President Chain Store Corp.

March, 2010

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%)

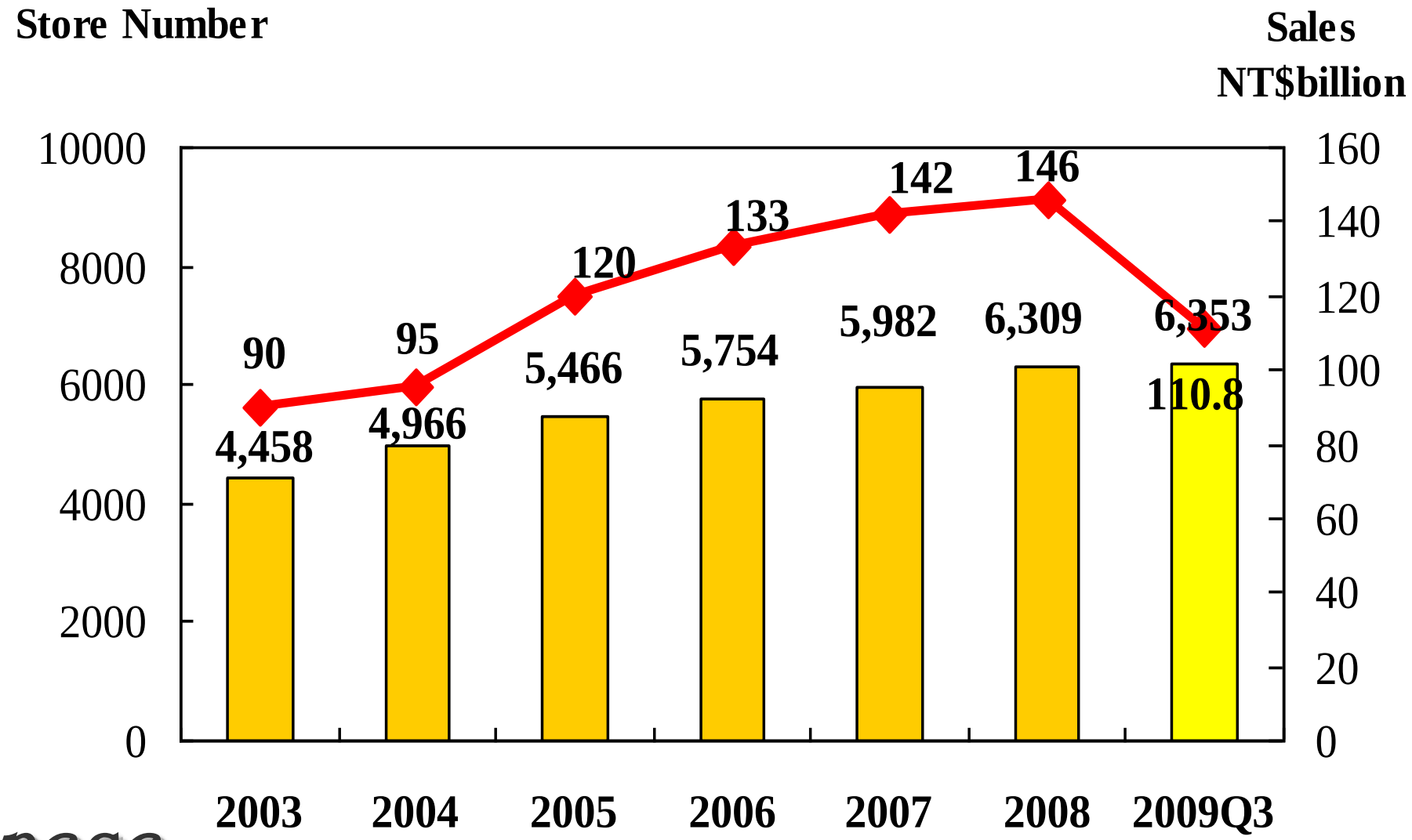
Supermarket / Hypermarket
1. Shandong Uni-Mart Supermarket (55%)
2. Sichuan Uni-Mart Hypermarket (100%)
3. Vietnam Uni-Mart Supermarket (51%)

