

President Chain Store

2010.04.28

2010 Q1 Result

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Parent Income Statement

	<u>Amount</u>	<u>%</u>	<u>%</u>
Unit:\$NT'million			
Total operating revenue	26,890	100.0%	11.4%
Gross profit	8,236	30.6%	9.2%
Operating expenses	6,978	26.0%	4.5%
Operating income	1,258	4.7%	45.0%
Net Income	\$1,606	5.97%	108.4%
Earnings per share	(pre-tax)	(after-tax)	
Net income (unit:\$NTD)	1.86	1.55	

Net income increases 108.4% YOY :

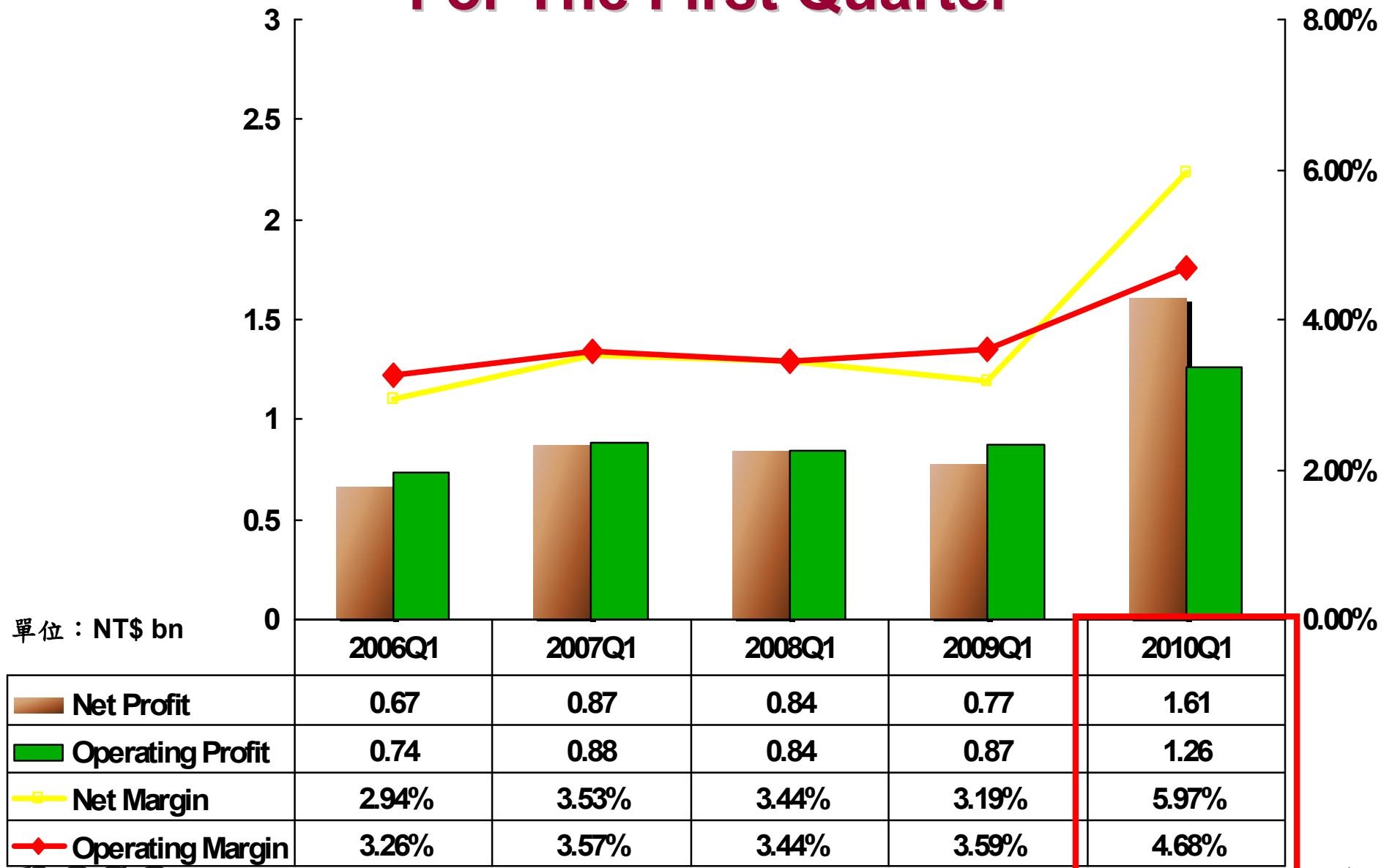
1.External: recovery of consumption environment

2.Internal:

(1)7-11 Taiwan: SSS increases 13% YOY due to store adjustment and promotions.

