



**統一企業公司**  
UNI-PRESIDENT ENTERPRISES CORP.

股票代號:1216 TT

**Uni-President**  
**2014 Annual Results(IFRS)**  
**(2015.4.10 Updated)**



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# Agenda

**1. Uni-President (1216TT) Group Overview**

**2. CVS & Retail Business (PCSC 2912TT)**

**3. China F&B Business (UPCH 220HK)**

# 1. Uni-President(1216TT) Group Overview

# Key P&L Items of Uni-President (Consolidated)

Unit : NTD in Billions

Consolidated- basis	Y2014			Y2013		Y2012		Y2011	
	Amount	%	YoY	Amount	%	Amount	%	Amount	%
Revenue	425.19	100%	0.5%	423.06	100%	406.05	100%	388.03	100%
Gross Profit	132.00	31.0%	0.9%	130.86	30.9%	125.73	31.0%	110.30	28.4%
Operating Profit	17.78	4.2%	-1.7%	18.09	4.3%	19.69	4.8%	15.08	3.9%
Net Income	17.71	4.2%	-14.6%	20.74	4.9%	15.57	3.8%	14.73	3.8%
*Net Income	11.12	2.6%	-12.9%	12.76	3.0%	9.88	2.4%	9.45	2.4%
*EPS (after tax)	2.04			2.48		1.92		2.08	

\*The figure is attributable to the equity holders of the company.

# The Highlight of Uni-President Group

## Largest F&B Company in Taiwan

- ✓ Market Cap US\$9.12bn, QFII ratio 48.96%
- ✓ Total assets US\$12.60bn, and revenue US\$14.02bn.
- ✓ Vertical integration from manufacturing, distribution to retailing.

## Top 3 F&B Company in China (UPCH)

- ✓ **Top. 2** position in Tea and Instant Noodles & **Top.3** position in Juice

## Largest CVS & Hypermarket Retailers in Taiwan

- ✓ **“7-11”** Convenience Store Chains & **“Carrefour”** Hypermarket Chains

## Focusing F&B and Retail Businesses in Asia

- \* Market cap & QFII based on the closing price NT\$52.4 (US\$1=NT\$31.401) as of Mar 31, 2015
- \* \* Total assets and revenue were consolidated-based in 2014: US\$1=NT\$31.718 for total assets; NT\$30.318 for revenue.

## 2014 Annual Segment Information of Uni-President(Consolidated)

Unit : NTD in Billions

Segments (Note)	F&B and Feeds	CVS & Other Retail	Container & Packing	Others	Total	Adj.	Consolidated
Segment revenue **	187.30	173.58	28.18	81.05	470.11	(44.92)	425.19
Segment revenue %	39.8%	36.9%	6.0%	17.3%	100.0%		
YoY	-1.8%	4.0%	-3.5%	-1.4%	0.2%		0.5%
Segment income	3.85	8.95	1.54	2.54	16.88	0.90	17.78
Segment income %	22.8%	53.0%	9.1%	15.0%	100.0%		
Segment margin	2.1%	5.2%	5.5%	3.1%	3.6%		4.2%
YoY	16.6%	-0.7%	-19.5%	-2.6%	0.2%		-1.7%

### \*\* Revenue from external customers

Note: Major contributed Companies of each segment

- **F&B and Feeds** : UPEC(1216TT) / UPCH(220HK) / Southeast-Asia affiliates etc.
- **CVS & Other Retail** : PCSC(2912TT)'s Taiwan 7-11/ President Drugstore (Cosmed)/ President Transnet Corp (Taiwan Takkyubin)/President Pharmaceutical/ Taipei Hankyu/ Philippine 7-11 etc.
- **Container&Packing** : Ton-Yi Industrial(9907TT) / President Packaging Corp. etc.
- **Others** : PCSC(2912TT)'s restaurant (ex: Taiwan & Shanghai Starbucks) 、 China retail & logistics business / ScinoPharm(1789TT) / PIDC/ Uni-President Development Corp. / President Fair Development (Dream Mall) etc.

