INVESTOR BRIEFING
dbAccess Philippines 2014

Philippine Seven Corporation

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Mandaluyong City, Philippines 1550
Email: investor-relations@7-eleven.com.ph

October 8-9, 2014

Who We Are

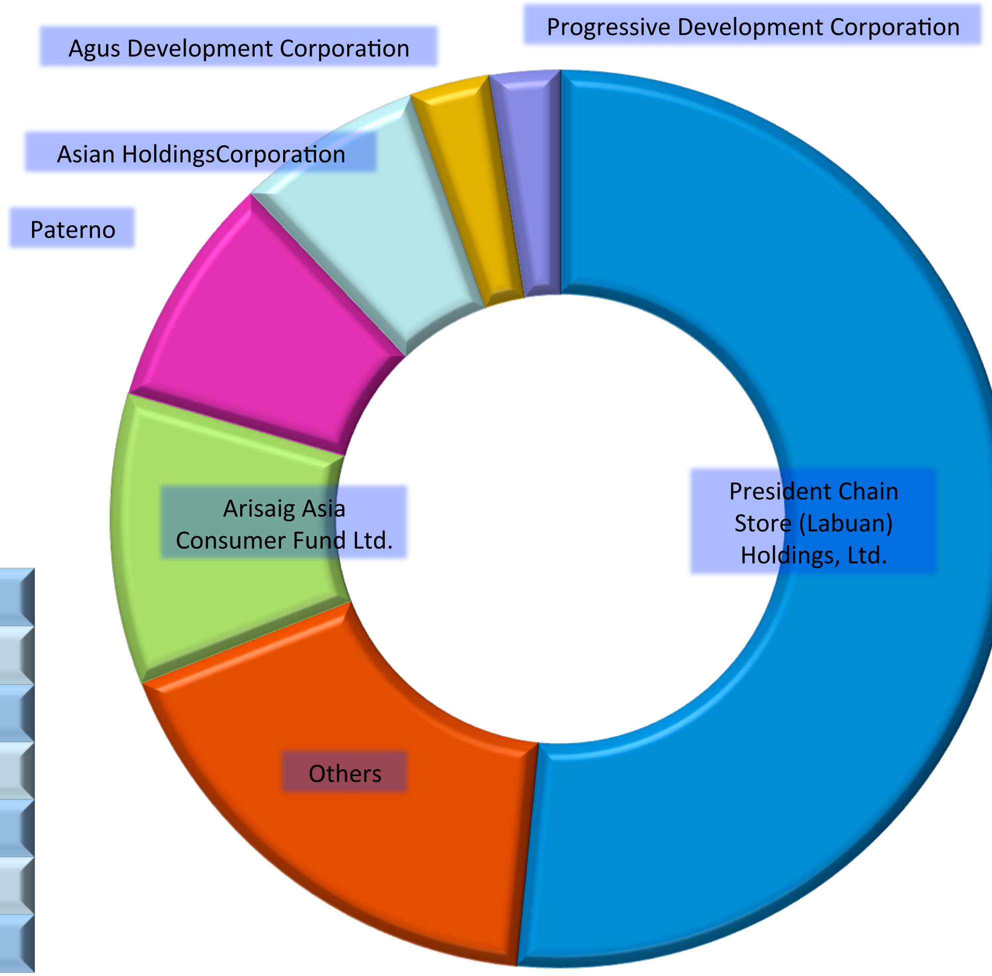
MISSION: To make daily life easier by providing modern convenience.

VISION: To be the best retailer of convenience for emerging markets.

VALUES: We value integrity, teamwork, and reliability. We are data-driven and customer focused in our decisions.

Shareholding Structure

Present Shareholding Structure



President Chain Store (Labuan) Holdings, Ltd.	51.56%
Others	23.43%
Arisaig Asia Consumer Fund Ltd.	10.47%
Paterno Family	7.15%
Asian Holdings Corporation	3.37%
Agus Development Corporation	2.87%
Progressive Development Corporation	1.15%

SEVN Share Information

Price (September 30, 2014)	**Php 91.00**
Hi/Low (12 months)	**Php 77.00 – Php 130.00**
Free Float	**32%**
Outstanding Shares	**458.44 million**
Market Capitalization	**Php 41.72 billion**

