

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%)

2009 & 2010 Q1 Results

2009 FY & 2010 Q1

Parent Income Statement

Unit:\$NT'million	2009 FY		YOY %	2010Q1		YOY %
	Amount	%		Amount	%	
Total operating revenue	101,757	100.0%	-0.4%	26,890	100.0%	11.4%
Gross profit	32,966	32.4%	0.7%	8,236	30.6%	9.2%
Operating expenses	28,072	27.6%	-0.2%	6,978	26.0%	4.5%
Operating income	4,894	4.8%	6.2%	1,258	4.7%	45.0%
Net Income	\$4,059	4.00%	15.3%	\$1,606	5.97%	108.4%
Earnings per share	(pre-tax)	(after-tax)		(pre-tax)	(after-tax)	
Net income (unit:\$NTD)	<u>4.47</u>	<u>3.90</u>		<u>1.86</u>	<u>1.55</u>	

Net income increases 108.4% YOY for 2010Q1 :

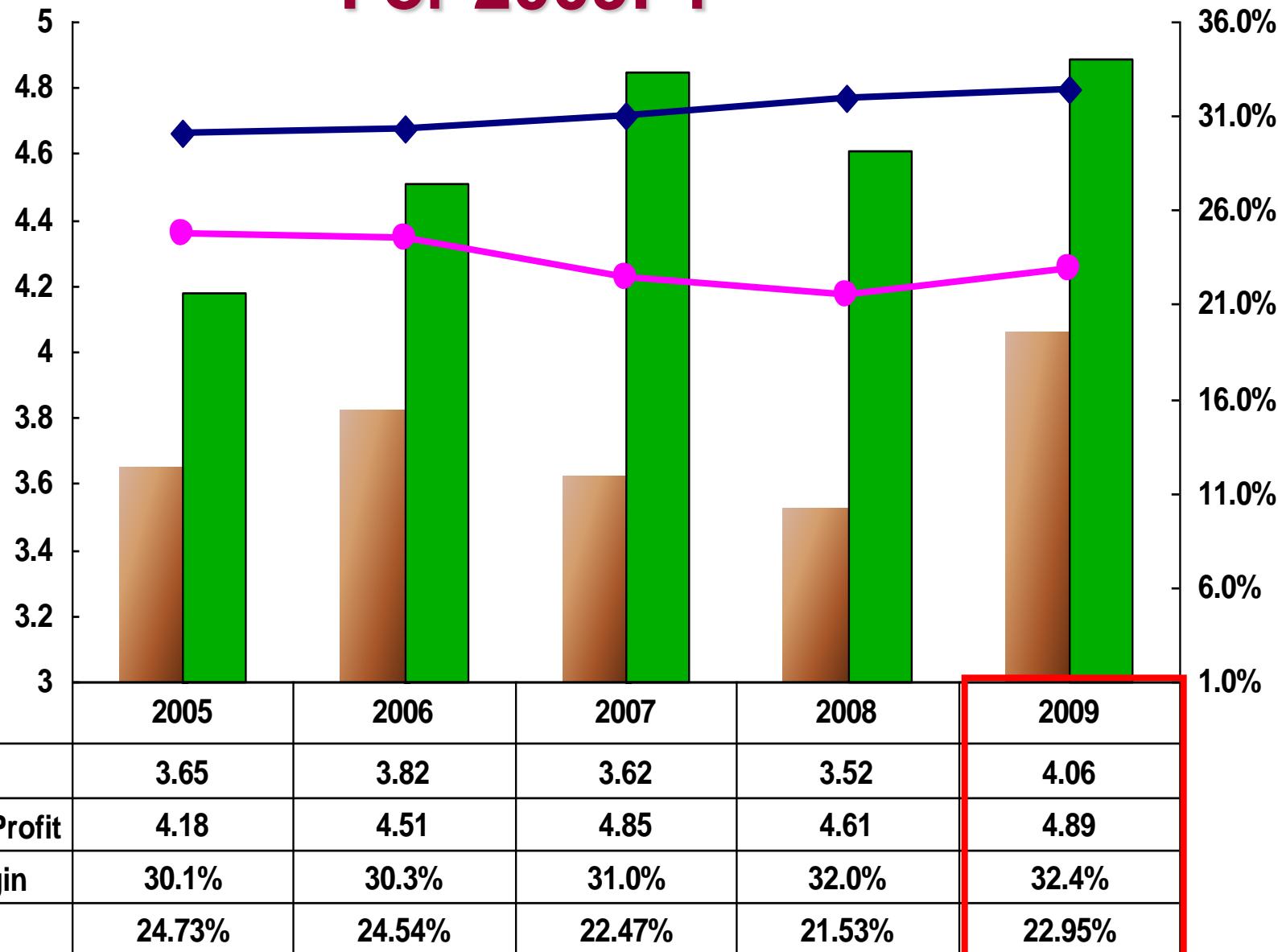
1.External: recovery of consumption environment

