President Chain Store Corp.

Investor Conference

March 13, 2017

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Agenda

- 2016 Achievements and Results
- 2017 Outlook
- Ending Remarks
- Q&A

Achievements in 2016

1. Be listed on FTSE4Good Emerging Index, MSCI Global Sustainability Indexes, and TWSE Corporate Governance 100 Index, ranked as top 5% by Taiwan Corporate Governance Evaluation System.
2. Improve profitability of franchisees by adjusting franchise program.
3. Diversify store formats with distinctive design to enrich customers experience.
4. CITY CAFE revenue exceeded NT$11 billion through brand images conveying, quality upgrade and coffee masters cultivation. Fresh Tea launched as another growth driver.
5. Enhance ibon mobile service and cooperate with E-commerce suppliers to improve platform efficiency.

Achievements in 2016

6. Fortify logistics infrastructure to enhance its capability and service efficiency.
7. icasH further extends to transportation systems, and links with OPENPOINT to build a comprehensive point exchange platform.
8. Fresh food revenue exceeded NT$ 22 billion by manufacturing process upgrade, and new product line.
9. Upgrade the quality of point-collection campaign by cooperating with renowned brands.
10. Oversea subsidiaries expand aggressively, Philippine 7-ELEVEN exceeded 1,900 stores and Shanghai Starbucks exceeded 1,200 stores.

2016 Financial Results

Financial Highlights

◆ Historical revenue and profit

Unit:NTD billion

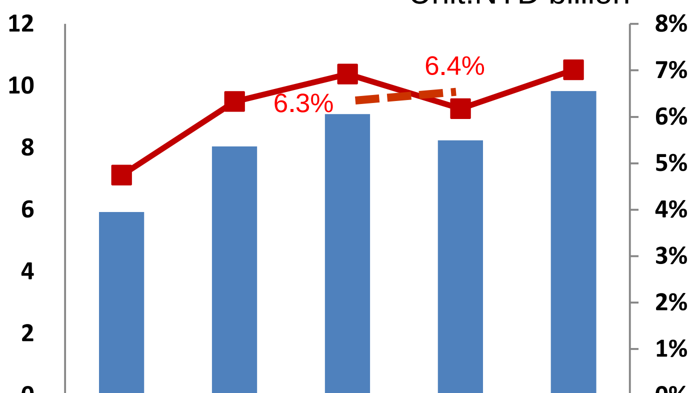
	2012	2013	2014 (adjusted)	2015	2016	2016 V.S. 2015
Revenue (Company Only)	124.8	126.9	131.3	133.4	140.1	5.1%
Revenue (Consolidated)	192.6	200.6	200.4	205.5	215.4	4.8%
Net Profit	5.9	8.0	9.1	8.2	9.8	19.4%
EPS (NT$)	5.69	7.73	8.74	7.92	9.46	1.54

