



**2011**  
ANNUAL  
REPORT

PHILIPPINE SEVEN CORPORATION

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## This Year's Theme

**EMERGENCE.** Thirty years on, we take a look at Philippine Seven Corporation's rise from a young, struggling company braving an economic storm, to industry leader with roots firmly planted in the community.





## Vision

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Our vision is to be the best retailer of convenience for emerging markets

## Mission

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To make daily life easier by providing modern convenience

## Core Values

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Teamwork  
Reliability  
Customer Focus  
Results Oriented  
Integrity

# Financial Highlights

## COMPARATIVE FINANCIAL HIGHLIGHTS

(in PhP Million except data on store, ratio and per share information)

	2011	2010	2009
<b>FOR THE YEAR</b>			
Systemwide Sales	10,697	9,113	7,076
Revenue from Merchandise Sales	9,436	7,612	6,033
Net Income	356	277	156
EBITDA	915	717	464
Return on Equity	26.7%	26.6%	18.8%
<b>AT YEAR-END</b>			
Stores in Operation	689	551	447
Total Assets	3,734	3,093	2,709
Stockholders' Equity	1,497	1,170	908
Current Ratio	0.67	0.63	0.73
Debt-to-Equity Ratio	1.50	1.64	1.98
<b>PER SHARE DATA</b>			
Earnings per Share	1.03	0.80	0.45
Book Value per Share	4.32	3.88	3.16

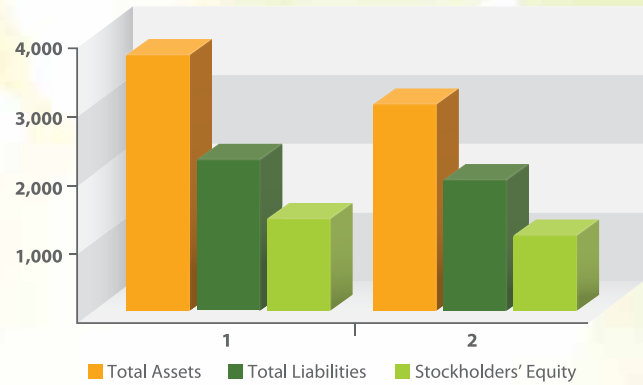
## FINANCIAL RATIOS

	2011	2010
Current Ratio (X)	0.67	0.63
Return on Equity (%)	26.7%	26.6%
Debt to Equity (X)	1.5	1.6
EBITDA Margin (%)	8.6%	7.9%
Net Margin (%)	3.3%	3.0%
EPS	1.03	0.80



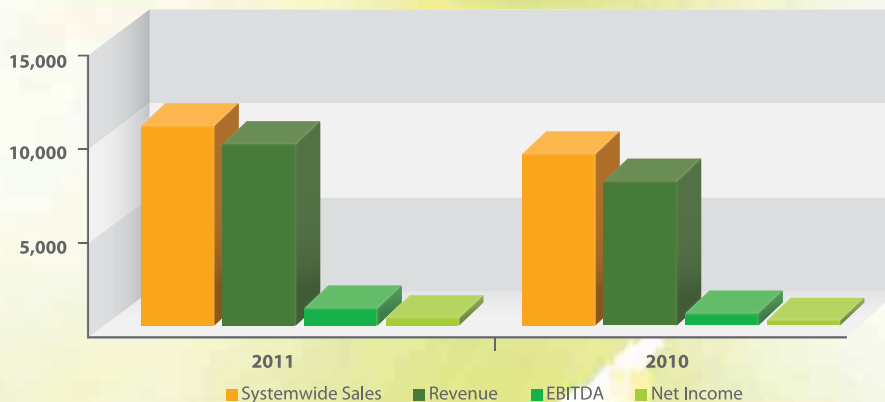
## BALANCE SHEET HIGHLIGHTS

(PhP Million except book value per share)	31-Dec-11	% Change
Total Assets	3,734	21%
Current Assets	1,325	24%
Non-current Assets	2,409	19%
Current Liabilities	1,991	16%
Total Liabilities	2,238	16%
Stockholders' Equity	1,497	28%
Book Value per Share (P)	4.32	11%



## INCOME STATEMENT HIGHLIGHTS

(PhP Million except EPS)	Jan-Dec 2011	% Change
Systemwide Sales	10,697	17%
Revenue from Merchandise Sales	9,436	24%
Gross Profit	2,344	16%
Operating Expense	3,012	19%
Franchise Revenue	534	21%
Marketing Income	487	44%
Income Before Income Tax	518	28%
Net Income	356	29%
Earnings per Share (P)	1.03	29%



# Letter to Shareholders

Dear Shareholders,

Allow me, at this year's annual report, to first recount some notable events during the 30 years of our company's existence since its incorporation and signing of the 7-Eleven Philippines area license; both events took place in the 4<sup>th</sup> quarter of 1982.

The first store opened in February 1984 while the national economy was still sorely troubled with the assassination of Ninoy Aquino in August 1983. It took until 1989, 5 years and 9 stores later, to gain profitability. Once the company showed a profit, we tapped a few friends for equity capital, created a real estate company which allowed entry of a modest foreign investment, and rapidly built 100 stores in the next 5 years with bank loans. To repay those loans we, audaciously, in the midst of the Asian financial crisis, held our IPO in February 1998.

Two years later, we invited the third leading C-store chain worldwide, President Chain Store Corporation (PCSC) of Taiwan, to provide us needed improvements in technology and infrastructure. I was nearing 75 and had decided I should end my management of PSC. The IPO had recently met our capital needs and financial requirements, so we did not require new capital. We agreed to PCSC buying 50.4% ownership of the company through a tender offer, at a price highly attractive to our IPO shareholders. The transfer of technology from Taiwan was facilitated by the appointment of a President from PCSC. By 2004, installation of robust systems and support infrastructure had been carried out adequately to fully train and support franchisees; franchising was begun in that year.

Our current president, Victor Paterno, was appointed by the Board of Directors at the end of 2004. He innovated new uses of IT for store operations, applied a fresh logic for selection of store sites, invigorated franchising, adopted new merchandising approaches, speeded up the food service program, and installed new paradigms for institutional relations with its merchandise suppliers.

Net income increased rapidly; this was highlighted to the Asian region by CNBC's Asia Business Leaders

Awards in October 2011, where our President was invited. It was our second nomination for the CNBC awards. The confidence of the investing public was affirmed by the Institute of Corporate Directors, ranking your Company in the Silver Award category for corporate governance excellence. The sterling income performance was recognized by foreign investors; demand for our shares created a surge in the market price. With recurring transaction volume of PSC shares, their price rose to PhP25 at end of 2011. At end of April 2012, share price peaked at PhP44, continuing throughout May, compared to the peso-dollar exchange rate at PhP43.50. Shares trading is continuing in record monthly transaction volumes, and at just slightly lower prices.

At the end of 2011, stores in operation numbered 689, a 25% increase over end of 2010. System-wide sales decisively exceeded PhP10 billion, while net income was also much greater than PhP300 million, both for the first time in PSC's history.

In last year's message I advised you, our valued shareholders, not to expect the 70% rates of increase in earnings per share since 2005 to be maintained. I explained they had been "early benefits from improvements Management had made in the years since 2005." Nonetheless, the basic/diluted earnings per share in 2011 of PhP1.03 is a comfortable 29% higher than 2010's PhP0.80. It allows your Board of Directors to again declare a cash dividend of 10 centavos per share, and to again propose for your approval a 15% stock dividend for this year.

The Agenda of today's meeting includes your Board's proposal to authorize increase in capital stock from the present 400 million to 600 million shares. Our proposed 15% stock dividend will result in the increase of issued shares by 51,996,445 shares or to a total of 399,325,661 shares at year end. These outstanding shares leave less than a million shares for the stock dividends we anticipate to again recommend next year, hence the

proposal to raise for the first time the company's authorized capital at this meeting.

In last year's message, we already reported steps taken by Management to fulfill its mandate to achieve the Board target of 1,000 stores in operation by end of 2013 – such as increase in warehousing facilities and establishment of 7-Eleven stores in the Bicol region. These steps continue, together with the speedy opening of 7-Eleven stores in Metro Manila and provinces of Luzon.

Early this year, the company launched its drive to expand store operations beyond the island of Luzon with the construction of 7-Eleven stores in Cebu. The first store would be inaugurated in Cebu City on July 11, 2012, Seven Eleven day throughout the world. We leave it up to the company President to describe to you his plans and action programs for expansion of the company's operations outside of Luzon.

I am pleased to report that the company's PhilSeven Foundation received in 2012 its award from BIR as a donee foundation. This allows PFI to receive donations from corporations and individuals without exposing the donor to paying a donor's tax. This development enables PSC to donate funds for PFI's use. Last year's PSC Board meeting appropriated one-half of one percent of the company's yearly net income before tax for donation to PFI; this will be released to PFI quarterly in accordance with a budget it will submit each year. PFI continues to help poor families in communities served by our stores in annually selected Local Government Units. PFI helps mainly with feeding programs for young children to enable all to reach minimum weight standards, coupled with nutrition education for the mothers, and with some equipment and materials for back to school needs. PFI collaborates with social welfare units of local governments of those cities and provinces which are current recipients of each year's assistance program.

Once again, we offer our thanks to the company's staff and other employees for their contributions to the

company's progress; to suppliers for their cooperation; to our banks for their trust and confidence; to our parent company for its guidance and continuing assistance. Above all, I thank God for the graces He bestows to our company and on my person.

Yours sincerely,



Vicente T. Paterno



# Review of Operations

Dear Shareholders,

We opened last year's report by acknowledging that the 78% growth in income was partly a result of tailwinds from record GDP growth, more favorable weather, and election spending. This year we point towards lackluster GDP growth and cooler, wetter weather for our more moderate income growth rate of 29%.

Most companies, ourselves included, had higher expectations for 2011, and planned accordingly. When we ended the first quarter 26% below last year, it became clear that we were facing headwinds - a softer economy and cooler, wetter weather - rather than the tailwinds we were counting on.

We decided on two things. First, we would continue with our aggressive expansion plan despite the local economic weakness and increasing global uncertainty, believing in the longer term. Second, we would take this as an opportunity to challenge the organization to meet ambitious targets under adverse circumstances. Both have left us well positioned to take advantage of favorable conditions in 2012.

Your Company opened a record 147 new stores, many with more favorable rents and better locations, as other locators chose to scale back on expansion. We expanded our footprint in Luzon, extending southwards to Bicol and northwards to La Union, ending the year with 689 stores.

We also began plans to open our first stores outside of Luzon, on the island of Cebu. There are significant logistical and organizational challenges to operating convenience stores on smallish islands, with little precedent elsewhere. Given that half of the Philippines lives outside of Luzon, however, we believe now is the right time, given the maturity of the industry, the growth of the economy, and the evolution of Your Company's capabilities. The first ten (10) 7-Eleven stores in Cebu will open in July 2012, with forty (40) by year end.

To counter the negative effects of a soft economy and unfavorable weather on our same store sales, we developed new product lines, accelerated the roll out of existing lines, and adopted best practices from 7-Eleven Taiwan.

We gained regulatory approval to sell OTC pharmaceuticals in over 100 stores, and will increase the number of stores this year. We expanded our





snacking offerings to include traditional foods such as balut, penoy, and green mango with bagoong. We increased investment in equipment as we rolled out our soft serve ice cream and coffee programs to more stores. To get customers into our stores and see the new offerings, we adapted Taiwan's practice of using outside vending promotions - increasing penetration in traditional trade areas continues to be one of our more significant opportunities to increase sales per store.

After testing a new layout from Taiwan that maximized both shelf space and seating capacity, we rolled it out to 400 stores, laying the foundation for an updated store design which we began testing this year.

We continued efforts in years prior to add value to our vendors' brand building efforts, using our POS and our 480,000-strong social network fan base for innovative promotions that increase sales and create excitement for our customers. This is reflected in our strong marketing income numbers, a trend we expect to continue as we invest further in our infrastructure. We rolled out our new POS system throughout 2011, and expect to begin reaping the benefits in 2012 of its advanced promotional capability, store-customizable assortment, and real-time inventory.

As our quarterly filings show, our efforts began improving sales and net income as the year progressed - from 26% behind 2010 in the 1<sup>st</sup> quarter, to a 2<sup>nd</sup> quarter 1% better than the previous year, then a 3<sup>rd</sup> quarter 20% better that brought us slightly ahead on a year-to-date basis, and finally to a 4<sup>th</sup> quarter (helped by timing effects on marketing income and an improving economy) that was 78% better and allowed us to end the year 29% up.

System-wide sales, which measure sales of all corporate and franchise operated stores, breached the 10B mark for the first time and grew by 17% in 2011 to PhP10.7B. EBITDA increased by 31% to PhP683M, and net income rose to PhP356M from PhP277M in 2010. The share price advanced 72% during the year, closing 2011 at PhP25.90.

Although 29% net income growth represents a slowdown compared to the 78% average growth of the 5 years prior, we remain satisfied with our results, which compare favorably to those of our listed peers in the consumer sector. We believe that our efforts enabled us to outperform sluggish GDP growth of 3.6%, cooler temperatures, and more rainfall in 2011, and that digging deep as we did prepares us for better years ahead (although expecting a return to growth in the high double digits would be unrealistic given our increasingly high base).

As we move forward to an exciting and historic chapter in 2012, we would like to thank our stakeholders and acknowledge their support in 2011: our majority shareholder President Chain Store Corporation, for its guidance and valued-counsel; our franchisees, for their faith in our brand and business model; our supplier-partners, for their continued collaboration with us in serving our shared customers; our employees, for their unwavering loyalty and commitment; our shareholders, for their continuing votes of confidence in our potential; and of course our customers, for their continued patronage and tacit affirmation of our mission to make daily life easier by providing modern convenience.

Yours faithfully,



Jose Victor Paterno

# Corporate Governance

The Company believes that corporate governance is a necessary component of what constitutes sound, strategic business management and will undertake every effort necessary to create awareness within the organization. It believes that the reward of good governance is the continued improvement of company operations and the sustained increase in value for all its stakeholders.

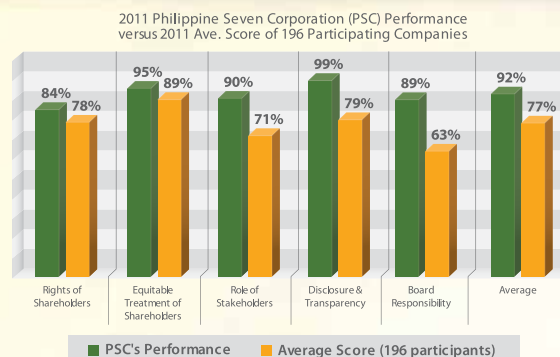
## Governance Compliance and Performance

Philippine Seven Corporation (PSC) participates in the Corporate Governance Scorecard Assessment conducted every year by the Securities and Exchange Commission (SEC) in collaboration with the Philippine Stock Exchange, Inc. (PSE) and the Institute of Corporate Directors (ICD). The ICD looks at the CG Scorecard initiative as a tool that Publicly Listed Companies can use to determine the degree of their corporate governance practices relative to the practices of others in their own economies, in the region, as well as globally-regarded good practices. Since 2007, PSC's performance has improved and for 2011, it has surpassed the average performance of the 196 participating companies in the ICD Scorecard. Thus, ICD recognized PSC as a "Silver Awardee" in the 2011 Corporate Governance Scorecard. PSC obtained the highest score in the Disclosure and Transparency Category, which focuses on the company's efforts to accurately disclose all material matters regarding the corporation in a timely manner. PSC consistently complied with all the disclosure requirements of SEC and PSE and such reports were also posted in its website to make the information available to shareholders.