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%)

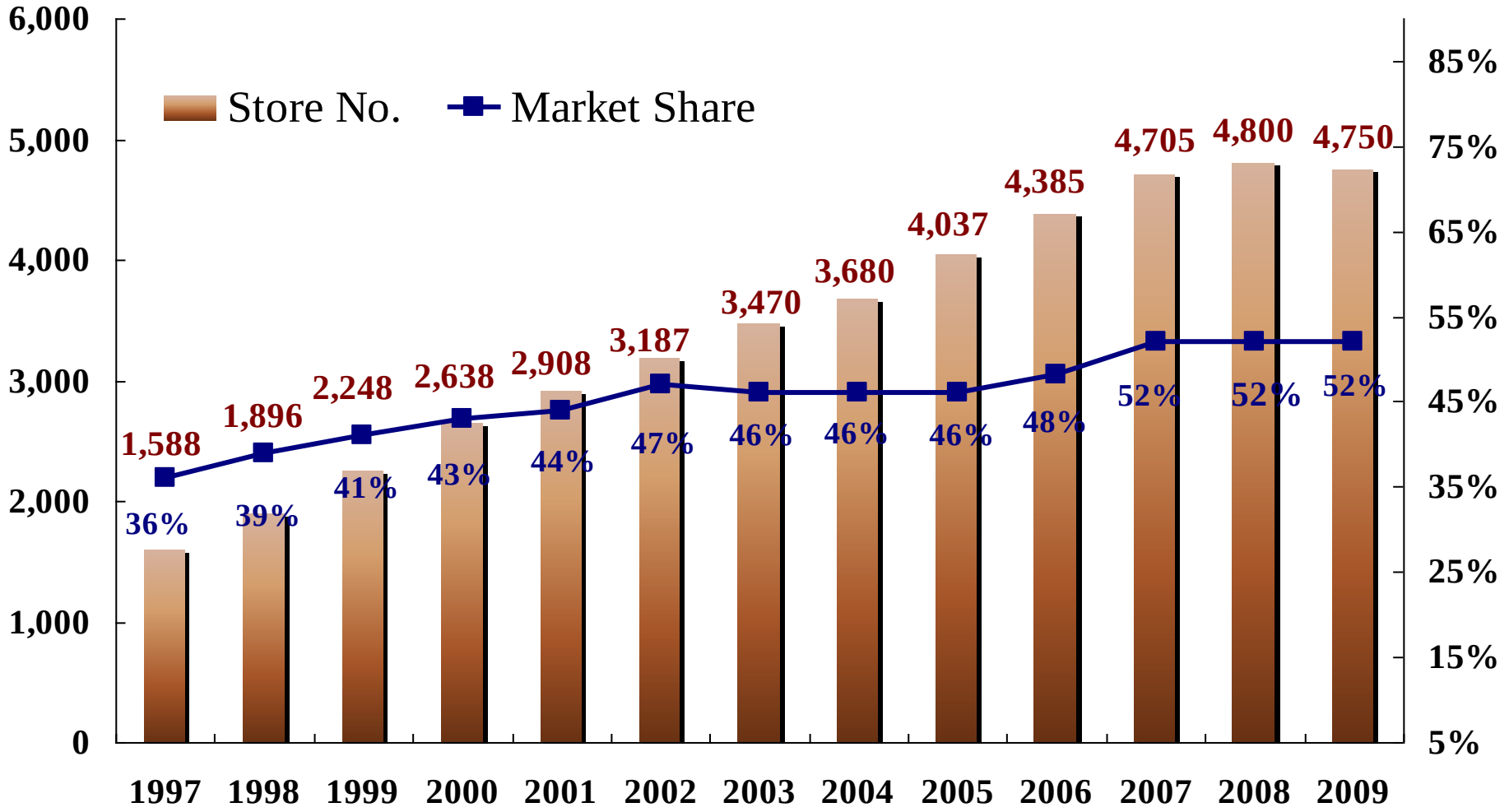
E-Commerce
1. Books.Com (50.03%)
2. Taiwan Rakuten (49%)

