

# 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%)

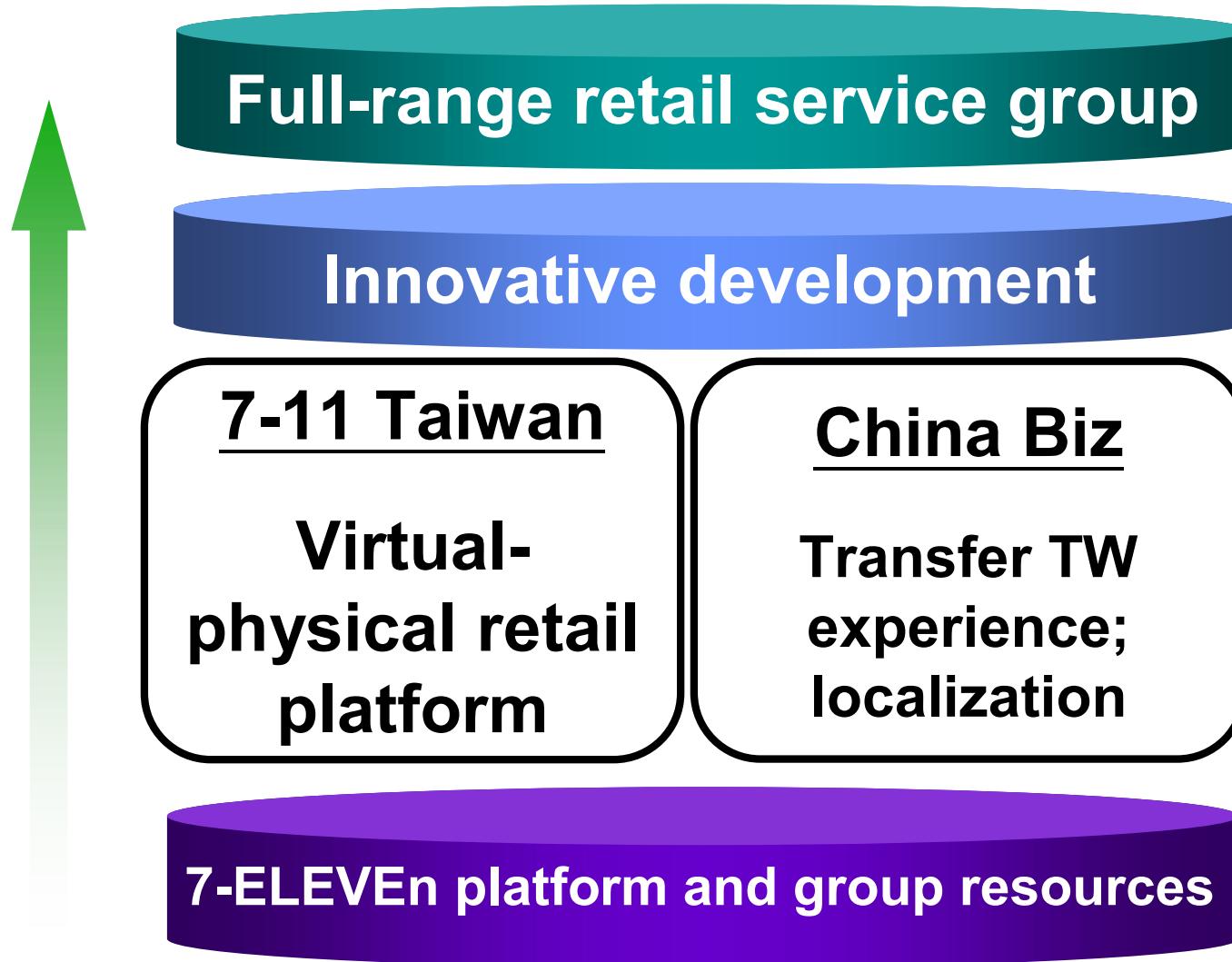
## E-Commerce

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%
<b>Gross profit</b>	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%
<b>Operating income</b>	4,894	4.8%	6.2%	4,130	4.8%	<b>16.2%</b>
<b>Net Income</b>	<b>\$4,059</b>	<b>4.00%</b>	<b>15.3%</b>	<b>\$4,926</b>	<b>5.76%</b>	<b>44.7%</b>
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.**

