


SALES BREAKDOWN BY CATEGORY

	January, 2010		January , 2009		%	YOY
FOOD SERVICE	1,327,421	15.90%	1,056,441	12.73%		25.65%
PUBLICATION	1,276,495	15.29%	1,324,493	15.96%		(3.62%)
BEVERAGE	2,711,612	32.48%	2,540,271	30.61%		6.75%
NONFOOD	2,018,682	24.18%	2,102,923	25.34%		(4.01%)
ORDINARY FOOD	992,644	11.89%	1,259,762	15.18%		(21.20%)
OTHERS	21,706	0.26%	14,938	0.18%		45.31%
Merchandise Sales	8,348,560	100.00%	8,298,826	100.00%		0.60%
SALES DISCOUNT	(2,460)	(0.03%)	(4,269)	(0.05%)		-42.38%
NET Merchandise Sales	8,346,100		8,294,557		0	0.62%
OTHER OPERATING REVENUE	415,725		384,177			8.21%
TOTAL OPERATING REVENUE	8,761,825		8,678,734			0.96%

Unit : Thousand NTD

TOTAL OPERATING REVENUE	year 2010	year 2009	YOY
January	8,761,825	8,678,734	0.96%
YTD	8,761,825	8,678,734	0.96%



SALES BREAKDOWN BY CATEGORY

	February, 2010		February , 2009		%	YOY
FOOD SERVICE	1,231,997	14.58%	916,975	12.88%		34.35%
PUBLICATION	1,394,235	16.50%	1,055,803	14.83%		32.05%
BEVERAGE	2,773,261	32.82%	2,390,685	33.58%		16.00%
NONFOOD	1,918,975	22.71%	1,882,362	26.44%		3.75%
ORDINARY FOOD	1,110,318	13.14%	855,748	12.02%		24.97%
OTHERS	21,126	0.25%	17,797	0.24%		18.70%
Merchandise Sales	8,449,912		7,119,371	100.00%		18.69%
SALES DISCOUNT	(2,054)		(4,845)	(0.07%)		-57.61%
NET Merchandise Sales	8,447,858		7,114,526			18.74%
OTHER OPERATING REVENUE	413,836		365,200			13.32%
TOTAL OPERATING REVENUE	8,861,694		7,479,726			18.48%

Unit : Thousand NTD

TOTAL OPERATING REVENUE	year 2010	year 2009	YOY
February	8,861,694	7,479,726	18.48%
YTD	17,623,519	16,158,460	9.07%



SALES BREAKDOWN BY CATEGORY

	March , 2010		March , 2009		%	YOY
FOOD SERVICE	1,394,040	15.83%	1,108,344	14.66%		25.78%
PUBLICATION	1,368,502	15.54%	1,079,615	14.28%		26.76%
BEVERAGE	3,089,256	35.08%	2,481,300	32.82%		24.50%
NONFOOD	2,021,050	22.95%	1,940,736	25.67%		4.14%
ORDINARY FOOD	908,812	10.32%	935,969	12.38%		(2.90%)
OTHERS	24,658	0.28%	14,364	0.18%		71.66%
Merchandise Sales	8,806,318	100.00%	7,560,328	100.00%		16.48%
SALES DISCOUNT	(2,151)		(2,774)			(22.46%)
NET Merchandise Sales	8,804,167		7,557,554			16.49%
OTHER OPERATING REVENUE	462,898		424,957			8.93%
TOTAL OPERATING REVENUE	9,267,065		7,982,511			16.09%

Unit : Thousand NTD

TOTAL OPERATING REVENUE	year 2010	year 2009	YOY
March	9,267,065	7,982,511	16.09%
YTD	26,890,584	24,140,971	11.39%



SALES BREAKDOWN BY CATEGORY

	April , 2010		April , 2009		%	YOY
FOOD SERVICE	1,346,018	15.90%	1,127,773	14.49%		19.35%
PUBLICATION	1,245,278	14.71%	1,096,641	14.09%		13.55%
BEVERAGE	3,023,884	35.72%	2,690,622	34.57%		12.39%
NONFOOD	1,922,520	22.71%	1,955,896	25.13%		(1.71%)
ORDINARY FOOD	904,118	10.68%	897,393	11.53%		0.75%
OTHERS	23,703	0.28%	14,788	0.19%		60.29%
Merchandise Sales	8,465,521	100.00%	7,783,113	100.00%		8.77%
SALES DISCOUNT	(2,215)		(5,032)			(55.98%)
NET Merchandise Sales	8,463,306		7,778,081			8.81%
OTHER OPERATING REVENUE	431,730		395,540			9.15%
TOTAL OPERATING REVENUE	8,895,036		8,173,621			8.83%

Unit : Thousand NTD

TOTAL OPERATING REVENUE	year 2010	year 2009	YOY
April	8,895,036	8,173,621	8.83%
YTD	35,785,620	32,314,592	10.74%


