

# President Chain Store Corp.

2912TT

# 2015 and 2016H1 Results

# Financial Highlights

## ◆Historical revenue and profit

Unit:NTD billion

	2011	2012	2013	2014 (adjusted)	2015	2014 V.S. 2015	2016H1	2015H1 V.S. 2016H1
Revenue (Company Only)	122.7	124.8	126.9	131.3	133.4	+1.6%	68.3	+5.6%
Revenue (Consolidated)	189.3	192.6	200.6	200.4	205.5	+2.5%	105.8	+6.1%
Net Profit	6.4	5.9	8.0	9.1	8.2	-9.8%	5.0	+17.7%
EPS (NT\$)	6.11	5.69	7.73	8.74	7.92	-0.82	4.84	+0.72

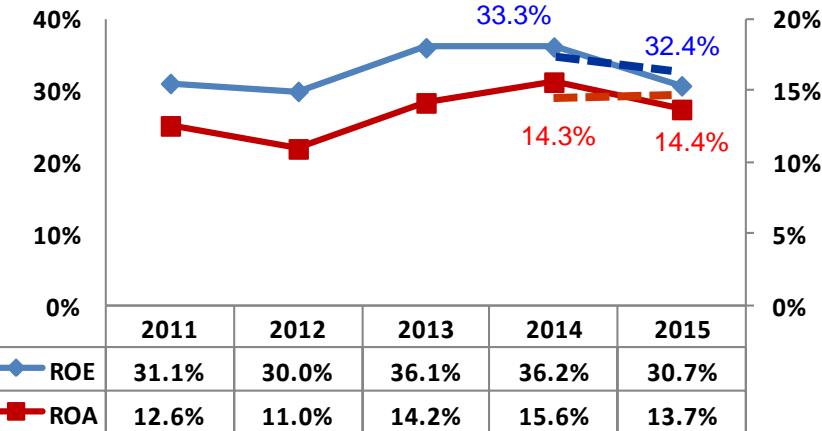
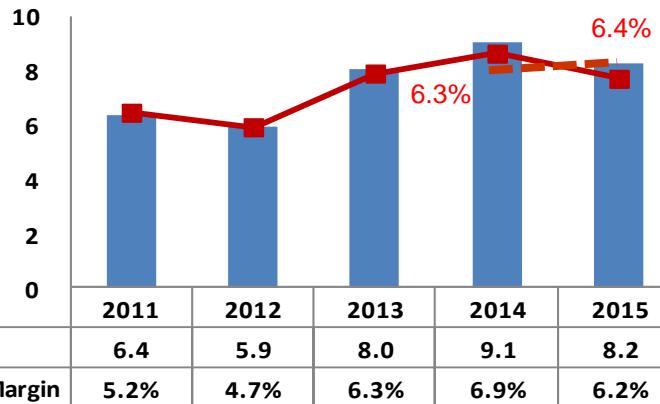
Note1 : Numbers are under ROC GAAP in 2011, under IFRS in 2012~2016H1.

Note2 : Numbers in 2014 are adjusted based on the updated IFRS for joint-venture subsidiaries.

