

President Chain Store

統一超商

Company Profile

- **Opened the first 7-11 in Taiwan in 1980 & Listed on TWSE since 1997.**
- **The Largest CVS Operator in Taiwan.**
 - 7-11 total store number is 4750 with market share of 50%.
 - 88% are franchised stores.
- **Market cap US\$4.4bn* , QFII ratio 43.79%.**
- **China Retail Businesses:**
 - First entered China retail market through Shanghai Starbucks in Year 2000.
 - In May 2008, be granted “7-Eleven” franchise license in Shanghai ; 54 stores opened as of end of 2010.
- **Focusing on Retail Businesses in Asia.**

* Market cap & QFII Ratio based on the data at the end of 2010.

* US\$1=NT\$31.4960

Business Scope

CVS

1. 7-Eleven Taiwan (100%)
2. 7-Eleven Shanghai (100%)
3. 7-Eleven Philippine (56.59%)

Drug Store

1. Cosmed Taiwan (100%)
2. Cosmed China (65%)

Life Style Business

1. Muji(41%)
2. Hankyu Department Store (70%)

Supermarket / Hypermarket

1. Shandong Uni-Mart Supermarket (55%)
2. Sichuan Uni-Mart Hypermarket (100%)
3. Vietnam Uni-Mart Supermarket (51%)

Restaurant-Food & Beverage

1. Starbucks Taiwan (30%)
2. Starbucks Shanghai (30%)
3. Mr. Donut Taiwan (50%)
4. Mr. Donut China (50%)
5. Cold Stone Creamery Taiwan (100%)
6. Cold Stone Creamery China (100%)
7. Afternoon Tea Taiwan (51%)
8. Afternoon Tea China (51%)
9. SATO Taiwan (81%)
10. SATO Shanghai (81%)
11. Royal Host Shanghai (51%)