Dividend Payment	**2008**	**2009**	**2010**	**2011**	**2012**	**2013**	**2014**
Stock	.10	.10	.05	.15	.15	.15	-
Cash	-	-	.05	.10	.10	.10	.30
Total	**.10**	**.10**	**.10**	**.25**	**.25**	**.25**	**.30**
Dividend Payout	**43.3%**	**31.0%**	**18.4%**	**27.2%**	**24.3%**	**21.4%**	**20.1%**

Geographic Coverage

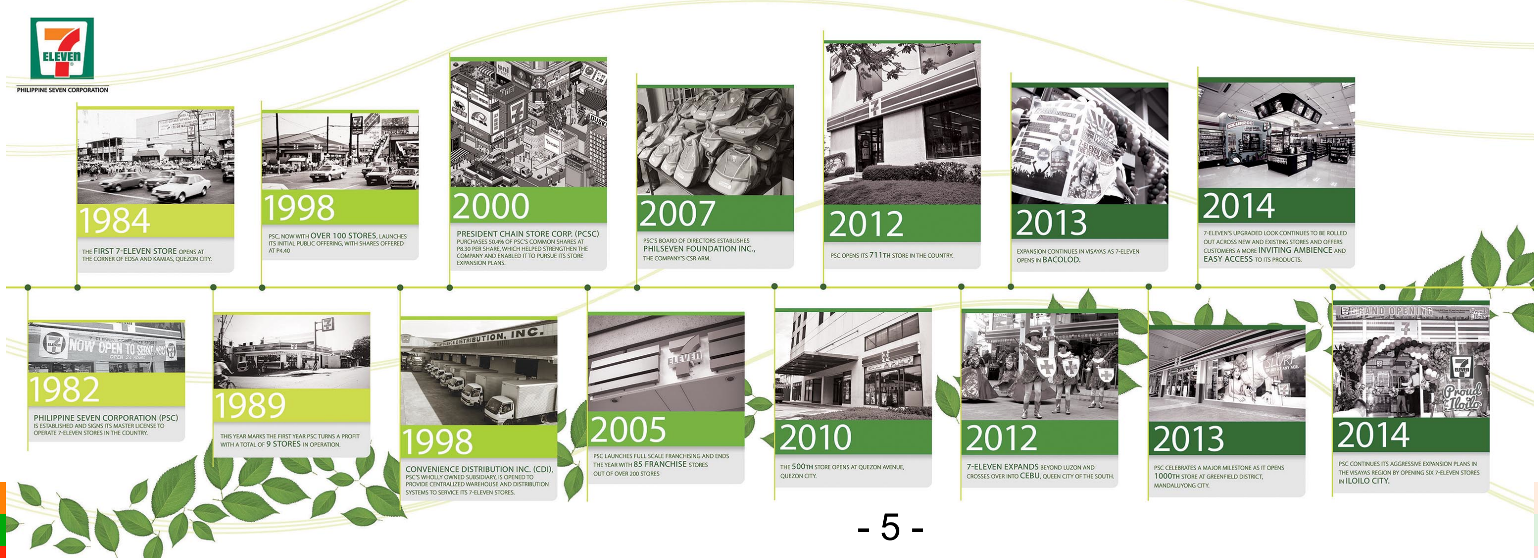
1,170 stores

As of Sep. 30, 2014

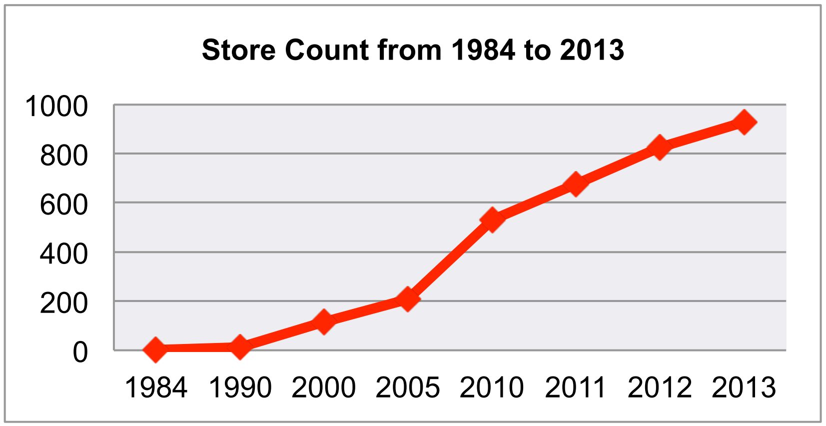
7-Eleven has at least 60% market share.