## Corporate Governance Manual

PSC's Manual on Corporate Governance was approved and adopted on August 2002. This was further amended pursuant to SEC Memorandum Circular No. 6, Series of 2009 and the revised Manual was approved on July 29, 2010.

PSC upholds the policies set in the Manual as to the qualification of the members of the Board of Directors and the election of Independent Directors. The Board is composed of 11 members, including the 2 independent directors. This complies with SRC requiring at least 2 independent directors or 20% of the members of the Board, whichever is lesser. It also established the Board Committees for Audit, Compensation and Nomination & Governance in accordance with the composition requirements for each of the Committees to pursue the functions mandated in the Manual.



Source: The 2011 ICD Corporate Governance Scorecard Results for Publicly-Listed Companies (in collaboration with SEC/PSE)

## Board of Directors

The Board of Directors are primarily responsible for the governance of the Corporation corollary to setting the policies for the accomplishment of the corporate objectives.

## Executive Committee

The Executive Committee shall have at least five members designated by the Board, majority of whom are members of the Board including the Chairman and the President. The Chairman is the presiding officer of the Executive Committee (PSC By-laws).

The Executive Committee exercises during intervals between Board meetings, all the powers and functions vested in the Board, as well as act on specific matters as may be delegated to it by the Board, except with respect

to: (1) the approval of any action for which shareholders' approval is also required; (2) the filing of vacancies in the Board; (3) the amendment or repeal of any resolution of the Board which by its express terms is not so amenable or repealable. All matters passed and acted upon by the Executive Committee in the exercise of its powers and functions as provided herein, have the same force and effect for all intents and purposes, as if passed by the Board itself.

### **Audit Committee**

The Audit Committee shall have at least three directors, one of whom is an independent director, who shall preferably have accounting and finance background or audit experience. The chair of the Audit Committee is an independent director. The functions of the committee among others, is to assist the Board in the performance of its oversight responsibility for the financial reporting process, system of internal control, audit process, and monitoring of compliance with applicable laws, rules and regulations; provide oversight over Management's activities in managing credit, market, liquidity, operational, legal and other risks of the Corporation; and perform oversight functions over the corporation's internal and external auditors.

### **Compensation Committee**

The Compensation Committee shall have at least three members, including one independent director. Its main function is to establish formal and transparent procedure for developing a policy on remuneration of directors and officers to ensure that their compensation is consistent with the Corporation's culture, strategy and the business environment in which it operates.

### **Nomination and Governance Committee**

Nomination Committee is composed of at least three members, including one independent director. It functions to review and evaluate the qualifications of all persons nominated to the Board that require Board approval and to assess the effectiveness of the Board's processes and procedures in the election or replacement of directors.

### **Disclosure and Reportorial Requirements**

PSC has consistently complied with the disclosure and reportorial requirements of both SEC and PSE, which included the following:

- Compliance Officer submits certification of PSC's compliance with its Manual of Corporate Governance and leading practices and principles on good corporate governance; and the attendance at board meetings by the directors.
- Submits annual Corporate Governance Disclosure Survey to PSE and participates in ICD Corporate Governance Scorecard.
- Certification and submission of regular periodic reports involving financial statements, disclosure of material information and events.
- Disclosure requirements on changes in beneficial ownership of securities under the Securities Regulation Code (SRC), and the reporting of trading transactions of directors and concerned officers of the Company by the Compliance Officer.
- Clarifications on news articles referred to or as requested by PSE.
- Compliance with the Minimum Public Float pursuant to PSE Memorandum.

### **Policies**

PSC's corporate governance principles are also communicated in its policies.

- Manual on Corporate Governance - approved and adopted on August 2002, and amended on July 29, 2010.
- Internal Audit Charter - approved and adopted on November 6, 2008 and amended last February 11, 2011.
- Code of Conduct and Business Ethics - adopted on August 24, 2009.
- Policy on Related Party Transactions - approved on November 1, 2004.
- Policy on Conflict of Interest - approved on August 1, 2011.

The Corporation shall continue to improve its evaluation framework to measure adherence to its Manual of Corporate Governance and to promote and strengthen the culture of good governance and responsible management practices within the organization.

# Board of Directors and Corporate Officers



**Chin-Yen Kao**  
HONORARY CHAIRMAN



**Vicente T. Paterno**  
CHAIRMAN OF THE BOARD



**Yen-Sen Yang**  
VICE CHAIRMAN & DIRECTOR



**Jose Victor P. Paterno**  
PRESIDENT & DIRECTOR



**Chung-Jen Shu**  
DIRECTOR



**Chien-Nan Hsieh**  
DIRECTOR



**Wen-Chi Wu**  
DIRECTOR



**Nan-Bey Lai**  
DIRECTOR



**Diana P. Aguilar**  
DIRECTOR



**Jorge L. Araneta**  
DIRECTOR



**Michael B. Zalamea**  
INDEPENDENT DIRECTOR



**Antonio Jose U. Periquet, Jr.**  
INDEPENDENT DIRECTOR



**Yu-Hsiu Tsai\***  
TREASURER/VP FOR FINANCE & ADMINISTRATION  
*\*Resigned as of February 10, 2012*



**Evelyn S. Enriquez**  
CORPORATE SECRETARY

# Management Team



L-R, Top: Lawrence M. de Leon, Eduardo P. Bataclan, Violeta B. Apolinario, Francis S. Medina, Armi A. Cagasan, Jose C. Ang Jr.  
L-R, Bottom: Evelyn S. Enriquez, Steve Chen, Richard Lee, Jose Victor P. Paterno, Robert Tseng, Liwayway T. Fernandez, Jason G. Ngo

## Management Team

**Jose Victor P. Paterno**  
President & CEO

**Yu-Hsiu Tsai<sup>1</sup>**  
Treasurer and CFO  
Vice President for Finance & Administration

**Evelyn S. Enriquez**  
Corporate Secretary  
Legal & Corporate Services Division Manager

**Michael C. Chuaunsu<sup>2</sup>**  
Marketing Director

**Ying-Jung Lee<sup>3</sup>**  
Operations Director & Marketing Director

**Ping-Hung Chen<sup>4</sup>**  
Chief Finance Officer

**Lawrence M. De Leon**  
Finance & Accounting Services Division Manager

**Liwayway T. Fernandez**  
Operations Division Manager

**Francis S. Medina**  
Business Development Division Manager

**Jose Ang, Jr.**  
General Merchandise Division Manager

**Armi A. Cagasan**  
Strategic Merchandise Division Manager

**Eduardo P. Bataclan**  
Procurement Division Manager

**Violeta B. Apolinario**  
Human Resources & Administration  
Division Manager

**Jason Jan Ngo**  
Management Information Division Manager

**Chao-Shun Tseng<sup>5</sup>**  
Corporate Planning Head

## Executive Committee

**Vicente T. Paterno**  
Chairman of the Board and Executive Committee

**Jose Victor P. Paterno**  
Member and President

**Antonio Jose U. Periquet, Jr.**  
Member and Independent Director

**Diana P. Aguilar**  
Member and Director

**Yu-Hsiu Tsai<sup>1</sup>**  
Member and Treasurer and Vice President

**Ying-Jung Lee**  
Member and Marketing Director Concurrent Operations  
Director

## Audit Committee

**Antonio Jose U. Periquet, Jr.**  
Chairman and Independent Director

**Jose Victor P. Paterno**  
Member and President

**Diana P. Aguilar**  
Member and Director

## Compensation Committee

**Yen-Sen Yang**  
Chairman and Vice-Chairman of the Board

**Jose Victor P. Paterno**  
Member and President

**Michael B. Zalamea**  
Member and Independent Director

**Yu-Hsiu Tsai<sup>1</sup>**  
Non-voting member / Treasurer

**Ying-Jung Lee**  
Non-voting member  
Marketing Director Concurrent Operations Director

## Nomination & Governance Committee

**Vicente T. Paterno**  
Chairman of the Board and the Committee

**Michael B. Zalamea**  
Member and Independent Director

**Diana P. Aguilar**  
Member and Director

**Evelyn S. Enriquez**  
Non-voting member and Corporate Secretary

<sup>1</sup> Resigned as of February 10, 2012

<sup>3</sup> Appointed Marketing Director Concurrent Operations Director on April 17, 2012

<sup>5</sup> Assumed office on April 17, 2012

<sup>2</sup> Resigned as of April 17, 2012

<sup>4</sup> Assumed office on Feb. 11, 2012

# Financial Statements

## PHILIPPINE SEVEN CORPORATION AND SUBSIDIARIES CONSOLIDATED BALANCE SHEETS

	December 31	
	2011	2010
<b>ASSETS</b>		
<b>Current Assets</b>		
Cash and cash equivalents (Note 4)	P394,696,749	P358,729,534
Short-term investment (Note 4)	10,409,907	10,141,555
Receivables (Note 5)	239,289,287	158,342,635
Inventories (Note 6)	519,258,936	402,419,577
Prepayments and other current assets (Note 7)	161,522,138	139,607,097
<b>Total Current Assets</b>	<b>1,325,177,017</b>	<b>1,069,240,398</b>
<b>Noncurrent Assets</b>		
Property and equipment (Note 8)	1,946,032,976	1,607,296,761
Deposits (Note 9)	215,964,826	181,196,390
Deferred income tax assets - net (Note 27)	40,662,817	40,827,991
Goodwill and other noncurrent assets (Note 10)	206,461,345	194,611,819
<b>Total Noncurrent Assets</b>	<b>2,409,121,964</b>	<b>2,023,932,961</b>
<b>TOTAL ASSETS</b>	<b>P3,734,298,981</b>	<b>P3,093,173,359</b>
<b>LIABILITIES AND EQUITY</b>		
<b>Current Liabilities</b>		
Bank loans (Note 11)	P374,666,667	P320,000,000
Accounts payable and accrued expenses (Note 12)	1,243,937,457	1,078,339,407
Income tax payable	73,922,196	45,289,647
Other current liabilities (Notes 13 and 25)	298,435,516	265,799,298
<b>Total Current Liabilities</b>	<b>1,990,961,836</b>	<b>1,709,428,352</b>
<b>Noncurrent Liabilities</b>		
Deposits payable (Note 14)	171,457,833	142,862,137
Net retirement obligations (Note 24)	65,192,720	57,453,582
Cumulative redeemable preferred shares (Note 15)	6,000,000	6,000,000
Deferred revenue - net of current portion (Note 16)	4,057,482	7,000,300
<b>Total Noncurrent Liabilities</b>	<b>246,708,035</b>	<b>213,316,019</b>
<b>Total Liabilities</b>	<b>2,237,669,871</b>	<b>1,922,744,371</b>
<b>Equity</b>		
Capital stock (Note 17) - P1 par value		
Authorized - 400,000,000 shares		
Issued - 347,329,216 and 302,114,918 shares as of December 31, 2011 and 2010, respectively [held by 666 and 684 equity holders in 2011 and 2010, respectively (Note 1)]	347,329,216	302,114,918
Additional paid-in capital	293,525,037	293,525,037
Retained earnings (Note 17)	855,468,208	574,482,384
Revaluation increment on land [net of deferred income tax liability (Notes 8 and 27)]	3,229,895	3,229,895
	<b>1,499,552,356</b>	<b>1,173,352,234</b>
Cost of 686,250 shares held in treasury	(2,923,246)	(2,923,246)
<b>Total Equity</b>	<b>1,496,629,110</b>	<b>1,170,428,988</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>P3,734,298,981</b>	<b>P3,093,173,359</b>

See accompanying Notes to Consolidated Financial Statements.

# Financial Statements

## PHILIPPINE SEVEN CORPORATION AND SUBSIDIARIES CONSOLIDATED STATEMENTS OF COMPREHENSIVE INCOME

	Years Ended December 31		
	2011	2010	2009
<b>REVENUES</b>			
Revenue from merchandise sales	<b>P9,435,604,073</b>	P7,612,243,056	P6,033,322,488
Franchise revenue (Note 32)	<b>534,025,712</b>	442,822,680	303,815,142
Marketing income (Note 20)	<b>486,823,340</b>	344,241,651	237,618,931
Rental income (Note 26)	<b>44,143,593</b>	37,361,844	52,265,323
Commission income (Note 32)	<b>37,236,539</b>	29,271,506	22,130,513
Interest income (Notes 4, 9, 22 and 26)	<b>5,864,713</b>	5,355,769	4,839,945
Other income (Notes 5, 26 and 32)	<b>99,300,756</b>	72,802,078	34,569,831
	<b>10,642,998,726</b>	8,544,098,584	6,688,562,173
<b>EXPENSES</b>			
Cost of merchandise sales (Note 18)	<b>7,091,496,699</b>	5,585,270,478	4,371,715,990
General and administrative expenses (Note 19)	<b>3,012,177,978</b>	2,531,390,104	2,050,959,329
Interest expense (Notes 11, 15 and 21)	<b>16,024,647</b>	16,398,169	26,482,817
Loss from typhoon (Note 8)	<b>-</b>	-	3,285,171
Other expenses	<b>4,806,251</b>	5,403,913	5,287,817
	<b>10,124,505,575</b>	8,138,462,664	6,457,731,124
<b>INCOME BEFORE INCOME TAX</b>	<b>518,493,151</b>	405,635,920	230,831,049
<b>PROVISION FOR INCOME TAX (Note 27)</b>	<b>162,150,162</b>	128,755,672	75,040,398
<b>NET INCOME</b>	<b>356,342,989</b>	276,880,248	155,790,651
<b>OTHER COMPREHENSIVE INCOME</b>	<b>-</b>	-	-
<b>TOTAL COMPREHENSIVE INCOME</b>	<b>₱356,342,989</b>	₱276,880,248	₱155,790,651
<b>BASIC/DILUTED EARNINGS</b>			
<b>PER SHARE (Note 28)</b>	<b>₱1.03</b>	₱0.80	₱0.45

See accompanying Notes to Consolidated Financial Statements.

# PHILIPPINE SEVEN CORPORATION HUMBLE BEGINNINGS, HARD TIMES

PSC was incorporated on November 23, 1982 and 20 days later, signed its 7-Eleven area license. So PSC is 30 years old this year. A thirtieth birthday, if you will, is an appropriate time to look back as we also look forward.

PSC's time of beginning was a wrong time to start a business, though no one could have known that beforehand. The assassination of Benigno Aquino, Jr., father of today's president, took place at the Manila International Airport in August 1983, nine months after our incorporation.