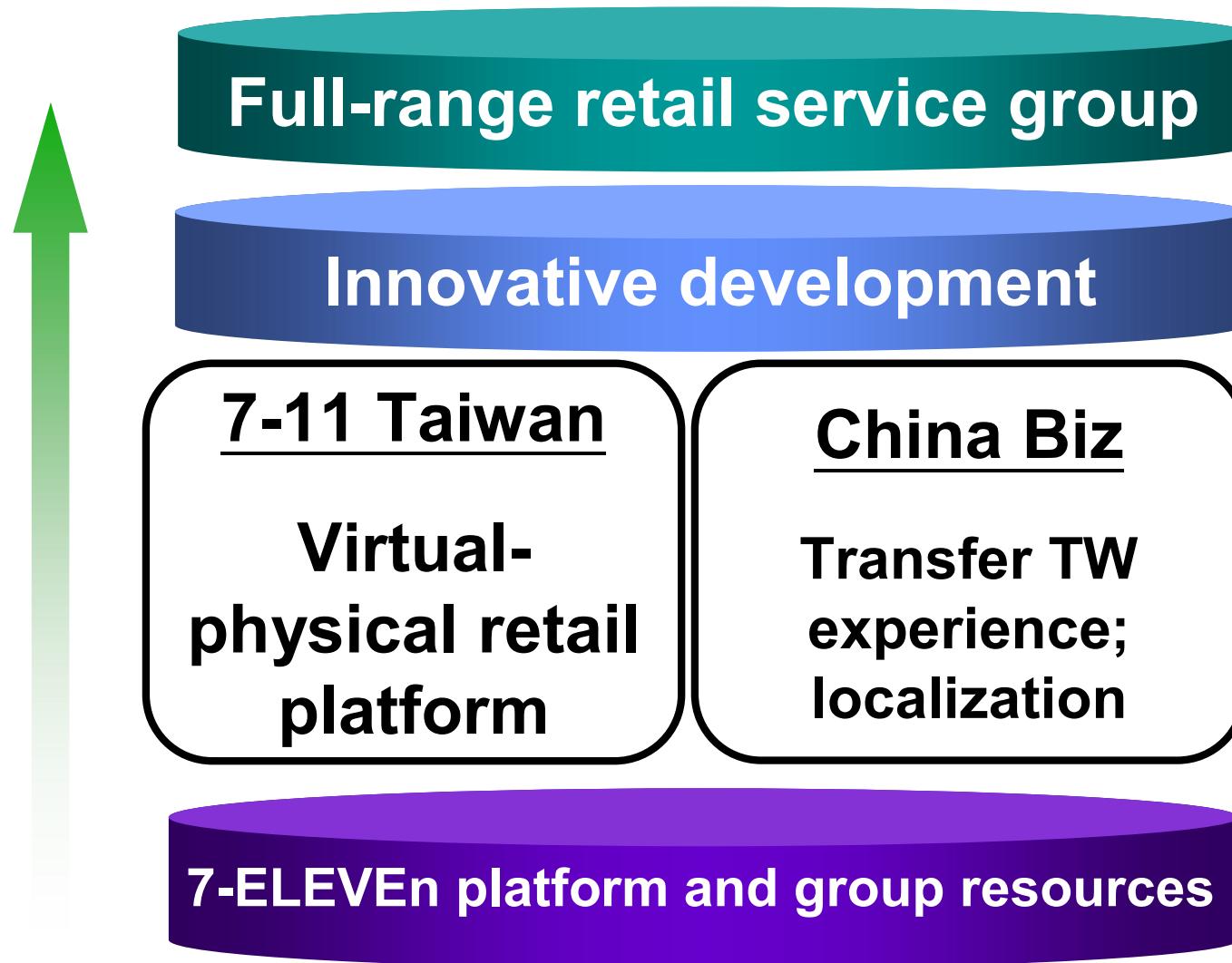
E-Commerce

1. Books.Com (50.03%)
2. Taiwan Rakuten (49%)

Logistics

1. Retail Support International (25%)
2. Uni-President Cold-Chain (60%)
3. Wisdom Distribution (100%)
4. TAKKYUBIN(70%)

Group Vision



2010 9M Results

Parent Income Statement

Unit:\$NT'million	2009 FY	%	YOY	2010 9M	%	YOY
Total operating revenue	101,757	100.0%	-0.4%	85,487	100.0%	12.7%
Gross profit	32,966	32.4%	0.7%	26,738	31.3%	8.9%
Operating expenses	28,072	27.6%	-0.2%	22,608	26.4%	7.7%
Operating income	4,894	4.8%	6.2%	4,130	4.8%	16.2%
Net Income	\$4,059	4.00%	15.3%	\$4,926	5.76%	44.7%
Earnings per share	(pre-tax)	(after-tax)		(pre-tax)	(after-tax)	
Net income (unit:\$NTD)	<u>4.47</u>	<u>3.90</u>		<u>5.4</u>	<u>4.74</u>	

Net income increases 44.7% YOY for 2010 Q3 :

1.External: recovery of consumption environment

2.Internal:

(1)7-11 Taiwan: PSD increases 14.4% YOY due to store quality upgrade, product mix adjustment and colorful promotions.

(2)subsidiaries: investment gain grows to NT\$822m.

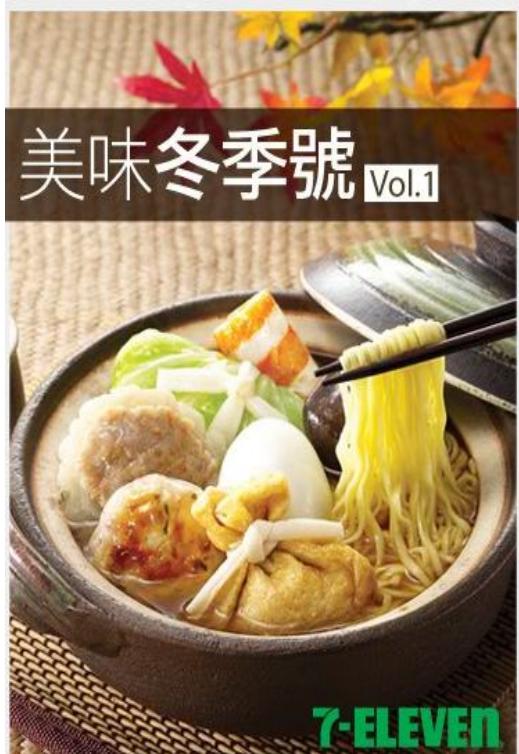
New store format

- Focus on raising store profitability.
- Adjust product mix depending on the characteristics of the neighborhood.
- Continue to promote “Food Store” concept.



Adjusting product mix

- **Higher quality** : City Café provides convenience and good quality coffee.
- **More choices** : a variety of national brands and private label products.
- **Reasonable prices** : reasonable prices for daily necessities and private label products.



Integrated marketing

- Provide differentiated consumption experience through integrated marketing.
- Enhance value-added experience through cooperation with group affiliates and other channels.