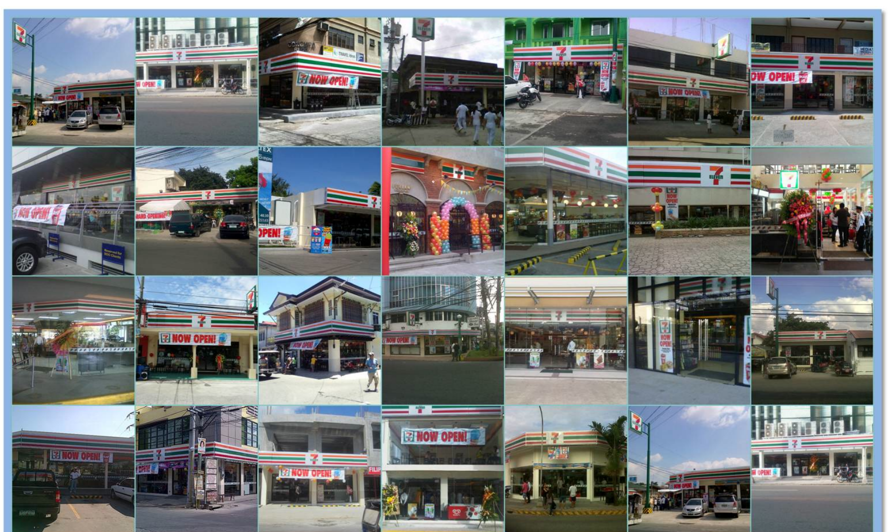
PSC History at a Glance

1982	PSC was established.
1984	Opened first store.
1996	Opened 100th Store.
1998	PSC launches its IPO; Opened first Franchise store.
2000	PCSC purchased 50.4% of PSC's common shares.
2005	Moved to a full-scale distribution center.
2007	PhilSeven Foundation was established.
2010	Opened 500th Store.
2012	Entered Visayan Market through Cebu.
2013	Opened 1,000th Store.



Store Count

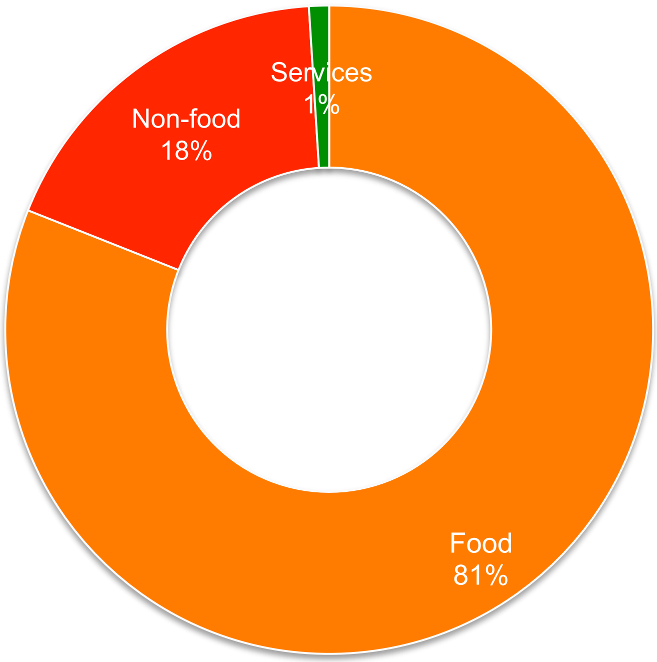




- Number of stores grew by 20% to 25% annually
- Close to 70% of stores are franchised
- Expects to end 2014 with 1,250 stores.

