

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%)

2009 & 2010 Q1 Results

2009 FY & 2010 Q1 Parent Income Statement

Unit:\$NT'million	<u>2009 FY</u>		<u>YOY</u>	<u>2010Q1</u>		<u>YOY</u>
	<u>Amount</u>	<u>%</u>	<u>%</u>	<u>Amount</u>	<u>%</u>	<u>%</u>
Total operating revenue	101,757	100.0%	-0.4%	26,890	100.0%	11.4%
Gross profit	32,966	32.4%	0.7%	8,236	30.6%	9.2%
Operating expenses	28,072	27.6%	-0.2%	6,978	26.0%	4.5%
Operating income	4,894	4.8%	6.2%	1,258	4.7%	45.0%
Net Income	\$4,059	4.00%	15.3%	\$1,606	5.97%	108.4%
Earnings per share	(pre-tax)	(after-tax)		(pre-tax)	(after-tax)	
Net income (unit:\$NTD)	<u>4.47</u>	<u>3.90</u>		<u>1.86</u>	<u>1.55</u>	

Net income increases 108.4% YOY for 2010Q1 :

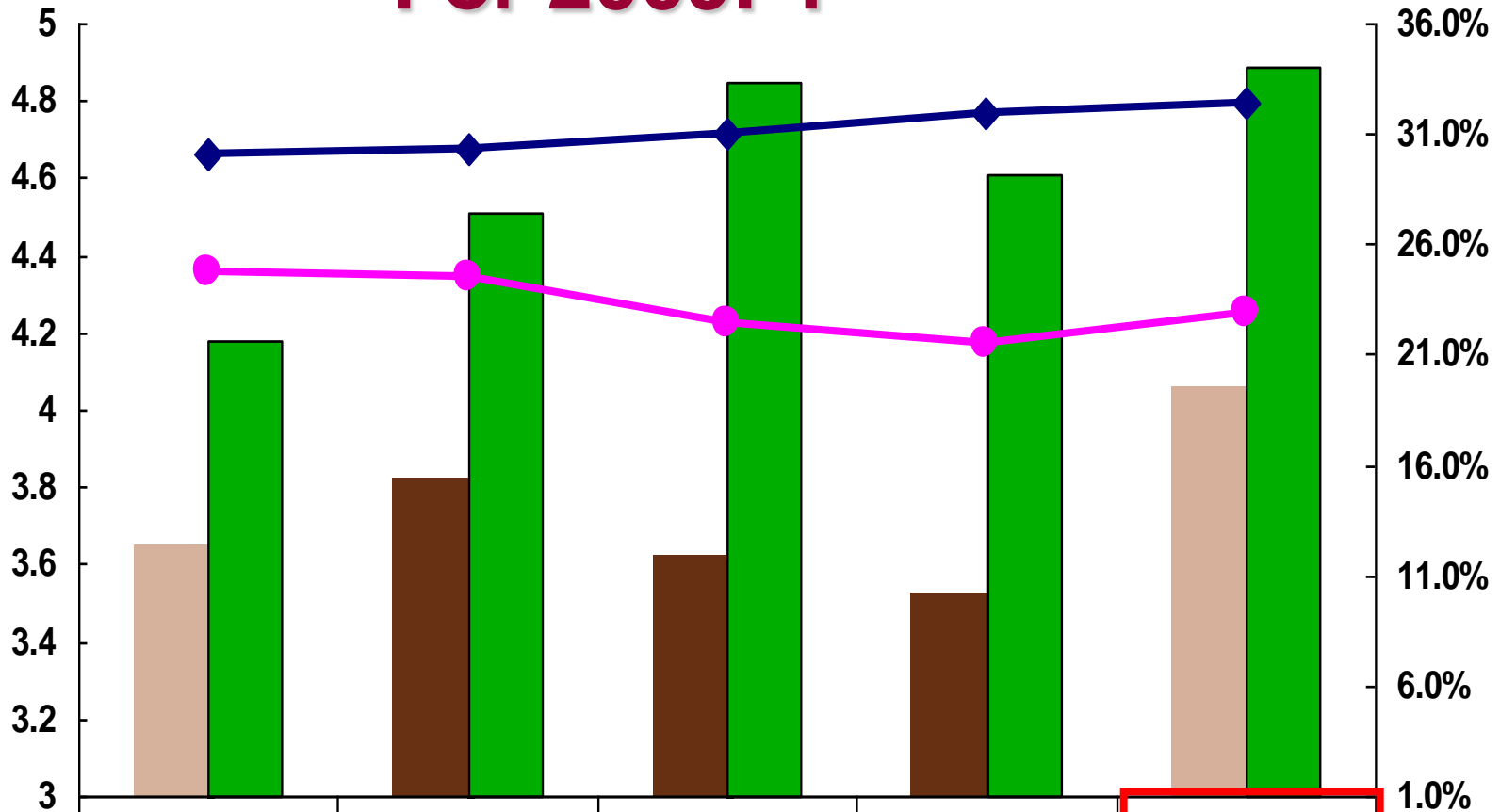
1.External: recovery of consumption environment