聖娜多堡

PCSC



COLD STONE
CREAMERY

Afternoon Tea



COSMED
康是美

Virtual Business

- ibon platform: High speed rail ticketing service, online-auction delivery, photo printing.
- Preorder+ Online shopping.



pcsc

2010 9M Result of Taiwan Subsidiaries

2010 Q3

Unit: \$NT'm

Lifestyle Business

Cosmed Taiwan



(100%) Stores: 326

099M NI: 102

109M NI: 208

MUJI Taiwan



(41%) Stores: 17

09Q3 NI: 68

10Q3 NI: 106

Hankyu Dept. Taiwan



(70%) Stores: 1

099M NI: -186

109M NI: -182

Restaurant

Starbucks Taiwan



(30%) Stores: 227

099M NI: 57

109M NI: 251

Afternoon Tea



(51%) Stores: 11

099M NI: -25

109M NI: -17

Mister Donut



(50%) Stores: 41

099M NI: -61

109M NI: -3

Cold Stone



(100%) Stores: 23

099M NI: -4

109M NI: 26

E-Commerce

Books.com



(50.03%)

099M NI: 96

109M NI: 154

2010 9M Result of China Subsidiaries

2010 Q3

Unit: \$NT'm

Convenience Store

Shanghai 7-11

(100%) Stores: 44

099M NI: -59

109M NI: -102



Drugstore

Shenzhen Cosmed

(65%) Stores: 6

099M NI: -67

109M NI: -19



Restaurant

Starbucks

(30%) Stores: 188

099M NI: 176

109M NI: 269



Afternoon Tea

(51%) Stores: 4

099M NI: -54

109M NI: -30



Mister Donut

(50%) Stores: 10

099M NI: -36

109M NI: -40



Cold Stone

(100%) Stores: 43

099M NI: -81

109M NI: -31



Supermarket & Hypermarket

Sichuan Uni-mart

Hypermarket

uni mart 统一快玛特

(100%) Stores: 4

099M NI: -33

109M NI: -16

Shandong Uni-mart

Supermarket

(55%) Stores: 138

099M NI: 115

109M NI: 144

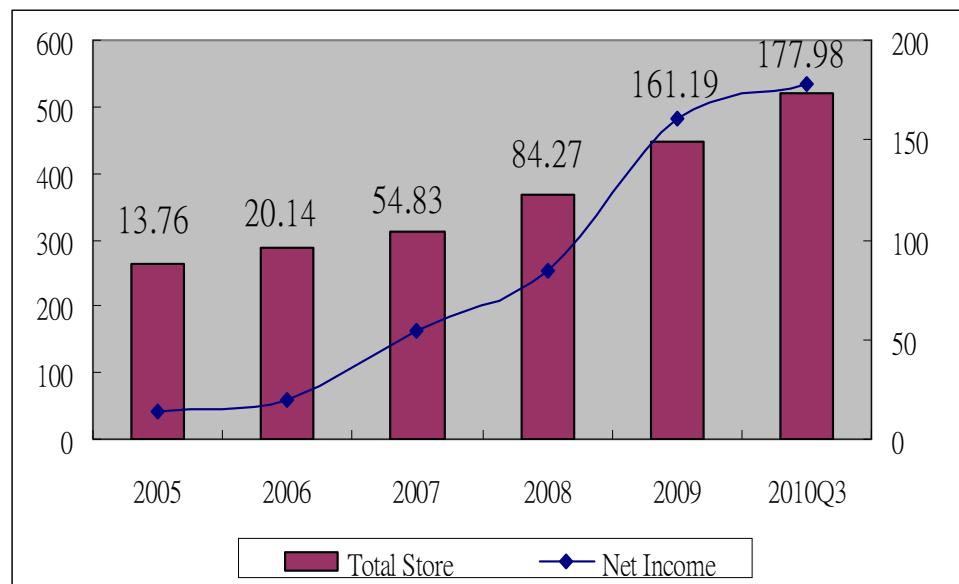


Successful Overseas Business : Philippine Seven Corp.



- Philippine 7-11 is the leading brand of CVS.
- PCSC invested PSC in year 2000.
- We expect to double the store number to 1,000 in 2013 given the continuous economy boost.

Unit: million PESO



	Store No.	Market Share
7-Eleven	447	43.48%
Mercury Self-serve	287	27.92%
Ministop	281	27.33%
San Miguel Food Shop	13	1.26%
Total	1028	100.00%

2011 Outlook

Integrate Group Resources to maximize profitability

Taiwan 7-11 : Real-virtual retail platform

- Store upgrades, new store formats
- Adjusting product mix
- Integrated marketing



China Business : Become Regional Leading Brands

- Shanghai 7-ELEVEn : provides a convenient lifestyle experience.
- F&B: develop and expand existing brands.
- Supermarket : aims to keep the leading position in the local market.



Q&A

