



2010 ANNUAL REPORT
PHILIPPINE SEVEN
CORPORATION

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This Year, 7-Eleven highlights an important aspect that has made 7-Eleven what it is today: the people behind it. From every single customer, to all clerks and the company's management, 7-Eleven is now stronger than ever continuously pushing forward to bring convenience to every Filipino community in the country.



VISION

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



7-Eleven Guagua Branch

MISSION

To make daily life easier by providing modern convenience

CORE VALUES

Teamwork
Reliability
Customer Focus
Results Oriented
Integrity



To celebrate the opening of the 500th store, 7-Eleven launched the *Tour 500: Charity Fun Race* in August 2010. It made history as the country's biggest cycling race with 1,500 participants by using its stores and vendor network to meet the unique logistical challenges of organizing large cycling events.

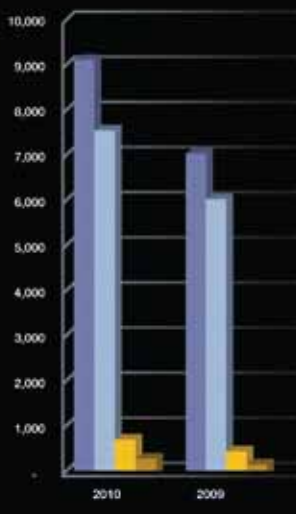
7-Eleven also supports the 7-Eleven-RTS pro-cycling team, which is among the top cycling teams in Asia, reprising our licensor's support for cycling as a fast-growing mass-based sport. While helping the environment, this also allows us to build on the Tour de France heritage of 7-Eleven US.

Philippine Seven had its best year in its 28-year history in 2010. Riding on the strength of 500 stores and more on the horizon, 7-Eleven has begun to widen the gap and pull-away from competitors in order to maintain market leadership.

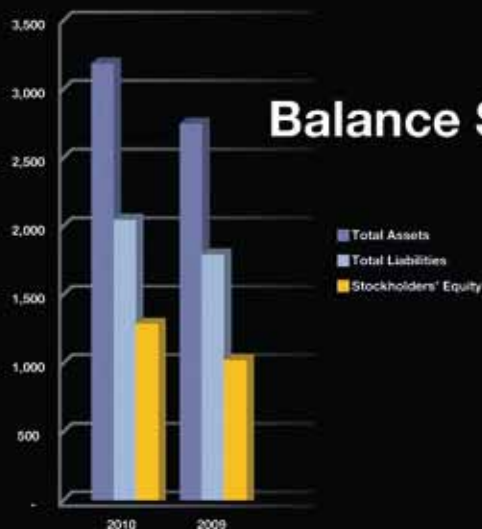
Comparative Financial Highlights

(Php Million except data on store, ratio and per share information)	2010	2009	2008
FOR THE YEAR			
Systemwide Sales	9,113	7,076	6,241
Revenue from Merchandise Sales	7,612	6,033	5,413
Net Income	277	156	84
EBITDA	717	464	352
Return on Equity	23.7%	17.2%	11.2%
AT YEAR-END			
Store in Operation	551	447	368
Total Assets	3,093	2,709	2,270
Stockholders' Equity	1,170	908	752
Current Ratio	0.7	0.7	0.7
Debt-to-Equity Ratio	1.6	2.0	2.0
PER SHARE DATA			
Earnings per Share	0.92	0.52	0.28
Book Value per Share	3.88	3.01	2.50

Income Statement Highlights



(Php Million except EPS)	Jan-Dec 2010	% Change
Systemwide Sales	9,113	29%
Revenue from Merchandise Sales	7,612	26%
Gross Profit	2,027	22%
Operating Expense	2,531	23%
Franchise Revenue	443	46%
Income Before Income Tax	406	76%
Net Income	277	78%
Earnings Per Share (P)	0.92	78%



Balance Sheet Highlights

(Php Million except book value per share)	Jan-Dec 2010	% Change
Total Assets	3,093	14%
Current Assets	1,162	-1%
Non-current Assets	1,931	26%
Current Liabilities	1,709	6%
Total Liabilities	1,923	7%
Stockholders' Equity	1,170	29%
Book Value Per Share (P)	3.88	29%



Financial Ratio

	2010	2009
Current Ratio (X)	0.68	0.73
Return on Equity (%)	23.7%	17.2%
Debt to Equity (X)	1.6	2.0
EBITDA Margin (%)	9.4%	7.7%
Net Margin (%)	3.6%	2.6%
EPS	0.92	0.52

21 July 2011

Dear Shareholders,

We are pleased to report that 2010 was a very good year indeed for your company. Operations were blessed by both man-made and natural developments - increased numbers of company stores, higher consumer income associated with Presidential elections, and hotter weather associated with El Nino brought increased consumer purchases and improved profitability in 7-Eleven convenience stores.

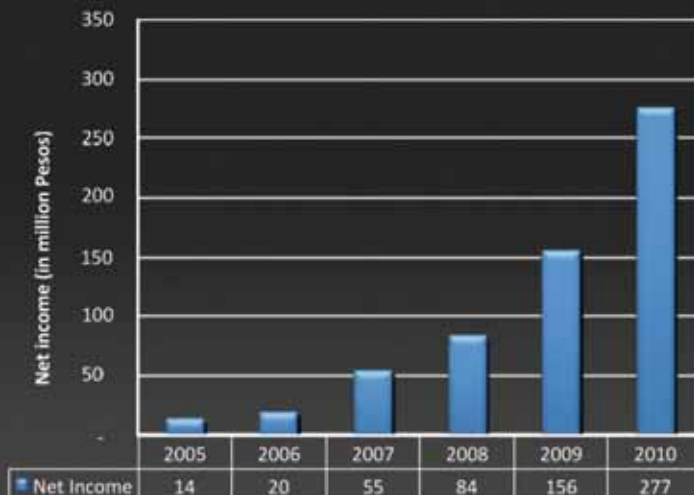
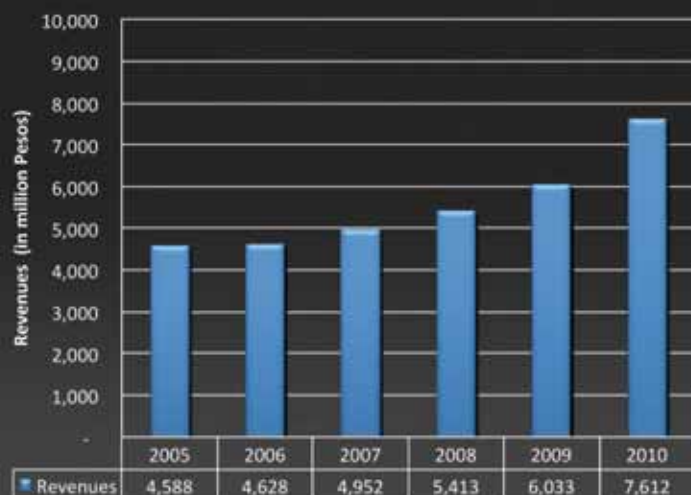
At end 2010, stores in operation numbered 551, some 23% more than at year end 2009. Sales revenues grew 26% to PhP 7.61 billion. The increased number of newly franchised stores and innovations for in-store brand building resulted in increases of other income. Net income after taxes was registered at PhP 277 million, a 77.5% improvement over 2009's PhP 156 million, which in turn was 84% over 2008.

With such a net income, company earnings per share (eps) grew 70%, on top of the stock dividend of 5% paid out towards the end of the year. These improvements in per share earnings seem to have stimulated increased market interest in our shares. Market prices of the company's shares rose from about P7 per share at end 2009 to about P14 at end 2010. The President's report will, among other matters, inform us how the company achieved this year's growth in corporate earnings.

Given the 2010 results and improved financial situation of the company, your Board of Directors decided to raise the cash dividend from last year's five centavos to ten centavos per share this year. The Board anticipates financial performance in the next years can sustain annual cash dividends of at least ten centavos, with the stock dividend to be determined year by year.

We must advise our valued shareholders however not to expect the favorable rates of increase in earnings achieved in the last two years to be sustained. In those years the company reaped the early benefits from improvements Management had made in the years since 2005. The years 2009 and 2010 were favored as well by climate.

The conditions of El Nino hot weather, conducive to good sales, and a Presidential election, which stimulates consumer spending, that contributed to 2010 results will not be duplicated this year; indeed not duplicable until 2013 at earliest, for Filipino Presidents have a six year term. In turn, this year 2011 is said to be the year of La Nina; instead of hot weather we expect more rainy days, which will tend to limit customers' visits and to dampen store sales.



Increases in company earnings will of course continue, albeit at a more sedate pace. The parent company, believing the organization can now sustain a large expansion in number of stores, set a target to Management at 2010's last Board meeting, of a thousand (1,000) stores in operation by the end of 2013. The organization will have an easy physical task of designing, building, financing, equipping and manning the targeted numbers of new stores within that time. However, finding and leasing the required numbers of viable store sites, and the logistical problems of supplying our stores in the new areas, have to be identified and resolved in good time.

Steps already taken by Management indicate directions that have been or will be carried out to help fulfill the 1,000 store mandate. Additional warehouse covered area is under construction to adjoin the 12,800 sq. m. central storage facilities (on 1.8 hectares of land) in Pasig. A new warehouse building adds 3,200 sq.m. for a total covered storage area of 16,000 sq.m. (on 2.2 hectares of land) which is adequate to service 1,100 stores. A satellite north warehouse is now in operation in Urdaneta, Pangasinan; and a south Luzon satellite warehouse within Bicol region is planned. Agreement has been signed with an existing chain of ten small stores in Bicol for conversion to 7-Eleven operation; the first two conversions were done in Pili and Naga, Camarines Sur. In addition, the company has an agreement with the "TOTAL" chain of gasoline stations which allows us to lease space and related facilities in their stations; one TOTAL station in Subic now sports a 7-Eleven store.

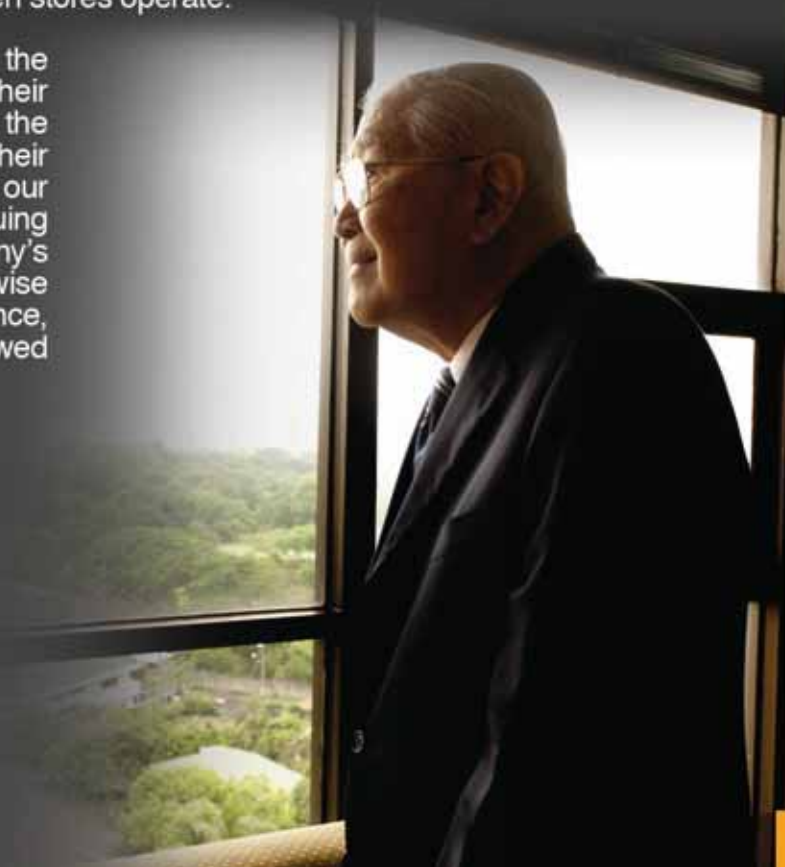
The company's PhilSeven Foundation, Inc. (PFI) has now been in operation for more than two years. That period sufficed for PFI to apply for award as donee foundation, a status which allows it to receive donations, without donors being taxed for making the donation. PFI applied for the award months ago, and expects to become a donee foundation before this year end. This status will allow PFI to receive donations from PSC and friends. PFI has been extending financial assistance for parental seminars, training, and health monitoring of poor pre-school children in elementary schools. Within PFI's limited budget it has assisted street children in coordination with the bishop of Imus, supplied nutritious meals to classes of poor children in 2 pre schools in Metro Manila, built one preschool building much requested by mothers to adjoin an elementary school in Pateros, supports a roving pre-school van, and is providing assistance to a Manila city school endorsed by that city's social welfare department. Upon PFI accreditation as a donee corporation, the company can allot substantially increased funding for PFI to continue and expand its mission to assist education and health of very young children and cover more communities in which 7-Eleven stores operate.

Once again, we offer our sincere thanks to the company's staff and other employees for their continuing valuable contributions to the company's progress; to suppliers for their goodwill, assistance and cooperation; to our creditor and depositary banks for their continuing trust and confidence; to you the company's shareholders; to our parent company for its wise and constant guidance and technical assistance, and to God almighty for graces He has bestowed and continues to grant us all.

Yours sincerely,



Vicente T. Paterno
Chairman



Review of Operations 2010

Your company certainly had the wind at its backs in 2010. The Philippine economy grew by 7.6%, a 34 year high. Presidential elections were held in May, with the accompanying boost in spending. Even the weather was favorable, with record heat and little rainfall (with a third of our business in beverages, daily sales can vary considerably depending on the weather).

Such a favorable environment was the biggest factor behind our 78% increase in net income from the year prior. However, we also benefitted from actions we took to capitalize on these favorable trends to grow sales, from increasing economies of scale as we grew store numbers, and from other measures taken to improve income.

New foodservice lines were rolled out as we continued in our efforts to provide customers a more convenient alternative to Quick Service Restaurants, with more consistent quality than food stalls. Among the more successful this year were fried chicken and soft serve ice cream, which we continue to roll out and improve.

We also continue to grow recent lines such as rice meals, pasta, and sandwiches with new products and innovations. Mature lines such as Big Bite hotdogs, Slurpee, and Big Gulp continued to benefit from promotions, most notably our 7-Elections promo in March and April.

7-Elections, where Gulp drinkers could make their political affiliations known by choosing one of the 9 candidates from 6 different cups (cup purchases were recorded at the register, and tallies posted in stores, online, in TV, radio and newspapers, and outdoor advertising), generated considerable buzz for a moderate spend. It also generated considerable goodwill; we were the only non-media company recipient of the Gintong Haligi Award by the Advertising Foundation of the Philippines for campaigns that contributed to successful elections.

Aside from generating buzz and goodwill, 7-Elections also increased sales considerably, and perhaps points the way forward for other promotions in the future; one that integrates traditional tri-media advertising with social media and in-store activation, including the use of our POS systems, and one that is interesting enough to be talked about.

We continued to build our social media base throughout the year, and now have 270,000 fans on Facebook, the second largest among Philippine retailers. We have begun tapping into this social media database for our promotions. For example, announcing 1-hour sales of 50% off on a featured item exclusively through the social media channel.

We have also managed to increase other income considerably, as we leveraged our existing infrastructure (including our stores, systems, and social networks) to provide value to vendors' brand building efforts. Innovation is key to tapping into vendor's trade and marketing budgets, which tend to be structured around the supermarket model that makes up the majority of their sales.

The year was not without its challenges. Electricity costs increased 15% per store, driven by higher power rates. Going forward, higher utility costs are something that we will have to live with, and we are investing in energy-saving technology at our stores for both the financial and environmental savings they provide.

Supermarkets also continued to expand into our neighborhoods with smaller formats. Some older stores in mature trade areas saw considerable sales declines when a small supermarket opened beside them. We are addressing this threat with a combination of relocation and an increased focus on foodservice.

Work was completed on a new POS system that will better support our future needs, including support for promotions, per-store pricing, and real-time inventory, at a fraction of the price of commercial alternatives. A complete rollout is expected before the end of the year.

A record 111 stores were opened in 2010, as we further refined our site selection and store opening processes. In the past, store quality tended to suffer when the pace of store opening was increased; this has no longer been the case. We look forward to opening 150 stores in 2011, and opening our 1000th store in 2013.

The decision was made this year to push supply chains further south into the Bicol region, after we received interest from a small chain looking to convert to our brand. Such conversions present low-risk alternatives to growth, and we continue to pursue them in the future.

Logistics remains a primary consideration as we expand our operating boundaries, given that the typical store receives deliveries daily. To increase logistical efficiencies, we will be putting up a satellite warehouse in the south when critical mass makes it feasible, something we have done in Pangasinan for our northernmost stores.

Although 2010 provided an extremely favorable environment, the results also indicate that we are headed in the right direction. Operating margins compare favorably even with larger convenience store peers, and we believe we have made substantial progress towards our vision of being the best retailer of convenience for emerging markets. While we continue to improve our operating model, we are also more comfortable that its foundation is sound, and look to scaling it up more aggressively in the coming years.

The company would like to thank its stakeholders for all their contributions: our employees for working hard, together; our franchisees for their belief in our brand and our business systems; our supplier partners for their collaborative spirit; our parent company for their confidence and guidance; our shareholders for believing in our future; and our customers, for continuing to patronize our stores despite the proliferation of options available.

Yours Sincerely,



Jose Victor P. Paterno
President & CEO





Chin-Yen Kao
Honorary Chairman



Vicente T. Paterno
Chairman of the Board
and Director



Yen-Sen Yang
Vice Chairman
and Director



Jose Victor P. Paterno
President and Director



Chung-Jen Hsu
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



Evelyn S. Enriquez
Corporate Secretary

BOARD OF DIRECTORS

- Vicente T. Paterno**
Chairman of the Board
and Director
- Yen-Sen Yang**
Vice-Chairman and Director
- Jose Victor P. Paterno**
President & Director
- Chung-Jen Hsu**
Director
- Chien-Nan Hsieh**
Director
- Wen-Chi Wu**
Director
- Nan-Bey Lai**
Director
- Diana P. Aguilar**
Director
- Jorge L. Araneta**
Director
- Antonio Jose U. Periquet, Jr.**
Independent Director
- Michael B. Zalamea**
Independent Director

CORPORATE OFFICES

- Chin-Yen Kao**
Honorary Chairman of the Board
 - Vicente T. Paterno**
Chairman of the Board
 - Yen-Sen Yang**
Vice-Chairman
 - Jose Victor P. Paterno**
President
 - Yu-Hsiu Tsai**
Treasurer/VP for Finance
& Administration
 - Ping-Yun Wang***
Vice-President for Operations
& Marketing
 - Evelyn S. Enriquez**
Corporate Secretary
- *Resigned as of September 17, 2010*

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**
Member and Treasurer
and Vice President
 - Ping-Yun Wang***
Member and Vice President
for Operations & Marketing
- *Resigned as of September 17, 2010*



Standing (l-r) Jason Jan Ngo, Armi Andrade - Cagasan, Violeta B. Apolinario, Jose C. Ang, Jr., Michael C. Chuaansu, Francis S. Medina, Ying-Jung Lee, Eduardo P. Bataclan, Atty. Evelyn S. Enriquez, Liwayway T. Fernandez, Lawrence M. De Leon.
Seated (l-r) Yu-Hsiu Tsai, Jose Victor P. Paterno

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
Non-voting member/Treasurer

Ping-Yun Wang*
Non-voting member/Vice-President

Ying-Jung Lee**
Non-voting member

**Resigned as of September 17, 2010
**Appointed on November 2, 2010*

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

MANAGEMENT TEAM

Jose Victor P. Paterno
President and CEO

Yu-Hsiu Tsai
Treasurer/VP for Finance
& Administration

Ping-Yun Wang*
Vice-President for
Operations & Marketing

Michael C. Chuaansu
Marketing Director

Jose C. Ang Jr.
General Merchandise
Division Manager

Liwayway T. Fernandez
Operations Division Manager

Francis S. Medina
Business Development
Division Manager

Eduardo P. Bataclan
Procurement Resources
Division Manager

Violeta B. Apolinario
Human Resources Division Manager

Evelyn S. Enriquez
Legal & Corporate Services Division Manager

Jason Jan Ngo
MIS Division Manager

Lawrence M. De Leon
Comptroller/ Finance Division Manager

Armi Andrade - Cagasan
Strategic Merchandise Division Manager

Ying-Jung Lee
Corporate Planning Manager

**Resigned as of September 17, 2010*



Balik Eskwelang Handog ng 7-Eleven



Christmas Caravan



Classroom Donation



Supplementary Feeding Program



Medical Mission



In 2010 PFI concluded its second full year of operation. Having become eligible we applied for accreditation as a donee foundation, to exempt our donors from tax consequences, and thus expand our resources. In coming years, PFI will continue to pursue CSR projects mainly for the benefit of communities served by 7-Eleven stores. We intend to continue the priority to education, health and nutrition for pre-school age students from poorer families.



STATEMENT OF MANAGEMENT'S RESPONSIBILITY FOR FINANCIAL STATEMENTS

The management of Philippine Seven Corporation is responsible for all information and representations contained in the consolidated financial statements for the years ended December 31, 2010, 2009 and 2008. The consolidated financial statements have been prepared in conformity with generally accepted accounting principles in the Philippines and reflect amounts that are based on the best estimates and informed judgment of management with an appropriate consideration to materiality.

In this regard, management maintains a system of accounting and reporting which provides for the necessary internal controls to ensure that transactions are properly authorized and recorded, assets are safeguarded against unauthorized use or disposition and liabilities are recognized. The management likewise discloses to the company's audit committee and its external auditor: (i) all significant deficiencies in the design or operation of internal controls that could adversely affect its ability to record, process, and report financial data; (ii) material weaknesses in the internal controls; and (iii) any fraud that involves management or other employees who exercise significant roles in internal controls.

The Board of Directors or the Executive Committee or the Audit Committee, as authorized by the Board, reviews the financial statements before such statements are approved and submitted to the stockholders of the Company.

Sycip Gorres Velayo and Company, the independent auditors appointed by the Stockholders, has examined the financial statements of the Company in accordance with generally accepted auditing standards in the Philippines and has expressed its opinion on the fairness of presentation upon completion of such examination, in its report to the Board of Directors and/or Executive Committee or Audit Committee and Stockholders.



VICENTE T. PATERNO
Chairman of the Board



JOSE VICTOR P. PATERNO
President



YU-HSIU TSAI
Chief Financial Officer and Treasurer



INDEPENDENT AUDITORS' REPORT

The Stockholders and the Board of Directors
Philippine Seven Corporation

We have audited the accompanying financial statements of Philippine Seven Corporation and Subsidiaries, which comprise the consolidated balance sheets as at December 31, 2010 and 2009, and the consolidated statements of comprehensive income, consolidated statements of changes in equity and consolidated statements of cash flows for each of the three years in the period ended December 31, 2010, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Philippine Financial Reporting Standards, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with Philippine Standards on Auditing. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

A member firm of Ernst & Young Global Limited

Opinion

In our opinion, the consolidated financial statements present fairly, in all material respects, the financial position of Philippine Seven Corporation and Subsidiaries as of December 31, 2010 and 2009, and their financial performance and their cash flows for each of the three years in the period ended December 31, 2010 in accordance with Philippine Financial Reporting Standards.

SYCIP GORRES VELAYO & CO.

A handwritten signature in black ink that reads "Julie Christine O. Mateo".

Julie Christine O. Mateo
Partner

CPA Certificate No. 93542

SEC Accreditation No. 0780-A

Tax Identification No. 198-819-116

BIR Accreditation No. 08-001998-68-2009,

June 1, 2009, Valid until May 31, 2012

PTR No. 2641553, January 3, 2011, Makati City

February 11, 2011

PHILIPPINE SEVEN CORPORATION AND SUBSIDIARIES
CONSOLIDATED BALANCE SHEETS

	December 31	
	2010	2009
ASSETS		
Current Assets		
Cash and cash equivalents (Note 4)	₱358,729,534	₱448,830,888
Short-term investment	10,141,555	-
Receivables (Note 5)	158,342,635	140,140,105
Inventories - at cost (Note 6)	402,419,577	415,652,671
Prepayments and other current assets (Note 7)	232,669,446	174,383,392
Total Current Assets	1,162,302,747	1,179,007,056
Noncurrent Assets		
Property and equipment (Note 8)	1,607,296,761	1,227,244,430
Deposits (Note 9)	181,196,390	151,328,033
Deferred income tax assets - net (Note 27)	40,827,991	44,624,601
Goodwill and other noncurrent assets (Note 10)	101,549,470	107,087,572
Total Noncurrent Assets	1,930,870,612	1,530,284,636
TOTAL ASSETS	₱3,093,173,359	₱2,709,291,692
LIABILITIES AND EQUITY		
Current Liabilities		
Bank loans (Note 11)	₱320,000,000	₱340,000,000
Accounts payable and accrued expenses (Note 12)	1,078,339,407	1,027,609,605
Income tax payable	45,289,647	38,354,398
Other current liabilities (Notes 13 and 25)	265,799,298	211,934,980
Total Current Liabilities	1,709,428,352	1,617,898,983
Noncurrent Liabilities		
Deposits payable (Note 14)	142,862,137	119,967,054
Net retirement obligations (Note 24)	57,453,582	55,667,123
Cumulative redeemable preferred shares (Note 15)	6,000,000	6,000,000
Deferred revenue - net of current portion (Note 16)	7,000,300	1,856,046
Total Noncurrent Liabilities	213,316,019	183,490,223
Total Liabilities	1,922,744,371	1,801,389,206
(Forward)		

	December 31	
	2010	2009
Equity		
Capital stock (Note 17) - ₱1 par value		
Authorized - 400,000,000 shares		
Issued - 302,114,918 and 287,761,172 shares as of December 31, 2010 and 2009, respectively [held by 684 and 717 equity holders in 2010 and 2009, respectively (Note 1)]	₱302,114,918	₱287,761,172
Additional paid-in capital	293,525,037	293,525,037
Retained earnings (Note 17)	574,482,384	326,309,628
Other component of equity - revaluation increment on land [net of deferred income tax liability (Notes 8 and 27)]	3,229,895	3,229,895
	1,173,352,234	910,825,732
Cost of 686,250 shares held in treasury	(2,923,246)	(2,923,246)
Total Equity	1,170,428,988	907,902,486
TOTAL LIABILITIES AND EQUITY	₱3,093,173,359	₱2,709,291,692

See accompanying Notes to Consolidated Financial Statements.