Logistics
1. Retail Support International (25%)
2. Uni-President Cold-Chain (60%)
3. Wisdom Distribution (100%)
4. TAKKYUBIN(70%)

Sales & Store Number of PCSC Group



Store Number & Market Share For 7-Eleven Taiwan



Franchise store: 89.47%

Taiwan Main Subsidiaries

Restaurant

Starbucks Taiwan

Shareholding of PCSC: 30%
Store No. : 222(08);223(09)

Mister Donut Taiwan

Shareholding of PCSC: 50%
Store No. : 46(08);42(09)

Cold Stone Creamery Taiwan

Shareholding of PCSC: 100%
Store No. : 13(08);20(09)

Afternoon Tea Taiwan

Shareholding of PCSC: 51%
Store No. : 2(08);10(09)

Life Style

MUJI

Shareholding of PCSC: 41%
Store No. : 14(08);17(09)

Hankyu Department Store

Shareholding of PCSC: 70%
Store No. :1(09)

TAKKYUBIN

Shareholding of PCSC: 70%

Drug Store

Cosmed Taiwan

Shareholding of PCSC: 100%
Store No. : 289(08);303(09)

Distribution

Retail Support International

Shareholding of PCSC: 25%

Uni-President Cold-Chain

Shareholding of PCSC: 60%

Wisdom Distribution

Shareholding of PCSC: 100%

Overseas Subsidiaries

China Businesses

CVS

Shanghai 7-Eleven

Shareholding of PCSC: 100%

Store No.: 13(09)

Drugstore

Shenzhen Cosmed

Shareholding of PCSC: 65%

Store No.: 14(08);5(09)

Supermarket / Hypermarket

Shandong Uni-mart Supermarket

Shareholding of PCSC: 55%

Store No.: 102(08);122(09)

Sichuan Uni-mart Hypermarket

Shareholding of PCSC: 100%

Store No.: 4(08);4(09)

Restaurant

Shanghai Starbucks

Shareholding of PCSC: 30%

Store No.: 167(08);173(09)

Cold Stone Creamery

Shareholding of PCSC: 100%

Store No.: 34(08);39(09)

Afternoon Tea Shanghai

Shareholding of PCSC: 51%

Store No.: 2(08);3(09)

Mister Donut Shanghai

Shareholding of PCSC: 50%

Store No. : 8(09)

Other Overseas Businesses

Philippine 7- Eleven

Shareholding of PCSC: 56.59%

Store No.: 368(08);401(09)

Vietnam Uni-mart Supermarket

Shareholding of PCSC: 51%

Store No.: 2(08);1(09)

Financial Review

2009Q1-Q3 & 2008 FY
Parent Income Statement

Unit:$NT'million

	2009Q1-Q3		YOY	2008FY		YOY
	Amount	%	%	Amount	%	%
Net sales	73,320	96.7%	-0.8%	98,437	96.3%	-0.5%
Other operating revenue	2,533	3.3%	-7.9%	3,754	3.7%	7.9%
Total operating revenue	75,853	100.0%	-1.1%	102,191	100.0%	-0.2%
Gross profit	24,550	32.4%	0.6%	32,735	32.0%	3.1%
Operating expenses	20,996	27.7%	-0.2%	(28,128)	-27.5%	4.6%
Operating income	3,554	4.7%	5.3%	4,607	4.5%	-5.1%
Net non-operating income	647	0.9%	29.2%	(225)	-0.2%	418.1%
Income before income taxes	4,201	5.5%	8.4%	4,382	4.3%	-8.9%
Income tax expense	(797)	-1.1%	-5.6%	(862)	-0.8%	-27.4%
Net Income	**$3,405**	**4.5%**	**12.3%**	**$3,520**	**3.4%**	**-2.8%**
Earnings per share	(pre-tax)	(after tax)		(pre-tax)	(after tax)	
Net income (unit:$NTD)	**4.04**	**3.28**		**4.79**	**3.85**	