The tragic event created turmoil and chaos reigned in the economy; bank loan rates reached 40%; inflation

rose to 60% in the next two years. But there was no turning back for the PSC Board; it had already committed investments past the point of no return. A team of five managers had been sent to the US for training, store sites had been

contracted, and small down payments made on license fees to US Seven Eleven. There was no other decision than to proceed full speed ahead, damn the torpedoes that may come our way.

The company opened its first two stores in 1984. The three partners elected one of them, Vicente Paterno, to be the Chairman and Managing Director. But in June 1984 the Managing Director,



Photo release as of February 4, 1988 of PSC's public offering despite the challenges that lay ahead for the company.



## Bolstering 7-Eleven franchise here

# Taiwan firm buys PSC control

By EDU H. LOPEZ

Taiwan's President Chain Store Corporation has acquired a controlling 50.4 percent stake in the Philippine Seven Corporation (PSC) owned by the group of former Senator Vicente Paterno for P956 million in what appears to be first entry by a foreign group into the local retail industry after the passage of the Retail Trade Liberalization Law.

The acquisition price is P8.30 per share, higher than PSC's market price of P5 per share and the IPO price of P4.40.

President Chain Store, the licensee of 7-Eleven in Taiwan would eventually take a majority control on PSC with six directors over 5 PSC directors in the 11-man board once the tender offer managed by Jardine Fleming Exchange Capital Group is completed.

The deal was signed by C.Y. Kao, chairman of the President Chain Store Corp. and PSC chairman Paterno yesterday. Paterno was retained as chair-



**TAIWAN FIRM TAKES CONTROL OF PSC.** Philippine Seven Corporation chairman Vicente T. Paterno (left) exchanges document with President Chain Store Corporation of Taiwan chairman C.Y. Kao on the latter's purchase of a controlling 50.4 percent equity in PSC, the local franchisee of the 7-Eleven chain of convenience stores. (Photo by Ramon I. Samson)

Seven.

President Chain, which runs nearly 2,500 7-Eleven stores in Taiwan, will acquire some

joining of forces to grow and expand the convenience store market in this country," Paterno said.

dent Group, said it expected to raise the number of chain stores in the Philippines to 500 by 2005 within the next three to five years from 150 at present.

"We hope in three to five years' time there will be an expansion of 500 stores in the Philippines. We hope to discuss with (Philippine Seven chairman) Mr. Paterno how to (re)invest the profits (from the new stores) in the Philippine economy," President Chain chairman Chin-Yun Kao said in a news briefing.

Each of the stores are estimated to cost P4 million to P5 million, Philippine Seven chairman Vicente Paterno said. This year the company plans to set up 10 new 7-Eleven outlets, mostly in Manila, he said.

Paterno has urged all PSC shareholders to accept the offer and give a serious consideration. "The offer price gives full appreciation to PSC's position in the Philippine convenient store market and its growth po-

PSC becomes the 1st retailer in the Philippines to receive foreign investment after RA 8762 was passed. This paves the way for PSC's plans for innovation that it had sought out.

Frankie Sibal, a partner who had been sent to the US for training, decided to leave the country. Jorge Araneta bought him out and replaced Sibal's million pesos of investment. In 1986, President Corazon Aquino recruited Paterno into her cabinet, and in the next year nominated him for election to the Senate. Jose Pardo took over as company President until Paterno returned in 1992.

PSC operated on a shoestring budget, maximizing sales turnover of its purchases so it could take full advantage of suppliers' credit. A major supplier encouraged PSC with a soft loan which enabled it to add stores even as it was suffering losses. The company's losses ended in 1989 after the 9th store was put in operation, and it was able, soon after, to repay the soft loan.

To raise capital for increased operations, a real estate company was established with Philamlife Insurance to own all store sites which the operations company leased. Soon after PSC had registered a profit, the partners also invited personal friends as new investors. Increased capital and strong support of depository banks enabled the company thereafter to pursue an aggressive program

of store expansion. In mid-1992, Paterno completed his duties with the government and returned as Managing Director. He intensified the store expansion program initiated by Mr. Pardo.

By 1997, the company had established over 100 convenience stores, and decided to launch its Initial Public Offering. Its store expansion was aggressively financed with peso bank loans; it had become advisable to repay most of the loans with new equity capital. Although stock market sentiment was clouded at the time by the ongoing Asian financial crisis, the company had no existing debts in foreign exchange unlike many others. The IPO would present to the Philippine investing public a successful retail brand with more than a hundred stores in operation, and was realizing annual profits in excess of one million US dollars.

The offering was designed as a mix of common shares in pesos available only to Filipino citizens, and of bonds available to foreign capital, with warrants convertible to common shares when foreign investments are allowed in the retail business. The IPO pushed through on February 4,



The very 1st 7-Eleven store opens in the Philippines on the corner of EDSA and Kamias Street, Kamuning, Quezon City on February 24, 1984.

1998, braving the Asian financial crisis and in spite of a skeptical press (see PSE photo – “Braveheart or Foolhardy”). It employed a newly created financial instrument which enabled the issue of common shares for Filipino citizens, and to non-Filipinos of bonds together with warrants which could be used to acquire common shares when Philippine laws allowed. All common shares on offer at PhP4.40 were bought by Filipinos; foreign shareholders acquired PSC bonds and warrants. The IPO raised enough funds to repay the company’s borrowings for store expansion.

Its IPO introduced PSC to the investor public, strengthening PSC’s public image, 16 years after incorporation, and 14 years after the first store opened. Its status as the first Philippine retailer to become a public company enhanced its position in the retail business. Only two years later, RA 8762 was approved in March 2000 to allow foreign investment in retailing. That same year, PSC became the first retailer to receive foreign investment.

Resolution of PSC’s capital problem enabled it to undertake long term efforts for strengthening the company’s capabilities. Its participation in 7-Eleven regional forums had revealed the need to update company infrastructure and systems, consonant with rapid changes in technology of the C-store industry. In the mid-1990’s, PSC had employed individual consultants with experience managing C-stores in other parts of the world. However, this did not satisfactorily answer the company’s felt needs for innovation. In late 1999, Managing Director Paterno sought Board permission to explore the possibility of

acquiring new management.

Paterno visited Mr. C.J. Hsu, president of President Chain Store Company (PCSC) of Taiwan, the world’s third largest C-store chain, to explain PSC’s need and invite PCSC’s guidance and investment of up to 30%.



In 1989, Susana Paterno Africa opens PSC’s 3rd warehouse located in Quiapo, Manila. Then known as Supplier Distribution Division (SDD), it is the predecessor of Convenience Distribution Inc. (CDI), the company’s centralized warehouse and distribution system.



The year 1997 sees the opening of PSC headquarters at the 7th and 11th Floors at The Columbia Tower, Ortigas. Celebrating this milestone (from left to right) are Jose Victor Paterno, Socorro Paterno, Marilyn Pardo and Jose T. Pardo.

Three months later, PCSC informed its acceptance of the invitation, provided it would gain majority ownership of PSC. The PSC Board agreed; PCSC could acquire its 50.4% of PSC shares from existing PSC shareholders, since PSC's equity capital requirements were met by the recent IPO. Founding shareholders Paterno, Asian Holdings and Progressive Development Corp., owning over 35% of the company did not divest, so PCSC acquisition was effected through purchase of approximately 68% pro-rata of the shares of non-founding shareholders. The tender offer was completed in November 2000.

A new PSC President was installed by PCSC at year-end, and transfer of technology and management systems into PSC began. PCSC sent its experts; PSC technicians and managers were sent to Taiwan. All fields of activity were covered – store operations, accounting and audit, warehouse, inventory controls, food technology, training, IT programs. PSC had experimented with franchising a few stores in 1998-1999 but decided to wait until its infrastructure, systems, and store management were robust enough to train, monitor and supervise franchisees to operate stores to the same standard as corporate C-stores. The company decided it had achieved that capability in 2004.

## The History of PSC at a Glance

<b>1982</b>	Philippine Seven Corporation (PSC) is established and signs its master license to operate 7-Eleven stores in the country.
<b>1984</b>	The first 7-Eleven store opens at the corner of EDSA and Kamias, Quezon City.
<b>1989</b>	This year marks the first year PSC turns a profit with a total of 9 stores in operation.
<b>1998</b>	PSC, now with over 100 stores, launches its Initial Public Offering, with shares offered at P4.40.
<b>1998</b>	Convenience Distribution Inc. (CDI), PSC's wholly owned subsidiary, is opened to provide centralized warehouse and distribution systems to service its 7-Eleven stores.
<b>2000</b>	President Chain Store Corp. (PCSC) purchases 50.4% of PSC's common shares at PhP8.30 per share, which helped strengthen the company and enabled it to pursue its store expansion plans.
<b>2001</b>	PCSC appoints Yen Sen Yang as PSC President.
<b>2005</b>	PCSC appoints Jose Victor Paterno as President and CEO of PSC.
<b>2005</b>	PSC launches full scale franchising and ends the year with 85 franchise stores out of over 200 stores.
<b>2007</b>	PSC's Board of Directors establishes PhilSeven Foundation Inc., the company's CSR arm.
<b>2010</b>	The 500th store opens at EDSA corner Quezon Ave., Quezon City.
<b>2012</b>	PSC opens its 711th store in the country.

# ACHIEVING GROWTH

At the end of 2004, parent company PCSC decided to appoint a Filipino president for Philippine Seven. The transfer from PCSC of C-store technology, installation of new systems, and improvement of infrastructure was well on the way. Victor Paterno was appointed to develop the software of C-store management and thereby grow the company. He had previously built up CDI, the logistics arm and then became PSC Vice President for Operations. He took command as company President in January 2005.

Among his first tasks was to launch full scale franchising by the company with the organization of Business Development Division (BDD). This division receives the full support of all company departments to extend the same assistance to franchisees as they would to managers of corporate stores. These support services are rendered to franchisees from Human Resources (particularly Training), Operations, Accounting, and Merchandising.

The appetizing new food service offerings of 7-Eleven are guaranteed to be fresh and safe. Among these are Filipino favorites like green mango with *bagoong*, hardboiled eggs and *balut*, as well as healthy alternatives such as premium salads.

The Franchising program has been very successful by any measure. By the end of its first year in 2005, 85 stores had become franchisee-operated. Currently, some 65% of all the 689 C-stores are franchised; the rest or 35% are corporate stores. For 2005, the first year of serious franchising by the company, PSC was already a finalist in the Master Franchise Awards of the Philippine Franchise Association (PFA). From 2006 onward, our company won the top awards in both PFA and Entrepreneur Philippines competitions for Franchise Excellence. To make room for other competitors for the awards, PSC was installed in the Hall of Fame of both associations in 2008.

BDD is also responsible for acquiring new store sites and maintaining harmonious working relationships with the landlords. The choice of new store sites is systematized

by the establishment of Market Development Process (MDP) used for selection of successful sites. On this important venture, BDD received the valued advice of Seven Eleven International. Application of the parameters enables BDD to do advance planning of an area for the acquisition of viable store sites, which saves valuable time and effort on PSC's entry into the new marketing area. This knowledge is of great value for example in PSC's ongoing sally into Cebu as a *de novo* market for 7-Eleven stores. It will allow the inauguration of multiple stores in one day of grand openings in this first location of PSC in the Visayas.

Revenues from food service have become an increasingly large contributor to sales revenues. Management has been giving increasing attention to widening the variety of food service offerings. New foodservice lines were developed in the continuing effort to provide our customers more convenient alternatives to quick service restaurants, with better quality than food stalls. For example, the rollout of offerings of fried chicken and soft serve ice cream found favor with diners two years ago, and are now being provided in an increasing number of stores.

Over the years, Management has developed food service into an important, growing business for our convenience stores. We continually venture into new food lines and grow those which catch the favorable attention of diners. Recently, customers have been exposed to quick, native



7-Eleven combines convenience with ambience as it debuts the new look of its stores. Warm tones, wider spaces and a friendly yet modern atmosphere greet customers for a more enjoyable shopping experience.



Convenience Distribution Inc. (CDI), is PSC's warehouse located in Maybunga, Pasig. CDI provides storage and distribution services for 7-Eleven stores from La Union in the North, to Bicol in the South. On the right, the day's orders are arranged and ready to be shipped to their respective stores.



snacks like hard boiled eggs and balut. At the same time, the company experimented with a fresh green salad offering which requires close control of storage temperatures to maintain its crispness. Food lines such as hot rice meals, sandwiches, and pasta continue to be grown with new innovations. Promotions of mature food lines such as Big Bite® hotdogs, siopao, Slurpee® and Gulp® continue to maintain their contribution to food revenues.

Food service innovations are taking place not only in food offerings, but also on the improvements of their physical venue in the 7-Eleven store. Plans for layout and improvement of store look are in process. One result will be to improve store space utilization so that the same assortment of merchandise items would leave more area available for seats and tables to accommodate diners. Such changes will take place gradually, and probably be completed over a five-year period.

While food service is receiving much Management attention, PSC does not intend it to be the major feature of our stores. We intend to remain convenience stores, open 24 hours for the needs of our customers. Some of those customers will depend on us for food at those hours of the night when we are the only establishments available to serve them. Other customers will depend on our stores for daily needs which they are too busy to buy from regular channels during their work day. And others will visit our stores for a quick purchase of one need or the other during their work day.

The company has over 700 stores at present. Each store places its order for delivery of hundreds of assorted items of

merchandise everyday. These orders could not be received and sorted by our warehouse except by computer, which every 7-Eleven store uses. The store computer also receives the inputs of the sales of every merchandise item to our customers and transmits those data everyday to store accounting in the head office. The transmission, compilation and utilization of all this information from every store to both the warehouse (for orders) and to stores' accounting (for merchandise sales) would not be possible except via the company's information system which links the stores to the warehouse and to Stores Accounting.

Besides these basic functions of the company's computer system, Information Technology has been



PSC's custom-built convenience retailing IT platform supports the day-to-day operations of over 700 stores. Daily sales, store orders, cash reports and inventory reports flow through the company's data center.

used to advantage in automating store functions, such as taking inventory of shelf merchandise, ordering and periodic audits. The store cash register screen also serves as a counter display for selected merchandise, and in this manner, generates advertising income. There are several other innovations on the way for use of the store computer to earn income besides its

use for store operations, but these uses must remain proprietary, for C-store computers are not often used in this manner.

Information and Communications Technology are critical to the extension of our sales area. In this respect, we are indebted to the cell phone which has created channels of communication not available before the year 2000. The company could not have ventured so far from Metropolitan Manila before then, because of the limitations on land lines. That limitation has been lifted for the convenience store, so that now we can aspire to a continuing presence in Visayas and Mindanao in the near future.

# SUCCESS ROOTED IN VALUES

At this point, we are reminded that Philippine Seven Corporation was created 30 years ago, and its life is limited to 20 more years, unless and until its shareholders request before then to be granted a new lease on corporate life by the Philippine government.

What shall this corporation face and strive for in these coming 20 more years of its life?

Our first and long standing logo was **“The neighbor you can trust.”** To our first customers decades ago, that meant they could return or exchange goods they bought from our store by just presenting the receipt. Most retailers at the time had a “no return, no exchange” policy. To employees, it meant they could rely on what we promised them.