PHILIPPINE SEVEN CORPORATION AND SUBSIDIARIES
CONSOLIDATED STATEMENTS OF COMPREHENSIVE INCOME

	Years Ended December 31		
	2010	2009	2008
REVENUE			
Revenue from merchandise sales	₱7,612,243,056	₱6,033,322,488	₱5,412,969,204
Franchise revenue (Note 32)	442,822,680	303,815,142	250,855,661
Marketing income (Note 20)	338,765,461	236,502,860	136,211,215
Rent income (Note 26)	37,361,844	52,265,323	36,502,151
Commission income (Note 32)	29,271,506	22,130,513	21,213,531
Interest income (Notes 4, 9, 22 and 26)	5,355,769	4,839,945	4,186,908
Other income (Notes 5, 26 and 32)	78,278,268	35,685,902	17,988,516
	8,544,098,584	6,688,562,173	5,879,927,186
EXPENSES			
Cost of merchandise sales (Note 18)	5,585,270,478	4,371,715,990	3,909,886,731
General and administrative expenses (Note 19)	2,531,390,104	2,050,959,329	1,788,432,900
Interest expense (Notes 11, 15 and 21)	16,398,169	26,482,817	25,332,855
Unrealized foreign exchange loss	378,900	485,170	709,256
Loss on retirement of property and equipment	67,751	-	-
Loss on sale of property and equipment	-	-	890,771
Loss from typhoon (Note 8)	-	3,285,171	-
Impairment loss on goodwill (Note 10)	-	-	4,611,368
Other expenses	4,957,262	4,802,647	5,335,886
	8,138,462,664	6,457,731,124	5,735,199,767
INCOME BEFORE INCOME TAX	405,635,920	230,831,049	144,727,419
PROVISION FOR INCOME TAX (Note 27)	128,755,672	75,040,398	60,455,768
NET INCOME	276,880,248	155,790,651	84,271,651
OTHER COMPREHENSIVE INCOME			
Effect of change in tax rate in 2009	-	-	230,707
	-	-	230,707
TOTAL COMPREHENSIVE INCOME	₱276,880,248	₱155,790,651	₱84,502,358
BASIC/DILUTED EARNINGS PER SHARE (Note 28)	₱0.92	₱0.52	₱0.28

See accompanying Notes to Consolidated Financial Statements.

PHILIPPINE SEVEN CORPORATION AND SUBSIDIARIES
CONSOLIDATED STATEMENTS OF CHANGES IN EQUITY
FOR THE YEARS ENDED DECEMBER 31, 2010, 2009 and 2008

	Capital Stock	Additional Paid-in Capital	Retained Earnings	Revaluation Increment on Land	Total	Treasury Stock	Total
BALANCES AS OF DECEMBER 31, 2007	₱237,938,250	₱293,525,037	₱136,070,248	₱2,999,188	₱670,532,723	(₱2,923,246)	₱667,609,477
Stock dividends (Note 17)	23,725,200	–	(23,725,200)	–	–	–	–
Total comprehensive income for the year	–	–	84,271,651	230,707	84,502,358	–	84,502,358
BALANCES AS OF DECEMBER 31, 2008	261,663,450	293,525,037	196,616,699	3,229,895	755,035,081	(2,923,246)	752,111,835
Stock dividends (Note 17)	26,097,722	–	(26,097,722)	–	–	–	–
Total comprehensive income for the year	–	–	155,790,651	–	155,790,651	–	155,790,651
BALANCES AS OF DECEMBER 31, 2009	287,761,172	293,525,037	326,309,628	3,229,895	910,825,732	(2,923,246)	907,902,486
Stock dividends (Note 17)	14,353,746	–	(14,353,746)	–	–	–	–
Cash dividends (Note 17)	–	–	(14,353,746)	–	(14,353,746)	–	(14,353,746)
Total comprehensive income for the year	–	–	276,880,248	–	276,880,248	–	276,880,248
BALANCES AS OF DECEMBER 31, 2010	₱302,114,918	₱293,525,037	₱574,482,384	₱3,229,895	₱1,173,352,234	(₱2,923,246)	₱1,170,428,988

See accompanying Notes to Consolidated Financial Statements.

PHILIPPINE SEVEN CORPORATION AND SUBSIDIARIES
CONSOLIDATED STATEMENTS OF CASH FLOWS

	Years Ended December 31		
	2010	2009	2008
CASH FLOWS FROM OPERATING ACTIVITIES			
Income before income tax	₱405,635,920	₱230,831,049	₱144,727,419
Adjustments for:			
Depreciation and amortization (Notes 8 and 19)	291,803,754	203,905,718	179,639,006
Interest expense (Notes 11, 15, and 21)	16,398,169	26,482,817	25,332,855
Interest income (Notes 4, 9, 22 and 26)	(5,355,769)	(4,839,945)	(4,186,908)
Net retirement obligations (Note 24)	1,786,458	19,839,386	5,712,335
Provision for impairment of receivables (Notes 5 and 19)	1,622,883	9,798,327	7,069,507
Loss from/on:			
Retirement of property and equipment Typhoon (Note 8)	67,751	—	—
Impairment of goodwill (Note 10)	—	3,285,171	—
Sale of property and equipment	—	—	4,611,368
Amortization of:			890,771
Deferred revenue on exclusivity contract (Note 16)	(5,476,190)	(3,913,691)	(3,913,690)
Software and other program costs (Notes 10 and 19)	3,089,728	3,053,728	2,105,126
Deferred lease (Notes 10 and 26)	1,414,700	1,475,524	1,902,361
Deferred revenue on finance lease (Notes 16 and 26)	(709,665)	(1,310,151)	(1,310,151)
Unrealized foreign exchange loss	378,900	485,170	709,256
Operating income before working capital changes	710,656,639	489,093,103	363,289,255
Decrease (increase) in:			
Receivables	12,678,131	1,646,383	(84,012,620)
Inventories	13,233,094	(76,096,286)	(15,582,536)
Prepayments and other current assets	(58,286,054)	(56,529,837)	(51,262,076)
Increase (decrease) in:			
Accounts payable and accrued expenses	50,754,902	180,337,730	264,264,524
Other current liabilities	21,551,666	31,737,028	67,121,759
Deposits payable	22,895,083	36,714,408	(15,400,829)
Deferred revenue (Notes 16 and 32)	5,133,336	—	11,741,071
Cash generated from operations	778,616,797	606,902,529	540,158,548
Income taxes paid	(118,023,813)	(68,854,934)	(39,567,887)
Interest received	3,711,520	3,138,083	2,180,738
Net cash from operating activities	664,304,504	541,185,678	502,771,399

(Forward)

	Years Ended December 31		
	2010	2009	2008
CASH FLOWS FROM INVESTING ACTIVITIES			
Additions to:			
Property and equipment (Note 8)	(P671,923,830)	(P362,393,990)	(P415,095,771)
Software and other program costs (Note 10)	(161,900)	(286,000)	(6,788,085)
Decrease (increase) in:			
Deposits	(28,984,235)	(17,644,957)	(22,233,272)
Goodwill and other noncurrent assets	6,339,916	(11,952,821)	49,840
Acquisition of short-term investments	(10,141,555)	—	—
Collection of lease receivable (Note 26)	1,775,466	2,782,500	2,887,500
Proceeds from sale of property and equipment	—	—	14,982,823
Net cash used in investing activities	(703,096,138)	(389,495,268)	(426,196,965)
CASH FLOWS FROM FINANCING ACTIVITIES			
Availments of bank loans (Note 11)	290,000,000	510,000,000	415,000,000
Payments of bank loans (Note 11)	(310,000,000)	(500,000,000)	(460,000,000)
Interest paid	(16,577,074)	(27,254,709)	(24,858,765)
Cash dividends paid	(14,353,746)	—	—
Net cash used in financing activities	(50,930,820)	(17,254,709)	(69,858,765)
EFFECT OF EXCHANGE RATE CHANGES ON CASH AND CASH EQUIVALENTS			
	(378,900)	(485,170)	(709,256)
NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS	(90,101,354)	133,950,531	6,006,413
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR	448,830,888	314,880,357	308,873,944
CASH AND CASH EQUIVALENTS AT END OF YEAR (Note 4)	P358,729,534	P448,830,888	P314,880,357

See accompanying Notes to Consolidated Financial Statements.

PHILIPPINE SEVEN CORPORATION AND SUBSIDIARIES

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

1. Corporate Information and Authorization for Issuance of Financial Statements

Corporate Information

Philippine Seven Corporation (the Company or PSC) was incorporated in the Philippines and registered with the Philippine Securities and Exchange Commission (SEC) on November 29, 1982. The Company and its subsidiaries (collectively referred to as “the Group”), are primarily engaged in the business of retailing, merchandising, buying, selling, marketing, importing, exporting, franchising, acquiring, holding, distributing, warehousing, trading, exchanging or otherwise dealing in all kinds of grocery items, dry goods, food or foodstuffs, beverages, drinks and all kinds of consumer needs or requirements and in connection therewith, operating or maintaining warehouses, storages, delivery vehicles and similar or incidental facilities. The Group is also engaged in the management, development, sale, exchange, and holding for investment or otherwise of real estate of all kinds, including buildings, houses and apartments and other structures.

The Company is controlled by President Chain Store (Labuan) Holdings, Ltd., an investment holding company incorporated in Malaysia, which owns 56.59% of the Company’s outstanding shares. The remaining 43.41% of the shares are widely held. The ultimate parent of the Company is President Chain Store Corporation (PCSC, incorporated in Taiwan, Republic of China).

The Company has its primary listing on the Philippine Stock Exchange. As of December 31, 2010 and 2009, the Company has 684 and 717 equity holders, respectively.

The registered business address of the Company is 7th Floor, The Columbia Tower, Ortigas Avenue, Mandaluyong City.

Authorization for Issuance of the Financial Statements

The consolidated financial statements as of December 31, 2010 and 2009 and for each of the three years in the period ended December 31, 2010 were authorized for issue by the Board of Directors (BOD) on February 11, 2011.

2. Summary of Significant Accounting Policies and Financial Reporting Practices

Basis of Preparation

The consolidated financial statements are prepared under the historical cost basis, except for parcels of land, which are carried at revalued amount. The consolidated financial statements are presented in Philippine Peso (Peso), which is the Company’s functional currency.

Statement of Compliance

The consolidated financial statements, which are prepared for submission to the SEC, are prepared in compliance with Philippine Financial Reporting Standards (PFRS).

Changes in Accounting Policies

The accounting policies adopted are consistent with those of the previous financial year except for the following new and amended PFRS, Philippine Accounting Standards (PAS) and Philippine Interpretations based on International Financial Reporting Interpretations Committee (IFRIC) interpretations, which became effective on January 1, 2010.

Amendments to Standards and Interpretations

- PFRS 2, *Share-based Payment (Amendment) - Group Cash-settled Share-based Payment Transactions*
The amendment to PFRS 2 clarified the scope and the accounting for group cash-settled share-based payment transactions.
- PFRS 3 (Revised), *Business Combinations*, and PAS 27 (Amended), *Consolidated and Separate Financial Statements*
PFRS 3 (Revised) introduces significant changes in the accounting for business combinations occurring after becoming effective. Changes affect the valuation of non-controlling interest, the accounting for transaction costs, the initial recognition and subsequent measurement of a contingent consideration and business combinations achieved in stages. These changes will impact the amount of goodwill recognized, the reported results in the period that an acquisition occurs and future reported results.

PAS 27 (Amended) requires that a change in the ownership interest of a subsidiary (without loss of control) is accounted for as a transaction with owners in their capacity as owners. Therefore, such transactions will no longer give rise to goodwill, nor will it give rise to a gain or loss. Furthermore, the amended standard changes the accounting for losses incurred by the subsidiary as well as the loss of control of a subsidiary. The changes by PFRS 3 (Revised) and PAS 27 (Amended) affect acquisitions or loss of control of subsidiaries and transactions with non-controlling interests after January 1, 2010.

- PAS 39, *Financial Instruments: Recognition and Measurement (Amendment) - Eligible Hedged Items*
The amendment clarifies that an entity is permitted to designate a portion of the fair value changes or cash flow variability of a financial instrument as a hedged item. This also covers the designation of inflation as a hedged risk or portion in particular situations. The Group has concluded that the amendment has no impact on the financial position or performance of the Group, as the Group has not entered into any such hedges.
- Philippine Interpretation IFRIC 17, *Distributions of Non-cash Assets to Owners*
This interpretation provides guidance on accounting for arrangements whereby an entity distributes non-cash assets to shareholders either as a distribution of reserves or as dividends. The interpretation has no effect on either, the financial position or the performance of the Group.

The adoption of the above amendments to Standards and Interpretation did not have any impact on the financial statements of the Group.

Improvements to PFRS 2008

- PFRS 5, *Noncurrent Assets Held for Sale and Discontinued Operations*, clarifies that when a subsidiary is classified as held for sale, all its assets and liabilities are classified as held for sale, even when the entity remains a non-controlling interest after the sale transaction. The amendment is applied prospectively and has no impact on the financial position or the financial performance of the Group.

Improvements to PFRS 2009

The following improvements in PFRS, which are effective in 2010, does not have a significant impact on the Group's financial statements:

- PFRS 5, *Noncurrent Assets Held for Sale and Discontinued Operations*, clarifies that the disclosures required in respect of noncurrent assets and disposal groups classified as held for sale or discontinued operations are only those set out in PFRS 5. The disclosure requirements of other PFRS only apply if specifically required for such noncurrent assets or discontinued operations.
- Improvements to PAS 1, *Presentation of Financial Statements*, clarifies that the terms of a liability that could result, at anytime, in its settlement by the issuance of equity instruments at the option of the counterparty do not affect its classification.
- Improvements to PAS 7, *Statement of Cash Flows*, explicitly states that only expenditure that results in a recognized asset can be classified as a cash flow from investing activities.
- Improvements to PFRS 8, *Operating Segments*, clarifies that segment assets and liabilities need only be reported when those assets and liabilities are included in measures that are used only by the chief operating decision maker.
- Improvements to PAS 17, *Leases*, removes the specific guidance on classifying land as a lease. Prior to the amendment, leases of land were classified as operating lease. The amendment now requires that leases of land are classified as either 'finance' or 'operating' in accordance with the general principles of PAS 17. The amendment will be applied retrospectively.
- PAS 36, *Impairment of Assets*, clarifies that the largest unit permitted for allocating goodwill, acquired in a business combination, is the operating segment as defined in PFRS 8 before aggregation for reporting purposes.
- PAS 38, *Intangible Assets*, clarifies that if an intangible asset acquired in a business combination is identifiable only with another intangible asset, the acquirer may recognize the group of intangible assets at a single asset provided the individual assets have similar useful lives. It also clarifies that the valuation techniques presented for determining the fair value of intangible assets acquired in a business combination that are not traded in active markets are only examples and are not restrictive on the methods that can be used.

New Accounting Standards, Interpretations, and Amendments to Existing Standards Effective Subsequent to December 31, 2010

The Group will adopt the following standards, interpretations and amendments to existing standards enumerated below when these become effective. Except as otherwise indicated, the Group does not expect the adoption of these new and amended PFRS and Philippine Interpretations to have a significant impact on the financial statements.

Effective in 2011

- PAS 24 (Amended), *Related Party Disclosures*
The amended standard is effective for annual periods beginning on or after January 1, 2011. It clarified the definition of a related party to simplify the identification of such relationships and to eliminate inconsistencies in its application. The revised standard introduces a partial exemption of disclosure requirements for government-related

entities. Early adoption is permitted for either the partial exemption for government-related entities or for the entire standard.

- *PAS 32, Financial Instruments: Presentation (Amendment) - Classification of Rights Issues*
 The amendment to PAS 32 is effective for annual periods beginning on or after February 1, 2010 and amended the definition of a financial liability in order to classify rights issues (and certain options or warrants) as equity instruments in cases where such rights are given pro rata to all of the existing owners of the same class of an entity's non-derivative equity instruments, or to acquire a fixed number of the entity's own equity instruments for a fixed amount in any currency.
- *Philippine Interpretation IFRIC 14 (Amendment) - Prepayments of a Minimum Funding Requirement*
 The amendment to Philippine Interpretation IFRIC 14 is effective for annual periods beginning on or after January 1, 2011, with retrospective application. The amendment provides guidance on assessing the recoverable amount of a net pension asset. The amendment permits an entity to treat the prepayment of a minimum funding requirement as an asset.
- *Philippine Interpretation IFRIC 19, Extinguishing Financial Liabilities with Equity Instruments*
 Philippine Interpretation IFRIC 19 is effective for annual periods beginning on or after July 1, 2010. The interpretation clarifies that equity instruments issued to a creditor to extinguish a financial liability qualify as consideration paid. The equity instruments issued are measured at their fair value. In case that this cannot be reliably measured, the instruments are measured at the fair value of the liability extinguished. Any gain or loss is recognized immediately in profit or loss.

Effective in 2012

- *PAS 12, Income Taxes (Amendment) - Deferred Tax: Recovery of Underlying Assets*
 The amendment to PAS 12 is effective for annual periods beginning on or after January 1, 2012. It provides a practical solution to the problem of assessing whether recovery of an asset will be through use or sale. It introduces a presumption that recovery of the carrying amount of an asset will normally be through sale.
- *PFRS 7, Financial Instruments: Disclosures (Amendments) - Disclosures-Transfers of Financial Assets*
 The amendments to PFRS 7 are effective for annual periods beginning on or after July 1, 2011. The amendments will allow users of financial statements to improve their understanding of transfer transactions of financial assets (for example, securitizations), including understanding the possible effects of any risks that may remain with the entity that transferred the assets. The amendments also require additional disclosures if a disproportionate amount of transfer transactions are undertaken around the end of a reporting period.
- *Philippine Interpretation IFRIC 15, Agreement for Construction of Real Estate*
 This interpretation, effective for annual periods beginning on or after January 1, 2012, covers accounting for revenue and associated expenses by entities that undertake the construction of real estate directly or through subcontractors. The Interpretation

requires that revenue on construction of real estate be recognized only upon completion, except when such contract qualifies as construction contract to be accounted for under PAS 11, *Construction Contracts*, or involves rendering of services in which case revenue is recognized based on stage of completion. Contracts involving provision of services with the construction materials and where the risks and rewards of ownership are transferred to the buyer on a continuous basis will also be accounted for based on stage of completion.

Effective in 2013

- PFRS 9, *Financial Instruments: Classification and Measurement*
PFRS 9, as issued in 2010, reflects the first phase of the work on the replacement of PAS 39 and applies to classification and measurement of financial assets and financial liabilities as defined in PAS 39. The standard is effective for annual periods beginning on or after January 1, 2013. In subsequent phases, hedge accounting and derecognition will be addressed. The completion of this project is expected in early 2011.

Improvements to PFRS effective subsequent to 2010

In May 2010, the International Accounting Standards Board (IASB) issued its omnibus of amendments to the following standards, primarily with a view to removing inconsistencies and clarifying wording.

- Revised PFRS 3, *Business Combinations*

Transition requirements for contingent consideration from a business combination that occurred before the effective date of the revised: Clarifies that the amendments to PFRS 7, PAS 32 and PAS 39 that eliminate the exemption for contingent consideration, do not apply to contingent consideration that arose from business combinations whose acquisition dates precede the application of PFRS 3 (as revised in 2008).

Measurement of non-controlling interests (NCI): Limits the scope of the measurement choices that only the components of NCI that are present ownership interests that entitle their holders to a proportionate share of the entity's net assets, in the event of liquidation, shall be measured either: (1) at fair value or (2) at the present ownership instruments' proportionate share of the acquiree's identifiable net assets.

Other components of NCI are measured at their acquisition date fair value, unless another measurement basis is required by another PFRS, e.g. PFRS 2.

Un-replaced and voluntarily replaced share-based payment awards: Requires an entity (in a business combination) to account for the replacement of the acquiree's share-based payment transactions (whether obliged or voluntarily), i.e., split between consideration and post combination expenses. However, if the entity replaces the acquiree's awards that expire as a consequence of the business combination, these are recognized as post-combination expenses.

The amendment also specifies the accounting for share-based payment transactions that the acquirer does not exchange for its own awards: if vested - they are part of

NCI and measured at their marked-based measure; if unvested - they are measured at market based value as if granted at acquisition date, and allocated between NCI and post-combination expense.

- Amendment to PFRS 7, *Financial Instruments: Disclosures*, emphasizes the interaction between quantitative and qualitative disclosures and the nature and extent of risks associated with financial instruments which should be applied retrospectively.

Amendments to quantitative and credit risk disclosures are as follows:

- clarifies only those financial assets whose carrying amount does not reflect the maximum exposure to credit risk.
 - requires, for all financial assets, disclosure of the financial effect of collateral held as security and other credit enhancements regarding the amount that best represents the maximum exposure to credit risk (e.g., a description of the extent to which collateral mitigates credit risk).
 - removes disclosure of the collateral held as security, other credit enhancements and an estimate of their fair value for financial assets that are past due but not impaired, and financial assets that are individually determined to be impaired.
 - removes the requirement to specifically disclose financial assets renegotiated to avoid becoming past due or impaired.
 - clarifies that the additional disclosure required for financial assets obtained by taking possession of collateral or other credit enhancements are only applicable to assets still held at the reporting date.
- Amendment to PAS 1, *Presentation of Financial Statements*, clarifies that an entity will present an analysis of other comprehensive income for each component of equity, either in the statement of changes in equity or in the notes to the financial statements.
 - Amendment to PAS 27, *Consolidated and Separate Financial Statements*, clarifies that the consequential amendments from PAS 27 made to PAS 21, *The Effects of Changes in Foreign Exchange Rates*, PAS 28, *Investments in Associates*, and PAS 31, *Interests in Joint Ventures*, apply prospectively for annual periods beginning on or after July 1, 2010 or earlier when PAS 27 is applied earlier.

The Group has not yet adopted the above amendments and anticipates that these changes will have no material effect on the financial statements.

Basis of Consolidation

The consolidated financial statements include the accounts of the Company and the following subsidiaries:

	Country of Incorporation	Percentage of Ownership
Convenience Distribution Inc. (CDI)	Philippines	100
Store Sites Holding, Inc. (SSHI)	Philippines	100

Subsidiaries are those entities in which the Company has an interest of more than one half of the voting rights or otherwise has power to govern the financial and operating policies through interlocking directorships such that substantial benefits from the

subsidiaries' activities flow to the Company. Subsidiaries are fully consolidated from the date on which control is transferred to the Company. They are de-consolidated from the date on which control ceases. The results of subsidiaries acquired or disposed of during the year are included in profit or loss from the date of acquisition or up to the date of the disposal, as appropriate.

SSHI's capital stock, which is divided into 40% common shares and 60% preferred shares are owned by the Company and by Philippine Seven Corporation-Employees Retirement Plan through its trustee, Bank of the Philippines Islands-Asset Management and Trust Group (BPI-AMTG), respectively. These preferred shares which accrue and pay guaranteed preferred dividends and are redeemable at the option of the holder (see Note 15) are recognized as a financial liability in accordance with PFRS. The Company owns 100% of SSHI's common shares, which, together with common key management, gives the Company control over SSHI.

The financial statements of the subsidiaries are prepared for the same reporting year as the Company, using uniform accounting policies. Intercompany transactions, balances and unrealized gains and losses are eliminated in full.

Cash and Cash Equivalents

Cash includes cash on hand and in banks. Cash equivalents are short-term, highly liquid investments that are readily convertible to known amounts of cash with original maturities of three months or less from the date of acquisition and that are subject to an insignificant change in value.

Financial Instruments

The Group recognizes a financial asset or a financial liability in the consolidated balance sheet when it becomes a party to the contractual provisions of the instrument.

Financial assets and financial liabilities are recognized initially at fair value. Transaction costs are included in the initial measurement of all financial assets and financial liabilities, except for financial instruments measured at fair value through profit or loss (FVPL).

All regular way purchases and sales of financial assets are recognized on the trade date, i.e. the date the Group commits to purchase or sell the financial asset. Regular way purchases or sales of financial assets require delivery of assets within the time frame generally established by regulation in the market place.

The Group classifies its financial assets as financial assets at FVPL, held-to-maturity (HTM) financial assets, loans and receivables or available-for-sale financial (AFS) assets. Financial liabilities, on the other hand, are classified as either financial liabilities at FVPL or other financial liabilities. The classification depends on the purpose for which the financial assets and financial liabilities were acquired. Management determines the classification at initial recognition and, where allowed and appropriate, re-evaluates this designation at every balance sheet date.

Financial Assets

a. Financial Assets at FVPL

Financial assets at FVPL include financial assets held-for-trading and those designated upon initial recognition as at FVPL.

Financial assets are classified as held-for-trading if they are acquired for the purpose of selling in the near term.

Financial assets are designated as at FVPL on initial recognition when any of the following criteria are met:

- the designation eliminates or significantly reduces the inconsistent treatment that would otherwise arise from measuring the assets or recognizing gains or losses on them on a different basis; or
- the assets are part of a group of financial assets which are managed and their performance is evaluated on a fair value basis, in accordance with a documented risk management or investment strategy; or
- the financial asset contains an embedded derivative, unless the embedded derivative does not significantly modify the cash flows or it is clear, with little or no analysis, that it would not be separately recorded.

Financial assets at FVPL are recorded in the consolidated balance sheet at fair value. Changes in fair value are accounted for directly in profit or loss. Interest earned is recorded as interest income, while dividend income is recognized according to the terms of the contract, or when the right of the payment has been established.

As of December 31, 2010 and 2009, the Group has no financial assets as at FVPL.

The Group assesses whether embedded derivatives are required to be separated from the host contracts when the Group first becomes a party to the contract. Re-assessment only occurs if there is a change in the terms of the contract that significantly modifies the cash flows that would otherwise be required.

An embedded derivative is separated from the host financial or non-financial asset contract and accounted for as a derivative if all of the following conditions are met:

- the economic characteristics and risks of the embedded derivative are not closely related to the economic characteristic of the host contract;
- a separate instrument with the same terms as the embedded derivative would meet the definition of a derivative; and
- the hybrid or combined instrument is not recognized as FVPL.

Embedded derivatives that are bifurcated from the host contracts are accounted for as financial assets at FVPL. Changes in fair values are included in profit or loss.

As of December 31, 2010 and 2009, the Group has no outstanding embedded derivatives.

b. HTM Financial Assets

HTM financial assets are quoted non-derivative financial assets with fixed or determinable payments and fixed maturities wherein the Group has the positive intention and ability to hold to maturity. HTM financial assets are subsequently carried either at cost or amortized cost in the consolidated balance sheet. Amortization is determined by using the effective interest rate method. Assets under this category are classified as current assets if maturity is within 12 months from balance sheet date. Otherwise, these are classified as noncurrent assets.

As of December 31, 2010 and 2009, the Group has not designated any financial asset as HTM.

c. Loans and Receivables

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market. Loans and receivables are subsequently carried either at cost or amortized cost in the consolidated balance sheet. Amortization is determined using the effective interest rate method. Loans and receivables are classified as current assets if maturity is within 12 months from balance sheet date. Otherwise, these are classified as noncurrent assets.

The Group's loans and receivables consist of cash and cash equivalents, short-term investments, receivables and deposits as of December 31, 2010 and 2009.

d. AFS Financial Assets

AFS financial assets are non-derivative financial assets that are either designated in this category or not classified in any of the other categories. Financial assets may be designated at initial recognition as AFS if they are purchased and held indefinitely, and may be sold in response to liquidity requirements or changes in market conditions. AFS financial assets are carried at fair value in the consolidated balance sheet. Changes in the fair value of such assets are accounted for in the consolidated statement of comprehensive income until the financial asset is derecognized or until the financial asset is determined to be impaired at which time the cumulative gain or loss previously reported in the consolidated statement of comprehensive income is recognized in profit or loss. AFS financial assets are classified as current assets if maturity is within 12 months from balance sheet date. Otherwise, these are classified as noncurrent assets.