2009Q1-Q3 & 2008 FY Parent Balance Sheet

Unit:$NT'million

	2009Q1-Q3		2008FY	
	Amount	%	Amount	%
Assets				
Total current assets	16,291	33.9%	16,920	35.9%
Total LT investments	21,910	45.6%	19,848	42.1%
Total fixed assets	7,324	15.3%	7,804	16.6%
Total intangible assets	229	0.5%	273	0.6%
Total other assets	2,273	4.7%	2,286	4.9%
Total assets	**$48,026**	**100.0%**	**$47,131**	**100.0%**
Liabilities and SE				
Liabilities				
Total current liabilities	19,847	41.3%	19,243	40.8%
Total long-term liabilities	7,700	16.0%	9,100	19.3%
Total other Liabilities	2,320	4.8%	2,340	5.0%
Total liabilities	29,867	62.2%	30,683	65.1%
Total shareholders' equity	18,160	37.8%	16,448	34.9%
Liabilities and shareholders' equity	**$48,026**	**100.0%**	**$47,131**	**100.0%**

2009Q1-Q3 & 2008 FY
Parent Statement of Cash Flow

Unit:$NT'million	2009Q1-Q3	2008FY
Cash flows from operating activities	3,953	5,483
Cash flows from investing activities	(3,161)	(4,057)
Cash flows from financing activities	(3,273)	(1,793)
Net increase (decrease) in cash & equivalents	(2,481)	(367)
Cash and cash equivalents, beginning of year	5,512	5,879
Cash and cash equivalents, end of year	3,031	5,512