## Uni-President Key Balance Sheet Items & Indices (Consolidated)

Consolidated-basis (NTD in Billions)	IFRS					
	As of 2014/12/31		As of 2013/12/31		As of 2012/12/31	
	Amount	%	Amount	%	Amount	%
<b>Total Assets</b>	<b>399.74</b>	<b>100.0%</b>	370.20	100%	340.58	100%
Major: Cash & equivalents	<b>44.78</b>	<b>11.2%</b>	40.81	11%	43.95	13%
Account receivable, net	<b>16.72</b>	<b>4.2%</b>	17.63	5%	17.8	5%
Inventories, net	<b>34.62</b>	<b>8.7%</b>	36.22	10%	33.99	10%
Investments (equity method)	<b>33.91</b>	<b>8.5%</b>	32.05	9%	30.4	9%
Property, Plant and Equipment	<b>163.98</b>	<b>41.0%</b>	147.68	40%	127.43	37%
<b>Total Liabilities</b>	<b>250.14</b>	<b>62.6%</b>	232.14	63%	215.34	63%
Major: Short-term interest-bearing debt	<b>55.65</b>	<b>13.9%</b>	44.94	12%	37.14	11%
Long-term interest-bearing debt	<b>84.09</b>	<b>21.0%</b>	79.46	21%	73.48	22%
<b>Total Stockholders' Equity</b>	<b>149.6</b>	<b>37.4%</b>	138.07	37%	125.24	37%
<b>Key Indices</b>						
Current Ratio	<b>95.77%</b>		99.65%		103.42%	
Total Liability to Equity Ratio	<b>167.21%</b>		168.13%		171.95%	
Net Total Liability to Equity Ratio	<b>137.27%</b>		138.57%		136.85%	



# Uni-President Key Cash Flow Items (Consolidated)

Unit : NTD in Billions

Items	IFRS		
	Y2014	Y2013	Y2012
<b>Beginning Balance</b>	40.81	43.95	41.80
<b>Net cash provided by operating activities</b>	33.05	30.34	40.25
<b>Net cash used in investing activities</b>	(34.66)	(35.73)	(30.03)
* Capital Expenditure	(30.83)	(38.43)	(29.43)
<b>Net cash provided by (used in) financing activities</b>	5.57	4.15	(7.81)
Payment of cash dividends	(7.73)	(6.81)	(4.54)
Net increase (decrease) in long-term & short-term borrowings and short-term notes/bills payable	(3.65)	7.72	(10.75)
Net increase in corp bonds payable	17.18	5.47	7.10
<b>Others (Effect of FX and others)</b>	0.01	(1.90)	(0.26)
<b>Ending Balance</b>	44.78	40.81	43.95

\*\* Note: Capital expenditures includes the acquisition and disposal of PP&E (including interests payment), the increase of intangible assets, the prepayment of equipment and the long-term prepaid rent (the land-use right).

# The Major Structure of Uni-President Group

**Taiwan F&B: Uni-President (UPEC) (1216 TT)**



## F&B

**Uni-President China (UPCH) (220 HK)**  
UPEC holds 70.5%

**Southeast Asia Holdings**  
(Vietnam、Indonesia、Thailand、Philippines)  
UPEC holds 100%

**TTET Union (1232TT)**



UPEC holds 37.7%  
UP Group holds 45.3%

**Wei Lih Food**  
UPEC holds 33.3%  
Taiwan To.2 Noodle Company



**Kuang Chuan**



UPEC holds 31.25%  
Taiwan To.3 Dairy Company

## Retail & Logistics

**President Chain Stores (PCSC) (2912TT)**



UPEC holds 45.4%

**President Drugstore (Cosmed Taiwan)**



PCSC holds 100%

**TAKKYUBIN**



PCSC holds 70%  
UPEC holds 20%

**Phillipine 7-11 (SEVN PM)**



PCSC holds 51.56%

## Container & Packaging

**Ton-Yi Industrial (9907TT)**



UPEC holds 45.55%  
UP Group holds 47.49%

## Leisure Business

**President Fair Development (Dream Mall)**

UPEC holds 40.5%  
UP Group holds 100%

**Uni-President Development (Taipei BOT)**

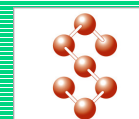
UPEC holds 30%  
UP Group holds 70%

## Others

**President International Development (PIDC)**

UPEC holds 69.37%

**Scinopharm (1789TT)**



UPEC holds 37.94%  
UP Group holds 47.96%

**President Securities (2855TT)**

UPEC holds 27.71%;  
UP Group holds 33.11%

\* The above structure only includes Uni-President's major subsidiaries.