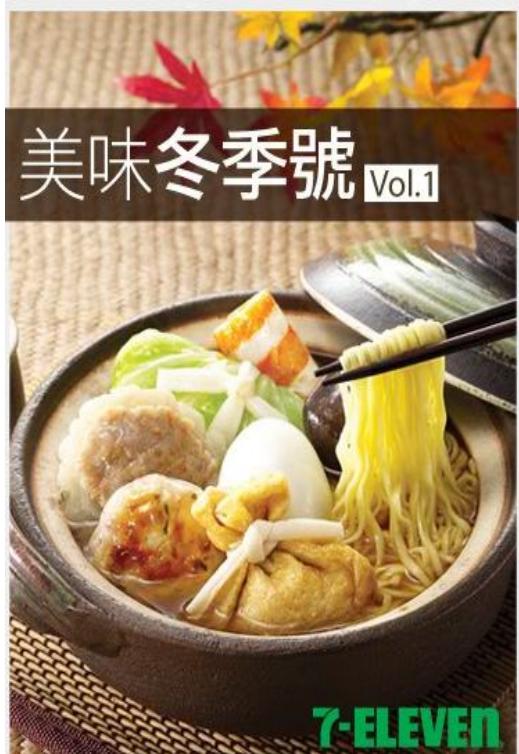
# New store format

- 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.



7NET 7-ELEVEN的購物網站

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李嘉芳 您好，歡迎光臨 7net~

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民生用品 | 民生食品 | 休閒零嘴 | 茶水飲料 | 日本服飾館 | 服飾/童裝 | 精品/包/鞋 | 美妝保健 | 居家休閒 | 3C家電 | 品牌專館 | 美食/名店

商品檢索 全部 搜尋 熱門關鍵字：日本童裝 東京著衣 黑貓美食 保暖外套 義廚寶 OPEN Dr.Wu

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7net x 遠傳 特企

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品牌活動專區

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提升戀愛運裝扮！約會穿搭 \$199 up

千趣會 童裝

任選2件 66 折

週末限定★千趣會 童裝2件 66折

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還享24期0利率

阿0桶麵系列 62折 Nissen 兩件888 駿光公仔 寶集密技 生活家電 59折起

今天訂明天取 中午12點前訂購，隔日即可取貨 例外及說明>

雙天曆 季節家電 殺很大 通通59 折起

SAIBI

# 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  
(100%) Stores: 4  
099M NI: -33  
109M NI: -16

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Shandong Uni-mart

Supermarket  
(55%) Stores: 138  
099M NI: 115  
109M NI: 144

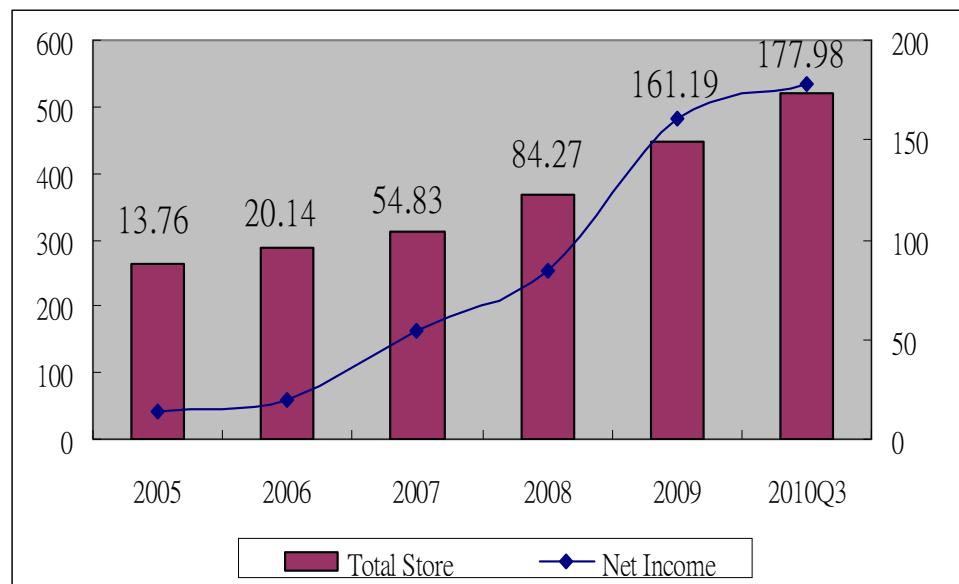


# Successful Overseas Business : Philippine Seven Corp.



- 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%
<b>Total</b>	<b>1028</b>	<b>100.00%</b>

# 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