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.

Profitability Hit a New High For 2009FY



Unit : NT\$ bn

Net Profit

Operating Profit

Gross Margin

ROE

2005

2006

2007

2008

2009

3.65

3.82

3.62

3.52

4.06

4.18

4.51

4.85

4.61

4.89

30.1%

30.3%

31.0%

32.0%

32.4%

24.73%

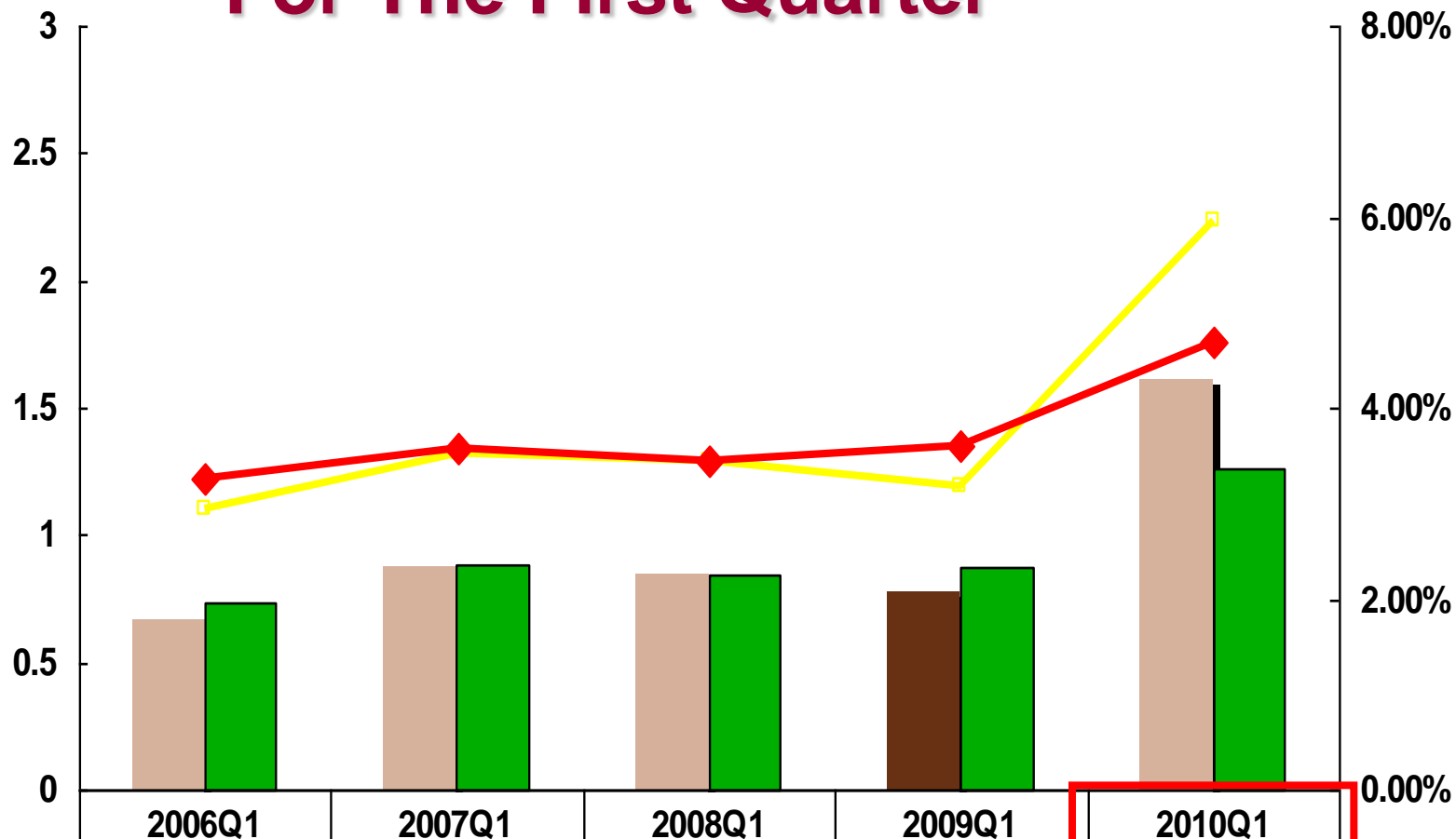
24.54%

22.47%

21.53%

22.95%

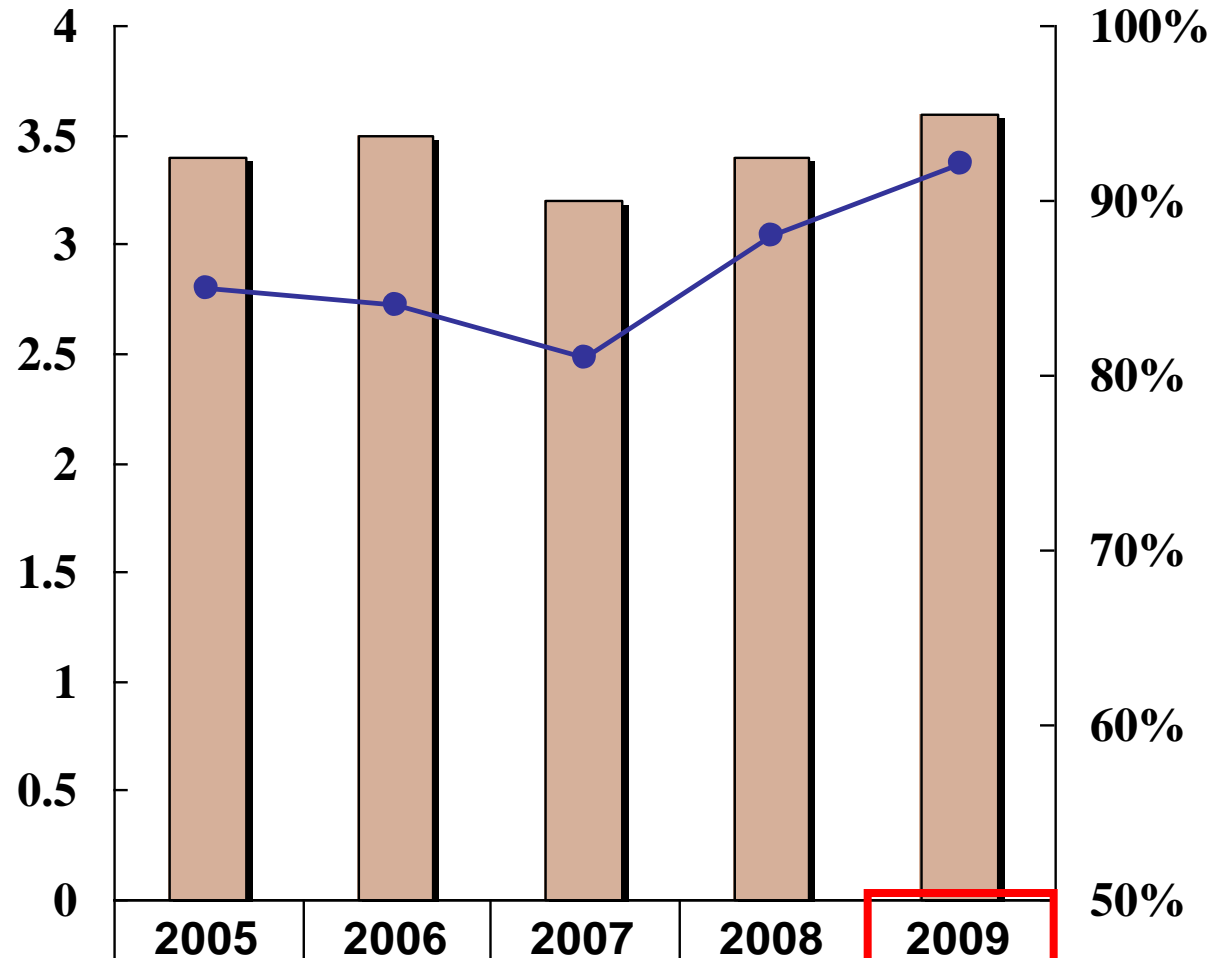
A Record-high Profitability For The First Quarter