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

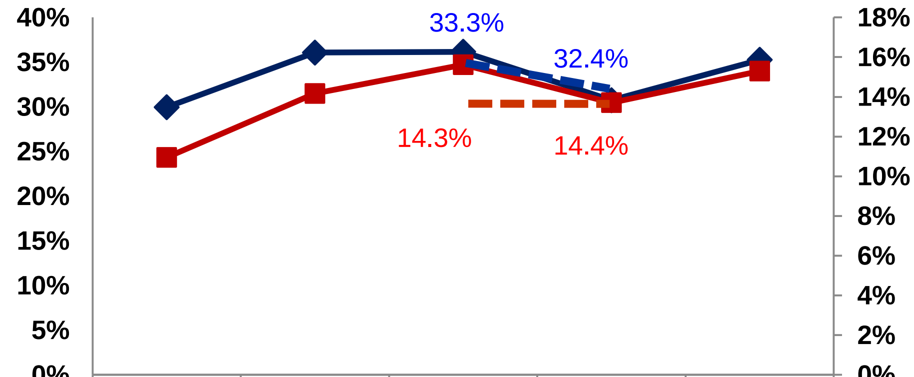
Profitability Trend

Company Only

Unit:NTD billion



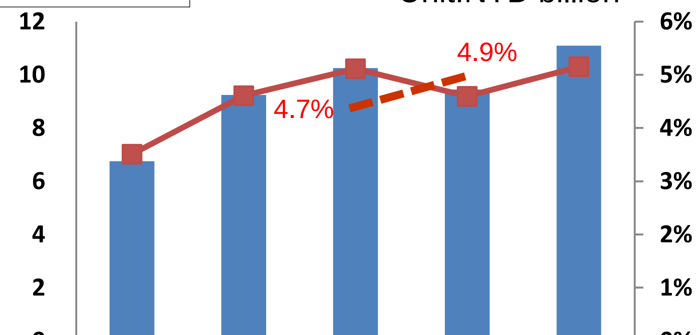
	2012	2013	2014	2015	2016
NI	5.9	8.0	9.1	8.2	9.8
NI Margin	4.7%	6.3%	6.9%	6.2%	7.0%



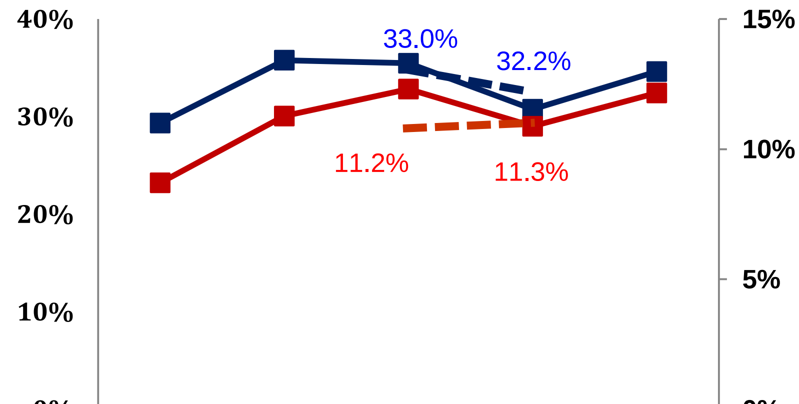
	2012	2013	2014	2015	2016
ROE	30.0%	36.1%	36.2%	30.7%	35.3%
ROA	11.0%	14.2%	15.6%	13.7%	15.3%

Consolidated

Unit:NTD billion



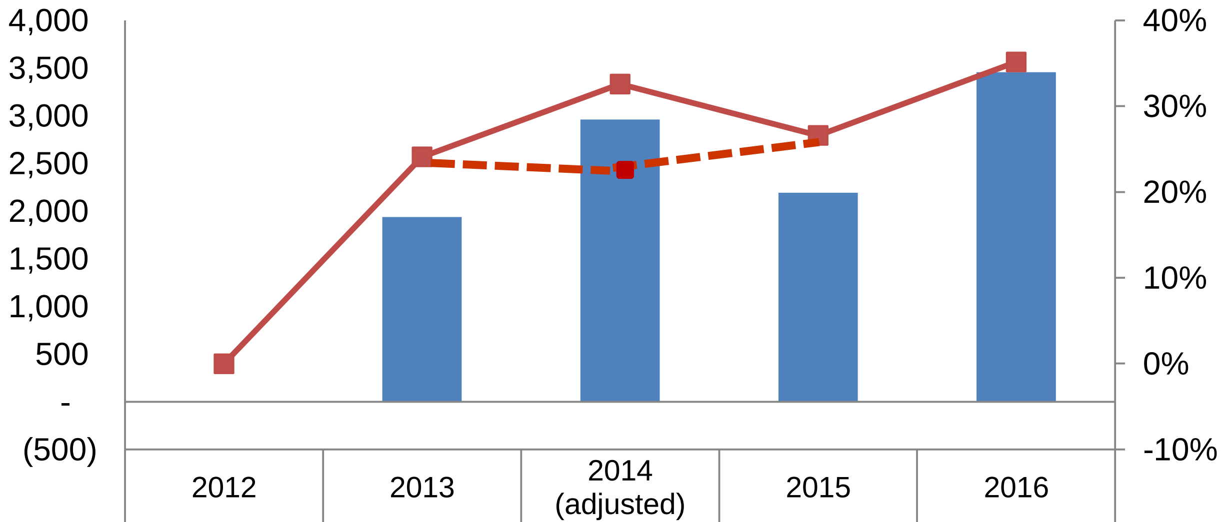
	2012	2013	2014	2015	2016
NI	6.8	9.2	10.2	9.4	11.1
Net Margin	3.5%	4.6%	5.1%	4.6%	5.2%



