



Uni-President Enterprises Corp.

(UPEC 1216 TT)



May 2009

Agenda

1. Uni-President Overview

2. Taiwan F&B Business (UPEC 1216 TT)

3. CVS & Retail Businesses (PCSC 2912TT)

4. F&B Businesses in China (UPCH 220HK) & Southeast Asia.

1. Uni-President Overview

The Highlight of Uni-President Group

Largest F&B Company in Taiwan

- Market Cap US\$3.45bn, total assets US\$8.48bn, and revenue US\$9.1bn.
- Vertical integration from manufacturing, distribution to retailing.

Top 3 F&B Company in China

- **No. 2** position in Tea & Juice business & **No. 3** position in Instant Noodles business

Leading position in Taiwan CVS & Hypermarket Chains

- **“7-11”** CVS & **“Carrefour”** Hypermarket Chains in Taiwan

Focusing F&B and Retailing Businesses in Asia

- Continue divesting the non-core businesses.

* Market cap based on the closing price \$NT31.1 (US\$1=NT\$33.658) as of Apr 29, 2009

* * Total assets and revenue were consolidated-based in 2007.

Uni-President Group

Food & Beverage
Uni-President Enterprises Corp
(UPEC 1216 TT)

- Taiwan
- Uni-President China Holdings Ltd. (UPCH 220HK)(73.5%)
- South-eastern Asia (Vietnam, Thailand, Indonesia, and Philippines)

Distribution & Retail

- President Chain Stores Corp. (PCSC 2912TT) (45.4%)
- Presicarre Corp.(40%)

Trading

Nan Lien International Corp.(100%)

Investments

President International Development Corp.
(PIDC) (62.5%)

Financials

President Securities
(2855 TT)
(31.8%)

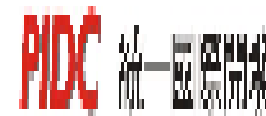
- PCSC is the retail arm with the comprehensive exposure in Taiwan and China, including
- 7-Eleven, Starbucks, Cosmed, Mister Donuts, Cold Stone, and etc.
- Presicarre Corp. is Taiwan's largest hypermart chains.



- Importer, distributor and agent of consumer products including Anheuser-Busch (Budweiser) beer, Maxwell House Coffee and Chupa Chups Lollipops



- Investment arm of the Group in LTPS TFT LCD, shopping mall, and biotechnology businesses



2. Taiwan F&B Business (UPEC 1216TT)

Market Share in Taiwan

Category

Instant Noodles:



End Mar,2009
Market Share

48%

RTD Tea



47%

Source: AC Nielsen

Dairy Products:

Yogurt Drink
Fresh Milk



47%

28%

Source: TNS

Juice



12%

Source:AC Nielsen

Other F&B Investments in Taiwan

Kuang Chuan



- UPEC owns 31.25% stakes (first acquired in 2004)
- Taiwan's **3rd** largest dairy company with **28%** market share * in fresh and flavored milk.
- Operates Taiwan's **3rd** largest convenience store chain under "Hi-Life" brand.

Wei Li Food (1244 TT)



- UPEC owns 33.3% stakes (first acquired in 2007)
- Taiwan's **2nd** largest instant noodles company with **21%** market share *.

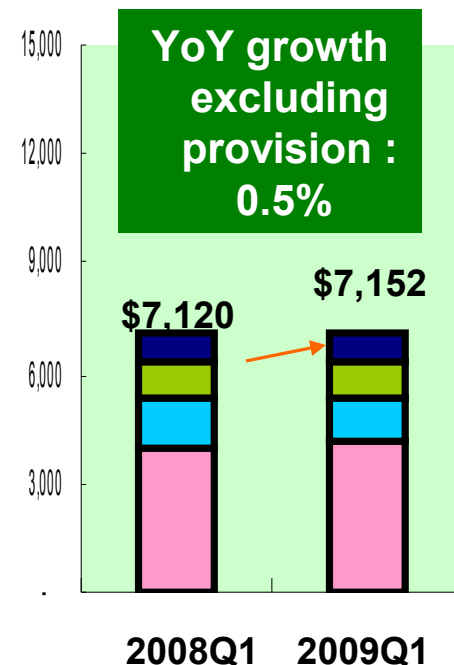
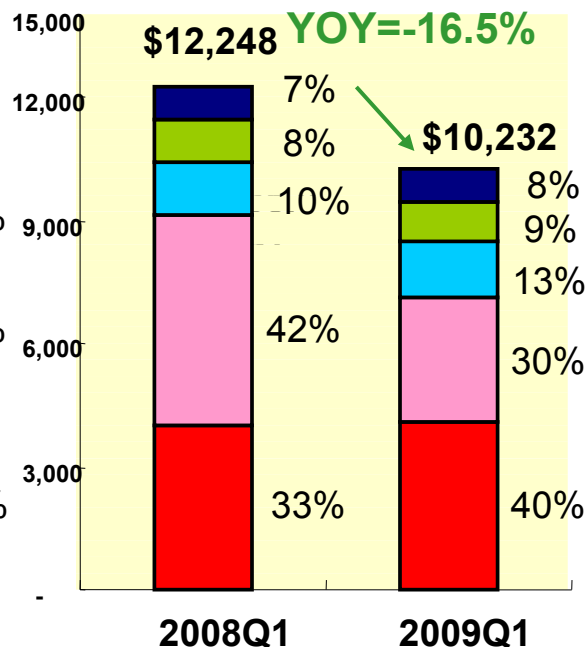
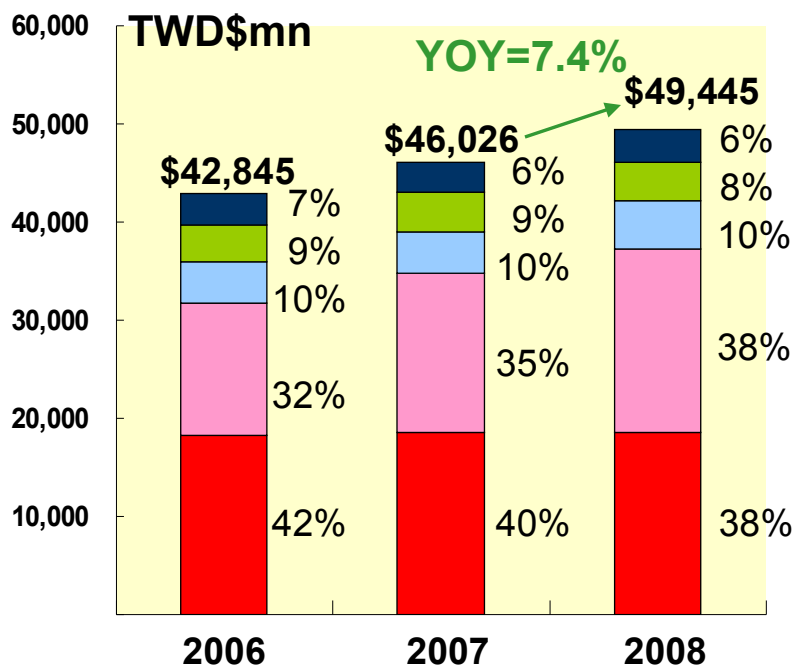
TTET Union (1232 TT)



- UPEC owns 38% stakes.
- Taiwan's largest soybean crushing manufacturer
- UPEC's OEM partner for edible oil products

