

# THE SM STORE

1H 2013 MEDIA & ANALYST BRIEFING



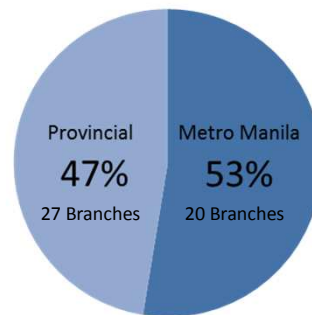
## OVERALL BUSINESS PERFORMANCE

Sustaining our topline growth of 6.1% with more than half coming from Metro Manila



### Sales Growth Performance

1<sup>st</sup> Half of 2013: 6.1% Growth over last year



### Geographic Split (Sales)

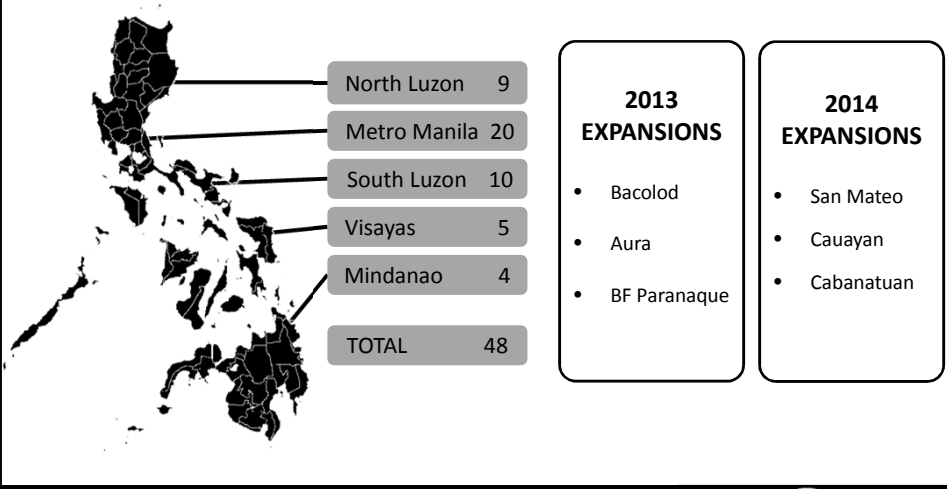
Gap to narrow as we open more provincial branches

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## MARKET EXPANSION

Chainwide retail network to grow: by 37,800 sqm in 2013 and by 38,900 in 2014



## DEVELOPMENT OF IN-HOUSE BRANDS

Continued focus on building a strong portfolio of private labels for various segments



## STORE DESIGN UPGRADES

Redefining the customer shopping experience with new modern store designs

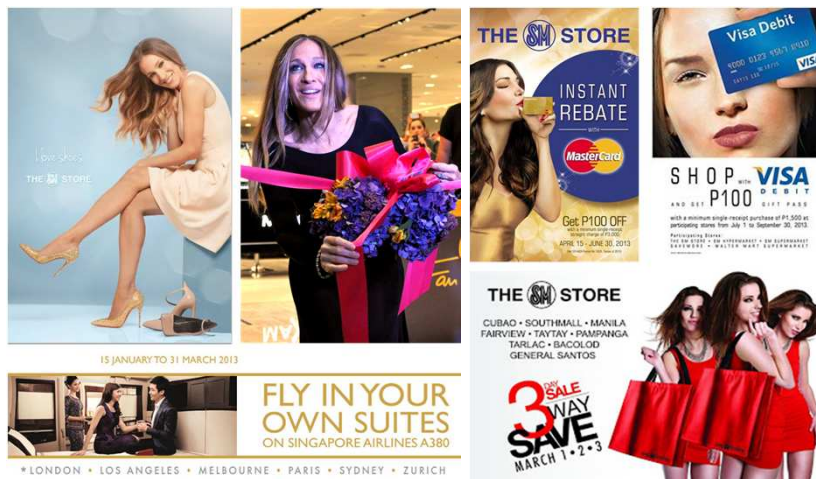


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## TARGETED MARKETING

Engaging new customer segments with focused initiatives and nurturing our core base



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END OF PRESENTATION