# Profitability Trend

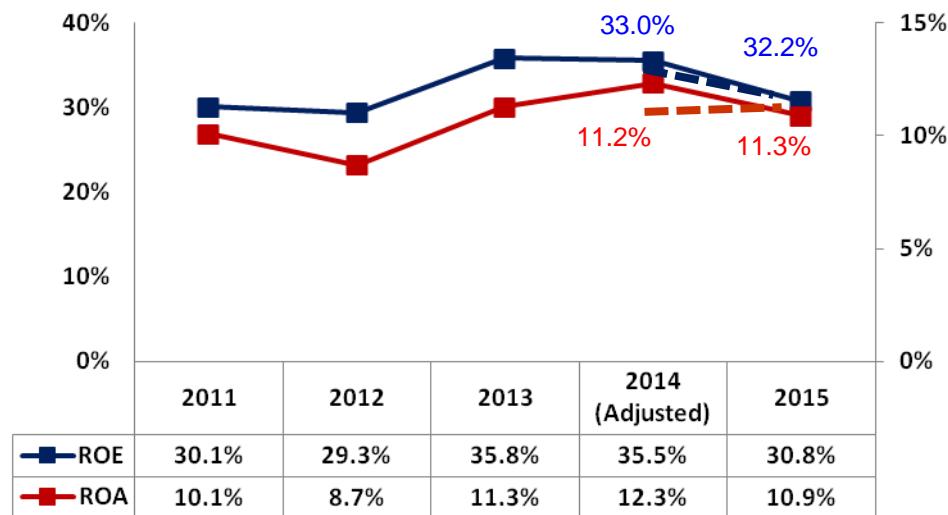
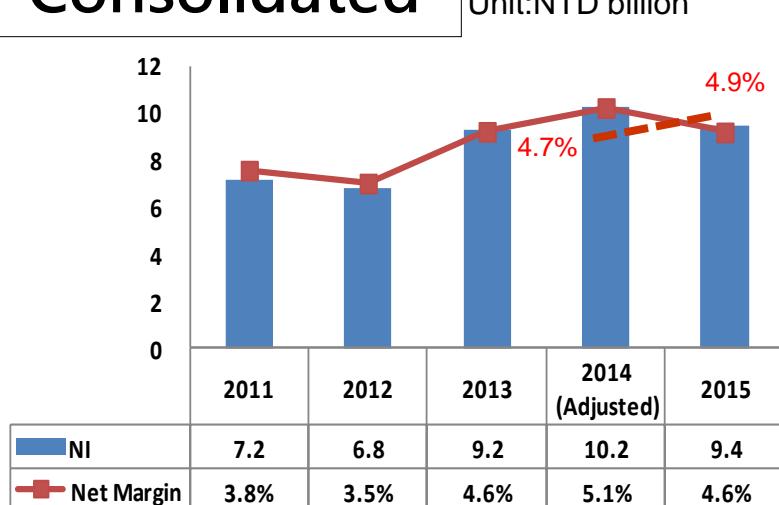
## Company Only