Proprietary Products

By Section



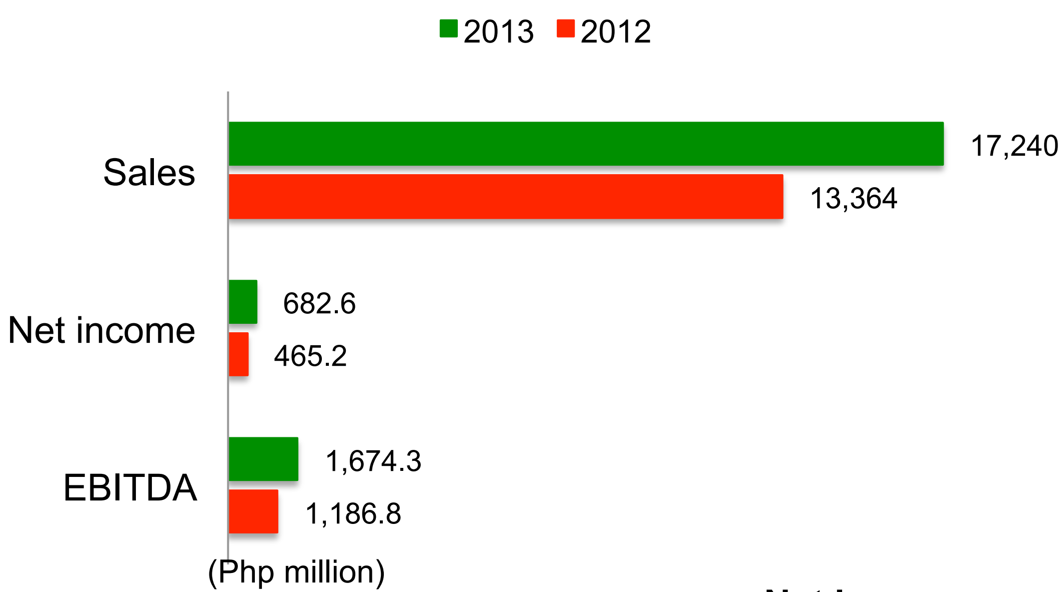
Promotions and Events

Franchise Packages

	FC1	FC2
Franchise Type	Investor	Industrial
Investment	USD 80,000-100,000	USD 20,000-25,000
Building	Franchisee	PSC
Merchandise	Franchisee	
Equipment	PSC	
Cash Bond (PGD)	-	Franchisee
Term	5+5 years	
GP Split	66% FC, 34% PSC	40% FC, 60% PSC
Rent	Franchisee	PSC
Electricity	50 - 50 split	60 - 40 split
Manpower	Franchisee	