2009Q1-Q3 Actual CAPEX

- Taiwan 7-11 Operation 1.07 billion
- Long-term investments 2.25 billion

Total Expenditure 3.32 billion

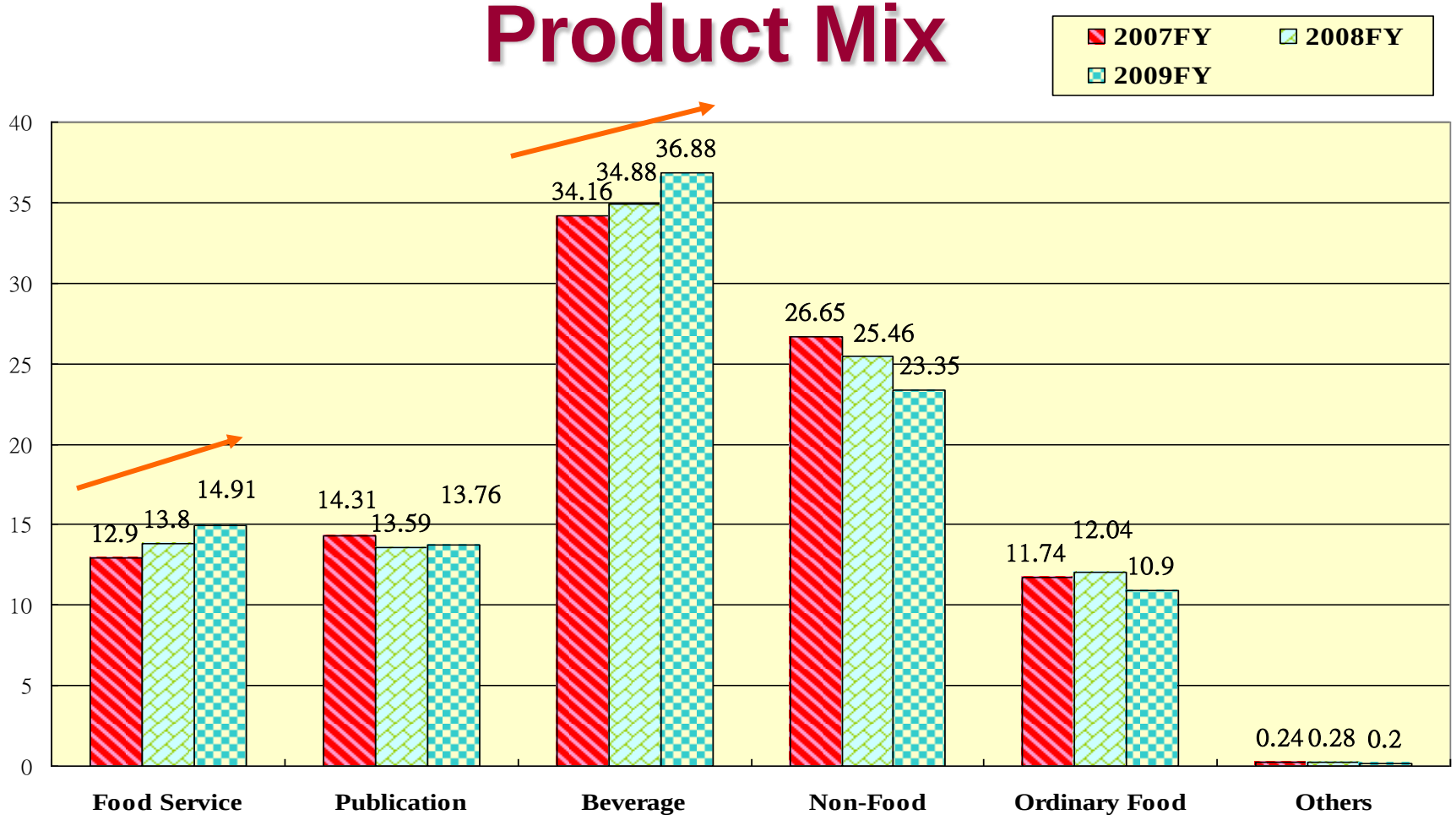
China Business **NT$ 0.97 billion**

Shanghai 7-11, Shanghai Mister Donut, Wuhan Fresh Bakery, etc.

Taiwan Business **NT$ 1.28 billion**

Hankyu Department Store, Rakuten, Afternoon Tea, Mister Donut, etc.

Product Mix



- **Food Service-** lunch box, desert, Japanese tempura, rice ball, bread, etc.
- **Publication-** pre-order product, telephone commutation, news paper, etc.
- **Beverage-** room temperature and cold drink, alcohol drink, Slurpee, City Cafe, etc.
- **Non Food-** cigarette, daily necessity, etc.
- **Ordinary Food-** instant noodle, candy, cookies, etc.
- **Others-** product cannot be scanned

Private Label Product-Fresh Food

- From breakfast to lunch and dinner, even the tea time and night snack, 7-Eleven provides customers with multiple choices.
- Chinese food, Japanese food, and American food, etc.

