President Chain Store

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%)

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

Full-range retail service group

Innovative development

7-11 Taiwan

Virtual-physical retail platform

China Biz

Transfer TW experience; localization

7-ELEVEn platform and group resources

2010 1H Results

Parent Income Statement

Unit:$NT'million	2009 FY	%	YOY	2010 1H	%	YOY
Total operating revenue	101,757	100.0%	-0.4%	54,967	100.0%	10.1%
Gross profit	32,966	32.4%	**0.7%**	17,139	31.2%	7.9%
Operating expenses	28,072	27.6%	-0.2%	14,553	26.5%	6.1%
Operating income	4,894	4.8%	**6.2%**	2,586	4.7%	**19.8%**
Net Income	**$4,059**	**4.00%**	**15.3%**	**$3,176**	**5.78%**	**62.9%**

Earnings per share	(pre-tax)	(after-tax)		(pre-tax)	(after-tax)
Net income (unit:$NTD)	**4.47**	**3.90**		**3.45**	**3.06**

Net income increases 62.9% YOY for 2010 1H：
1.External: recovery of consumption environment
2.Internal:
(1)7-11 Taiwan: PSD increases 11.8% YOY due to store adjustment, product mix adjustment and promotions.
(2)subsidiaries: investment gain grows from NT$38m to NT$530m.

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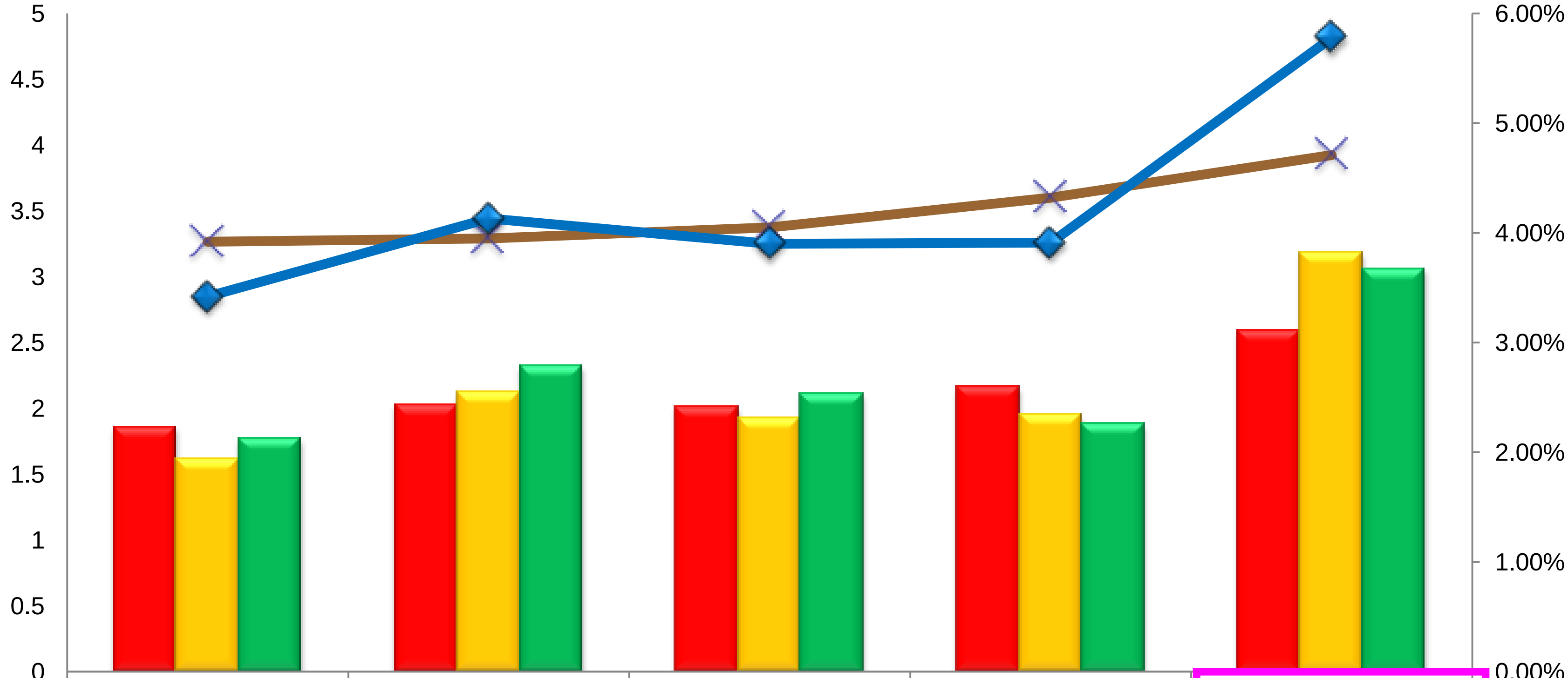
Profitability Hit a New High For 2010 1H

Unit：NT$ bn



	2006H1	2007H1	2008H1	2009H1	2010H1
Operating Profit	1.86	2.03	2.01	2.16	2.59
Net Profit	1.62	2.12	1.93	1.95	3.18
EPS	1.77	2.32	2.11	1.88	3.06
Operating Margin	3.92%	3.95%	4.05%	4.32%	4.71%
Net Margin	3.42%	4.13%	3.90%	3.91%	5.78%

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.