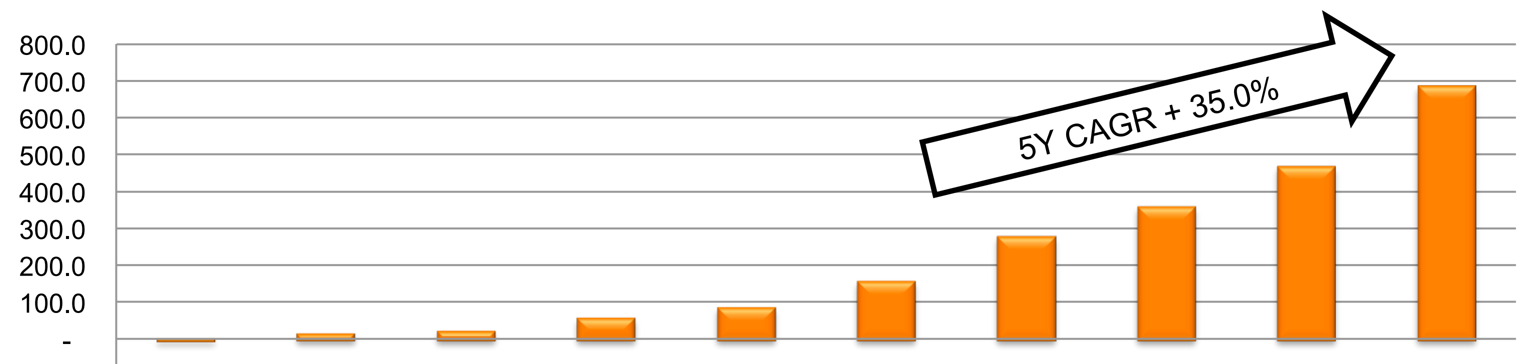
* *USD 1.00 = PhP 44.00*

Financial Highlights



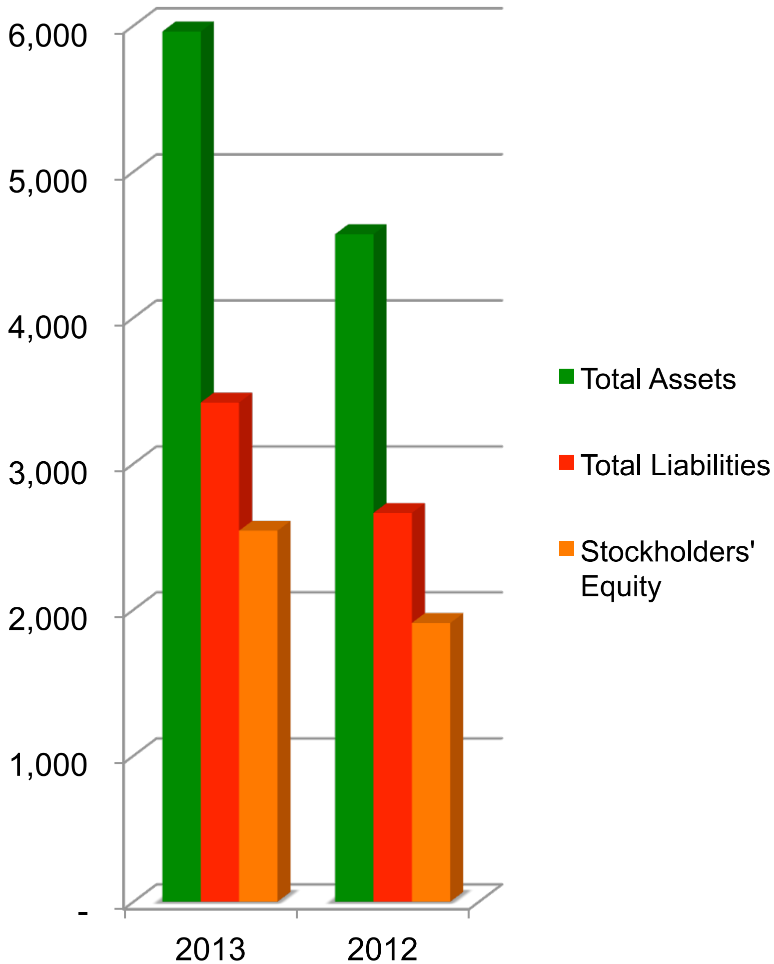
% change
29.0
46.7
41.1

Net income



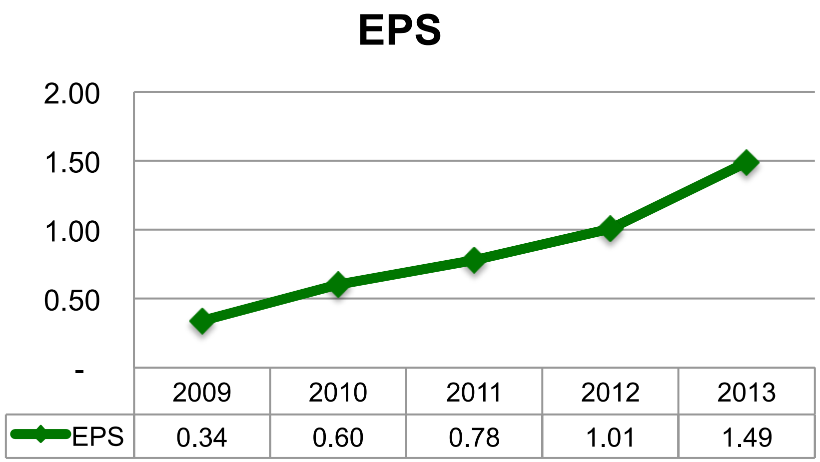
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Net income	(2.0)	13.8	20.1	54.8	84.3	155.8	276.9	356.3	465.2	682.6

Financial Highlights



Balance Sheet and Cash Flow (in Php Million except Book Value per Share)	As of Dec. 31, 2013	% change
Total Assets	5,961.8	30%
Current Assets	2,606.1	46%
Non-current Assets	3,355.7	20%
Current Liabilities	3,113.6	30%
Total Liabilities	3,420.6	28%
Stockholders' Equity	2,541.2	33%
Book Value per Share (P)	5.54	33%
Cash Flow from Operating Activities	1,799.6	107%
Cash Flow used in Investing Activities	-1,268.5	41%
Cash Flow from Financing Activities	26.8	-48%