* Source of the Market Share: TNS & AC Nielsen as of end Mar, 2009

Taiwan F&B Sales Break-down by Segments



Dairy and Beverage Group

Tea, dairy products, coffee, juice, bottled water, etc

Instant Foods Group

Instant noodles

Health Foods Group

Bakery & Health food products

Provision Group

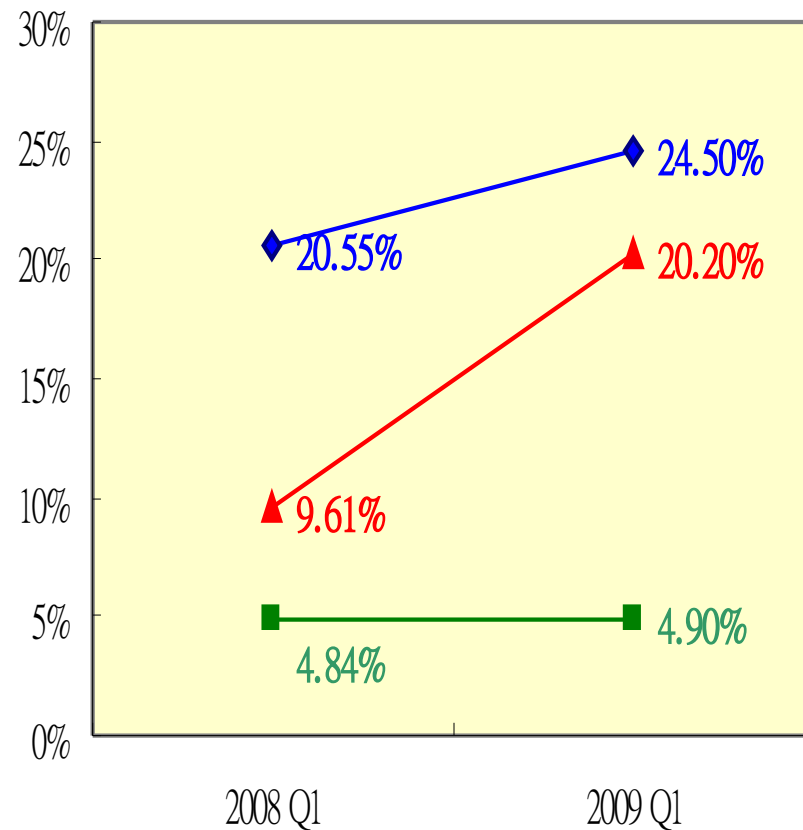
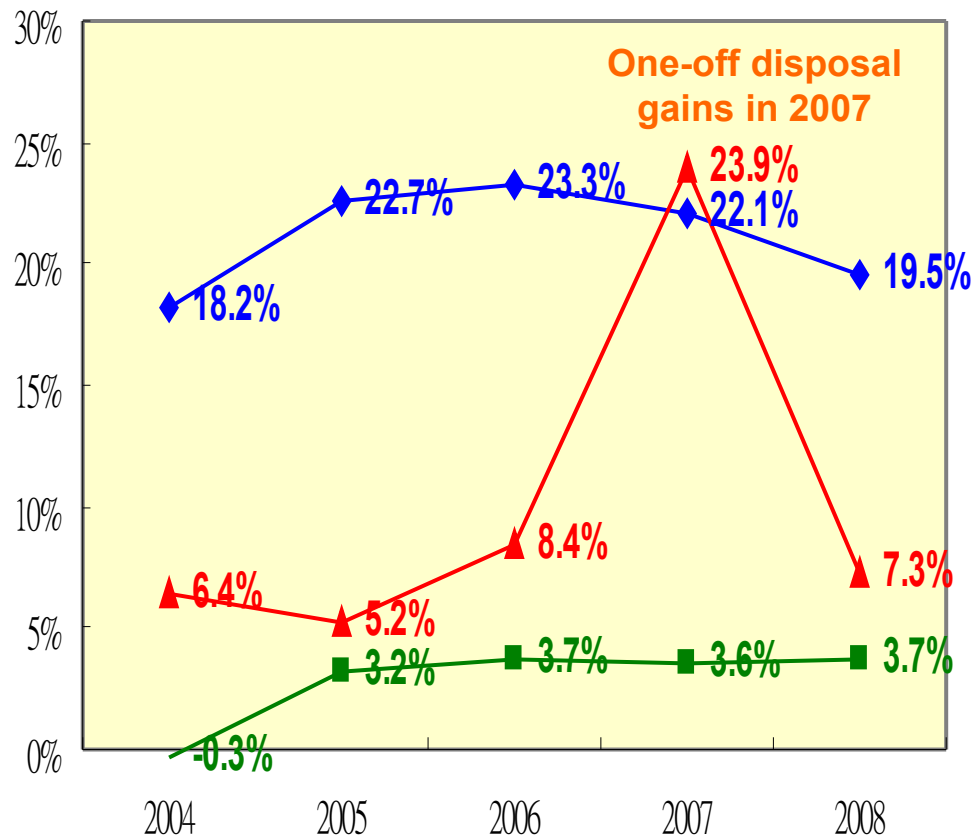
Soft commodity, edible oil, flour, feeds, etc.

Other (Low Temperature) Group

Seasonings, meat products, frozen foods, ice cream, etc



Taiwan F&B Business Margin Analysis



—◆— Gross Margin

—■— OP Margin

—▲— Net Profit Margin

UPEC Key Financials

TWD\$mn	Y 2007		Y 2008		Q1 2008		Q1 2009	
	Amount	%	Amount	%	Amount	%	Amount	%
Revenue (Consolidated)	288,592		299,722		73,360			
Revenue (Parent)	46,026	100.0	49,445	100.0	12,247	100.0	10,232	100.0
Gross Profit	10,165	22.1	9,655	19.5	2,517	20.6	2,511	24.5
OP Profit	1,659	3.6	1,836	3.7	594	4.8	505	4.9
Net Income	11,017	23.9	3,601	7.3	1,178	9.6	2,070	20.2
EPS(after tax)	3.10		0.96		0.33		0.55	
ROA	13.0%		4.4%		1.36%		2.31%	
ROE	20.1%		6.0%		1.86%		3.54%	
Total Payout Ratio	81%		92%					
(Cash:Stock)	80%:20%		50%:50%					

3. CVS & Retail Businesses (PCSC 2912TT)

CVS & Retail Businesses



President Chain Store Corp. (PCSC 2912TT)

(UPEC holds 45.4%)

- **History:** Opened the first 7-11 in Taiwan in 1980 & Listed on TWSE since 1997.
- **Valuation:** Market cap US\$2.03bn* , QFII ratio 40%.
- **Geographic Scope:** Taiwan, China, and Overseas (Philippine, Vietnam, and Canada).
- **China Retail Businesses:**
 - First entered China retail market through shanghai starbucks in Year 2000.
 - On May 29th, 08, be granted “7-Eleven” franchise in Shanghai ; the first four stores were open in end Apr,09.

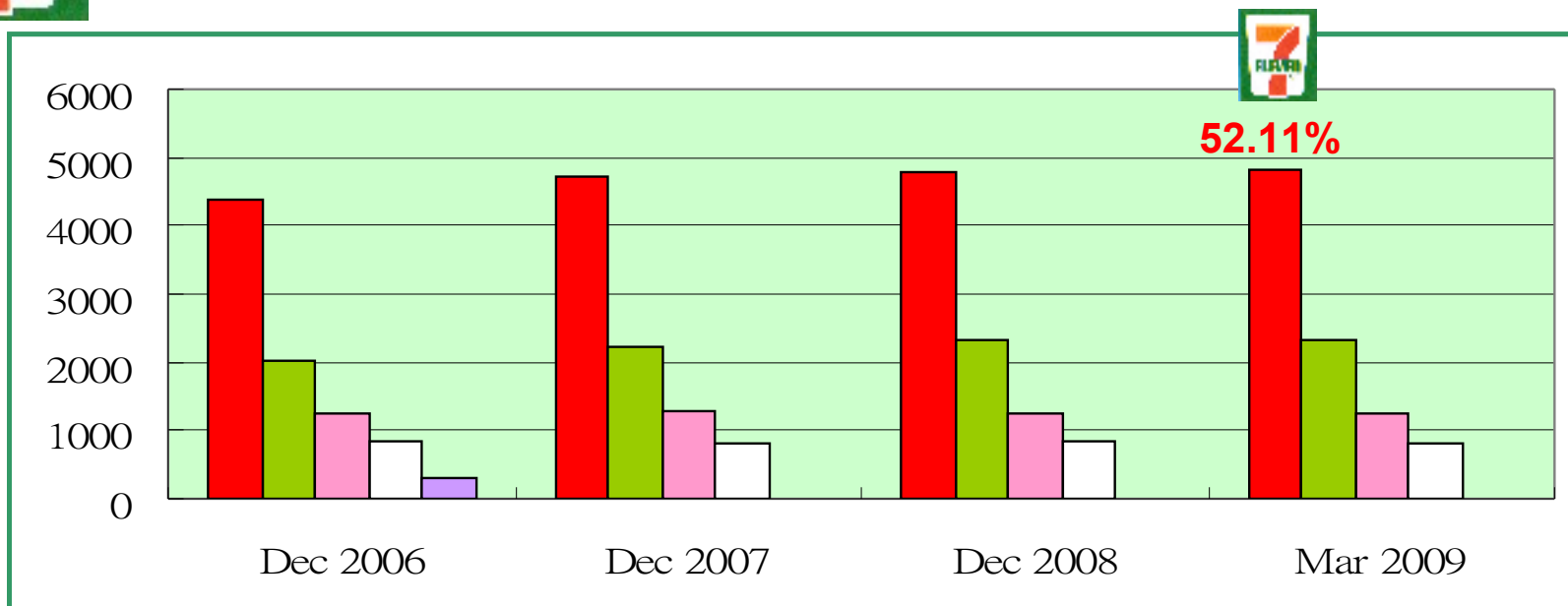
* Market cap & QFII Ratio based on closing price \$NT 74.5 as of Apr29, 2009,
US\$1=NT\$33.658

7-11 (PCSC)'s Market Share in Taiwan



President Chain Store Corp. (PCSC 2912TT)

Number of Convenience Stores in Taiwan



	Dec 2006	Dec 2007	Dec 2008	Mar 2009
7-ELEVEN Chain	4385	4705	4800	4810
Family Mart Chain	2012	2228	2324	2345
Hi-Life Chain	1261	1296	1244	1250
OK Chain	840	818	826	825
Niko Mart Chain	300	Exited the market		

PCSC Key Financials

TWD\$mn	Y 2005		Y 2006		Y 2007		Y 2008	
	Amount	%	Amount	%	Amount	%	Amount	%
Revenue (Consolidated)	119,941		132,945		141,982		145,899	
Revenue (Parent)	93,674	100.0	99,980	100.0	102,364	100.0	10,2191	100.0
Net Income	3,653	3.9	3,822	3.8	3,622	3.5	3,520	3.5
EPS(after tax)	3.99		4.18		3.96		3.85	
ROA	11.8%		11.1%		9.3 %		8.1%	
ROE	24.7%		24.5%		22.5 %		21.5%	
Total Payout Ratio	85%		84%		81%		88%	
(cash:stock)	100%:0%		100%:0%		100%:0%		60%:40%	

PCSC's Major Retail Scopes in Taiwan

CVS Chains

7-Eleven (PCSC)



UP Group holds 100%
(UPEC holds 45.4%)
Store No. : 4,800

Drugstore Cosmed Taiwan



UP group holds: 100%
Store No.: 289

Merchandise Stores

MUJI



UP group holds 51%
Store No.: 14

PLAZA



UP group holds 100%
Store No. :7

Restaurants

Starbucks Taiwan



UP Group holds 50% (JV)
Store No. : 222

Mister Donut



UP group holds 50% (JV)
Store No. : 46

Cold Stone Creamery



UP group holds 100%
Store No.: 13

Department Store

Hankyu



UP group holds 100%
Store No.: 1

Distribution/Logistics

Retail Support International



UP group holds: 45%

Uni-President Cold-Chain



UP group holds 80%

TAKKYUBIN



UP group holds 90%

Wisdom Distribution



Up Group Holds: 100%

PCSC's Major Retail Scopes Overseas

CVS Chains

Shanghai 7-Eleven



UP Group holds 100%
(UPEC holds 45.4%)
4 stores opened in end Apr, 09

Drugstore

Shenzhen Cosmed



UP Group holds 65%
Store No.:14

China Businesses Restaurants

Shanghai Starbucks



UP Group holds 50%
Store No.: 167

Cold Stone Creamery



UP Group holds 100%
Store No.: 34

Super/Hyper Markets

Shandong Uni-mart Supermarket



UP Group holds 55%
Store No.: 102

Sichuan Uni-mart Hypermarket



UP Group holds 100%
Store No.: 4

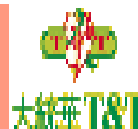
Other Overseas Businesses

Philippine 7- Eleven



UP Group holds 56.59%
Store No.: 368

Canada T&T Supermarket



UP Group holds 20%
Store No.: 16

Vietnam Uni-mart Supermarket



UP Group holds 51%
Store No.: 2

4. F&B Businesses in China (UPCH 220HK) & Southeast Asia

F&B Business in China

Uni-President China Holdings Ltd. (UPCH 220 HK)

(UPEC holds 73.5%)

- Top 3 market position in beverage and instant noodles in China (commenced operations in **1992.**)
- Listed on HKSE since **Dec 17th, 2007** with market cap US\$1.66bn*.
- Proposed dividend for 2008:
 - Final dividend RMB2.866 cents ; Special dividend RMB 1.910 cents
 - **Total: RMB4.796 cents ; Payout ratio : 30%+ 20%**
- **Net cash position** as of Dec 31th, 08 : **RMB3.2B**
- Position Uni-President as **“Brand & Marketing”** company.