# Leading Market Position in Taiwan

	2014Y	2013Y
<b>Instant Noodle:</b>		
<b>UPEC (No.1)</b>	<b>46.99%</b>	<b>48.00%</b>
Wei-Lih	22.59%	22.10%
Vedan	18.20%	17.37%
Vewong	3.25%	3.13%
Master Kong	2.75%	4.21%

	2014Y	2013Y
<b>RTD Tea:</b>		
<b>UPEC (No.1)</b>	<b>44.90%</b>	<b>45.60%</b>
Vitalon	8.10%	8.30%
Lipton	4.60%	4.60%
Kuang Chuan	4.10%	4.50%
Coca-Cola	3.80%	2.40%
<b>Bottled Water:</b>		
<b>UPEC (No.1)</b>	<b>30.80%</b>	<b>29.30%</b>
Vedan	11.70%	12.20%
Yes Water	8.60%	9.90%
<b>RTD Juice:</b>		
Coca-Cola	22.90%	20.80%
<b>UPEC (No.2)</b>	<b>11.50%</b>	<b>11.70%</b>
Ocean Spray	10.60%	10.50%
Weichuan	10.30%	11.50%
<b>RTD Coffee:</b>		
King Car	32.10%	31.30%
<b>UPEC (No.2)</b>	<b>17.60%</b>	<b>17.10%</b>
Weichuan	17.20%	20.60%
Bifido	10.10%	9.60%

	2014Y	2013Y
<b>Yogurt Drink</b>		
<b>UPEC (No.1)</b>	<b>69.90%</b>	<b>68.60%</b>
Weichuan	19.80%	22.80%
Kuang Chuan	7.20%	5.40%
<b>Flavored Milk</b>		
<b>UPEC (No.1)</b>	<b>50.00%</b>	<b>50.00%</b>
Kuang Chuan	26.10%	25.50%
Bifido	5.10%	5.70%
<b>Soy Milk</b>		
<b>UPEC (No.1)</b>	<b>56.80%</b>	<b>60.30%</b>
Kuang Chuan	23.10%	23.70%
Imei	13.10%	12.50%
<b>Fresh Milk</b>		
<b>UPEC (No.1)</b>	<b>33.60%</b>	<b>32.10%</b>
Weichuan	29.40%	33.50%
Kuang Chuan	24.80%	24.10%



Source: Nielsen

# Historical Key P&L Items of Uni-President (Standalone)

Unit : NTD in Billions

Stand-alone basis	Y2014 (IFRS)			Y2013 (IFRS)		Y2012 (IFRS Adjusted)		Y2011 (ROC GAAP)	
	Amount	% of Rev	YoY	Amount	% of Rev	Amount	% of Rev	Amount	% of Rev
Revenue	40.23	100.0%	-5.0%	42.34	100.0%	44.29	100.0%	51.83	100.0%
Gross Profit	10.33	25.7%	-2.2%	10.56	24.9%	10.69	24.1%	12.01	23.2%
Operating Profit	1.53	3.8%	10.1%	1.39	3.3%	2.32	5.2%	1.87	3.6%
Net Income	11.12	27.6%	-12.9%	12.76	30.1%	9.88	22.3%	9.45	18.2%
EPS (after tax)	2.04		-17.7%	2.48		1.92		2.08	
Total Payout Ratio:	* 88%			85%		** 78%		82%	
Cash dividend/share	1.40			1.50		1.40		1.00	
Stock dividend/share	0.40			0.60		0.60		0.70	

\* Y2014 dividend policy was proposed at 2015/3/26 board meeting (pending shareholders' meeting resolution).

\*\* Y2012 Total Payout ratio was based on EPS\$2.55 in 2012 (Taiwan ROC GAAP).

## Major Profit Contributors to Uni-President (stand-alone)

Stand-alone basis (NTD in Millions)	2014Y (IFRS)		2013Y (IFRS)		2012Y (IFRS Adjusted)		2011Y (ROC GAAP)	
	Amount	% of NI	Amount	% of NI	Amount	% of NI	Amount	% of NI
<b>Operating income</b>	<b>1,534</b>	<b>14%</b>	<b>1,394</b>	<b>11%</b>	<b>2,321</b>	<b>23%</b>	<b>1,866</b>	<b>20%</b>
<b>Total Investment Income (Equity Method)</b>	<b>9,711</b>	<b>87%</b>	<b>11,436</b>	<b>90%</b>	<b>7,681</b>	<b>78%</b>	<b>7,598</b>	<b>80%</b>
<b>Major Components of Investment Income:</b>								
1. PCSC(2912TT) (45.4% ownership)	4,180	38%	3,526	28%	2,669	27%	2,685	28%
2. Cayman President (100% ownership)	1,577	14%	3,370	26%	3,419	35%	1,699	18%
3. Kai Yu Investment (100% ownership)	461	4%	515	4%	(31)	0%	368	4%
4. President Securities (2855TT) (27.71% ownership)	439	4%	377	3%	324	3%	155	2%
5. TTET Union (1232TT) (37.67% ownership)	372	3%	248	2%	134	1%	176	2%
6. Ton Yi Industrial (9907TT) (45.55% ownership)	351	3%	586	5%	57	1%	448	5%
7. Nan Lien International (100% ownership)	276	3%	323	3%	243	2%	255	3%
8. Prince Housing (2511TT) (10.45% ownership)	238	2%	173	1%	688	7%	N/A	N/A
9. Tone Sang Construction (100% ownership)	194	2%	35	0.3%	55	1%	76	1%
10. Presicarre (20.5% ownership)	189	2%	151	1%	285	3%	229	2%
11. Scinopharm (1789TT) (37.94% ownership)	184	2%	483	4%	444	5%	373	4%
<b>Net Income</b>	<b>11,123</b>	<b>100%</b>	<b>12,764</b>	<b>100%</b>	<b>9,875</b>	<b>100%</b>	<b>9,448</b>	<b>100%</b>