Financial Highlights

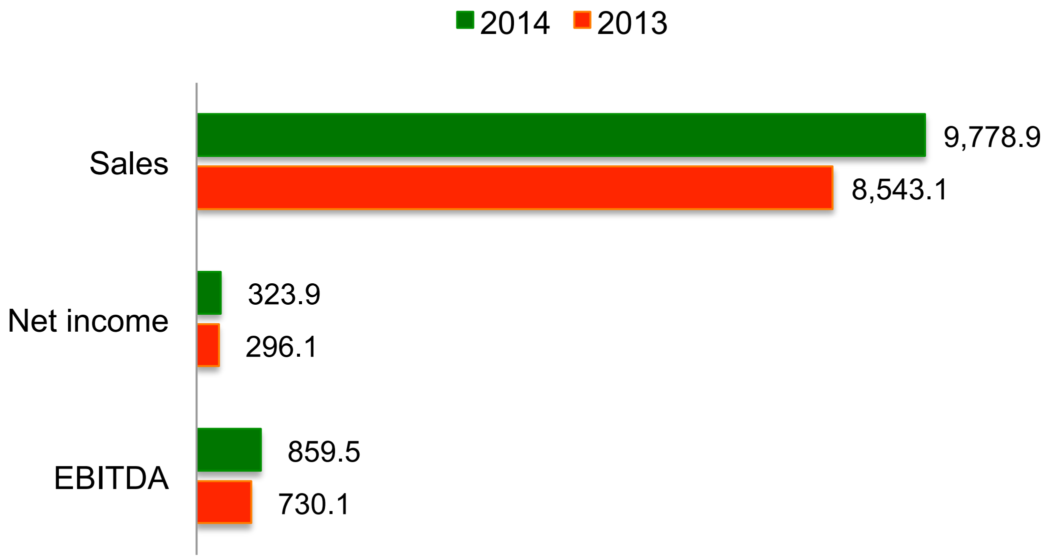


Selected Financial Ratio	2013	2012
Liquidity and Leverage Ratio:		
Current Ratio (x)	0.79	0.75
Net Debt to Equity (%)	-16.3%	3.3%
Profitability Ratio:		
Return on Equity (%)	30.7	27.5
Return on Capital Employed (%)	30.2	24.7
EBITDA Margin (%)	11.1	9.9
EBIT Margin (%)	6.4	5.6
Net Margin (%)	4.4	3.8
Activity Ratio:		
Days Inventory Outstanding	28.0	26.8
Days Payable Outstanding	42.3	40.8
Cash Conversion Days	-14.3	-14.0

Comparative Metrics

2013			
7-Eleven	**PSC (Philippines)**	**PCSC (Taiwan)**	**CPALL (Thailand)**
Key Performance Ratio:			
Store count	1,009	4,922	7,429
Net Margin %	4.0	6.3	4.7
EBITDA %	9.9	8.9	7.9
EBIT %	5.8	5.0	6.4
ROE	30.7	36.1	42.3
Days inventory outstanding	28.0	20.8	21.2
Days payable outstanding	42.3	54.2	64.6

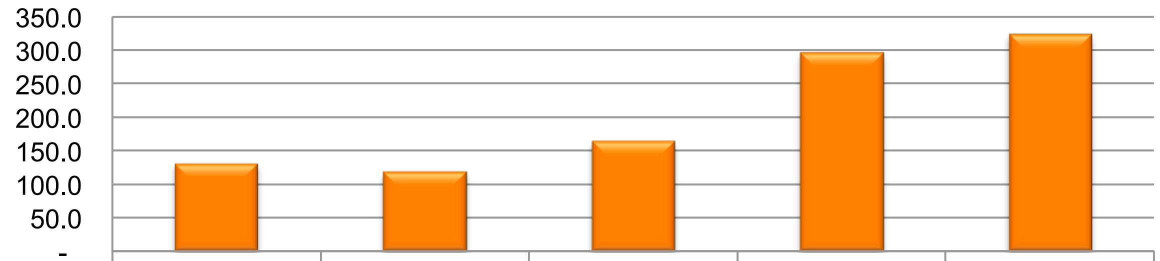
1st Half 2014 Financial Highlights



	% change
Sales	▲ 14.5
Net income	▲ 9.4
EBITDA	▲ 17.7

(in PhP million)

