President Chain Store

Company Profile

- **Opened the first 7-11 in Taiwan in 1980 & Listed on TWSE since 1997.**
- **The Largest CVS Operator in Taiwan.**

- 7-11 total store number is 4734 with market share of 50%.

- 88% are franchised stores.

- **Market cap US$4.18bn* , QFII ratio 42.51%.**
- **China Retail Businesses:**

- First entered China retail market through shanghai Starbucks in Year 2000.
- In May 2008, be granted "7-Eleven" franchise license in Shanghai ; 48 stores opened as of end of Oct, 2010.

- **Focusing on Retail Businesses in Asia.**

∗Market cap & QFII Ratio based on closing price $NT121.5 as of Oct. 29, 2010
∗ US$1=NT$30.192

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%)
9. SATO Taiwan (81%)
10. SATO Shanghai (81%)
11. Royal Host Shanghai (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%)

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Group Vision

Full-range retail service group

Innovative development

<u>7-11 Taiwan</u>	<u>China Biz</u>
Virtual-physical retail platform	Transfer TW experience; localization

7-ELEVEn platform and group resources

2010 Q3 Results

Parent Income Statement

Unit:$NT'million	2009 FY	%	YOY	2010 Q3	%	YOY
Total operating revenue	101,757	100.0%	-0.4%	85,487	100.0%	12.7%
Gross profit	32,966	32.4%	**0.7%**	26,738	31.3%	8.9%
Operating expenses	28,072	27.6%	-0.2%	22,608	26.4%	7.7%
Operating income	4,894	4.8%	**6.2%**	4,130	4.8%	**16.2%**
Net Income	**$4,059**	**4.00%**	**15.3%**	**$4,926**	**5.76%**	**44.7%**
Earnings per share	(pre-tax)	(after-tax)		(pre-tax)	(after-tax)	
Net income (unit:$NTD)	**4.47**	**3.90**		**5.4**	**4.74**	

Net income increases 44.7% YOY for 2010 Q3：
1.External: recovery of consumption environment
2.Internal:
(1)7-11 Taiwan: PSD increases 14.4% YOY due to store quality upgrade, product mix adjustment and colorful promotions.
(2)subsidiaries: investment gain grows to NT$822m.

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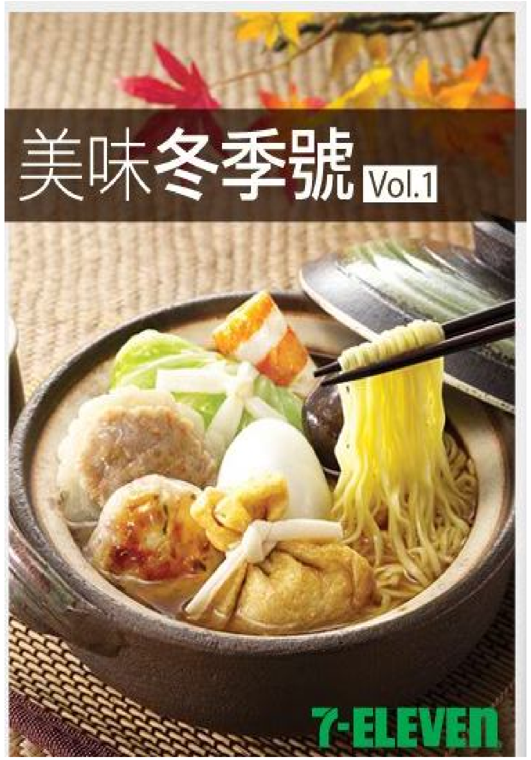
New store format

- 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.

Virtual Business

- ibon platform: High speed rail ticketing service, online-auction delivery, photo printing.
- Preorder+ Online shopping.

