



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

March 12, 2015

PHILIPPINE STOCK EXCHANGE, INC.
3rd 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,


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

3rd 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 : March 12, 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 : 7th 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



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

March 12, 2015 – Philippine Seven Corporation (PSE:SEVN) – Results for the fourth quarter and twelve months ended December 31, 2014.

FY 2014 net income of Philippine Seven Corporation rose by 27.9%

- Net income in 2014 increased by 27.9% to P873.3 million from P682.6 million during the same period in 2013.
- Retail sales of all stores during the twelve-month period went up by 19.3% to P20.6 billion from P17.2 billion compared with the preceding year.
- Store count grew by 27.1% to 1,282 stores, with franchised stores accounting for 63% of the total.

The following are the financial highlights as based from the Company’s financial reports:

Financial Highlights <i>(Amount in Php millions except store count and EPS)</i>	For the 4th Quarter Ended December 31,			For the Twelve Months Ended December 31,		
	2014	2013	% Change	2014	2013	% Change
Store count				1,282	1,009	27.1
System-wide sales	5,749.9	4,691.1	22.6	20,566.5	17,240.5	19.3
Revenue from merchandise sales	4,936.7	3,774.0	30.8	17,107.4	14,133.6	21.0
Operating income	591.0	374.6	57.8	1,271.5	999.7	27.2
Net income	405.1	251.2	61.3	873.3	682.6	27.9
EPS	0.88	0.55	61.3	1.91	1.49	27.9
EBITDA	817.2	558.0	46.4	2,134.2	1,709.2	24.9
Net margin <i>(% of revenue from merchandise sales)</i>	8.2%	6.7%		5.1%	4.8%	
EBITDA <i>(% of revenue from merchandise sales)</i>	16.6%	14.8%		12.5%	12.1%	

Philippine Seven Corporation (PSC), the local licensee of 7-Eleven Convenience Stores, registered a 27.9% growth in net income in 2014. This can be attributed to the improvement in operating margin and continued store expansion all over the country.

Full year net profits reached P873.3 million from P682.6 million in 2013. This translated into earnings per share of P1.91, up by 27.9% compared with the preceding year’s level of P1.49.

The improved financial performance was largely driven by the increase in sales of all corporate and franchise-operated stores, which posted growth of 19.3% from P17.2 billion in 2013 to P20.6 billion at the end of last year.

PSC 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. This involves not only an increased pace of expansion in areas contested by competition, but strategic entry into new territories. The latter may be unprofitable for the first few years due to the high fixed costs of logistics, but we believe will later be rewarded with strong first mover advantages. Last year we entered Panay and built on our entry into Negros and Cebu the years prior. This year we will be entering Mindanao via Davao and CDO."

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

Philippine Seven Corporation
Phone: +63 2 705-5242
Mobile: +63 917 8711014
Email: lmdeleon@7-eleven.com.ph
Address: 11/F, The Columbia Tower, Ortigas Avenue,
Mandaluyong City, Metro Manila 1550
Website: <http://www.7-eleven.com.ph>
