

President Chain Store

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%)

Group Vision

Full-range retail service group

Innovative development

7-11 Taiwan

**Virtual-
physical retail
platform**

China Biz

**Transfer TW
experience;
localization**

7-ELEVEn platform and group resources

2010 1H Results

Parent Income Statement

Unit:\$NT'million	<u>2009 FY</u>	<u>%</u>	<u>YOY</u>	<u>2010 1H</u>	<u>%</u>	<u>YOY</u>
Total operating revenue	101,757	100.0%	-0.4%	54,967	100.0%	10.1%
Gross profit	32,966	32.4%	0.7%	17,139	31.2%	7.9%
Operating expenses	28,072	27.6%	-0.2%	14,553	26.5%	6.1%
Operating income	4,894	4.8%	6.2%	2,586	4.7%	19.8%
Net Income	\$4,059	4.00%	15.3%	\$3,176	5.78%	62.9%
Earnings per share	(pre-tax)	(after-tax)		(pre-tax)	(after-tax)	
Net income (unit:\$NTD)	<u>4.47</u>	<u>3.90</u>		<u>3.45</u>	<u>3.06</u>	

Net income increases 62.9% YOY for 2010 1H :

1.External: recovery of consumption environment

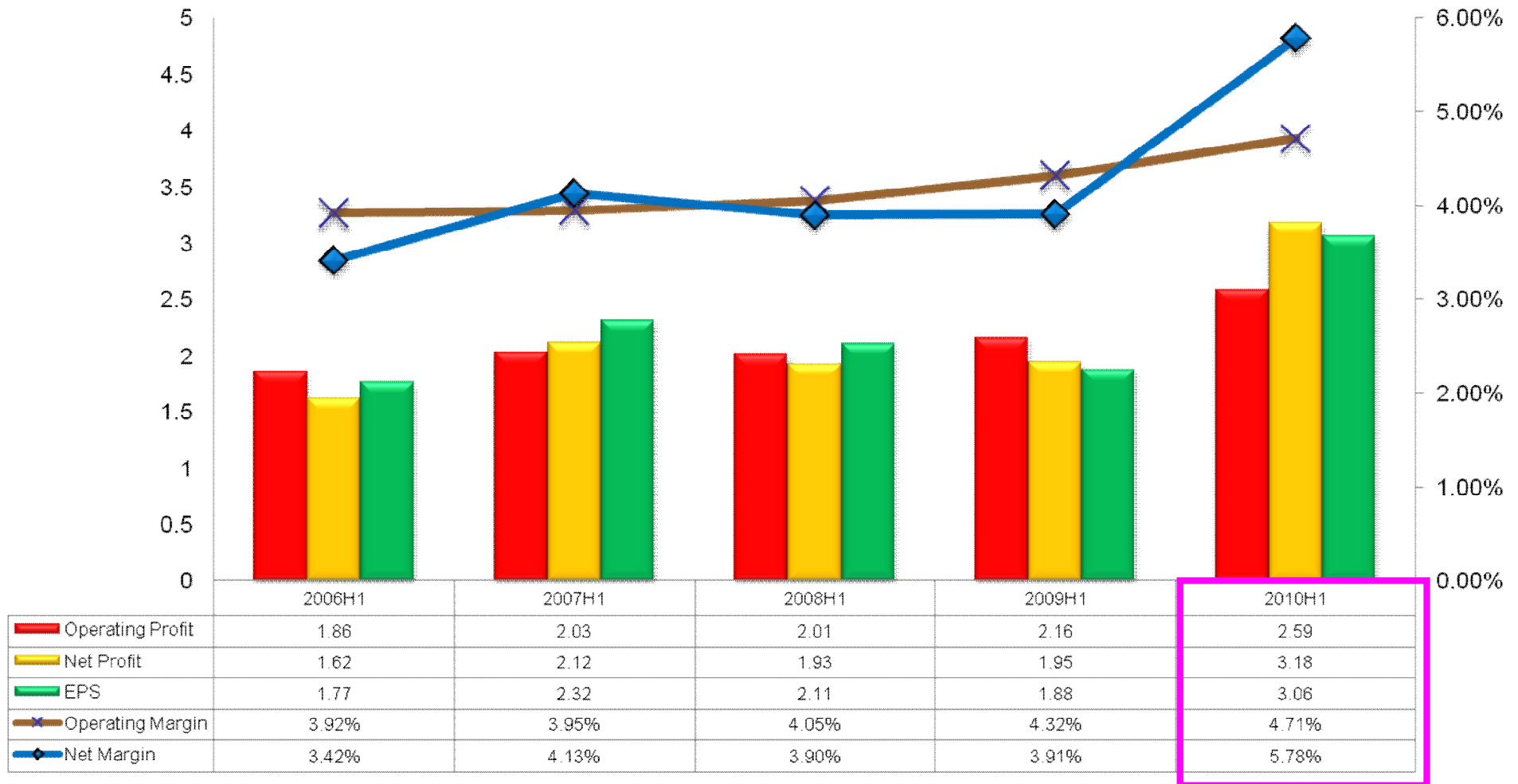
2.Internal:

