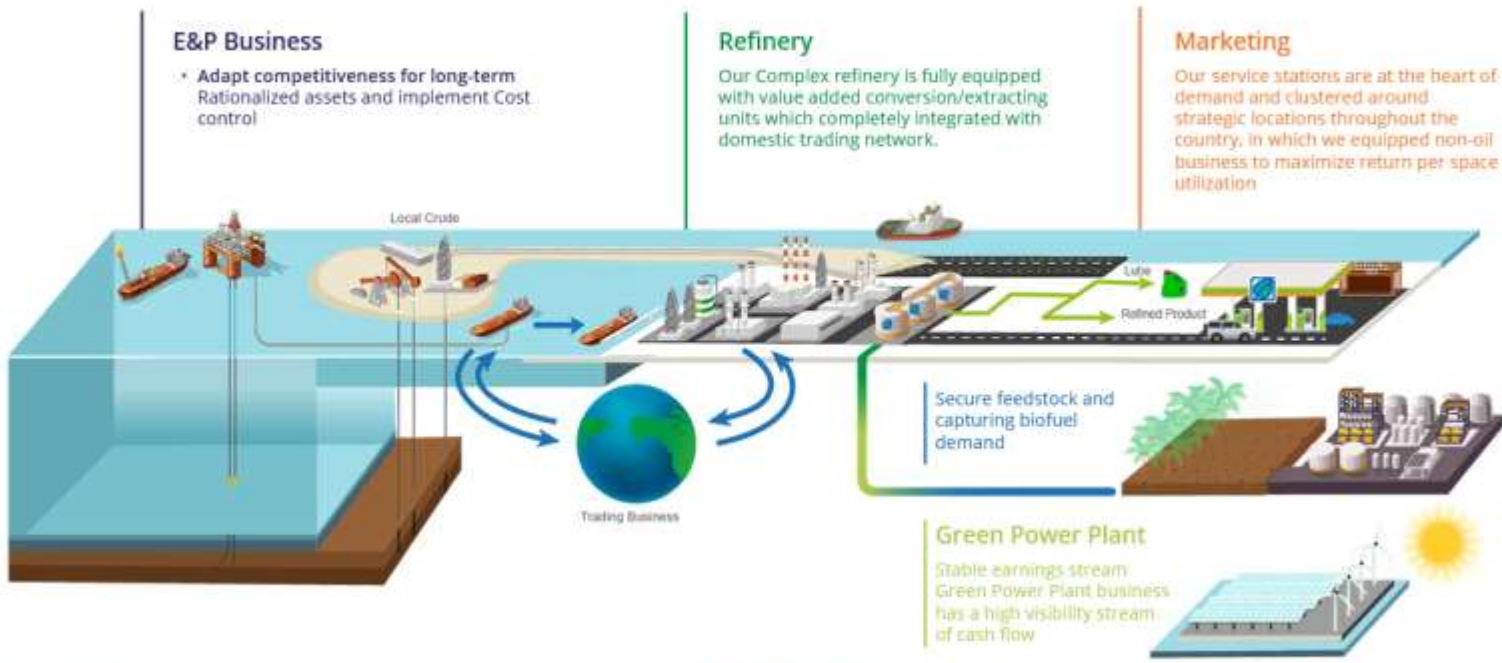


Version 3

Graphic

Optimized Platform for Growth

- Full Value Chain Integration
- Diversified Business Portfolio
- Strong Financial Discipline



E&P Business

- Adapt competitiveness for long-term Rationalized assets and implement Cost control

Refinery

Our Complex refinery is fully equipped with value added conversion/extracting units which completely integrated with domestic trading network.

Marketing

Our service stations are at the heart of demand and clustered around strategic locations throughout the country, in which we equipped non-oil business to maximize return per space utilization

Trading Business

Secure feedstock and capturing biofuel demand

Green Power Plant

Stable earnings stream
Green Power Plant business has a high visibility stream of cash flow

Upstream

- Complete mix of assets
Producing assets, Development opportunities and Attractive exploration prospects

Downstream

- Refinery and Marketing business are the main source of overall earnings
- Synchronization of benefit
Being fully integrated model, the profit can be optimized through business cycle

Case Studies : Development of BCP's IR Webpage



Version 3

☐ Notification Event



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Upcoming Events 18 May 16 | Opportunity Day for Retail Investors [+ Add to calendar](#) 1 2 **3** | [+ View All Events](#)



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Upcoming Events 10 Aug 16 | Analyst Meeting for Q2/2016 Results [+ Add to calendar](#) **1** 2 3 | [+ View All Events](#)



Development of BCP's IR Webpage (Version 1-3)





Q&A



Thank You

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