Unit: NTD billion



## Consolidated

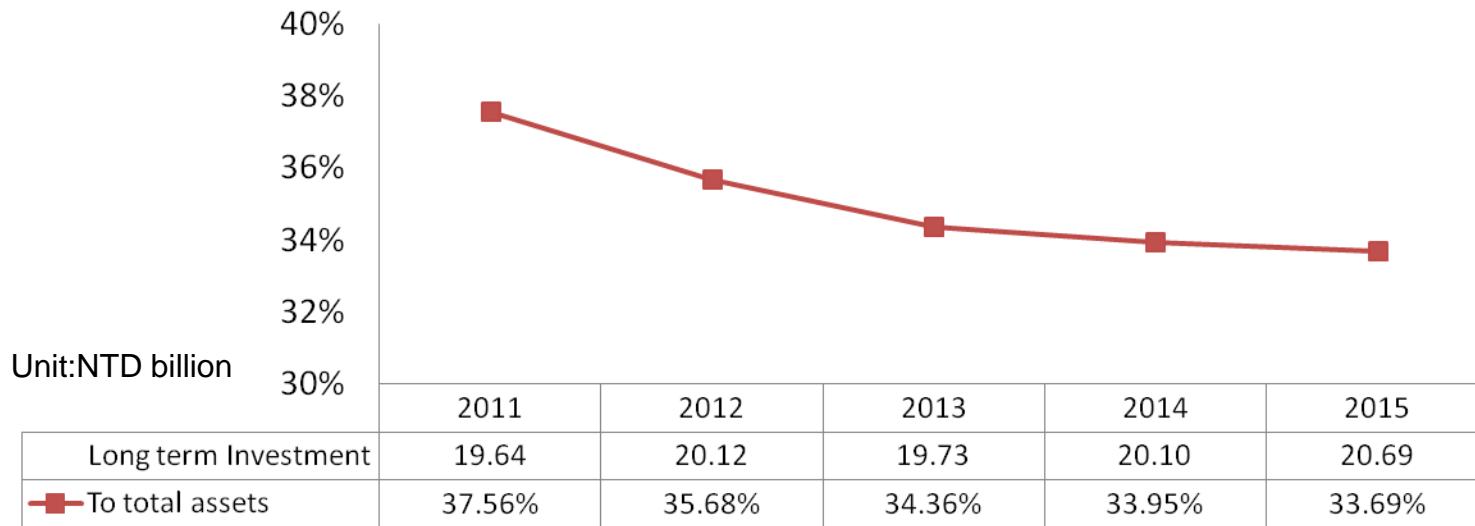
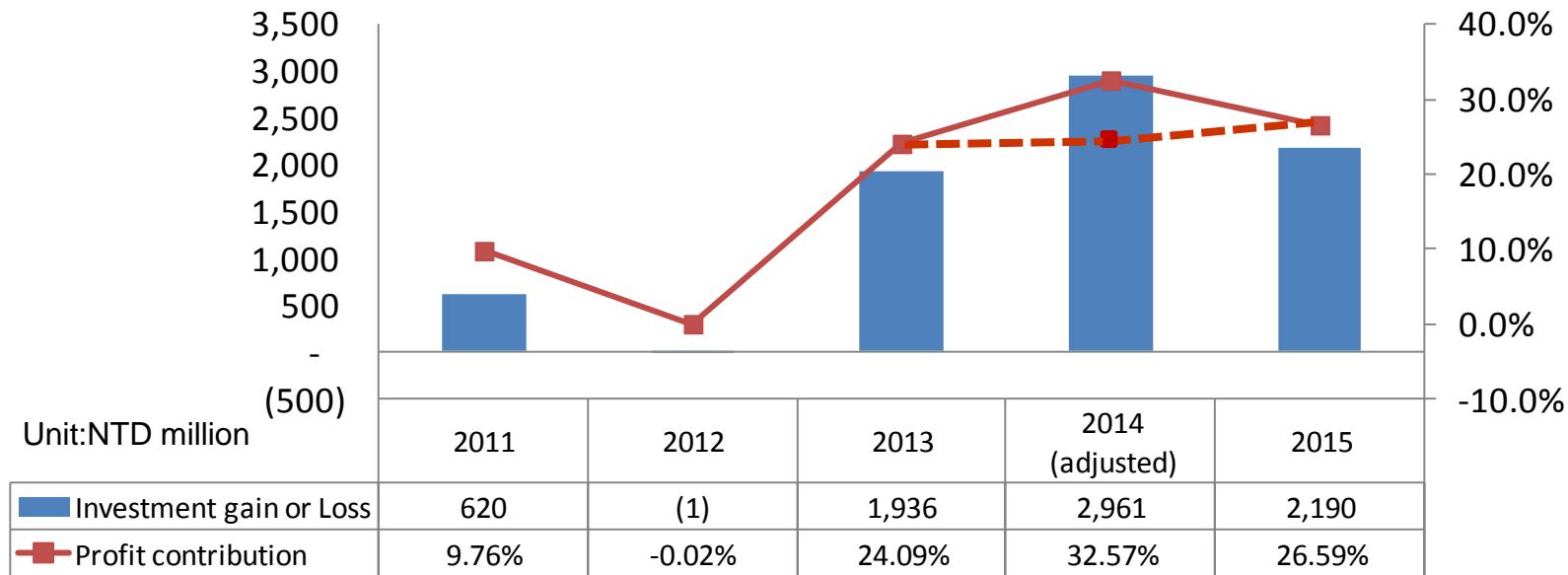
Unit: NTD billion



Note1 : Numbers are under ROC GAAP in 2011, under IFRS in 2012~2015.