	2012	2013	2014	2015	2016
ROE	29.3%	35.8%	35.5%	30.8%	34.6%
ROA	8.7%	11.3%	12.3%	10.9%	12.2%

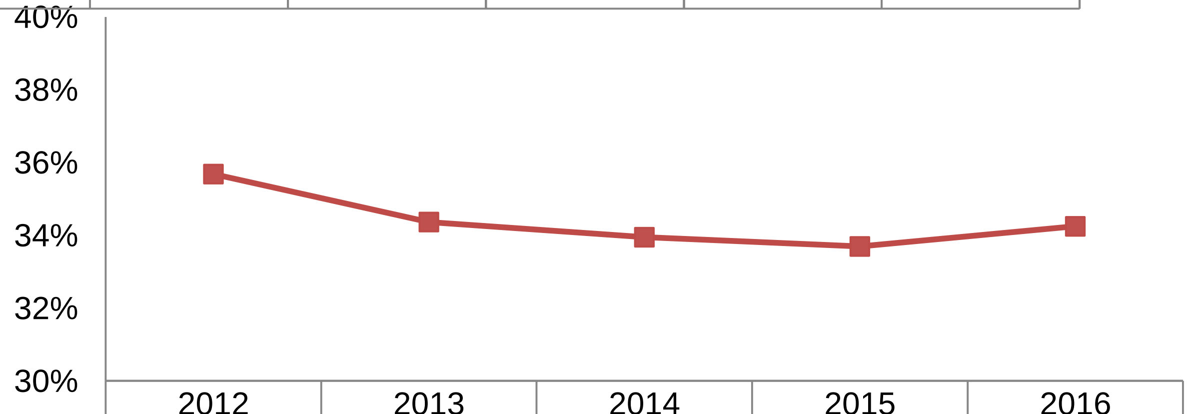
Note： Numbers in 2014 and 2015 are adjusted on MUJI disposal gain and profit-sharing program respectively for like-for-like comparison. 。

Subsidiaries Contribution Trend



Unit:NTD million

	2012	2013	2014 (adjusted)	2015	2016
Investment gain or Loss	(1)	1,936	2,961	2,190	3,457
Profit contribution	-0.02%	24.09%	32.57%	26.59%	35.14%



Unit:NTD billion

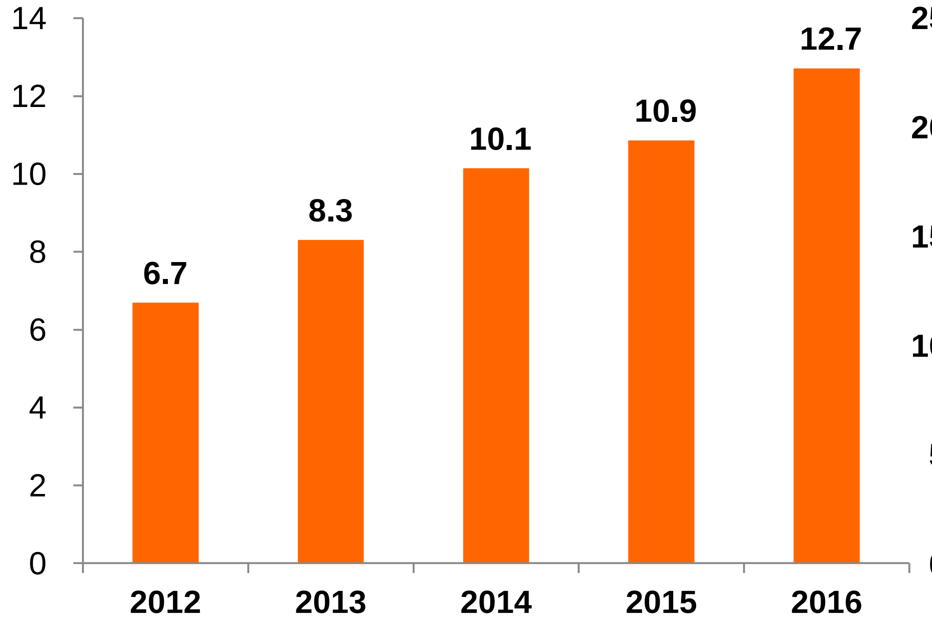
	2012	2013	2014	2015	2016
Long term Investment	20.12	19.73	20.10	20.69	23.01
To total assets	35.68%	34.36%	33.95%	33.69%	34.25%

PCSC Note： Numbers in 2014 are adjusted on MUJI disposal gain for like-for-like comparison.