The Group's AFS financial assets consist of unquoted investments in preferred shares of a public utility company included as part of "Goodwill and other noncurrent assets" in the consolidated balance sheets as of December 31, 2010 and 2009.

Financial Liabilities

a. Financial Liabilities at FVPL

Financial liabilities at FVPL include financial liabilities held-for-trading and those designated upon recognition at FVPL.

Financial liabilities are classified as held-for-trading if they are acquired for the purpose of selling in the near term.

Financial liabilities are designated as at FVPL on initial recognition when any of the following criteria are met:

- the designation eliminates or significantly reduces the inconsistent treatment that would otherwise arise from measuring the liabilities or recognizing gains or losses on them on a different basis; or
- the liabilities are part of a group of financial liabilities which are managed and their performance is evaluated on a fair value basis, in accordance with a documented risk management or investment strategy; or
- the financial instrument contains an embedded derivative, unless the embedded derivative does not significantly modify the cash flows or it is clear, with little or no

analysis, that it would not be separately recorded.

Financial liabilities at FVPL are recorded in the consolidated balance sheet at fair value. Changes in fair value are accounted for directly in profit or loss. Interest incurred is recorded as interest expense.

As of December 31, 2010 and 2009, the Group has not designated any financial liability as at FVPL.

b. Other Financial Liabilities

This category pertains to financial liabilities that are neither held-for-trading nor designated as at FVPL upon the inception of the liability. Other financial liabilities are subsequently carried at amortized cost, taking into account the impact of applying the effective interest rate method of amortization (or accretion) for any related premium, discount and any directly attributable transaction costs.

Other financial liabilities are classified as current liabilities if maturity is within the normal operating cycle of the Company and it does not have unconditional right to defer settlement of the liability for at least 12 months from balance sheet date. Otherwise, these are classified as noncurrent liabilities.

The Group's other financial liabilities consist of bank loans, accounts payable and accrued expenses, other current liabilities and cumulative redeemable preferred shares as of December 31, 2010 and 2009.

Determination of Fair Values

Fair value is determined by reference to the transaction price or other market prices. If such market prices are not readily determinable, the fair value of the consideration is estimated as the sum of all future cash payments or receipts, discounted using the prevailing market rates of interest for similar instruments with similar maturities.

Day 1 Profit

Where the transaction price in a non-active market is different from the fair value from other observable current market transactions in the same instrument or based on a valuation technique whose variables include only data from observable market, the Group recognizes the difference between the transaction price and fair value (a Day 1 profit) in profit or loss unless it qualifies for recognition as some other type of asset. In cases where use is made of data which is not observable, the difference between the transaction price and model value is only recognized in profit or loss when the inputs become observable or when the instrument is derecognized. For each transaction, the Group determines the appropriate method of recognizing the day 1 profit.

Offsetting Financial Instruments

Financial assets and financial liabilities are offset and the net amount is reported in the consolidated balance sheet if, and only if, there is a currently enforceable legal right to offset the recognized amounts and there is an intention to settle on a net basis, or to realize the asset and settle the liability simultaneously.

Impairment of Financial Assets

The Group assesses at each balance sheet date whether a financial asset or a group of financial assets is impaired.

Financial Assets Carried at Amortized Cost

If there is objective evidence that an impairment loss on loans and receivables has been incurred, the amount of impairment loss is measured as the difference between the financial asset's carrying amount and the present value of estimated future cash flows (excluding future expected credit losses that have not been incurred) discounted at the financial asset's original effective interest rate (i.e., the effective interest rate computed at initial recognition). The carrying amount of the asset is reduced by the impairment loss, which is recognized in profit or loss.

The Group first assesses whether objective evidence of impairment exists for financial assets that are individually significant and collectively for financial assets that are not individually significant. Objective evidence includes observable data that comes to the attention of the Group about loss events such as but not limited to significant financial difficulty of the counterparty, a breach of contract, such as a default or delinquency in interest or principal payments, probability that the borrower will enter bankruptcy or other financial reorganization. If it is determined that no objective evidence of impairment exists for an individually or collectively assessed financial asset, whether significant or not, the asset is included in the group of financial assets with similar credit risk characteristics and that group of financial assets is collectively assessed for impairment. Assets that are individually assessed for impairment and for which an impairment loss is or continue to be recognized are not included in a collective assessment of impairment. The impairment assessment is performed at each balance sheet date. For the purpose of a collective evaluation of impairment, financial assets are grouped on the basis of such credit risk characteristics such as customer type, payment history, past-due status and term.

Loans and receivables, together with the related allowance, are written off when there is no realistic prospect of future recovery and all collateral has been realized. If, in a subsequent period, the amount of the impairment loss decreases and the decrease can be related objectively to an event occurring after the impairment was recognized, the previously recognized impairment loss is reversed. Any subsequent reversal of an impairment loss is recognized in profit or loss, to the extent that the carrying value of the asset does not exceed its amortized cost at the reversal date.

Financial Assets Carried at Cost

If there is objective evidence that an impairment loss on an unquoted equity instrument that is not carried at fair value because its fair value cannot be reliably measured, or on a derivative asset that is linked to and must be settled by delivery of such an unquoted equity instrument has been incurred, the amount of the loss is measured as the difference between the asset's carrying amount and the present value of estimated future cash flows discounted at the current market rate of return of a similar financial asset.

Financial Assets Carried at Fair Value

If an AFS financial asset is impaired, an amount comprising the difference between its cost (net of any principal payment) and its current fair value, less any impairment loss previously recognized in profit or loss, is transferred from the consolidated statement of comprehensive income to profit or loss.

In case of equity securities classified as AFS financial asset, objective evidence would include a significant or prolonged decline in the fair value of the financial assets below its cost or where other objective evidence of impairment exists. The determination of what is "significant" or "prolonged" requires judgment. The Group treats "significant" generally as 20% or more of the original cost of investment, and "prolonged" as greater than six

months. In addition, the Group evaluates other factors, including normal volatility in share price for unquoted equities.

Impairment losses on equity investments are not reversed through profit or loss. Increases in fair value after impairment are recognized directly in consolidated statement of comprehensive income. Reversals in respect of equity instruments classified as AFS financial asset are not recognized in profit or loss. Reversals of impairment losses on debt instruments are recognized in profit or loss if the increase in fair value of the instrument can be objectively related to an event occurring after the impairment loss was recognized in profit or loss.

In case of debt securities classified as AFS financial asset, impairment is assessed based on the same criteria as financial assets carried at amortized cost. Future interest income is based on the reduced carrying amount and is accrued based on the rate of interest used to discount future cash flows for the purpose of measuring impairment loss. Such accrual is recorded as part of "Interest income" in profit or loss. If, in subsequent year, the fair value of a debt security increases and the increase can be objectively related to an event occurring after the impairment loss was recognized in profit or loss, the impairment loss is reversed through profit or loss.

Derecognition of Financial Assets and Liabilities

Financial Assets

A financial asset (or, where applicable, a part of a financial asset or a part of a group of similar financial assets) is derecognized when:

- the right to receive cash flows from the asset has expired;
- the Group retains the right to receive cash flows from the asset, but has assumed an obligation to pay them in full without material delay to a third party under a pass-through arrangement; or
- the Group has transferred its right to receive cash flows from the asset and either (a) has transferred substantially all the risks and rewards of the asset, or (b) has neither transferred nor retained substantially all risks and rewards of the asset, but has transferred control of the asset.

Where the Group has transferred its rights to receive cash flows from an asset and has neither transferred nor retained substantially all the risks and rewards of the asset nor transferred control of the asset, the asset is recognized to the extent of the Group's continuing involvement in the asset. Continuing involvement that takes the form of a guarantee over the transferred asset is measured at the lower of the original carrying amount of the asset and the maximum amount of consideration that the Group could be required to repay.

Financial Liabilities

A financial liability is derecognized when the obligation under the liability is discharged, cancelled or has expired.

Where an existing financial liability is replaced by another from the same lender on substantially different terms, or the terms of an existing liability are substantially modified, such an exchange or modification is treated as a derecognition of the original liability and the recognition of a new liability, and the difference in the respective carrying amounts is recognized in profit or loss.

Inventories

Inventories are stated at the lower of cost and net realizable value (NRV). Cost of warehouse merchandise is determined using the first-in, first-out method. NRV is the selling price in the ordinary course of business, less the estimated cost of marketing and distribution. The Group is using the retail method in measuring the cost of its store merchandise inventory. Under this method, cost is determined using the average gross profit and is reviewed on a regular basis to ensure that it approximates actual costs.

Value-Added Tax (VAT)

Input VAT is the 12% indirect tax paid by the Group in the course of the Group's trade or business on local purchase of goods or services, including lease or use of property, from a VAT-registered entity. For acquisition of capital goods over ₱1,000,000, the related input taxes are deferred and amortized over the useful life or 60 months, whichever is shorter, commencing on the date of acquisition.

Output VAT pertains to the 12% tax due on the sale of merchandise and lease or exchange of taxable goods or properties or services by the Group.

If at the end of any taxable month the output VAT exceeds the input VAT, the excess shall be paid by the Group. Any outstanding balance is included under "Accounts payable and accrued expenses" account in the balance sheet. If the input VAT exceeds the output VAT, the excess shall be carried over to the succeeding month or months. Excess input VAT is included under "Prepayments and other current assets" account in the balance sheet. Input VAT on capital goods may, at the option of the Group, be refunded or credited against other internal revenue taxes, subject to certain tax laws.

Revenue, expenses and assets are recognized net of the amount of VAT.

Advances to Suppliers

Advances to suppliers are down payments for acquisitions of property and equipment not yet received. Once the property and equipment are received, the asset is recognized together with the corresponding liability.

Property and Equipment

Property and equipment, except for land, are carried at cost less accumulated depreciation and amortization, and any impairment in value.

Land is carried at revalued amount less any impairment in value. The difference between cost and revalued amount goes to the consolidated statement of comprehensive income. The revalued amount is determined by a professionally qualified independent appraiser.

The initial cost of property and equipment consists of its purchase price and any directly attributable costs of bringing the asset to its working condition and location for its intended use.

Expenditures incurred after the assets have been put into operation, such as repairs and maintenance and overhaul costs, are recognized in profit or loss in the period in which the costs are incurred. In situations where it can be clearly demonstrated that the expenditures have resulted in an increase in the future economic benefits expected to be obtained from the use of an item of property and equipment beyond its originally assessed standard of performance, the expenditures are capitalized as an additional cost of the assets.

Construction in progress is stated at cost. This includes cost of construction and other direct costs. Construction in progress is not depreciated until such time the relevant assets are completed and put into operational use.

Depreciation and amortization commence once the assets are available for use. It ceases at the earlier of the date that it is classified as noncurrent asset held-for-sale and the date the asset is derecognized.

Depreciation is computed on a straight-line method over the estimated useful lives of the assets as follows:

	Years
Buildings and improvements	10 to 12
Store furniture and equipment	5 to 10
Office furniture and equipment	3 to 5
Transportation equipment	3 to 5
Computer equipment	3

Leasehold improvements are amortized over the estimated useful life of the improvements, ranging from five to ten years, or the term of the lease, whichever is shorter.

The assets' estimated useful lives and depreciation and amortization method are reviewed periodically to ensure that the period and method of depreciation and amortization are consistent with the expected pattern of economic benefits from the items of property and equipment. When assets are retired or otherwise disposed of, the cost or revalued amount and the related accumulated depreciation and amortization and any impairment in value are removed from the accounts and any resulting gain or loss is recognized in profit or loss. The revaluation increment in equity relating to the revalued asset sold is transferred to retained earnings.

Fully depreciated assets are retained in the books until disposed.

Software and Program Cost

Software and program cost, which are not specifically identifiable and integral to a specific computer hardware, are shown as part of "Goodwill and other noncurrent assets" in the consolidated balance sheet. These are carried at cost, less accumulated amortization and any impairment in value. Amortization is computed on a straight-line method over their estimated useful life of five years.

Impairment of Property and Equipment and Software and Program Cost

The Group assesses at each balance sheet date whether there is an indication that a nonfinancial asset may be impaired. If any such indication exists, or when annual impairment testing for an asset is required, the Group makes an estimate of the asset's recoverable amount. An asset's recoverable amount is the higher of an asset's or cash generating unit's fair value less costs to sell and its value-in-use and is determined for an individual asset, unless the asset does not generate cash inflows that are largely independent of those from other assets or groups of assets. For land, the asset's recoverable amount is the land's net selling price, which may be obtained from its sale in an arm's length transaction. For goodwill, the asset's recoverable amount is its value-in-use. Where the carrying amount of an asset exceeds its recoverable amount, the asset is considered impaired and is written down to its recoverable amount. In assessing value-in-use, the estimated future cash flows are discounted to their present value, using

a pre-tax discount rate that reflects current market assessments of the time value of money and risks specific to the asset. Impairment losses, if any, are recognized in profit or loss in those expense categories consistent with the function of the impaired asset.

An assessment is made at each balance sheet date as to whether there is any indication that previously recognized impairment losses may no longer exist or may have decreased. If such indication exists, the recoverable amount is estimated. A previously recognized impairment loss is reversed only if there has been a change in the estimates used to determine the asset's recoverable amount since the last impairment loss was recognized. If that is the case, the carrying amount of the asset is increased to its recoverable amount. That increased amount cannot exceed the carrying amount that would have been determined, net of depreciation and amortization, had no impairment loss been recognized for the asset in previous years. Such reversal is recognized in profit or loss, unless the asset is carried at revalued amount, in which case, the reversal is treated as a revaluation increase. After such reversal, the depreciation charge is adjusted in the future periods to allocate the asset's revised carrying amount, less any residual value, on a systematic basis over its remaining useful life.

Deposits

Deposits are amounts paid as guarantee in relation to noncancelable agreements entered into by the Group. Deposits include rent deposits for lease, franchise and service agreements. These deposits are recognized at cost and can be refunded or applied to future billings.

Business Combinations and Goodwill

Business combinations are accounted for using the acquisition method. The cost of an acquisition is measured as the aggregate of the consideration transferred, measured at acquisition date fair value and the amount of any non-controlling interest in the acquiree. For each business combination, the acquirer measures the non-controlling interest in the acquiree either at fair value or at the proportionate share of the acquiree's identifiable net assets. Acquisition costs incurred are expensed and included in administrative expenses.

When the Company acquires a business, it assesses the financial assets and financial liabilities assumed for appropriate classification and designation in accordance with the contractual terms, economic circumstances and pertinent conditions as at the acquisition date. This includes the separation of embedded derivatives in host contracts by the acquiree.

If the business combination is achieved in stages, the acquisition date fair value of the acquirer's previously held equity interest in the acquiree is re-measured to fair value at the acquisition date through profit or loss.

Any contingent consideration to be transferred by the acquirer will be recognized at fair value at the acquisition date. Subsequent changes to the fair value of the contingent consideration, which is deemed to be an asset or liability, will be recognized in accordance with PAS 39 either in profit or loss or as a change to other comprehensive income. If the contingent consideration is classified as equity, it should not be re-measured until it is finally settled within equity.

Goodwill, included in "Goodwill and other noncurrent assets" in the consolidated balance sheet, represents the excess of the cost of an acquisition over the fair value of the businesses acquired. Following initial recognition, goodwill is measured at cost less any accumulated impairment losses.

Goodwill is reviewed for impairment, annually or more frequently if event or changes in circumstances indicate that the carrying value may be impaired. Impairment is determined for goodwill by assessing the recoverable amount of the cash-generating unit or group of cash-generating units to which the goodwill relates. Where the recoverable amount of the cash-generating unit or group of cash-generating units is less than the carrying amount of the cash-generating unit or group of cash-generating units to which goodwill has been allocated, an impairment loss is recognized. Impairment losses relating to goodwill cannot be reversed in future periods.

Cumulative Redeemable Preferred Shares

Cumulative redeemable preferred shares that exhibit characteristics of a liability is recognized as a financial liability in the consolidated balance sheet, net of transaction cost. The corresponding dividends on those shares are charged as interest expense in profit or loss.

Deferred Revenue

Deferred revenue is recognized for cash received for income not yet earned. Deferred revenue is recognized as revenue over the life of the revenue contract or upon delivery of goods or services.

Capital Stock

Capital stock is measured at par value for all shares issued and outstanding. When the Group issues more than one class of stock, a separate account is maintained for each class of stock and number of shares issued and outstanding.

When the shares are sold at premium, the difference between the proceeds and the par value is credited to the "Additional paid-in capital" account. When shares are issued for a consideration other than cash, the proceeds are measured by the fair value of the consideration received. In case the shares are issued to extinguish or settle the liability of the Group, the shares shall be measured either at the fair value of the shares issued or fair value of the liability settled, whichever is more reliably determinable.

Treasury Stock

Treasury stock is stated at acquisition cost and is deducted from equity. No gain or loss is recognized in profit or loss on the purchase, sale, issuance or cancellation of the Group's own equity instruments.

Revenue Recognition

Revenue is recognized to the extent that it is probable that the economic benefits will flow to the Group and the amount of revenue can be measured reliably. The Group has assessed its revenue arrangements against the criteria enumerated under PAS 18, *Revenue Recognition*, and concluded that it is acting as principal in all arrangements, except for its sale of consigned goods. The following specific recognition criteria must also be met before revenue is recognized:

Merchandise Sales

Revenue from merchandise sales is recognized when the significant risks and rewards of ownership of the goods have passed to the buyer. Revenue is measured at the fair value of the consideration received, excluding discounts, returns, rebates and sales taxes.

Franchise

Franchise fee is recognized upon execution of the franchise agreement and performance of initial services required under the franchise agreement. Franchise revenue is recognized in the period earned.

Marketing

Revenue of marketing is recognized when service is rendered. In case of marketing support funds, revenue is recognized upon achievement of the minimum purchase requirement of the suppliers.

Rent

Rent income is accounted for on a straight-line basis over the term of the lease.

Commission

Commission income is recognized upon the sale of consigned goods.

Interest

Interest income is recognized as it accrues based on the effective interest rate method.

Costs and Expenses Recognition

Costs of merchandise sold are recognized in profit or loss at the point of sale. Expenses are recognized in profit or loss upon utilization of the services or when they are incurred.

Other Comprehensive Income

Other comprehensive income comprises items of income and expense (including items previously presented under the statement of changes in equity) that are not recognized in profit or loss for the year in accordance with PFRS.

Retirement Benefits

Retirement benefits cost is determined using the projected unit credit actuarial valuation method. Actuarial gains and losses are recognized as income or expense when the net cumulative unrecognized actuarial gains and losses for each individual plan at the end of the previous reporting year exceeded 10% of the higher of the present value of the retirement obligations and the fair value of the net plan assets as of that date. These gains or losses are recognized over the expected average remaining working lives of the employees participating in the plan.

Past service cost is recognized as an expense in profit or loss on a straight-line basis over the average period until the benefits become vested. If the benefits are already vested following the introduction of, or changes to the plan, past service cost is recognized immediately.

The net retirement obligation is the aggregate of the present value of the retirement obligation and actuarial gains and losses not recognized reduced by past service cost not yet recognized and the fair value of the net plan assets out of which obligations are to be settled directly. If such aggregate is negative, the asset is measured at the lower of such aggregate or the aggregate of cumulative unrecognized net actuarial losses and past service cost and the present value of any economic benefits available in the form of refund from the plan or reductions in the future contributions to the plan.

Leases

Finance leases, which transfer to the lessee substantially all the risks and rewards of ownership of the asset, are capitalized at the inception of the lease at the fair value of the leased property or, if lower, at the present value of the minimum lease payments. Lease

payments are apportioned between the interest income and reduction of the lease receivable so as to achieve a constant rate of interest on the remaining balance of the receivable. Interest income is recognized directly in profit or loss.

Leases where the lessor retains substantially all the risks and rewards of ownership of the asset are classified as operating leases. Operating leases are recognized as an expense in profit or loss on a straight-line basis over the lease term.

The determination of whether an arrangement is, or contains a lease is based on the substance of the arrangement and requires an assessment of whether the fulfillment of the arrangement is dependent on the use of a specific asset or assets and the arrangement conveys a right to use the asset. A reassessment is made after inception of the lease only if one of the following applies:

- a. there is a change in contractual terms, other than a renewal or extension of the arrangement; or
- b. a renewal option is exercised or extension is granted, unless the term of the renewal or extension was initially included in the lease term; or
- c. there is a change in the determination of whether fulfillment is dependent on a specified asset; or
- d. there is a substantial change to the asset.

Where a re-assessment is made, lease accounting shall commence or cease from the date when the change in circumstance gave rise to the re-assessment for scenarios (a), (c) or (d) above, and the date of renewal or extension for scenario (b).

Borrowing Costs

Borrowing costs directly attributable to the acquisition, construction or production of an asset that necessarily takes a substantial period of time to get ready for its intended use or sale are capitalized as part of the cost of the respective assets. All other borrowing costs are expensed in the period they occur. Borrowing costs consist of interest and other costs that an entity incurs in connection with the borrowing of funds.

Foreign Currency-denominated Transactions

Transactions in foreign currency are initially recorded at the exchange rate at the date of transaction. Outstanding foreign currency-denominated monetary assets and liabilities are translated using the applicable exchange rate at balance sheet date. Exchange differences arising from translation of foreign currency monetary items at rates different from those at which they were originally recorded are recognized in profit or loss.

Income Tax

Current Income Tax

Current income tax assets and liabilities for the current and prior periods are measured at the amount expected to be recovered from or paid to the taxation authorities. The tax rates and tax laws used to compute the amount are those that have been enacted or substantively enacted at the balance sheet date.

Deferred Income Tax

Deferred income tax is recognized on all temporary differences at the balance sheet date between the tax bases of assets and liabilities and their carrying amounts for financial reporting purposes.

Deferred income tax liabilities are recognized for all taxable temporary differences. Deferred income tax assets are recognized for all deductible temporary differences to the extent that it is probable that sufficient future taxable profits will be available against which the deductible temporary differences can be utilized.

Deferred income tax relating to items recognized directly in equity is recognized in profit or loss.

The carrying amount of deferred income tax assets is reviewed at each balance sheet date and reduced to the extent that it is no longer probable that sufficient future taxable profits will be available to allow all or part of the deferred income tax assets to be utilized. Unrecognized deferred income tax assets are reassessed at each balance sheet date and are recognized to the extent that it has become probable that sufficient future taxable profits will allow the deferred income tax assets to be recovered.

Deferred income tax assets and liabilities are measured at the tax rates that are expected to apply to the period when the asset is realized or the liability is settled, based on tax rates (and tax laws) that have been enacted or substantively enacted at the balance sheet date.

Deferred income tax assets and liabilities are offset, if a legally enforceable right exists to set off deferred income tax assets against deferred income tax liabilities and the deferred income taxes relate to the same taxable entity and the same taxation authority.

Earnings (Loss) Per Share

Basic earnings (loss) per share is calculated by dividing the income or (loss) for the year attributable to common shareholders by the weighted average number of shares outstanding during the year, excluding treasury shares.

Diluted earnings (loss) per share is calculated by dividing the net income or (loss) for the year attributable to common shareholders by the weighted average number of shares outstanding during the year, excluding treasury shares and adjusted for the effects of all potential dilutive common shares, if any.

In determining both the basic and diluted earnings (loss) per share, the effect of stock dividends, if any, is accounted for retroactively.

Segment Reporting

Operating segments are components of an entity for which separate financial information is available and evaluated regularly by management in deciding how to allocate resources and assessing performance. The Group considers the store operation as its primary activity and its only business segment. Franchising, renting of properties and commissioning on bills payment services are considered an integral part of the store operations.

Provisions

Provisions are recognized when: (a) the Group has a present obligation (legal or constructive) as a result of a past event; (b) it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation; and (c) a reliable estimate can be made of the amount of the obligation. If the effect of the time value of money is material, provisions are determined by discounting the expected future cash flows at a pre-tax rate that reflects current market assessments of the time value of money and, where appropriate, the risks specific to the liability. Where discounting is

used, the increase in the provision due to the passage of time is recognized as interest expense. When the Group expects a provision or loss to be reimbursed, the reimbursement is recognized as a separate asset only when the reimbursement is virtually certain and its amount is estimable. The expense relating to any provision is presented in profit or loss, net of any reimbursement.

Contingencies

Contingent liabilities are not recognized in the consolidated financial statements. They are disclosed unless the possibility of an outflow of resources embodying economic benefits is remote. Contingent assets are not recognized in the consolidated financial statements but disclosed when an inflow of economic benefit is probable. Contingent assets are assessed continually to ensure that developments are appropriately reflected in the consolidated financial statements. If it has become virtually certain that an inflow of economic benefits will arise, the asset and the related income are recognized in the consolidated financial statements.

Events after the Balance Sheet Date

Post year-end events that provide additional information about the Group's position at the balance sheet date (adjusting events) are reflected in the consolidated financial statements. Post year-end events that are non-adjusting events are disclosed in the notes to the consolidated financial statements when material.

3. Use of Significant Accounting Judgments, Estimates and Assumptions

The preparation of the consolidated financial statements in accordance with PFRS requires management to make judgments, estimates and assumptions that affect the amounts reported in the consolidated financial statements and notes. The judgments, estimates and assumptions used in the consolidated financial statements are based upon management's evaluation of relevant facts and circumstances as of balance sheet date. Future events may occur which can cause the assumptions used in arriving at those judgments, estimates and assumptions to change.

The effects of any changes will be reflected in the consolidated financial statements of the Group as they become reasonably determinable.

Judgments

In the process of applying the Group's accounting policies, management has made the following judgments, apart from those involving estimations, which have the most significant effect on amounts recognized in the consolidated financial statements:

Determination of Functional Currency

Based on the economic substance of the underlying circumstances relevant to the Company, the functional currency of the Company has been determined to be the Peso. The Peso is the currency of the primary economic environment in which the Company operates. It is the currency that mainly influences the revenue, costs and expenses of the Company.

Classification of Financial Instruments

The Group classifies a financial instrument, or its components, on initial recognition as a financial asset, liability or equity instrument in accordance with the substance of the contractual arrangement and the definitions of a financial asset, liability or equity

instrument. The substance of a financial instrument, rather than its legal form, governs its classification in the consolidated balance sheet.

Financial assets are classified as financial assets at FVPL, HTM financial assets, loans and receivables and AFS financial assets. Financial liabilities, on the other hand, are classified as financial liabilities at FVPL and other financial liabilities.

The Group determines the classification at initial recognition and, where allowed and appropriate, re-evaluates this classification at every balance sheet date.

The Group's financial instruments include loans and receivables, AFS financial assets and other financial liabilities (see Note 29).