# The Highlight of Uni-President ESG Practice (1)

## Food Safety:

### **1. Executing all the food safety strategy under group-level food safety committee**

the committee targets to integrate the multifunction including product development and labeling, production, supply chain, distribution and logistics across subsidiaries. And it further organizes a team of food safety inspection expertise to do the real time check and monitor.

### **2. Implementing advanced sourcing management mechanism and “focused” product portfolio strategy**

- (1) significantly decreasing the number of suppliers and raw material items since 2011.
- (2) reinforcing its execution and advance for regular onsite check of suppliers.

### **3. Devoting significant food safety related input**

the food safety spending (including food inspection fee, human resource costs and the depreciation of machines) is equivalent to roughly 2% of the company's stand-alone annual revenue in 2014

### **4. Establishing the national-level food safety inspection center with both TFDA ( Taiwan FDA) & TAF (Taiwan Accreditation Foundation) certificates**

another brand new food safety building is targeted to be completed by end 2015.

# The Highlight of Uni-President ESG Practice (2)

## Health Consciousness:

### **1. Instant Noodle: reduced the use of sodium from 3,000mg to 2,400mg per bowl**

Currently achieved: 42 skus with the use of sodium less than 2,000mg per bowl and 13 skus with that less than 2,400mg per bowl. (Note: 2,400mg is an adult's RDA\* by TFDA\*\* while 2,000mg is an adult's RDA\* by WHO)

### **2. Dairy & Beverage: gradually reduced the use of sugar, and for specific items (eg: yogurt drink) to reduce by 25%~40% per bottle**

(1) Currently achieved: has reduced the use of sugar by 14% from 2011 to 2014.

(2) There is currently 10 items/flavors of sugar free drinks across RTD tea, yogurt drink, soy milk, and fresh milk categories.

(3) Has reduced the use of sugar in yogurt drink to meet the RDA\* by TFDA\*\*.

## Environmental Management:

### **Carbon Emission : targeting to reduce the CO2e emission by 2% annually**

(1) Targeting the CO2e emission in 2020 to be 80% of that in 2005.

(2) The Company reduced 5,256 tons of CO2e emission in 2014.

Note: \* RDA stands for Recommended Daily Allowance

\*\*TFDA stands for Taiwan Food & Drug Administration

## **2. CVS & Retail Business (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\$7.80bn\* , QFII ratio 43.86%.
- **Geographic Scope:** Taiwan 、 China 、 Southeast Asia (Philippine).
- **China Retail Businesses:**
  - First entered China retail market through Shanghai Starbucks in Year 2000.
  - In May 2008, be granted “7-Eleven” franchise license in Shanghai ; 76 stores opened as of end Dec, 2014.

\* Market cap & QFII Ratio based on closing price NT\$235.5 as of Mar 31, 2015 US\$1=NT\$31.401

# Key P&L Items of PCSC (2912TT) (Consolidated)

Unit : NTD in Billions

Consolidated-basis	Y2014 (IFRS)			Y2013 (IFRS)		Y2012 (IFRS adjusted)		Y2011 ( ROC GAAP)	
	Amount	% of Rev	YoY	Amount	% of Rev	Amount	% of Rev	Amount	% of Rev
Revenue	207.99	100.0%	3.7%	200.61	100.0%	192.60	100.0%	189.25	100.0%
Gross Profit	66.94	32.2%	5.6%	63.42	31.6%	63.21	32.8%	60.37	31.9%
Operating Profit	10.60	5.1%	3.9%	10.20	5.1%	8.77	4.6%	8.92	4.7%
Net Income	10.24	4.9%	10.8%	9.24	4.6%	6.76	3.5%	7.16	3.8%
*Net Income	9.09	4.4%	13.1%	8.04	4.0%	5.92	3.1%	6.35	3.4%
*EPS (after tax)	8.74			7.73		5.69		6.11	

\*The figure is attributable to the equity holders of the company.