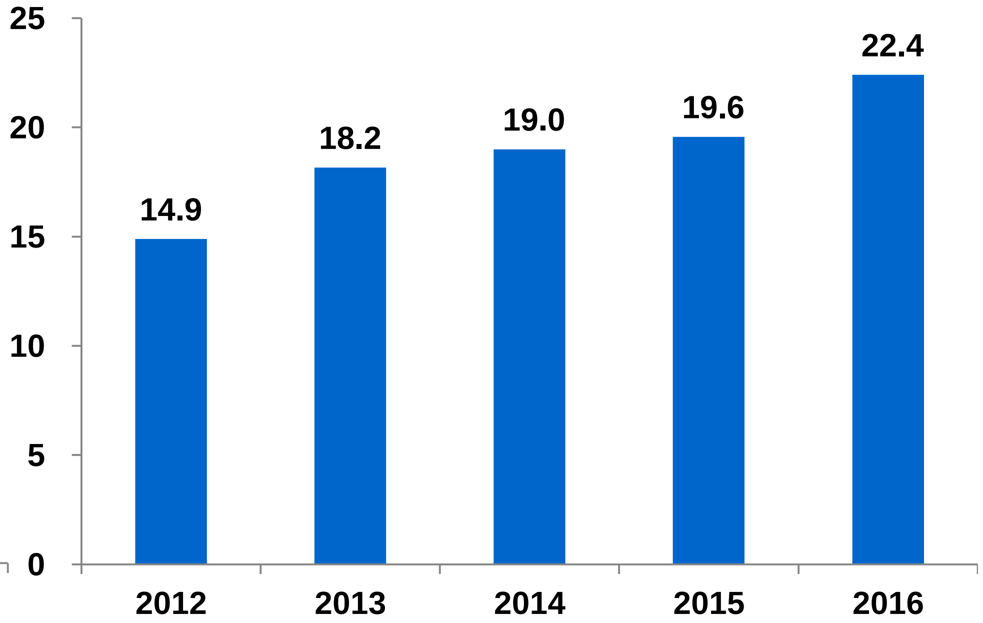
Cash Flow Trend

Unit:NTD billion

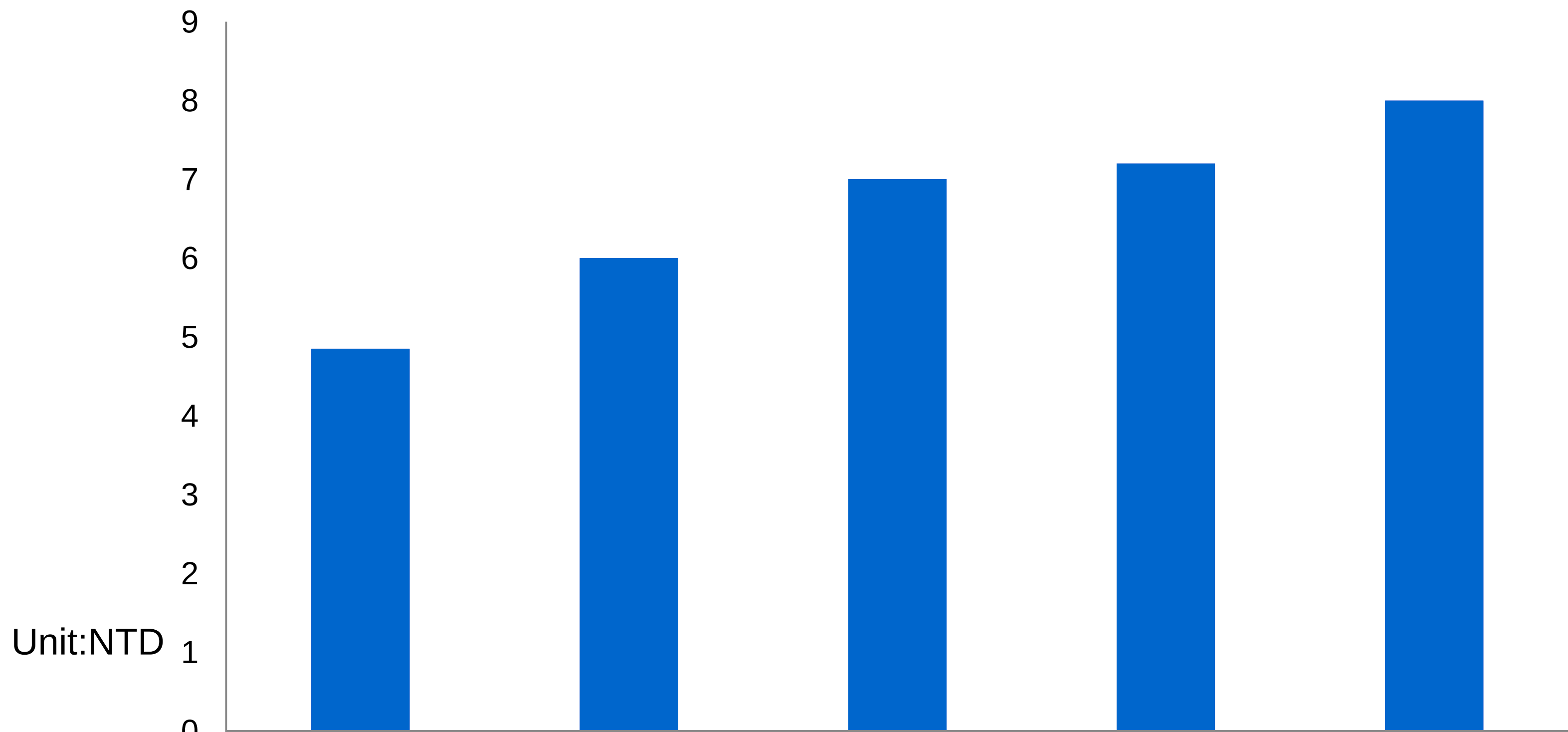
Net Cash(Company only)



Net Cash(Consolidated)



Cash Dividend Trend



	2012	2013	2014	2015	2016
Cash Dividends	**4.85**	**6.0**	**7.0**	**7.2**	**8**
Total Dividends	**4.85**	**6.0**	**7.0**	**7.2**	**8**

Note：2016 cash dividend has not been approved by AGM.

