



Overview of PCSC

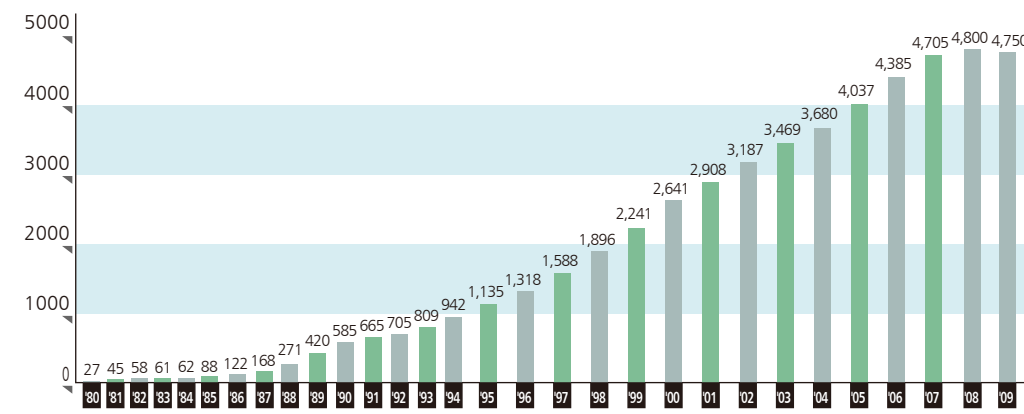
PCSC Overview



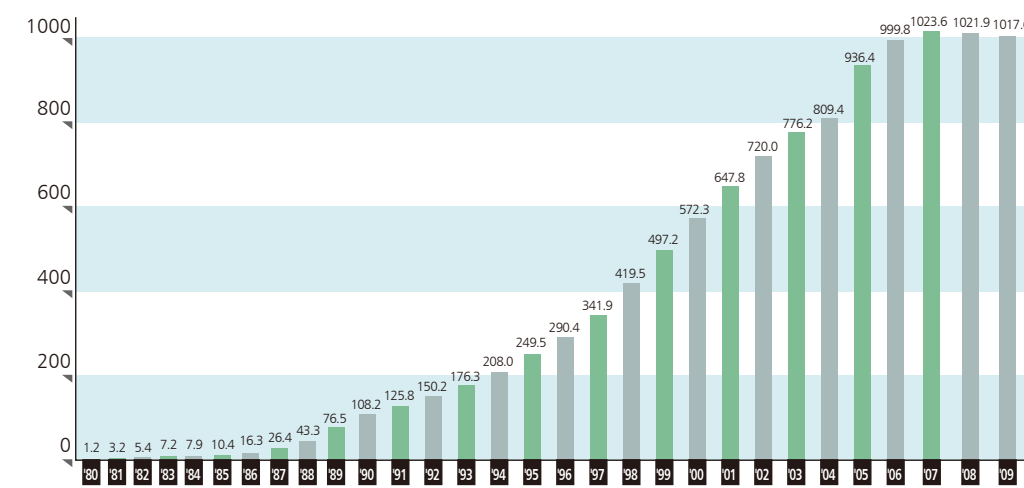
Establishment	1978
Chairman	Chin-Yen Kao
President	Chung-Jen Hsu
Capital	NT\$9.151 billion
Net Sales	NT\$101.76 billion (2009)
Employees	Over 8000
Store count	4750 stores
Life Style Center	33 locations
Franchise %	89.47%
Headquarter Address	2F, 65 Tung-Hsing Road, Hsing-Yi District 110, Taipei, Taiwan, R.O.C.