7-Eleven is your convenient neighbor

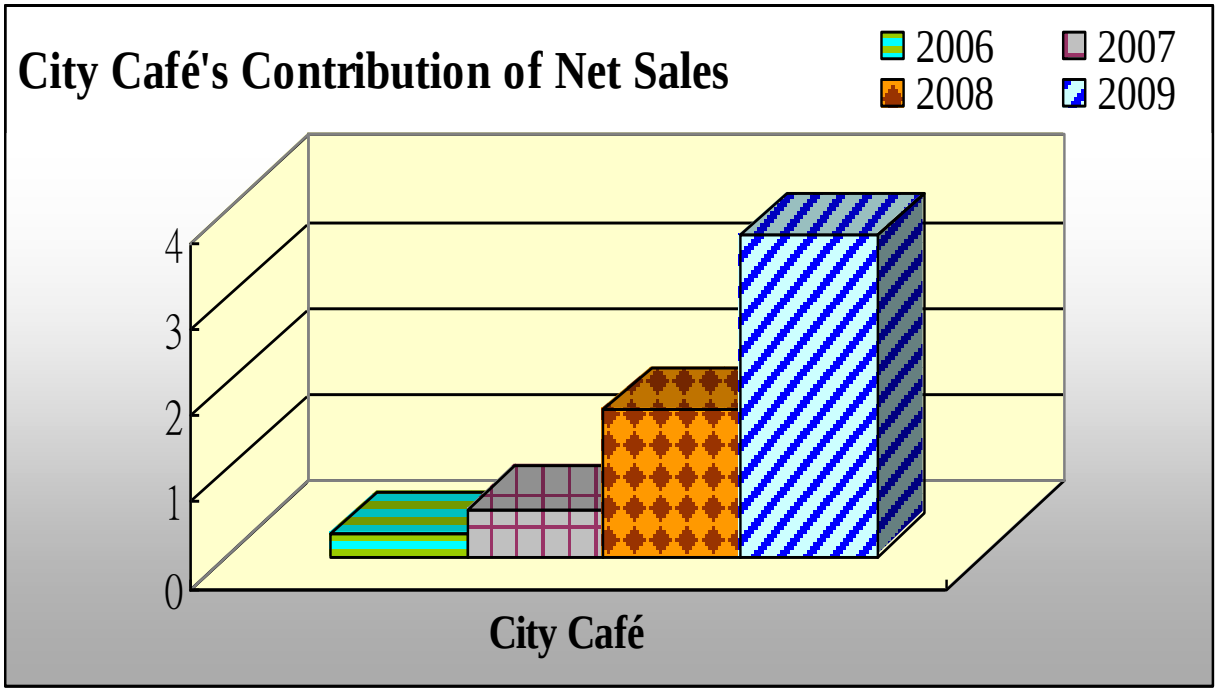
Breakfast

Lunch + Dinner

Snack

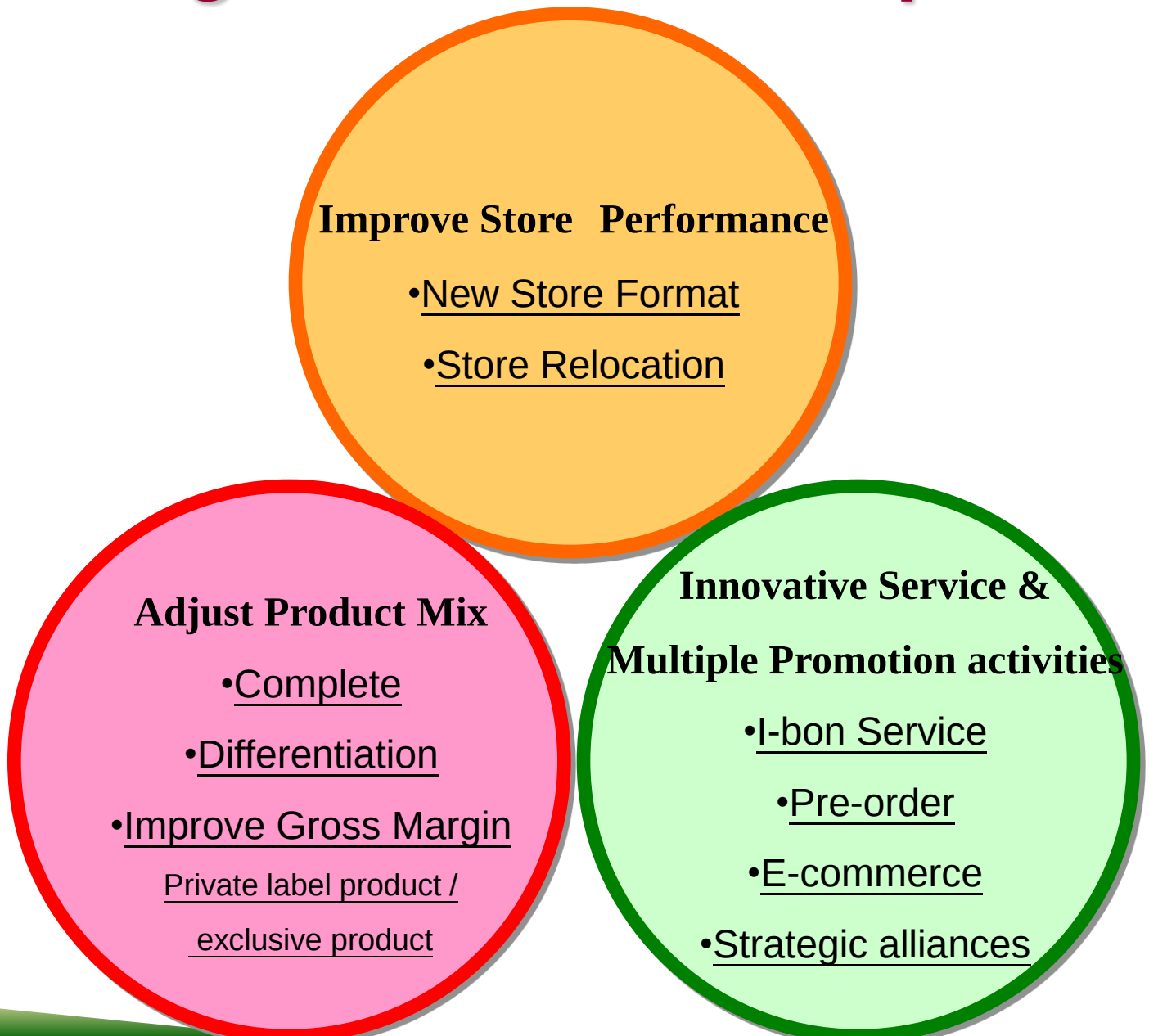
Private Label Beverage- City Café

- City Café with reasonable price and high quality, provide convenient life to customers.
- By the end of 2009, we installed 3650 City Café machines.
- City Café is the biggest coffee chain in Taiwan market.



2010 Outlook

Strategies for 7-Eleven Operation



New Store Format and Relocation

- **Bigger size store- complete product mix, provide more comfortable space.**
- **Food Store- provide breakfast, lunch, and dinner. Increase contribution of fresh food items.**
- **Store Relocation- improve performance and SSS.**

Product Mix Adjustment- Private Label Product

- Multiple product lines, include food products and daily necessities.
- Private Label products enjoy higher gross margin, provide differentiation and satisfy customers' every need.