Classification of Leases

a. Finance lease as lessor

The Group entered into a sale and leaseback transaction with an armored car service provider where it has determined that the risks and rewards related to the armored vehicles leased out will be transferred to the lessee at the end of the lease term. As such, the lease agreement was accounted for as a finance lease (see Note 26).

b. Operating lease as lessee

The Group entered into various property leases, where it has determined that the risks and rewards related to the properties are retained with the lessors. As such, the lease agreements were accounted for as operating leases (see Note 26).

c. Operating lease as lessor

The Company entered into property subleases on its leased properties. SSHI also entered into lease agreements on properties which it owns. The Company and SSHI determined that it retains all the significant risks and rewards of these properties which are leased out on operating leases (see Note 26).

Impairment of Property and Equipment and Software and Program Costs

The Group determines whether its items of property and equipment and software and program costs are impaired on an annual basis. This requires an estimation of the value-in-use of the cash-generating units to which the assets are allocated. The preparation of the estimated future cash flows in determining value-in-use involves significant judgment, estimation and assumption.

While management believes that the assumptions made are appropriate and reasonable, significant changes in these assumptions may materially affect the assessment of recoverable values and may lead to future impairment charges.

The carrying value of property and equipment and software and program costs amounted to ₱1,612,379,628 and ₱1,235,255,125 as of December 31, 2010 and 2009, respectively (see Notes 8 and 10). Based on management's judgment, there were no indicators of impairment in the Group's nonfinancial assets, thus, no impairment loss needs to be recognized in 2010, 2009 and 2008.

Estimates

The key assumptions concerning the future and other key sources of estimation uncertainty at the balance sheet date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities follow:

Determination of Fair Values

The fair value for financial instruments traded in active markets at the balance sheet date is based on their quoted market price or dealer price quotations (bid price for long positions and ask price for short positions), without any deduction for transaction costs. When current bid and asking prices are not available, the price of the most recent transaction provides evidence of the current fair value as long as there has not been a significant change in economic circumstances since the time of the transaction.

For all other financial instruments not listed in an active market, the fair value is determined by using appropriate valuation techniques. Valuation techniques include net present value techniques, comparison to similar instruments for which market observable prices exist, options pricing models, and other relevant valuation models.

Note 29 presents the fair values of the financial instruments and the methods and assumptions used in estimating their fair values.

Impairment of Loans and Receivables

The Group reviews its loans and receivables at each reporting date to assess whether a provision for impairment should be recognized in profit or loss or loans and receivables balance should be written off. In particular, judgment by management is required in the estimation of the amount and timing of future cash flows when determining the level of allowance required. Such estimates are based on assumptions about a number of factors and actual results may differ, resulting in future changes to the allowance. Moreover, management evaluates the presence of objective evidence of impairment which includes observable data that comes to the attention of the Group about loss events such as but not limited to significant financial difficulty of the counterparty, a breach of contract, such as a default or delinquency in interest or principal payments, probability that the borrower will enter bankruptcy or other financial re-organization.

In addition to specific allowances against individually significant loans and receivables, the Group also makes a collective impairment allowance against exposures which, although not specifically identified as requiring a specific allowance, have a greater risk of default than when originally granted. This takes into consideration the credit risk characteristics such as customer type, payment history, past due status and term.

The carrying value of loans and receivables amounted to ₱571,226,437 and ₱628,448,541 as of December 31, 2010 and 2009, respectively (see Note 29). Allowance for impairment on loans and receivables amounted to ₱3,627,492 and ₱10,843,948 as of December 31, 2010 and 2009, respectively (see Notes 5 and 30). Provision for

impairment amounted to ₱1,622,883 in 2010, ₱9,798,327 in 2009 and ₱7,069,507 in 2008 (see Notes 5 and 19).

Impairment of AFS Financial Assets

In determining the fair values of financial assets, management evaluates the presence of significant and prolonged decline in the fair value of share price below its cost, the normal volatility in the share price, the financial health of the investee and the industry and sector performance like changes in operational and financial cash flows. Any indication of deterioration in these factors can have a negative impact on their fair value. The determination of what is “significant” or “prolonged” requires judgment. The Group treats “significant” generally as 20% or more of the original cost of investment, and “prolonged” as greater than six months.

The carrying value of AFS financial assets amounted to ₱1,320,575 and ₱2,314,575 as of December 31, 2010 and 2009 (see Notes 10 and 29). No impairment losses were recognized in 2010, 2009 and 2008.

Decline in Inventory Value

Provisions are made for inventories whose NRV are lower than their carrying cost. This entails determination of replacement costs and costs necessary to make the sale. The estimates are based on a number of factors, the age, status and recoverability of inventories.

The carrying value of inventories amounted to ₱402,419,577 and ₱415,652,671 as of December 31, 2010 and 2009, respectively (see Note 6). No provisions for decline in inventory value were recognized in 2010, 2009 and 2008.

Estimation of Useful Lives of Property and Equipment

The Group estimates the useful lives of its property and equipment based on a period over which the assets are expected to be available for use.

Property and equipment, net of accumulated depreciation and amortization, amounted to ₱1,607,296,761 and ₱1,227,244,430 as of December 31, 2010 and 2009, respectively (see Note 8).

Impairment of Goodwill

The Group determines whether goodwill is impaired at least on an annual basis. This requires an estimation of the value-in-use of the cash-generating units to which the goodwill is allocated. Estimating the value-in-use amount requires management to make an estimate of the expected future cash flows from the cash-generating unit and also to choose a suitable discount rate in order to calculate the present value of those cash flows.

The carrying value of goodwill amounted to ₱65,567,524 as of December 31, 2010 and 2009 (see Note 10). No impairment losses were recognized in 2010 and 2009, while impairment loss recognized on goodwill amounted to ₱4,611,368 in 2008 (see Note 10). Based on the assessment made by the Group, there is no impairment of goodwill as the carrying value of the cash-generating units exceeds the computed value-in-use as of December 31, 2010 and 2009.

Estimation of Retirement Benefits

The determination of the obligation and retirement benefits is dependent on management's assumptions used by the actuary in calculating such amounts. Those assumptions are described in Note 24 and include, among others, discount rates per annum, expected annual rate of return on plan assets and salary increase rates. Actual results that differ from the Group's assumptions are accumulated and amortized over future periods and therefore, generally affect the recognized expense and recorded obligation in such future periods. While the Group believes that the assumptions are reasonable and appropriate, significant differences in the actual experience or significant changes in the assumptions may materially affect the retirement obligations.

The Group's net retirement obligations amounted to ₱57,453,582 and ₱55,667,123 as of December 31, 2010 and 2009, respectively. Retirement benefits cost amounted to ₱11,220,501 in 2010, ₱21,979,689 in 2009 and ₱8,720,701 in 2008. Further details about the assumptions used are disclosed in Note 24.

Provisions and Contingencies

Judgment is exercised by management to distinguish between provisions and contingencies. The Group provides for present obligations (legal or constructive) where it is probable that there will be an outflow of resources embodying economic benefits that will be required to settle said obligations. An estimate of the provision and contingency is based on known information at balance sheet date, net of any estimated amount that may be reimbursed to the Group. If the effect of the time value of money is material, provisions and contingencies are discounted using a current pre-tax rate that reflects the risks specific to the liability. The amount of provision and contingency is being re-assessed at least on an annual basis to consider new relevant information.

As of December 31, 2010 and 2009, the Group has provision for litigation losses amounting to ₱7,066,290 and ₱12,578,122, respectively, and is reported under "Accounts payable and accrued expenses" in the consolidated balance sheets. Provisions and contingencies are further explained in Note 34.

Realizability of Deferred Income Tax Assets

Deferred income tax assets are recognized for all temporary deductible differences to the extent that it is probable that sufficient future taxable profits will be available against which the deductible temporary differences can be utilized. Management has determined based on business forecast of succeeding years that there is enough taxable profits against which the recognized deferred income tax assets will be realized.

The Group's recognized deferred income tax assets amounted to ₱46,653,929 and ₱51,387,363 as of December 31, 2010 and 2009, respectively (see Note 27).

4. Cash and Cash Equivalents

	2010	2009
Cash on hand and in banks	₱322,975,839	₱432,900,994
Cash equivalents	35,753,695	15,929,894
	₱358,729,534	₱448,830,888

Cash in banks earn interest at the respective bank deposit rates. Cash equivalents are made for varying periods up to three months depending on the immediate cash requirements of the Group and earn interest at the respective cash equivalent rates.

Interest income from savings and deposits amounted to ₱3,675,553 in 2010, ₱3,387,088 in 2009 and ₱2,180,738 in 2008, respectively (see Note 22).

5. Receivables

	2010	2009
Suppliers	₱58,816,472	₱69,278,890
Franchisee	40,871,647	46,051,611
Insurance receivable	10,986,094	1,905,773
Employees	10,321,643	6,906,248
Store operators	₱9,718,957	₱6,075,955
Rent	5,709,582	4,755,572
Current portion of lease receivable - net of unearned interest income amounting to ₱378,850 and ₱332,436 as of December 31, 2010 and 2009, respectively (Note 26)	1,212,430	2,187,564
Deposits	1,009,864	1,009,864
Due from Philseven Foundation, Inc. (PFI) (Note 25)	888,425	323,477
Others	22,435,013	12,489,099
	161,970,127	150,984,053
Less allowance for impairment	3,627,492	10,843,948
	₱158,342,635	₱140,140,105

The classes of receivables of the Group are as follows:

- Suppliers - pertains to receivables from the Group's suppliers for display allowances, annual volume discount and commission income from different service providers.
- Franchisees - pertains to receivables for the inventory loans obtained by the franchisees at the start of their store operations.
- Employees - includes car loans, salary loans and cash shortages from stores which are charged to employees.
- Rent - pertains to receivables from sublease agreements with third parties, which are based on an agreed fixed monthly rate or as agreed upon by the parties.
- Store operators - pertains to the advances given to third party store operators under service agreements (see Note 32).

Receivable from suppliers are noninterest-bearing and are generally on 30 to 90 day terms.

In 2010, the Company collected ₱8,606,678 from the insurance company as insurance proceeds from the Company's properties destroyed by Ondoy (see Note 8). As of December 31, 2010, outstanding receivable from the insurance company related to the claim amounted to ₱10,858,906. The gain amounting to ₱19,465,584 is included as "Other income" in the 2010 profit or loss.

Movements in allowance for impairment are as follows:

	2010		
	Suppliers	Others	Total
Beginning balances	₱7,535,300	₱3,308,648	₱10,843,948
Provision for the year (Note 19)	204,716	1,418,167	1,622,883
Write-off	(7,140,854)	–	(7,140,854)
Recovery of bad debts	(217,376)	(1,481,109)	(1,698,485)
Ending balances	₱381,786	₱3,245,706	₱3,627,492

	2009		
	Suppliers	Others	Total
Beginning balances	₱6,605,041	₱2,135,133	₱8,740,174
Provision for the year (Note 19)	7,535,300	2,263,027	9,798,327
Write-off	(6,605,041)	(976,212)	(7,581,253)
Recovery of bad debts	–	(113,300)	(113,300)
Ending balances	₱7,535,300	₱3,308,648	₱10,843,948

6. Inventories

	2010	2009
At cost (Note 18):		
Warehouse merchandise	₱200,869,257	₱235,157,252
Store merchandise	201,550,320	180,495,419
	₱402,419,577	₱415,652,671

7. Prepayments and Other Current Assets

	2010	2009
Deferred input VAT	₱128,689,605	₱88,368,544
Advances to suppliers	46,036,750	44,291,320
Prepaid rent	32,972,222	23,163,308
Advances for expenses	3,268,768	5,460,880
Prepaid uniform	2,400,798	1,105,330
Supplies	1,915,107	1,445,555
Current portion of deferred lease (Notes 10 and 26)	1,363,270	1,425,742
Others	16,022,926	9,122,713
	₱232,669,446	₱174,383,392

8. Property and Equipment

Movements in property and equipment are as follows:

	2010								Total
	Store		Office		Transportation Equipment	Computer Equipment	Leasehold Improvements	Construction In-Progress	
	Land	Buildings and Improvements	Furniture and Equipment	Furniture and Equipment					
Costs/Revalued Amount									
Beginning balances	₱44,481,000	₱106,835,234	₱838,669,091	₱341,773,268	₱31,477,634	₱234,546,575	₱632,372,530	₱43,745,821	2,273,901,153
Additions	-	2,477,677	364,185,866	83,407,721	7,246,905	16,016,009	91,525,378	107,064,274	671,923,830
Disposals	-	-	(26,007,646)	(5,950,893)	(1,099,583)	(2,080,394)	(4,326,878)	-	(39,465,394)
Reclassifications	-	-	-	-	-	-	109,323,054	(109,323,054)	-
Ending balances	44,481,000	109,312,911	1,176,847,311	419,230,096	37,624,956	248,482,190	828,894,084	41,487,041	2,906,359,589
Accumulated Depreciation and Amortization									
Beginning balances	-	55,131,255	358,677,752	170,264,855	20,393,889	162,318,915	279,870,057	-	1,046,656,723
Depreciation and amortization (Note 19)	-	4,884,908	123,939,882	45,462,652	4,626,521	40,107,026	72,782,765	-	291,803,754
Disposals	-	-	(26,007,646)	(5,883,148)	(1,099,583)	(2,080,394)	(4,326,878)	-	(39,397,649)
Reclassifications	-	762	(992,626)	18,465	363,913	(370,177)	979,663	-	-
Ending balances	-	60,016,925	455,617,362	209,862,824	24,284,740	199,975,370	349,305,607	-	1,299,062,828
Net Book Values	₱44,481,000	₱49,295,986	₱721,229,949	₱209,367,272	₱13,340,216	₱48,506,820	₱479,588,477	₱41,487,041	1,607,296,761
	2009								
	Store		Office		Transportation Equipment	Computer Equipment	Leasehold Improvements	Construction In-Progress	Total
	Land	Buildings and Improvements	Furniture and Equipment	Furniture and Equipment					
Costs/Revalued Amount									
Beginning balances	₱44,481,000	₱106,053,132	₱713,363,611	₱272,075,851	₱26,056,994	₱214,549,222	₱599,133,189	₱15,631,887	1,991,344,886
Additions	-	782,102	158,765,465	61,112,527	5,420,640	19,997,353	53,328,694	62,987,209	362,393,990
Disposals	-	-	(20,377,442)	(4,497,653)	-	-	(54,962,628)	-	(79,837,723)
Reclassifications	-	-	(13,082,543)	13,082,543	-	-	34,873,275	(34,873,275)	-
Ending balances	44,481,000	106,835,234	838,669,091	341,773,268	31,477,634	234,546,575	632,372,530	43,745,821	2,273,901,153
Accumulated Depreciation and Amortization									
Beginning balances	-	49,663,042	306,461,567	144,210,934	16,959,659	117,352,566	284,655,788	-	919,303,557
Depreciation and amortization (Note 19)	-	5,468,213	73,029,711	30,115,489	3,434,230	44,966,349	46,891,726	-	203,905,718
Disposals	-	-	(20,377,442)	(4,497,653)	-	-	(51,677,457)	-	(76,552,552)
Reclassifications	-	-	(436,085)	436,085	-	-	-	-	-
Ending balances	-	55,131,255	358,677,751	170,264,855	20,393,889	162,318,915	279,870,057	-	1,046,656,723
Net Book Values	₱44,481,000	₱51,703,979	₱479,991,339	₱171,508,413	₱11,083,745	₱72,227,660	₱352,502,473	₱43,745,821	1,227,244,430

On February 5, 2007, the Group revalued its land with cost amounting to ₱39,866,864 at appraised value of ₱44,481,000, as determined by a professionally qualified independent appraiser. The appraisal increase of ₱3,229,895, net of ₱1,384,241 deferred income tax liability, resulting from the revaluation was credited to "Revaluation increment on land" account presented under equity section of the consolidated balance sheets. The appraised value was determined using the market data approach, wherein the value of the land is based on sales and listings of comparable properties registered within the vicinity.

Fully depreciated property and equipment that are still being used in operations amounted to ₱585,711,873 and ₱498,262,619 as of December 31, 2010 and 2009, respectively. On September 26, 2009, nine of the Company's stores were devastated by the typhoon "Ondoy". The Company recognized loss from the said typhoon amounting to ₱3,285,171, which represents the net book value of the property and equipment destroyed by the typhoon as of that said date.

As of December 31, 2010 and 2009, the carrying value of the Group's capitalized interest amounted to ₱1,677,864 and ₱3,342,600, respectively.

9. Deposits

	2010	2009
Rent	P142,148,088	P116,115,962
Utilities	23,969,222	22,131,783
Refundable	11,805,629	10,326,979
Others	3,273,451	2,753,309
	P181,196,390	P151,328,033

Refundable

Refundable deposits on rent are computed at amortized cost as follows:

	2010	2009
Face value of security deposits	P26,918,039	P26,835,877
Additions	1,073,247	958,162
Refunded	(600,000)	(876,000)
Unamortized discount	(15,585,657)	(16,591,060)
	P11,805,629	P10,326,979

Movements in unamortized discount are as follows:

	2010	2009
Beginning balance	P16,591,060	P17,521,299
Additions	257,859	235,348
Amortization (Note 22)	(1,035,216)	(987,606)
Refunded	(228,046)	(177,981)
Ending balance	P15,585,657	P16,591,060

10. Goodwill and Other Noncurrent Assets

	2010	2009
Goodwill	P65,567,524	P65,567,524
Deferred lease - net of current portion (Note 26)	10,492,697	11,761,052
Garnished accounts	9,676,376	10,856,648
Software and program cost	5,082,867	8,010,695
Lease receivable - net of current portion (Note 26)	4,748,411	4,265,477
AFS financial assets	1,320,575	2,314,575
Others	4,661,020	4,311,601
	P101,549,470	P107,087,572

Goodwill

On March 22, 2004, the Group purchased the leasehold rights and store assets of Jollimart Philippines Corporation (Jollimart) for a total consideration of P130,000,000. The excess of the acquisition cost over the fair value of the assets acquired was recorded as goodwill amounting to P70,178,892.

The recoverable amount of the goodwill was estimated based on the value-in-use calculation using cash flow projections from financial budgets approved by senior

management covering a five year period. The pre-tax discount rate applied to cash flow projections is 10.65% in 2010 and 10.27% in 2009. The cash flows beyond the five-year period are extrapolated using a 3% growth rate in 2010 and 2009 that is the same as the long-term average growth rate for the retail industry.

No store acquired from Jollimart was closed in 2010. In 2009, the Group has closed one store out of the 25 remaining stores it purchased from Jollimart as of 2009. No impairment loss was recognized in 2010 and 2009. In 2008, the Group closed nine stores which resulted to the recognition of impairment loss amounting to ₱4,611,368.

Goodwill is allocated in the group of cash generating unit (CGU) which comprises the working capital and property and equipment of all the purchased stores' assets.

Key assumptions used in value-in-use calculations in 2010 and 2009 follow:

Sales and cost ratio

Sales and cost ratio are based on average values achieved in the three years preceding the start of the budget period. These are increased over the budget period for anticipated efficiency improvements. Sales are projected to increase by two to three percent per annum while the cost ratio is set at 68.00% - 70.00% of sales per annum.

Discount rates

Discount rates reflect management's estimates of the risks specific to the CGU. Management computed for its weighted average cost of capital (WACC). In computing for its WACC, the following items were considered:

- Average high and low range of average bank lending rates as of year-end
- Yield on a 10-year Philippine zero coupon bond as of valuation date
- Market risk premium
- Company relevered beta
- Alpha risk

Growth rate estimates

Rates are based on average historical growth rate which is consistent with the expected average growth rate for the industry. Annual inflation and rate of possible reduction in transaction count were also considered in determining growth rates used.

Deferred Lease

Deferred lease pertains to day 1 loss recognized on refundable deposits on rent, which is amortized on a straight-line basis over the term of the related leases.

Movements in deferred lease are as follows:

	2010	2009
Beginning balance	₱13,186,794	₱14,577,388
Additions	257,859	235,348
Amortization (Note 26)	(1,414,700)	(1,475,524)
Refunded	(173,986)	(150,418)
Ending balance	11,855,967	13,186,794
Less current portion	1,363,270	1,425,742
Noncurrent portion	₱10,492,697	₱11,761,052

Garnished Accounts

Garnished accounts pertain to the amount set aside by the Group, as required by the courts, in order to answer for litigation claims should the results be unfavorable to the Group (see Note 34).

Software and Program Cost

Movements in software and program cost are as follows:

	2010	2009
Cost		
Beginning balance	P14,500,085	P14,214,085
Acquisition	161,900	286,000
Ending balance	14,661,985	14,500,085
Accumulated Amortization		
Beginning balance	6,489,390	3,435,662
Amortization (Note 19)	3,089,728	3,053,728
Ending balance	9,579,118	6,489,390
Net Book Values	P5,082,867	P8,010,695

11. Bank Loans

Bank loans represent unsecured Peso-denominated short-term borrowings from various local banks, payable in lump-sum in 2010 and 2009 with annual interest rates ranging from 4.20% to 5.20% in 2010, 4.90% to 5.50% in 2009 and 6.75% to 8.60% in 2008, which are repriced monthly based on market conditions.

Movements in bank loans are as follows:

	2010	2009
Beginning balance	P340,000,000	P330,000,000
Availment	290,000,000	510,000,000
Payments	(310,000,000)	(500,000,000)
Ending balance	P320,000,000	P340,000,000

Interest expense from these bank loans amounted to P16,033,249 in 2010, P26,070,437 in 2009, and P24,908,055 in 2008 (see Note 21). Interest payable amounted to P509,972 and P641,417 as of December 31, 2010 and 2009, respectively (see Note 12).

12. Accounts Payable and Accrued Expenses

	2010	2009
Trade payable	P905,064,399	P864,748,683
Rent (Notes 26 and 34)	59,026,978	80,927,422
Employee benefits	34,009,286	26,820,981
Utilities	31,187,454	17,666,410
Advertising and promotion	18,831,169	7,049,972
Outsourced services	8,042,071	6,497,194
Security services	3,610,705	2,292,041
Bank charges	2,181,700	1,852,100
Interest (Notes 11 and 15)	874,892	1,053,797

Others	15,510,753	18,701,005
	₱1,078,339,407	₱1,027,609,605

13. Other Current Liabilities

	2010	2009
Non-trade accounts payable	₱164,122,488	₱138,118,326
Output VAT	25,721,487	3,904,917
Withholding taxes	18,896,178	18,711,796
Retention payable	18,459,378	15,236,991
Service fees payable	15,694,145	11,006,733
Royalty (Note 25)	8,465,255	6,719,659
Current portion of deferred revenue on:		
Exclusivity contract (Notes 16 and 32)	1,934,524	3,913,690
Finance lease (Notes 16 and 26)	589,567	1,310,151
Others (Note 25)	11,916,276	13,012,717
	₱265,799,298	₱211,934,980

Non-trade accounts payable pertains to payable to suppliers of goods or services that are not directly related to the Company's ordinary course of business.

14. Deposits Payable

	2010	2009
Franchisees	₱75,679,031	₱70,812,875
Service agreements	55,282,328	38,309,233
Rent	11,900,778	10,844,946
	₱142,862,137	₱119,967,054

15. Cumulative Redeemable Preferred Shares

Cumulative redeemable preferred shares, which are redeemable at the option of the holder, represent the share of PSC-ERP through its trustee, BPI-AMTG, in SSHI's net assets pertaining to preferred shares. PSC-ERP is entitled to an annual "Guaranteed Preferred Dividend" in the earnings of SSHI starting April 5, 2002, the date when the 25% of the subscription on preferred shares have been paid, in accordance with the Corporation Code.

The guaranteed annual dividends shall be calculated and paid in accordance with the Shareholder's Agreement dated November 16, 2000 which provides that the dividend shall be determined by the BOD of SSHI using the prevailing market conditions and other relevant factors. Further, the preferred shareholder shall not participate in the earnings of SSHI except to the extent of guaranteed dividends and whatever is left of the retained earnings be declared as dividends in favor of common shareholders. Guaranteed preferred dividends included as part of "Interest expense" in the consolidated statements of comprehensive income amounted to ₱364,920 in 2010, ₱412,380 in 2009 and ₱424,800 in 2008 (see Note 21). Interest payable included under "Accounts payable and accrued expenses" in the consolidated balance sheets amounted to ₱364,920 and ₱412,380 as of December 31, 2010 and 2009, respectively (see Note 12).

16. Deferred Revenue

	2010	2009
Deferred revenue on exclusivity contract (Note 32)	₱3,199,405	₱–
Deferred revenue on finance lease (Note 26)	1,866,965	1,856,046
Deferred revenue - others	1,933,930	–
	₱7,000,300	₱1,856,046

Deferred Revenue on Exclusivity Contract

Movements in deferred revenue on exclusivity contract are as follows:

	2010	2009
Beginning balance	₱3,913,690	₱7,827,381
Additions	6,696,429	–
Amortization (Note 32)	(5,476,190)	(3,913,691)
	5,133,929	3,913,690
Less current portion	1,934,524	3,913,690
Noncurrent portion	₱3,199,405	₱–

Deferred Revenue on Finance Lease

Movements in deferred revenue on finance lease are as follows:

	2010	2009
Beginning balance	₱3,166,197	₱4,476,348
Less amortization (Note 26)	709,665	1,310,151
	2,456,532	3,166,197
Less current portion	589,567	1,310,151
Noncurrent portion	₱1,866,965	₱1,856,046

17. Equity

On July 29, 2010, the Company's BOD and at least 2/3 of the Company's stockholders approved the recommendation for a stock dividend declaration corresponding to 5% of the outstanding common shares of the Company of 287,074,922 shares or equivalent of 14,353,746 common shares. Record date of entitlement is August 27, 2010.

On the same day, the Company's BOD approved the declaration of cash dividend in the amount of five centavos per share on its outstanding 287,074,922 shares. The record date for entitlement to said cash dividend is August 27, 2010. Cash dividends amounted to ₱14,353,746.

On June 25, 2009, the Company's BOD approved the recommendation for a stock dividend declaration corresponding to 10% of the outstanding common shares of the Company of 260,977,200 shares or equivalent of 26,097,722 common shares. The stock dividends approved by the Company's BOD were approved by at least 2/3 of the Company's stockholders on July 16, 2009. Record date of entitlement is August 14, 2009.

On June 18, 2008, the Company's BOD approved the recommendation for a stock dividend declaration corresponding to 10% of the outstanding common shares of the

Company of 237,252,000 shares or equivalent of 23,725,200 common shares. The stock dividends approved by the Company's BOD were approved by at least 2/3 of the Company's stockholders on July 17, 2008. Record date of entitlement is August 15, 2008.