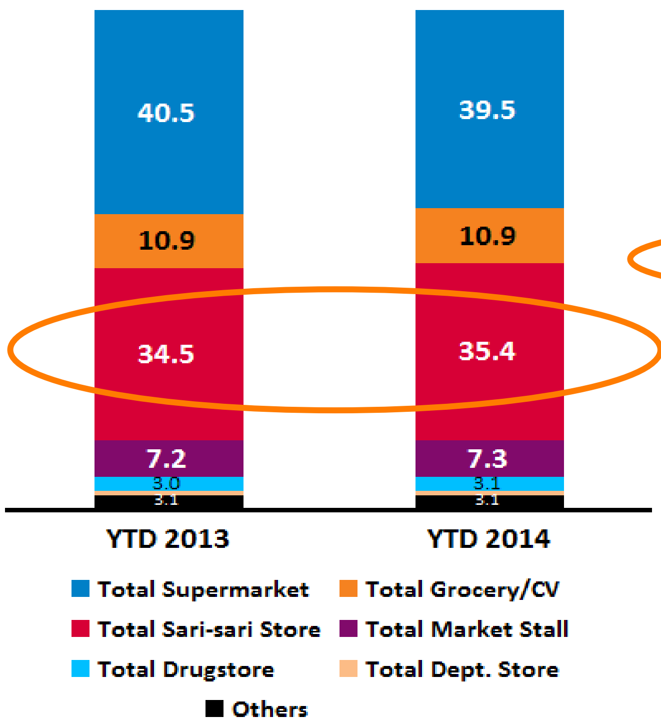
YTD Net Income



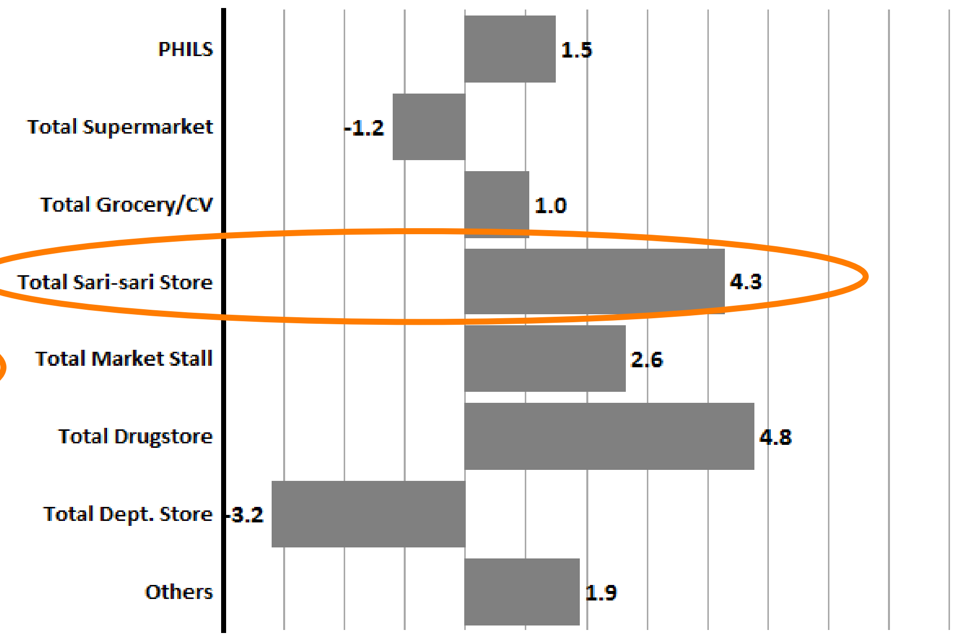
	2010	2011	2012	2013	2014
YTD Net Income	130.8	118.7	164.3	296.1	323.9