2.Internal:

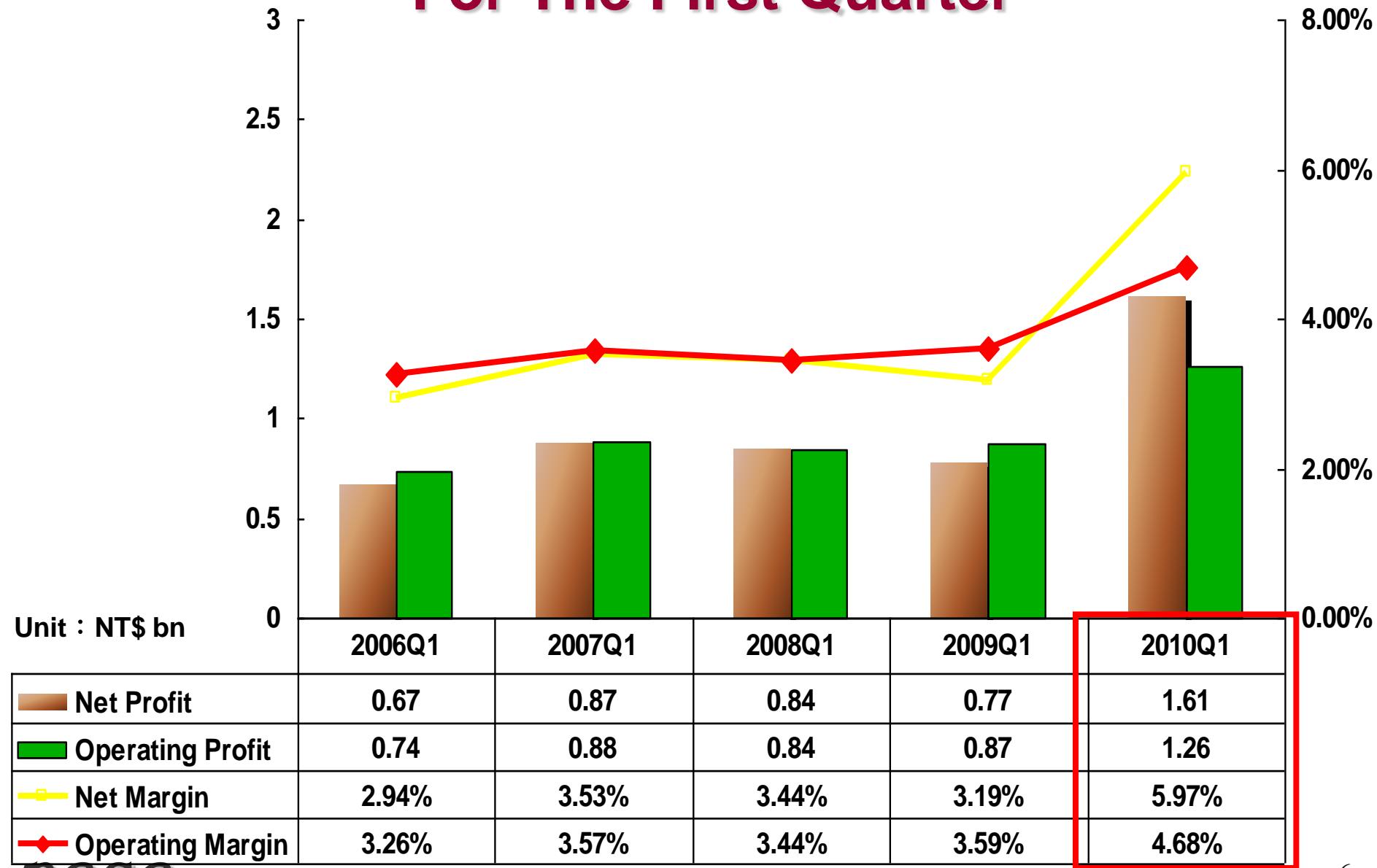
(1)7-11 Taiwan: SSS increases 13% YOY due to store adjustment and promotions.