## PCSC (2912TT) Consolidated Revenue by sectors

Unit : NTD in Billions

Revenue by Sectors	IFRS				
	2014Y	% of Rev.	YoY	2013Y	% of Rev.
1.Conveinece Stores	130.40	62.7%	3.4%	126.11	62.9%
2.Retail Business (including filling stations)	57.51	27.7%	3.2%	55.70	27.8%
3. PCSC's other operating segments (including restaurant and china retail)	17.60	8.5%	7.7%	16.34	8.1%
4.Logistics Business	2.48	1.2%	0.8%	2.46	1.2%
<b>Total Revenue</b>	<b>207.99</b>	<b>100.0%</b>	<b>3.7%</b>	<b>200.61</b>	<b>100.0%</b>

# Key P&L Items of PCSC (2912TT) (Standalone)

Unit : NTD in Billions

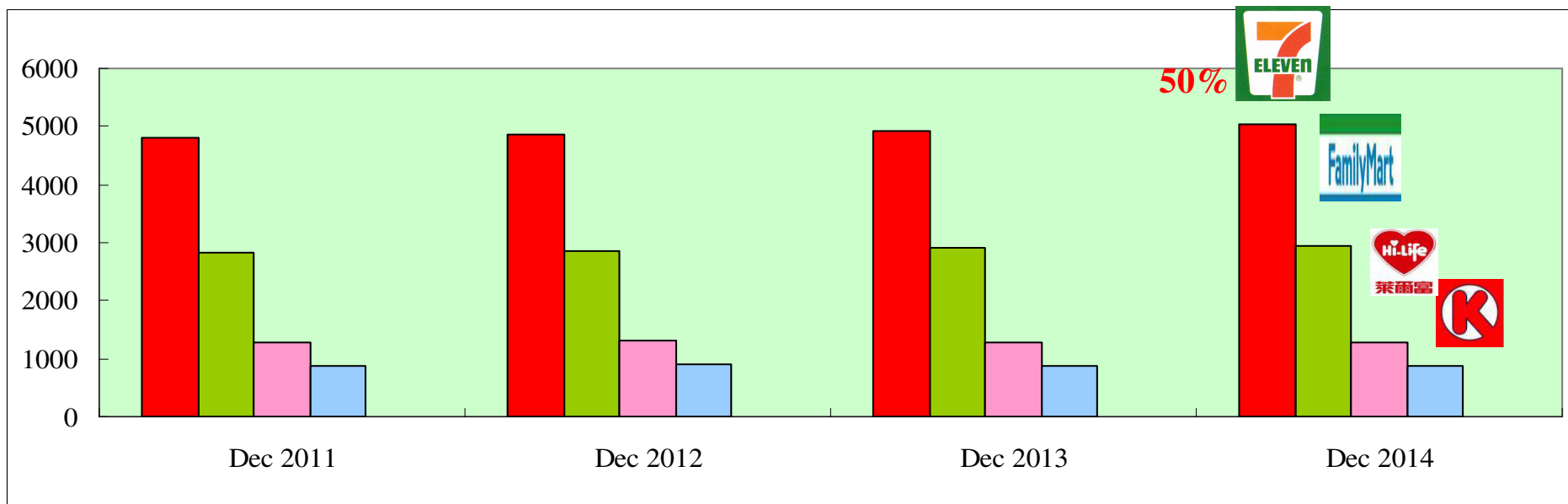
Stand-alone basis	Y2014 (IFRS)			Y2013 (IFRS)		Y2012 (IFRS Adjusted)		Y2011 (ROC GAAP)	
	Amount	% of Rev	YoY	Amount	% of Rev	Amount	% of Rev	Amount	% of Rev
Revenue	131.33	100.0%	3.4%	127.00	100.0%	124.76	100.0%	122.71	100.0%
Gross Profit	43.18	32.9%	5.1%	41.08	32.3%	39.78	31.9%	38.28	31.2%
Operating Profit	6.30	4.8%	0.2%	6.29	5.0%	5.96	4.8%	6.08	5.0%
Net Income	9.09	6.9%	13.1%	8.04	6.3%	5.92	4.7%	6.35	5.2%
EPS (after tax)	8.74			7.73		5.69		6.11	
Total Payout Ratio:	*80%			78%		** 74%		79%	
Cash dividend/share	7.00			6.00		4.85		4.80	
Stock dividend/share	0.00			0.00		0.00		0.00	

\* Y2014 dividend policy was proposed at 2015/3/18 board meeting (pending shareholders' meeting resolution).