Note2 : Numbers in 2014 and 2015 are adjusted on MUJI disposal gain and profit-sharing program respectively for like-for-like comparison.

# Subsidiaries Contribution Trend



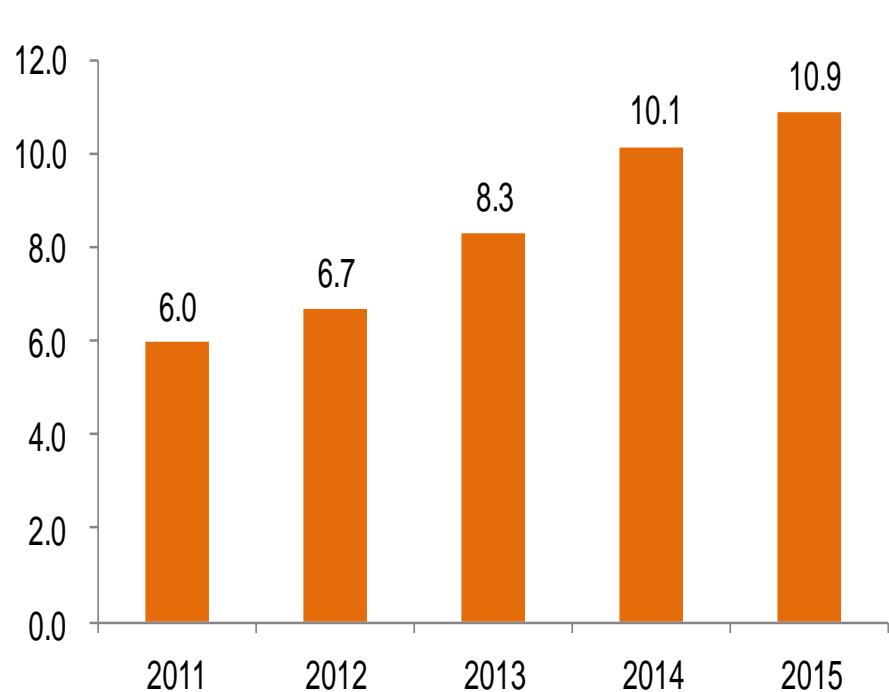
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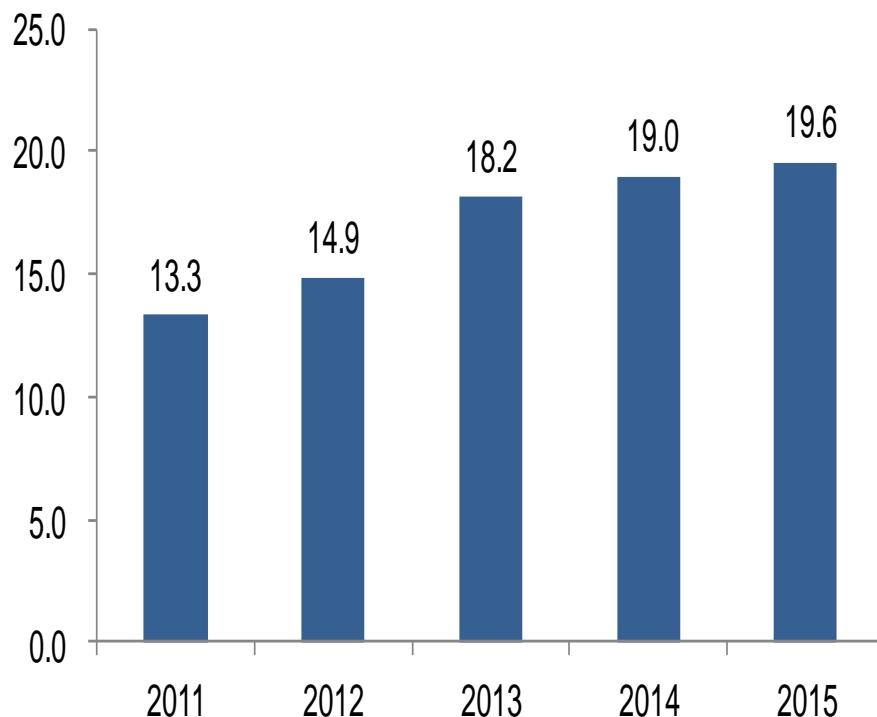
# Cash Flow Trend