(1)7-11 Taiwan: PSD increases 11.8% YOY due to store adjustment, product mix adjustment and promotions.

(2)subsidiaries: investment gain grows from NT\$38m to NT\$530m.

Profitability Hit a New High For 2010 1H

Unit : NT\$ bn



New store format

- Focus on raising store profitability.
- Adjust product mix depending on the characteristics of the neighborhood.
- Continue to promote “Food Store” concept.



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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.



聖娜多堡

pc



Afternoon Tea

Virtual Business

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

7-ELEVEN
預購便包 預購日期：7/14~8/24
中元節預購
今天預購·明天取貨
中午12:00前

75元 整箱	54元 整箱	
75元 整箱	250元 中元精選好兄弟拜拜組	
75元 整箱	63元 整箱	74元 整箱
58元 整箱	62元 整箱	95元 整箱

更多商品同步於7NET販售
請上www.7net.com.tw



7net統一超商7-ELEVEN購物網站 - Windows Internet Explorer
http://www.7net.com.tw/7net/ru/001.faces?visit_chn=03&vid=8679&mid=mem_01

7NET 7-ELEVEN的購物網站
今天訂 明天取
民生用品 民生食品 休閒零嘴 茶水飲料 日本服飾館 服飾/童裝 禮品/包/鞋 美妆保健 居家休閒 3C家電 品牌專櫃

商品檢索 全部 搜尋 熱門關鍵字：Nissan 千趣會 拍手童裝 中元節 東京著衣 OPEN將 日本零卡

購物車共有 0 件商品，共 0 元

「美食/名店」館開閉說明通告 開學應援團 限定商品立即BUY

品牌活動專區
7NET 抗漲省麻煩！量販價再任選4件9折電
FINAL SALE 女裝出清\$99起
千趣會童裝 任選3件\$500
★千趣會童裝任選3件\$500★
Deary超好評防噴乳

今天訂明天取 中午12點前訂購，隔日即可取貨
生活上的大小事情 7NET 幫您一次搞定！
買就送OPEN小將&LOCK小醬 8/18~8/24 只有一週

7NET 網路中元慶 全面54折起
中國信託 現金回饋最高1% 再送月眉遊樂世界免費入園
刷卡滿額紅利加倍送
花旗、玉山、國泰世華、新光、永旺 21大銀行 3、6期0利率
加入粉絲團

2010 1H Result of Taiwan Subsidiaries

2010 1H
Unit: \$NT'm

Lifestyle Business

Cosmed Taiwan



(100%) Stores: 315

09' Sales: 3,075 NI: 62

10' Sales: 3,557 NI: 126

MUJI Taiwan



(41%) Stores: 18

09' Sales: 604 NI: 49

10' Sales: 753 NI: 72

Hankyu Dept. Taiwan



(70%) Stores: 1

09' Sales: 812 NI: -170

10' Sales: 776 NI: -170

Restaurant

Starbucks Taiwan



(30%) Stores: 229

09' Sales: 1,728 NI: 46

10' Sales: 2,081 NI: 180

Afternoon Tea



(51%) Stores: 11

09' Sales: 69 NI: -17

10' Sales: 109 NI: -10

Mister Donut



(50%) Stores: 41

09' Sales: 425 NI: -18

10' Sales: 404 NI: 7

Cold Stone



(100%) Stores: 23

09' Sales: 125 NI: 0.2

10' Sales: 208 NI: 20

E-Commerce

Books.com



(50.03%)