Net Profit	0.67	0.87	0.84	0.77	1.61
Operating Profit	0.74	0.88	0.84	0.87	1.26
Net Margin	2.94%	3.53%	3.44%	3.19%	5.97%
Operating Margin	3.26%	3.57%	3.44%	3.59%	4.68%

Dividend Policy

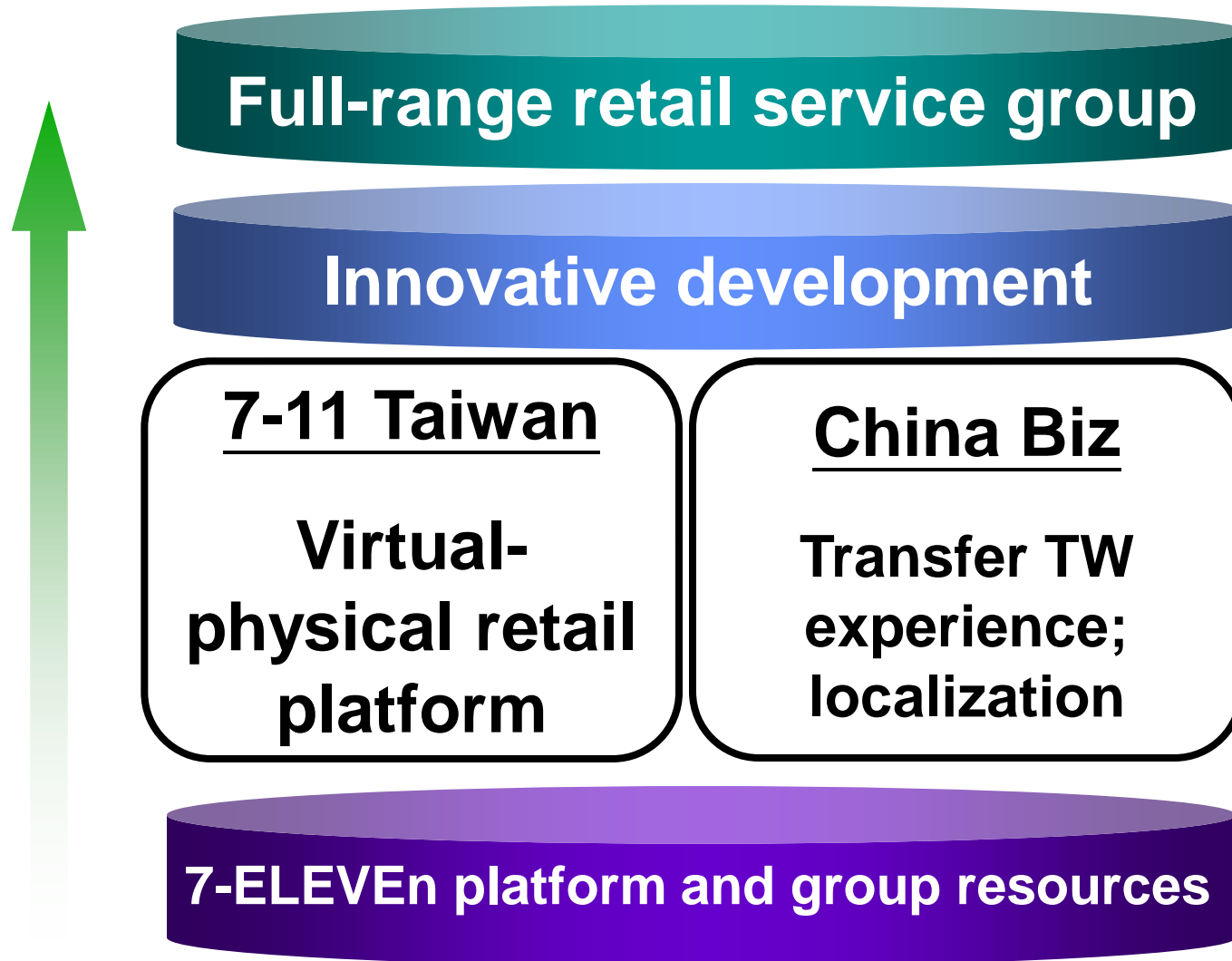
Record-high Cash Dividends



 Total Dividends	3.4	3.5	3.2	3.4	3.6
 Cash Dividends	3.4	3.5	3.2	2.04	3.6
 Payout Ratio(%)	85%	84%	81%	88%	92%

2010 Outlook

Group Vision



7-11 Taiwan business strategy : Real-virtual retail platform

Real

- ❑ Store upgrades, new store formats
- ❑ Adjusting product mix
- ❑ Integrated marketing



Virtual

- ❑ full-range of bill-paying services
- ❑ ibon platform : High speed rail ticketing service
- ❑ Telecom service



**Increase Per Store Daily sales, driving
revenue/profit growth**

New store format

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



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.



Afternoon Tea



✿ 集滿6點加39元 或 集滿12點 可兌換公仔一個 (共七款，款式隨機出貨無法指定，限量發行) ✿

櫻桃小丸子趣味文具公仔，每個公仔的右側都搭配一款迷你文具，文具可實際使用唷！



櫻桃小丸子 剪刀



小玉 捲尺



山田 原子筆



限定版

櫻桃小丸子
削鉛筆器