Unit:NTD billion

Net Cash(Company only)

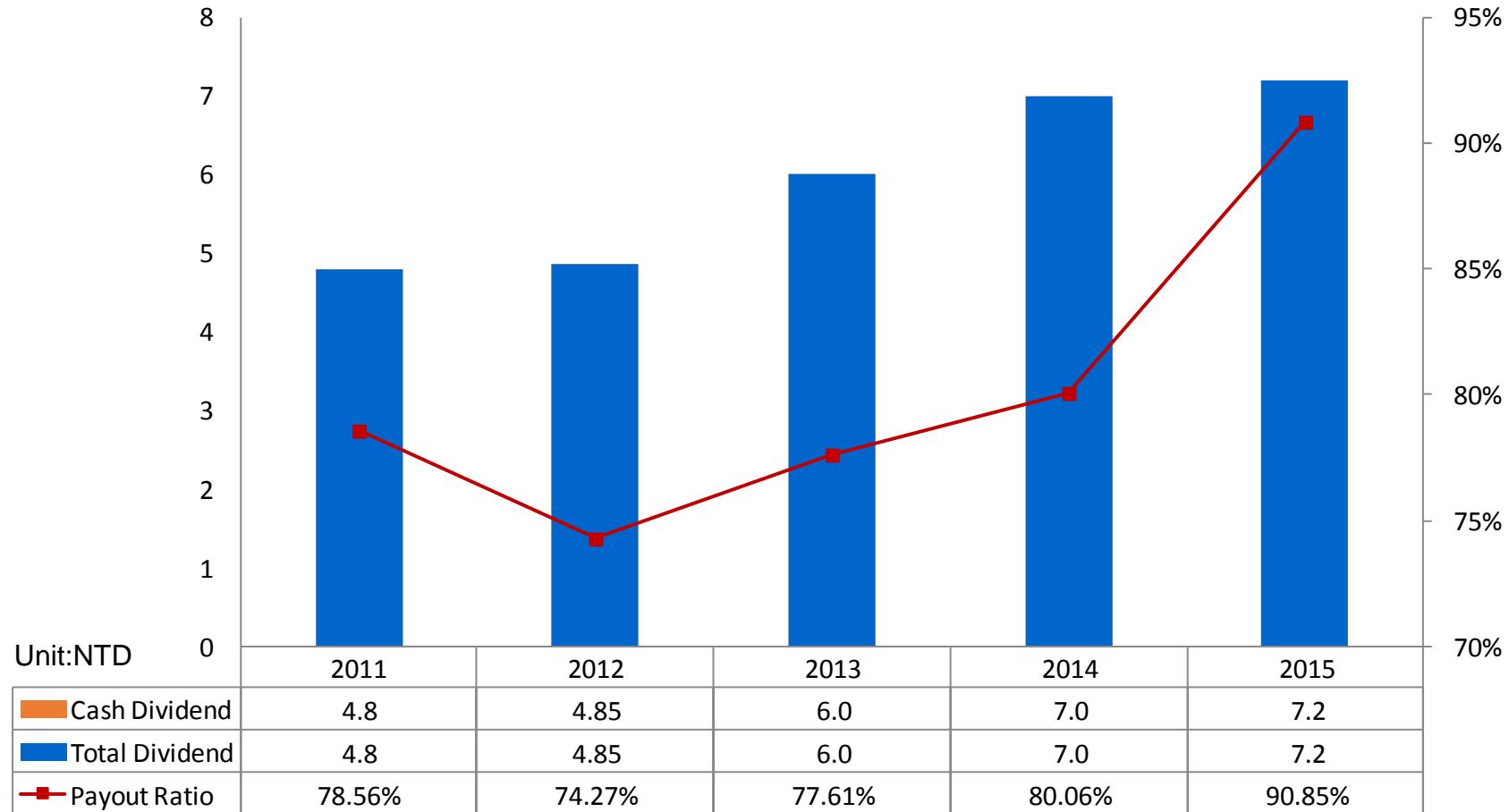


Net Cash(Consolidated)



Note : Numbers are under ROC GAAP in 2011, under IFRS in 2012~2015.

# Cash Dividend Trend



# 2016 Outlook

# 7 Strategies for Sustainable Growth

## Sustainable Growth



Progress  
Persistently



Provide  
quality,  
tasty, and  
convenient  
fresh food  
service



Upscale  
CITY CAFE  
brand



Differenti-  
ate store  
format  
and  
product  
mix