Movements in the number of shares issued are as follows:

	2010	2009
Beginning balance	287,761,172	261,663,450
Issuance of stock dividends	14,353,746	26,097,722
Ending balance	302,114,918	287,761,172

18. Cost of Merchandise Sales

	2010	2009	2008
Merchandise inventory, beginning	P415,652,671	P339,556,385	P323,973,849
Net purchases	5,572,037,384	4,447,812,276	3,925,469,267
	5,987,690,055	4,787,368,661	4,249,443,116
Less merchandise inventory, ending	402,419,577	415,652,671	339,556,385
	P5,585,270,478	P4,371,715,990	P3,909,886,731

19. General and Administrative Expenses

	2010	2009	2008
Communication, light and water	P528,123,729	P371,580,742	P331,736,206
Outside services (Note 32)	389,212,920	299,568,215	259,118,700
Rent (Note 26)	341,397,389	325,249,255	272,009,467
Depreciation and amortization (Note 8)	291,803,754	203,905,718	179,639,006
Personnel costs (Note 23)	287,246,482	285,712,784	250,613,003
Advertising and promotion	101,175,106	73,763,919	54,152,935
Royalties (Note 25)	90,693,176	70,386,281	62,035,597
Trucking services	89,415,946	68,511,742	67,017,425
Repairs and maintenance	86,964,361	60,593,879	54,152,174
Supplies	81,307,138	56,019,871	63,439,914
Taxes and licenses	68,340,335	64,648,509	53,122,933
Warehousing services	58,179,955	48,668,549	45,010,978
Entertainment, amusement and recreation	36,145,205	25,874,891	20,181,424
Transportation and travel	23,642,048	26,539,417	23,210,852
Inventory losses (Forward)	14,659,113	10,639,655	9,142,227
Dues and subscription	5,143,890	5,123,248	3,959,684
Insurance	4,216,516	4,634,768	4,214,915
Amortization of software and program costs (Note 10)	3,089,728	3,053,728	2,105,126
Provision for impairment of receivables (Note 5)	1,622,883	9,798,327	7,069,507

Others	29,010,430	36,685,831	26,500,827
	₱2,531,390,104	₱2,050,959,329	₱1,788,432,900

20. Marketing Income

	2010	2009	2008
Display charges	₱161,168,392	₱119,307,326	₱76,550,421
Promotions	112,766,444	84,413,455	37,512,628
Marketing support funds	64,830,625	32,782,079	22,148,166
	₱338,765,461	₱236,502,860	₱136,211,215

21. Interest Expense

	2010	2009	2008
Interest on bank loans	₱16,033,249	₱26,070,437	₱24,908,055
Guaranteed preferred dividends (Note 15)	364,920	412,380	424,800
	₱16,398,169	₱26,482,817	₱25,332,855

22. Interest Income

	2010	2009	2008
Interest on:			
Bank deposits (Note 4)	₱3,675,553	₱3,387,088	₱2,180,738
Finance lease (Note 26)	403,887	465,251	614,154
Accretion of refundable deposits	1,035,216	987,606	1,392,016
Accretion of notes receivable	241,113	–	–
	₱5,355,769	₱4,839,945	₱4,186,908

23. Personnel Costs

	2010	2009	2008
Salaries and wages	₱172,492,050	₱167,739,054	₱157,963,246
Employee benefits	103,533,931	95,994,041	83,929,056
Retirement benefits cost (Note 24)	11,220,501	21,979,689	8,720,701
	₱287,246,482	₱285,712,784	₱250,613,003

24. Retirement Benefits

The Group maintains a trustee, non-contributory defined benefit retirement plan covering all qualified employees. Normal retirement benefits are equal to the employee's retirement pay as defined in Republic Act No. 7641 multiplied by the years of service. Normal retirement date is the attainment of age 60 and completion of at least five years of service.

The following tables summarize the components of net retirement benefits cost recognized in profit or loss and the funding status and amounts recognized in the consolidated balance sheets:

a. Net retirement benefits cost for the year are as follows:

	2010		
	PSC	CDI	Total
Current service cost	₱3,706,434	₱705,342	₱4,411,776
Interest cost	6,749,595	520,065	7,269,660
Expected return on plan assets	(430,680)	(30,255)	(460,935)
Net retirement benefits cost	₱10,025,349	₱1,195,152	₱11,220,501

	2009		
	PSC	CDI	Total
Current service cost	₱345,868	₱146,754	₱492,622
Interest cost	20,284,950	1,347,433	21,632,383
Expected return on plan assets	(554,917)	(42,468)	(597,385)
Net actuarial losses	436,078	15,991	452,069
Net retirement benefits cost	₱20,511,979	₱1,467,710	₱21,979,689

	2008		
	PSC	CDI	Total
Current service cost	₱4,353,211	₱124,321	₱4,477,532
Interest cost	4,229,201	135,003	4,364,204
Expected return on plan assets	(543,538)	(41,597)	(585,135)
Net actuarial loss (gain)	552,819	(88,719)	464,100
Net retirement benefits cost	₱8,591,693	₱129,008	₱8,720,701

b. Net retirement obligations recognized by the Group are as follows:

	2010		
	PSC	CDI	Total
Present value of retirement obligations	₱72,897,778	₱5,615,558	₱78,513,336
Less fair value of net plan assets	10,750,804	522,878	11,273,682
Unfunded retirement obligation	62,146,974	5,092,680	67,239,654
Unrecognized net actuarial gain (losses)	(10,337,337)	551,265	(9,786,072)
Net retirement obligations	₱51,809,637	₱5,643,945	₱57,453,582

	2009		
	PSC	CDI	Total
Present value of retirement obligations	₱62,438,440	₱4,864,964	₱67,303,404
Less fair value of net plan assets	7,178,008	504,251	7,682,259

Unfunded retirement obligation	55,260,432	4,360,713	59,621,145
Unrecognized net actuarial gains (losses)	(4,042,102)	88,080	(3,954,022)
Net retirement obligations	₱51,218,330	₱4,448,793	₱55,667,123

c. Changes in the present value of the retirement obligations are as follows:

	2010		
	PSC	CDI	Total
Beginning balances	₱62,438,440	₱4,864,964	₱67,303,404
Current service cost	3,706,434	705,342	4,411,776
Interest cost	6,749,595	520,065	7,269,660
Benefits paid	(6,248,673)	–	(6,248,673)
Actuarial losses (gains)	6,251,982	(474,813)	5,777,169
Ending balances	₱72,897,778	₱5,615,558	₱78,513,336

	2009		
	PSC	CDI	Total
Beginning balances	₱54,006,788	₱4,174,204	₱58,180,992
Current service cost	345,868	146,754	492,622
Interest cost	20,284,950	1,347,433	21,632,383
Benefits paid	(1,613,202)	–	(1,613,202)
Actuarial gains	(10,585,964)	(803,427)	(11,389,391)
Ending balances	₱62,438,440	₱4,864,964	₱67,303,404

d. Changes in the fair value of net plan assets are as follows:

	2010		
	PSC	CDI	Total
Beginning balances	₱7,178,008	₱504,251	₱7,682,259
Expected return on plan assets	430,680	30,255	460,935
Contribution	9,434,042	–	9,434,042
Benefits paid	(6,248,673)	–	(6,248,673)
Actuarial losses	(43,253)	(11,628)	(54,881)
Ending balances	₱10,750,804	₱522,878	₱11,273,682

	2009		
	PSC	CDI	Total
Beginning balances	₱6,165,743	₱471,869	₱6,637,612
Expected return on plan assets	554,917	42,468	597,385
Contribution	2,140,303	–	2,140,303
Benefits paid	(1,613,202)	–	(1,613,202)
Actuarial losses	(69,753)	(10,086)	(79,839)
Ending balances	₱7,178,008	₱504,251	₱7,682,259

Breakdown of the Group's net plan assets are as follows:

	2010	2009
Investments in trust and mutual funds	41.90%	11.70%
Investments in equity securities	58.10%	88.30%
	100.00%	100.00%

Actual return on plan assets amounted to ₱387,427 in 2010 and ₱485,164 in 2009 for PSC and ₱18,627 in 2010 and ₱32,382 in 2009 for CDI.

The overall expected rate of return on plan assets is determined based on the market prices prevailing on the date applicable to the period over which the obligation is to be settled.

The Company expects to contribute ₱6,000,000 to its defined benefit plan in 2011. CDI does not expect to contribute to its defined benefit plan in 2011.

The principal assumptions used in determining net retirement benefits cost for the Group's plan at the beginning of the year are as follows:

	PSC		CDI	
	2010	2009	2010	2009
Number of employees	669	742	21	20
Discount rate per annum	10.81%	37.56%	10.69%	32.28%
Expected annual rate of return on plan assets	6.00%	9.00%	6.00%	9.00%
Salary increase rate	6.00%	5.00%	6.00%	6.00%

Amounts for the current and prior four periods are as follows:

	2010		
	PSC	CDI	Total
Present value of retirement obligations	₱72,897,778	₱4,864,964	₱77,762,742
Fair value of net plan assets	10,750,804	522,878	11,273,682
Unfunded retirement obligation	62,146,974	5,092,680	67,239,654
Experience gain adjustments on retirement obligations	(6,251,982)	(857,124)	(7,109,106)
Experience loss adjustments on plan assets	(43,253)	(11,628)	(54,881)
	2009		
	PSC	CDI	Total
Present value of retirement obligations	₱62,438,440	₱4,864,964	₱67,303,404
Fair value of net plan assets	7,178,008	504,251	7,682,259
Unfunded retirement obligation	55,260,432	4,360,713	59,621,145
Experience gain adjustments on retirement obligations	(12,458,512)	(857,124)	(13,315,636)
Experience loss adjustments on plan assets	(69,753)	(10,086)	(79,839)
	2008		
	PSC	CDI	Total
Present value of retirement obligations	₱54,006,788	₱4,174,204	₱58,180,992
Fair value of net plan assets	6,165,743	471,869	6,637,612
Unfunded retirement obligation	47,841,045	3,702,335	51,543,380
Experience loss adjustments on			

retirement obligations	46,616	2,532,432	2,579,048
Experience loss adjustments on plan assets	(283,759)	(21,716)	(305,475)
	2007		
	PSC	CDI	Total
Present value of retirement obligations	₱50,892,911	₱1,674,978	₱52,567,889
Fair value of net plan assets	6,039,312	462,193	6,501,505
Unfunded retirement obligation	44,853,599	1,212,785	46,066,384
Experience loss (gain) adjustment on retirement obligations	2,872,179	(94,636)	2,777,543
Experience loss adjustments on plan assets	(477,943)	(28,521)	(506,464)
	2006		
	PSC	CDI	Total
Present value of retirement obligations	₱44,889,567	₱1,784,759	₱46,674,326
Fair value of net plan assets	6,139,207	462,580	6,601,787
Unfunded retirement obligation	38,750,360	1,322,179	40,072,539
Experience gain adjustment on retirement obligations	(3,964,900)	–	(3,964,900)

The discount rate of PSC and CDI as of December 31, 2010 are 10.12% and 9.62%, respectively, based on market rates consistent with the obligation of the defined benefit plan. Future annual increase in salary as of December 31, 2010 is 6.00%. Expected rate of return as of December 31, 2010 is 6.00%.

25. Related Party Transactions

Related party relationships exist when one party has the ability to control, directly or indirectly through one or more intermediaries, the other party or exercise significant influence over the other party in making financial and operating decisions. Such relationships also exist between and/or among entities which are under common control with the reporting enterprise, or between and/or among the reporting enterprises and their key management personnel, directors or its stockholders.

Significant transactions with related parties consist of:

- a. Licensing agreement of the Group with Seven Eleven, Inc. (SEI), a stockholder organized in Texas, U.S.A. This grants the Group the exclusive right to use the 7-Eleven System in the Philippines. In accordance with the agreement, the Group pays, among others, royalty fee to SEI based on a certain percentage of monthly gross sales, net of gross receipts tax.

Royalty fees recorded by the Group amounted to ₱90,693,176 in 2010, ₱70,386,281 in 2009, and ₱62,035,597 in 2008. Royalty fees are paid on a monthly basis.

Royalty payable included under "Other current liabilities" amounted to ₱8,465,255 as of December 31, 2010 and ₱6,719,659 as of December 31, 2009.

- b. PSC has transactions with PFI, a foundation with common key management of the Group, consisting of noninterest-bearing advances pertaining primarily to salaries, taxes and other operating expenses initially paid by PSC for PFI. Amounts due from PFI amounted to ₱888,425 and ₱323,477 as of December 31, 2010 and 2009, respectively. Amount due to PFI included under others in "Other current liabilities" amounted to ₱12,099 and ₱18,650 as of December 31, 2010 and 2009.
- c. Compensation of key management personnel are as follows:

	2010	2009	2008
Short-term employee benefits	₱33,663,181	₱32,583,183	₱15,451,726
Post-employment benefits	1,662,152	1,752,710	358,512
Other long-term benefits	376,073	376,073	294,118
	₱35,701,406	₱34,711,966	₱16,104,356

26. Leases

- a. In March 2007, PSC entered into a five-year sale and leaseback finance lease agreement with an armored car service provider. The lease has no terms of renewal and no escalation clauses. Unguaranteed residual values accruing to the Company amounted to ₱300,000.

In March 2010, the Company amended its agreement with the armored car service provider extending the lease term for another five years from March 1, 2010 to February 1, 2015, imposing 7% interest per annum on the restructured loan obligation and reducing its monthly rental payments. The unguaranteed residual values accruing to the Company was retained. The restructuring resulted in the recognition of a gain on accretion amounting to ₱849,890 and is reported under "Other income" in profit or loss.

Future minimum lease receivable under this lease as of December 31 are as follows:

	2010	2009
Within one year	₱1,591,280	₱2,520,000
After one year but not more than five years	5,339,053	4,500,000
Total minimum lease payments	6,930,333	7,020,000
Less unearned interest income	969,492	566,959
Present value of future minimum lease payments	5,960,841	6,453,041
Less current portion	1,212,430	2,187,564
Noncurrent portion	₱4,748,411	₱4,265,477

Collection of lease receivable amounted to ₱1,775,466 in 2010 and ₱2,782,500 in 2009.

Present value of lease receivable as of December 31 is as follows:

	2010	2009
Within one year	₱1,212,430	₱2,187,564

After one year but not more than five years	4,748,411	4,265,477
Total minimum lease payments	5,960,841	6,453,041
Less current portion	1,212,430	2,187,564
Present value of future minimum lease payments	₱4,748,411	₱4,265,477

Unearned interest income as of December 31, 2010 and 2009 amounted to ₱969,492 and ₱566,959, respectively. Related interest income amounted to ₱403,887 in 2010, ₱465,251 in 2009 and ₱614,154 in 2008.

Difference between the original lease agreement's present value of minimum lease payments at the date of lease inception against the carrying value of the finance lease asset resulted in a deferred revenue on finance lease amounting to ₱6,550,753, which is to be amortized on a straight-line basis over the lease term. Deferred revenue amounted to ₱2,456,532 and ₱3,166,197 as of December 31, 2010 and 2009, with current portion amounting to ₱589,567 and ₱1,310,151 in 2010 and 2009, respectively, and noncurrent portion amounting to ₱1,866,965 and ₱1,856,046 as of December 31, 2010 and 2009, respectively. Amortization of deferred revenue amounted to ₱709,665 in 2010 and ₱1,310,151 in 2009 and 2008.

- b. PSC has various lease agreements with third parties relating to its store operations. Certain agreements provide for the payment of rentals based on various schemes such as an agreed percentage of net sales for the month and fixed monthly rate.

Rental expense related to these lease agreements amounted to ₱312,975,325 in 2010, ₱295,747,766 in 2009 and ₱242,449,643 in 2008. Of the total rent expense, ₱1,902,221 in 2010, ₱663,802 in 2009 and ₱478,829 in 2008 pertains to contingent rent of some stores based on percentage ranging from 1.5% to 3.0% of merchandise sales. Amortization of deferred lease amounted to ₱324,200 in 2010, ₱385,024 in 2009 and ₱811,861 in 2008 (see Note 19).

The approximate annual minimum rental payments of PSC under its existing lease agreements as of December 31 are as follows:

	2010	2009
Within one year	₱48,966,221	₱58,103,466
After one year but not more than five years	93,993,928	126,794,701
More than five years	3,131,450	7,066,790
	₱146,091,599	₱191,964,957

- c. CDI entered into a 15-year operating lease contract for the lease of its warehouse effective November 1, 2005. The lease is subject to an escalation rate of 7.0% after every two years starting on the third year of the lease.

Rent expense related to this lease agreement amounted to ₱22,925,240 in 2010, 2009 and 2008. Amortization of deferred lease amounted to ₱1,090,500 in 2010, 2009 and 2008 (see Note 19).

The approximate annual minimum rental payments of CDI under its existing lease contract as of December 31 are as follows:

	2010	2009
Within one year	₱21,058,664	₱20,815,812

After one year but not more than five years	92,747,776	89,696,376
More than five years	130,516,307	154,626,371
Total	₱244,322,747	₱265,138,559

The Company also has other various short-term operating leases pertaining to rental of warehouse fixtures and equipments. Related rent expense amounted to ₱ 4,082,124 in 2010, ₱5,100,725 in 2009 and ₱4,732,223 in 2008.

- d. The Group has various sublease agreements with third parties which provide for lease rentals based on an agreed fixed monthly rate or as agreed upon by the parties. Rental income related to these sublease agreements amounted to ₱ 37,361,844 in 2010, ₱52,265,323 in 2009 and ₱36,502,151 in 2008.

27. Income Tax

- a. The components of the Group's provision for (benefit from) income tax are as follows:

	2010	2009	2008
Current:			
RCIT	₱124,265,727	₱80,682,849	₱62,259,735
Final tax on interest income	693,335	627,617	436,148
	124,959,062	81,310,466	62,695,883
Deferred	3,796,610	(6,270,068)	(2,240,115)
	₱128,755,672	₱75,040,398	₱60,455,768

b. The components of the Group's net deferred income tax assets are as follows:

	2010			
	PSC	CDI	SSHI	Total
Deferred income tax assets:				
Accrued rent	₱12,040,725	₱5,667,367	₱—	₱17,708,092
Net retirement obligations	15,542,890	1,693,184	—	17,236,074
Unamortized discount on refundable deposit	4,675,697	—	—	4,675,697
Provision for litigation losses	2,119,887	—	—	2,119,887
Allowance for impairment on receivables	1,088,248	—	—	1,088,248
Deferred revenue on exclusivity agreement	1,540,179	—	—	1,540,179
Unamortized past service cost	1,994,721	42,280	—	2,037,001
Unamortized discount on receivable	135,081	—	—	135,081
Unrealized foreign exchange loss	113,670	—	—	113,670
	39,251,098	7,402,831	—	46,653,929
Deferred income tax liabilities:				
Deferred lease expense	3,556,790	—	—	3,556,790
Unamortized capitalized interest	503,359	—	—	503,359
Unamortized discount on purchase of refundable deposit	381,548	—	—	381,548
Revaluation increment in land	—	—	1,384,241	1,384,241
	4,441,697	—	1,384,241	5,825,938
Net deferred income tax assets (liability)	₱34,809,401	₱7,402,831	(₱1,384,241)	₱40,827,991
	2009			
	PSC	CDI	SSHI	Total
Deferred income tax assets:				
Accrued rent	₱15,470,251	₱5,034,539	₱—	₱20,504,790
Net retirement obligations	15,365,499	1,334,638	—	16,700,137
Unamortized discount on refundable deposit	4,977,318	—	—	4,977,318
Provision for litigation losses	3,773,437	—	—	3,773,437
Allowance for impairment on receivables	3,253,184	—	—	3,253,184
Deferred revenue on exclusivity agreement	1,174,107	—	—	1,174,107
Unamortized past service cost	505,033	48,879	—	553,912
Unamortized discount on receivable	207,415	—	—	207,415
Unrealized foreign exchange loss	145,551	—	—	145,551
Unearned rent	97,512	—	—	97,512
	44,969,307	6,418,056	—	51,387,363

(Forward)

	2009			
	PSC	CDI	SSHI	Total
Deferred income tax liabilities:				
Deferred lease expense	₱3,956,038	₱–	₱–	₱3,956,038
Unamortized capitalized interest	1,002,780	–	–	1,002,780
Unamortized discount on purchase of refundable deposit	419,703	–	–	419,703
Revaluation increment in land	–	–	1,384,241	1,384,241
	<u>5,378,521</u>	<u>–</u>	<u>1,384,241</u>	<u>6,762,762</u>
Net deferred income tax assets (liability)	₱39,590,786	₱6,418,056	(₱1,384,241)	₱44,624,601

- c. The reconciliation of the provision for income tax computed at the statutory income tax rate to provision for income tax shown in the consolidated statements of comprehensive income follow:

	2010	2009	2008
Provision for income tax computed at statutory income tax rate	₱121,690,776	₱69,249,315	₱50,654,597
Adjustments for:			
Nondeductible expenses:			
Inventory losses	4,397,733	3,353,737	3,292,664
Interest expense and others	3,114,649	1,662,459	1,790,317
Loss from typhoon	–	985,551	–
Donation expense	–	216,000	–
Impairment loss on goodwill	–	–	1,613,979
Nontaxable income:			
Other income	(61,290)	(112,855)	(2,927,020)
Interest income on accretion	–	–	(487,206)
Tax effect of rate difference between final tax and statutory tax rate on bank interest income	(386,196)	(313,809)	(327,110)
Effect of change in tax rate in 2009	–	–	6,845,547
	<u>₱128,755,672</u>	<u>₱75,040,398</u>	<u>₱60,455,768</u>

- d. RA 9504, effective on July 7, 2008 allows availment of optional standard deductions (OSD). Corporations, except for nonresident foreign corporations, may now elect to claim standard deduction in an amount not exceeding 40% of their gross income. The Group did not avail of the OSD for the computation of its taxable income in 2010 and 2009.

28. Basic/Diluted Earnings Per Share

	2010	2009	2008
a. Net income	₱276,880,248	₱155,790,651	₱84,271,651
b. Weighted average number of shares issued	302,114,918	302,114,918	302,114,918
c. Less weighted average number of shares held in treasury	686,250	686,250	686,250
d. Weighted average number of shares outstanding (b-c)	301,428,668	301,428,668	301,428,668
e. Basic/diluted earnings per share (a/d)	₱0.92	₱0.52	₱0.28

The Group does not have potentially dilutive common shares as of December 31, 2010, 2009 and 2008. Thus, the basic earnings per share is equal to the diluted earnings per share as of those dates.

The Group's outstanding common shares increased from 287,761,172 to 302,114,918 as a result of stock dividend issuance equivalent to 14,353,746 common shares approved on July 29, 2010. Therefore, the calculation of basic/diluted earnings per share for all periods presented has been adjusted retrospectively.

29. Financial Instruments

The following tables summarize the carrying value and fair value of the Group's financial assets and financial liabilities per class as of December 31:

	2010		2009	
	Carrying Value	Fair Value	Carrying Value	Fair Value
FINANCIAL ASSETS				
Loans and Receivables				
Cash and cash equivalents				
Cash on hand and in banks	₱322,975,839	₱322,975,839	₱432,900,994	₱432,900,994
Cash equivalents	35,753,695	35,753,695	15,929,894	15,929,894
	358,729,534	358,729,534	448,830,888	448,830,888
Short-term investments	10,141,555	10,141,555	-	-
Receivables:				
Suppliers	58,434,686	58,434,686	61,743,590	61,743,590
Franchisee	40,871,647	40,871,647	46,051,611	46,051,611
Insurance claims	10,986,094	10,986,094	1,905,773	1,905,773
Employees	10,321,643	10,321,643	6,906,248	6,906,248
Store operators	9,718,957	9,718,957	6,075,955	6,075,955
Rent*	5,925,582	5,925,582	4,755,572	4,755,572
Current portion of lease receivable	1,212,430	1,363,599	2,187,564	2,584,612
Deposits	1,009,864	1,009,864	1,009,864	1,009,864
Due from PFI	888,425	888,425	323,477	323,477
Others	19,189,307	19,189,307	9,180,451	9,180,451
	158,558,635	158,709,804	140,140,105	140,537,153
Deposits:				
Utilities	23,969,222	23,969,222	22,131,783	22,131,783
Refundable	11,805,629	15,894,383	10,326,979	14,053,354
Others	3,273,451	3,273,451	2,753,309	2,753,309
	39,048,302	43,137,056	35,212,071	38,938,446

*Includes short-term refundable deposits amounting to ₱216,000 as of December 31, 2010 reported under "Prepayments and other current assets" in the balance sheet.

(Forward)

	2010		2009	
	Carrying Value	Fair Value	Carrying Value	Fair Value
Other noncurrent assets - lease receivable (net of current portion)	₱4,748,411	₱4,915,991	₱4,265,477	₱4,843,464
Total Loans and Receivables	571,226,437	575,633,940	628,448,541	633,149,951
AFS Financial Assets	1,320,575	1,320,575	2,314,575	2,314,575
TOTAL FINANCIAL ASSETS	₱572,547,012	₱576,954,515	₱630,763,116	₱635,464,526
FINANCIAL LIABILITIES				
Other Financial Liabilities				
Bank loans	320,000,000	320,000,000	340,000,000	340,000,000
Accounts payable and accrued expenses:				
Trade payable	905,064,399	905,064,399	864,748,683	864,748,683
Employee benefits	34,009,286	34,009,286	26,820,981	26,820,981
Utilities	31,187,454	31,187,454	17,666,410	17,666,410
Advertising and promotion	18,831,169	18,831,169	7,049,972	7,049,972
Outsourced services	8,042,071	8,042,071	6,497,194	6,497,194
Security services	3,610,705	3,610,705	2,292,041	2,292,041
Bank charges	2,181,700	2,181,700	1,852,100	1,852,100
Interest	874,892	874,892	1,053,797	1,053,797
Others**	15,508,753	15,508,753	18,701,005	18,701,005
	1,019,310,429	1,019,310,429	946,682,183	946,682,183
Other current liabilities:				
Non-trade accounts payable	164,122,488	164,122,488	138,118,326	138,118,326
Retention payable	18,459,378	18,459,378	15,236,991	15,236,991
Service fees payable	15,694,145	15,694,145	11,006,733	11,006,733
Royalty	8,465,255	8,465,255	6,719,659	6,719,659
Others	11,916,276	11,916,276	13,012,717	13,012,717
	218,657,542	218,657,542	184,094,426	184,094,426
Cumulative redeemable preferred shares	6,000,000	6,000,000	6,000,000	6,000,000
TOTAL FINANCIAL LIABILITIES	₱1,563,967,971	₱1,563,967,971	₱1,476,776,609	₱1,476,776,609

**Excludes withholding taxes payable amounting to ₱2,000 as of December 31, 2010 and 2009.

Fair Value Information

Current financial assets and financial liabilities

Due to the short-term nature of the related transactions, the fair value of cash and cash equivalents, receivables (except for lease receivables), accounts payable and accrued expenses and other current liabilities approximates their carrying amount as of balance sheet date.

Lease receivables

The fair value of lease receivable is determined by discounting the sum of future cash flows using the prevailing market rates for instruments with similar maturities as of December 31, 2010 and 2009, which is 4.64% and 5.51%, respectively.

Utility and other deposits

The fair value of utility and other deposits approximates its carrying value as it earns interest based on repriced market conditions.

Refundable deposits

The fair value of deposits is determined by discounting the sum of future cash flows using the prevailing market rates for instruments with similar maturities as of December 31, 2010 and 2009 ranging from 2.74% to 6.09% and 4.41% to 8.57%, respectively.

AFS financial assets

The fair value of unquoted AFS financial assets is not reasonably determinable, thus, balances are presented at cost.

Bank loans

The carrying value approximates fair value because of recent and monthly repricing of related interest based on market conditions.