- **Advertising banners at the stadium of NBA Houston Rockets**



- **Sole official instant noodles sponsor of Beijing 2008 Olympics**



* Market cap based on closing price \$3.58HKD as of Apr 29, 2009, US\$1=HK\$7.7505

Our China Presence

- 13 production plants, including 53 production lines in Beverage and 50 production lines in instant noodles*.



* According to the data on Dec 31, 2008

Product Lines & Market Position in China

Diluted Juice: No.2

RTD Tea : No.2

Instant Noodles : No.3

“More” brand
(“鲜橙多”, “蜜桃多”等系
列)



“Iced” brand
(“统一冰红茶”, “冰绿
茶”)



“Unif Green Tea” (“统一绿茶”)



“Lai Yi Tong” (“来一桶”)
“Unif 100” (“统一 100”)
“Qiao Mian Guan” (“巧面馆”)



* The market position is based on the AC Nielsen statistics as of Dec 2008

Restructured the China Noodle Segment

Focus on mid to high end Products

New Brand rolled out in Jan 2009

Higher End



Current Brands:

来福

统一
100

巧面馆



Mid End

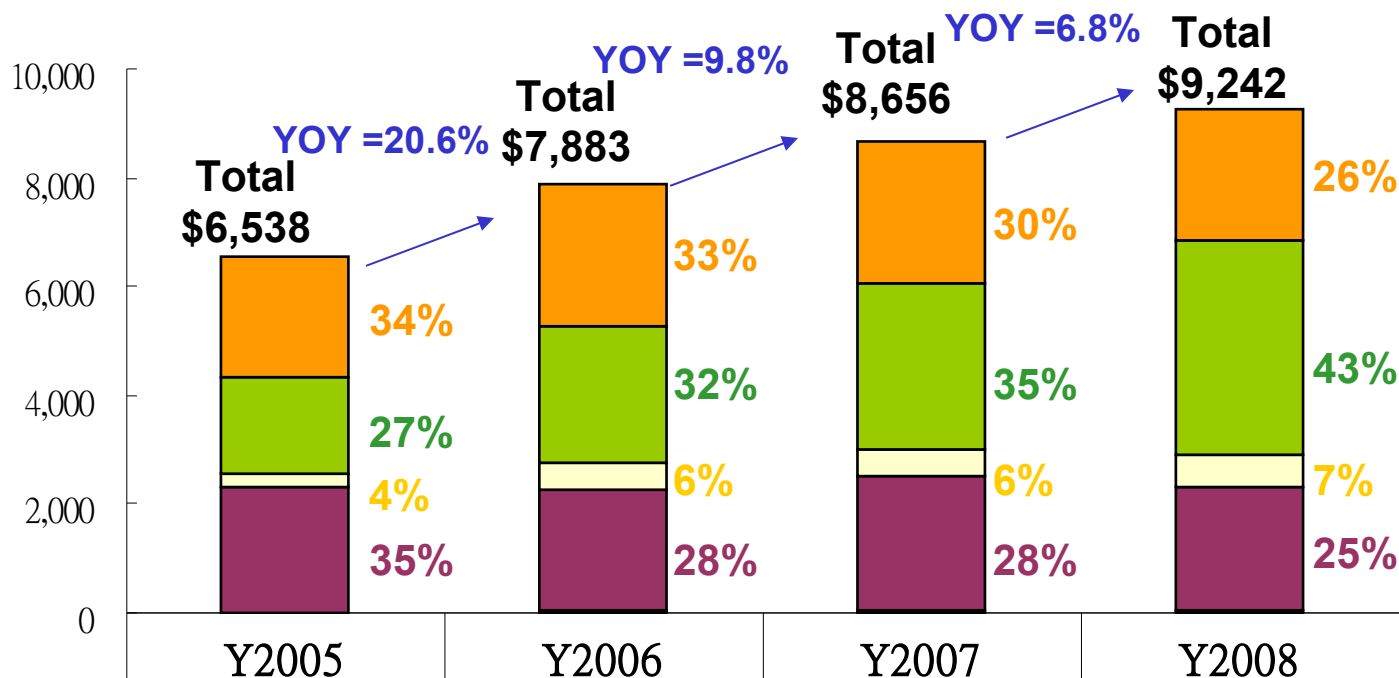
Reposition the low end noodles to snack food (with higher margin).

Brands Repositioned:



China Sales Break-down by Products

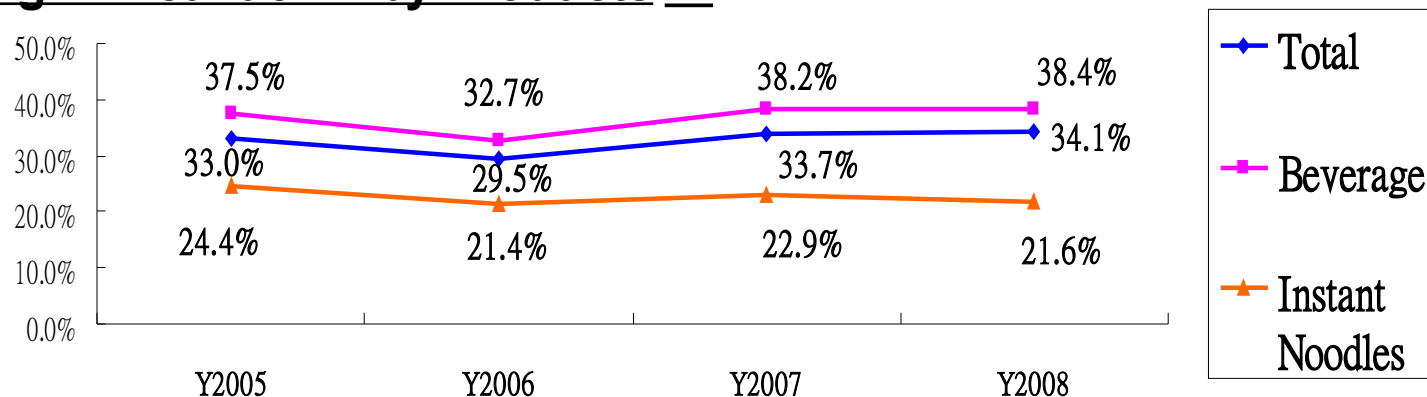
RMB\$mn



Juice drinks	2,210	2,600	2,588	2,408
RTD tea	1,771	2,535	3,046	3,945
Other Beverage	243	481	509	587
Instant noodles	2,291	2,212	2,445	2,255
Other Business	23	55	68	47

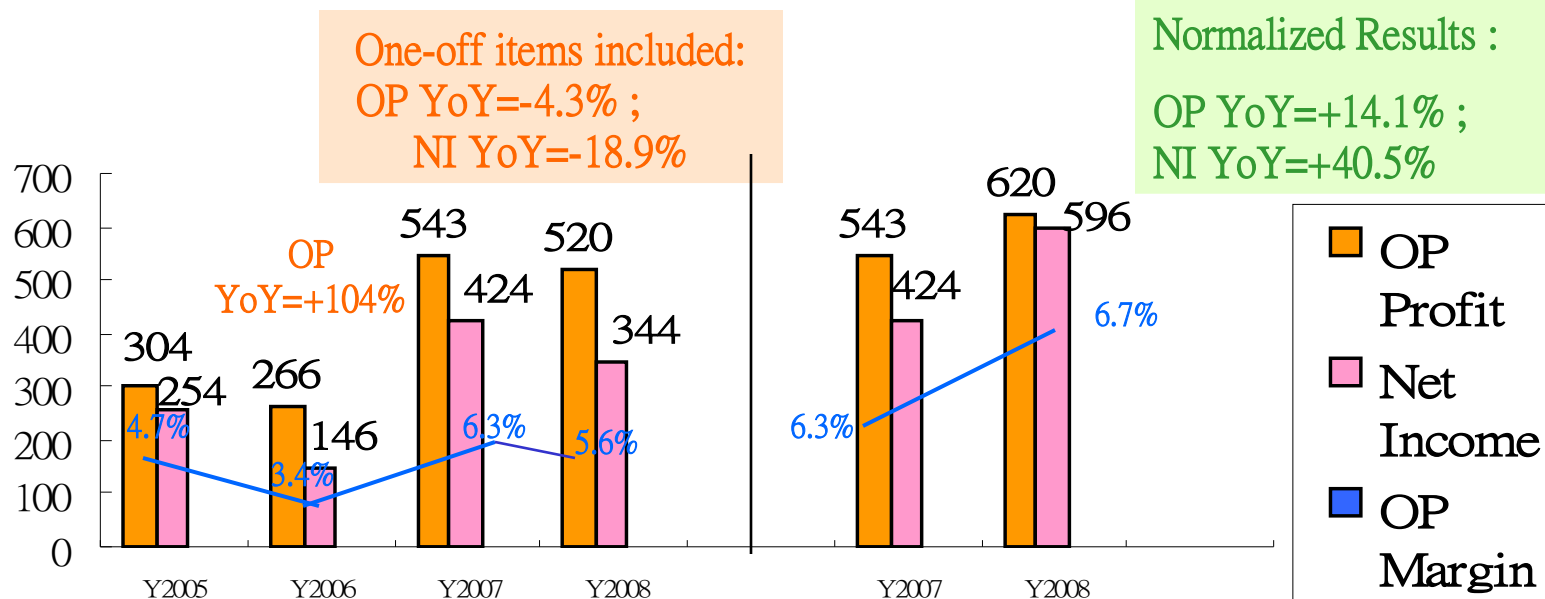
China F&B Operating Result

Gross Margin Breakdown by Products :