\*\* Y2012 Total payout ratio was based on EPS\$6.53 in 2012 (Taiwan ROC GAAP).

# PCSC's Market Share in Taiwan

## Number of Convenience Stores in Taiwan



	Dec2011	Dec2012	Dec2013	Dec 2014
7-ELEVEN Chain	4,803	4,852	4,922	5,040
Family Mart Chain	2,823	2,851	2,901	2,936
Hi-Life Chain	1,295	1,304	1,290	1,278
OK Chain	867	890	866	876

Data source: PCSC

# PCSC's Major Retail Scopes in Taiwan

PCSC (2912TT)

## Convenience Store

### 7-ELEVEN



PCSC holds 100 %  
# of stores: 5,040

## Drugstore

### Cosmed Taiwan



PCSC holds 100 %  
# of stores: 370

## Department Store

### Hankyu

PCSC holds 70 %  
UPEC holds 30 %  
# of store: 1



## Shopping Mall

### Dream Mall

PCSC holds 19 %  
UPEC holds 40.5 %  
PIDC holds 40.5 %  
# of store: 1



## Restaurants

### Starbucks Taiwan

PCSC holds 30 %  
UPEC holds 20 %  
# of stores: 330



### Cold Stone Creamery



PCSC holds 100 %  
# of stores: 31

### Afternoon Tea



PCSC holds 51 %  
# of stores: 14

### Mister Donut



PCSC holds 50 %  
# of stores: 56

### 21 Century



PCSC holds 100 %  
# of stores: 32

## Distribution & Logistics

### Retail Support International



UP Group holds 65 %

### Uni-President Cold-Chain



UP Group holds 100 %

### Wisdom Distribution



UP Group holds 100 %

### TAKKYUBIN



PCSC holds 70 %  
UPEC holds 20 %

## Online Retailer



Books.com.tw  
PCSC holds 50.03 %



7Net  
PCSC holds 100 %

\* Store No. is as of end Dec, 2014

# PCSC's Major Retail Scopes Overseas

## China

### Convenience Store

#### Shanghai 7-ELEVEN

PCSC holds 100 %  
# of stores: 76



### Supermarket

#### Shandong Uni-Mart

PCSC holds 55 %  
# of stores: 195



#### Presiclerc(Beijing)

PCSC holds 98.12 %  
# of stores: 8



### Hypermarket

#### Sichuan Uni-Mart

PCSC holds 100 %  
# of stores: 5



### Restaurants

#### Shanghai Starbucks

PCSC holds: 30 %  
UPEC holds: 20 %  
# of stores: 643



#### Cold Stone Creamery

PCSC holds 100 %  
# of stores: 47



#### Shanghai Mister Donut

PCSC holds 50 %  
# of stores: 19



## Southeast Asia

### Convenience Store

#### Philippine 7-ELEVEN (SEVN PM)

PCSC holds 51.56 %  
# of stores: 1,282



\* Store No. is as of end Dec, 2014

### **3. China F&B Business (UPCH 220HK)**



# F&B Business in China

## Uni-President China Holdings Ltd. (UPCH 220 HK) (UPEC holds 70.5%)

- Commenced China F&B operations in **1992**.
- Listed on HKSE since **Dec 17<sup>th</sup>, 2007**
- Current market cap US\$2.86bn\*.
- Strong market position : **Top.2** in RTD Tea & Instant Noodles ; **Top.3** in Diluted Juice.
- Distribution to 31 provinces across China.



\* Market cap based on closing price HK\$5.13 as of Mar 31, 2015. US\$1=HK\$7.7546

统一企业公司  
UNI-PRESIDENT ENTERPRISES CORP.

# Historical Key P&L Items of UPCH (220HK) (Consolidated)

Unit : RMB in Millions

Consolidated-basis	Y2014			Y2013		Y2012		Y2011	
	Amount	% of Rev.	YoY	Amount	% of Rev.	Amount	% of Rev.	Amount	% of Rev.
Revenue	22,488	100.0%	-3.6%	23,329	100.0%	21,406	100.0%	16,932	100.0%
Gross Profit	7,308	32.5%	-6.1%	7,780	33.3%	7,402	34.6%	4,943	29.2%
Gross Margin	32.5%		-0.8ppt	33.3%		34.6%		29.2%	
Operating Profit	372	1.7%	-60.1%	932	4.0%	882	4.1%	261	1.5%
Operating Margin	1.7%		-2.3ppt	4.0%		4.1%		1.5%	
Pre Tax Profit	415	1.8%	-62.8%	1,116	4.8%	1,077	5.0%	396	2.3%
*Net Profit	286	1.3%	-68.8%	916	3.9%	856	4.0%	312	1.8%
**EPS(cents)	7.18		-71.8%	25.46		23.78		8.67	
Net Margin	1.3%		-2.6ppt	3.9%		4.0%		1.8%	
Total Payout Ratio:	20%			20%		20%		30%	
Cash dividend/share (cents)	1.322			5.092		4.756		2.600	

	Y2014	Y2013	YoY
***Operating Profit (adjusted)	347	412	-15.7%

\* The figure is attributable to the equity holders of the company.