Cumulative redeemable preferred shares

The carrying value approximates fair value because corresponding dividends on these shares that are charged as interest expense in profit or loss are based on recent treasury bill rates repriced annually at yearend.

Fair Value Hierarchy

As of December 31, 2010 and 2009, the Group has no financial instruments measured at fair value.

30. Financial Risk Management Objectives and Policies

The main risks arising from the Group's financial instruments are credit risk, liquidity risk and interest rate risk. The BOD reviews and approves policies for managing each of these risks and they are summarized below.

Credit Risk

Credit risk is the risk that one party to a financial instrument will cause a financial loss to the other party by failing to discharge an obligation. The receivable balances are monitored on an ongoing basis with the result that the Group's exposure to impairment is managed to a not significant level. The Group deals only with counterparty duly approved by the BOD.

The following tables provide information regarding the maximum credit risk exposure of the Group as of December 31:

	2010	2009
Cash and cash equivalents:		
Cash in bank (excluding cash on hand)	P248,539,958	P340,150,666
Cash equivalents	35,753,695	15,929,894
	284,293,653	356,080,560
Short-term investments	10,141,555	-
Receivables:		
Suppliers	58,816,472	69,278,890
Franchisee	40,871,647	46,051,611
Insurance claims	10,986,094	1,905,773
Employees	10,321,643	6,906,248
Store operators	9,718,957	6,075,955
Rent*	5,925,582	4,755,572
Current portion of lease receivables	1,212,430	2,187,564
Deposits	1,009,864	1,009,864
Due from PFI	888,425	323,477
Others	22,435,013	12,489,099
	162,186,127	150,984,053

*Includes short-term refundable deposits amounting to P216,000 as of December 31, 2010 reported under "Prepayments and other current assets" in the balance sheet.

(Forward)

	2010	2009
Deposits:		
Utilities	₱23,969,222	₱22,131,783
Refundable	11,805,629	10,326,979
Others	3,273,451	2,753,309
	39,048,302	35,212,071
Other noncurrent assets:		
Lease receivables - net of current portion	4,748,411	4,265,477
AFS financial assets	1,320,575	2,314,575
	6,068,986	6,580,052
	₱501,738,623	₱538,012,788

*Includes short-term refundable deposits amounting to ₱216,000 as of December 31, 2010 reported under "Prepayments and other current assets" in the balance sheet.

The following tables provide information regarding the credit risk exposure of the Group by classifying assets according to the Group's credit ratings of debtors:

	2010			Total
	Neither Past Due nor Impaired		Past Due Or Impaired	
	High Grade	Standard Grade		
Cash and cash equivalents				₱
Cash in bank	₱248,539,958	₱-	₱-	248,539,958
Cash equivalents	35,753,695	-	-	35,753,695
	284,293,653	-	-	284,293,653
Short-term investments	10,141,555	-	-	10,141,555
Receivables				
Suppliers	-	13,814,889	45,001,583	58,816,472
Franchisee	-	40,871,647	-	40,871,647
Insurance claims	-	10,986,094	-	10,986,094
Employees	-	9,929,725	391,918	10,321,643
Store operators	-	9,718,957	-	9,718,957
Rent	-	5,925,582	-	5,925,582
Current portion of lease receivables	-	1,212,430	-	1,212,430
Deposits	-	-	1,009,864	1,009,864
Due from PFI	-	888,425	-	888,425
Others	-	20,591,089	1,843,924	22,435,013
	-	113,938,838	48,247,289	162,186,127
Deposits				
Utilities	-	23,969,222	-	23,969,222
Refundable	-	11,805,629	-	11,805,629
Others	-	3,273,451	-	3,273,451
	-	39,048,302	-	39,048,302
Other noncurrent assets				
Lease receivables - net of current portion	-	4,748,411	-	4,748,411
AFS financial assets	-	1,320,575	-	1,320,575
	-	6,068,986	-	6,068,986
		₱		
	₱294,435,208	159,056,126	₱48,247,289	₱501,738,623

2009

	Neither Past Due nor Impaired		Past Due	Total
	High Grade	Standard Grade	or Impaired	
Cash and cash equivalents				
				₱
Cash in bank	₱340,150,666	₱–	₱–	340,150,666
Cash equivalents	15,929,894	–	–	15,929,894
	356,080,560	–	–	356,080,560
Receivables				
Suppliers	–	59,836,520	9,442,370	69,278,890
Franchisee	–	46,051,611	–	46,051,611
Employees	–	6,906,248	–	6,906,248
Rent	–	4,755,572	–	4,755,572
Current portion of lease receivables	–	2,187,564	–	2,187,564
Insurance claims	–	1,905,773	–	1,905,773
Store operators	–	6,075,955	–	6,075,955
Deposits	–	1,009,864	–	1,009,864
Due from PFI	–	323,477	–	323,477
Others	–	9,180,451	3,308,648	12,489,099
	–	138,233,035	12,751,018	150,984,053
Deposits				
Utilities	–	22,131,783	–	22,131,783
Refundable	–	10,326,979	–	10,326,979
Others	–	2,753,309	–	2,753,309
	–	35,212,071	–	35,212,071
Other noncurrent assets				
Lease receivables - net of current portion	–	4,265,477	–	4,265,477
AFS financial assets	–	2,314,575	–	2,314,575
	–	6,580,052	–	6,580,052
				₱
	₱356,080,560	180,025,158	₱12,751,018	548,856,736

The Group uses the following criteria to rate credit quality:

Class	Description
High Grade	Financial assets that have a recognized foreign or local third party rating or instruments which carry guaranty/collateral.
Standard Grade	Financial assets of companies that have the apparent ability to satisfy its obligations in full.

The credit qualities of the financial assets were determined as follows:

Cash and cash equivalents are classified as high grade since these are deposited or transacted with reputable banks which have low probability of insolvency.

Receivables, deposits and other noncurrent assets are classified as standard grade since these pertain to receivables considered as unsecured from third parties with good paying habits.

The following tables provide the analysis of financial assets that are past due but not impaired and past due and impaired:

2010						
	Aging analysis of financial assets past due but not impaired				Past due and impaired	
	31 to 60 days	61 to 90 days	> 90 days	Total	impaired	Total
Receivables:						
Suppliers	₱7,533,090	₱9,420,501	₱27,666,206	₱44,619,797	₱381,786	₱45,001,583
Others	-	-	-	-	3,245,706	3,245,706
	₱7,533,090	₱9,420,501	₱27,666,206	₱44,619,797	₱3,627,492	₱48,247,289

2009						
	Aging analysis of financial assets past due but not impaired				Past due and impaired	
	31 to 60 days	61 to 90 days	> 90 days	Total	impaired	Total
Receivables:						
Suppliers	₱1,737,877	₱60,844	₱108,349	₱1,907,070	₱7,535,300	₱9,442,370
Others	-	-	-	-	3,308,648	3,308,648
	₱1,737,877	₱60,844	₱108,349	₱1,907,070	₱10,843,948	₱12,751,018

Receivables from suppliers are noninterest-bearing and are generally on 30-day to 90-day terms.

There are no significant concentrations of credit risk within the Group.

Liquidity Risk

Liquidity risk is the risk that an entity will encounter difficulty in meeting obligations associated with financial instruments. The Group seeks to manage its liquidity profile to be able to finance its capital expenditures and service its maturing debts. To cover for its financing requirements, the Group intends to use internally generated funds and sales of certain assets.

As part of its liquidity risk management program, the Group regularly evaluates projected and actual cash flow information and continuously assesses conditions in the financial markets for opportunities to pursue fund raising initiatives. These initiatives may include drawing of loans from the approved credit line intended for working capital and capital expenditures purposes and equity market issues.

The tables below summarize the maturity profile of the financial assets of the Group:

2010					
	Three months or less	More than three months to one year	More than one year to five years	More than five years	Total
Cash and cash equivalents					
Cash	₱322,975,839	₱-	₱-	₱-	₱322,975,839
Cash equivalents	35,753,695	-	-	-	35,753,695
	358,729,534	-	-	-	358,729,534
Short-term investments	-	10,141,555	-	-	10,141,555
Receivables					
Suppliers	45,001,583	13,433,103	-	-	58,434,686
Franchisee	40,871,647	-	-	-	40,871,647
Insurance claims	-	10,986,094	-	-	10,986,094
Employees	10,321,643	-	-	-	10,321,643
Store operators	9,718,957	-	-	-	9,718,957
Rent	5,925,582	-	-	-	5,925,582

(Forward)

	2010				Total
	Three months or less	More than three months to one year	More than one year to five years	More than five years	
Current portion of lease					
receivables	₱295,221	₱917,209	₱-	₱-	₱1,212,430
Deposits	1,009,864	-	-	-	1,009,864
Due from subsidiaries	-	888,425	-	-	888,425
Others	1,925,200	17,264,107	-	-	19,189,307
	115,069,697	43,488,938	-	-	158,558,635
Deposits					
Utilities	-	-	23,969,222	-	23,969,222
Refundable	-	-	11,805,629	-	11,805,629
Others	-	-	3,273,451	-	3,273,451
	-	-	39,048,302	-	39,048,302
Other noncurrent assets					
Lease receivables - net of					
current portion	-	-	4,748,411	-	4,748,411
AFS financial assets	-	-	-	1,320,575	1,320,575
	-	-	4,748,411	1,320,575	6,068,986
	₱473,799,231	₱53,630,493	₱43,796,713	₱1,320,575	₱572,547,012

	2009				Total
	Three months or less	More than three months to one year	More than one year to five years	More than five years	
Cash and cash equivalents					
Cash	₱432,900,994	₱-	₱-	₱-	₱432,900,994
Cash equivalents	15,929,894	-	-	-	15,929,894
	448,830,888	-	-	-	448,830,888
Receivables					
Suppliers	61,635,241	108,349	-	-	61,743,590
Franchisee	46,051,611	-	-	-	46,051,611
Employees	6,906,248	-	-	-	6,906,248
Rent	4,755,572	-	-	-	4,755,572
Current portion of lease					
receivables	534,502	1,653,062	-	-	2,187,564
Insurance claims	-	1,905,773	-	-	1,905,773
Store operators	6,075,955	-	-	-	6,075,955
Deposits	1,009,864	-	-	-	1,009,864
Due from subsidiaries	-	323,477	-	-	323,477
Others	9,180,451	-	-	-	9,180,451
	136,149,444	3,990,661	-	-	140,140,105
Deposits					
Utilities	-	-	22,131,783	-	22,131,783
Refundable	-	-	10,326,979	-	10,326,979
Others	-	-	2,753,309	-	2,753,309
	-	-	35,212,071	-	35,212,071

(Forward)

	2009				Total
	Three months or less	More than three months to one year	More than one year to five years	More than five years	
Other noncurrent assets					
Lease receivables - net of current portion	₱-	₱-	₱4,265,477	₱-	₱4,265,477
AFS financial assets	-	-	-	2,314,575	2,314,575
	-	-	4,265,477	2,314,575	6,580,052
	₱584,980,332	₱3,990,661	₱39,477,548	₱2,314,575	₱630,763,116

The tables below summarize the maturity profile of the financial liabilities of the Group based on remaining undiscounted contractual obligations:

	2010			Total
	Three months or less	More than three months to one year	More than one year	
Bank loans	₱170,821,194	₱152,479,267	₱-	₱323,300,461
Accounts payable and accrued expenses				
Trade payable	905,064,399	-	-	905,064,399
Employee benefits	34,009,286	-	-	34,009,286
Utilities	31,187,454	-	-	31,187,454
Advertising and promotion	18,831,169	-	-	18,831,169
Outsourced services	8,042,071	-	-	8,042,071
Security services	3,610,705	-	-	3,610,705
Bank charges	2,181,700	-	-	2,181,700
Interest	874,892	-	-	874,892
Others	15,508,753	-	-	15,508,753
	1,019,310,429	-	-	1,019,310,429
Other current liabilities				
Non-trade accounts payable	13,657,982	150,464,506	-	164,122,488
Retention payable	-	18,459,378	-	18,459,378
Service fees payable	-	15,694,145	-	15,694,145
Royalty	8,465,255	-	-	8,465,255
Others	-	11,916,276	-	11,916,276
	22,123,237	196,534,305	-	218,657,542
Cumulative redeemable preferred shares				
	6,000,000	-	-	6,000,000
	₱1,218,254,860	₱349,013,572	₱-	₱1,567,268,432

	2009			Total
	Three months or less	More than three months to one year	More than one year	
Bank loans	₱100,408,333	₱244,049,167	₱-	₱344,457,500
Accounts payable and accrued expenses				
Trade payable	864,748,683	-	-	864,748,683
Employee benefits	26,820,981	-	-	26,820,981
Utilities	17,666,410	-	-	17,666,410
Advertising and promotion	7,049,972	-	-	7,049,972
Outsourced services	6,497,194	-	-	6,497,194
Security services	2,292,041	-	-	2,292,041
Bank charges	1,852,100	-	-	1,852,100

(Forward)

	2009			
	Three months or less	More than three months to one year	More than one year	Total
Interest	₱1,053,797	₱–	₱–	₱1,053,797
Others	18,701,005	–	–	18,701,005
	946,682,183	–	–	946,682,183
Other current liabilities				
Non-trade accounts payable	–	138,118,326	–	138,118,326
Retention payable	–	15,236,991	–	15,236,991
Service fees payable	–	11,006,733	–	11,006,733
Royalty	6,719,659	–	–	6,719,659
Others	–	13,012,717	–	13,012,717
	6,719,659	177,374,767	–	184,094,426
Cumulative redeemable preferred shares	–	–	6,000,000	6,000,000
	₱1,053,810,175	₱421,423,934	₱6,000,000	₱1,481,234,109

Interest rate risk

Interest rate risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market interest rates. The Group's fair value and cash flows interest rate risk mainly arise from bank loans with floating interest rates. The Group is expecting to substantially reduce the level of bank loans over time. Internally generated funds coming from its cash generating units and from its franchising business will be used to pay off outstanding debts and consequently reduce the interest rate exposure.

The maturity profile of financial instruments that are exposed to interest rate risk are as follows:

	2010	2009
Due in less than one year	₱320,000,000	₱340,000,000
Rate	4.20%-5.20%	4.90%-5.50%

Interest of financial instruments classified as floating rate is repriced at intervals of 30 days. The other financial instruments of the Group that are not included in the above tables are noninterest-bearing and are therefore not subject to interest rate risk.

The following table demonstrates the sensitivity to a reasonably possible change in interest rates, with all other variables held constant, of the Group's income before income tax (through the impact on floating rate borrowings):

	2010		2009	
	Increase/ Decrease in Basis Points	Effect on Income Before Income Tax	Increase/ Decrease in Basis Points	Effect on Income Before Income Tax
Bank loans - floating interest rate	+100	₱3,200,000	+ 100	₱3,400,000
	-100	(3,200,000)	- 100	(3,400,000)

There is no other impact on the Group's equity other than those already affecting profit or loss.

31. Capital Management

The primary objective of the Group's capital management is to ensure that it maintains a strong credit rating and healthy capital ratios in order to support its business and maximize shareholder value.

In the light of changes in economic conditions, the Group manages dividend payments to shareholders, pay-off existing debts, return capital to shareholders or issue new shares. The Group mainly uses financing from local banks. The Group considers equity contributed by shareholders as capital. The Group manages its capital structure by keeping a net worth of between 30% and 50% in relation to its total assets. The Group's net worth ratio is 38% as of December 31, 2010 and 33% as of December 31, 2009. No changes were made in the objectives, policies and processes during the year.

	2010	2009
Capital stock	₱302,114,918	₱287,761,172
Additional paid-in capital	293,525,037	293,525,037
Retained earnings	574,482,384	326,309,628
	1,170,122,339	907,595,837
Less cost of shares held in treasury	2,923,246	2,923,246
	₱1,167,199,093	₱904,672,591
Total assets	₱3,093,173,359	₱2,709,291,692
Net worth	38%	33%

As of December 31, 2010 and 2009, the Group was able to meet its objective.

32. Significant Agreements

- a. The Group has various store franchise agreements with third parties for the operation of certain stores. The agreement includes a one-time franchise fee payment and an annual 7-Eleven charge for the franchisee, which is equal to a certain percentage of the franchised store's gross profit. Franchise fee amounted to ₱40,202,044 in 2010, ₱32,828,051 in 2009 and ₱35,401,274 in 2008 and franchise revenue for the 7-Eleven charge amounted to ₱402,620,636 in 2010, ₱270,987,091 in 2009 and ₱215,454,387 in 2008.
- b. The Group has service agreements with third parties for the management and operation of certain stores. In consideration thereof, the store operator is entitled to a service fee based on a certain percentage of the store's gross profit and operating expenses as stipulated in the service agreement. Service fees included under outside services shown as part of "General and administrative expenses" in profit or loss amounted to ₱134,893,173 in 2010 ₱109,601,229 in 2009 and ₱103,170,576 in 2008.
- c. The Group has an agreement with its phone card supplier effective January 1, 2000. Under the arrangement, the Group earns commission on the sale of phone cards based on a certain percentage of net sales for the month and a fixed monthly rate. Commission income amounted to ₱29,271,506 in 2010, ₱22,130,513 in 2009 and ₱21,213,531 in 2008.
- d. The Group has entered into an exclusivity agreement with Unilever RFM Ice Cream, Inc. (Unilever) on October 1, 2007. Upon the effectivity of the agreement, all existing branches of 7-Eleven shall exclusively carry Selecta ice cream products, and 7-Eleven should not carry any other ice cream product including similar or parallel products. The agreement is for a period of three years starting October 1, 2007 and

shall continue in force and effect until December 31, 2010. In June 2008, the Company received a total consideration of ₱11,741,071 in relation to the agreement, to be amortized over three years. Income from exclusivity contract included under “Other income” in profit or loss amounted to ₱3,913,691 in 2010 and 2009.

- e. The Group has entered into a 3-year exclusivity contract with Pepsi-Cola Products Philippine Inc. (PCPPI) effective April 2010 to March 2013. The contract indicates that all slurpee products of 7-Eleven will be exclusively supplied by PCPPI. The Group received a one-time signing bonus amounting to ₱4,464,286 upon the effectivity of the exclusivity supply contract amortized over three years. Income from exclusivity contract with PCPPI included under “Other income” in profit or loss amounted to ₱1,116,071 in 2010. Deferred revenue as of December 31, 2010 amounted to ₱3,348,214 (see Notes 13 and 16).
- f. In 2010, the Group collected a signing bonus amounting to ₱2,232,143 from Foodsphere, Inc. (Foodsphere) for awarding half of the Company's existing Hotdog Stock Keeping Units (SKUs) to Foodsphere for the next five years starting January 1, 2010. Income from exclusivity contract with Foodsphere included under “Other income” in profit or loss amounted to ₱446,429 in 2010. Deferred revenue as of December 31, 2010 amounted to ₱1,785,715 (see Notes 13 and 16).
- g. The Group has entered into a Memorandum of Agreement (MOA) with Chevron Philippines, Inc. (CPI) on August 6, 2009, wherein CPI has granted the Group as authorized co-locator for a full term of three-years to establish, operate and/or franchise its 7-Eleven stores in CPI service stations. Both parties have identified 22 CPI service stations, wherein the Group will give the Retailers of these service stations a Letter Offer to Franchise (LOF) 7-Eleven stores. Upon acceptance of the Retailers of the LOF, the Retailers will sign a Store Franchise Agreement (SFA) with the Group. If LOF is not accepted by one of the 22 original service stations identified, that service station will be replaced with another mutually acceptable service station site.

Upon signing of the MOA, CPI will execute an updated Caltex Retail Agreement with each of the 22 service station Retailers, which shall have a full term of three years and which will be co-terminus with the SFA. The parties may also identify additional CPI service stations upon mutual agreement in writing as provided in the MOA and such changes shall form part of the agreement.

As of December 31, 2010 and 2009, the Company has already opened 25 Retailers franchised stores.

33. Segment Reporting

The Group considers the store operations as its only business segment based on its primary business activity. Franchising, renting of properties and commissioning on bills payment services are considered an integral part of the store operations.

The products and services from which the store operations derive its revenues from are as follows:

- Merchandise sales
- Franchise revenue
- Marketing income
- Rent income
- Commission income
- Interest income

The segment's relevant financial information is as follows:

	2010	2009	2008
REVENUE			
Revenue from merchandise sales	₱7,612,243,056	₱6,033,322,488	₱5,412,969,204
Franchise revenue	442,822,680	303,815,142	250,855,661
Marketing income	338,765,461	236,502,860	136,211,215
Rent income	37,361,844	52,265,323	36,502,151
Commission income	29,271,506	22,130,513	21,213,531
Interest income	5,355,769	4,839,945	4,186,908
Other income	78,278,268	35,685,902	17,988,516
	8,544,098,584	6,688,562,173	5,879,927,186
EXPENSES			
Cost of merchandise sales	5,585,270,478	4,371,715,990	3,909,886,731
General and administrative expenses:			
Depreciation and amortization	294,893,483	203,905,718	179,639,006
Others	2,236,612,313	1,847,053,611	1,608,793,894
Interest expense	16,398,169	26,482,817	25,332,855
Impairment loss on goodwill	—	—	4,611,368
Other expenses	5,288,221	8,572,988	6,935,913
	8,138,462,664	6,457,731,124	5,735,199,767
INCOME BEFORE INCOME TAX	405,635,920	230,831,049	144,727,419
PROVISION FOR INCOME TAX	128,755,672	75,040,398	60,455,768
SEGMENT PROFIT	₱276,880,248	₱155,790,651	₱84,271,651
SEGMENT ASSETS	₱3,093,173,359	₱2,709,291,692	₱2,269,796,932
SEGMENT LIABILITIES	₱1,922,744,371	₱1,801,389,206	₱1,517,685,097

34. Provisions and Contingencies

The Group is a party to various litigations involving, among others, employees suing for illegal dismissal, back wages and damage claims, lessors claiming for lease payments for the unexpired portion of the lease agreements in cases of pre-termination of lease agreements, claims arising from store operations and as co-respondents with manufacturers on complaints with the Bureau of Food and Drugs, specific performance

and other civil claims. All such cases are in the normal course of business and are not deemed to be considered as material legal proceedings. Further, these cases are either pending in courts or under protest, the outcome of which are not presently determinable. Management and its legal counsel believe that the liability, if any, that may result from the outcome of these litigations and claims will not materially affect their financial position or financial performance.

As of December 31, 2010 and 2009, the Company has provisions amounting to ₱ 7,066,290 and ₱12,578,122, respectively, pertaining to probable loss on litigations.

The table below summarizes the movements in the Company's provision as of December 31:

	2010	2009
Beginning of the year	₱12,578,122	₱-
Provisions during the year	4,098,267	12,578,122
Payments during the year	(9,610,099)	-
	₱7,066,290	₱12,578,122

35. Note to Consolidated Statements of Cash Flows

The principal non-cash transaction of the Group under financing activities pertains to the issuance of stock dividends amounting to ₱14,353,746 in 2010 and ₱26,097,722 in 2009.

#	Location	Address
CALOOCAN (6)		
1	032 Maypajo **	J.P. Rizal St., cor. Ambini St., Maypajo, Caloocan City
2	039 MCU *	Edsa cor. Asuncion St., Monumento, Caloocan City
3	141 Camarin **	Blk 1 Lot 18 & 20 Camarin cor. Susano Rd., Caloocan City
4	175 Benin **	EDSA cor. Benin St., Caloocan City
5	242 Mabini **	Mabini cor. 10th Avenue, Caloocan City
6	490 12th Ave. Big Bobs	Ten Commandments Bldg. 689 Rizal Ave, Grace Park, Caloocan City
LAS PINAS (8)		
1	038 Pilar **	Alabang Zapote Rd., Pilar Rd., Alamansa
2	121 Pulang Lupa **	Quirino Ave., cor. Naga Rd., Pulang Lupa, Las Piñas
3	122 BF Resort **	Alabang Zapote rd. cor. BF Resort Drive, Pamplona
4	206 Zapote Junction **	Alabang Zapote Road cor. F. Santos, Las Piñas
5	252 Talon **	J. Aguilar Ave. cor. Alabang-Zapote Road, Talon, Las Piñas City
6	308 LP Cityhall **	Alabang-Zapote Rd., F. Ocampo Ave., Pamplona 3, Las Piñas City
7	340 Manuela	#02-Alabang-Zapote Rd. cor. Real St. Las Piñas City
8	380 Citadella *	CAA Rd. Corner Citadella Ave. Las Pinas City
MAKATI (54)		
1	016 RJ-Makati *	7849 Gen. Luna St. cor. Makati Avenue, Makati City
2	056 Evangelista	Pio del Pilar cor. Evangelista, Makati
3	063 Guadalupe 1 **	EDSA nr. cor. R. Magsaysay, Guadalupe, Makati
4	090 Bangkal **	Evangelista cor. Alejandrino St., Bangkal, Makati
5	148 JP Rizal	J.P. Rizal cor. Constancia St., Makati City
6	154 Insular *	P. Burgos St. cor. Gen. Luna St., Makati
7	156 Guadalupe 2 **	Sgt. Yabut nr. cor. Anastasio St., Guadalupe, Makati
8	167 Jupiter	Makati Ave., cor. Gil Puyat Ave., Makati
9	187 Virra *	P. Burgos Ave. cor. Dapo St., Makati City
10	204 Priscilla	Pasong Tamo Ext. Kayamanan - C, Makati City
11	213 Parkview *	Valero St. cor. Salcedo Village, Makati City
12	229 Cityland	LG07 Cityland 10 Tower, Valero cor. Dela Costa St., Salcedo Village, Makati City
13	232 CBC	115 G/F Corporate Business Center, Paseo de Roxas cor. Pasay Road, Makati City
14	240 Salcedo	Antel 2000 Bldg., Valero cor. Herrera, Salcedo Village, Makati
15	258 Herrera **	Y-L Bldg., Herrera St. cor. Salcedo St., Legaspi Village, Makati City
16	244 Guadalupe 3 *	F. Yabut St., nr. cor. EDSA, Guadalupe Nuevo, Makati City
17	251 Nobel	G/F, 110 Nobel Plaza, Valero St., Makati City
18	231 Makati CityHall	9033 Hormiga St., Brgy. Poblacion, Makati City
19	278 Sagittarius *	G/F Sagittarius Bldg., H.V. Dela Costa St., Salcedo Village, Makati
20	283 RCBC *	RCBC Bldg. 3rd Flr. RCBC Podium, Ayala Avenue cor. Buendia, Makati City
21	296 Manansala	Manansala Bldg., Estrella St., Rockwell Center, Makati City
22	300 Convergys	G/F Convergys, One Ayala Ave., cor. Salcedo St., Makati City
23	311 PDCP **	G/F PDCP Bank Center, VA Rufino cor. San Agustin, Salcedo Vill., Makati
24	303 Asian Mansion *	G/F Asian Mansion 2 Dela Rosa St., Legaspi Village, Makati City
25	307 Madrigal *	G/F Madrigal Building Ayala Avenue, Makati City
26	302 Ayala FGU **	Ayala Ave., Salcedo Village, Makati City
27	412 Don Bosco	Don Bosco Road. Cor Chino Rocas Ave., Makati City
28	401 Philcom	8755 Paseo de Roxas, Makati City
29	447 Kimston *	2650 Agutaya St. cor. EDSA, Pinagkaisahan, Makati
30	466 Sterling Centre *	G/F Sterling Centre, Ormazza cor. Dela Rosa Sts, Legaspi Village, Makati City
31	464 Osmak *	Blk 5 Lot 18 Sampaguita cor. Escarlata, Pernbo, Makati City
32	452 Pio del Pilar *	Chino Rocas Ave. (Pasong Tamo) cor. Dela Rosa st. Makati City
33	496 Tordesillas *	108 Tordesillas cor. Gallardo st., Salcedo Village, Makati City
34	498 SM Cyber One *	Retail Space 4, Buendia Ave., Makati City
35	513 One Solaris **	Retail 2 G/F One Solaris Bldg, Dela Rosa St., Legaspi Village, Makati City
36	510 LKG	11th Flr. LKG Tower 6801-6803 Ayala Ave., Makati City
37	542 Malugay (Caltex) *	Chino Rocas Ave. Cor. Malugay and Gil Puyat, Brgy., San Antonio, makati
38	478 JP Rizal 2	347 JP Rizal Ave. Cor. Pasong Tamo Ave. Makati City
39	512 PhilAm	9/F Philam Life Building, Paseo De Roxas, Makati City
40	489 Eco Plaza	Pasong Tamo Extension, Makati city
41	518 SM Cyber Two *	Unit 7 Sen. Gil Puyat Ave. Cor. Zodiac St., Makati City.
42	514 Cityland P. Tamo	Unit 34 & 35 Pasong Tamo Tower, Chino Rocas Ave., Makati City
43	583 Harvard (Caltex) *	EDSA corner Harvard St., Makati City
44	505 Makati Ave. 2	Makati Ave. Cor. Constellation st., Brgy. Bel-air, Makati City
45	511 PBCOM	7/F Philcom Tower 6801-6803 Ayala Ave, Makati City
46	585 TRAG	GL 10 The Residences, Arnaiz St., Makati City
47	572 Herco Center	Herco Center 114 Benavidez St., Legazpi Village Makati City
48	554 N. Garcia *	158 Jupiter St., Cor. N. Garcia St., Bel Air Village, Makati City
49	558 Welding Bldg.	Upper Building, 349 Sen. Gil J. Puyat Ave., Makati City Metro Manila
50	587 Marvin Plaza	Chino Rocas cor., Herrera St., Makati City
51	590 Kingswood	U/GF, Units A27 a,b and c Kingswood Makati City
52	648 Guadalupe 4	Kimston Plaza Building, P. Burgos St., Guadalupe, Makati City
53	622 Makati Executive Tower 3	Unit 6 and 7, G/F Makati Executive Tower 3, Sen. Gil J. Puyat Ave., Makati City
54	674 Zapanta	Santa Rita St., cor., Orense St., Makati City