(2)subsidiaries: investment gain grows from NT\$17m to NT\$330m.

Profitability Hit a New High For 2009FY

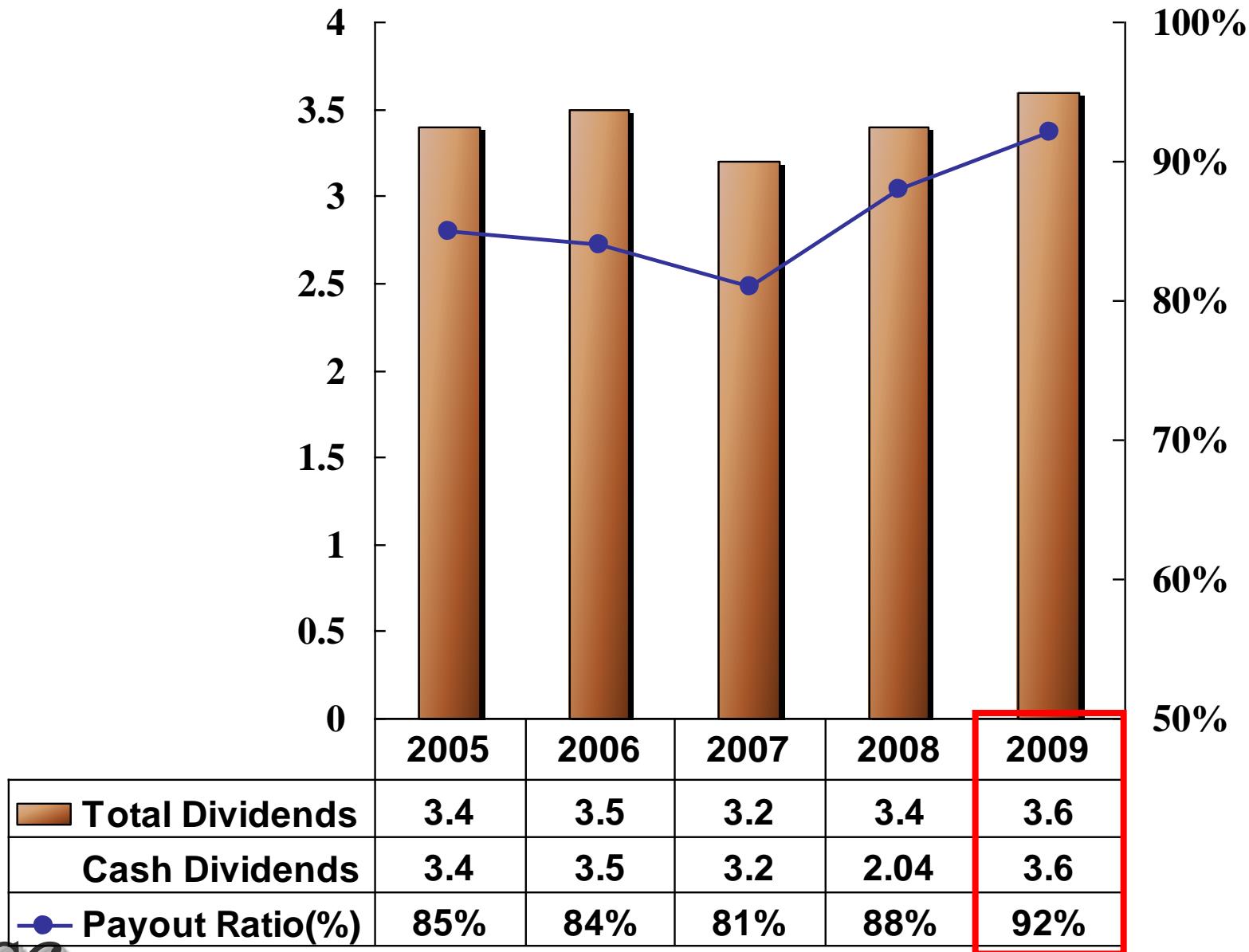


A Record-high Profitability For The First Quarter



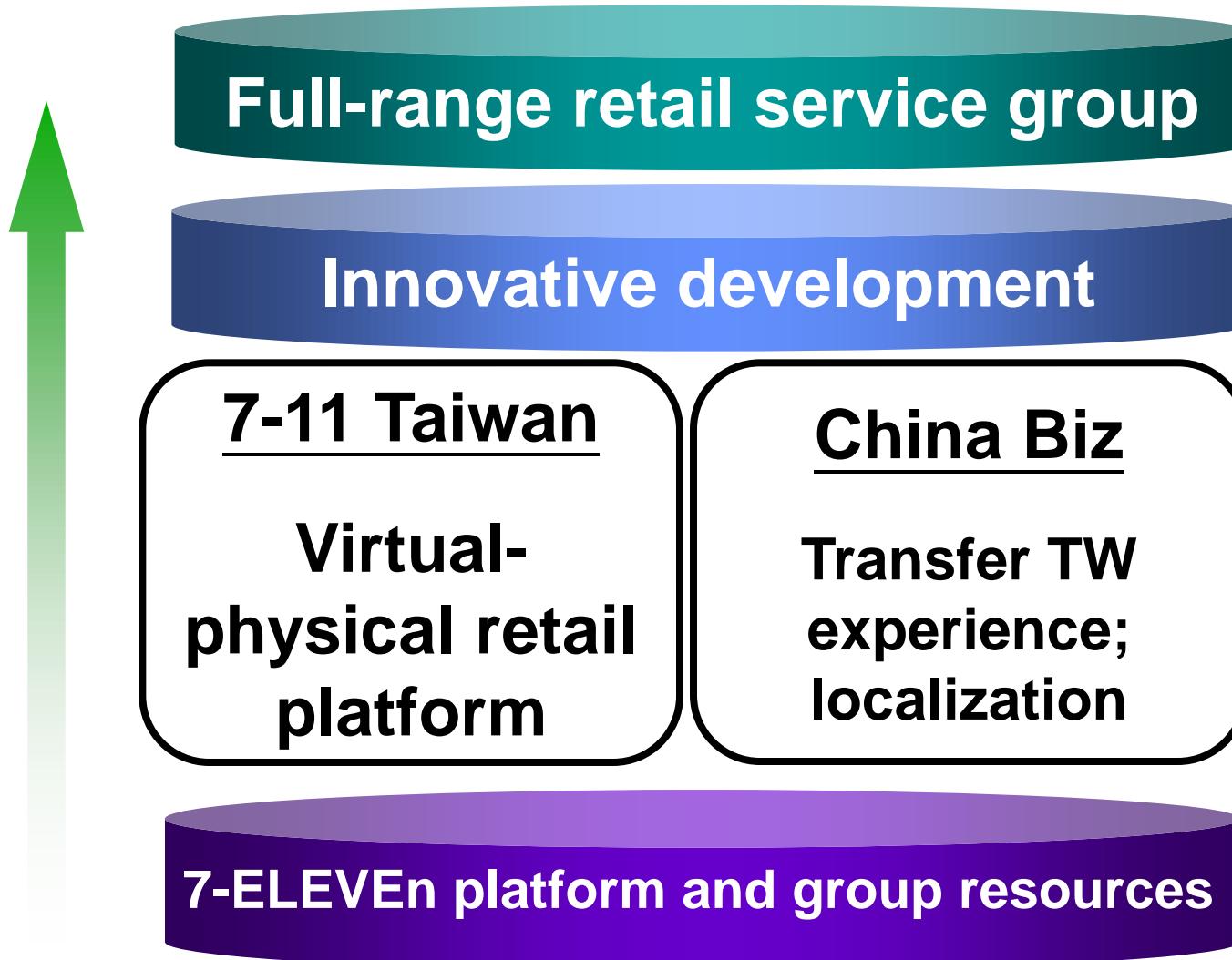
Dividend Policy

Record-high Cash Dividends



2010 Outlook

Group Vision



7-11 Taiwan business strategy : Real-virtual retail platform

Real

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



Virtual

- full-range of bill-paying services
- ibon platform : High speed rail ticketing service
- Telecom service



Increase Per Store Daily sales, driving
revenue/profit growth

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

Afternoon Tea



Virtual business

- **ibon platform:** High speed rail ticketing service, online-auction delivery, photo printing.
- **Telecom service:** cellphone carrier service with monthly payment deductible.
- **icash-easy card:** more convenient payment option for small purchases and public transit ticketing.