Provide What Customers Need

Innovative Service- ibon

- Ticketing Service Platform
  - Movie, Concert, Transportation, Hotel, Theme Park, etc.
- Document Printing and download Service
- Credit Card Point Redemption
- Bill Payment Service
- Online Game Point Deposit
- Digital Life

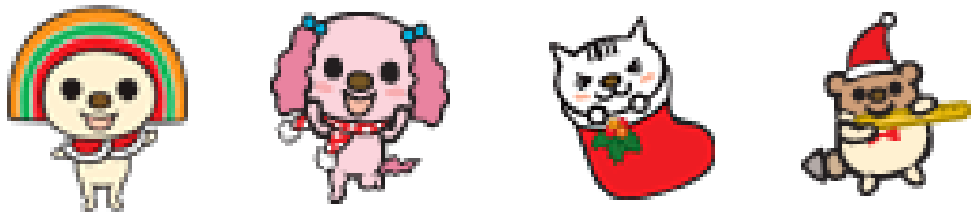
Multiple promotion activities

- **Provide high value-added gifts.**
- **Alliance with subsidiaries and other retailers.**
- **Aiming to increase SSS and provide differentiated consuming experience for customers.**

2010 CAPEX Projection

❒ Taiwan 7-11 Operation	2.5 billion
❒ Long-term investment	1.5~2 billion
Total Expenditure	**4~4.5 billion**

Thank you!



IR website (Chinese version)

http://www.7-11.com.tw/pcsc/invest/investment.asp

IR website (English Version)

http://www.7-11.com.tw/en/Investor/investment.asp