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2010 Q3 Result of Taiwan Subsidiaries

2010 Q3
Unit: $NT'm

Lifestyle Business

Cosmed Taiwan
(100%) Stores: 326
09Q3 NI: 102
10Q3 NI: 208

MUJI Taiwan
(41%) Stores: 17
09Q3 NI: 68
10Q3 NI: 106

Hankyu Dept. Taiwan
(70%) Stores: 1
09Q3 NI: -186
10Q3 NI: -182

Restaurant

Starbucks Taiwan
(30%) Stores: 227
09Q3 NI: 57
10Q3 NI: 251

Afternoon Tea
(51%) Stores: 11
09Q3 NI: -25
10Q3 NI: -17

Mister Donut
(50%) Stores: 41
09Q3 NI: -61
10Q3 NI: -3

Cold Stone
(100%) Stores: 23
09Q3 NI: -4
10Q3 NI: 26

E-Commerce

Books.com
(50.03%)
09Q3 NI: 96
10Q3 NI: 154

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2010 Q3 Result of China Subsidiaries

2010 Q3
Unit: $NT'm

Convenience Store

Shanghai 7-11
(100%) Stores: 44
09Q3 NI: -59
10Q3 NI: -102

Drugstore

Shenzhen Cosmed
(65%) Stores: 6
09Q3 NI: -67
10Q3 NI: -19

Restaurant

Starbucks
(30%) Stores: 188
09Q3 NI: 176
10Q3 NI: 269

Afternoon Tea
(51%) Stores: 4
09Q3 NI: -54
10Q3 NI: -30

Mister Donut
(50%) Stores: 10
09Q3 NI: -36
10Q3 NI: -40

Cold Stone
(100%) Stores: 43
09Q3 NI: -81
10Q3 NI: -31

Supermarket & Hypermarket

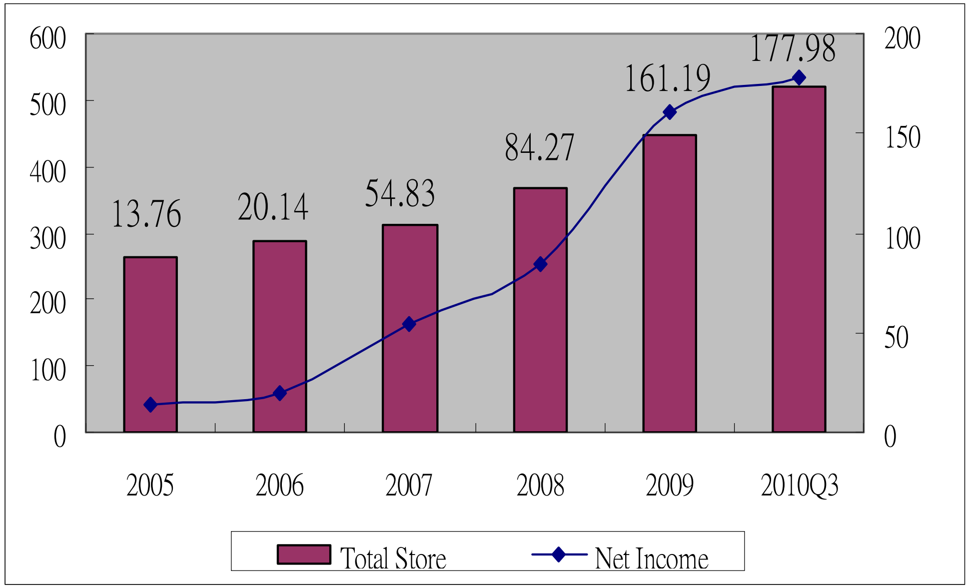
Sichuan Uni-mart Hypermarket
(100%) Stores: 4
09Q3 NI: -33
10Q3 NI: -16

Shandong Uni-mart Supermarket
(55%) Stores: 138
09Q3 NI: 115
10Q3 NI: 144

Successful Overseas Business：Philippine Seven Corp.

- Philippine 7-11 is the leading brand of CVS.
- PCSC invested PSC in year 2000.
- We expect to double the store number to 1,000 in 2013 given the continuous economy boost.

Unit: million PESO



	Store No.	Market Share
7-Eleven	447	43.48%
Mercury Self-serve	287	27.92%
Ministop	281	27.33%
San Miguel Food Shop	13	1.26%
Total	1028	100.00%

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2011 Outlook

Integrate Group Resources to maximize profitability

Taiwan 7-11：
Real-virtual retail platform

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

China Business：
Become Regional Leading Brands

❑Shanghai 7-ELEVEn：provides a convenient lifestyle experience.

❑F&B: develop and expand existing brands.

❑Supermarket：aims to keep the leading position in the local market.

Q&A