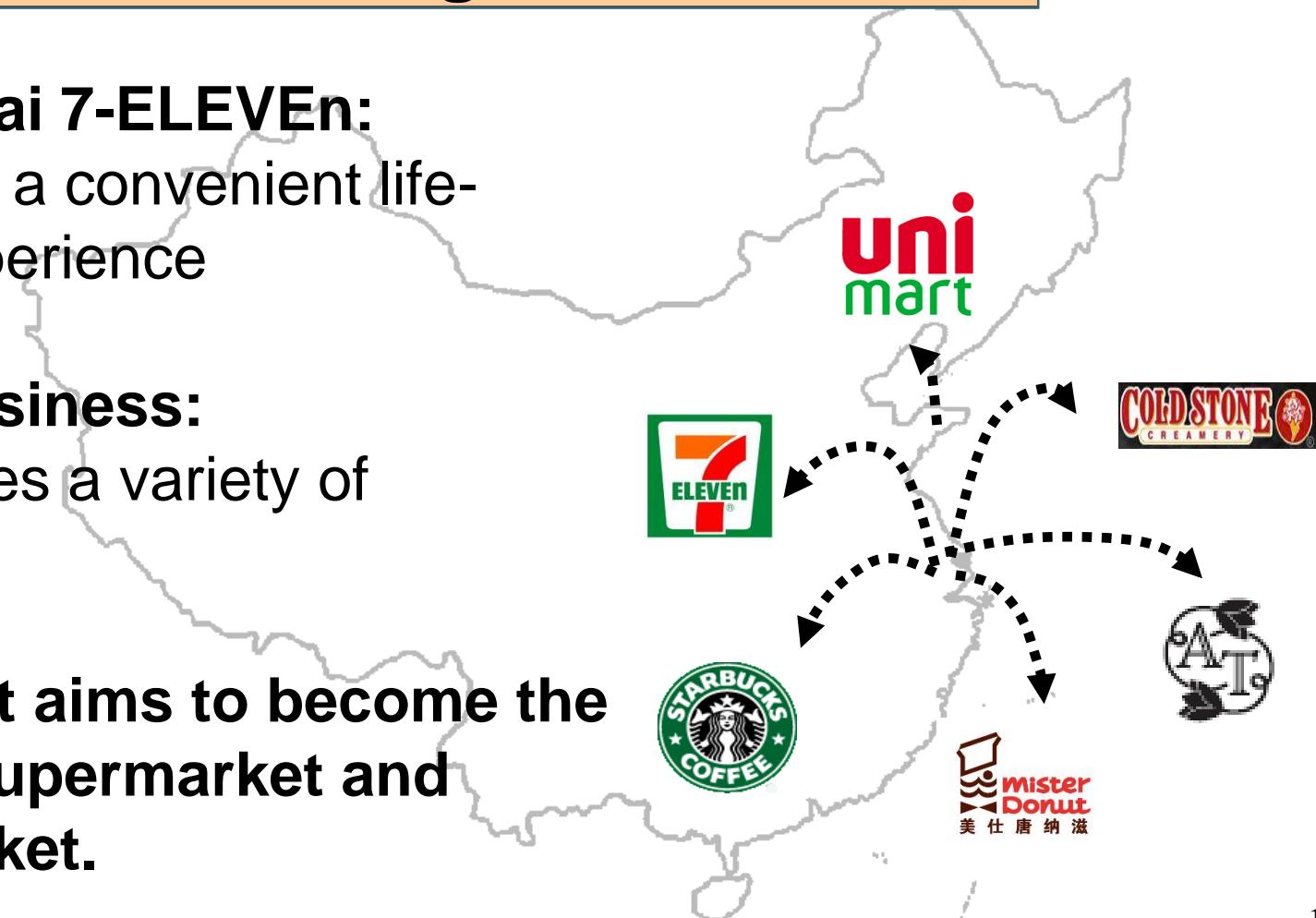
China Business Vision

Become Regional Leading Brands

□ **Shanghai 7-ELEVEn:**
provides a convenient life-style experience

□ **F&B Business:**
Introduces a variety of brands

□ **Uni-Mart aims to become the #1 local supermarket and hypermarket.**



Shanghai 7-ELEVEn

- Improve product mix and create consumer needs.
- Joint-procurement to cut costs and offer good prices to consumers.