Operating Profit & Net Income :

R
MB\$
mn



Strategic Alliances & Partnerships in China

Company	Stake	Remark	Area of cooperation
 Jinmailang JV	50%	JV with Nissin Hualong Food (2nd largest instant noodle manufacturer in China) to focus on beverage market	Contract manufacturer for bottled water. Collaboration in beverages
 Andre Juice (8259 HK)	15%	One of the largest apple juice concentrate suppliers in China	Raw material supply
 Wondersun Dairy	9%	Leading milk powder brand in China	Exposure to dairy market

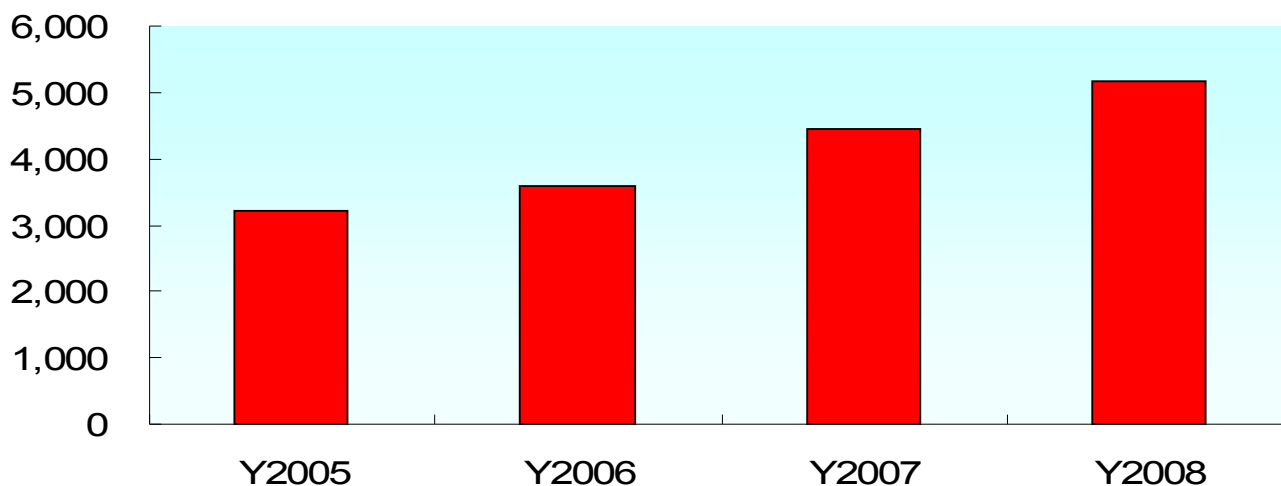
Provision Business in China

China Provision business:

- Under several JVs in soybean crushing, margarine, seasoning, animal feeds, etc.

RMB\$mn

*** China Provision Sales**
(the business is not included under UPCH (220HK))



* By internal report

F&B Business in Southeast Asia

Uni-President Thailand
(owned 100%)

Beverages

Uni-President Indonesia (owned 49%)

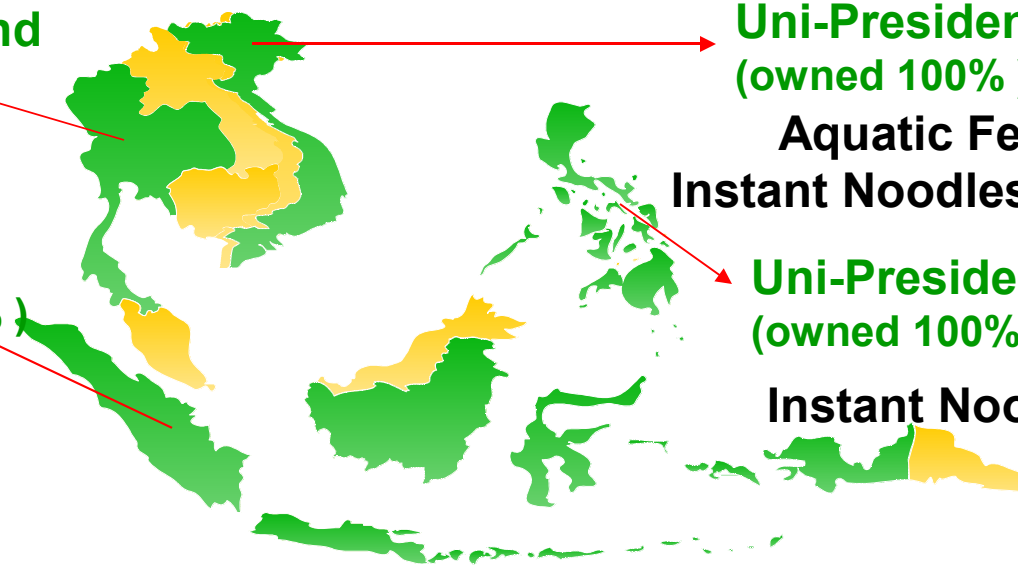
**Instant Noodles,
Beverages**

Uni-President Vietnam
(owned 100%)

**Aquatic Feeds,
Instant Noodles, Beverages**

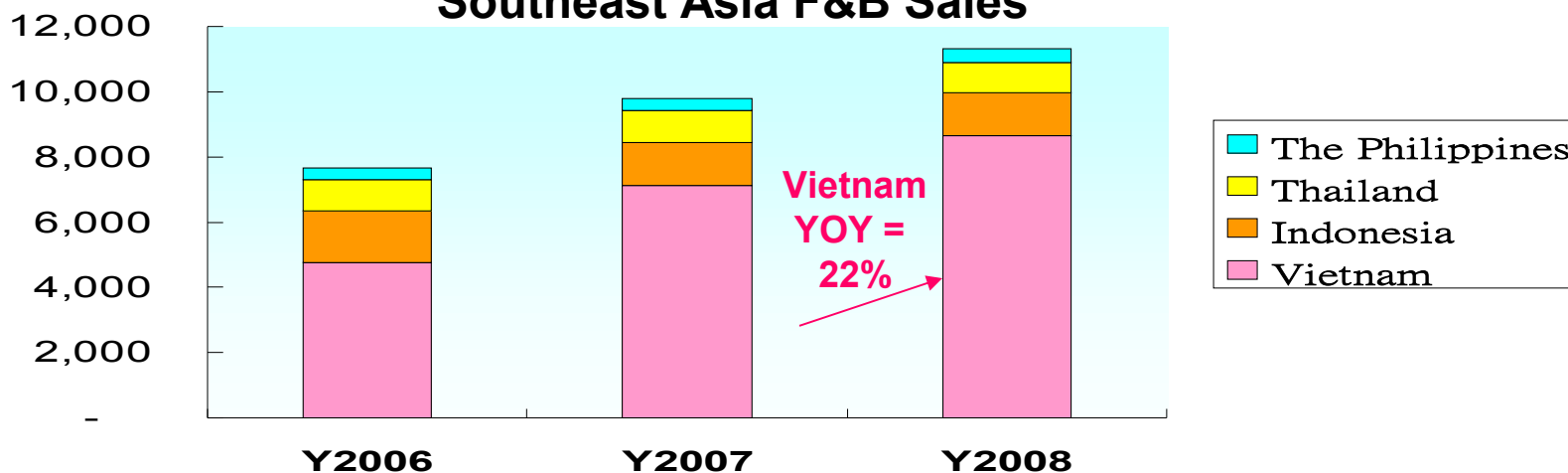
Uni-President Philippines
(owned 100%)

Instant Noodles



NT\$m

Southeast Asia F&B Sales*



* By internal report

Divestiture of the Non-core Investments

TWD\$mn	<u>What have been done:</u>	<u>Profit UPEC realized</u> (based on the ownership)
2003	Grand Commercial Bank	176
2005	Allianz Property and casualty Insurance	71
2006	Sinopharm	64
2006	Xinglu Petrochem	487
2007 Q1	Accuray	2,000
2007 Q2	Allianz Life Insurance	200
2007	Mospec Semiconductor	391
2008	Mospec Semiconductor (fully disposed)	396
2009Q1	Accuray	180
		3,965

On-going....



Uni-President Enterprises Corp.