\*\* Weighted Average EPS reflects right issue on June 24, 2014

\*\*\* Operating Profit (adjusted) excludes 2013 one-off gain from disposals of financial assets RMB284.8mn & 2014 government grant decreases RMB211M.

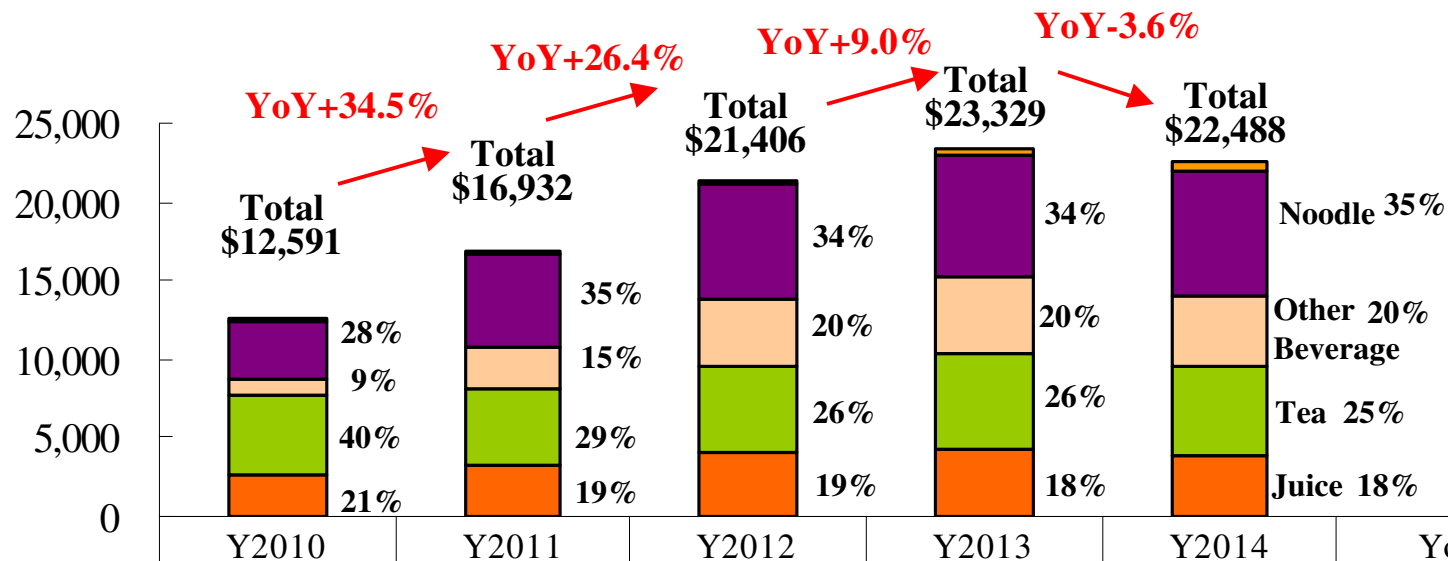
# Industry Growth In China

Unit: %	2014Y		2013Y	
	Value	Volume	Value	Volume
<b>Instant Noodle</b>	-2.7	-7.0	2.6	-1.3
<b>Beverage</b>	6.6	2.8	9.8	7.4
RTD tea (no milk)	-3.6	-2.6	-5.7	0.6
Juice	-1.6	-4.7	1.8	0.0
Milk Tea	1.1	-2.9	24.4	24.8
Carbonated drink	2.4	0.4	0.6	3.2
Bottled water	14.7	5.8	16.1	10.4
Functional drink	21.9	22.8	35.8	32.9
Asian traditional drink	12.6	8.1	27.2	16.8

Data Source: Nielsen

# UPCH (220HK) Sales Break-down by Products

RMB\$m



	Y2010	Y2011	Y2012	Y2013	Y2014	YoY
Other Business	246	307	222	351	523	49.0%
Instant Noodles	3,549	5,936	7,270	7,826	7,960	1.7%
Other Beverage	1,132	2,485	4,320	4,750	4,540	-4.4%
RTD Tea	5,009	4,987	5,597	6,143	5,526	-10.0%
Juice Drinks	2,655	3,217	3,996	4,259	3,939	-7.5%