As of December 31st of 2009

Taiwan 7-ELEVEN Store Growth Chart

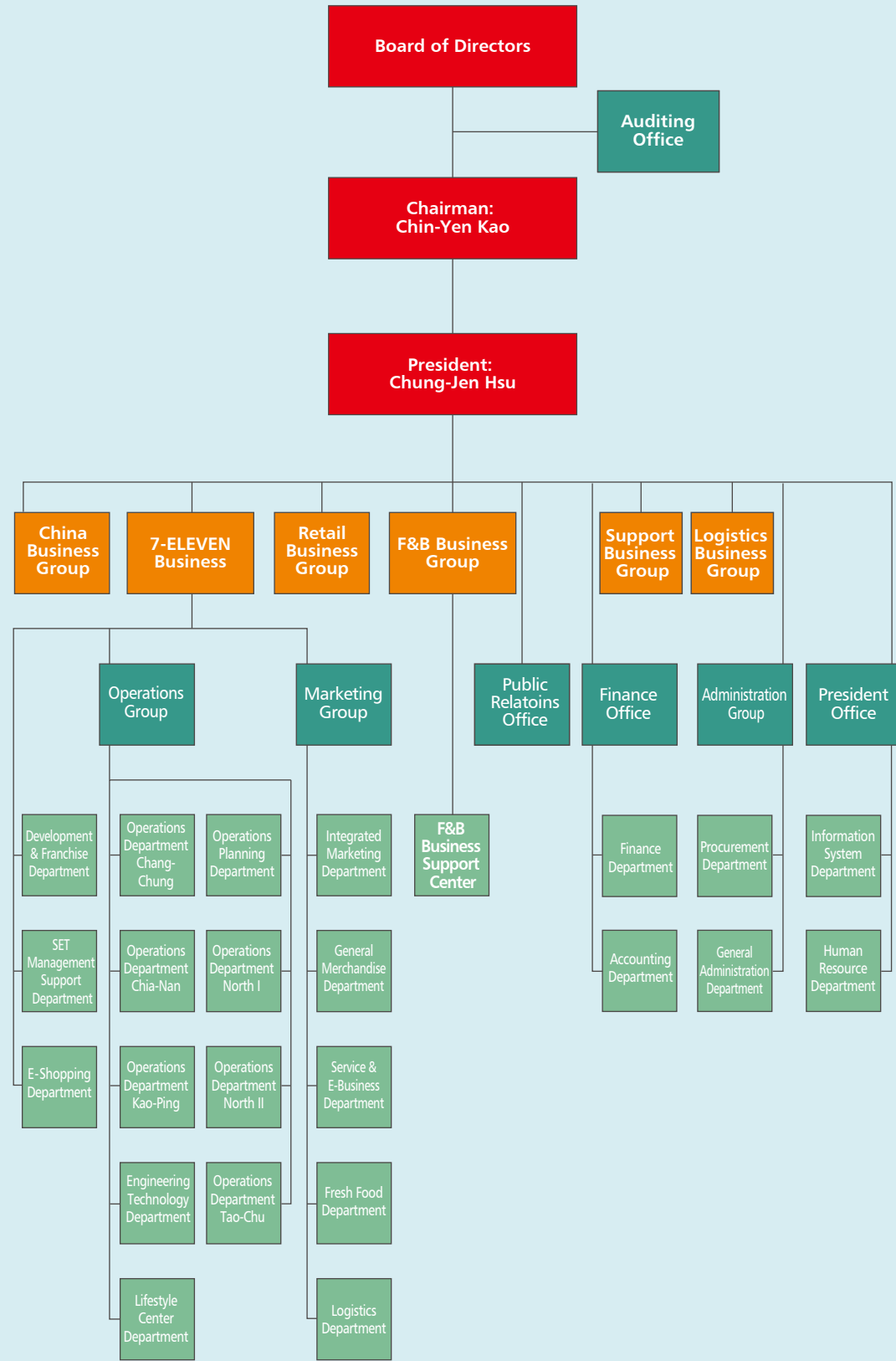


7-ELEVEN Revenue Growth Chart



PCSC Organization Chart

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Milestones

- 1970**
 - 1978/04 PCSC set up formally with a capital investment of NT\$190 million.
 - 1978/05 14 President Super Stores (former name) opened simultaneously nationwide.
 - 1978/10 Contract signed with U.S. Southland Corporation and introduced its know-how.
- 1980**
 - 1980/02 Grand opening of the first 7-ELEVEN store: "Chang-An" store.
 - 1982/11 PCSC merged into its parent company PEC because of long-term deficit.
 - 1983 Commenced 24-hour operations.
 - 1986/04 The 100th store opened: "Chin-Yuan" store.
 - 1987/07 PCSC independent from the parent company PEC.
 - 1988/04 The 200th store opened: "Hsiu-Chi" store.
 - 1988/09 First charity event "Bring Back the Love" launched.
 - 1989/04 The 300th store opened: "Zhou-Yue" store.
 - 1989/08 EOS (electronic ordering system) installed throughout the island.
- 1990**
 - 1990/06 The 500th store opened: "Chieh-Meng" store.
 - 1990/09 Retail Support International Corp., a distribution company founded in cooperation with Mitsubishi Japan.
 - 1990/12 Operating revenue reached 10.8 billion NT dollars, making PCSC the domestic retail leader.
 - 1993/10 Charity campaign "Famine 30" –first prize of MCEI Marketing Excellence Award.
 - 1994/08 Joint Venture with Duskin Japan to form Duskin Serve Taiwan Ltd.
 - 1995/07 The 1,000th store opened: "Chien-Cheng" store.
 - 1995/08 President Drugstore Business Corp. established to operate Cosmed drug stores.
 - 1995/11 First-generation of POS system implemented.
 - 1996/08 Opened stores in Eastern Taiwan: Ilan region.
 - 1997/08 President Chain Store Corp. issued initial public offering (IPO).
 - 1997/09 Joint venture with Starbucks USA to form President Coffee Corp.
 - 1997/11 Accomplished island-wide network through store expansion into Hua-Tung area (eastern Taiwan).
 - 1999/04 Overcoming distribution challenges, territory extended to Penghu area, marking a new phase in store expansion.
 - 1999/05 The 2,000th store opened: "Yuan-Jing" store.
 - 1999/06 Opened stores in Kinmen, providing convenient services to soldiers and offshore citizens.
 - 1999/09 Good Neighbor Foundation established for the contribution of neighborhood community works.
 - 1999/09 President Transnet Corp. established in cooperation with Yamato Transportation Co. Ltd., the No.1 delivery company in Japan.