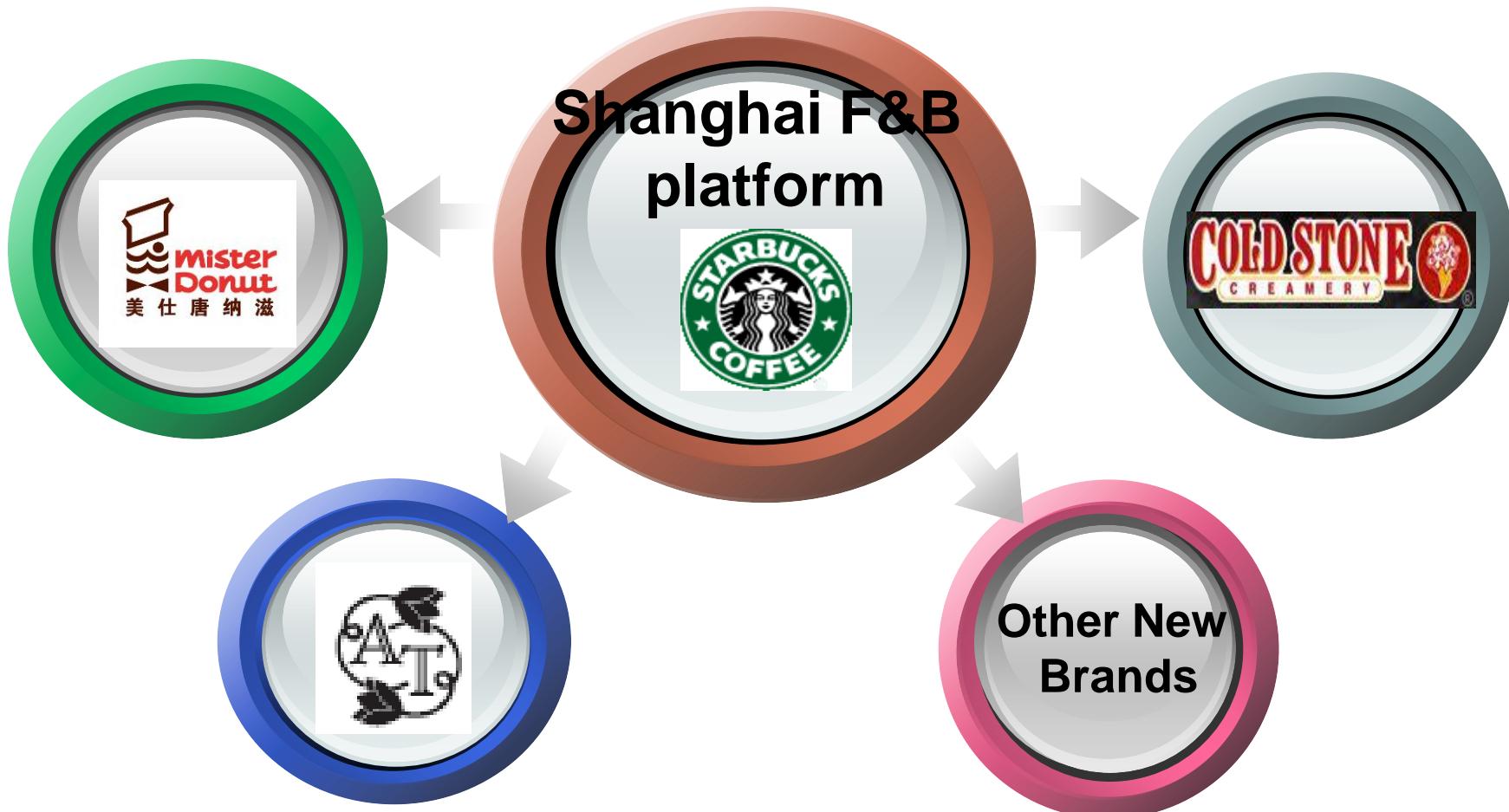
Hypermarkets & Supermarkets

- Currently operating 123 stores in Shangdong and Sichuan.
- Continue to open new stores in other cities in Shangdong (Jinan, Qingdao, etc) in 2010.



F&B Business

- Utilize Starbucks' local resources to build the F&B platform.
- Develop existing brands and introduce more new brands into the 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