Extend  
Digital  
Platform



Leverage  
group  
synergy



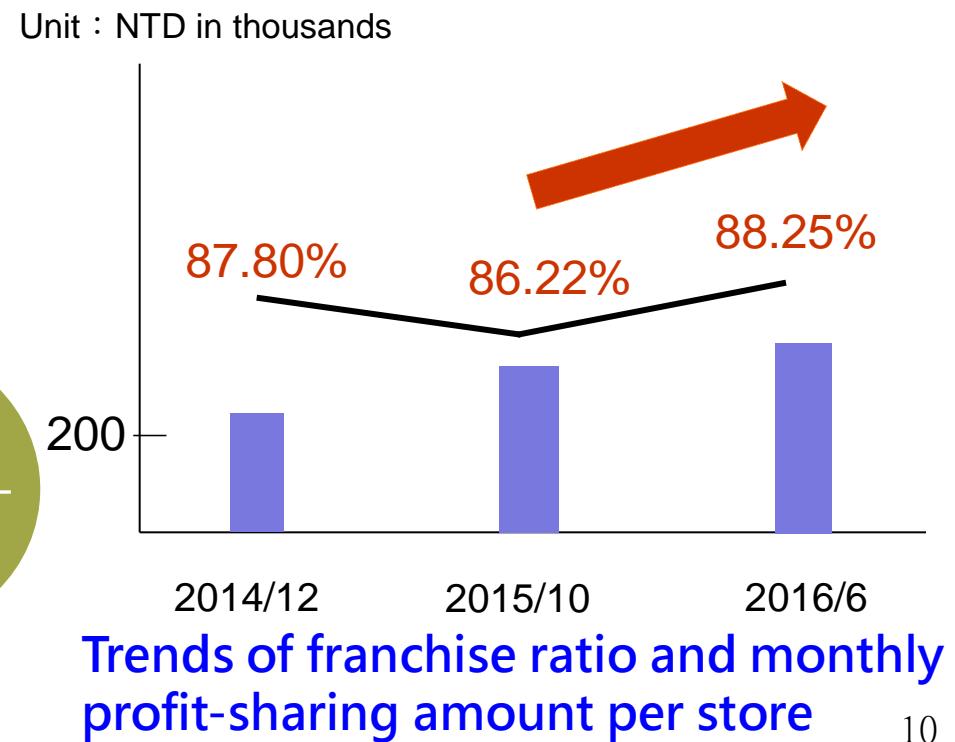
Environ-  
mental,  
Social,  
Govern-  
ance

Uniqueness ▪ High Value ▪ Simplification ▪ Standardization ▪ Scale

People ▪ Store ▪ Product ▪ System ▪ Logistics ▪ Policy ▪ Culture

# Progress Persistently

- Adjust franchise system to improve profitability of franchisees.
- Our service is differentiated by members with store-by-store, item-by-item management expertise.



