

# 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%)

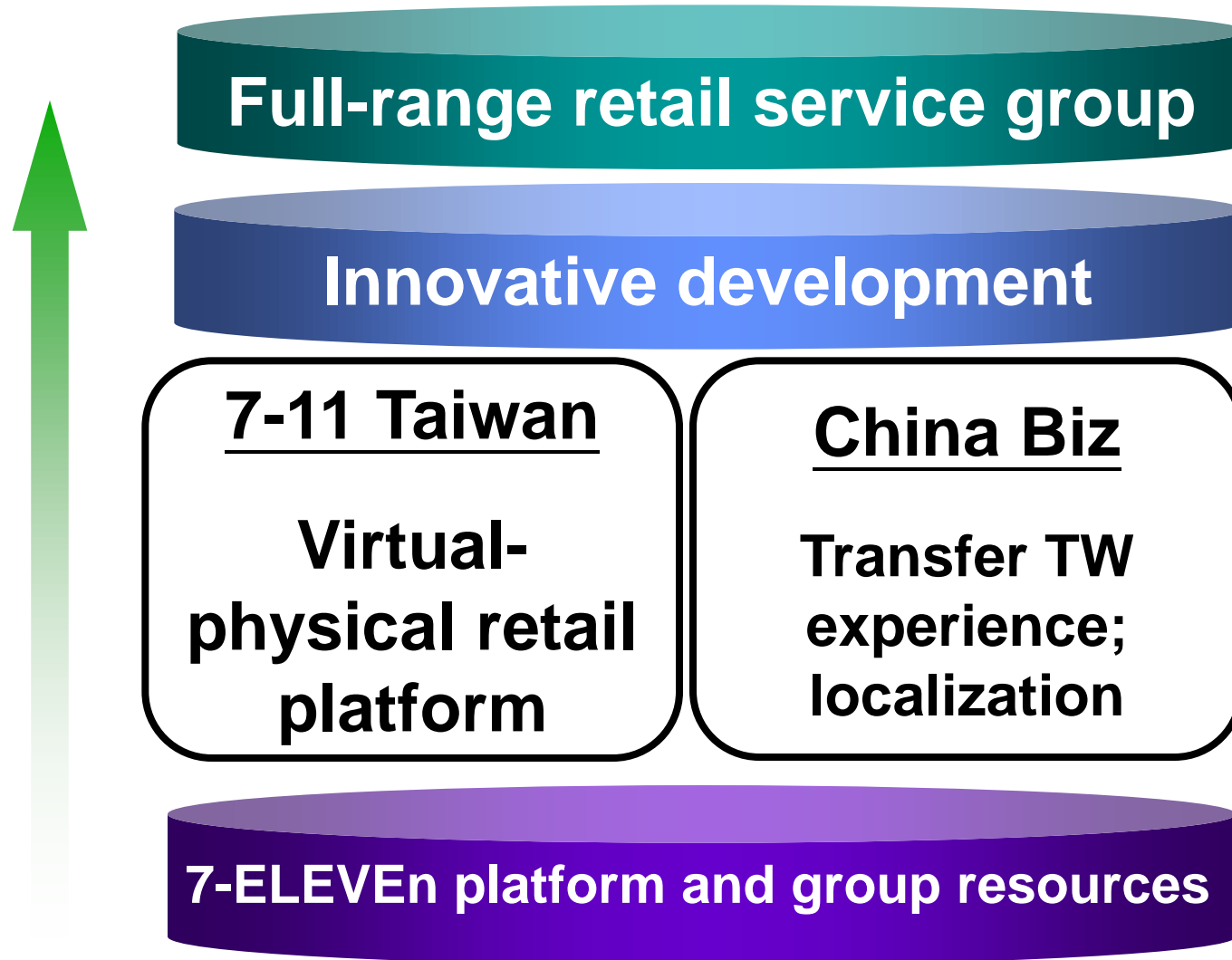
## E-Commerce

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 Q3 Results

# Parent Income Statement

Unit:\$NT'million	<u>2009 FY</u>	<u>%</u>	<u>YOY</u>	<u>2010 Q3</u>	<u>%</u>	<u>YOY</u>
Total operating revenue	101,757	100.0%	-0.4%	85,487	100.0%	12.7%
<b>Gross profit</b>	32,966	32.4%	<b>0.7%</b>	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%	<b>6.2%</b>	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.




COSMED  
康是美



聖娜多堡



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、英國茶、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購物網站

今天訂 明天取

購物區 | 會員專區 | 訂單查詢 | 會員專區 | 訂閱電子報 | 購物資訊

民生用品 民生食品 休閒娛樂 美容美妝 日本國產 服飾/襪 禮品/玩具 美容保健 居家休閒 3C家電 品牌專櫃 美食/名店

商品檢索 全部

熱門關鍵字: 日本童裝 東京管水 萬能養生 降壓升壓 萬能寶 OPEN Dr.Wu

購物區共有 0 件商品, 共 0 元

iCASH 實付帳 滿500送 CITY CAFE

品牌活動專區

今天訂明天取 中午12點前訂購, 隔日即可取貨 (門市及說明)

雙天 季節家電 殺很大通通59折起

還享24期0利率

7net x 禮傳 送紅利1500點 Afternoon Tea 優惠券

全城部落客 體驗千禧最風采 的驚喜發現

22大銀行最高24期0利率

中信滿千送100 富邦滿千送100 紅利3倍

加入粉絲團

點閱排行榜

新品特輯 熱賣強檔 經銷精選



# 2010 Q3 Result of Taiwan Subsidiaries

2010 Q3  
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 Q3 Result of China Subsidiaries

2010 Q3  
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



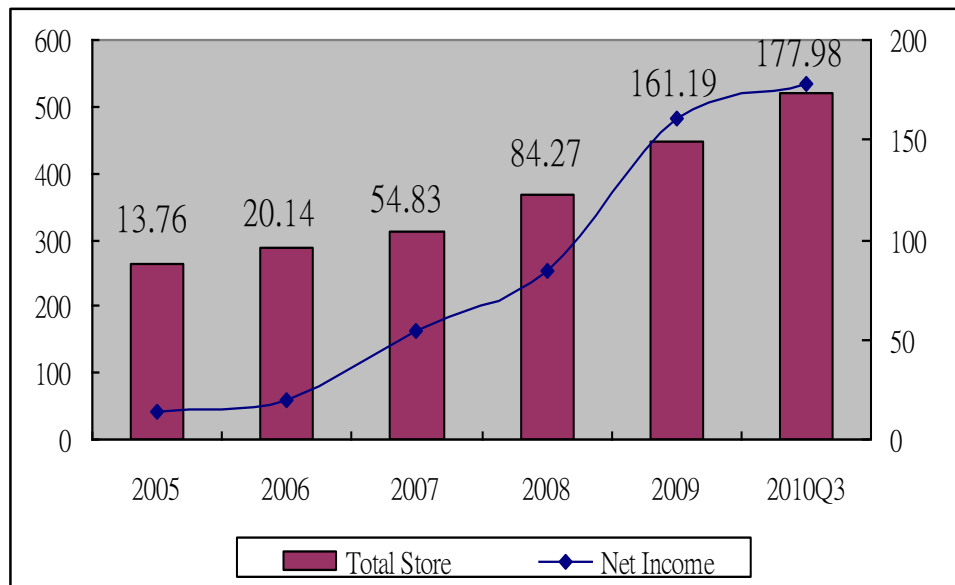
(55%) **Stores: 138**  
**09Q3 NI: 115**  
**10Q3 NI: 144**

# 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