花輪 橡皮擦



丸尾 膠帶台



永澤 訂書機

Virtual business

- ibon platform: High speed rail ticketing service, online-auction delivery, photo printing.
- Telecom service: cellphone carrier service with monthly payment deductible.
- icash-easy card: more convenient payment option for small purchases and public transit ticketing.

統一超商電信
月租型門號申辦中
採用遠傳電信系統

177/377型
月租可抵**通話費**
每月再抵**伙食費**

月租177型，每月送177元伙食費(連續12個月)
月租377型，每月送377元伙食費(連續12個月)
新申裝月租型門號用戶須向原使用門號24個月以上
每月伙食費限於當月使用完畢，詳情請上7-ELEVEN官網

7-ELEVEN 高鐵路票 隨訂隨到

ibon 訂位 付款 取票 一次完成

4600 個售票處
24hr 營業

7-ELEVEN ibon 買高鐵路票 不用提早到!

到 7-ELEVEN ibon 買高鐵路票免排隊

4/21~5/18 免手續費，再送指定茶飲

7 icash 悠遊卡

內湖線 南港線 淡水線
文山線 板橋線 新店線

China Business Vision

Become Regional Leading Brands

□ **Shanghai 7-ELEVEN:**
provides a convenient life-style experience

□ **F&B Business:**
Introduces a variety of brands

□ **Uni-Mart aims to become the #1 local supermarket and hypermarket.**



Shanghai 7-ELEVEN

- Improve product mix and create consumer needs.
- Joint-procurement to cut costs and offer good prices to consumers.