COLD STONE CREAMERY

STARBUCKS COFFEE

聖娜多堡 SEMEUR DE PAIN

mister Donut

COSMED 康是美

Afternoon Tea

Virtual Business

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

2010 1H Result of Taiwan Subsidiaries

2010 1H
Unit: $NT'm

Lifestyle Business

Cosmed Taiwan
(100%) Stores: 315
09' Sales: 3,075 NI: 62
10' Sales: 3,557 NI: 126

MUJI Taiwan
(41%) Stores: 18
09' Sales: 604 NI: 49
10' Sales: 753 NI: 72

Hankyu Dept. Taiwan
(70%) Stores: 1
09' Sales: 812 NI: -170
10' Sales: 776 NI: -170

Restaurant

Starbucks Taiwan
(30%) Stores: 229
09' Sales: 1,728 NI: 46
10' Sales: 2,081 NI: 180

Afternoon Tea
(51%) Stores: 11
09' Sales: 69 NI: -17
10' Sales: 109 NI: -10

Mister Donut
(50%) Stores: 41
09' Sales: 425 NI: -18
10' Sales: 404 NI: 7

Cold Stone
(100%) Stores: 23
09' Sales:125 NI: 0.2
10' Sales: 208 NI: 20

E-Commerce

Books.com
(50.03%)
09' Sales: 1,394 NI: 63
10' Sales: 1,854 NI: 98

2010 1H Result of China Subsidiaries

2010 1H
Unit: $NT'm

Convenience Store

Shanghai 7-11
(100%) Stores: 33
09' Sales: 14 NI: -38
10' Sales: 143 NI: -63

Drugstore

Shenzhen Cosmed
(65%) Stores: 4
09' Sales: 60 NI: -47
10' Sales: 25 NI: -13

Restaurant

Starbucks
(30%) Stores: 180
09' Sales: 1,440 NI: 109
10' Sales: 1,544 NI: 140

Afternoon Tea
(51%) Stores: 4
09' Sales: 15 NI: -40
10' Sales: 28 NI: -21

Mister Donut
(50%) Stores: 9
09' Sales: 49 NI: -20
10' Sales: 46 NI: -26

Cold Stone
(100%) Stores: 42
09' Sales:153 NI: -46
10' Sales: 200 NI: -26

Supermarket & Hypermarket

Sichuan Uni-mart Hypermarket
(100%) Stores: 4
09' Sales: 581 NI: -7
10' Sales: 584 NI: 0.4

Shandong Uni-mart Supermarket
(55%) Stores: 133
09' Sales: 2,556 NI: 69
10' Sales: 2,620 NI: 92

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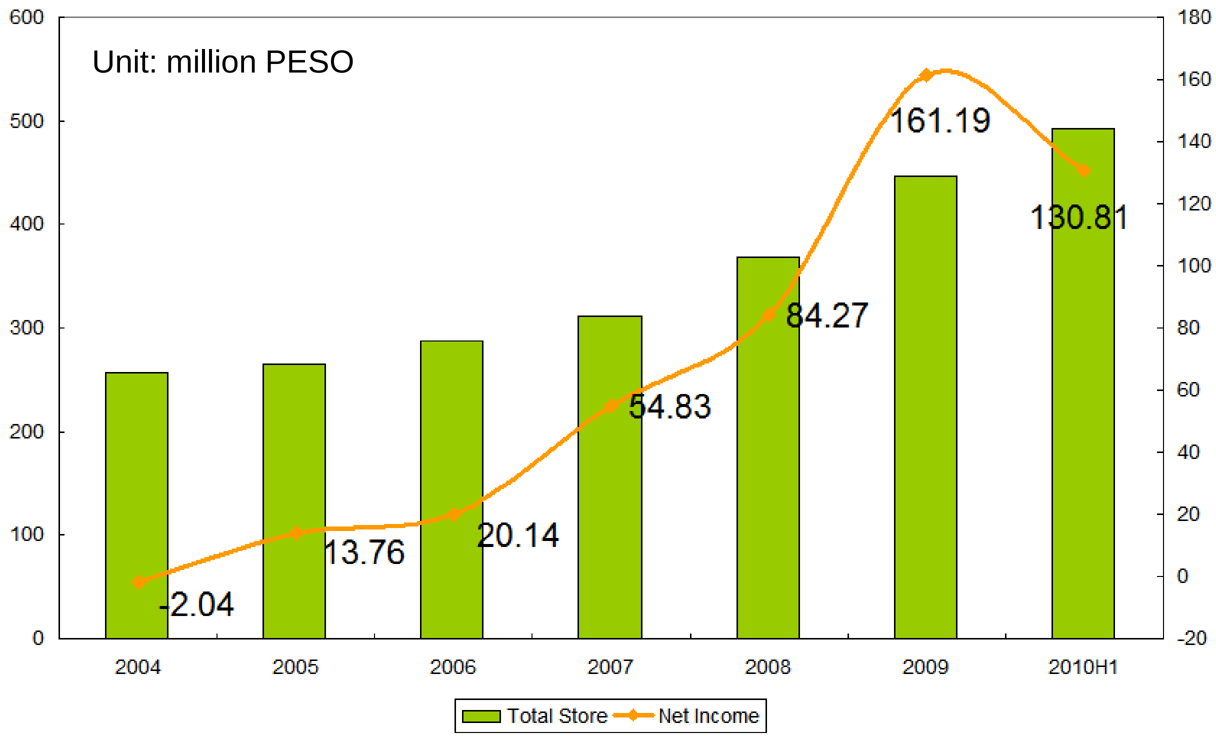
Successful Overseas Business：Philippine Seven Corp.

- ❑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.



	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%

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2010 2H 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 existing brands and introduce more new brands(SATO、Royal Host)

❑Supermarket：aims to keep the leading position in the local market.

2010 Cash Flow Projection

Unit:NT$

Projected Cash Inflow from Operating Activities	8.0 billion
Projected Cash Outflow:	
1.Capex for Taiwan 7-11 Operations	2.5 billion
2.Capex for Long-term investments	1.5 billion
3.Cash dividends	3.7 billion

Q&A