# Provide Quality, Tasty, and Convenient Fresh Food Service

## Food Safety

- Strengthen traceability mechanism .
- Establish Material and Quality Assurance System(MAS).



## New technology

- Provide new product lines with new tech.
- More variety, better taste , and lower wastage.



## Premium Quality

- Upgrade value of products with new equipment.
- Further expand organic products.



# Upscale CITY CAFE Brand

- Grow CITY CAFE brand by upgrading coffee bean quality, developing coffee masters, and strengthening marketing campaign.
- New product line “CITY fresh” is introduced to leverage the successful experience of CITY CAFE .



# Diversify Store Format

- Bigger format stores account for 70% of total store number.
- Build stores with diversified design to create unique experience for customers.
- You come, you see, you stay, and you will experience the difference!

A 7-11 store with reading room and comfortable seating area.



# Diversify Store Format(continue)

A 7-11 store characterized by cat and magic.



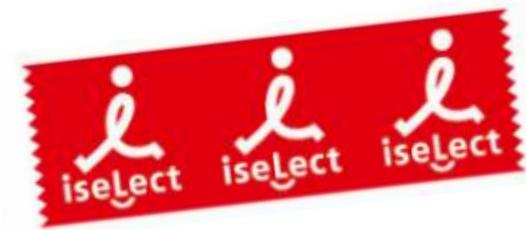
# Diversify Store Format(continue)

A 7-11 store characterized by the image of ship and anchor.