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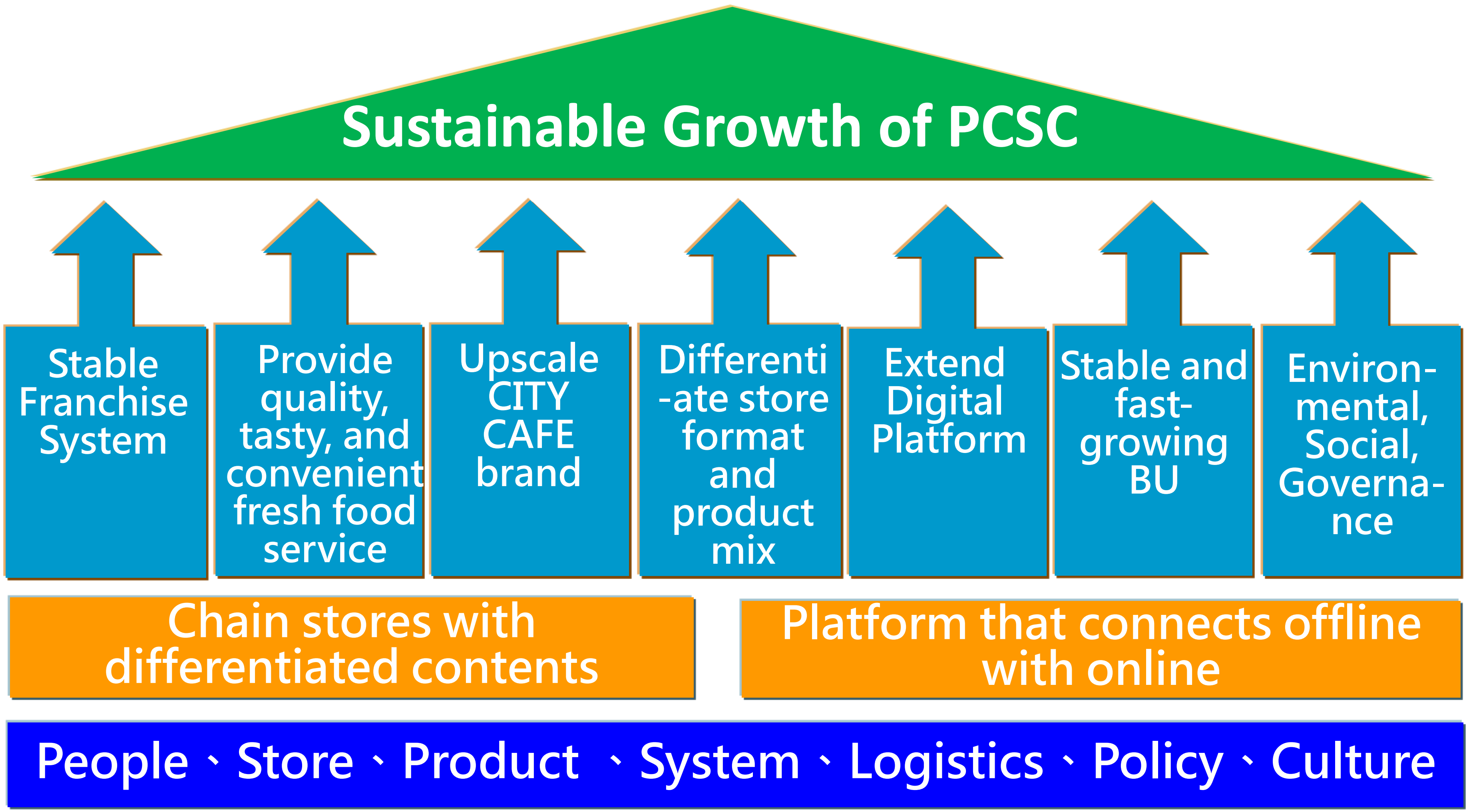
2017 Outlook

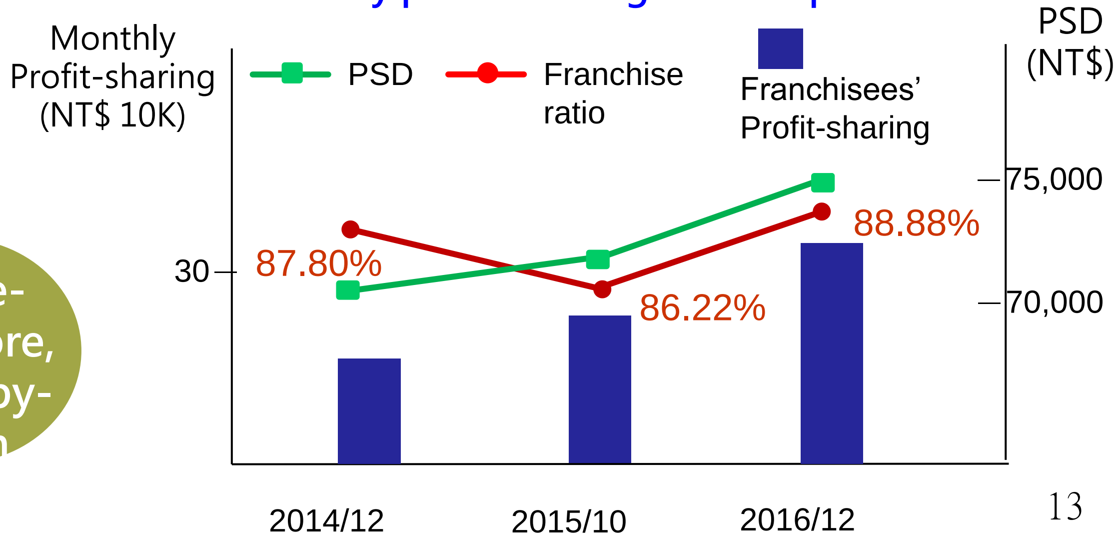
7 Strategies for Sustainable Growth



Stable Franchise System

- Persistent store profitability growth relies on store-by-store and item-by-item management.
- Improve store operational efficiency by system upgrade and labor-saving devices.
- Introduce better franchise system to increase franchisees profitability and franchise ratio.
- Support franchisees to face the change of Labor Law, especially in recruitment and work schedule arrangement.