#	Location	Address
MANDALUYONG (15)		
1	020 Boni-EDSA	Boni Avenue cor., EDSA Mandaluyong City
2	031 Barangka **	Boni Ave., Barangka Drive, Mandaluyong
3	036 JRC	Shaw Blvd. cor Kalentong St., Mandaluyong City
4	071 A. Bonifacio **	A. Bonifacio St., cor. Shaw Blvd., Mandaluyong City
5	144 Rev. Aglipay **	Boni Ave., cor. A.T. Reyes Aglipay, Mandaluyong City
6	166 Columbia	Columbia Tower, Ortigas Ave., Mandaluyong City
7	195 RFM	RFM Corporate Center, Mandaluyong City
8	271 Starmall	Shaw Blvd. cor. EDSA Mandaluyong
9	495 Sun Plaza	G/F Sun Plaza Shaw Boulevard, cor Princeton st., Mandaluyong City
10	504 Paragon Plaza	Upper G/F Paragon Plaza Condominium, EDSA cor. Reliance St., Mandaluyong City
11	546 Boni-Malamig (Caltex) *	708 Boni Ave., Brgy. Malamig, Boni Mandulong City
12	576 Boni-EDSA (Caltex) *	EDSA cor., Boni Ave., Mandaluyong
13	581 DMG Center *	DMG Center, Libertad cor. Calbayog St., Mandaluyong City
14	588 EDSA Central 2	EDSA Central Shopping Complex, EDSA cor. United, Mandaluyong City
15	509 Woodlands Pioneer *	G/F Pioneer Woodlands Showroom, EDSA near cor. Pioneer St., Mandaluyong City
MANILA (73)		
1	004 Nagtahan **	Nagtahan Cor. J.P. Laurel, Sta. Mesa Manila
2	005 U.N. Ave **	900 U.N. Ave., Ermita, Manila
3	007 Quiapo **	465 Quezon Blvd., Quiapo, Manila
4	008 Adriatico **	Adriatico cor., P. Faura, Manila
5	022 Retiro **	Retiro cor. Dimasalang, Manila
6	024 Paco1	Pedro Gil St., Paco, Manila
7	033 Dapitan **	Maceda cor. Dapitan St., Sampaloc, Manila
8	045 Gagalangin	Juan Luna cor., Pampanga St., Gagalangin Tondo, Manila
9	046 Pandacan	Jesus cor., Labores St., Pandacan, Manila
10	047 Singalong **	Singalong St., cor., san Andres, Malate Manila
11	066 MH del Pilar *	A. Flores St., M.H. del Pilar, Ermita, Manila
12	069 PCU **	Pedro Gil St. cor. L. Guinto St., Malate, Manila
13	070 La Salle	Taft Ave., nr. cor. Vito Cruz, Malate, Manila
14	085 Harrison **	F.B. Harisson St. cor. Vito Cruz, Manila
15	086 Tayuman **	Tayuman St. cor. Rizal Ave., Manila
16	095 M. dela Fuente **	M. Dela Fuente St. cor. España, Sampaloc, Manila
17	098 Ylaya	Ylaya St. cor. Lakandula St., Binondo, Manila
18	101 Blumentritt2 **	Blumentritt St. cor. Isagani St. Sampaloc, Manila
19	102 Hermosa **	J. Abad Santos Ave., cor. Hermosa St., Tondo, Manila
20	109 Remedios **	Remedios St. cor. MH del Pilar, Malate, Manila
21	153 Paco 2	Pedro Gil St. cor. Main St., Paco, Manila
22	155 Onyx *	A. Francisco cor. Onyx and Concha Sts., Sta. Ana, Manila
23	168 TM Kalaw *	Kalaw cor. A. Mabini St., Ermita, Manila
24	178 Asturias *	Dapitan St. nr. cor. Asturias St., Sampaloc, Manila
25	184 D. Jose **	Rizal Ave. cor. D. Jose, Sta. Cruz, Manila
26	205 U.E. Recto	UE, Claro M. Recto Ave., Manila
27	211 Orosa *	MY Orosa nr. cor. TM. Kalaw, Ermita, Manila
28	219 P. Campa **	España cor. P. Campa Sampaloc St., Manila
29	262 PCU 2	Taft Avenue cor. Pedro Gil, Manila
30	275 FEU **	913-919 Nicanor Reyes cor. Estiro de Alix, Sampaloc, Manila
31	236 UP Manila	Pedro Gil St. nr. cor. Taft Avenue, Malate, Manila
32	279 Marina *	A. Mabini St., Malate, Manila
33	239 Park N Ride **	P. Burgos cor. Dr. Basa St., Ermita, Manila
34	295 King's Plaza	King's Plaza, Juan Luna cor. Padre Rada St., Tondo, Manila
35	312 US Embassy *	Roxas Blvd. cor. U.N. Avenue, Ermita, Manila
36	322 St. Scholastica **	896 Vito Cruz cor. Dominga St., Malate, Manila
37	329 Dangwa *	1300 Laonlaan St. cor. Don Quijote St. Sampaloc Manila
38	332 Legarda2 **	Legarda cor. Jhocson St. Sampaloc Manila
39	336 Padre Faura	P. Faura cor MH del Pilar
40	331 Letran	Muralla St. cor. Anda St. Intramuros Manila
41	334 OWWA2 **	749 Victoria St. cor. Solana St. Intramuros Manila
42	346 Hyatt *	1576 A. MABINI CORNER PEDRO GIL ST. ERMITA MANILA
43	355 Vito Cruz **	Unit 102&103 Cityland Tower One, Vito Cruz, Manila
44	362 T. Mapua **	1512 C.M. Recto Cor. F. Torres & T. Mapua Sta. Cruz Manila
45	374 Old Sta. Mesa **	4456 Valenzuela St. Sta. Mesa Manila
46	378 Blumentritt 1 *	Rizal Ave. cor. Blumentritt Sta. Cruz, Manila
47	404 Pacific Regency **	G/F Pacific Regency Bldg. P. Ocampo St. Malate Manila
48	406 St. Paul *	Pedro Gil st. cor. Ma. Orosa st. Malate, Manila
49	436 Leveriza **	#665 CRI Bldg. President E. Quirino Ave. cor. Leveriza, Malate, Manila
50	450 PWU **	1807 G/F Nakpil St. cor. L. Guinto St. Malate, Manila
51	432 Dakota Mansion	G/F Dakota Mansion, Malvar St., Cor. Adriatico St., Malate, Manila
52	458 San Marcelino **	G/F CMC Bldg. #710 San Marcelino St., Ermita, Manila
53	492 Times Plaza *	G/F Times Plaza Bldg. Taft Ave. cor. UN Ave., Ermita, Manila
54	528 BPO San Lazaro (Vertex1) *	Retail 4, Vertex 1 Bldg. Yuseco Cor. Felix Huertas, San Lazaro Racetrack, Sta Cruz, Manila
55	550 Q. Osmeria (Caltex) *	Quirino Ave. Cor. Osmena Hi-way, Manila City
56	529 Port Area *	637 Bonifacio Drive, Port Area, Manila
57	544 Q. Ermita (Caltex) *	Quirino Ave. Cor. Mabini Ave., Manila
58	473 VG Cruz *	Ramon Magsaysay Blvd. Cor. Vicente Cruz St. Sampaloc Manila
59	524 R. Papa *	813 R. Papa and S. H. Loyola St., Sampaloc Manila

#	Location	Address
60	594 Victoria de Manila *	Shoppes @ Victoria Space No. 101 G/F Victoria De Manila, Taft Ave., Manila
61	600 Binondo	Burke Plaza Sto. Cristo Cor. San Fernando St. Binondo Manila
62	226 Legarda	2108 Legarda St., Quiapo, Manila
63	536 San Andres	G/F Gem Square Bldg., San Andres St. cor. Mabini, Manila
64	589 Manila Executive Regency *	Unit 5 & 6 Ground Floor, Manila Executive Regency, Jorge Bocobo St., Ermita Manila
65	630 Mayfair Tower *	Commercial C, G/F Mayfair Tower, UN Ave., cor. Mabini St., Ermita Manila
66	641 Espana Grand	Espana cor., Tolentino cor., Eloisa, Metro Manila
67	623 Hidalgo	Unit 2 & 3, Isabelle de Hidalgo Bldg. St., cor., Cancer St., Quiapo Manila
68	633 R. Salas 2	Casa Blanca, 1447 M. Adriatico St., Ermita, Manila
69	625 JP Laurel Malate	G/F JP Laurel Memorial Bldg., M.H. del Pilar cor. Pedro Gil St., Ermita, Manila
70	673 Burke Quintin Paredes	Burke House No. 8, Quintin Paredes cor. San Vicente St., Binondo Manila
71	618 Angelo King - CSB *	Arellano Ave., Malate Manila
72	661 DENR	DENR Bldg., 1515 Roxas Blvd., Manila
73	684 Escoda	2116-2117 G/F Guerero Bldg. Leon Guinto St. near cor. Escoda St. Ermita Manila
MARIKINA (7)		
1	123 Parang *	G. del Pilar cor., M.L. Quezon, Parang, Marikina
2	134 Molave Marikina **	Bayan bayan Ave. cor. Molave St., Concepcion, Marikina
3	257 Shoe Ave **	Shoe Avenue cor. Capt. Venciong, Sta. Elena
4	256 Marikina Bridge **	E. Rodriguez cor. J.P. Rizal St., Marikina
5	367 Riverbanks	G/F ICT Bldg. 2, Riverbanks Center, Riverbank Ave., Barangka Marikina City
6	461 Lamuan-Marotok	JP Rizal cor. Visayas St., Filipinas Village, Malanday, Marikina
7	668 V. Santos *	16 V. Santos cor. Santos Streets, Sto. Nino, Marikina City
MUNTINLUPA (12)		
1	051 Alabang 1 *	Montillano St., West Service Road, Alabang
2	054 Muntl1 **	Rizal St. cor. National Road, Poblacion, Muntinlupa
3	078 Bruger **	National Rd., Bruger St., Bruger Subd., Muntinlupa City
4	313 Northgate *	F@st bytes @North Gate cyberzone Alabang Muntinlupa
5	451 Civic Prime *	Civic drive, Civic Prime Filinvest Corporate City, Alabang
6	486 Alabang Med (Aurora) *	Unit 1 G/F Aurora Bldg, Alabang Zapote Rd., Muntinlupa City
7	437 South Station	Unit UGF 223-227 and UGF 252-258 Spectrum midway Extension cor Corporate ave. Alabang, Muntinlupa
8	549 Filinvest (Caltex) *	Alabang- Zapote Rd., Cor. Northgate Ave. Filinvest, Alabang Muntinlupa City
9	535 ATC	Entertainment Complex, Alabang Town Center, Muntinlupa City
10	584 Starmall Metropolis *	Upper Ground Flr. Starmall Alaban, South Super Hi-way, Alabang Muntinlupa City
11	497 Molito Complex	Madrigal Ave., Madrigal Business Park, Alabang Muntinlupa
12	553 Tustine Alabang	Molino St., South Super Highway, Alabang, Muntinlupa City
PARANAQUE (24)		
1	002 BF Homes **	Pres. Ave., BF Homes Parañaque
2	011 Airport **	Quirino Ave., cor. Airport Road Parañaque
3	074 Canaynay	Dr. A. Santos Ave., cor. Canaynay Ave., Parañaque
4	080 Marcelo **	West Service Road cor. Marcelo Ave., Parañaque
5	082 San Antonio	Sucac Rd. cor San Antonio Ave., Parañaque
6	103 Kabihasnian	Kabihasnian St. cor. San Dionisio Parañaque
7	185 Global **	Doña Soledad Ave., Better Living, Parañaque
8	216 Baclaran2 **	Quirino Ave., cor. Dimasalang St., Baclaran, Parañaque City
9	221 Baclaran 3 *	Roxas Blvd., Baclaran, Parañaque
10	272 BetterLiving 2	Doña Soledad Avenue cor. Peru, Better Living, Parañaque City
11	234 LaHuerta **	Quirino Avenue cor. Dandan St., La Huerta, Parañaque
12	282 Gatchalian **	Dr. A. Santos Ave. cor. Palanyag St., Parañaque City
13	341 Olivarez **	8156 Dr. A. Santos Ave., Brgy. San Dionisio, Sucac, Parañaque City
14	352 Baclaran 4	Roxas Blvd. cor. Rivera St., Baclaran, Parañaque
15	363 Lopez Drive **	RIDC Bldg. Lopez Ave. Cor. Dr. A. Santos Ave., Paranaque City
16	372 Pascor Drive *	Sky Freight Building, Ninoy Aquino Ave., Paranaque City
17	381 Don Galo **	0423 Quirino Ave. corner Dimatimbangan St. Don Galo, Parañaque City
18	413 BF Homes 2 *	BPI Sucac Dr. A. Santos Ave. Cor. Pres. Ave. BF Homes Paranaque City
19	418 Multinational	J&P Bldg (Multinational) Ninoy Aquino Ave., Paranaque City
20	457 YP *	YP Bldg. Dr. A. Santos Ave., Sucac, Parañaque City
21	547 Tambo Coastal (Caltex) *	Aguinaldo Highway Brgy. Tambo Paranaque City
22	538 Redemptorist	Lot 18 Redemptorist Road, Baclaran Parañaque City
23	638 Betterliving 3	27 Doña Soledad cor. Australia Sts., Betterliving Subdivision, Don Bosco, Parañaque City
24	675 Patts *	Dr. A Santos Avenue, San Isidro, Paranaque City
PASAY (16)		
1	003 Libertad	Libertad cor., F.B. Harrison, Pasay
2	017 Buendi *	Sen. Gil Puyat Ave. cor. Taft Ave., Manila
3	030 Burgos **	Libertad St., cor. Burgos St., Pasay City
4	043 Malibay	EDSA cor. C. Jose St., Malibay, Pasay City
5	059 Revilla	EDSA cor. C. Revilla St., Pasay City
6	243 Merville **	Moreland Bldg., Merville Access Rd. cor. West Service Rd.
7	297 DFA *	G/F AIMS Bldg., Roxas Blvd. Service Rd. cor. Arnaiz St., Pasay City
8	321 Buendia 2 *	Gil Puyat Ave. cor. FB Harrison St., Pasay City
9	384 One E-Com	Unit 4,5 & 6 Harbour Drive Cor. Palm Coast Ave. SM Central Business Park, Pasay City
10	375 Villamor *	Lot 12 B.1 12th St. Airman's Village Airbase Area, Pasay City

#	Location	Address
11	480 Philtranco *	610 Apelo Cruz St., Malibay, Pasay City
12	434 Malibay Plaza 2 *	Reance Bldg. 93 C. Jose st. cor. Malibay Ave., Pasay City
13	597 Buendia 3 (Caltex) *	Buendia cor., Leveriza, Pasay City
14	517 New Port	Star Cruises Center, Andrews Ave. Pasay City
15	619 Buendia 4 *	No. 317 Sen Gil Puyat Ave., Pasay City
16	679 NAIA 3 *	MIAA, 4th Level, Unit 37, Southwing office NAIA Terminal 3, Pasay City
PASIG (25)		
1	015 STI Shaw **	Shaw Blvd. nr. cor. Mayflower St., Pasig City
2	035 Pasig Church *	Caruncho Ave., cor. Sixto Ave., Pasig
3	040 Almeda **	Concepcion cor. Almeda, San Joaquin, Pasig City
4	076 Pasig Rotonda *	Pasig Blvd. cor. Sixto Antonio, Pasig City
5	177 Mariposa	Market Ave. cor. Caruncho Ave., Pasig City
6	199 Rizal Med **	Pasig Blvd. cor. Banaag, Pineda, Pasig City
7	273 Santolan	AD Center Square, E. Rod. Ave. cor. Evangelista
8	248 Pasig Mega **	Mega Parking, Caruncho cor. Market Avenue
9	237 Orient	Ruby Road, Ortigas Ctr., Pasig City
10	285 Emerald *	Emerald Ave., Ortigas Ctr., Pasig City
11	310 Malayan *	Unit G-1, Malayan Plaza, ADB Avenue, Ortigas Center, Pasig City
12	318 Pearl Drive	Pearl Drive corner Lourdes St., Pasig City
13	309 AIC Galleria	G/F AIC-Burgundy Empire Tower, ADB Ave., cor. Garnet Rd., Ortigas
14	350 Pacific Center *	San Miguel Ave., Ortigas Center, Pasig
15	421 AIC Gold **	Unit 101 AIC Gold Tower F. Ortigas Cor. Garnet Road Ortigas Commercial Center, Pasig City
16	420 One San Miguel *	UG-01 One San Miguel Ave Condominium One San Miguel Ave, cor Shaw Blvd., Ortigas Center Pasig City
17	474 Wynsum **	Unit G1-C Wynsum Corporate Plaza 22 F. Ortigas Jr. Rd., Ortigas Center, Pasig City
18	455 Pearl Drive 2	G/F Unit 102, Pacific Place Condominium, Pearl Drive, Ortigas Ctr., Pasig City
19	502 Rockwell Business Center *	Tower 2 (North) Level 1 Unit No. N-02 Rockwell Business Center, Pasig City
20	580 Silver City *	G/F Unit L1-003A, silver City, Frontera Verde, Pasig City
21	688 LRT2 Santolan *	Lot 2 C5-A, Santolan, Pasig City
22	564 Rosario 2	No. 42 Ortigas Ave., Rosario, Pasig City
23	621 Lifehomes	Lot 1-B-1-B, Ortigas Ave., Ext., cor. Alfonso St. Brgy. Rosario, Pasig City
24	649 St. Francis Towers *	St. Francis Drive, Ortigas Center, Pasig City
25	632 Sixto A. Ave. *	Dr. Sixto Antonio Ave, Maybunga, Pasig City
PATEROS (1)		
1	255 Pateros **	Herrera St. cor. Morcilla, Pateros
QUEZON CITY (54)		
1	010 Muñoz	Roosevelt Ave, nr. Cor. EDSA-Muñoz, Q.C.
2	012 Roces *	A. Roces St. cor. Quezon Ave., Q.C.
3	037 Nova1 **	Gen. Luis St. cor. Austria St., Novaliches, Q.C.
4	057 Commonwealth *	Tandang Sora Ave., cor. Commonwealth Ave., Q.C.
5	065 Road 8 **	Road 8 cor. Visayas Ave., Proj. 6, Q.C.
6	067 StJames	Tandang Sora Ave., cor. Mindanao Avenue, Q.C.
7	068 Murphy **	15th Ave. cor. Liberty Ave., Murphy, Cubao, Q.C.
8	104 Galas	Unang Hakbang St., cor. Luzon Ave., Galas, Q.C.
9	108 Chico **	Chico St. cor. Anonas St., Proj. 2, Q.C.
10	125 JP Ramoy **	Quirino Highway cor. J.P. Ramoy, Barrio Talipapa, Novaliches, Q.C.
11	147 Shorthorn **	Shorthorn cor. Road 20, Project 8, Q.C.
12	150 Zabarte **	Quirino Hiway cor. Zabarte Ave., Novaliches
13	160 San Bartolome **	M. Dela Cruz cor. Quirino Highway, Novaliches, Q.C.
14	165 Superlines *	EDSA nr. cor. New York St., Cubao, Q.C.
15	172 West **	West Ave., cor. Zamboanga St., Q.C.
16	176 Farmers **	Space 1&2, 2nd Level New Farmers Plaza, Cubao, Q.C.
17	188 Panay *	Quezon Avenue cor. EDSA, Q.C.
18	198 Matalino *	Matalino St. cor. Malakas St., Diliman, Q.C.
19	203 Circle	Quezon Ave. cor. Scout Reyes, Q.C.
20	215 Crame	Boni Serrano cor. 2nd St., Camp Crame, Q.C.
21	217 Nova 3	Quirino Hi-way cor. Sarmiento St., Novaliches City, Q.C.
22	241 St. Lukes	E. Rodriguez cor. Victoria St., New Manila, Q.C.
23	245 QA Araneta **	Quezon Avenue cor. Araneta Ave., Q.C.
24	268 Arayat2 **	Arayat cor. Pinatubo St. nr. cor. Edsa, Cubao Q.C.
25	259 Del Monte **	Del Monte Avenue cor. Tolentino St. (near Roosevelt), Q.C.
26	276 Hansel	Aurora Blvd. cor. Imperial, Cubao, Q.C.
27	250 Aurora **	Aurora Blvd. cor. St. Mary, Cubao, Q.C.
28	284 Burgundy *	G/F One Burgundy Plaza, Katipunan Ave., Q.C.
29	281 T. Morato	Scout Castor cor. T. Morato
30	323 Channel 7 *	131 Timog Ave. cor. Samar St., Diliman, QC
31	330 Imperial **	Tomas Morato Ave. cor Timog Ave Diliman QC
32	315 Banaue	426 Banaue Ave. cor Tirad Pass St. SMH QC
33	342 R. Magsaysay	173 Edsa Cor. Ermin Garcia St., Cubao, Quezon City
34	348 Lanting *	Lanting No. 14 Marcel Drive cor Tandang Sora Ave., Quezon City
35	349 Teachers Bliss	#1 Teachers Bliss, Balong bato Balintawak QC
36	384 Allmall *	All Mall Gen. Romulo Ave., Araneta Center, Q.C.
37	383 Maya Arcade *	G/F Maya Arcade 678 Edsa, Cubao, Quezon City
38	373 Don Antonio	Lot 21 Blk.6 Don Antonio Heights Holy Spirit St. Q.C.
39	382 PMI	#61 Roosevelt Ave., Brgy. Sta. Cruz, Quezon City

