



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

July 18, 2014

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



107182014002173



SECURITIES AND EXCHANGE COMMISSION

SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila, Philippines
Tel: (632) 726-0931 to 39 Fax: (632) 725-5293 Email: mis@sec.gov.ph

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Company Information

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Company Name PHIL. SEVEN CORP.

Industry Classification

Company Type Stock Corporation

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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

3rd Thursday

Day

Annual Meeting

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

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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 : July 18, 2014
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 1501
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

Philippine Seven Corporation's second quarter net income surged by 24.6% driven by improvement in same-store sales. First-half earnings, up by 9.4%.

- Net income in the second quarter increased by 24.6% to P224.0 million from P179.8 million during the same period in 2013. EBITDA, on the other hand, rose by 26.1%.
- Retail sales of all stores during the April to June period went up by 21.9% to P5.3 billion from P4.2 billion last year.
- Store count grew by 25.5% to 1,121 stores, while franchise stores accounted for 66% of all stores,.

July 18, 2014 – Philippine Seven Corporation (PSE:SEVN) – Results for the second quarter and first half ended June 30, 2014.

The following are the financial highlights of Philippine Seven Corporation based from its unaudited financial statements:

Financial Summary	For the 2 nd Quarter Ended June 30,			For the 1 st Half Ended June 30,		
	2014	2013	% Change	2014	2013	% Change
Store count				1,121	893	25.5
Corporate				34%	32%	
Franchise				66%	68%	
Sales of all stores	5,349.0	4,387.8	21.9	9,778.9	8,543.1	14.5
Revenue from merchandise sales	4,375.0	3,540.0	23.6	7,986.4	6,983.0	14.4
Operating income	322.9	259.8	24.3	468.8	426.8	9.8
Net income	224.0	179.8	24.6	323.9	296.1	9.4
Earnings per share	0.49	0.39	24.6	0.71	0.65	9.4
EBITDA	524.7	416.0	26.1	859.5	730.1	17.7
Net margin (% of revenue from merchandise sales)	5.1%	5.1%		4.1%	4.2%	
EBITDA (% of revenue from merchandise sales)	12.0%	11.8%		10.8%	10.5%	

* Amount in Php million except EPS and store data

Philippine Seven Corporation (PSC), the local licensee of 7-Eleven Convenience Stores in the country, registered a 24.6% growth in net income in the second quarter attributed to the improvement in same store sales.

Management believes the company can sustain momentum moving forward to meet store expansion and profit goals. It 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.

For 2014, the Company had allotted P2.0 billion in capital expenditures to open 300 new stores and renovate close to 100 existing stores - more than double its capital expenditures in 2013.

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.



PING-HUNG CHEN
Treasurer & CFO