09' Sales: 1,394 NI: 63

10' Sales: 1,854 NI: 98

2010 1H Result of China Subsidiaries

2010 1H
Unit: \$NT'm

Convenience Store

Shanghai 7-11



(100%) Stores: 33

09' Sales: 14 NI: -38

10' Sales: 143 NI: -63

Drugstore

Shenzhen Cosmed



(65%) Stores: 4

09' Sales: 60 NI: -47

10' Sales: 25 NI: -13

Restaurant

Starbucks



(30%) Stores: 180

09' Sales: 1,440 NI: 109

10' Sales: 1,544 NI: 140

Afternoon Tea



(51%) Stores: 4

09' Sales: 15 NI: -40

10' Sales: 28 NI: -21

Mister Donut



(50%) Stores: 9

09' Sales: 49 NI: -20

10' Sales: 46 NI: -26

Cold Stone



(100%) Stores: 42

09' Sales: 153 NI: -46

10' Sales: 200 NI: -26

Supermarket & Hypermarket

Sichuan Uni-mart

Hypermarket 统一优玛特

(100%) Stores: 4

09' Sales: 581 NI: -7

10' Sales: 584 NI: 0.4

Shandong Uni-mart

Supermarket 统一银座

(55%) Stores: 133

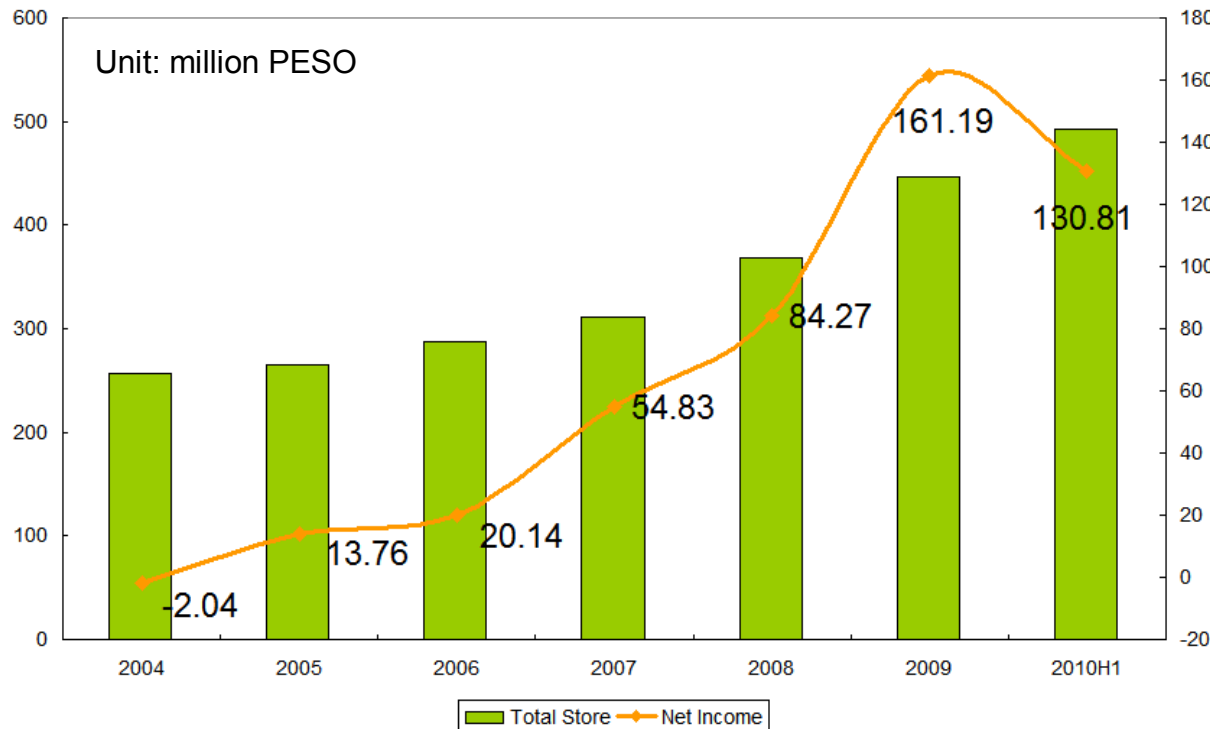
09' Sales: 2,556 NI: 69

10' Sales: 2,620 NI: 92

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.



	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%

2010 2H 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 existing brands and introduce more new brands(SATO 、Royal Host)
- ❑ Supermarket : aims to keep the leading position in the local market.



2010 Cash Flow Projection

	Unit:NT\$
Projected Cash Inflow from Operating Activities	8.0 billion
Projected Cash Outflow:	
1.Capex for Taiwan 7-11 Operations	2.5 billion
2.Capex for Long-term investments	1.5 billion
3.Cash dividends	3.7 billion

Q&A