# Market Position in China



## Market Share: Instant Noodle

### By Value

	Y2014	Y2013
Tingyi	56.3%	55.5%
<b>UPCH (No.2)</b>	<b>17.9%</b>	<b>17.3%</b>
Baixiang	5.9%	7.1%
Jinmailang	5.8%	6.5%
Others	14.1%	13.6%

### By Volume

	Y2014	Y2013
Tingyi	46.7%	44.4%
<b>UPCH (No.2)</b>	<b>17.0%</b>	<b>16.3%</b>
Jinmailang	7.3%	9.3%
Baixiang	8.4%	9.7%
Others	20.6%	20.3%

## Market Share: RTD Milk Tea

### By Value

	Y2014	Y2013
<b>UPCH (No.1)</b>	<b>62.1%</b>	<b>62.9%</b>
Tingyi	17.5%	18.9%
Kirin	6.0%	5.7%
Wahaha	5.6%	9.1%
Nongfu Spring	5.3%	0.3%
Others	3.5%	3.1%

### By Volume

	Y2014	Y2013
<b>UPCH (No.1)</b>	<b>64.5%</b>	<b>63.2%</b>
Tingyi	18.5%	19.5%
Kirin	5.9%	5.5%
Wahaha	5.8%	9.0%
Nongfu Spring	2.1%	0.1%
Others	3.2%	2.7%



Source: Nielsen



# Market Position in China

## Market Share: RTD Tea (excluding milk)



### By Value

	Y2014	Y2013
Tingyi	55.5%	52.4%
UPCH (No.2)	24.0%	25.6%
Wahaha	6.6%	8.3%
Jinmailang	3.2%	3.4%
Others	10.7%	10.3%

### By Volume

	Y2014	Y2013
Tingyi	60.5%	56.5%
UPCH (No.2)	23.2%	24.9%
Wahaha	5.8%	7.4%
Jinmailang	3.1%	3.2%
Others	7.4%	8.0%

## Market Share: RTD Diluted Juice



### By Value

	Y2014	Y2013
Coca Cola	22.6%	23.7%
Tingyi	17.2%	18.8%
UPCH (No.3)	13.1%	13.4%
Yeshe	7.2%	6.9%
HuiYuan	6.7%	6.9%
Others	33.2%	30.3%

### By Volume

	Y2014	Y2013
Coca Cola	24.7%	24.9%
Tingyi	21.3%	22.3%
UPCH (No.3)	16.5%	16.5%
HuiYuan	6.1%	6.4%
Yeshe	3.7%	3.6%
Others	27.7%	26.3%

Source: Nielsen

## UPCH (220HK) Margin & Expenses Breakdown

### Gross Margin As % of revenue

	Y2014	Y2013	Y2012
Company	32.50%	33.30%	34.60%
Instant Noodle	28.70%	29.20%	33.20%
Beverage	35.30%	35.80%	35.60%

### Net Margin As % of revenue

	Y2014	Y2013	Y2012
Company	1.30%	3.90%	4.00%
Instant Noodle	-1.20%	-1.80%	3.10%
Beverage	5.00%	5.60%	5.50%

### Expenses As % of revenue

	Y2014	Y2013	Y2012
Company	32.30%	32.90%	31.60%
Selling & Marketing	28.00%	29.30%	28.20%
Administration	4.30%	3.60%	3.40%

# UPCH (220HK): Focusing on Branding & Innovation



统一企业(中国)投资有限公司  
UNI-PRESIDENT ENTERPRISES (CHINA) INVESTMENT CO., LTD.



小茗同学 净含量: 400 毫升



统一企业(中国)投资有限公司  
UNI-PRESIDENT ENTERPRISES (CHINA) INVESTMENT CO., LTD.



统一企业(中国)投资有限公司  
UNI-PRESIDENT ENTERPRISES (CHINA) INVESTMENT CO., LTD.



统一企业(中国)投资有限公司  
UNI-PRESIDENT ENTERPRISES (CHINA) INVESTMENT CO., LTD.





# UPCH (220HK) Production Base

□ 32 plants across China at the end of Dec, 2014.

(1) 8 new plants opened in 2012Y: Changsha、Nanning、Zhangjiang、Akesu、Changchun、Baiyin、Chongqing、Jinan.

(2) 7 new plants opened in 2013Y: Xuzhou、Shanxi、Guiyang、Bama、Hainan、Wuxue、Hangzhou

(3) 4 new plants opened in 2014Y: Shijiazhuang、Henan、Hutubi、Changbaishan