Future Growth affected by trend of traditional stores

PHILS by Channel | YTD TY vs YTD LY
Value Share of Trade

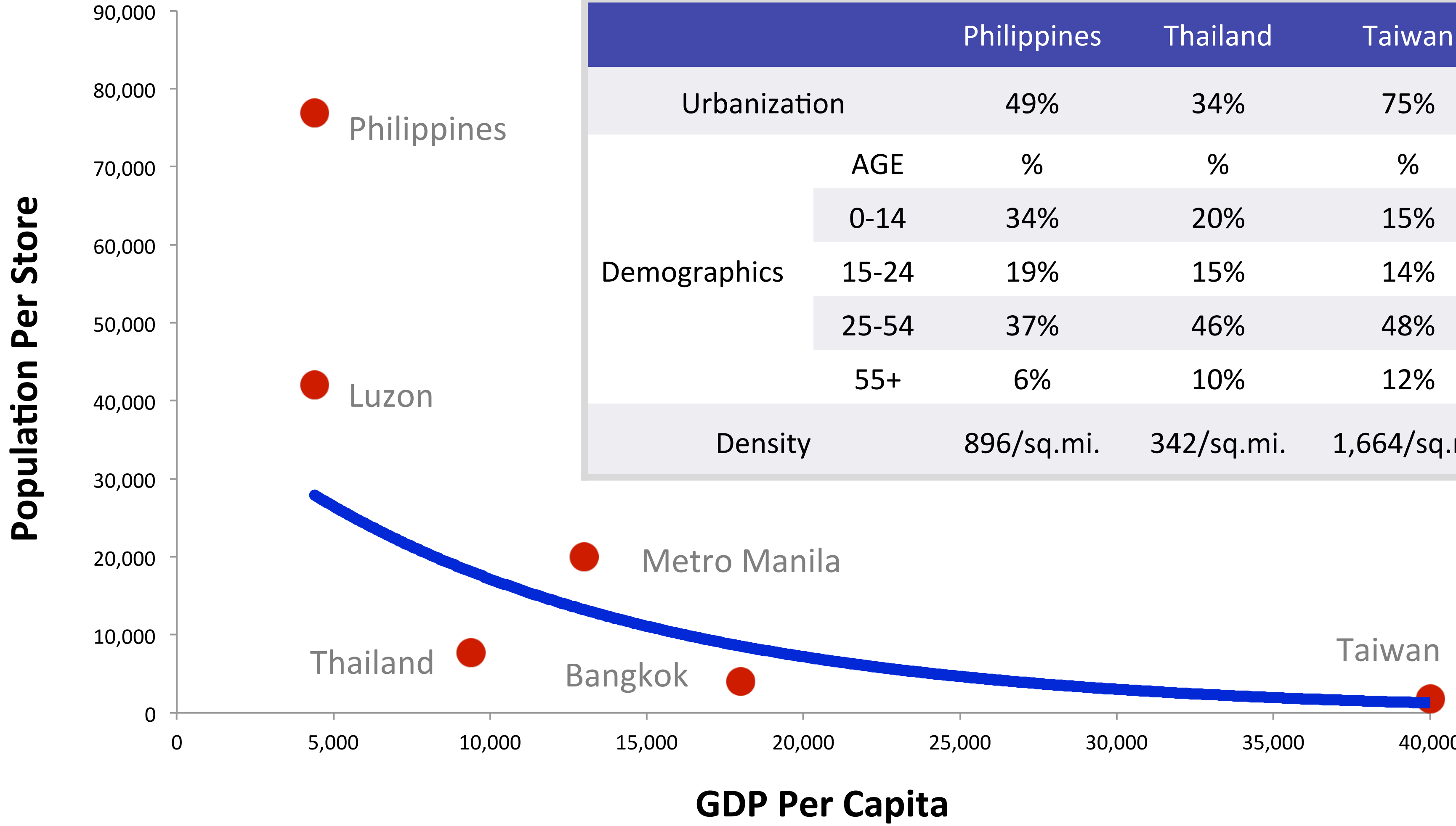


PHILS by Channel | Period Ended MAY14
Value Change % vs Year Ago



Source: AC Nielsen 2014

Potential to improve penetration…



		Philippines	Thailand	Taiwan
Urbanization		49%	34%	75%
Demographics	AGE	%	%	%
	0-14	34%	20%	15%
	15-24	19%	15%	14%
	25-54	37%	46%	48%
	55+	6%	10%	12%
Density		896/sq.mi.	342/sq.mi.	1,664/sq.mi

*   End of Presentation   *