#	Location	Address
40	388 Bago Bantay **	#131 Ilocos Sur ST. Cor. Bukidnon st. Bago Bantay Quezon City
41	449 Eastwood 2	G/F One Orchard Condominium, Orchard Rd., Eastwood City, Bagumbayan, Quezon City
42	460 Telus *	Arcade 6 & 7 G/F Telus Bldg., Araneta Center, Cubao, Quezon City
43	508 Heart Center *	G/F Philippine Heart Center, East Ave., Quezon City
44	525 Muñoz 2 *	Blk 3 Lot 7 R. Magsaysay EDSA, Muñoz, Quezon City
45	527 Retiro 2 *	311-313 N.S. Amoranto St. Sta Mesa Heights, Quezon City
46	526 ABS-CBN	143 Mother Ignacia Ave., Diliman, Quezon City
47	634 Eastwood 3 *	/F Eastwood Citywalk 2, Eastwood City Cyber Park E, Rodriguez Jr. Ave., Bagumbayan, O.C.
48	593 Farmers Market	Space No. 00363 Farmers Market Arcade, Araneta Center Quezon City
49	507 Centris 2	Eton Centris, EDSA Cor. Quezon Ave., Quezon City
50	609 Capital Towers	Retail space #3, G/F Capital Towers, E. Rodriguez St., Quezon City
51	503 Centris 1	G/F Eton Cyberpod Centris Edsa, Near Cor. Quezon Ave., Quezon City
52	614 Bansalangan	# 4Bansalangan st brgy Veterans Village QC
53	650 Sienna del Monte *	555 Del Monte Ave., Brgy., Manresa, Quezon City
54	668 City Oil Fairview	Commonwealth Ave., cor. Pearl St., Fairview Quezon City
SAN JUAN (6)		
1	158 N. Domingo **	N. Domingo cor. F. Blumentritt St., San Juan
2	301 Annapolis **	G/F Continental Plaza, #45 Annapolis, Greenhills, San Juan, MM
3	316 Xavier Hills **	Xavier Hills Condo. Tower 1, Granada St. cor. N. Domingo, QC
4	543 Connecticut (Caltex) *	Edsa Cor. Connecticut, San Juan, City
5	570 Wilson (Caltex) *	Wilson cor. Ortigas San Juan, City
6	582 Mc Kinley San Juan (Caltex) *	Ortigas Ave., McKinley, San Juan
TAGUIG (12)		
1	105 Lower Bicutan	Gen. Santos Avenue cor. M.L. Quezon St., Lower Bicutan
2	238 Forum	Stop-Over 2, 31st cor. 2nd St., Bonifacio Global City, Taguig
3	365 McKinley Hill *	Unit 1 G/F One Square, Upper McKinley Rd., McKinley Hill, Taguig City
4	390 One McKinley *	One McKinley 26th St. Fort Bonifacio Global City, Taguig City
5	419 Gate 3 *	AFPOVAI Western Bicutan, Taguig City
6	440 Total Corporate *	Total Corporate Ctr Bldg., Bonifacio Triangle, Bonifacio Global City, Taguig City
7	481 Net Plaza	Unit 14 E-Square Zone, Crescent Park West, Bonifacio Global City, Taguig
8	540 Grand Hamptons *	Grand Hampton Place, 1st Ave., and 31st St., Fort Bonifacio Global City, Taguig
9	493 Fort Legend *	Blk 7 Lot 3 3rd ave. cor. 31st st. Fort Bonifacio Global City, Taguig City
10	530 Net Square *	3rd Avenue cor., 28th St., E-Square, Crescent Park West, Bonifacio Global City, Taguig M.M.
11	506 Ascendas *	10th Flr., Net One Center, 3rd Ave., Cor. 26th St., Crescent Park West, bonifacio Global City, Taguig City
12	551 Woodridge *	G/F The Woodridge Bldg., Upper Mckinley Road, Mckinley Hill, Taguig City
VALENZUELA (8)		
1	041 Marulas	Mc Arthur Hi-way cor. Pio del Pilar, Valenzuela, Manila
2	106 Tamaraw Hills *	Mc Arthur Hi-way cor. Tamaraw Hills, Marulas, Valenzuela
3	289 Karuhatan *	Gen. T. de Leon cor. Mc Arthur Hi-way, Kahuratan, Valenzuela
4	479 Caltex NLEX	Caltex NLEX Km17 Canumay Valenzuela Exit
5	471 Valenzuela Exit	Maysan Road, Paseo De Blas, Valenzuela City
6	462 Gen. T. de Leon	Gen. T. De Leon St. Valenzuela City
7	576 Malinta 2	Unit 17, Danding Bldg., Cecilio J. Santos St., Valenzuela City
8	578 Malanday 2	Brgy. Malanday McArthur Highway, Valenzuela City
BATAAN (4)		
1	428 APC Balanga	Tenejeros St. Balanga, Bataan
2	438 Balanga Plaza	Aguirre St. Balanga City
3	430 Balanga Church *	J.P. Rizal St., Balanga City, Bataan
4	470 Balanga Kapitolyo *	Capitol Drive Balanga Bataan
BATANGAS (19)		
1	138 Lipa Proper **	C.M. Recto Ave., Lipa, Batangas
2	131 Lipa Highway	G/F Big Ben Complex, Pres. Laurel Hi-way, Lipa, Batangas
3	180 Batangas City	P. Burgos Ave. cor. P. Panganiban St., Batangas
4	193 Bauan	National Rd., Bauan, Batangas
5	212 Lemery **	Ilustre Ave., nr. cor., P. Burgos St., Lemery, Batangas
6	292 U Batangas	Hilltop, Brgy. Kumintang Ibaba, City of Batangas
7	317 Tanauan	JP Laurel Highway cor. Mabini St., Tanauan City, Batangas
8	339 Nasugbu *	JP Laurel St cor G. Alvarez St. Nasugbu Batangas
9	356 Gualberto *	Zunio St. Gualberto Ave., Rosario, Batangas
10	369 Balayan	112 Plaza Mabini St. Balayan, Batangas
11	396 DLSU-Lipa *	National Hway, Brgy., Paninsingin, Tambo, Lipa City
12	414 Lemery 2	Ilustre ave. cor. Rajah Matanda st. Lemery, Batangas
13	400 FPIP	No. 158 Sta. Anastacia, Sto. Tomas, Batangas
14	433 Batangas 3	Poblacion 18, Rizal Ave., Batangas City
15	465 Taal Proper	Poblacion. 3, Taal Proper, Taal, Batangas
16	484 Batangas Port	PPA Compound, Sta. Clara, Batangas City
17	596 San Pascual (Caltex) *	San Pascual, Batangas
18	556 Batangas 4	Manuela Pastor Ave. Corner Highway, Pallocan West, Batangas City
19	711 Tanauan 2 *	Brgy. Darasa, Tanauan City, Batangas

#	Location	Address
BAGUIO (12)		
1	191 Baguio	#33 Lower Session Road, Baguio City
2	210 Session2	G/F B - 105 Lpez Bldg., Session Rd., Baguio City
3	277 Session3	Upper Session Rd., Baguio City
4	304 Starwood *	Kisad Road nr. cor. Marcos Hi-way, Baguio City
5	407 Abanao **	Unit 2 Ong Bldg. Abanao St. Baguio City
6	393 Trancoville	148 M Roxas Street, Baguio City
7	368 Naguillan	Naguillan Rd. Cor. Bokawkan Rd. Baguio Cit
8	439 Porta Vaga	Fr. Carlu st. cor. Cathedral Drive, Baguio City
9	599 Burnham (Caltex) *	Chanum cor., Otek St., Burnham Park, Baguio City
10	598 Upper Session (Caltex) *	GSIS Compound, Marcoville, Baguio City
11	601 City Camp (Caltex) *	Legarda Road cor., City Camp Road, Baguio City
12	616 Engineers Hill	101 Engineers Hill St., Jude Thaddeus Complex cor. Nevada Road and Guinto Alley, Baguio City
BENGUET (1)		
1	531 La Trinidad Benguet *	National Road, KM5 La Trinidad, Benguet
BULACAN (17)		
1	093 Meycauayan2 **	Mc Arthur Hi-way cor. Malhakan Rd., Meycauayan, Bulacan
2	120 Balagtas **	Mc Arthur Hi-way, Wawa, Balagtas, Bulacan
3	228 Bocaue **	Mc Arthur Highway cor. Gov. F. Halili Ave., Binang 2nd, Bocaue, Bulacan
4	293 Plandel *	Cagayan Valley Road, Banga 1st, Plandel, Bulacan
5	345 Balliwag2 *	Poblacion Plaza Naning Balliwag Bulacan
6	410 Sto. Niño - Meyc. **	L. Camino Real Rd. Sto. Niño Meycauayan Bulacan
7	411 Sta. Maria **	49 Jose Corazon De Jesus st., Sta. Maria, Bulacan
8	441 Malolos Poblacion	Torres St. cor. M. Tenco, Poblacion Malolos, Bulacan
9	552 Malolos Crossing - Ex Globe *	E & R, McArthur Highway cor., Mabini St., Malolos Bulacan
10	591 Tikay Malolos (Caltex) *	Mc. Arthur Hi-Way, Tikay, Malolos Bulacan
11	585 Muzon *	Brgy. Muzon San Jose Del Monte Bulacan
12	541 San Miguel	906 Norberto St., Brgy. San Jose, San Miguel, Bulacan
13	613 Baliuag Highway *	DRT Highway, Pinagbarilan, Baliuag, Bulacan
14	646 Pulilan	National Rd., Brgy., Poblacion, Pulilan Bulacan
15	688 Cabanas Mall *	McArthur Hi-way, Brgy. Longos Malolos Bulacan
16	620 FVR	Area D (Sta. Cruz), Sapang Palay, San Jose Del Monte City, Bulacan
17	592 Sampol	Brgy. Bagong Buhay, San Jose Del Monte Bulacan
CAVITE (42)		
1	044 Bacoor **	G.E. Aguinaldo Hi-way cor. Talaba, Bacoor
2	087 Imus *	Aguinaldo Highway cor. Tanzang Luma, Imus Cavite
3	097 Cavite City	Cajigas St. cor. Burgos St., Cavite City
4	099 Dasma1	P. Campos cor. Cantimbuhan St., Dasmariñas, Cavite
5	111 Molino1	Molino Rd., cor. Bahayang Pag-asa, Bacoor, Cavite
6	114 Dasma2 *	Mangubat St., cor. Aguinaldo Highway, Dasmariñas, Cavite
7	115 Molino2 **	Molino Rd., San Nicolas, Mambog, Bacoor, Cavite
8	116 SaliRos	193 Gen. Trias Drive, Rosario, Cavite
9	118 GMA *	Gov. Drive nr. cor. GMA Drive, Dasmariñas, Cavite
10	130 Binakayan	Gen. Tirona Highway cor. Bisita St., Binakayan, Kawit, Cavite
11	132 Trece	Gov. Drive cor. Indang, Tanza Rd., Trece Martirez, Cavite
12	133 Tagaytay *	Silang-Tagaytay Rd., Rotonda, Tagaytay, Cavite
13	135 Panapaan **	Tirona Hi-way cor. Aguinaldo Hi-way, Panapaan, Cavite
14	142 Tanza **	Sta. Cruz cor. San Agustine Poblacion, Tanza, Cavite
15	145 Naic **	Poblete St., cor. Nazareno St., Poblacion, Naic, Cavite
16	152 Dasma3 **	Congressional Ave., cor. DBB, Dasmariñas, Cavite
17	189 Gen. Trias *	Newhall Commercial Complex, Mangagahan, Gen. Trias, Cavite
18	227 EPZA	Gen. Trias Drive, Brgy. Tejero, Rosario, Cavite
19	254 Salauag **	Molino-Paliparan Road, Salawag, Dasmariñas, Cavite
20	264 Trece2 **	Gov. Drive cor. Indang, Tanza Road
21	299 Indang	San Gregorio nr. cor. Mabini St., Indang, Cavite
22	344 Molino 3	Zapote- Molino Rd. Brgy. Molino3 Bacoor Cavite
23	347 Bullihan	B 275 L13 AFP Housing, Old Bullihan Rd., Bullihan, Silang Cavite
24	357 Tanza 2	Tanza Crossing, Daang Amaya, Tanza, Cavite
25	361 Carmona	Governor's Drive Cor. Purification St. Cabilang Baybay, Carmona Cavite
26	386 Palico	Aguinaldo Highway Palico II Imus Cavite
27	395 Imus 2 *	97-B Aguinaldo Hiway Bayan Luma Imus, Cavite
28	415 Mendez Proper	Market Road Corner JP Rizal Mendez, Cavite
29	394 Maragondon	Poblacion 1-A Maragondon Cavite
30	403 Tagaytay 2 *	One Tagaytay Place Calamba Rd., Tagaytay City
31	425 Sunny Brooke	Blk 31 Lot 6 Brooke side lane brgy. San Francisco, Gen. Trias, Cavite
32	429 Mendez Crossing	Aguinaldo Hiway Mendez Junction East, Tagaytay City, Cavite
33	459 Pala-pala *	E.L Toledo Bldg. along National Hiway, Brgy. Sampaloc I, Palapala, Dasmariñas, Cavite
34	539 Tagaytay 3 *	Magallanes Square, Silang Junction West, Tagaytay City
35	482 Villa Amparo	Villa Amparo Subd., Aguinaldo Highway, Imus Cavite
36	624 Tagaytay 4 *	141 Evangelista St. Daang Bukid, Bacoor Cavite
37	635 Noveleta	Poblacion Noveleta, Cavite City
38	574 Salawag 2	Paliparan Road, Salawag Crossing Dasmariñas, Cavite

#	Location	Address
39	612 Pagasa Imus	National Rd., cor. Alapan St., Pagasa, Imus, Cavite
40	605 Molina 5 *	Molino Rd., Brgy. Molino III, Bacoor Cavite
41	557 La Salle Med *	Bario Pasang Tala, Dasmariñas Cavite
42	642 Mary Homes Molino	Molino Rd., Maryhomes Subdivision, Brgy. Molino IV, Bacoor, Cavite
LA UNION (2)		
1	422 La Union 1 *	Rizal Ave. cor. Gov. Ortega st., San Fernando City, La Union
2	600 Rosario La Union (Caltex) *	McArthur Hi-way, Camp 1 Brgy Udiao, Rosario, La Union
LAGUNA (38)		
1	072 Calamba 1	National Highway cor. J.P. Rizal
2	091 San Pedro1	Maharlika St. cor. National Highway, San Pedro, Laguna
3	096 San Pedro2	A. Mabini St. cor. Garcia St. San Pedro, Laguna
4	100 Balibago *	National Highway cor. R. Lasaga St., Balibago
5	107 Cabuyao **	J.P. Rizal cor. Circumferencial Ave., Cabuyao, Laguna
6	112 San Pablo1 **	Rizal Ave., cor. A. Flores St., San Pablo City
7	119 Biñan2	National Highway cor. Malvar St., Biñan, Laguna
8	127 3Hani	Rizal Blvd. nr. cor. Tatlong Hani St., Sta. Rosa, Laguna
9	128 Los Baños	Batong Malaki National Highway, Los Baños, Laguna
10	137 San Pedro 3	Pacita cor. Macaria Ave., San Pedro, Laguna
11	192 Turbina	National Highway Brgy., Turbina, Calamba, Laguna
12	222 Calamba 2	National Hi-way nr. cor. Halang St., Calamba, Laguna
13	261 Calamba3	Along Provincial Road, Calamba-Crossing, Laguna
14	270 Biñan3	A. Bonifacio cor. Gonzales St., Poblacion, Biñan, Laguna
15	220 Laguna BelAir *	Sta. Rosa - Tagaytay Rd., Sta. Rosa, Laguna
16	214 San Pablo2 *	Leonor St. cor. Maharlika Hi-way, San Pablo, Laguna
17	294 Biñan 4 **	In front of Perpetual Help Hospital & College, Biñan, Laguna
18	325 Sta. Cruz *	P. Guevarra Ave. Brgy 3 Poblacion Sta. Cruz Laguna
19	333 Balibago Complex *	Balibago Complex Balibago Sta. Rosa Laguna
20	338 Pagsanjan	Calle Rizal Pob. Pagsanjan Laguna
21	335 Mamatid	Banlic Cabuyao Laguna
22	409 San Pablo 3 *	Maharlika Hiway, San Pablo, Laguna
23	397 Sta. Rosa Estate	Sta. Rosa Highway, Sta. Rosa Estate, Sta. Rosa, Laguna
24	448 Pavilion Mall	Space Nos. 143-B Bldg A G/F Pavilion Mall, Biñan, Laguna
25	444 Calamba 4 *	National Hiway cor Ipil-Ipil St., Calamba, Laguna
26	476 Mayapa *	National Highway Checkpoint, Paciano Rizal Calamba City Laguna
27	472 Nuvali *	Retail Space 1 Nuvali Technopod, Sta. Rosa, Laguna
28	548 SLEX (Caltex) *	KM 22 South Luzon Tollway (Northbound) San Antonio San Pedro Laguna
29	577 Sta. Rosa (Caltex) *	Tagaytay Road, Sta. Rosa Laguna
30	575 Halang (Caltex) *	National Highway Brgy. Halang Calamba Laguna
31	519 UP Los Baños	Student Union Bldg. University of the Philippines Los Baños, Laguna
32	493 San Pablo 5	Brgy. 6A Mabini St., San Pablo City, Laguna
33	494 Los Baños 2	Lopez Ave. cor. Mt. Halcon St., Los Baños Subd, Batong Malake/San Antonio, Los Baños, Laguna
34	615 San Pedro 5 *	Lot 8 AB National Highway cor Garcia st, Nueva Poblacion San Pedro Laguna
35	567 San Isidro *	N. 35 Brgy. San Isidro, Cabuyao, Laguna
36	638 Carmelray	Makiling Drive., Carmelray Industrial Park II, Calamba Laguna
37	708 Caltex Balibago *	Balibago cor. San Lorenzo Rd. Sta. Rosa Laguna
38	629 Pansol	National Highway purok 1 Pansol Calamba, City of Laguna
NUEVA ECIJA (10)		
1	326 Gapan **	GM Bakery Bldg Bucana Gapan Crossing Gapan City
2	328 Cabanatuan 2	199 Gen. Tinio cor. Mabini St., Quezon District, Cabanatuan, Nueva Ecija
3	360 Cabanatuan 3 **	Manson Bldg. Burgos Ave., Cabanatuan City
4	427 Talavera	Maharlika Highway, Maharlika, Talavera
5	442 San Jose NE **	Maharlika Highway National Road, San Jose City N.E.
6	469 Sta. Rosa NE *	Maharlika Hi-Way, Sta. Rosa, Nueva Ecija
7	445 NE Pacific **	Km 111, Brgy. H. Concepcion, Maharlika Hi-way, Cabanatuan City
8	516 NE Crossing *	Maharlika Highway Cor. Burgos Ext. Cabanatuan City Nueva Ecija
9	562 Daang Sarile (Caltex) *	Daang Sarile Caltex Station, Daang Sarile, Cabanatuan City
10	608 Zaragoza	Corner Concepcion, Zaragoza, Nueva Ecija
OLONGAPO (8)		
1	354 Gordon Ave. *	Gordon Ave. cor. 6th St. Asinan, Olongapo City
2	359 Olongapo Rotonda *	1739 Rizal Ave. West Bajac Bajac, Olongapo City
3	379 Olongapo 3 *	West 18th St. Corner Anonas West Bajac-Bajac, Olongapo City
4	405 Baretto *	#60 National Highway, Barreto Olongapo City
5	398 Gordon Hospital *	104 Rizal Ave., East Tapinac Olongapo City
6	443 Olongapo City Hall	23rd st., Rizal Ave., East Bajac-Bajac, Olongapo City
7	610 Olongapo Public Market *	Canda St., East Bajac - Bajac, Olongapo City
8	628 Subic International Hotel *	Unit 142/ 144 & 146/148, SIH Alpha Bldg. Freeport Zone, Subic Bay, Olongapo City
PAMPANGA (27)		
1	136 Apalit **	San Vicente cor. David St., Mc Arthur Hi-way, Apalit, Pampanga
2	162 San Fernando1 *	B. Mendoza cor. Tiomico St., San Fernando, Pampanga
3	208 Angeles1 **	Sto. Rosario cor. Sukdulan St., Angeles City
4	274 Fields *	G/F HHH Commercial Bldg., 932 Fields Ave., Balibago, Angeles City

#	Location	Address
5	288 San Fernando 2 *	Lam Bldg., San Fernando Crossing, San Fernando, Pampanga
6	343 Fields 2 *	McArthur Highway, Balibago, Angeles City, Pampanga
7	366 SM Clark *	Bayanihan Park, SM Clark, Balibago, Angeles City, Pampanga
8	353 Guagua *	Orie Crown Property & Development, Plaza Burgos, Guagua, Pampanga
9	358 Dau **	#157 McArthur Hi-way, Dau, Mabalacat, Pampanga
10	426 Sindalan *	McArthur Hi-way Sindalan, San Fernando Pampanga
11	392 SM San Fernando	Unit AX3 123b, Building 4, SM City Pampanga, Lagundi, Mexico Pampanga
12	435 Angeles 2 *	Miranda St., Angeles City, Pampanga
13	416 AUF *	McArthur High-way cor. Dona Aurora St., Angeles City, Pampanga
14	475 AUF Hospital	AUF Medical Center, McArthur Hi-way, Angeles Pampanga
15	501 Sto. Domingo (Navarro Property)	McArthur Hi-Way cor. Apo rd., Sto. Domingo, Angeles, Pampanga
16	560 San Fernando NLEX (Caltex) *	KM 62 NLEX North Bound Brgy. San Felipe, San Fernando Pampanga
17	537 Angeles 3 *	G/F 294 Sto. Rosario St., Angeles City, Pampanga
18	559 Clark Hostel *	2041 Ninoy Aquino Ave cor. M.A. Roxas, Clark Freeport Zone, Pampanga
19	565 Mabalacat *	Velasquez St., Mabalacat Proper, Pampanga
20	485 Berthaphil 4	Bldg 2 - Retail 1 Berthaphil 4, Clark Aviation Complex, A. Bonifacio Avenue, CFZ, Pampanga
21	603 Fortune Square *	McArthur Hi-way, cor. Villa Julia Subdivision, Brgy. Saguin, San Fernando, Pampanga
22	606 Diamond Square *	Mac Arthur Hi-way corner M.A. Flores Balibago, Angeles City
23	617 Grandview Angeles *	Lot 19-B, Don Juico Ave., Malabanas, Angeles City
24	607 Enclave	The Enclave, Fil-Am Friendship Hi-way, Pampang, Angeles City
25	626 Berthaphil 5 *	Berthaphil V, Gil Puyat Ave., cor. Panday-Pira Rd., CFEZ, Angeles, Pampanga
26	713 Suburbia *	McArthur Hi-way Brgy. Mairapis San Fernando Pampanga
27	685 Friendship Highway *	Lot 15, Blk 6, Friendship Hi-way, Brgy. Anunas, Angeles City
PANGASINAN (13)		
1	196 Urdaneta	Brgy. Poblacion, Urdaneta, Pangasinan
2	200 Carmen	McArthur Highway, Carmen, Rosales, Pangasinan
3	209 Dagupan 1 **	Arellano St., Dagupan City
4	287 Dagupan 2 **	Perez Blvd. beside Victory Liner Terminal, Dagupan City
5	370 Urdaneta 2	Alexander St. Urdaneta City, Pangasinan
6	371 Dagupan 3 **	M.H. Del Pilar Cor. A.B. Fernandez Ave., Dagupan City
7	391 Manaoig	Felix St. Cor. Garcia St. Manaoig, Pangasinan
8	423 Calasiao **	Poblacion East, National Road, Calasiao, Pangasinan
9	463 San Carlos	Virgen Milagrosa University Foundation Compd. San Carlos City, Pangasinan
10	533 Dagupan 4 *	G/F Orient Pacific Center cor. Perez Blvd., Rizal Ext., Dagupan City, Pangasinan
11	636 Lingayen 1 *	National Hi-way, Lingayen, Pangasinan
12	640 Mangaldan *	National Road, Mangaldan Town Proper, Pangasinan
13	717 Malasiqui *	Montemayor St., Poblacion Malasiqui, Calasiao Rd., Pangasinan
QUEZON (7)		
1	324 Lucena *	Gomez St. cor. Quezon Ave., Lucena City
2	337 Candelaria *	# 2 Rizal St. Poblacion Candelaria, Quezon
3	377 Lucena 2 *	Lot #2771 - B Along Quezon Ave., Lucena City, Quezon
4	389 Lucban	Quezon Ave., Miramonte Subdivision Lucban, Quezon
5	453 Tayabas *	Quezon Ave. Cor. P. Paterno St. Brgy. San Diego Tayabas Quezon
6	468 SM Lucena	115-116 SM City Lucena Dalahican cor. Maharlika Hiway Nat'l Rd. Lucena City
7	595 Tiaong *	Doña Tating cor. Alabastro Streets, Tiaong, Quezon
RIZAL (14)		
1	060 Cainta Junction **	A. Bonifacio St., cor. Ortigas Ave., Ext., Cainta, Rizal
2	064 Masinag **	Marcos Highway cor. Sumulong Highway, Antipolo, Rizal
3	075 Antipolo Church *	P. Oliveros St. cor. Masangkay Rd., Antipolo, Rizal
4	088 Antip1 Cir *	Circumferential Rd. cor. M.L. Quezon St. Anipolo, Rizal
5	113 Tanay	Plaza Rizal cor. P. Burgos, Tanay, Rizal
6	126 Cainta Church **	A. Bonifacio Avenue, San Andres, Cainta, Rizal
7	194 Angono	M.L. Quezon Ave., Angono, Rizal
8	218 Taytay 2 **	Manila-East Road, Taytay, Rizal
9	249 Binangonan	Quezon St., Libis, Binangonan, Rizal
10	387 Binangonan 2 *	National Road Cor. Quarry Road Pantok, Binangonan Rizal
11	454 Cogeo	Marcos Hiway cor. GSIS Ave., Bagong Nayon 1, Antipolo City
12	487 Vista Verde *	G/F Unit 1,2,3,4 Vista Square Comm'l Center, Felix ave., Cainta, Rizal
13	734 Sumulong Hi-way	KM 23, Sumulong Highway, Brgy. Sta. Cruz, Antipolo City
14	680 Taytay 3	Manila East Rd. cor. Italia St. Brgy. Muzon Taytay Rizal
TARLAC (9)		
1	224 Luisita	McArthur Hi-way, San Miguel, Tarlac City
2	376 TSU *	Brgy. Cut-Cut Romulo Ave., Tarlac City
3	424 Capaz **	McArthur Hi-way, Poblacion, Capaz, Tarlac
4	446 Paniqui *	UCPB Building along National Highway, Brgy. Estacion, Paniqui, Tarlac
5	545 Capaz Junction (Caltex) *	National Road Sto. Domingo Junction, Capaz, Tarlac
6	561 Tarlac 2 (Caltex) *	McArthur Hi-Way, Tarlac Tarlac City
7	563 Concepcion Tarlac *	Brgy. San Nicolas, Concepcion Tarlac
8	566 Camiling	Arellano St. corner Quezon Ave., Camiling, Tarlac
9	654 Paniqui 2 *	M. H Del Pilar cor., Luna St., Paniqui, Tarlac
ZAMBALES (7)		
1	417 Subic Proper *	National Hi-way Brgy. Baraka, Subic, Zambales
2	408 Subic Gate 1	Bldg. 537 Magsaysay Ave. Subic Bay, Freeport Zone, SBMA
3	431 Iba Zambales *	Magsaysay Ave., Poblacion, Iba, Zambales
4	499 RK Subic	SBIP Phase I Commercial Complex, Subic Bay Gateway Park, Rizal Highway, Subic Freeport Zone
5	515 Castillejos *	National Hi-way, Castillejos, Zambales
6	604 Dewey Avenue	Lot 2, Block 18, Dewey Ave., cor. Aguinaldo Highway, CBD, Subic Bay Freeport Zone
7	611 San Marcelino Zambales *	National Highway Central, San Marcelino, Zambales
	* Newly Opened Store in 2010	
	* FC STORE	
	** SA STORE	

CORPORATE HEADQUARTERS

7th & 11th Floor, The Columbia Tower
 Ortigas Avenue, Mandaluyong City
 1550

PRINCIPAL BANKER

Bank of the Philippine Islands

AUDITORS

Sycip Gorres Velayo & Co.

STOCK TRANSFER AGENT

* BPI – Corporate Banking
 Operations Division

** BPI up to April 30, 2011*

** Banco De Oro Unibank, Inc. -
 Trust and Investments Group

***BDO effective May 01, 2011*

	Stores 2010	Stores 2009	Stores 2008
7-Eleven, Inc. (1)	6,610	6,153	6,080
Hawaii	55	56	57
Mexico	1,223	1,177	969
NA Totals/Averages	7,888	7,386	7,106
Denmark	144	129	108
Norway	173	177	183
Sweden	189	191	96
Europe Totals/Averages	506	497	387
Australia	415	393	378
Beijing	100	92	72
Hong Kong	964	963	899
Indonesia	21	1	
Japan	13,007	12,553	12,105
Korea	3,145	2,186	1,995
Macau	42	42	35
Malaysia	1,212	1,103	987
Philippines	551	446	368
Shanghai	54	13	
Singapore	549	484	435
So. China	551	560	506
Taiwan	4,750	4,750	4,800
Thailand	5,790	5,270	4,782
Asia Totals/Averages	31,151	28,856	27,362
Totals/Averages	39,545	36,739	34,855



PHILIPPINE SEVEN CORPORATION

7th & 11th Floor

The Columbia Tower, Ortigas Avenue,
Mandaluyong City 1550
Philippines

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