To the barangay of the store, it meant our respect and cooperation. The manager of a new 7-Eleven store was required to make a courtesy call on the Barangay Captain. Council members are invited to the store's inauguration. Barangays liked the bright lights inside and outside our store. Lighting drove away drug addicts at formerly dark street corners. It made the store a safe haven for young women alighting from commute vehicles to walk home.

Suppliers liked that our stores actually distributed their promo items to customers, unlike others who diverted them for sale, and our sharing with them our marketing program for the coming year.

**TRUST** remains the company's watchword and continuing pledge.

Trust is a two way street. Our small stores were among the first to allow customers to freely pick their buys and pay for them at an open sales counter. Only few customers attempt to betray the store's trust. We have proved

time and again that most customers reciprocate honesty. The store's security guard looks out for professional pickpockets but his primary duty is to guard the store and its customers. We believe complicated rules and procedures, devised with the presumption customers cheat if they can, will only penalize and antagonize the honest majority.

We foster a relationship of honesty and mutual trust with employees in an atmosphere of caring for each other. Trustworthiness, integrity, caring for employees, fairness and mutual respect for each other, laid a solid foundation for our company's growth and progress.

The sterling performance of a convenience store company requires a fully reliable support system, and robust infrastructure, to be built on that foundation. We have been able to build that internal support system for the stores in Luzon. That same support system will sustain our stores everywhere we operate.

**RELIABILITY** must be built into every activity supporting operations. Any little glitch in the system is magnified many times over. Thus, reliability must be a key attribute of our system and a key value of the people that run it, to underpin the customers' reliance on our stores' dependability, not just 24/7 but 24/7/365 or 366.

Everyday, we rely deeply on the flow of information and goods. But in a crunch, during natural calamities when external infrastructure temporarily fails, we must fall back on our people to carry on. To the extent humanly possible, all stores must serve customers during a calamity. We must never renege on customers' reliance on our stores, particularly when they have nowhere else to turn.

As we expand with more stores, building them near offices,

call centers, schools, transit hubs, and residential areas, all the way from northernmost Luzon to islands of the south, we shall be operating stores that Management rarely sees, and serve an increasingly diverse range of customer groups we have not served before.

To give every store's customers what they want, within the limited space, we have to empower the employees closest to the customer, the store operator, to tailor his environment to his customers' needs. Every store has a hand in selection of the products it carries and of its layout. But head office will then measure how effective were the changes made by the store operator from standard selections and layouts. It is important that the store operator, soon after he brings in new items and gets rid of old ones, adds seating, or moves a candy rack closer to the sales counter, is told whether his changes improved sales or did not. If store sales improved due to the change, he/she is recognized and the changes are disseminated as examples for emulation. If sales did not improve, the store operator must roll things back to where they were before and eventually try something else.

This results-oriented approach is a key value we try to propagate throughout the entire organization, be it in operations, marketing, development and logistics, anywhere in the country, be it Luzon, Visayas or Mindanao. Propagation of this mindset is not easy, for this approach may run counter to prevailing culture. Most Filipinos tend to be more personality-oriented than results-oriented, and to equate being judged wrong with losing face. Results-orientation means regardless of who you are, you admit, as soon as it becomes apparent, that your pet project did not work, abandon it, and learn from the experience even as you craft a new approach.

We tell everyone, it is OK to make mistakes, as long as you do not allow the mistakes to grow too big, and as long as you do not make the same mistakes again.

If we could get most members of our organization to be this results-oriented, we would tap a critical source of competitive advantage – an organization that continually adapts to changing environments, making full use of its information, scale and talent.

As the company grows larger, it inevitably becomes physically more removed from the customer. The Board and Management must never forget to keep the customer in mind. Every new employee, regardless of function, must spend his first week on the job in a store, interacting with customers, learning the ropes. Everyone in head office is encouraged to visit

stores to see for themselves how particular projects or decisions have affected customers and the store people who serve them.

No visiting executive from head office should consider it below his dignity to do the work of a store clerk. When visiting a store, to ask the store manager how his store is doing, to pick up the stray

piece of paper on the floor and deposit it in the trash bin, to arrange shelf displays, to guide a stray customer to the item he is looking for. Maybe even on seeing a dirty floor, to get a mop from the back room, clean the floor and return the mop to the back room.

Wherever the company operates, our stores are the front line, where the rubber meets the road, where the profits are made, where impressions, favorable or unfavorable, about the company are created or changed in the minds of the millions of customers that visit our stores every single week.

At its own risk, Management must never forget that important fact, must never erode the foundation on which this company is built - partnership, mutual respect, integrity, trust.

... Management must never forget that important fact, must never erode the foundation on which this company is built - partnership, mutual respect, integrity, trust.

# Store Directory

Store Number and Name	Address
<b>CALOOCAN (9 stores)</b>	
32 Maypajo **	J.P. Rizal St., cor. Ambini St., Maypajo, Caloocan City
39 MCU *	Edsa cor. Asuncion St., Monumento, Caloocan City
141 Camarin **	Blk 1 Lot 18 & 20 Camarin cor. Susano Rd., Caloocan City
175 Benin **	EDSA cor. Benin St., Caloocan City
242 Mabini **	Mabini cor. 10th Avenue, Caloocan City
490 12th Ave. Big Bobs	Ten Commandments Bldg. 689 Rizal Ave, Grace Park, Caloocan City
645 MCU 3	EDSA cor., Serrano Ave., Caloocan City
698 4th Avenue	4th Ave. cor. P. Sevilla St. Grace Park (West), Caloocan City
719 Deparo 1 *	Deparo Rd., cor. T. Samson Ave., North Caloocan City
<b>LAS PIÑAS (11 stores)</b>	
38 Pilar **	Alabang Zapote Rd., Pilar Rd., Almansa
121 Pulang Lupa **	Quirino Ave., cor. Naga Rd., Pulang Lupa, Las Piñas
122 BF Resort **	Alabang Zapote rd. cor. BF Resort Drive, Pamplona
206 Zapote Junction **	Alabang Zapote Road cor. F. Santos, Las Piñas
252 Talon **	J. Aguilar Ave. cor. Alabang-Zapote Road, Talon, Las Piñas City
308 LP Cityhall **	Alabang-Zapote Rd., F. Ocampo Ave., Pamplona 3, Las Piñas City
340 Manuela	#02-Alabang-Zapote Rd. cor. Real St. Las Piñas City
380 Citadella *	CAA Rd. Corner Citadella Ave. Las Piñas City
706 Aria *	Real St. cor. Aria St. Las Piñas City
780 Pulang Lupa Dos *	B5 Lot 6 Guinto Park Sudv. Naga Road cor., St. Joseph Ave., Pulang Lupa II, Las Piñas City
795 BF Resort 2	Blk. 1 Lot 4 BF Drive BF Resort Village, Las Piñas City
<b>MAKATI (58 stores)</b>	
16 RJ-Makati *	7849 Gen. Luna St. cor. Makati Avenue, Makati City
56 Evangelista **	Pio del Pilar cor. Evangelista, Makati
63 Guadalupe 1 **	EDSA nr. cor. R. Magsaysay, Guadalupe, Makati
90 Bangkal	Evangelista cor. Alejandrino St., Bangkal, Makati
148 JP Rizal	J.P. Rizal cor. Constancia St., Makati City
154 Insular *	P. Burgos St. cor. Gen. Luna St., Makati
156 Guadalupe 2 **	Sgt. Yabut nr. cor. Anastasio St., Guadalupe, Makati
167 Jupiter	Makati Ave., cor. Gil Puyat Ave., Makati
187 Virra *	P. Burgos Ave. cor. Dapo St., Makati City
204 Priscilla	Pasong Tamo Ext.Kayamanan - C, Makati City
213 Parkview *	Valero St. cor. Salcedo Village, Makati City
229 Cityland	LG07 Cityland 10 Tower, Valero cor. Dela Costa St., Salcedo Village, Makati City
232 CBC	115 G/F Corporate Business Center, Paseo de Roxas cor. Pasay Road, Makati City
240 Salcedo	Antel 2000 Bldg., Valero cor. Herrera, Salcedo Village, Makati
258 Herrera **	Y-L Bldg., Herrera St. cor. Salcedo St., Legaspi Village, Makati City
244 Guadalupe 3 *	F. Yabut St., nr. cor. EDSA, Guadalupe Nuevo, Makati City
251 Nobel	G/F, 110 Nobel Plaza, Valero St., Makati City
231 Makati CityHall	9033 Hormiga St., Brgy. Poblacion, Makati City
278 Sagittarius *	G/F Sagittarius Bldg., H.V. Dela Costa St., Salcedo Village, Makati
283 RCBC *	RCBC Bldg. 3rd Flr. RCBC Podium, Ayala Avenue cor. Buendia, Makati City
296 Manansala	Manansala Bldg., Estrella St., Rockwell Center, Makati City
300 Convergys	G/F Convergys, One Ayala Ave., cor. Salcedo St., Makati City
311 PDCP **	G/F PDCP Bank Center, VA Rufino cor. San Agustin, Salcedo Vill., Makati
303 Asian Mansion *	G/F Asian Mansion 2 Dela Rosa St., Legaspi Village, Makati City
307 Madrigal *	G/F Madrigal Building Ayala Avenue, Makati City
302 Ayala FGU **	Ayala Ave., Salcedo Village, Makati City
12 Don Bosco	Don Bosco Road. Cor Chino Roces Ave., Makati City
401 Philcom **	8755 Paseo de Roxas, Makati City
447 Kimston *	2650 Agutaya St. cor. EDSA, Pinagkaisahan, Makati
466 Sterling Centre	G/F Sterling Centre, Ormazza cor. Dela Rosa Sts, Legaspi Village, Makati City
464 Osmak *	Blk 5 Lot 18 Sampaguita cor. Escarlata, Pembo, Makati City
452 Pio del Pilar *	Chino Roces Ave. (Pasong Tamo) cor. Dela Rosa st. Makati City
496 Tordesillas *	108 Tordesillas cor. Gallardo st., Salcedo Village, Makati City
498 SM Cyber One *	Retail Space 4, Buendia Ave., Makati City
513 One Solaris **	Retail 2 G/F One Solaris Bldg, Dela Rosa St., Legaspi Village, Makati City
510 LKG	11th Flr. LKG Tower 6801-6803 Ayala Ave., Makati City
542 Malugay (Caltex) *	Chino Roces Ave. Cor. Malugay and Gil Puyat, Brgy., San Antonio, makati
478 JP Rizal 2	347 JP Rizal Ave. Cor. Pasong Tamo Ave. Makati City
512 PhilAm	9/F Philam Life Building, Paseo De Roxas, Makati City
489 Eco Plaza	Pasong Tamo Extension, Makati city
518 SM Cyber Two *	Unit 7 Sen. Gil Puyat Ave. Cor. Zodiac St., Makati City.
583 Harvard (Caltex) *	EDSA corner Harvard St., Makati City
505 Makati Ave. 2 **	Makati Ave. Cor. Constellation st., Brgy. Bel-air, Makati City
511 PBCOM	7/F Philcom Tower 6801-6803 Ayala Ave, Makati City
585 TRAG	GL 10 The Residences, Arnaiz St., Makati City
572 Herco Center	Herco Center 114 Benavidez St., Legaspi Village Makati City
558 Welding Bldg.	Upper Building, 349 Sen. Gil J. Puyat Ave., Makati City Metro Manila
554 N. Garcia *	158 Jupiter St., Cor. N. Garcia St., Bel Air Village, Makati City
587 Marvin Plaza	Chino Roces cor., Herrera St., Makati City
590 Kingswood	U/GF, Units A27 a,b and c Kingswood Makati City
648 Guadalupe 4	Kimston Plaza Building, P. Burgos St., Guadalupe, Makati City
622 Makati Executive Tower 3	Unit 6 and 7, G/F Makati Executive Tower 3, Sen. Gil J. Puyat Ave., Makati City
674 Zapanta	Santa Rita St., cor., Orense St., Makati City
627 BSA Tower *	G-4 BSA Tower Condominium, No. 108 Legaspi St. Legaspi Village, Makati City
730 Washington	Unit 3, AGS Plaza, Washington St., Brgy. Pio Del Pilar, Makati City
745 Antel Spa *	7829 Makati Avenue cor., Valdez St., Makati City
735 West Rembo	Lot 1 Blk. 76, Brgy. West Rembo, Makati City
760 Comembo *	Comembo Commercial Complex. JP Rizal Extension, Makati City
<b>MALABON (1 store)</b>	
677 Tugatog Malabon	17 M.H. Del Pilar Rd., cor. Purity St., Tugatog Malabon City
<b>MANDALUYONG (16 stores)</b>	
20 Boni-EDSA	Boni Avenue cor., EDSA Mandaluyong City
31 Barangka	Boni Ave., Barangka Drive, Mandaluyong
36 JRC	Shaw Blvd. cor Kalentong St., Mandaluyong City
71 A. Bonifacio **	A. Bonifacio St., cor. Shaw Blvd., Mandaluyong City
144 Rev. Aglipay **	Boni Ave., cor. A.T. Reyes Aglipay, Mandaluyong City
166 Columbia	Columbia Tower, Ortigas Ave., Mandaluyong City
195 RFM **	RFM Corporate Center, Mandaluyong City
271 Starmall	Shaw Blvd. cor. EDSA Mandaluyong
495 Sun Plaza	G/F Sun Plaza Shaw Boulevard, cor Princeton st., Mandaluyong City
504 Paragon Plaza	Upper G/F Paragon Plaza Condominium, EDSA cor. Reliance St., Mandaluyong City
546 Boni-Malamig (Caltex) *	708 Boni Ave., Brgy. Malamig, Boni Mandulong City
576 Boni-EDSA (Caltex) *	EDSA cor., Boni Ave., Mandaluyong
581 DMG Center *	DMG Center, Libertad cor. Calbayog St., Mandaluyong City
588 EDSA Central 2	EDSA Central Shopping Complex, EDSA cor. United, Mandaluyong City
509 Woodlands Pioneer **	G/F Pioneer Woodlands Showroom, EDSA near cor. Pioneer St., Mandaluyong City
751 Emar Suites *	409 Shaw Blvd., Mandaluyong City
<b>MANILA (92 stores)</b>	
4 Nagtahan	Nagtahan Cor. J.P. Laurel, Sta. Mesa Manila
5 U.N. Ave **	900 U.N. Ave., Ermita, Manila
7 Quiapo **	465 Quezon Blvd., Quiapo, Manila
8 Adriatico **	Adriatico cor., P. Faura, Manila
22 Retiro **	Retiro cor. Dimasalang, Manila