SALES BREAKDOWN BY CATEGORY

	May , 2010		May , 2009		%	YOY
FOOD SERVICE	1,562,566	16.86%	1,222,432	14.13%		27.82%
PUBLICATION	1,301,211	14.04%	1,119,481	12.94%		16.23%
BEVERAGE	3,498,627	37.75%	3,196,663	36.95%		9.45%
NONFOOD	2,013,912	21.73%	2,246,748	25.97%		(10.36%)
ORDINARY FOOD	868,401	9.37%	847,829	9.80%		2.43%
OTHERS	23,170	0.25%	18,168	0.21%		27.53%
Merchandise Sales	9,267,887	100.00%	8,651,320	100.00%		7.13%
SALES DISCOUNT	(3,338)		(4,452)			(25.02%)
NET Merchandise Sales	9,264,549		8,646,868			7.14%
OTHER OPERATING REVENUE	421,914		438,387			(3.76%)
TOTAL OPERATING REVENUE	9,686,463		9,085,255			6.62%

Unit : Thousand NTD

TOTAL OPERATING REVENUE	year 2010	year 2009	YOY
May	9,686,463	9,085,255	6.62%
YTD	45,472,083	41,399,847	9.84%



SALES BREAKDOWN BY CATEGORY

	June , 2010		June , 2009		%	YOY
FOOD SERVICE	1,559,059	17.16%	1,291,776	15.92%		20.69%
PUBLICATION	1,281,953	14.11%	1,010,214	12.45%		26.90%
BEVERAGE	3,334,350	36.70%	3,231,062	39.82%		3.20%
NONFOOD	2,003,336	22.05%	1,746,169	21.52%		14.73%
ORDINARY FOOD	881,286	9.70%	821,965	10.13%		7.22%
OTHERS	25,439	0.28%	12,984	0.16%		95.93%
Merchandise Sales	9,085,423	100.00%	8,114,170	100.00%		11.97%
SALES DISCOUNT	(3,656)	(0.04%)	(1,843)	(0.02%)		
NET Merchandise Sales	9,081,767		8,112,327			
OTHER OPERATING REVENUE	413,460		409,119			1.06%
TOTAL OPERATING REVENUE	9,495,227		8,521,446			11.43%

Unit : Thousand NTD

TOTAL OPERATING REVENUE	year 2010	year 2009	YOY
June	9,495,227	8,521,446	11.43%
YTD	54,967,310	49,921,293	10.11%



SALES BREAKDOWN BY CATEGORY

	July , 2010		July , 2009		%	YOY
FOOD SERVICE	1,726,460	17.52%	1,292,636	15.50%		33.56%
PUBLICATION	1,303,714	13.23%	1,047,452	12.56%		24.47%
BEVERAGE	3,891,434	39.49%	3,521,808	42.23%		10.50%
NONFOOD	2,058,548	20.89%	1,706,280	20.46%		20.65%
ORDINARY FOOD	847,463	8.60%	758,903	9.10%		11.67%
OTHERS	26,607	0.27%	12,509	0.15%		112.70%
Merchandise Sales	9,854,227	100.00%	8,339,588	100.00%		18.16%
SALES DISCOUNT	(1,764)		(2,394)	(0.03%)		(26.32%)
NET Merchandise Sales	9,852,463		8,337,194			18.17%
OTHER OPERATING REVENUE	436,692		458,594			(4.78%)
TOTAL OPERATING REVENUE	10,289,155		8,795,788			16.98%

Unit : Thousand NTD

TOTAL OPERATING REVENUE	year 2010	year 2009	YOY
June	10,289,155	8,795,788	16.98%
YTD	65,255,821	58,717,081	11.14%


SALES BREAKDOWN BY CATEGORY

	August , 2010		August , 2009		%	YOY
FOOD SERVICE	1,614,552	16.56%	1,270,710	15.03%		27.06%
PUBLICATION	1,412,733	14.49%	1,083,866	12.82%		30.34%
BEVERAGE	3,768,262	38.65%	3,615,141	42.76%		4.24%
NONFOOD	2,079,613	21.33%	1,640,171	19.40%		26.79%
ORDINARY FOOD	848,225	8.70%	828,540	9.80%		2.38%
OTHERS	26,323	0.27%	16,064	0.19%		63.86%
Merchandise Sales	9,749,707	100.00%	8,454,492	100.00%		15.32%
SALES DISCOUNT	(5,055)		(2,748)	(0.03%)		83.95%
NET Merchandise Sales	9,744,652		8,451,744			15.30%
OTHER OPERATING REVENUE	445,239		361,292			1.06%
TOTAL OPERATING REVENUE	10,189,891		8,813,036			11.43%

Unit : Thousand NTD

TOTAL OPERATING REVENUE	year 2010	year 2009	YOY
August	10,189,891	8,813,036	15.62%
YTD	75,445,712	67,530,117	11.72%



