

President Chain Store

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 4734 with market share of 50%.
 - 88% are franchised stores.
- **Market cap US\$4.18bn* , QFII ratio 42.51%.**
- **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 ; 48 stores opened as of end of Oct, 2010.
- **Focusing on Retail Businesses in Asia.**

* Market cap & QFII Ratio based on closing price \$NT121.5 as of Oct. 29, 2010

* US\$1=NT\$30.192

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%)

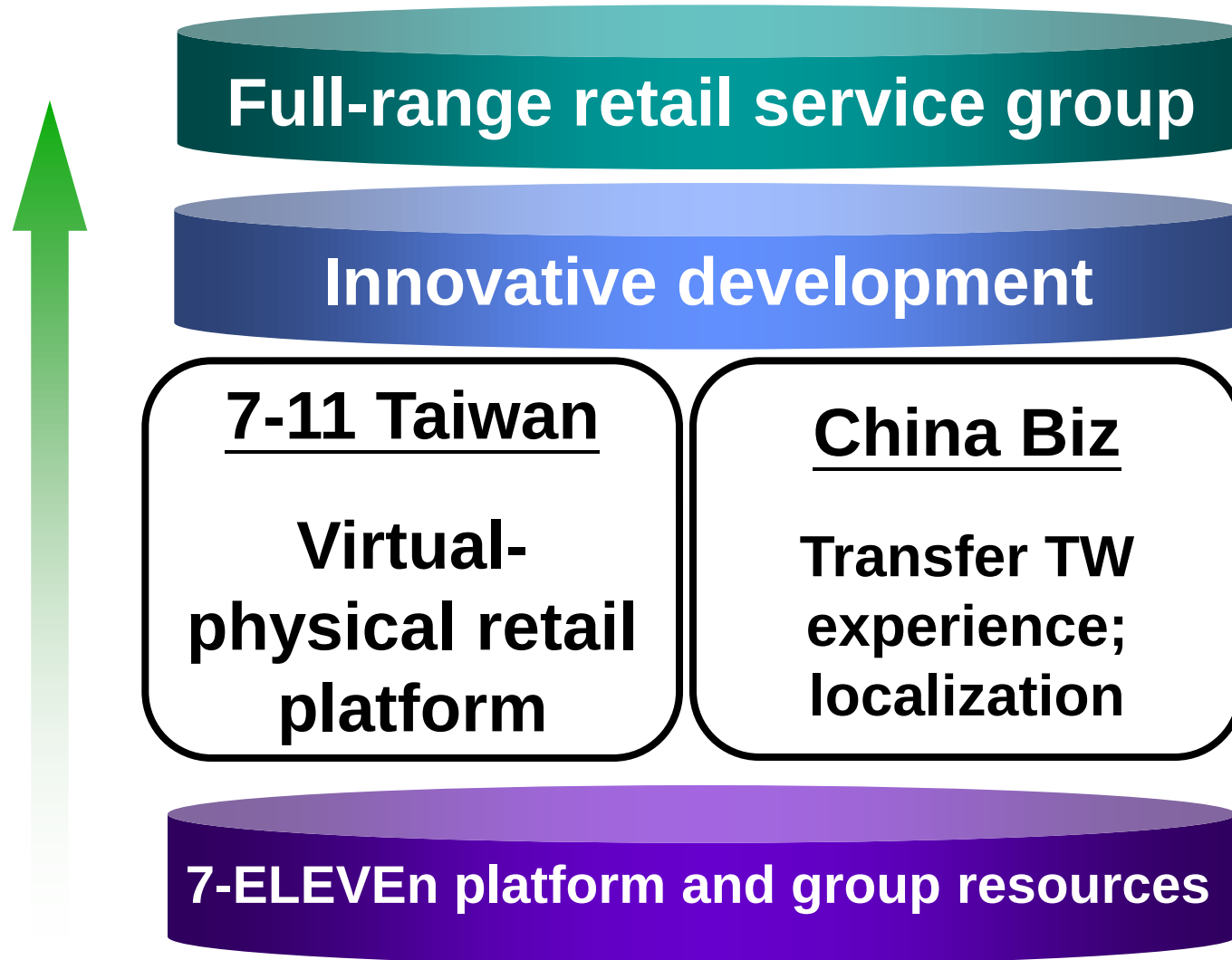
E-Commerce

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	<u>2009 FY</u>	<u>%</u>	<u>YOY</u>	<u>2010 9M</u>	<u>%</u>	<u>YOY</u>
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 9M :

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.

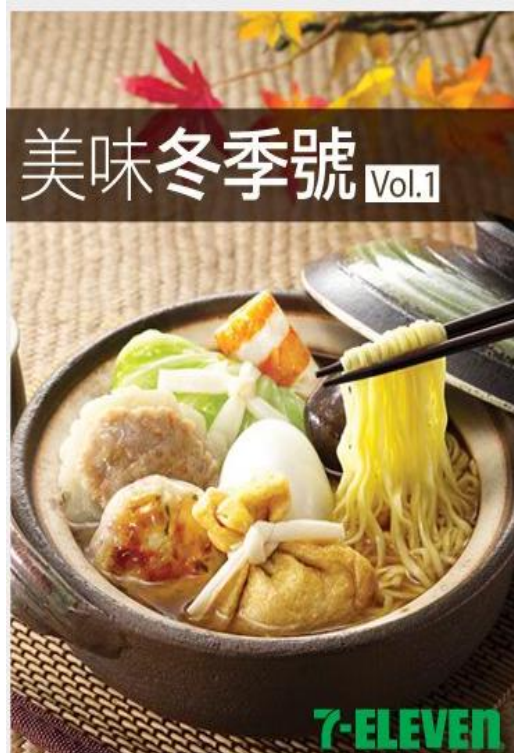
New store format

- 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.