# Store Directory

Store Number and Name	Address
24 Paco1	Pedro Gil St., Paco, Manila
33 Dapitan	Maceda cor. Dapitan St., Sampaloc, Manila
45 Gagalangin **	Juan Luna cor., Pampanga St., Gagalangin Tondo, Manila
46 Pandacan	Jesus cor., Labores St., Pandacan, Manila
47 Singalong **	Singalong St., cor., san Andres, Malate Manila
66 MH del Pilar *	A. Flores St., M.H. del Pilar, Ermita, Manila
69 PCU **	Pedro Gil St. cor. L. Guinto St., Malate, Manila
85 Harrison **	F.B. Harrison St. cor. Vito Cruz, Manila
86 Tayuman **	Tayuman St. cor. Rizal Ave., Manila
98 Ylaya	Ylaya St. cor. Lakandula St., Binondo, Manila
101 Blumentritt2 **	Blumentritt St. cor. Isagani St. Sampaloc, Manila
102 Hermosa **	J. Abad Santos Ave., cor. Hermosa St., Tondo, Manila
109 Remedios **	Remedios St. cor. MH del Pilar, Malate, Manila
153 Paco 2 **	Pedro Gil St. cor. Main St., Paco, Manila
155 Onyx *	A. Francisco cor. Onyx and Concha Sts., Sta. Ana, Manila
168 TM Kalaw	Kalaw cor. A. Mabini St., Ermita, Manila
178 Asturias *	Dapitan St. nr. cor. Asturias St., Sampaloc, Manila
184 D.Jose **	Rizal Ave. cor. D. Jose, Sta. Cruz, Manila
205 U.E. Recto	UE, Claro M. Recto Ave., Manila
211 Orosa *	MY Orosa nr. cor. TM. Kalaw, Ermita, Manila
219 P. Campa **	España cor. P. Campa Sampaloc St., Manila
255 Pateros **	Herrera St. cor. Morcilla, Pateros
262 PCU 2 **	Taft Avenue cor. Pedro Gil, Manila
275 FEU **	913-919 Nicanor Reyes cor. Estiro de Alix, Sampaloc, Manila
236 UP Manila	Pedro Gil St. nr. cor. Taft Avenue, Malate, Manila
279 Marina *	A. Mabini St., Malate, Manila
239 Park N Ride **	P. Burgos cor. Dr. Basa St., Ermita, Manila
295 King's Plaza	King's Plaza, Juan Luna cor. Padre Rada St., Tondo, Manila
312 US Embassy *	Roxas Blvd. cor. U.N. Avenue, Ermita, Manila
322 St. Scholastica **	896 Vito Cruz cor. Dominga St., Malate, Manila
329 Dangwa	1300 Laonlaan St. cor. Don Quijote St. Sampaloc Manila
332 Legarda2	Legarda cor. Jhocson St. Sampaloc Manila
336 Padre Faura	P. Faura cor MH del Pilar
331 Letran	Muralla St. cor. Anda St. Intramuros Manila
334 OWWA2 **	749 Victoria St. cor. Solana St. Intramuros Manila
346 Pedro Gil *	1578 A. MABINI CORNER PEDRO GIL ST. ERMITA MANILA
355 Vito Cruz **	Unit 102&103 Cityland Tower One, Vito Cruz, Manila
362 T. Mapua	1512 C.M. Recto Cor. F. Torres & T. Mapua Sta. Cruz Manila
374 Old Sta. Mesa	4456 Valenzuela St. Sta. Mesa Manila
378 Blumentritt 1 *	Rizal Ave. cor. Blumentritt Sta. Cruz, Manila
404 Pacific Regency **	G/F Pacific Regency Bldg. P. Ocampo St. Malate Manila
406 St. Paul *	Pedro Gil St. cor. Ma. Orosa St. Malate, Manila
436 Leveriza	#665 CRI Bldg. President E. Quirino Ave. cor. Leveriza, Malate, Manila
450 PWU **	1807 G/F Nakpil St. cor. L. Guinto St. Malate, Manila
432 Dakota Mansion **	G/F Dakota Mansion. Malvar St., Cor. Adriatico St., Malate, Manila
458 San Marcelino	G/F CMC Bldg. #710 San Marcelino St., Ermita, Manila
492 Times Plaza *	G/F Times Plaza Bldg. Taft Ave. cor. UN Ave., Ermita, Manila
528 BPO San Lazaro (Vertex1) *	Retail 4, Vertex 1 Bldg. Yuseco Cor. Felix Huertas, San Lazaro Racetrack, Sta Cruz, Manila
550 Q. Osmeña (Caltex) *	Quirino Ave. Cor. Osmeña Hi-way, Manila City
529 Port Area *	637 Bonifacio Drive, Port Area, Manila
544 Q. Ermita (Caltex) *	Quirino Ave. Cor. Mabini Ave., Manila
473 VG Cruz *	Ramon Magsaysay Blvd. Cor. Vicente Cruz St. Sampaloc Manila
524 R. Papa *	813 R. Papa and S. H. Loyola St., Sampaloc Manila
594 Victoria de Manila *	Shoppes @ Victoria Space No. 101 G/F Victoria De Manila, Taft Ave., Manila
500 Binondo **	Burke Plaza Sto. Cristo Cor. San Fernando St. Binondo Manila
226 Legarda **	2108 Legarda St., Quiapo, Manila
536 San Andres	G/F Gem Square Bldg., San Andres St. cor. Mabini, Manila
589 Manila Executive Regency *	Unit 5 & 6 Ground Floor, Manila Executive Regency, Jorge Bocobo St., Ermita Manila
630 Mayfair Tower *	Commercial C, G/F Mayfair Tower, UN Ave., cor. Mabini St., Ermita Manila
641 Espana Grand	España cor., Tolentino cor., Eloisa, Metro Manila
623 Hidalgo	Unit 2 & 3, Isabelle de Hidalgo Bldg. St., cor., Cancer St., Quiapo Manila
633 R. Salas 2	Casa Blanca, 1447 M. Adriatico St., Ermita, Manila
625 JP Laurel Malate *	G/F JP Laurel Memorial Bldg., M.H. del Pilar cor. Pedro Gil St., Ermita, Manila
673 Burke Quintin Paredes	Burke House No. 8, Quintin Paredes cor. San Vicente St., Binondo Manila
681 DENR	DENR Bldg., 1515 Roxas Blvd., Manila
618 Angelo King - CSB *	Arellano Ave., Malate Manila
684 Escoda	2116-2117 G/F Guerero Bldg. Leon Guinto St. near cor. Escoda St. Ermita Manila
665 A. Mabini	2116-2117 A. Mabini St., Malate Manila
657 G. Tuazon 2	1850 G. Tuazon St., Sampaloc Manila
664 Tejeron (Esway Residence)	Tejeron St., Sta. Ana Manila
701 Sanrise M.H. Del Pilar *	2164 M. H. del Pilar St., Malate Manila
695 Syquia	2356 Jose Syquia St., cor., M. Rozas St., Sta. Ana Manila
663 Moriones	557 Moriones St., Tondo Manila
676 River City (Lui Building)	2143 Carreon St., Sta. Ana Manila
715 One Archer's Place *	Unit 6, G/F of One Archers Place, Taft Ave., Malate Manila
742 Gastambide *	621-629 Dormitory, Gastambide, Sampaloc Manila
750 Mabini Soldado	G/F 1533 A. Mabini St., cor. Soldado St., Ermita, Manila
765 Zobel Roxas	No. 1289, Zobel Roxas St., Malate Manila
764 NU	M.F. Jhocson St., Sampaloc, Manila
691 Sta. Ana Church *	Lot 32-B-1 Pedro Gil St., Sta. Ana, Manila
741 Earnshaw	Lot 2-B J. Figueras St. cor. Palmera St., Sampaloc, Manila
770 Manila City Hall	Arroceros St., Ermita, Manila
773 Raon	G. Puyat cor., Quezon Blvd., Raon, Quiapo Manila
724 The Manila Residences *	Unit 101-102 and 127-128, The Manila Residences, 2320 Taft Ave., Malate Manila
792 Sta. Monica *	Roxas Boulevard corner Sta. Monica & L.M. Guerrero St., Ermita, Manila
782 Seoail Pritil	1688 Juan Luna St. Brgy. 61, Zone 005, Tondo, Manila
821 City Place Square *	City Place Binondo, Sta. Elena St., Binondo, Manila
<b>MARIKINA (10 stores)</b>	
123 Parang *	G. del Pilar cor., M.L. Quezon, Parang, Marikina
134 Molave Marikina **	Bayan bayan Ave. cor. Molave St., Concepcion, Marikina
257 Shoe Ave **	Shoe Avenue cor. Capt. Venciong, Sta. Elena
256 Marikina Bridge **	E. Rodriguez cor. J.P. Rizal St., Marikina
367 Riverbanks	G/F ICT Bldg. 2, Riverbanks Center, Riverbank Ave., Barangka Marikina City
461 Lamuan-Manotok	JP Rizal cor. Visayas St., Filipinas Village, Malanday, Marikina
668 V. Santos *	16 V. Santos cor. Santos Streets, Sto. Nino, Marikina City
637 Malaya Marikina	JP Rizal St., Malanday, Lamuan, Marikina City
716 Tumana Marikina *	Farmers Ave., cor. J.P. Rizal St., Concepcion, Marikina
707 Concepcion Uno	Bayan Bayanan Ave. Brgy. Concepcion 1, Marikina City
<b>MUNTINLUPA (11 stores)</b>	
51 Alabang 1 *	Montillano St., West Service Road, Alabang
54 Munti1 **	Rizal St. cor. National Road, Poblacion, Muntinlupa
78 Bruger **	National Rd., Bruger St., Bruger Subd., Muntinlupa City
313 Northgate *	F@st bytes @North Gate cyberzone Alabang Muntinlupa
451 Civic Prime *	Civic drive, Civic Prime Filinvest Corporate City, Alabang
486 Alabang Med (Aurora) *	Unit 1 G/F Aurora Bldg, Alabang Zapote Rd., Muntinlupa City
549 Filinvest (Caltex) *	Alabang- Zapote Rd., Cor. Northgate Ave. Filinvest, Alabang Muntinlupa City

# Store Directory

Store Number and Name	Address
535 ATC	Entertainment Complex, Alabang Town Center, Muntinlupa City
584 Starmall Metropolis *	Upper Ground Flr. Starmall Alaban, South Super Hi-way, Alabang Muntinlupa City
497 Molito Complex	Madrigal Ave., Madrigal Business Park, Alabang Muntinlupa
553 Justine Alabang	Molino St., South Super Highway, Alabang, Muntinlupa City
NAVOTAS (1 store)	
768 Navotas	635 M. Naval St., cor. C-4 Rd., Bagumbayan North, Navotas City
PARANAQUE (25 stores)	
2 BF Homes	Pres. Ave., BF Homes Parañaque
11 Airport **	Quirino Ave., cor. Airport Road Parañaque
74 Canaynay	Dr. A. Santos Ave., cor. Canaynay Ave., Parañaque
80 Marcelo **	West Service Road cor. Marcelo Ave., Parañaque
82 San Antonio	Sucut Rd. cor. San Antonio Ave., Parañaque
103 Kabihasanan	Kabihasanan St. cor. San Dionisio Parañaque
185 Global **	Doña Soledad Ave., Better Living, Parañaque
216 Baclaran2 **	Quirino Ave., cor. Dimasalang St., Baclaran, Parañaque City
221 Baclaran 3 *	Roxas Blvd., Baclaran, Parañaque
272 BetterLiving 2	Doña Soledad Avenue cor. Peru, Better Living, Parañaque City
234 LaHuerta **	Quirino Avenue cor. Dandan St., La Huerta, Parañaque
282 Gatchalian	Dr. A. Santos Ave. cor. Palanyag St., Parañaque City
341 Olivarez	8156 Dr. A. Santos Ave., Brgy. San Dionisio, Sucat, Parañaque City
352 Baclaran 4	Roxas Blvd. cor. Rivera St., Baclaran, Parañaque
363 Lopez Drive	RIDC Bldg. Lopez Ave. Cor. Dr. A. Santos Ave., Paranaque City
372 Pascor Drive *	Sky Freight Building, Ninoy Aquino Ave., Paranaque City
381 Don Galo **	0423 Quirino Ave. corner Dimatimbangan St. Don Galo, Parañaque City
413 BF Homes 2 *	BPI Sucat Dr. A. Santos Ave. Cor. Pres. Ave. BF Homes Paranaque City
418 Multinational	J&P Bldg (Multinational) Ninoy Aquino Ave., Paranaque City
457 YP *	YP Bldg. Dr. A. Santos Ave., Sucat, Parañaque City
547 Tambo Coastal (Caltex) *	Aguinaldo Highway Brgy. Tambo Paranaque City
538 Redemptorist	Lot 18 Redemptorist Road, Baclaran Parañaque City
636 Betterliving 3	27 Doña Soledad cor. Australia Sts., Betterliving Subdivision, Don Bosco, Parañaque City
675 Patts *	Dr. A Santos Avenue, San Isidro, Paranaque City
696 Betterliving (Caltex Doña Soledad) **	Lot 18, Doña Soledad Ave. Betterliving Subd. Parañaque City
PASAY (16 stores)	
3 Libertad	Libertad cor., F.B. Harrison, Pasay
17 Buendia *	Sen. Gil Puyat Ave. cor. Taft Ave., Manila
30 Burgos **	Libertad St., cor. Burgos St., Pasay City
43 Malibay **	EDSA cor. C. Jose St., Malibay, Pasay City
59 Revilla	EDSA cor. C. Revilla St., Pasay City
243 Merville **	Moreland Bldg., Merville Access Rd. cor. West Service Rd.
297 DFA *	G/F AIMS Bldg., Roxas Blvd. Service Rd. cor. Arnaiz St., Pasay City
321 Buendia 2 *	Gil Puyat Ave. cor. FB Harrison St., Pasay City
384 One E-Com	Unit 4.5 & 6 Harbour Drive Cor. Palm Coast Ave. SM Central Business Park, Pasay City
375 Villamor *	Lot 12 B.1 12th St. Airman's Village Airbase Area, Pasay City
480 Philtranco *	610 Apelo Cruz St., Malibay, Pasay City
434 Malibay Plaza 2 *	Reance Bldg. 93 C. Jose st. cor. Malibay Ave., Pasay City
597 Buendia 3 (Caltex) *	Buendia cor., Leveriza, Pasay City
517 New Port	Star Cruises Center, Andrews Ave. Pasay City
619 Buendia 4 *	No. 317 Sen Gil Puyat Ave., Pasay City
679 NAI A 3 *	MIAA, 4th Level, Unit 37, Southwing office NAI A Terminal 3, Pasay City
PASIG (28 stores)	
15 STI Shaw **	Shaw Blvd. nr. cor. Mayflower St., Pasig City
35 Pasig Church *	Caruncho Ave., cor. Sixto Ave., Pasig
40 Almeda **	Concepcion cor. Almeda, San Joaquin, Pasig City
76 Pasig Rotonda *	Pasig Blvd. cor. Sixto Antonio, Pasig City
177 Mariposa	Market Ave. cor. Caruncho Ave., Pasig City
199 Rizal Med **	Pasig Blvd. cor. Banaag, Pineda, Pasig City
248 Pasig Mega **	Mega Parking, Caruncho cor. Market Avenue
237 Orient	Ruby Road, Ortigas Ctr., Pasig City
285 Emerald *	Emerald Ave., Ortigas Ctr., Pasig City
310 Malayan *	Unit G-1, Malayan Plaza, ADB Avenue, Ortigas Center, Pasig City
318 Pearl Drive **	Pearl Drive corner Lourdes St., Pasig City
309 AIC Galleria	G/F AIC-Burgundy Empire Tower, ADB Ave., cor. Garnet Rd., Ortigas
350 Pacific Center *	San Miguel Ave., Ortigas Center, Pasig
421 AIC Gold	Unit 101 AIC Gold Tower F. Ortigas Cor. Garnet Road Ortigas Commercial Center, Pasig City
420 One San Miguel	UG-01 One San Miguel Ave Condominium One San Miguel Ave, cor Shaw Blvd., Ortigas Center, Pasig City
474 Wynsum **	Unit G1-C Wynsum Corporate Plaza 22 F. Ortigas Jr. Rd., Ortigas Center, Pasig City
455 Pearl Drive 2	G/F Unit 102, Pacific Place Condominium, Pearl Drive, Ortigas Ctr, Pasig City
502 Rockwell Business Center *	Tower 2 (North) Level 1 Unit No. N-02 Rockwell Business Center, Pasig City
580 Silver City *	G/F Unit L1-003A, silver City, Frontera Verde, Pasig City
658 LRT2 Santolan *	Lot 2 C5-A, Santolan, Pasig City
564 Rosario 2	No. 42 Ortigas Ave., Rosario, Pasig City
621 Lifehomes	Lot 1-B-1-B, Ortigas Ave., Ext., cor. Alfonso St., Brgy. Rosario, Pasig City
649 St. Francis Towers *	St. Francis Drive, Ortigas Center, Pasig City
632 Sixto A. Ave. *	Dr. Sixto Antonio Ave, Maybunga, Pasig City
670 Mercedes Ave.	Evergreen 101, C. Raymundo Ave., San Miguel, Pasig City
671 Maybunga	Pag-asa Street, Pasig City
725 Bagong Ilog	G/F AVC Bldg., E. Rodriguez Ave., cor., Sta. Rosa St., Bagong Ilog Pasig
555 C. Raymundo	#64 Stella Mariz cor., C. Raymundo Ave., Maybunga Pasig City
QUEZON CITY (68 stores)	
10 Muñoz	Roosevelt Ave, nr. Cor. EDSA-Muñoz, Q.C.
12 Rocas **	A. Rocas St. cor. Quezon Ave., Q.C.
37 Nova1 **	Gen. Luis St. cor. Austria St., Novaliches, Q.C.
57 Commonwealth *	Tandang Sora Ave., cor. Commonwealth Ave., Q.C.
65 Road 8 **	Road 8 cor. Visayas Ave., Proj. 6, Q.C.
67 StJames	Tandang Sora Ave., cor. Mindanao Avenue, Q.C.
68 Murphy **	15th Ave. cor. Liberty Ave., Murphy, Cubao, Q.C.
104 Galas **	Unang Hakbang St., cor. Luzon Ave., Galas, Q.C.
108 Chico **	Chico St. cor. Anonas St., Proj. 2, Q.C.
125 JP Ramoy **	Quirino Highway cor. J.P. Ramoy, Barrio Talipapa, Novaliches, Q.C.
147 Shorthorn **	Shorthorn cor. Road 20, Project 8, Q.C.
150 Zabarte **	Quirino Hiway cor. Zabarte Ave., Novaliches
160 San Bartolome **	M. Dela Cruz cor. Quirino Highway, Novaliches, Q.C.
165 Superlines *	EDSA nr. cor. New York St., Cubao, Q.C.
172 West **	West Ave., cor. Zamboanga St., Q.C.
176 Farmers	Space 1&2, 2nd Level New Farmers Plaza, Cubao, Q.C.
188 Panay *	Quezon Avenue cor. EDSA, Q.C.
198 Matalino *	Matalino St. cor. Malakas St., Diliman, Q.C.
203 Circle	Quezon Ave. cor. Scout Reyes, Q.C.
215 Crame	Boni Serrano cor. 2nd St., Camp Crame, Q.C.
217 Nova 3	Quirino Hi-way cor. Sarmiento St., Novaliches City, Q.C.
241 St. Lukes **	E. Rodriguez cor. Victoria St., New Manila, Q.C.
245 QA Araneta **	Quezon Avenue cor. Araneta Ave., Q.C.
268 Arayat2 **	Arayat cor. Pinatubo St. nr. cor. Edsa, Cubao Q.C.
259 Del Monte	Del Monte Avenue cor. Tolentino St. (near Roosevelt), Q.C.
276 Hansel	Aurora Blvd. cor. Imperial, Cubao, Q.C.
250 Aurora **	Aurora Blvd. cor. St. Mary, Cubao, Q.C.