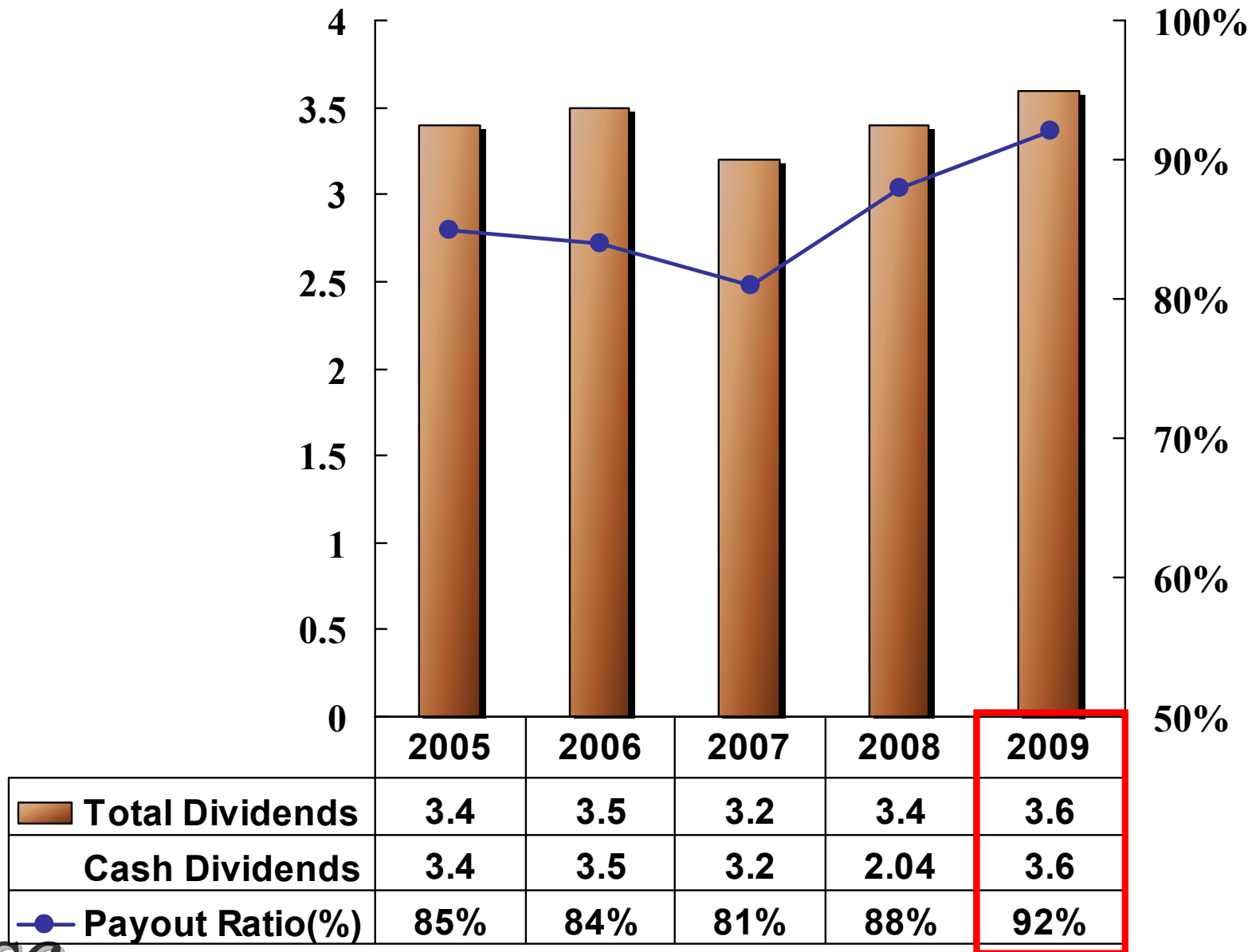
(2)subsidiaries: investment gain grows from NT\$17m to NT\$330m.

A Record-high Profitability For The First Quarter



Dividend Policy

Cash Dividend Hits Record High



2010 Cash Flow Projection

Projected Cash Inflow from Operating Activities 8.0 billion

Projected Cash Outflow:

- | | |
|-----------------------------------|-------------|
| 1.Capex for Taiwan 7-11 Operation | 2.5 billion |
| 2.Capex for Long-term investment | 1.5 billion |
| 3.Cash dividend | 3.7 billion |