(UPEC 1216 TT)



中文版本
May 2009

議 程

1. 統一集團介紹

2. 統一企業台灣事業
(1216TT)

3. 統一超商零售及流通事業 (2912TT)

4. 統一集團中國 (220HK) 及東南亞事業

1. 統一集團介紹

公 司 簡 介

台 灣 最 大 食 品 公 司

- 市值 \$3.45*， 總資產 \$8.48*， 以及年營收 \$9.1** （單位：US\$bn）
- 整合食品、零售及流通業，在台灣擁有領先地位。

大 陸 前 三 大 食 品 廠 商 之 一

- 在冷飲茶及果汁市場排名**第二** & 方便麵排名**第三**。

擁有台灣市場兩大零售通路：7-11 統一超商及家樂福

於 亞 洲 聚 焦 發 展 食 品 及 流 通 事 業

- 透過知名品牌及廣大通路發展食品事業
- 持續處分非核心事業。

* 市值以 Apr 29, 09 收盤價 \$NT31.1 計算，匯率 US\$1=NT\$33.658

** 總資產及年營收資料擷取自 2007 年合併報表。

集團主要企業及品牌

食 品
統一企業
(UPEC 1216 TT)

- 台灣
- 中國大陸 (統一中控 220HK) (73.5%)
- 東南亞 (越南、泰國、印尼及菲律賓)

零 售 通 路

- 統一超商
- (PCSC 2912TT) (45.4%)
- 家福 (40%)

• 統一集團之零售通路工具，主要投資如：星巴克、康是美、統一多拿滋等

• 家樂福為台灣最大之量販連鎖



貿 易

南聯國際貿易
(100%)

• 進口及代理經銷商民生消費商品，包括百威啤酒、麥斯威爾咖啡、Chupa Chups 棒棒糖



投 資

統一國際開發
(PIDC) (62.5%)

• 統一集團之轉投資工具，主要投資如：LTPS TFT LCD、購物商場、生物科技等

金 融

統一證券
(2855 TT)
(31.8%)



2. 統一企業台灣事業 (1216TT)

統一企業在台灣之市佔率

截至 09 年 3 月
之市佔率

品項

速食麵



48%

冷飲茶



47%

資料來源：AC Nielsen

乳製品：

優酪乳
鮮乳



47%

28%

資料來源：TNS

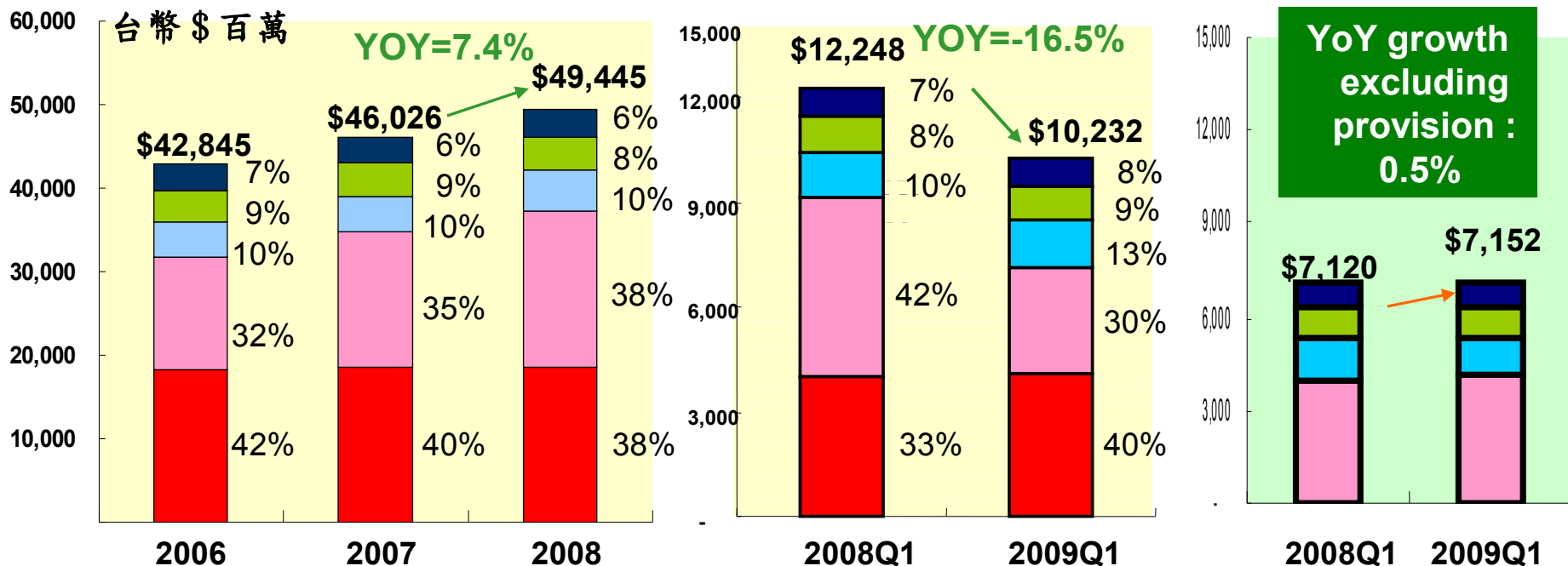
果汁



12%

資料來源：AC Nielsen

台灣事業部門別營收



乳飲群

茶、乳品、咖啡、果汁、包裝水等

速食群

速食麵

保健群

麵包及保健食品

食糧群

大宗食材、食用油、麵粉、飼料

綜食群

醬油及調味品、肉品、冷凍食品、冰品等



台灣重要食品轉投資

Kuang Chuan



- 統一企業於 2004 年取得 31% 股權
- 台灣**第三大**乳品公司，於鮮乳及調味乳的市佔率約 27% *
- 台灣領先的飲料公司之一
- 營運台灣**第三大**便利商店連鎖 - 萊爾富

Wei Li Food (1244TT)



- 統一企業於 2007 年取得 32% 股權 ； 截至 2009 年 3 月共持有 33.3% 股權
- 台灣**第二大**速食麵公司，市佔率約 20.2% *

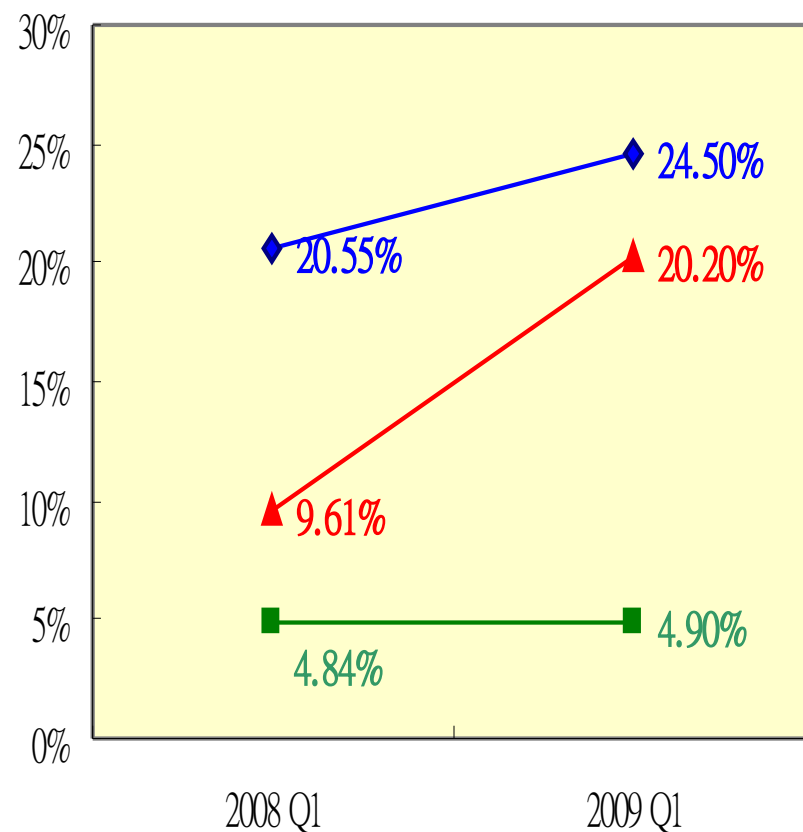
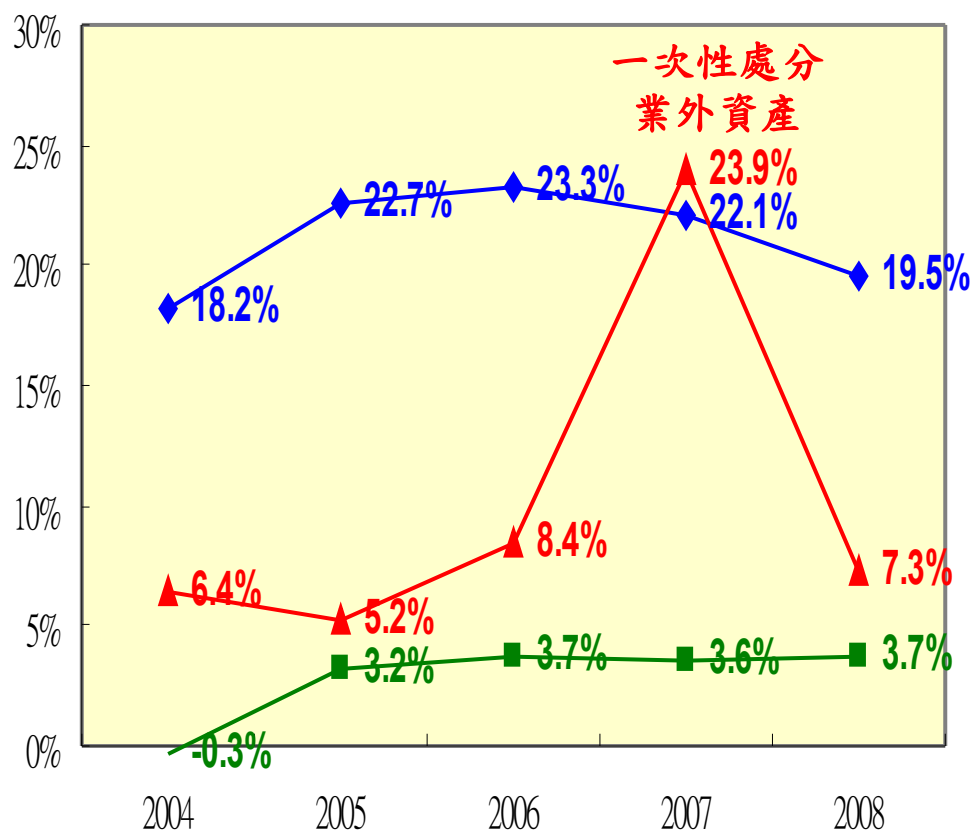
TTET Union (大統益 1232TT)