# Store Directory

Store Number and Name	Address
250 Aurora **	Aurora Blvd. cor. St. Mary, Cubao, Q.C.
284 Burgundy *	G/F One Burgundy Plaza, Katipunan Ave., Q.C.
281 T. Morato **	Scout Castor cor. T. Morato
323 Channel 7 *	131 Timog Ave. cor. Samar St., Diliman, QC
330 Imperial **	Tomas Morato Ave. cor Timog Ave Diliman QC
315 Banaue **	426 Banaue Ave. cor Tirad Pass St. SMH QC
342 R. Magsaysay	173 Edsa Cor. Ermin Garcia St., Cubao, Quezon City
349 Teachers Bliss	#1 Teachers Bliss, Balong bato Balintawak QC
364 Alimall *	All Mall Gen. Romulo Ave., Araneta Center, Q.C.
383 Maya Arcade *	G/F Maya Arcade 678 Edsa, Cubao, Quezon City
388 Bago Bantay	#131 Ilocos Sur ST. Cor. Bukidnon st. Bago Bantay Quezon City
449 Eastwood 2	G/F One Orchard Condominium, Orchard Rd., Eastwood City, Bagumbayan, Quezon City
460 Telus *	Arcade 6 & 7 G/F Telus Bldg., Araneta Center, Cubao, Quezon City
508 Heart Center *	G/F Philippine Heart Center, East Ave., Quezon City
525 Muñoz 2 *	Blk 3 Lot 7 R. Magsaysay. EDSA, Munoz, Quezon City
527 Retiro 2 *	311-313 N.S. Amoranto St. Sta Mesa Heights, Quezon City
526 ABS-CBN	143 Mother Ignacia Ave., Diliman, Quezon City
534 Eastwood 3 *	/F Eastwood Citywalk 2, Eastwood City Cyber Park E. Rodriguez Jr. Ave., Bagumbayan, Q.C.
593 Farmers Market	Space No. 00363 Farmers Market Arcade, Araneta Center Quezon City
507 Centris 2	Eton Centris, EDSA Cor. Quezon Ave., Quezon City
609 Capital Towers	Retail space #3, G/F Capital Towers, E. Rodriguez St., Quezon City
503 Centris 1	G/F Eton Cyberpod Centris Edsa, Near Cor. Quezon Ave., Quezon City
614 Bansalangin	# 4Bansalangin st brgy Veterans Village QC
650 Sienna del Monte *	555 Del Monte Ave., Brgy., Manresa, Quezon City
669 City Oil Fairview	Commonwealth Ave., cor. Pearl St., Fairview Quezon City
652 Lagro	Block 91 Lot 1 Ascension Ave., Lagro Subdivision, Novaliches Quezon City
660 Scout Tobias *	Cedar Executive Bldg., # 26 Timog Ave., cor., Scout Tobias, Brgy Laging Handa, Q.C.
722 Alimall 2	G/F Alimall, P. Tuazon, Araneta Center, Q.C.
704 Mindanao Ave. *	547 Quirino Hi-way. cor. Mindanao Ave. Talipapa, Novaliches, Q.C.
720 El Jardin	Retail Unit 1, El Jardin del Presidente, No. 41 Sgt. Esguerra St. Cor Scout Bayoran, Quezon City
755 Sunshine Plaza *	Sunshine Boulevard Plaza, Quezon Ave., cor., Scout Santiago and Panay Ave., Quezon City
848 Total Balintawak *	1178 EDSA, Balintawak, Quezon City
643 EDSA Grand *	EDSA cor Corregidor St. Bago Bantay QC
733 Forest Hills	Quirino Highway and Forest Hills Drive. Forest Hills Subd., Novaliches, Quezon City
797 Old Balara	#986 Tandang Sora Ave., Brgy., Old Balara, Quezon City
778 Expo Cubao	G/F Vh-LA Bldg. Unit-B, EDSA, Q.C
756 Paramount	135 West Ave. near EDSA, Quezon City
874 Kidney Center *	East Ave. Quezon City
762 Supercenter **	G/F Supercenter, Araneta Center, Quezon City
805 East Ave. *	G/F NCHP Bldg. EDSA cor. East Avenue, Brgy. Pinyahan, Quezon City
819 St. Luke's 2	St., Luke's Medical Bldg., E. Rodriguez Sr., Quezon City
836 Torre Venezia *	Sct. Santiago, corner Timog Ave., Quezon City
<b>SAN JUAN (9 stores)</b>	
158 N. Domingo **	N. Domingo cor. F. Blumentritt St., San Juan
301 Annapolis	G/F Continental Plaza, #45 Annapolis, Greenhills, San Juan, MM
316 Xavier Hills **	Xavier Hills Condo. Tower 1, Granada St. cor. N. Domingo, QC
543 Connecticut (Caltex) *	Edsa Cor. Connecticut, San Juan, City
570 Wilson (Caltex) *	Wilson cor. Ortigas San Juan, City
582 Mc Kinley San Juan (Caltex) *	Ortigas Ave., McKinley, San Juan
712 Cardinal Santos Hospital	Medical Arts Building Cardinal Santos Medical Canter, Wilson St. San Juan City
744 F. Manalo *	F. Blumentritt cor., F. Manalo, San Juan City
777 P. Guevarra	Santolan Rd. cor. P. Guevarra San Juan City
<b>TAGUIG (14 stores)</b>	
105 Lower Bicutan	Gen. Santos Avenue cor. M.L. Quezon St., Lower Bicutan
238 Forum	Stop-Over 2, 31st cor. 2nd St., Bonifacio Global City, Taguig
365 McKinley Hill *	Unit 1 G/F One Square, Upper McKinley Rd., McKinley Hill, Taguig City
390 One McKinley *	One McKinley 26th St. Fort Bonifacio Global City, Taguig City
419 Gate 3 *	AFPOVAL Western Bicutan, Taguig City
440 Total Corporate *	Total Corporate Ctr Bldg., Bonifacio Triangle, Bonifacio Global City, Taguig City
481 Net Plaza **	Unit 14 E-Square Zone, Crescent Park West, Bonifacio Global City, Taguig
540 Grand Hamptons *	Grand Hampton Place, 1st Ave., and 31st St., Fort Bonifacio Global City, Taguig
483 Fort Legend *	Blk 7 Lot 3 3rd ave. cor. 31st st. Fort Bonifacio Global City, Taguig City
530 Net Square *	3rd Avenue cor., 28th St., E-Square, Crescent Park West, Bonifacio Global City, Taguig M.M.
506 Ascendas *	10th Flr., Net One Center, 3rd Ave., Cor. 26th St., Crescent Park West, bonifacio Global City, Taguig City
551 Woodridge *	G/F The Woodridge Bldg., Upper Mckinley Road., Mckinley Hill, Taguig City
690 Net Cube	Unit 9-2, 9th flr. Net One Center, 3rd Ave., cor., 26th St., E-Square, Crescent Park West, Bonifacio Global City, Taguig, MM
703 Mc Kinley 1820 *	Unit A, McKinley Road McKinley Town Center, Fort Bonifacio, Taguig City
<b>VALENZUELA (9 stores)</b>	
41 Marulas	Mc Arthur Hi-way cor. Pio del Pilar, Valenzuela, Manila
106 Tamaraw Hills *	Mc Arthur Hi-way cor. Tamaraw Hills, Marulas, Valenzuela
289 Karuhatan *	Gen. T. de Leon cor. Mc Arthur Hi-way, Kahuratan, Valenzuela
479 Caltex NLEX	Caltex NLEX Km17 Canumay Valenzuela Exit
471 Valenzuela Exit	Maysan Road, Paseo De Blas, Valenzuela City
462 Gen. T. de Leon	Gen. T. De Leon St. Valenzuela City
579 Malinta 2	Unit 17, Danding Bldg., Cecilio J. Santos St., Valenzuela City
578 Malanday 2	Brgy. Malanday McArthur Highway, Valenzuela City
758 Dalandanan	Brgy. Dalandanan, Lazaro St. cor. Mc Arthur Highway, Valenzuela City
<b>BATAAN (6 stores)</b>	
428 APC Balanga	Tenejeros St. Balanga, Bataan
438 Balanga Plaza	Aguirre St. Balanga City
430 Balanga Church *	J.P. Rizal St., Balanga City, Bataan
470 Balanga Kapitolyo *	Capitol Drive Balanga Bataan
838 Mariveles *	No. 91 Lakandula St., cor., P. Burgos St., Poblacion, Mariveles, Bataan
651 Total Balanga	National Rd., Calero St., Brgy., Ibayo, Balanga, Bataan
<b>BATANGAS (23 stores)</b>	
138 Lipa Proper **	C.M. Recto Ave., Lipa, Batangas
31 Lipa Highway	G/F Big Ben Complex, Pres. Laurel Hi-way, Lipa, Batangas
0 Batangas City	P. Burgos Ave. cor. P. Panganiban St., Batangas
193 Bauan	National Rd., Bauan, Batangas
212 Lemery **	Ilustre Ave., nr. cor., P. Burgos St., Lemery, Batangas
292 U Batangas	Hilltop, Brgy. Kumintang Ibabay, City of Batangas
317 Tanauan	JP Laurel Highway cor. Mabini St., Tanauan City, Batangas
339 Nasugbu *	JP Laurel St cor G. Alvarez St. Nasugbu Batangas
356 Gualberto *	Zunio St. Gualberto Ave., Rosario, Batangas
369 Balayan	112 Plaza Mabini St. Balayan, Batangas
396 DLSU-Lipa *	National Hiway, Brgy., Paninsingin, Tambo, Lipa City
414 Lemery 2	Ilustre ave. cor. Rajah Matanda st., Lemery, Batangas
400 FPIP	No. 158 Sta. Anastacia, Sto. Tomas, Batangas
433 Batangas 3	Poblacion 18, Rizal Ave., Batangas City
465 Taal Proper	Poblacion. 3, Taal Proper, Taal, Batangas
484 Batangas Port	PPA Compound, Sta. Clara, Batangas City
596 San Pascual (Caltex) *	San Pascual, Batangas
556 Batangas 4	Manuela Pastor Ave. Corner Highway, Pallocon West, Batangas City
711 Tanauan 2 *	Brgy. Darasa, Tanauan City, Batangas
672 Bauan 2	Manghinao Proper, Bauan Batangas
11 Tanauan 3 **	Pres. Laurel Highway cor., Molave St., Tanauan Batangas

