



PHILIPPINE SEVEN CORPORATION

7th Floor, The Columbia Tower, Ortigas Avenue, Mandaluyong City 1550 Philippines
Telephone Nos. (632) 724-44-41 to 53 / 705-52-00
www.7-eleven.com.ph

May 12, 2015

PHILIPPINE STOCK EXCHANGE, INC.
3rd Floor, PSE PLAZA, Ayala Triangle
Ayala Avenue, Makati City

Attention: JANET A. ENCARNACION
Head, Disclosure Department

Dear Ms. Encarnacion:

Attached is the copy of the Current Report SEC Form 17-C Re: Press Release.

Thank you.

Very truly yours,


ATTY. EVELYN S. ENRIQUEZ
Corporate Secretary

COVER SHEET

0 0 0 0 1 0 8 4 7 6

S.E.C Registration Number

P H I L I P P I N E

S E V E N

C O R P O R A T I O N

(Company's full Name)

7 t h F l r . T h e C o l u m b i a T o w e r

O r t i g a s A v e . M a n d a l u y o n g C i t y

(Business Address: No. Street City / Town / Province)

Atty. Evelyn S. Enriquez
Corporate Secretary

Contact Person

724-44-41 to 51

Company Telephone Number

1 2 3 1

Month Day
Fiscal Year

1 7 - C

FORM TYPE

0 7

Month Day
Annual Meeting

3rd Thursday

Day

PRESS RELEASE

Secondary License Type, if Applicable

Dept. Requiring this Doc.

Amended Articles Number/Section

Total No. of Stockholders

Total Amount of Borrowings

Domestic

Foreign

To be accomplished by SEC personnel concerned

File Number

LCU

Document I.D.

Cashier

STAMPS

Remarks = pls. use black ink for scanning purposes

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES REGULATION CODE AND SRC RULE 17.2 (c) THEREUNDER

1. Date of Report : March 12, 2015
2. SEC Identification Number : 108476
3. BIR Tax Identification No. : 000-390-189-000
4. Exact Name of Issuer as specified in its charter : Philippine Seven Corporation
5. Province, Country or other jurisdiction : PHILIPPINES
6. Industry Classification Code: (SEC Use only)
7. Address of principal office : 7th Floor, The Columbia Tower
Ortigas Avenue, Mandaluyong
City 1550
8. Issuer's Telephone number, including area code : (632) 724-4441 to 51
9. Former name of former address, if changed since
last report : n / a
10. Securities Registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8

Number of Shares of Common Stock

Shares Outstanding – Common 458,435,323

Units – Warrants 0

11. Indicate the item number reported herein :

Item 9. Other Events

Item 9. Other Events

Please see attached Press Release.

SIGNATURE

Pursuant to the requirements of the Securities Regulation Code, the issuer has duly caused this report to be signed on its behalf by the undersigned duly authorized for the purpose.

PHILIPPINE SEVEN CORPORATION

By:


ATTY. EVELYN S. ENRIQUEZ
Corporate Secretary



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May 12, 2015 – Philippine Seven Corporation (PSE:SEVN) – Results for the first quarter ended March 31, 2015

Philippine Seven Corp. Q1 net income rose by 12.9 percent

- Net income in Q1 2015 increased by 12.9% to P112.9 million from P100.0 million during the same period in 2014.
- Retail sales of all stores during the three-month period went up by 24.2% to P5.5 billion from P4.4 billion compared with the preceding year.
- New stores opened as of March totaled to 59 stores, to end the quarter with 1,341 stores, up by 292 stores or 27.8% against last year.

The following are the financial highlights based from the Company's latest financial reports:

Financial Highlights <i>(Amount in Php millions except store count and EPS)</i>	For the 1st Quarter Ended March 31,		
	2015	2014	% Change
Store count	1,341	1,049	27.8
System-wide sales	5,501.5	4,430.0	24.2
Revenue from merchandise sales	4,542.6	3,611.4	25.8
Operating income	162.7	142.9	13.8
Net income	112.9	100.0	12.9
EPS	0.25	0.22	12.9
EBITDA	415.1	340.0	22.1
Net margin <i>(% of revenue from merchandise sales)</i>	2.5%	2.8%	
EBITDA <i>(% of revenue from merchandise sales)</i>	9.1%	9.4%	

Philippine Seven Corporation (PSC), the local licensee of 7-Eleven Convenience Stores, registered a 12.9% growth in net income for Q1 2015. This can be attributed to the improvement in operating margin and continued store expansion all over the country.

First quarter net profits reached P112.9 million from P100.0 million in 2014. This translated into earnings per share of P0.25, up by 12.9% compared with the preceding year's level of P0.22.

The improved financial performance was largely driven by the increase in sales of all corporate and franchise-operated stores, which posted growth of 24.2% from P4.4 billion in Q1-2014 to P5.5 billion at the end of the current quarter.

PSC ended the first quarter with a total of 1,341 stores all over the country. This represents a net increase of 292 stores or 27.8 percent compared with preceding year's level of 1,049.

The rate of earnings growth of 12.9% was slower compared to the top-line growth as a result of the increased spending attributed to expanding the logistics infrastructure of the Company. PSC has been building the capacity of its distribution center to support its expansion in the different parts of the country, including the islands in the Visayas and in Davao City.

Jose Victor Paterno, President and CEO, stated, "PSC has taken steps to protect and expand its leadership in light of increased competition, recognizing that rewards for market share are especially strong in the convenience store sector. This involves not only an increased pace of expansion in areas contested by competition, but strategic entry into new territories. The latter may be unprofitable for the first few years due to the high fixed costs of logistics, but we believe will later be rewarded with strong first mover advantages. Last year we entered Panay and built on our entry into Negros and Cebu the years prior. This year we will be entering Mindanao via Davao and Cagayan de Oro."

For this year, the Company will be increasing its capital expenditures budget by more than fifty percent to P3.0 billion to support its accelerated store expansion strategy.

Philippine Seven Corporation (PSE:SEVN) operates the largest convenience store network in the country. It acquired from Southland Corporation (now Seven Eleven Inc.) of Dallas, Texas the license to operate 7-Eleven stores in the Philippines in December 1982. It was listed in the Philippine Stock Exchange on February 4, 1998.

Signed:



Lawrence M. De Leon
Head, Finance

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