- 2000**
 - 2000/05 Shanghai President Coffee Corp. established.
 - 2000/07 Received ISO9002 "Perfect Mark" certification.
 - 2000/07 PCSC signed perpetual agreement with 7-ELEVEN USA.
 - 2000/09 36 7-ELEVEN Express stores opened in 30 Taiwan Railway stations to serve passengers.
 - 2000/10 Contract signed with Philippine Seven Corp., extending business scope globally.
 - 2001/06 PCSC received UKAS ISO14001 certification.
 - 2001/12 "Citizen's lunch box" was introduced, changing the dining behaviors of Taiwan consumers.
 - 2002/04 The 3,000th store opened: "Cheng-Tien" store.
 - 2002/04 Grand opening of Tungshan Life-style Center(PCSC's first life-style Center).
 - 2003/01 Ching-Jing Travelers Center opened, bringing up local tourism business.
 - 2003/09 Joint venture with MUJI Japan to form Muji (Taiwan) Co., Ltd.
 - 2003/11 Second-generation POS system implemented at 7-ELEVEN stores.
 - 2004/04 Joint venture with Livzon Pharmaceutical Group of Join Care Pharmaceutical Group to establish President Cosmed Chain Store (Shen Zhen) Co., Ltd.
 - 2004/08 Joint venture with Duskin Co., Ltd. of Japan to introduce Mister Donut chain to Taiwan.
 - 2004/09 Joint venture with Shandong International Business Group to form Shandong PCSC Ginza Supermarket.
 - 2004/10 PCSC ranked as No.1 of Corporate Citizenship by Commonwealth Magazine, also on top list as the Best Performing Company in ten consecutive years.
 - 2004/12 icash card launched in 7-ELEVEN stores, creating a big hit in the market: one pre-paid card covering all daily necessities.
 - 2005/04 PCSC (Vietnam) Supermarket Ltd. established to operate Unimart supermarket in Hanoi.
 - 2005/11 the 4,000th store opened: "Fenchi Lake" store.
 - 2006/08 7-ELEVEN launched the ibon kiosk, providing 8 major functions to fulfill the ideal as the community service center.
 - 2006/11 Introduced the Cold Stone Creamery; the first time to be licensed to operate in two areas by the same brand.
 - 2007/01 7-ELEVEN was authorized exclusively to operate stores in six HSR stations, offering complete services with resources of PCSC subsidiaries.
 - 2007/01 Launched the icash wave by integrating functions of icash and credit cards; the first retailer in Taiwan to integrate Electronic Purse with credit card.
 - 2007/10 7-ELEVEN launched the second-generation all-in-one printer, integrating it with ibon to build the store as the mobile business center.
 - 2007/11 7-ELEVEN Alishan Life Style Center opened at an elevation of 2170 meter. 7-ELEVEN and Starbucks here are the highest stores in Taiwan.
 - 2007/11 Cooperated with Rakuten, Inc. to open Taiwan Rakuten Ichiba, Inc., entering into the on-line shopping mall business.
 - 2007/12 With over 1000 CITY CAFÉ machines rolling out in stores, 7-ELEVEN becomes the largest coffee chain in Taiwan.
 - 2007/12 Joint venture with SAZABY LEAGUE to open Afternoon Tea.
 - 2008/03 PCSC received the 2008 Corporate Citizen Award from Common Wealth Magazine for outstanding performance in corporate commitment, social participation, and environmental protection.
 - 2008/04 PCSC received the Corporate Social Responsibility Award from Global Views Magazine for its achievements in CSR.
 - 2008/09 7-ELEVEN Self-service Gas Station opened in Lin-Kou, with the combination of convenience store and gas station.
 - 2009/04 With the establishment of President Chain Store Corporation (Shanghai), 7-ELEVEN expanded its presence in Shanghai.