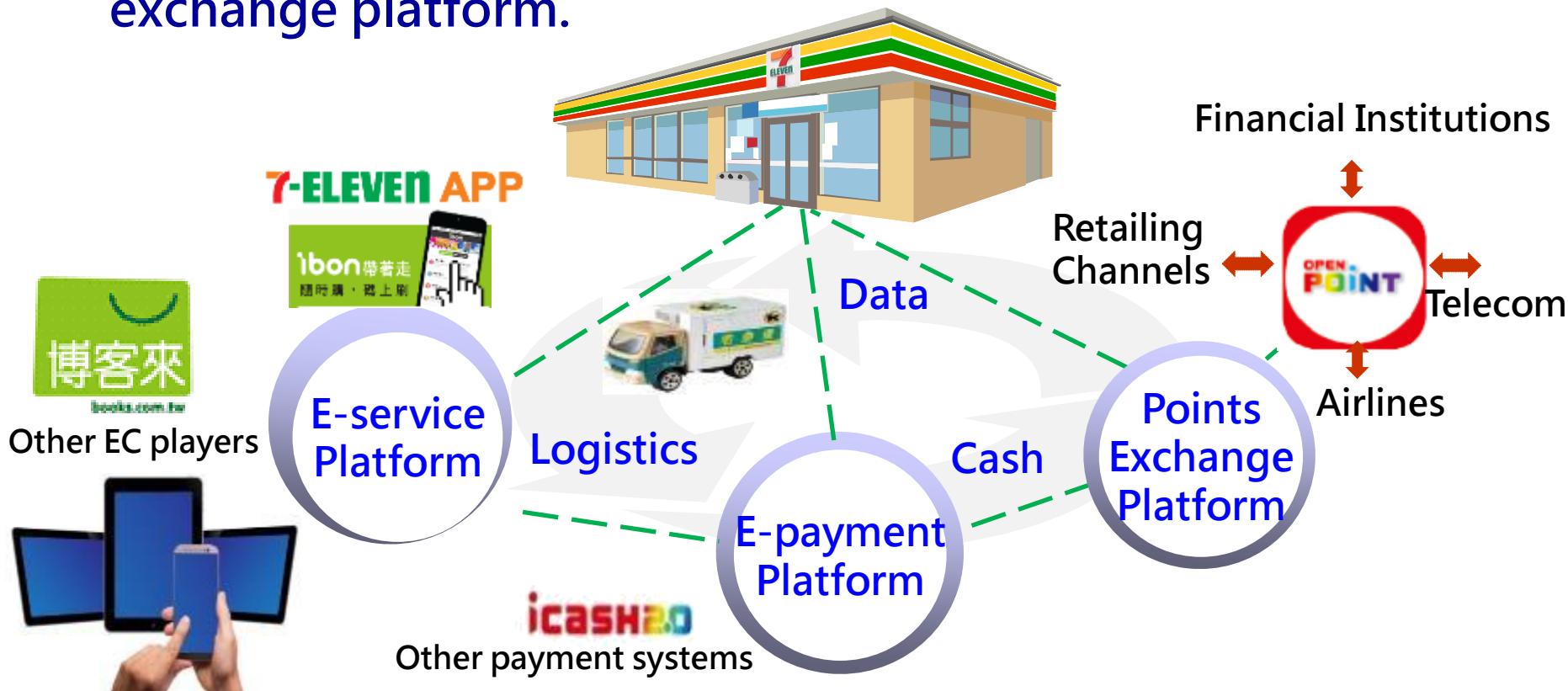
# Differentiate Product Mix

- New private-labeled brand, iseLect , is launched for your own style.
- Exclusive and quality brands products make 7-11 always a fresh shopping place.



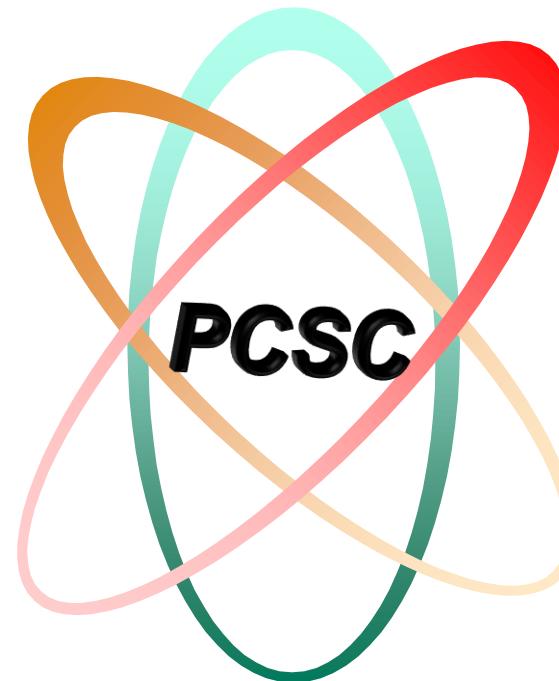
# Extend Digital Platform

- With ibon APP, ibon services become more accessible.
- With high accessibility and solid infrastructure, 7-11 is the most convenient digital payment platform.
- With group synergy and resources, icash 2.0 and OPENPOINT make 7-11 the most valuable points exchange platform.



# Leverage Group Synergy

- Cosmed, Takkyubin, Starbucks, and Books.com showed significant growth in 2015.
- New store formats, new services are the drivers for sustainable growth.



# Grow Overseas Market

- Shanghai Starbucks will exceed 1,200 stores in 2016.
- Philippine 7-11' s main growth drivers are aggressive expansion, fresh food, Coffee and E-service.
- Shanghai 7-11' s PSD sales keeps double-digit growth.
- Continue to focus on the operations of CVS, mini-supermarket, and fast casual restaurant.



# Environmental, Social and Governance

- Happiness, Gung Ho, and sustainability, the concept of our ESG are built in our operational strategies.



# Cash Flow Projection in 2016

Cash inflows from  
operating activities

NTD11~12B

Cash outflows from  
investing activities

NTD 3B

Cash outflows from  
financing activities

NTD 7.5 B



# Q&A