- 統一企業持股 38%
- 台灣**最大**之黃豆製油公司

* 資料來源：AC Nielsen 2008 年 12 月

台灣事業體毛利分析



◆ 毛利率

■ 營業利益比率

▲ 淨利率

統一企業財務摘要

台幣\$百萬	Y 2007		Y 2008		Q1 2008		Q1 2009	
	金額	%	金額	%	金額	%	金額	%
合併營收	288,592		299,722		73,360			
母公司營收	46,026	100.0	49,445	100.0	12,247	100.0	10,232	100.0
毛利額	10,165	22.1	9,655	19.5	2,517	20.6	2,511	24.5
營業利益	1,659	3.6	1,836	3.7	594	4.8	505	4.9
淨利	11,017	23.9	3,601	7.3	1,178	9.6	2,070	20.2
稅後每股盈餘	3.10		0.96		0.33		0.55	
資產報酬率	13.0%		4.4%		1.36%		2.31%	
股東權益報酬率	20.1%		6.0%		1.86%		3.54%	
總股利發放率	81%		92%					
(現金：股票)	80%:20%		50%:50%					

3. 統一超商零售及流通事業 (2912TT)

統一超商零售事業



統一超商 . (2912TT)

(統一企業持有
45.4%)

- **歷史**：1980 於台灣開設第一間 7-Eleven 便利超商 & 1997 於台灣證交所上市。
- **市場評價**：市值 US\$2.1bn*，外資持股比率 40.11%。
- **地域性分布**：Taiwan, China, and Overseas (Philippine, Vietnam, and Canada)。
- **中國零售事業**：
 - 第一個進軍中國零售市場之事業：於 2000 年開始經營於上海之星巴克
 - 於 May 29th, 08, 取得開設上海 7-Eleven 超商之授權；於 09 年四月底於上海開設 四間 7-Eleven。

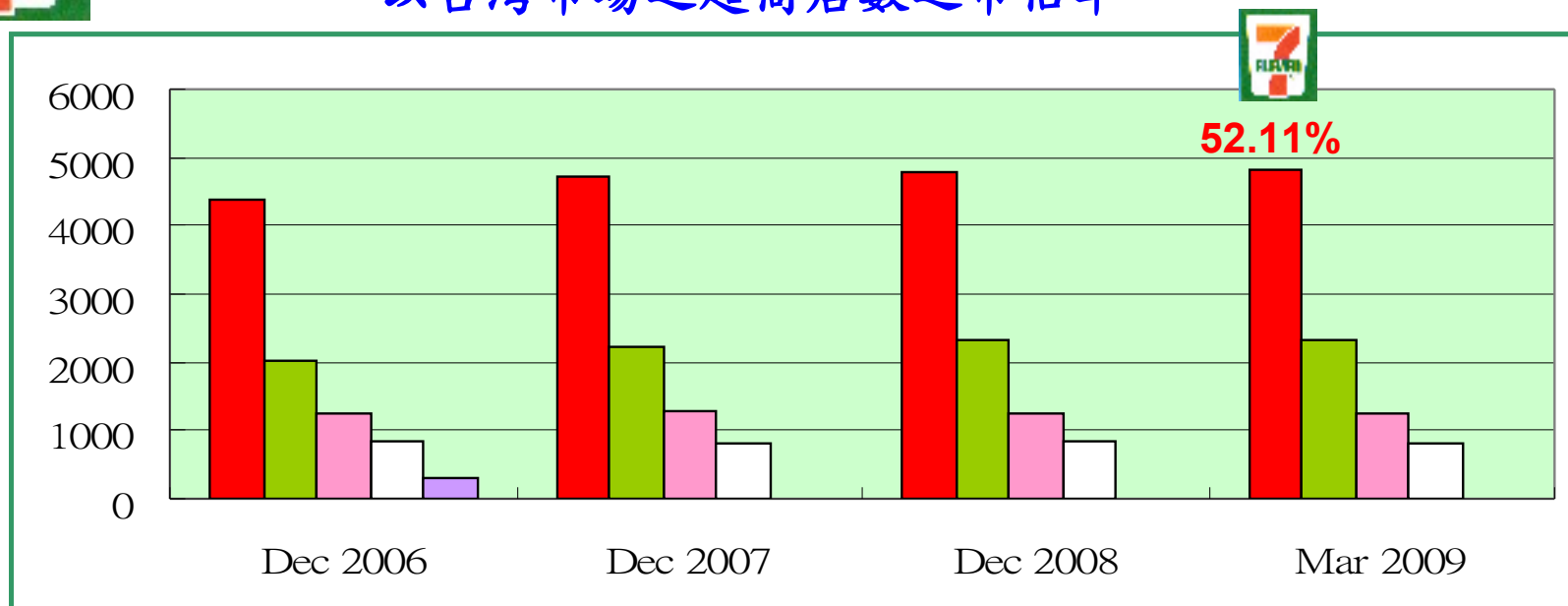
* 市值及外資持股率是根據 Apr22, 2009 之收盤價 \$NT 77.7 (US\$1=NT\$33.86)

7-Eleven 在台灣之市佔率



統一超商 . (2912TT)

以台灣市場之超商店數之市佔率



	Dec 2006	Dec 2007	Dec 2008	Mar 2009
7-ELEVEN	4385	4705	4800	4810
全家	2012	2228	2324	2345
萊爾富	1261	1296	1244	1250
OK	840	818	826	825
福克多	300	Exited the market		

統一超商財務摘要

TWD\$mn	Y 2005		Y 2006		Y 2007		Y 2008	
	金額	%	金額	%	金額	%	金額	%
合併營收	119,941		132,945		141,982		145,899	
母公司營收	93,674	100.0	99,980	100.0	102,364	100.0	10,2191	100.0
淨利益	3,653	3.9	3,822	3.8	3,622	3.5	3,520	3.5
稅後每股盈餘	3.99		4.18		3.96		3.85	
資產報酬率	11.8%		11.1%		9.3 %		8.1%	
股東權益報酬率	24.7%		24.5%		22.5 %		21.5%	
總股利發放率	85%		84%		81%		88%	
(現金：股票)	100%:0%		100%:0%		100%:0%			
60%:40%								

台灣流通事業版圖

超 商

7-Eleven (PCSC)



統一集團持有 100%
(統一企業持有：45.4%)
店數：4,800

藥 妝

Cosmed Taiwan



統一集團持有：100%
店數：289

生活雜貨禮品店

MUJI



統一集團持有：51%
店數：14

PLAZA



統一集團持有：100%
店數：7

餐

Starbucks Taiwan



統一集團持有：50% (JV)
店數：222

Mister Donut



統一集團持有：50% (JV)
店數：46

Cold Stone Creamery



統一集團持有：100%
店數：13

百貨公司

Hankyu



統一集團持有：100%
店數：1

物流通路

Retail Support International



統一集團持有：45%

Uni-President Cold-Chain



統一集團持有：80%

TAKKYUBIN



統一集團持有：90%

Wisdom Distribution



統一集團持有：100%

海外流通事業版圖

超 商

大陸市場

餐 廳

量 販 店

Shanghai 7-Eleven



統一集團持有 100%
(統一企業持有 45.4%)
4 stores opened in end Apr, 09

Shanghai Starbucks



統一集團持有：50%
店數：167

Shandong Uni-mart Supermarket



統一集團持有：55%
店數：102

藥 妝

Shenzhen Cosmed



統一集團持有：65%
店數：14

Cold Stone Creamery



統一集團持有：100%
店數：34

Sichuan Uni-mart Hypermarket



統一集團持有：100%
店數：4

海外市場

Philippine 7-Eleven



統一集團持有：56.59%
店數：368

Canada T&T Supermarket



統一集團持有：20%
店數：16

Vietnam Uni-mart Supermarket



統一集團持有：51%
店數：2

* 店數資料截至 2008 年 12 月 31 日

4. 統一集團中國（220HK）及東南亞事業

統一中控於中國之營運

統一中控 . (220 HK)

(統一企業持有
73.5%)

- 中國前三大飲料及方便麵公司 (於 1992 年進入中國市場)
- Dec 17th, 2007 於香港證交所掛牌上市, 市值 US\$1.66bn*.
- 建議發放 2008 年之股利政策:
 - 期末股息 RMB2.866 分 ; 特別之股息 RMB 1.910 分
 - 總計 : RMB4.796 分 ; 股利發放率 : 30% +20%
- 截至 2008 年底之淨現金 : RMB3.2B
- 以 “品牌及行銷” 為核心價值 .

- 於 NBA 火箭隊主球場之廣告標語



- 2008 年北京奧運之獨家方便麵贊助商



* 市值 \$3.58HKD 為 Apr 29, 2009 當日收盤價, US\$1=HK\$7.7505

統一於中國之產品線及市佔率

稀釋果汁：No.2

即飲茶：No.2

方便麵：No.3

“多”系列品牌
（“鮮橙多”，“蜜桃多”等系
列）



“冰”系列品牌
（“統一冰紅茶”，“冰綠
茶”）



“統一綠茶”品牌



“來一桶”
“統一100”
“巧面館”