# Store Directory

Store Number and Name	Address
814 Lian Batangas *	J.P. Laurel St., cor., Kapitan Isko St., Lian, Batangas
4 St. Aquinas Sto. Tomas	General Malvar Avenue, Sto. Tomas, Batangas
<b>BENGUET (17 stores)</b>	
191 Baguio	#33 Lower Session Road, Baguio City
210 Session2	G/F B - 105 Lpez Bldg., Session Rd., Baguio City
277 Session3	Upper Session Rd., Baguio City
304 Starwood *	Kisad Road nr. cor. Marcos Hi-way, Baguio City
407 Abanao	Unit 2 Ong Bldg. Abanao St. Baguio City
393 Trancoville	148 M Roxas Street, Baguio City
368 Naguillan	Naguillan Rd. Cor. Bokawkan Rd. Baguio Cit
439 Porta Vaga	Fr. Carlu st. cor. Cathedral Drive, Baguio City
531 La Trinidad Benguet *	National Road, KMS La Trinidad, Benguet
599 Burnham (Caltex) *	Chanum cor., Otek St., Burnham Park, Baguio City
598 Upper Session (Caltex) *	GSIS Compound, Marcoville, Baguio City
601 City Camp (Caltex) *	Legarda Road cor., City Camp Road, Baguio City
616 Engineers Hill	101 Engineers Hill St., Jude Thaddeus Complex cor. Nevada Road and Guinto Alley, Baguio City
689 Burnham Park 2 *	Shanum St. cor. Otek St. cor. Lake Drive, Burnham Park, Baguio City
728 University of Baguio *	FB bldg., Assumption Rd., Baguio City
748 Camp John Hay **	Space 4, Baguio Technohub Retail Plaza BPO-A, Camp John Hay, Baguio
788 SLU Baguio *	A. Bonifacio St., across SLU Main Gate, Baguio City
<b>BULACAN (22 stores)</b>	
93 Meycauayan2	Mc Arthur Hi-way cor. Malhakan Rd., Meycauayan, Bulacan
120 Balagtas **	Mc Arthur Hi-way, Wawa, Balagtas, Bulacan
228 Bocaue **	Mc Arthur Highway cor. Gov. F. Halili Ave., Binang 2nd, Bocaue, Bulacan
293 Plaridel	Cagayan Valley Road, Banga 1st, Plaridel, Bulacan
345 Baliwag2 *	Poblacion Plaza Naning Baliuag Bulacan
410 Sto. Niño - Meyc.	L. Camino Real Rd. Sto. Nino Meycauyan Bulacan
411 Sta. Maria	49 Jose Corazon De Jesus st., Sta. Maria, Bulacan
441 Malolos Poblacion	Torres St. cor. M. Tenco, Poblacion Malolos, Bulacan
552 Malolos Crossing - Ex Globe *	E & R, McArthur Highway cor., Mabini St., Malolos Bulacan
591 Tikay Malolos (Caltex) *	Mc. Arthur Hi-Way, Tikay, Malolos Bulacan
586 Muzon *	Brgy. Muzon San Jose Del Monte Bulacan
541 San Miguel	906 Norberto St., Brgy. San Jose, San Miguel, Bulacan
613 Baliuag Highway *	DRT Highway, Pinagbarilan, Baliuag, Bulacan
646 Pulilan	National Rd., Brgy., Poblacion, Pulilan Bulacan
688 Cabanas Mall *	McArthur Hi-way, Brgy. Longos Malolos Bulacan
620 FVR	Area D (Sta. Cruz), Sapang Palay, San Jose Del Monte City, Bulacan
592 Sampol	Brgy. Bagong Buhay, San Jose Del Monte Bulacan
644 Citrus	Brgy. Minuyan, San Jose Del Monte, Bulacan
789 Caltex BSU *	Caltex Gas Station; McArthur Highway, BO., Guinhawa, Malolos City, Bulacan
718 Tower Ville	Brgy. Minuyan Proper, San Jose Del Monte, Bulacan
743 Pulong Buhangin	National Hi-way, Brgy. Pulong Buhangin, Sta. Maria Bulacan
752 Bustos *	Brgy. Poblacion Bustos Bulacan
<b>CAMARINES SUR (6 stores)</b>	
694 Pili *	Maharlika Highway cor., Santiago St., Brgy. San Vicente, Pili, Camarines Sur
702 Naga 1 *	Grand Imperial Plaza cor. P. Burgos and J. Hernandez Ave. Naga City 4400
776 CBD Hotel (Naga Terminal) *	G/F of CBD II Hotel, Ninoy and Cory Ave., Brgy. Triangulo, Naga City
705 CWC *	Cadlan, Municipality of Pili, Province of Camarines Sur
757 Naga 3	Panganiban Drive, San Francisco, Naga City
761 Naga 2 *	No. 2, Ateneo Ave., cor. Bagumbayan St., Naga city
<b>CAVITE (53 stores)</b>	
44 Bacoar **	G.E. Aguinaldo Hi-way cor. Talaba, Bacoar
87 Imus *	Aguinaldo Highway cor. Tanzang Luma, Imus Cavite
97 Cavite City **	Cajigas St. cor. Burgos St., Cavite City
99 Dasma1	P. Campos cor. Cantimbuhan St., Dasmariñas, Cavite
111 Molino1 **	Molino Rd., cor. Bahayang Pag-asa, Bacoar, Cavite
114 Dasma2 *	Mangubat St., cor. Aguinaldo Highway, Dasmariñas, Cavite
115 Molino2 **	Molino Rd., San Nicolas, Mambog, Bacoar, Cavite
116 SaliRos	193 Gen. Trias Drive, Rosario, Cavite
118 GMA *	Gov. Drive nr. cor. GMA Drive, Dasmariñas, Cavite
130 Binakayan **	Gen. Tirona Highway cor. Bisita St., Binakayan, Kawit, Cavite
132 Trece **	Gov. Drive cor. Indang, Tanza Rd., Trece Martirez, Cavite
133 Tagaytay *	Silang-Tagaytay Rd., Rotonda, Tagaytay, Cavite
135 Panapaan **	Tirona Hi-way cor. Aguinaldo Hi-way, Panapaan, Cavite
142 Tanza **	Sta. Cruz cor. San Agustine Poblacion , Tanza, Cavite
145 Naic **	Poblete St., cor. Nazareno St., Poblacion, Naic, Cavite
152 Dasma3 **	Congressional Ave., cor. DDB, Dasmariñas, Cavite
89 Gen.Trias *	Newhall Commercial Complex, Mangagahan, Gen. Trias, Cavite
227 EPZA	Gen. Trias Drive, Brgy. Tejero, Rosario, Cavite
264 Trece2	Gov. Drive cor. Indang, Tanza Road
54 Salauag **	Molino-Paliparan Road, Salawag, Dasmariñas, Cavite
299 Indang	San Gregorio nr. cor. Mabini St., Indang, Cavite
344 Molino 3 **	Zapote- Molino Rd. Brgy. Molino3 Bacoar Cavite
347 Bulihan	B 275 L13 AFP Housing, Old Bulihan Rd., Bulihan, Silang Cavite
7 Tanza 2	Tanza Crossing, Daang Amaya, Tanza, Cavite
361 Carmona	Governor's Drive Cor. Purification St. Cabilang Baybay, Carmona Cavite
386 Palico	Aguinaldo Highway Palico II Imus Cavite
395 Imus 2 *	97-B Aguinaldo Hiway Bayan Luma Imus, Cavite
415 Mendez Proper	Market Road Corner JP Rizal Mendez, Cavite
394 Maragondon	Poblacion 1-A Maragondon Cavite
403 Tagaytay 2 *	One Tagaytay Place Calamba Rd., Tagaytay City
425 Sunny Brooke	Blk 31 Lot 6 Brooke side lane brgy. San Francisco, Gen. Trias, Cavite
429 Mendez Crossing	Aguinaldo Hiway Mendez Junction East, Tagaytay City, Cavite
459 Pala-pala *	E.L. Toledo Bldg. along National Hiway, Brgy. Sampaloc I, Palapala, Dasmariñas, Cavite
539 Tagaytay 3 *	Magallanes Square, Silang Junction West, Tagaytay City
482 Villa Amparo	Villa Amparo Subd., Aguinaldo Highway, Imus Cavite
624 Tagaytay 4 *	141 Evangelista St. Daang Bukid, Bacoar Cavite
635 Noveleta	Poblacion Noveleta, Cavite City
574 Salawag 2	Paliparan Road, Salawag Crossing Dasmariñas, Cavite
612 Pag-asa Imus **	National Rd., cor. Alapan St., Pagasa, Imus, Cavite
605 Molina 5 *	Molino Rd., Brgy. Molino III, Bacoar Cavite
557 La Salle Med *	Bario Pasang Tala, Dasmariñas Cavite
642 Mary Homes Molino	Molino Rd., Maryhomes Subdivision, Brgy. Molino IV, Bacoar, Cavite
569 Mabolo Bacoar	Mabolo, Bacoar Cavite
729 Anabu Kostal *	Anabu Wet and Dry Market, Aguinaldo Highway, Anabu II-A, Imus Cavite
726 Paliparan	Mabuhay City, Paliparan Dasmariñas Cavite
655 Salitran *	Brgy. Salitran, Dasmariñas, Cavite
653 Bacoar 2	141 Evangelista St. Daang Bukid, Bacoar Cavite
822 Palico 2	Aguinaldo Hi-way, Palico IV, Imus Cavite
710 Tejero *	Antero Soriano Highway Tejero, General Trias Cavite
791 Imus 4 *	Buhay na Tubig, Imus Cavite
827 Tagaytay City Market *	City Market, Tagaytay Sta. Rosa Road, Brgy San Francisco , Tagaytay City.
846 Tanza 3 *	Blk 1 Lots 4 and 5, Fillinvest West, Brgy. Paradahan, Tanza Cavite
852 Bucandala *	Patindig araw corner alapan road, bucandala Imus Cavite

# Store Directory

Store Number and Name	Address
<b>LA UNION (5 stores)</b>	
422 La Union 1 *	Rizal Ave. cor. Gov. Ortega st., San Fernando City, La Union
600 Rosario La Union (Caltex) *	McArthur Hi-way, Camp 1 Brgy Udiao, Rosario, La Union
727 Agoo La Union	16 McArthur Highway, Agoo, La Union
732 Bauang La Union	Central East, Bauang, La Union
842 Naguillan Poblacion	Naguillan road corner Rimando St., Naguillan La union
<b>LAGUNA (47 stores)</b>	
72 Calamba 1	National Highway cor. J.P. Rizal
91 San Pedro1	Maharlika St. cor. National Highway, San Pedro, Laguna
96 San Pedro2	A. Mabini St. cor. Garcia St. San Pedro, Laguna
100 Balibago *	National Highway cor. R. Lasaga St., Balibago
107 Cabuyao **	J.P. Rizal cor. Circumferencial Ave., Cabuyao, Laguna
112 San Pablo1 **	Rizal Ave., cor. A. Flores St., San Pablo City
119 Biñan2	National Highway cor. Malvar St., Biñan, Laguna
127 3Hari **	Rizal Blvd. nr. cor. Tatlong Hari St., Sta. Rosa, Laguna
128 Los Baños	Batong Malaki National Highway, Los Baños, Laguna
137 San Pedro 3	Pacita cor. Macaria Ave., San Pedro, Laguna
192 Turbina	National Highway Brgy., Turbina, Calamba, Laguna
222 Calamba 2 **	National Hi-way nr. cor. Halang St., Calamba, Laguna
261 Calamba3	Along Provincial Road, Calamba-Crossing, Laguna
270 Biñan3	A. Bonifacio cor. Gonzales St., Poblacion, Biñan, Laguna
220 Laguna BelAir *	Sta. Rosa - Tagaytay Rd., Sta. Rosa, Laguna
214 San Pablo2 *	Leonor St. cor. Maharlika Hi-way, San Pablo, Laguna
294 Biñan 4 **	In front of Perpetual Help Hospital & College, Biñan, Laguna
325 Sta.Cruz *	P. Guevarra Ave. Brgy 3 Poblacion Sta. Cruz Laguna
333 Balibago Complex *	Balibago Complex Balibago Sta. Rosa Laguna
338 Pagsanjan **	Calle Rizal Pob. Pagsanjan Laguna
335 Mamatid	Banlic, Cabuyao Laguna
409 San Pablo 3 *	Maharlika Hiway, San Pablo, Laguna
397 Sta. Rosa Estate	Sta. Rosa Highway, Sta. Rosa Estate, Sta. Rosa, Laguna
448 Pavilion Mall	Space Nos. 143-B Bldg A G/F Pavilion Mall, Biñan, Laguna
444 Calamba 4 *	National Hiway cor Ipil-Ipil St., Calamba, Laguna
476 Mayapa *	National Highway Checkpoint, Paciano Rizal Calamba City Laguna
472 Nuvali *	Retail Space 1 Nuvali Technopod, Sta. Rosa, Laguna
548 SLEX (Caltex) *	KM 22 South Luzon Tollway (Northbound) San Antonio San Pedro Laguna
577 Sta. Rosa (Caltex) *	Tagaytay Road. Sta. Rosa Laguna
575 Halang (Caltex) *	National Highway Brgy. Halang Calamba Laguna
519 UP Los Baños **	Student Union Bldg. University of the Philippines Los Baños, Laguna
493 San Pablo 5	Brgy. 6A Mabini St., San Pablo City, Laguna
494 Los Baños 2	Lopez Ave. cor. Mt. Halcon St., Los Baños Subd, Batong Malake/San Antonio, Los Baños, Laguna
615 San Pedro 5 *	Lot 8 AB National hghway cor Garcia st.Nueva Poblacion San Pedro Laguna
567 San Isidro *	N. 35 Brgy. San Isidro, Cabuyao, Laguna
638 Carmelray	Makiling Drive., Carmelray Industrial Park II, Calamba Laguna
709 Caltex Balibago *	Balibago cor. San Lorenzo Rd. Sta. Rosa Laguna
629 Pansol	National Highway purok 1 Pansol Calamba, City of Laguna
731 Southwoods Exit	Rosario Complex, San Vicente, San Pedro Laguna
813 Caltex Biñan *	Malvar St. Brgy. San Antonio, Biñan Laguna
872 Total San Pablo *	Total Gas Station, Maharlika Highway San Pablo City Laguna
828 Bay	Brgy. Dila, Bay, Laguna
829 Binan, Areza *	National Highway Brgy., Canlalay
790 Sta. Cruz 2	Sitio Sampaguita, Brgy. Bubukal, Sta. Cruz Laguna
894 Macabling *	Brgy. Macabling, Sta. Rosa, Laguna
812 Paciano	Paciano Highway, Brgy. Paciano Rizal, Calamba, Laguna
815 Pila Hi-Way	Brgy. Labuin, Pila Laguna
<b>NUEVA ECJA (13 stores)</b>	
326 Gapan	GM Bakery Bldg Bucana Gapan Crossing Gapan City
328 Cabanatuan 2 **	199 Gen. Tinio cor. Mabini St., Quezon District, Cabanatuan, Nueva Ecija
360 Cabanatuan 3	Manson Bldg. Burgos Ave., Cabanatuan City
427 Talavera	Maharlika Highway, Maharlika, Talavera
442 San Jose NE	Maharlika Highway National Road, San Jose City N.E.
469 Sta. Rosa NE *	Maharlika Hi-Way, Sta. Rosa, Nueva Ecija
445 NE Pacific	Km 111, Brgy. H. Concepcion, Maharlika Hi-way, Cabanatuan City
516 NE Crossing *	Maharlika Highway Cor. Burgos Ext. Cabanatuan City Nueva Ecija
562 Daang Sarile (Caltex) *	Daang Sarile Caltex Station, Daang Sarile, Cabanatuan City
608 Zaragoza	Corner Concepcion, Zaragoza, Nueva Ecija
840 Total Cabanatuan *	Maharlika Highway, Cabanatuan City, Nueva Ecija
856 Guimba *	No. 16 A Salvador St., Bargain St. Guimba, Nueva Ecija
775 Cabanatuan 4	Mahalika Highway, Cabanatuan City
<b>PAMPANGA (35 stores)</b>	
136 Apalit **	San Vicente cor. David St., Mc Arthur Hi-way, Apalit, Pampanga
162 San Fernando1 *	B. Mendoza cor. Tiomico St., San Fernando, Pampanga
208 Angeles1 **	Sto. Rosario cor. Sukdulan St., Angeles City
274 Fields *	G/F HHH Commercial Bldg., 932 Fields Ave., Balibago, Angeles City
288 San Fernando2 *	Lam Bldg., San Fernando Crossing, San Fernando, Pampanga
343 Fields 2	Mc Arthur Highway, Balibago, Angeles City, Pampanga
366 SM Clark *	Bayanihan Park, SM Clark, Balibago, Angeles City, Pampanga
353 Guagua *	One Crown Property & Development, Plaza Burgos, Guagua, Pampanga
358 Dau **	#157 McArthur Hi-way, Dau, Mabalacat, Pampanga
426 Sindalan *	McArthur Hi-way Sindalan, San Fernando Pampanga
392 SM San Fernando	Unit AX3 123b, Building 4, SM City Pampanga, Lagundi, Mexico Pampanga
435 Angeles 2 *	Miranda St., Angeles City, Pampanga
416 AUF *	Mc-Arthur High-way cor. Dona Aurora St., Angeles City, Pampanga
475 AUF Hospital	AUF Medical Center, Mc Arthur Hi-way, Angeles Pampanga
501 Sto. Domingo (Navarro Property) *	McArthur Hi-Way cor. Apo rd. Sto. Domingo, Angeles, Pampanga
560 San Fernando NLEX (Caltex) *	KM 62 NLEX North Bound Brgy. San Felipe, San Fernando Pampanga
537 Angeles 3 *	G/F 294 Sto. Rosario St., Angeles City, Pampanga
559 Clark Hostel *	2041 Ninoy Aquino Ave cor. M.A. Roxas, Clark Freeport Zone, Pampanga
565 Mabalacat *	Velasquez St., Mabalacat Proper, Pampanga
485 Berthaphil 4	Bldg 2 - Retail 1 Berthaphil 4, Clark Aviation Complex, A. Bonifacio Avenue, CFZ, Pampanga
603 Fortune Square *	McArthur Hi-way, cor. Villa Julita Subdivision, Brgy. Saguin, San Fernando, Pampanga
606 Diamond Square *	Mac Arthur Hi-way corner M.A. Flores Balibago, Angeles City
617 Grandview Angeles *	Lot 19-B, Don Juico Ave., Malabanas, Angeles City
607 Enclave	The Enclave, Fil-Am Friendship Hi-way, Pampanga, Angeles City
626 Berthaphil 5 *	Berthaphil V, Gil Puyat Ave., cor. Panday-Pira Rd., CFEZ, Angeles, Pampanga
713 Suburbia *	McArthur Hi-way Brgy. Maimpis San Fernando Pampanga
685 Friendship Highway *	Lot 15, Blk 6, Friendship Hi-way, Brgy. Anunas, Angeles City
692 Attivo S.F. *	G/F Unit101B and 102B, Gapan- Olongapo Rd. San Fernando, Pampanga
686 Lubao *	#24 J.P. Rizal St., Sta. Cruz, Lubao, Pampanga
714 System Plus Angeles *	Diamond Service Road, Mc Arthur Hi-way, Angeles City
769 San Fernando 3	Gen. Hizon Avenue, San Fernando, Pampanga
678 Xevera *	Brgy. Tabun, Mac Arthur Highway, Mabalacat, Pampanga
796 San Fernando 4 *	Consunji cor., Abad Santos St., Poblacion, San Fernando, Pampanga
830 Total Cutcut	Friendship Hi-way corner Poinsettia St. Angeles, Pampanga
876 Magalang Pampanga *	Sta. Cruz, Magalang Pampanga

