



pcsc

President Chain Store

2912TT

2013Q3 Results

Income Statement

Unit: NT\$mn

	2013Q3		2012Q3		YOY	2013Q1~Q3		2012Q1~Q3		YOY
	Amount	%	Amount	%		Amount	%	Amount	%	
Operating revenue	52,373	100.0%	50,670	100.0%	3.4%	150,295	100.0%	144,182	100.0%	4.2%
Operating cost	(35,443)	-67.7%	(34,284)	-67.7%	3.4%	(102,860)	-68.4%	(96,935)	-67.2%	6.1%
Gross profit	16,930	32.3%	16,386	32.3%	3.3%	47,435	31.6%	47,246	32.8%	0.4%
Operating expenses	(14,119)	-27.0%	(14,326)	-28.3%	-1.4%	(39,581)	-26.3%	(40,820)	-28.3%	-3.0%
Operating income	2,811	5.4%	2,060	4.1%	36.5%	7,855	5.2%	6,426	4.5%	22.2%
Net income belong to :										
Owner	\$2,242	4.3%	\$1,925	3.8%	16.5%	\$6,567	4.4%	\$5,434	3.8%	20.9%
Non-controlling interests	317	0.6%	244	0.5%	29.9%	862	0.6%	616	0.4%	39.9%
Total	2,559	4.9%	2,168	4.3%	18.0%	7,428	4.9%	6,050	4.2%	22.8%
EPS after tax (Unit:\$NT)	2.16		1.85			6.32		5.23		

Business Scope

Taiwan 7-11

Retail

- Cosmed (100%)
- Being Spa (100%)
- Smile Gas Station (80.87%)
- President Pharmaceutical (73.74%)
- Hankyu (70%)
- Takkyubin (70%)
- Philippine 7-11(51.56%)
- Muji (Taiwan) (51%)
- Books.com (50.03%)

Others

China

- Shanghai 7-11 (100%)
- Shanghai Cold Stone (100%)
- Presiclerc(Beijing) Supermarket (89.10%)
- Shandong Uni-Mart (55%)
- Shanghai Starbucks (30%)

F&B

- 21 Century (100%)
- Cold Stone (100%)
- Afternoon Tea (51%)
- Mister Donut (50%)
- Starbucks (30%)

Support

- Tokyo Marketing (100%)
- Musashino (90%)
- President Information (86%)

Logistics

- Retail Support (25%)
- Cold-Chain (60%)
- Wisdom (100%)