* 市佔率排名是根據 AC Nielsen 截至 Dec 2008 之數據

重整中國之方便麵部門

聚焦中高價位產品組合

於 Jan 2009 推出之新品牌

較高價



現有品牌：

来福

統一
100

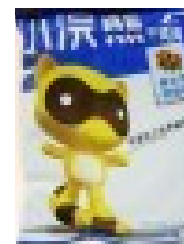
巧面館

中價位



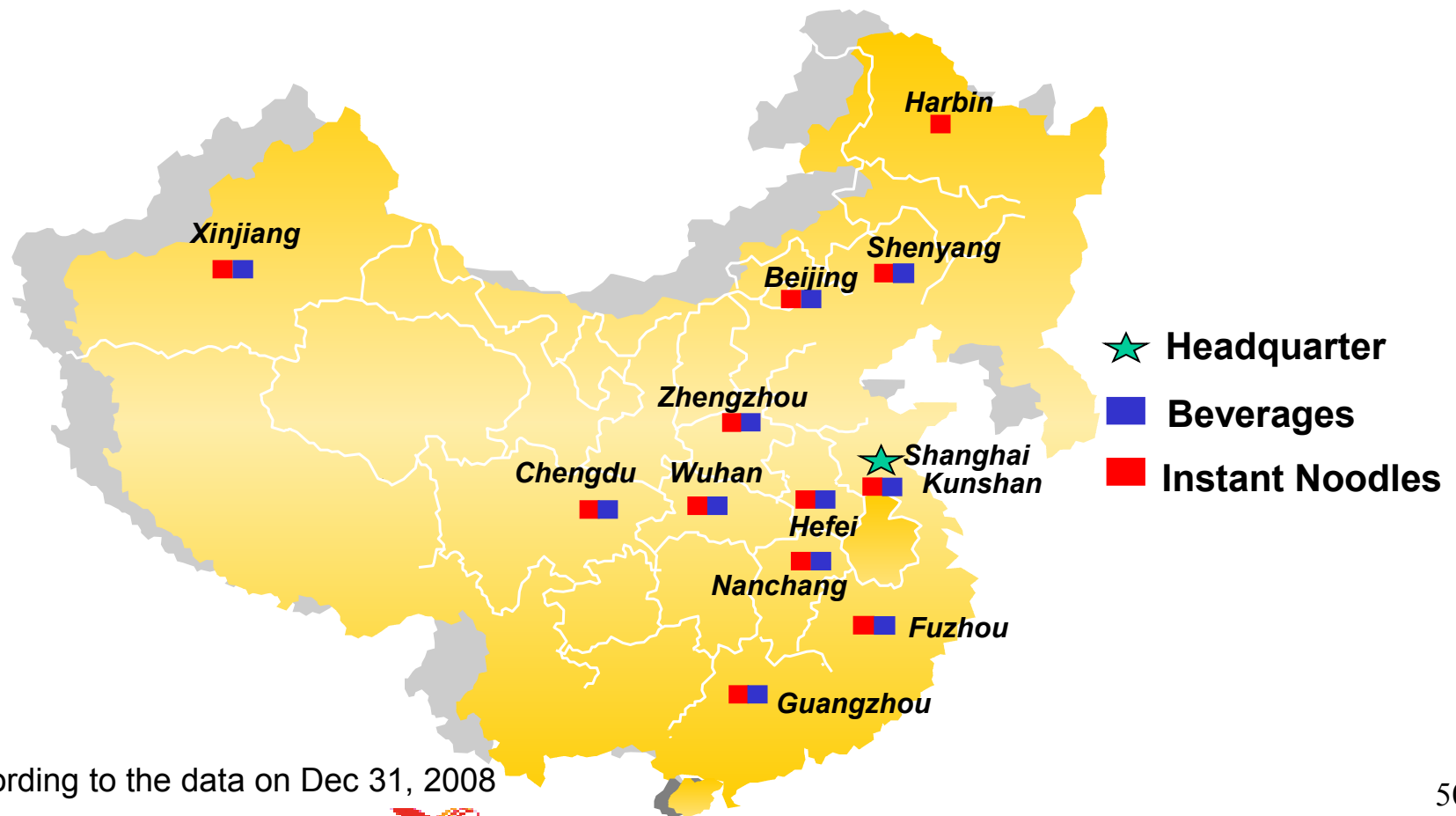
將低價麵重新定位為較高毛利之休閒零食產品

重新定位之品牌：



統一於中國之分佈力

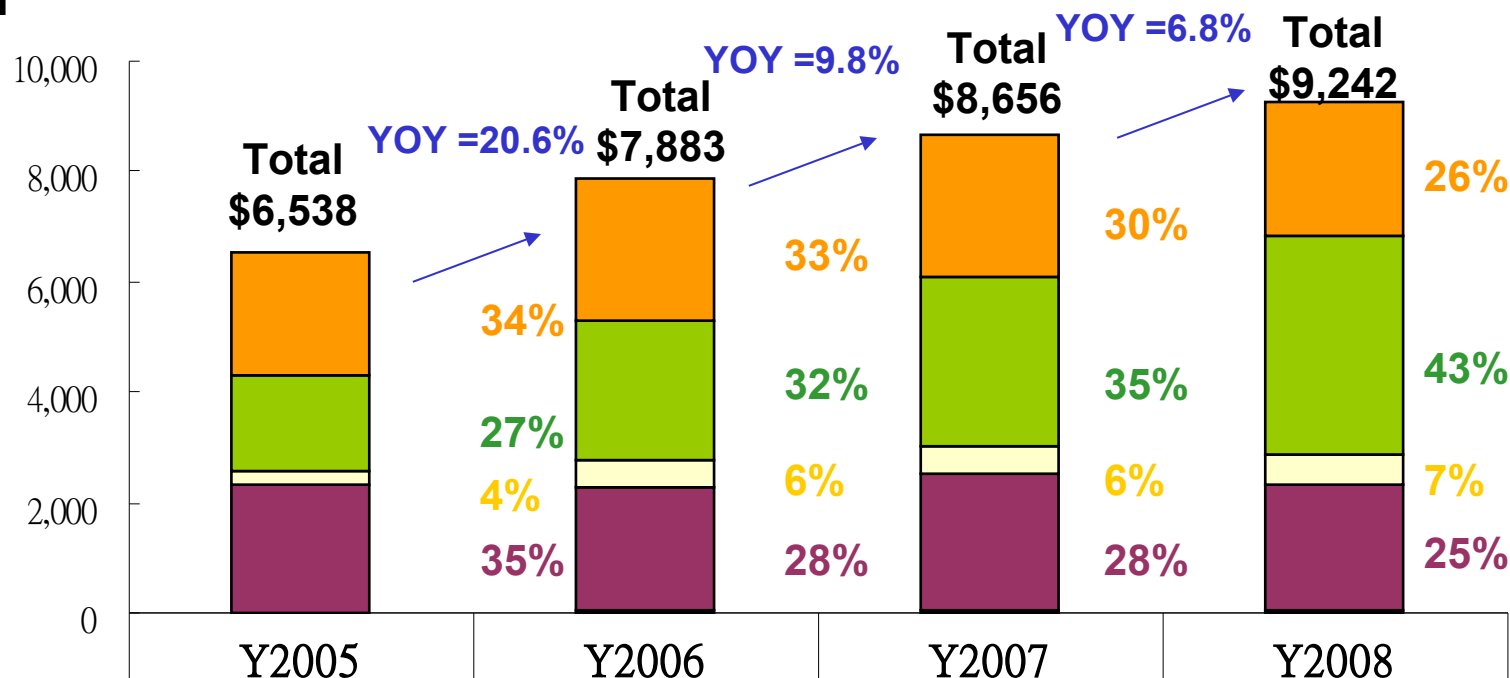
- 13 座廠，共 53 條飲料生產線、50 條速食麵生產線 *



* According to the data on Dec 31, 2008

統一於中國之產品別營收

RMB\$mn

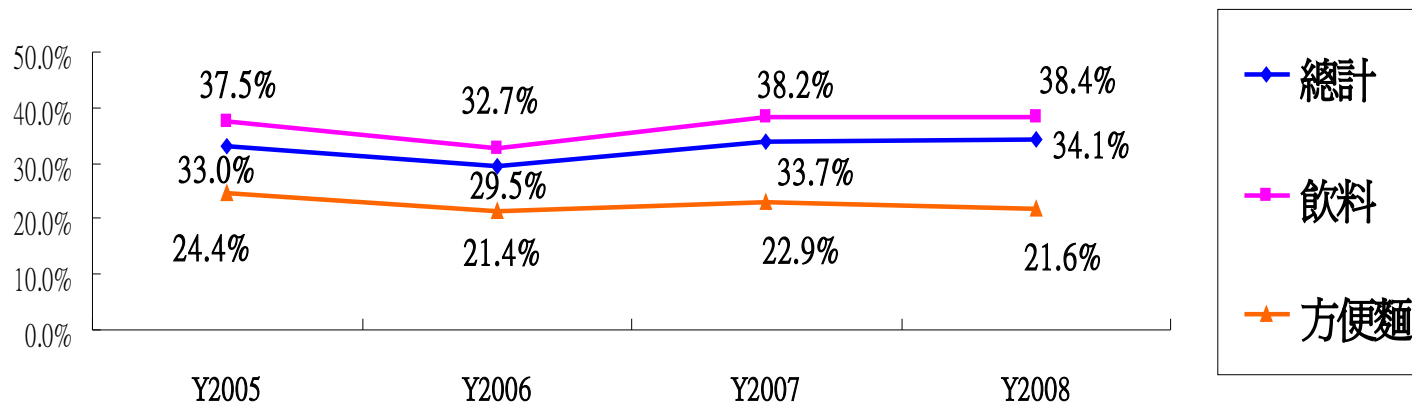


- 果汁
- 即飲茶
- 其他飲料
- 方面麵
- 其他事業

Y2005	Y2006	Y2007	Y2008
2,210	2,600	2,588	2,408
1,771	2,535	3,046	3,945
243	481	509	587
2,291	2,212	2,445	2,255
23	55	68	47