COSMED
康是美



聖娜多堡



COLD STONE
CREAMERY

Afternoon Tea

Virtual Business

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

這個季節就是要吃巧克力!

精選19款甜點蛋糕、搭配咖啡、英式茶、葡萄酒、在這深秋季節裡,享受最美好的下午茶時光!

7-ELEVEN 巧克力預購季 CHOCOLATE SEASON

meiji 日本明治巧克力

CHOCOLATE CAKE

PAUL 法國麵包

未成年請勿飲酒



7net 7-ELEVEN的購物網站

今天訂明天取

全站數萬種商品

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 品牌專櫃 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

購物車共有 0 件商品, 共 0 元

icash 支付好幫 滿500送 City Café

7net x 遠傳 特企

送紅利1500點 Afternoon Tea 優惠券

當媽總部落客 體驗千趣會童裝的驚喜發現

22大銀行最高24期0利率

中信滿千送100 富邦累積滿2千送紅利3倍

加入粉絲團

點閱排行榜

新品特報 熱賣強檔 館長嚴選

2010 9M Result of Taiwan Subsidiaries

Unit: \$NT'm

Lifestyle Business

Cosmed Taiwan



(100%) **Stores: 326**

09Q3 NI: 102

10Q3 NI: 208

MUJI Taiwan



(41%) **Stores: 17**

09Q3 NI: 68

10Q3 NI: 106

Hankyu Dept. Taiwan

(70%) **Stores: 1**



09Q3 NI: -186

10Q3 NI: -182

Restaurant

Starbucks Taiwan



(30%) **Stores: 227**

09Q3 NI: 57

10Q3 NI: 251

Afternoon Tea



(51%) **Stores: 11**

09Q3 NI: -25

10Q3 NI: -17

Mister Donut



(50%) **Stores: 41**

09Q3 NI: -61

10Q3 NI: -3

Cold Stone



(100%) **Stores: 23**

09Q3 NI: -4

10Q3 NI: 26

E-Commerce

Books.com



(50.03%)

09Q3 NI: 96

10Q3 NI: 154

2010 9M Result of China Subsidiaries

Unit: \$NT'm

Convenience Store

Shanghai 7-11



(100%) **Stores: 44**

09Q3 NI: -59

10Q3 NI: -102

Drugstore

Shenzhen Cosmed



(65%) **Stores: 6**

09Q3 NI: -67

10Q3 NI: -19

Restaurant

Starbucks



(30%) **Stores: 188**

09Q3 NI: 176

10Q3 NI: 269

Afternoon Tea



(51%) **Stores: 4**

09Q3 NI: -54

10Q3 NI: -30

Mister Donut



(50%) **Stores: 10**

09Q3 NI: -36

10Q3 NI: -40

Cold Stone



(100%) **Stores: 43**

09Q3 NI: -81

10Q3 NI: -31

Supermarket & Hypermarket

Sichuan Uni-mart Hypermarket



(100%) **Stores: 4**

09Q3 NI: -33

10Q3 NI: -16

Shandong Uni-mart Supermarket



(55%) **Stores: 138**

09Q3 NI: 115

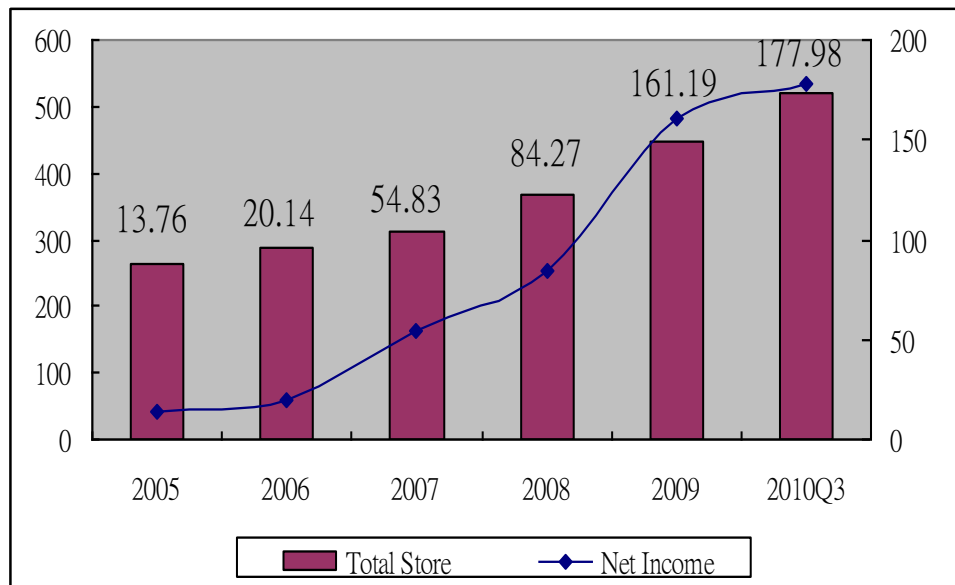
10Q3 NI: 144

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