Major Subsidiaries

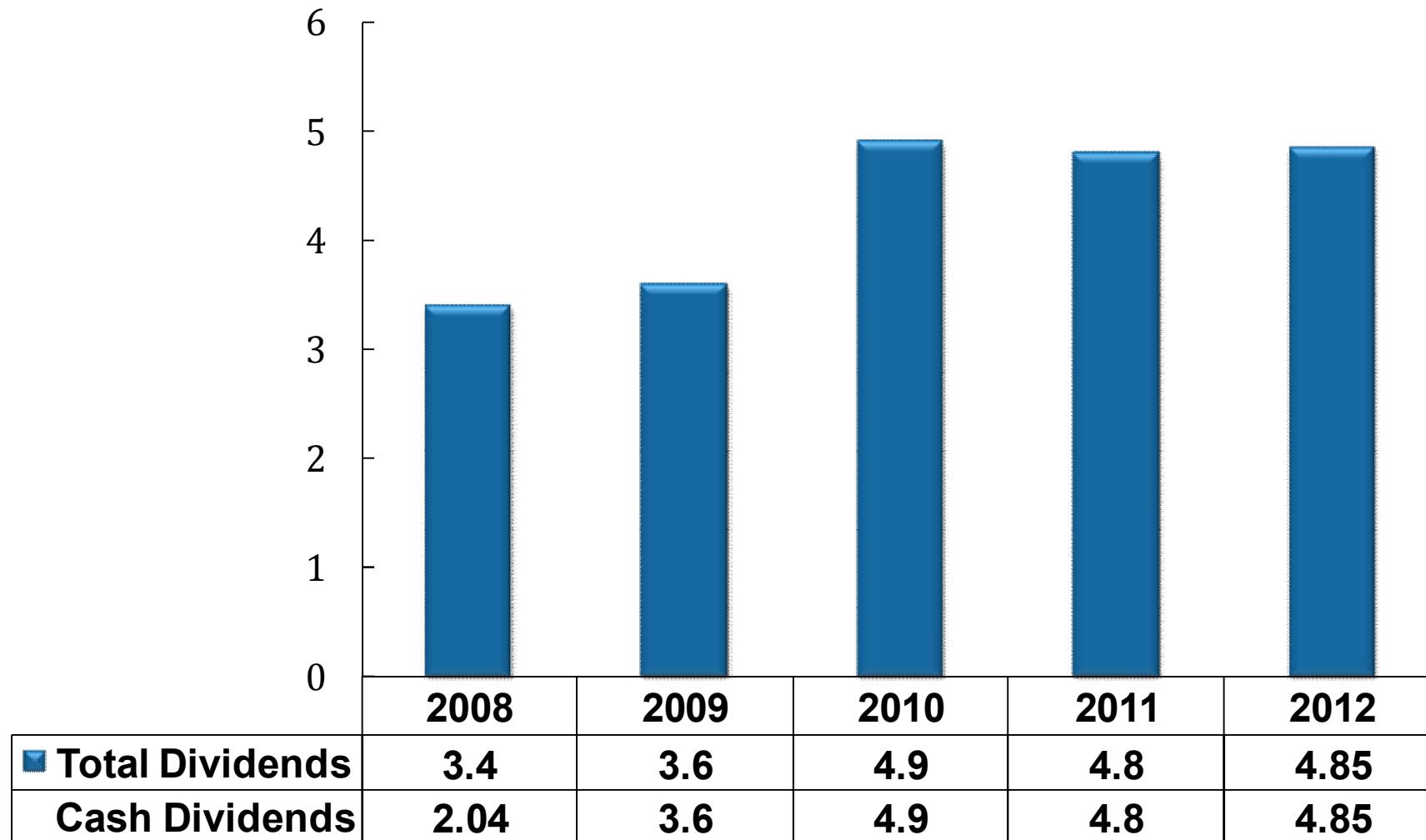
Unit: NT\$mn

Business Scope	CVS	Retail	Logistics	Others	Total
Revenue	2013Q1-Q3 95,063	2013Q1-Q3 40,347	2013Q1-Q3 1,752	2013Q1-Q3 13,134	2013Q1-Q3 150,295
	2012Q1-Q3 93,579	2012Q1-Q3 36,585	2012Q1-Q3 2,286	2012Q1-Q3 11,730	2012Q1-Q3 144,182

Note : The revenue is after elimination.

Dividend Policy

100% Cash Dividend



2013 Outlook

2013 Guidelines

Focus and Exactness

Pursuing
Sustainable
Growth of
7-11

Strengthening
The Operation
of PB

Cultivating
The
International
Brands

Accelerating
The Expansion
of EC

Improving
Efficiency
of Overseas
Operations

Structural change leads to sustainable growth

Pursuing Sustainable Growth of 7-11

1. Continuing to expand the scale of larger stores and strengthening TK practice.

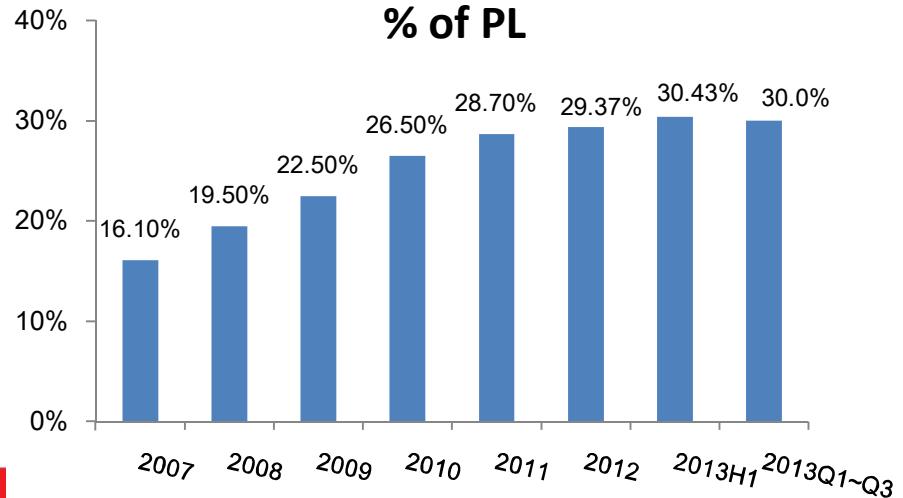
- Bigger stores account for 58.6% until Sep. in 2013, and will keep expanding in the future.
- Developing the staff with TK mindset and execution ability are the keys to great store operation.



Pursuing Sustainable Growth of 7-11

2. Focusing on differentiated products

- Private-labeled products account for 30% of merchandise sales until Sep. in 2013 .
- Enhancing the fresh-food restaurant image by upgrading the quality of current products and convenience to customers.
- Continue to explore zero base products.



Note : Ratio in 2011 and 2012 includes the health welfare surcharge of tobacco .

Pursuing Sustainable Growth of 7-11

3. Evolution of marketing activities

- Encourage connected consumption through lifestyle proposal.
- Thematic marketing strategy enriches customer's buying experience.



Pursuing Sustainable Growth of 7-11

4. Energy-saving

- Improve energy efficiency by adopting energy-saving equipments and strategy of light down.
- Recognized and awarded by government for the efforts of energy-saving .



Strengthening The Operations of PB

Unique, Simple, Standard, High value-added, Scalable



Cultivating The International Brands

Solidifying the foundation and expanding the scale

Restaurant
Business

2012 Annual Sales: NT\$15.9b



Retail
Business

2012 Annual Sales: NT\$16.8b



Note : Hankyu includes stores in Taipei and Kaohsiung.

Accelerating The Expansion of EC

Integration of Physical and Virtual Platform



- Virtual 2nd Floor of 7-11.
- Streamline SKU.
- An extension of current product mix.



- Maintain the leading position of online bookstore.
- Adjust product mix and upgrade infra.



- Expand ticketing services to increase customers' visiting frequency.
- Upgrade infra.

Improving Efficiency of Overseas Operations

Center on formats and regions

China:

- 2013Q1~Q3 Store number is 756, 2013 will be over 800 stores.
- CVS, Supermarket and Fast Casual are the main businesses.



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Shanghai 7-11



Shandong Uni-mart



Supermarket:

Shandong, Beijing

300~500 m² is the main store format.



Fast Casual

Shanghai



Focus on core product and 2-tier shopping district.

CVS
Shanghai



Focus on differentiated products.

Improving Efficiency of Overseas Operations

Center on formats and regions

The Philippines

- 937 stores until Sep. in 2013, franchise ratio is 69%, and store number target is 1000 in 2013.
- 2013 strategies
 - (1) Strengthen F/S Operations
 - (2) aggressive expansion to maintain market dominance.





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Q&A