



PRESIDENT CHAIN STORE CORPORATION



2008 Annual Report

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30 years ago, a new vision began to revolutionize retailing in Taiwan. 7-ELEVEN and its 24-hours-a-day, 365-days-a-year services became a convenient, valued new neighbor for the people of Taiwan.

Over the past three decades, we have consistently sought to enrich consumers' lives with new experiences, building up an extensive, diversified service network that has become closely intertwined with the daily lives of Taiwan's customers.

In 2009, 7-ELEVEN marked the grand opening of its first store in Shanghai. Our vision is to offer a whole new service experience cross national boundaries to the Chinese customers, with no distance from a convenient life.

The experience that we have built up over the past 30 years can now be leveraged in the development of emerging markets, establishing a new direction and new growth opportunities for PCSC.





Diligence

Attentive to each customer's need, we strive to provide multi-brand services and bring happiness to the community.

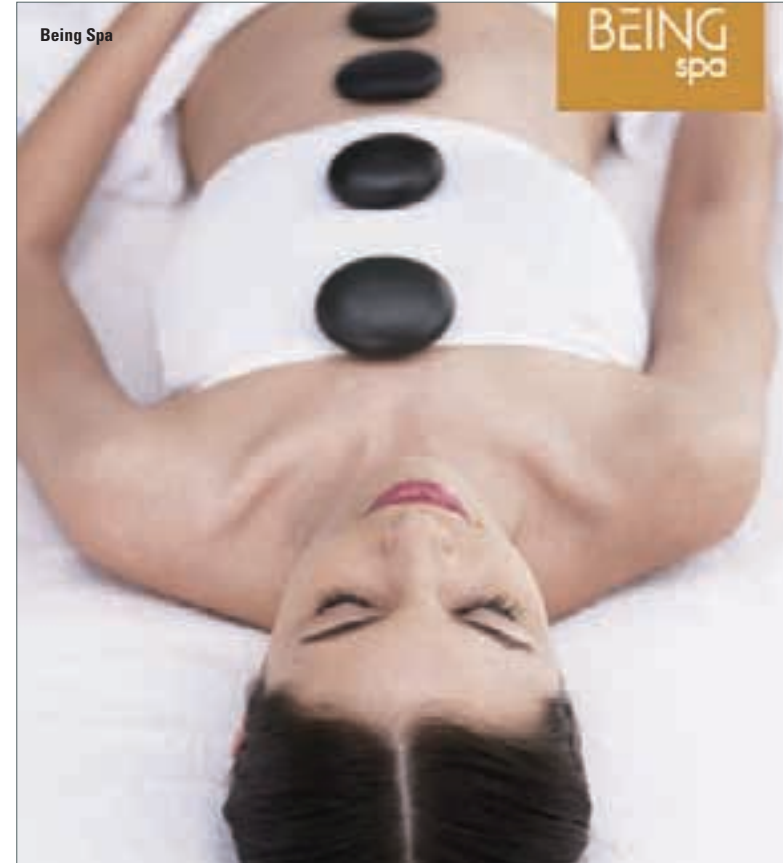
Cold Stone



Mr. Donut







Innovation

Through innovation, we will lead by setting the trends in the industry and investing in strategically important sectors to introduce a lively and fashionable service experience full of touching moments.



By perseverance, each member in our family will stick together and group resources integrated to create a convenient lifestyle that has never been dreamed before.







Vision

Inspired by our vision, 7-ELEVEN is sailing toward sustainable growth for another century, and have written a brand new page in our history by setting our foot in Shanghai on April 30, 2009.