Trends of franchise ratio, per store daily sales(PSD) and monthly profit-sharing amount per store



Provide Quality, Tasty, and Convenient Fresh Food Service

Food Safety

- Continue to strengthen traceability mechanism by origin management, system upgrade, suppliers evaluation , self-testing ability, etc..

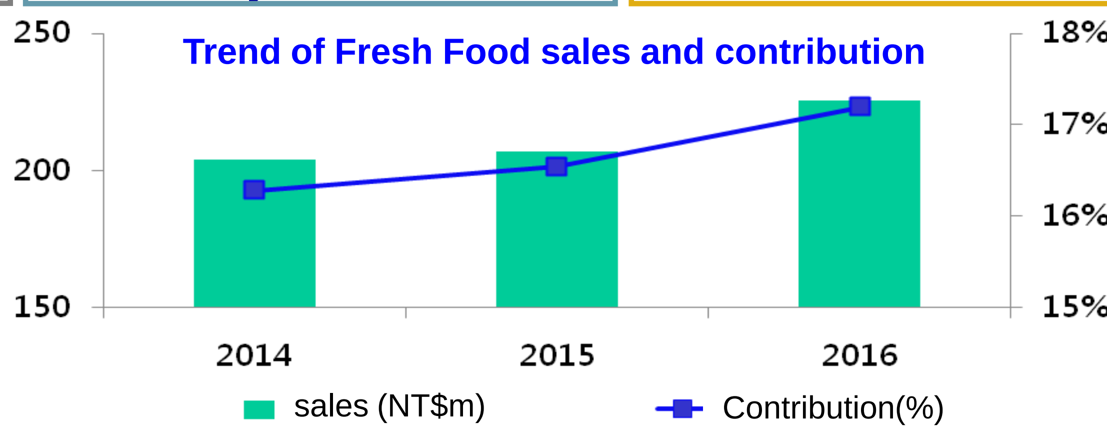
Infrastructure

- Integrate 18℃ and 4℃ fresh food:

1. More variety, better taste , and lower wastage.
2. Improve efficiency of store layout and delivery.

Premium Quality

- Upgrade value and taste of products through new materials and technique.
- Experiential marketing is a good way to communicate.