SALES BREAKDOWN BY CATEGORY

	Sep , 2010		Sep , 2009		%	YOY
FOOD SERVICE	1,536,389	16.05%	1,168,335	14.74%		31.50%
PUBLICATION	1,478,954	15.45%	1,127,118	14.22%		31.22%
BEVERAGE	3,691,164	38.56%	3,316,358	41.84%		11.30%
NONFOOD	2,064,793	21.57%	1,685,129	21.26%		22.53%
ORDINARY FOOD	766,759	8.01%	610,324	7.70%		25.63%
OTHERS	34,461	0.36%	19,023	0.24%		81.15%
Merchandise Sales	9,572,520	100.00%	7,926,287	100.00%		20.77%
SALES DISCOUNT	(4,149)		(2,642)			57.04%
NET Merchandise Sales	9,568,371		7,923,645			20.76%
OTHER OPERATING REVENUE	472,537		399,304			18.34%
TOTAL OPERATING REVENUE	10,040,908		8,322,949			20.64%

Unit : Thousand NTD

TOTAL OPERATING REVENUE	year 2010	year 2009	YOY
Sep	10,040,908	8,322,949	20.64%
YTD	85,486,620	75,853,066	12.70%


SALES BREAKDOWN BY CATEGORY

	Oct , 2010		Oct , 2009		%	YOY
FOOD SERVICE	1,658,582	17.12%	1,294,353	15.91%		28.14%
PUBLICATION	1,325,316	13.68%	1,057,611	13.00%		25.31%
BEVERAGE	3,632,024	37.49%	3,097,173	38.07%		17.27%
NONFOOD	2,142,981	22.12%	1,824,785	22.43%		17.44%
ORDINARY FOOD	900,013	9.29%	846,089	10.40%		6.37%
OTHERS	29,065	0.30%	15,457	0.19%		88.04%
Merchandise Sales	9,687,981	100.00%	8,135,468	100.00%		19.08%
SALES DISCOUNT	(3,035)	(0.03%)	(2,074)	(0.03%)		46.34%
NET Merchandise Sales	9,684,946		8,133,394			19.08%
OTHER OPERATING REVENUE	420,281		469,178			-10.42%
TOTAL OPERATING REVENUE	10,105,227		8,602,572			17.47%

Unit : Thousand NTD

TOTAL OPERATING REVENUE	year 2010	year 2009	YOY
Oct	10,105,227	8,602,572	17.47%
YTD	95,591,847	84,455,638	13.19%



SALES BREAKDOWN BY CATEGORY

	Nov , 2010		Nov , 2009		%	YOY
FOOD SERVICE	1,533,124	18.36%	1,360,411	16.83%		12.70%
PUBLICATION	1,309,655	15.69%	1,108,214	13.71%		18.18%
BEVERAGE	3,057,346	36.62%	2,774,980	34.33%		10.18%
NONFOOD	1,979,173	23.71%	1,884,206	23.31%		5.04%
ORDINARY FOOD	993,593	11.90%	937,657	11.60%		5.97%
OTHERS	30,271	0.36%	17,784	0.22%		70.21%
Merchandise Sales	8,903,162	106.64%	8,083,252	100.00%		10.14%
SALES DISCOUNT	(5,317)		(1,933)			
NET Merchandise Sales	8,897,845		8,081,319			
OTHER OPERATING REVENUE	443,372		359,050			
TOTAL OPERATING REVENUE	9,341,217		8,440,369			

Unit : Thousand NTD

TOTAL OPERATING REVENUE	year 2010	year 2009	YOY
Nov	9,341,217	8,440,369	10.67%
YTD	114,663,928	101,756,422	12.68%



SALES BREAKDOWN BY CATEGORY

	Dec , 2010		Dec , 2009		%	YOY
FOOD SERVICE	1,486,808	16.04%	1,332,227	15.74%		11.60%
PUBLICATION	1,433,972	15.47%	1,232,353	14.56%		16.36%
BEVERAGE	3,199,789	34.52%	2,854,048	33.72%		12.11%
NONFOOD	2,081,902	22.46%	2,015,269	23.81%		3.31%
ORDINARY FOOD	1,035,389	11.17%	1,013,136	11.97%		2.20%
OTHERS	31,516	0.34%	16,928	0.20%		86.18%
Merchandise Sales	9,269,376	100.00%	8,463,961	100.00%		9.52%
SALES DISCOUNT	(9,248)		(3,998)			
NET Merchandise Sales	9,260,128		8,459,963			
OTHER OPERATING REVENUE	470,736		400,452			
TOTAL OPERATING REVENUE	9,730,864		8,860,415			

Unit : Thousand NTD

TOTAL OPERATING REVENUE	year 2010	year 2009	YOY
Dec	9,730,864	8,860,415	9.82%
YTD	114,663,928	101,756,422	12.68%