# Store Directory

Store Number and Name	Address
<b>PANGASINAN (21 stores)</b>	
196 Urdaneta	Brgy. Poblacion, Urdaneta, Pangasinan
287 Dagupan 2 **	Perez Blvd. beside Victory Liner Terminal, Dagupan City
370 Urdaneta 2	Alexander St. Urdaneta City, Pangasinan
371 Dagupan 3	M.H. Del Pilar Cor. A.B. Fernandez Ave., Dagupan City
391 Manaog	Felix St. Cor. Garcia St. Manaog, Pangasinan
423 Calasiao	Poblacion East, National Road, Calasiao, Pangasinan
463 San Carlos	Virgen Milagrosa University Foundation Compd. San Carlos City, Pangasinan
533 Dagupan 4 *	G/F Orient Pacific Center cor. Perez Blvd., Rizal Ext., Dagupan City, Pangasinan
639 Lingayen 1 *	National Hi-way, Lingayen, Pangasinan
640 Mangaldan *	National Road, Mangaldan Town Proper, Pangasinan
717 Malasiqui *	Montemayor St., Poblacion Malasiqui, Calasiao Rd. Pangasinan
682 Lucao	National Rd. cor. Jose De Venecia Rd., Dagupan City, Pangasinan
697 Bayambang *	National Highway, Bayambang Pangasinan
662 Lingayen 2 *	cor. Artacho and Alvear Sts., Lingayen, Pangasinan
767 Dagupan Lyceum *	A.B Fernandez Ave. Dagupan City
699 Dagupan 5 *	Burgos St. cor. Bonifacio St. Dagupan City, Pangasinan
08 Binmaley Terminal *	G/F Purification Building Poblacion, Binmaley, Pangasinan
807 Urdaneta 3 *	Mc Arthur Hi-way, San Vicente, Urdaneta City, Pangasinan
806 Villaflo Hospital *	National Rd., Brgy. Poblacion, Dagupan City, Pangasinan
<b>QUEZON (11 stores)</b>	
324 Lucena *	Gomez St. cor. Quezon Ave. Lucena City
377 Lucena 2 *	Lot #2771 - B Along Quezon Ave., Lucena City, Quezon
389 Lucban	Quezon Ave., Miramonte Subdivision Lucban, Quezon
453 Tayabas	Quezon Ave. Cor. P. Paterno St. Brgy. San Diego Tayabas Quezon
468 SM Lucena	115-116 SM City Lucena Dalahican cor. Maharlika Hiway Nat'l Rd. Lucena City
595 Tiaong *	Doña Tating cor. Alabastro Streets, Tiaong, Quezon
456 Sariaya	Gen. Luna St. National Hi-Way Sariaya, Quezon
826 Phoenix	Phoenix Lucena, Maharlika Highway, Lucena City
866 Gumaca *	Andres bonifacio Street, corner J.P Brgy Rizal, Gumaca, Quezon
818 Lucban 2	Brgy. Tinamnan, Lucban, Quezon
882 Atimonan	G/F Renegado Property Rizal Street corner Quezon St., Atimonan, Quezon
<b>RIZAL (21 stores)</b>	
60 Cainta Junction **	A. Bonifacio St., cor. Ortigas Ave., Ext., Cainta, Rizal
64 Masinag **	Marcos Highway cor. Sumulong Highway, Antipolo, Rizal
75 Antipolo Church *	P. Oliveros St. cor Masangkay Rd., Antipolo, Rizal
88 Antip1 Cir *	Circumferential Rd. cor. M.L. Quezon St., Anipolo, Rizal
113 Tanay	Plaza Rizal cor. P. Burgos, Tanay, Rizal
126 Cainta Church	A. Bonifacio Avenue, San Andres, Cainta, Rizal
194 Angono **	M.L. Quezon Ave., Angono, Rizal
218 Taytay2 **	Manila-East Road, Taytay, Rizal
249 Binangonan	Quezon St., Libis, Binangonan, Rizal
387 Binangonan 2 *	National Road Cor. Quarry Road Pantok, Binangonan Rizal
454 Cogo **	Marcos Hiway cor. GSIS Ave., Bagong Nayon 1, Antipolo City
487 Vista Verde *	G/F Unit 1,2,3,4 Vista Square Comm'l Center, Felix ave., Cainta, Rizal
734 Sumulong Hi-way	KM 23, Sumulong Highway, Brgy. Sta. Cruz, Antipolo City
680 Taytay 3	Manila East Rd. cor. Italia St. Brgy. Muzon Taytay Rizal
721 San Mateo *	103 Gen. Luna Ave., Gitnang Daan 1. San Mateo Rizal
723 Angono 2	Manila East Road cor., Col. Guido St. Agono Rizal
687 Taytay 4	J. P. Rizal Avenue, Taytay Rizal
772 Tanay 2	Market Road cor. F.T. Catapusan St. Brgy. Plaza-Aldea, Tanay Rizal
738 Mayamot	Sumulong Highway cor. B Soliven Ave., Antipolo City
781 Kingsville *	Marcos Hi-way Brgy. Mayamot, Antipolo City
784 Teresa	Magsaysay Ave., Brgy., San Gabriel Teresa Rizal
<b>TARLAC (13 stores)</b>	
224 Luisita	Mc Arthur Hi-way, San Miguel, Tarlac City
376 TSU *	Brgy. Cut-Cut Romulo Ave. Tarlac City
24 Capaz	Mc Arthur Hi-way, Poblacion, Capas, Tarlac
46 Paniqui *	UCPB Building along National Highway, Brgy. Estacion, Paniqui, Tarlac
545 Capas Junction (Caltex) *	National Road Sto. Domingo Junction, Capaz, Tarlac
561 Tarlac 2 (Caltex)	Mc. Arthur HI-Way, Tarlac Tarlac City.
563 Concepcion Tarlac *	Brgy. San Nicolas, Concepcion Tarlac
568 Camiling	Arellano St. corner Quezon Ave., Camiling, Tarlac
654 Paniqui 2 *	M. H Del Pilar cor., Luna St., Paniqui, Tarlac
661 Tarlac Crossing	Lot B, Plaza de Oro Arcade along McArthur Highway, Poblacion 2, Tarlac City
736 F. Tanedo 1	F. Tañedo St., San Nicolas, Tarlac City
839 Total Tarlac *	Mc Arthur Highway, Tarlac City, Tarlac
53 F. Tanedo 2 *	F. Tañedo St., Tarlac City
<b>ZAMBALES (18 stores)</b>	
354 Gordon Ave. *	Gordon Ave. cor. 6th St. Asinan, Olongapo City
359 Olongapo Rotonda *	1739 Rizal Ave. West Bajac Bajac, Olongapo City
379 Olongapo 3 *	West 18th St. Corner Anonas West Bajac-Bajac, Olongapo City
405 Baretto *	#60 National Highway, Barreto Olongapo City
398 Gordon Hospital *	104 Rizal Ave., East Tapinac Olongapo City
417 Subic Proper *	National Hi-way Brgy. Baraka, Subic, Zambales
443 Olongapo City Hall **	23rd st., Rizal Ave., East Bajac-Bajac, Olongapo City
408 Subic Gate 1	Bldg. 537 Magsaysay Ave, Subic Bay, Freeport Zone, SBMA
431 Iba Zambales	Magsaysay Ave., Poblacion, Iba, Zambales
499 RK Subic	SBIP Phase I Commercial Complex, Subic Bay Gateway Park, Rizal Highway, Subic Freeport Zone
610 Olongapo Public Market *	Canda St., East Bajac - Bajac, Olongapo City
515 Castillejos *	National Hi-way, Castillejos, Zambales
628 Subic International Hotel *	Unit 142/ 144 & 146/148, SIH Alpha Bldg. Freeport Zone, Subic Bay, Olongapo City
604 Dewey Avenue	Lot 2, Block 18, Dewey Ave., cor. Aguinaldo Highway, CBD, Subic Bay Freeport Zone
611 San Marcelino Zambales *	National Highway Central, San Marcelino, Zambales
785 Yacht Club Total *	Rizal Highway, Subic Bay Freeport Zone
889 Eastern Petroleum *	Rizal ave. and Argonaut Highway NSD Compound, Subic Bay Freeport zone
887 San Antonio Zambales *	San Marcelino-San Antonio-San Narciso Road, Poblacion San Antonio, Zambales

Newly Opened Store in 2011  
 \*FC1  
 \*\*FC2

## Corporate Headquarters

7<sup>th</sup> & 11<sup>th</sup> Floors, The Columbia Tower  
Ortigas Avenue, Mandaluyong City 1550

Website: [www.7-eleven.com.ph](http://www.7-eleven.com.ph)

Email:

Shareholder Services

[psc-corp@7-eleven.com.ph](mailto:psc-corp@7-eleven.com.ph)

Investor Relations

[investor-relations@7-eleven.com.ph](mailto:investor-relations@7-eleven.com.ph)

Customer Care

[customercare@7-eleven.com.ph](mailto:customercare@7-eleven.com.ph)

### Principal Banker

Bank of the Philippine Islands

### Auditors

Sycip Gorres Velayo & Co.

### Stock Transfer Agent

Banco De Oro Unibank, Inc.

Trust and Investments Group (BDO)



### 7-Eleven Stores Worldwide

	Stores 2011	Stores 2010	Stores 2009
<b>7-Eleven, Inc. (1)</b>	<b>7,149</b>	<b>6,610</b>	<b>6,153</b>
Hawaii	58	55	56
Mexico	1,351	1,223	1,177
<b>NA Totals/Averages</b>	<b>8,558</b>	<b>7,888</b>	<b>7,386</b>
Denmark	196	144	129
Norway	164	173	177
Sweden	185	189	191
<b>Europe Totals/Averages</b>	<b>545</b>	<b>506</b>	<b>497</b>
Australia	579	415	393
Beijing	147	100	92
Chengdu	41	-	-
Hong Kong	924	964	963
Indonesia	57	21	1
Japan	13,718	13,007	12,553
Korea	4,690	3,145	2,186
Macau	40	42	42
Malaysia	1,328	1,212	1,103
Philippines	689	551	446
Shanghai	94	54	13
Singapore	561	549	484
So. China	546	551	560
Taiwan	4,802	4,750	4,750
Thailand	6,276	5,790	5,270
<b>Asia Totals/Averages</b>	<b>34,492</b>	<b>31,151</b>	<b>28,856</b>
<b>Totals/Averages</b>	<b>43,595</b>	<b>39,545</b>	<b>36,739</b>

Source: 7-Eleven International December 2011 Snapshot Summary



7<sup>th</sup> & 11<sup>th</sup> Floors, The Columbia Tower  
Ortigas Avenue, Mandaluyong City 1550

[www.7-eleven.com.ph](http://www.7-eleven.com.ph)