



**PHILIPPINE SEVEN CORPORATION**

7th Floor, The Columbia Tower, Ortigas Avenue,  
Mandaluyong City, 1501 Philippines

Telephone Nos. (632) 724-44-41 to 53 / (632) 727-6441  
[www.7-eleven.com.ph](http://www.7-eleven.com.ph)

March 01, 2010

**PHILIPPINE STOCK EXCHANGE, INC.**

Philippine Stock Exchange Centre,  
Exchange Road, Ortigas Center  
Pasig City

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

Dear Ms. Encarnacion:

Attached is the copy of the Current Report SEC Form 17-C to be filed with Securities and Exchange Commission.

Very truly yours,

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

# COVER SHEET

## PHILIPPINE SEVEN CORPORATION

(Company's Full Name)

**7<sup>th</sup> Floor, The Columbia Tower**  
**Ortigas Avenue, Mandaluyong City**  
(Company's Address: No. Street City/Town/Province)

**724-4441 to 51**  
(Company's Telephone Number)

**December 31**  
(Fiscal Year Ending)  
(Month & Day)

**Every 3<sup>rd</sup> Thursday of July of each year**  
(Annual Meeting)

### CURRENT REPORT (SEC FORM 17-C) (FORM TYPE)

**March 01, 2010**  
(Date)

(Amendment Designation if Applicable)

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(Secondary License Type, if any)

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LCU

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Cashier

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DTU

**108476**  
S.E.C. Reg. No.

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Central Receiving Unit

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File Number

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Document I.D.

# 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 01, 2010
2. SEC Identification Number : 108476
3. BIR Tax Identification No. : 040-000-390-189V
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 1501
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	287,074,920
Units – Warrants	0

11. Indicate the item number reported herein :

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

## **Item 9. Other Events**

The Executive Committee of Philippine Seven Corporation (PSC), in its meeting today (March 01, 2010), approved the audited consolidated financial statements of the Corporation as December 31, 2009 which reported a net income of Php 155.8 million. This represents an increase of 84 percent from 2008 earnings of Php 84.5 million. The improved earnings result was driven by strategic alliance, introduction of new products and aggressive store expansion. System-wide revenue, a measure of sales of all corporate and franchise operated stores, increased by 13 percent to Php 7.1 billion in 2009 from Php 6.2 billion in 2008. Revenue from merchandise sales, on the other hand, had increased by 11 percent to Php 6.0 billion. PSC opened 79 new stores and ended 2009 with 447 stores.

EBITDA (earnings before interest, taxes, depreciation and amortization) went up by 32 percent from Php 349.7 million in 2008 to Php 461.2 million in 2009.

### **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.

#### **PHILIPPINE SEVEN CORPORATION**

By:

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