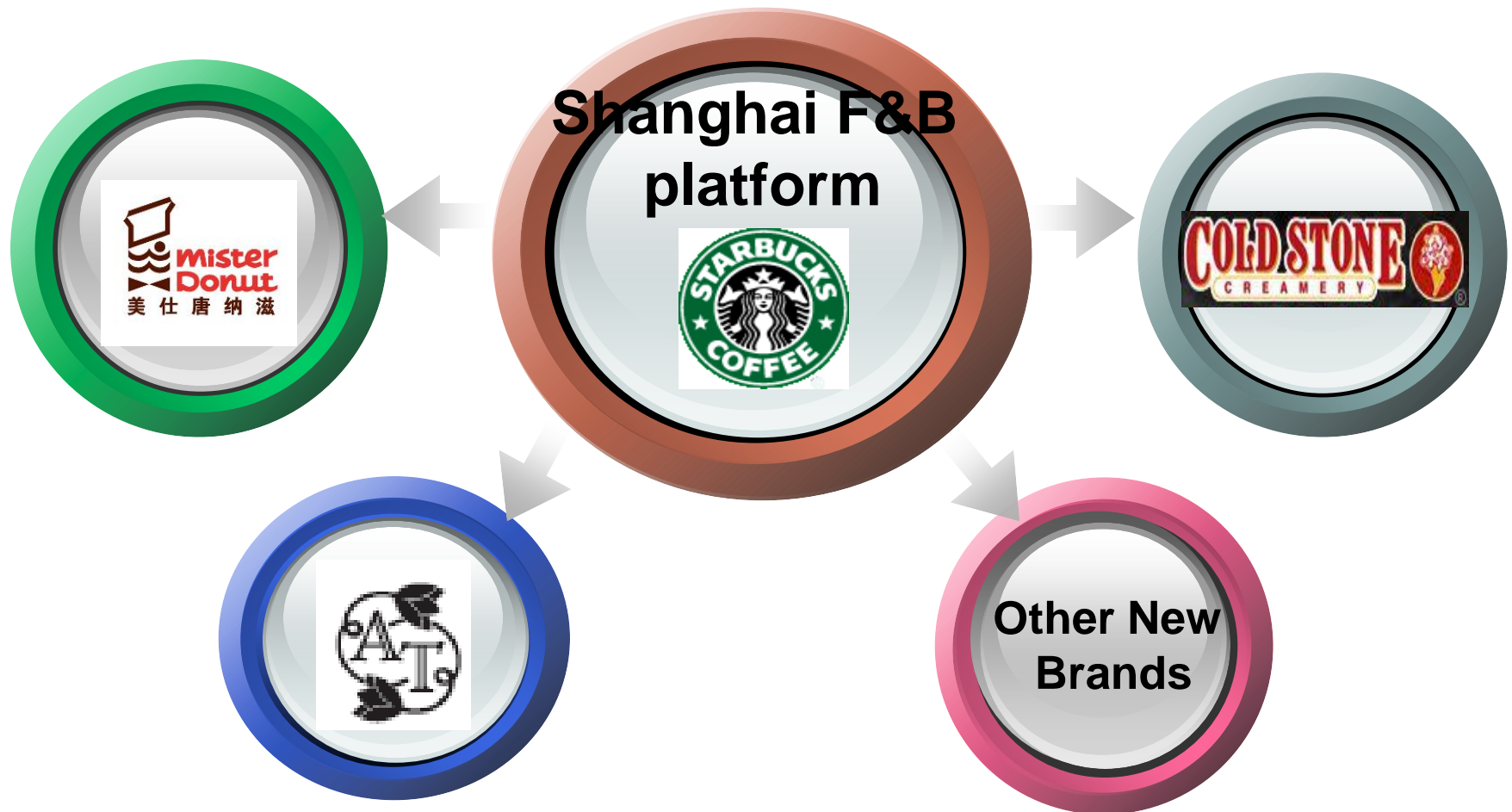
Hypermarkets & Supermarkets

- Currently operating 123 stores in Shangdong and Sichuan.
- Continue to open new stores in other cities in Shangdong (Jinan, Qingdao, etc) in 2010.



F&B Business

- Utilize Starbucks' local resources to build the F&B platform.
- Develop existing brands and introduce more new brands into the 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 |