統一於中國之營運毛利分析

產品別之毛利分析：

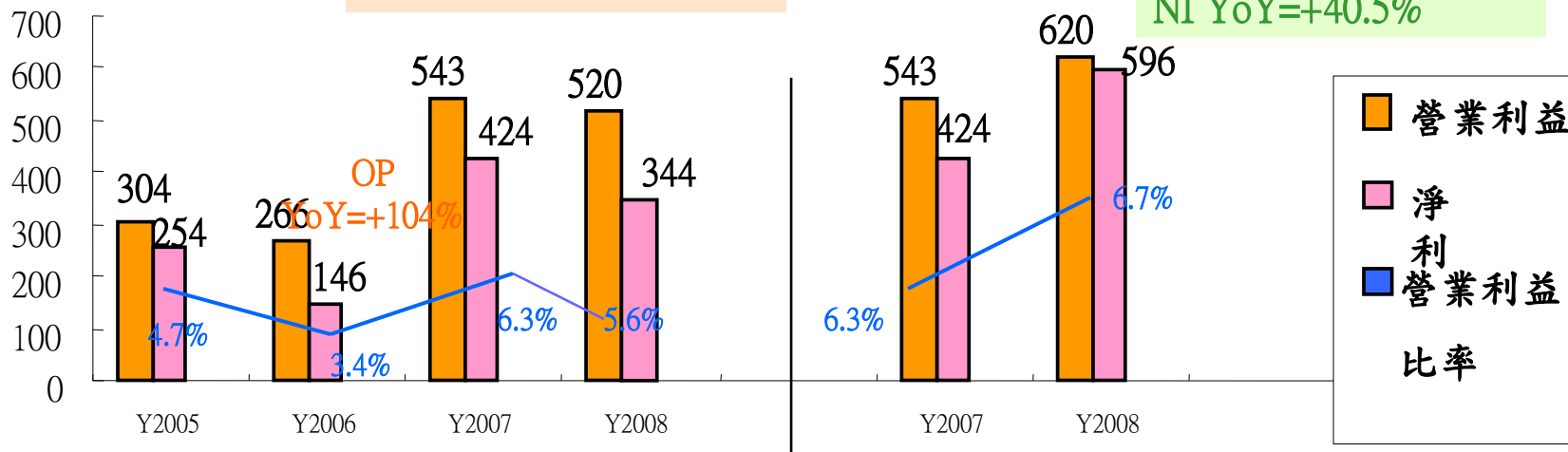


營業利益及淨利：

RMB\$mn

包含一次性損失：
OP YoY=-4.3%；
NI YoY=-18.9%

不含一次性損失：
OP YoY=+14.1%；
NI YoY=+40.5%



統一於中國之策略聯盟

策略聯盟公司

持股率

聯盟公司背景介紹

與統一合作之領域



今麥郎 JV

50%

日清華龍食品 JV (中國之第二大方便麵公司) . 往中國飲料市場發展 .

為統一於中國瓶裝水產品之代工廠商 . JV 之合作領域於中國之飲料市場 .



安德利果汁 (8259 HK)

15%

中國最大之果汁濃縮原料供應商之一

濃縮果汁之供應商



完達山乳業

9%

中國之領導奶粉品牌

藉由進入中國乳製品市場

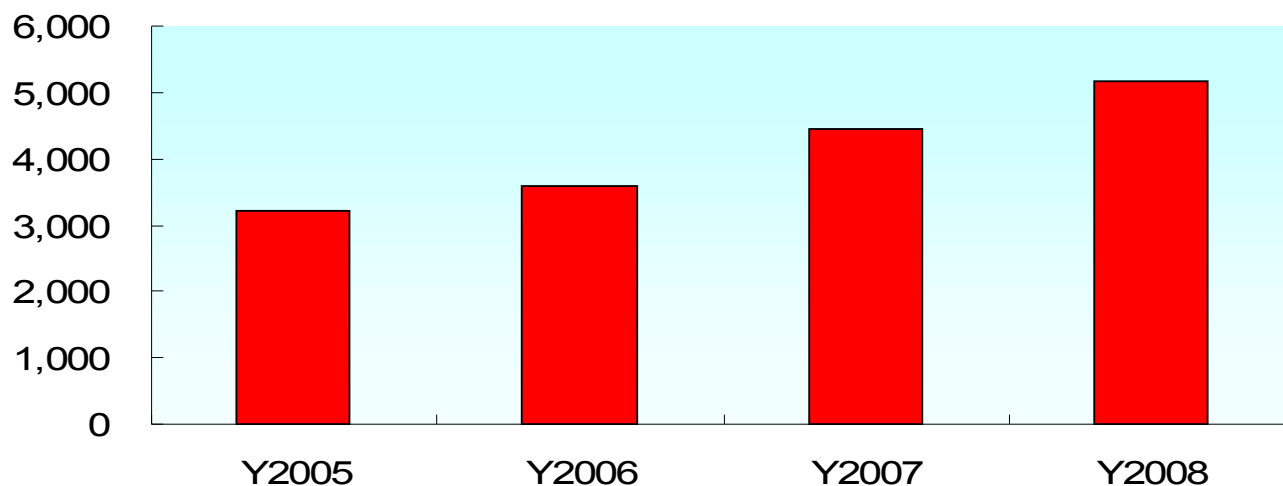
中國之食糧事業

中國食糧事業：

有多個合資公司在黃豆製油、人工奶油、調味品、飼料生產等方面

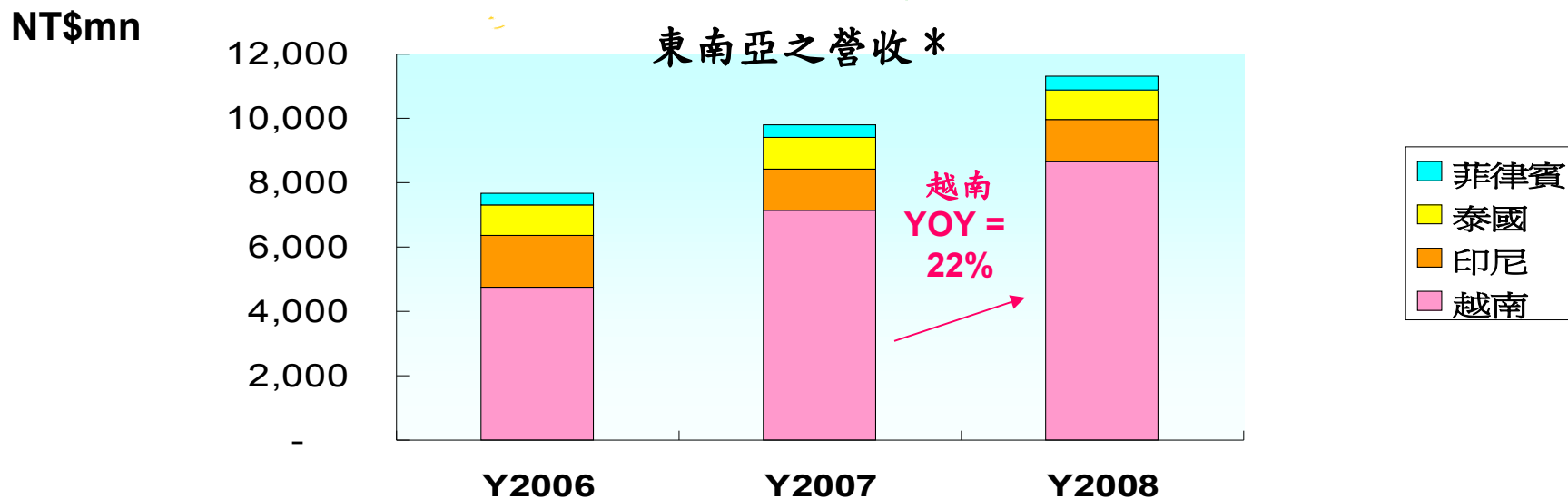
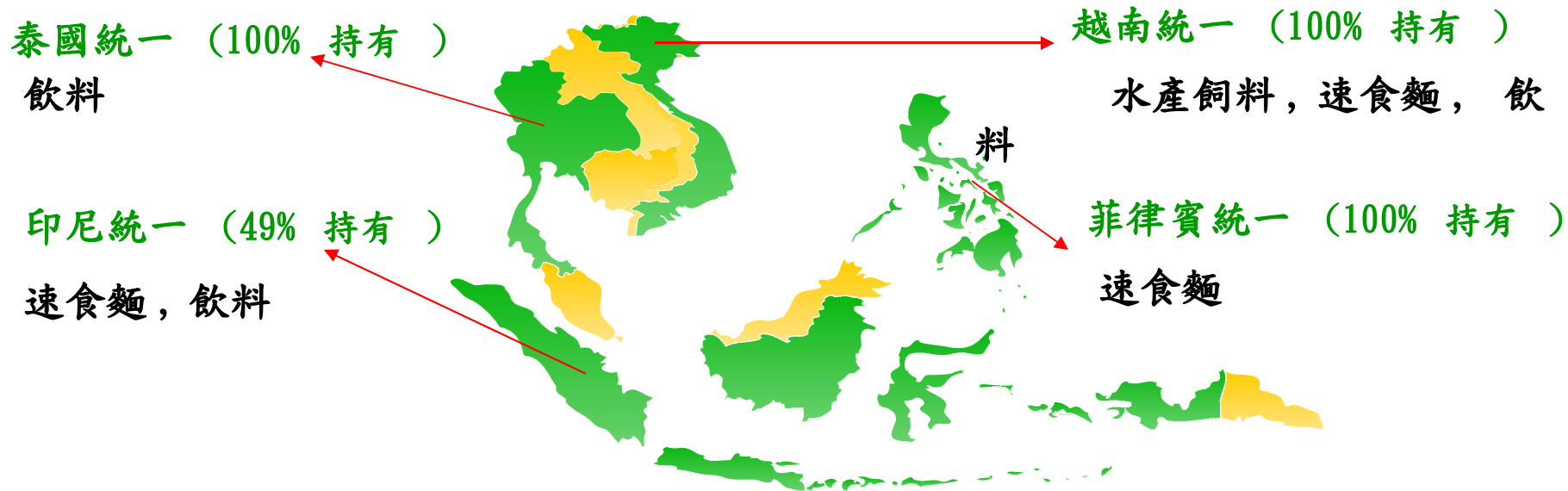
RMB\$mn

* 中國之食糧營收
此事業體並無涵蓋於 中控 (220HK) 項下



* 為內部報表之數字

統一於東南亞之事業體



* 為內部報表之數字

持續處分非核心事業 *

TWD\$mn	<u>以處分：</u>	<u>統一企業依持股率認列</u>
2003	萬通銀行	176
2005	統一安聯產險	71
2006	神隆製藥	64
2006	翔鷺石化	487
2007 Q1	愛可瑞	2,000
2007 Q2	統一安聯人壽	200
2007	統懋半導體	391
2008	統懋半導體（全部股份處分完成）	396
2009Q1	愛可瑞	180
		3,965

On-going....