



# PHILIPPINE SEVEN CORPORATION

7th Floor, The Columbia Tower, Ortigas Avenue, Mandaluyong City 1550 Philippines  
Telephone Nos. (632) 724-44-41 to 53 / 705-52-00  
www.7-eleven.com.ph

January 23, 2015

**PHILIPPINE STOCK EXCHANGE, INC.**  
3<sup>rd</sup> Floor, PSE PLAZA, Ayala Triangle  
Ayala Avenue, Makati City

**Attention:** **JANET A. ENCARNACION**  
Head, Disclosure Department

Dear Ms. Encarnacion:

Attached is the copy of the Current Report SEC Form 17-C Re: Press Release.

Thank you.

Very truly yours,

A handwritten signature in black ink, appearing to read 'Evelyn S. Enriquez', written over the printed name.

**ATTY. EVELYN S. ENRIQUEZ**  
Corporate Secretary

# COVER SHEET

0 0 0 0 1 0 8 4 7 6

S.E.C Registration Number

P H I L I P P I N E

S E V E N

C O R P O R A T I O N

(Company's full Name)

7 t h F l r . T h e C o l u m b i a T o w e r

O r t i g a s A v e . M a n d a l u y o n g C i t y

(Business Address: No. Street City / Town / Province)

**Atty. Evelyn S. Enriquez**  
Corporate Secretary

Contact Person

**724-44-41 to 51**

Company Telephone Number

1 2 3 1

Month Day  
Fiscal Year

1 7 - C

FORM TYPE

0 7

Month Day  
Annual Meeting

**3<sup>rd</sup> Thursday**

Day

**PRESS RELEASE**

Secondary License Type, if Applicable

Dept. Requiring this Doc.

Amended Articles Number/Section

Total No. of Stockholders

Total Amount of Borrowings

Domestic

Foreign

To be accomplished by SEC personnel concerned

File Number

LCU

Document I.D.

Cashier

STAMPS

Remarks = pls. use black ink for scanning purposes

# SECURITIES AND EXCHANGE COMMISSION

## SEC FORM 17-C

### CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES REGULATION CODE AND SRC RULE 17.2 (c) THEREUNDER

1. Date of Report : January 23, 2015
2. SEC Identification Number : 108476
3. BIR Tax Identification No. : 000-390-189-000
4. Exact Name of Issuer as specified in its charter : Philippine Seven Corporation
5. Province, Country or other jurisdiction : PHILIPPINES
6. Industry Classification Code:  (SEC Use only)
7. Address of principal office : 7<sup>th</sup> Floor, The Columbia Tower  
Ortigas Avenue, Mandaluyong  
City 1550
8. Issuer's Telephone number, including area code : (632) 724-4441 to 51
9. Former name of former address, if changed since  
last report : n / a
10. Securities Registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8

#### Number of Shares of Common Stock

Shares Outstanding – Common	458,435,323
Units – Warrants	0

11. Indicate the item number reported herein :

#### **Item 9. Other Events**

**Item 9. Other Events**

Please see attached Press Release.

**SIGNATURE**

Pursuant to the requirements of the Securities Regulation Code, the issuer has duly caused this report to be signed on its behalf by the undersigned duly authorized for the purpose.

By:

**PHILIPPINE SEVEN CORPORATION**

  
**ATTY. EVELYN S. ENRIQUEZ**  
Corporate Secretary



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### January 23, 2015 – Philippine Seven Corporation (PSE:SEVN) – Total number of new stores and 2015 capital expenditures

#### 7-Eleven stores in the Philippines reached 1,282 at the end of 2014

Philippine Seven Corporation (PSC), the local licensee of 7-Eleven Convenience Stores, ended the year 2014 with a total of 1,282 stores all over the country. This represents a net increase of 273 stores or 27 percent compared with the end-2013 count of 1,009 stores. PSC opened 286 new stores and closed down 13 stores last year.

Jose Victor Paterno, President and CEO, stated that the long-term growth prospects are favorable and he believes that the organization can sustain its momentum to meet earnings and store expansion goals. “PSC has taken steps to protect and expand its leadership in light of increased competition, recognizing that rewards for market share are especially strong in the convenience store sector.”

For this year, the Company will be increasing its capital expenditures budget by more than fifty percent to P3.0 billion to support its accelerated store expansion strategy.

**Philippine Seven Corporation (PSE:SEVN)** operates the largest convenience store network in the country. It acquired from Southland Corporation (now Seven Eleven Inc.) of Dallas, Texas the license to operate 7-Eleven stores in the Philippines in December 1982. It was listed in the Philippine Stock Exchange on February 4, 1998.

Signed:

**Lawrence M. De Leon**

Head, Finance and Accounting Division

Philippine Seven Corporation

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