Upscale CITY CAFE Brand

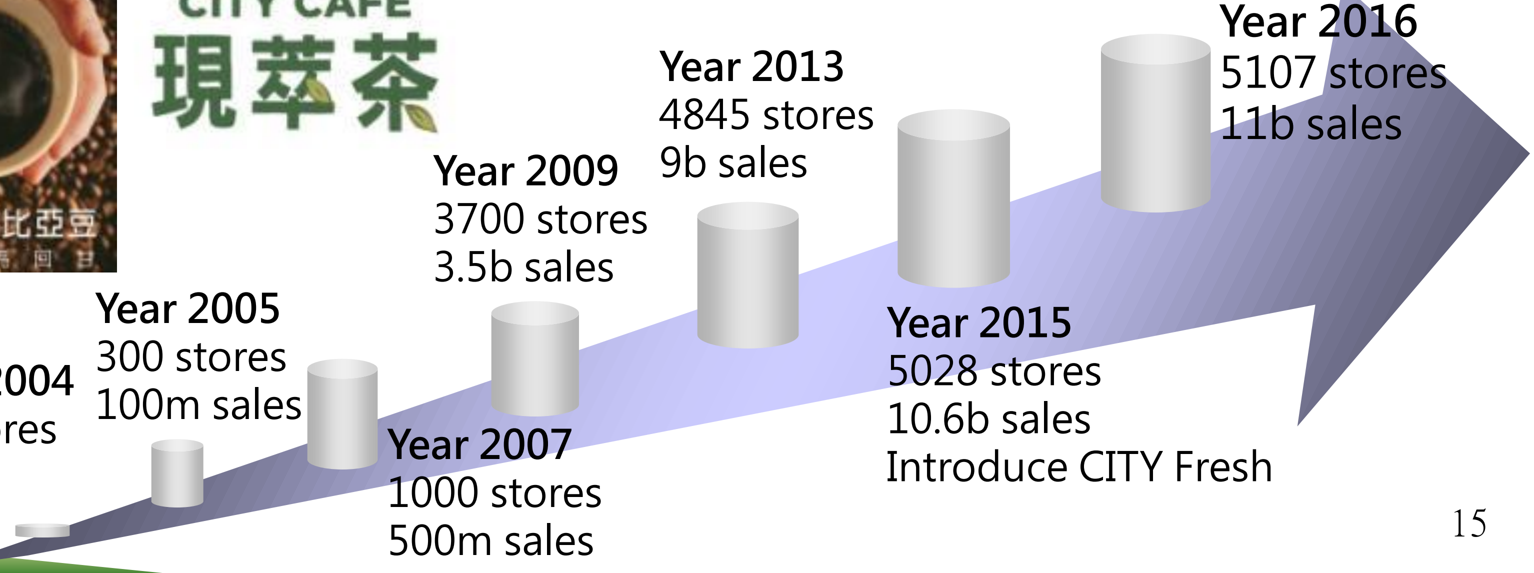
Upgrade CITY CAFE quality

- CITY CAFE continues to deliver strong growth.
- Grow CITY CAFE brand by upgrading coffee bean quality, developing coffee masters, and strengthening marketing campaign.

Introduce new product

- Introduce new product line to generate new growth drivers.
- Speed up the roll-out of CITY Fresh Tea.
- Improve store service efficiency by optimizing procedures.

CITY CAFE
現萃茶



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Diversify Store Format

- Bigger format stores account for 71% of total store number, 40 square meters stores account for 31%.
- More experiential, entertaining, educational stores will be rolled out in an efficient and systematic way.

A 7-ELEVEN store designed by OPEN! family to generate joyful atmosphere.

Diversify Store Format(continued)

A 7-ELEVEN store with reading room and flexible space brings comfortable and joyful atmosphere .

Differentiate Product Mix

- Private-labeled brands, iseLect and UNIDESIGN, bring new choices for customers.
- Selective and premium international products are introduced to enrich product mix.
- Exclusive and quality brands products make 7-ELEVEN always a fresh shopping place.

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Extend Digital Platform

Rewards

1. The membership of OPENPOINT grew 85%.
2. Growth drivers：
   ① Continuous growth of membership.
   ② Strengthen i-gift platform.

Payment

1. The new card issuance and active cards grew significantly.
2. More customers use icasH to shop at 7-ELEVEN.
3. Growth drivers：
   More card holders with higher payment/Mobile service.

Data

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Logistics

Cash


Transaction + Ticket

Delivering and Pick-up

1. Total transactions exceeded 100m, and in-store pick-up is the main contributor.
2. Growth drivers：
   ① Strengthen logistics infra to further expand capability .
   ② More connections with other EC platforms.

Multi-media Application

1. Total transactions of ibon/ ibon APP exceeded 200 m.
2. Growth drivers：
   ① Enhance mobile service.
   ② Increase service items.

Stable and Fast-Growing Subsidiaries

Develop subsidiaries that deliver stable growth ：

16 subsidiaries with over NT$100 million net profit in 2016, including Cosmed Takkyubin, Books.com, Cold-Chain and Wisdom etc..

Grow overseas markets：

1. Philippine 7-ELEVEN achieved 2,000 stores, and Shanghai Starbucks will reach 1,500 stores in 2017.
2. Shanghai 7-ELEVEN reached store-level BEP, and will further strengthen business model .

7-COFFEE(Shanghai 7-ELEVEN)

City Blends (Philippine 7-ELEVEN)

Disney Store (Shanghai Starbucks)

Environmental, Social and Governance

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

Happiness

- We value well-being of franchisees and employees.

Gung Ho

- NT$100M/per year was invested in food safety mechanisms.
- CSR is included in the suppliers evaluation.
- We are a community center that brings trust, convenience, and happiness to our neighbors.

Sustainability

We continue to....

- reduce energy usage intensity of our stores.
- procure more Green Mark and energy-saving products and equipments.

Ending Remarks
Jui-Tang, Chen

Q&A