







2. We give what Shoppers want



Wide range &
selection
of goods

Basic groceries



**Wide range &
selection
of goods**

Organics



**Wide range &
selection
of goods**

Meat & poultry



**Wide range &
selection
of goods**

"Importeds"



**Wide range &
selection
of goods**

**Ready-to-cook &
ready-to-eat meals**



**Wide range &
selection
of goods**

Household & apparel



**Wide range &
selection
of goods**

Foodservice & institutionals



**Wide range &
selection
of goods**

Fresh produce & seafood



**Wide range &
selection
of goods**

"SM Bonus" branded items



**Wide range &
selection
of goods**

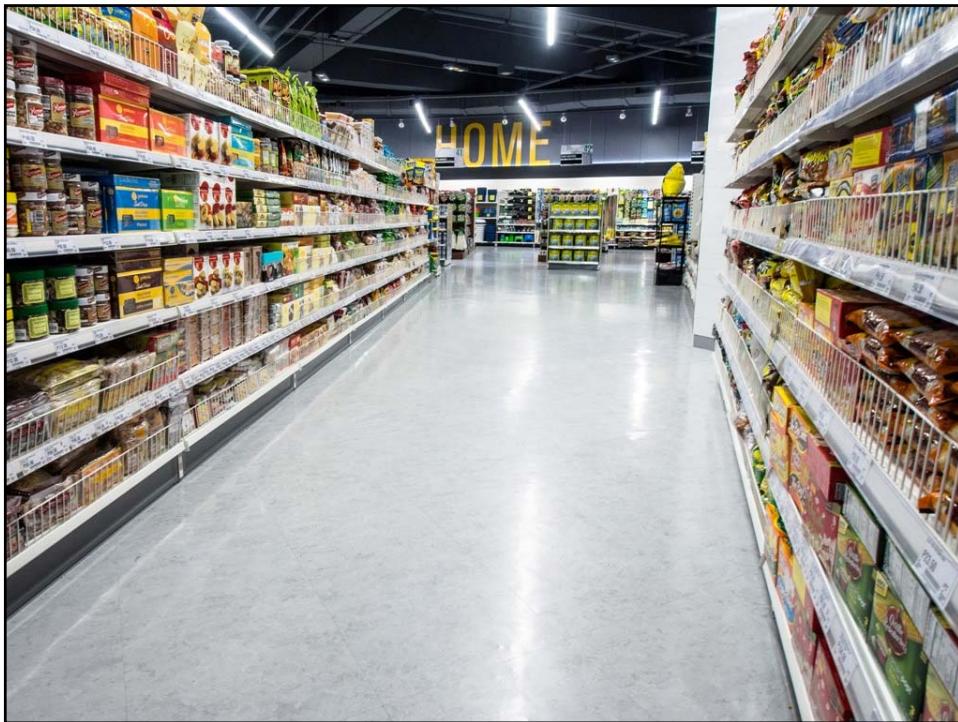


Specialty & exclusive items

Pleasant Surroundings



8/23/2013

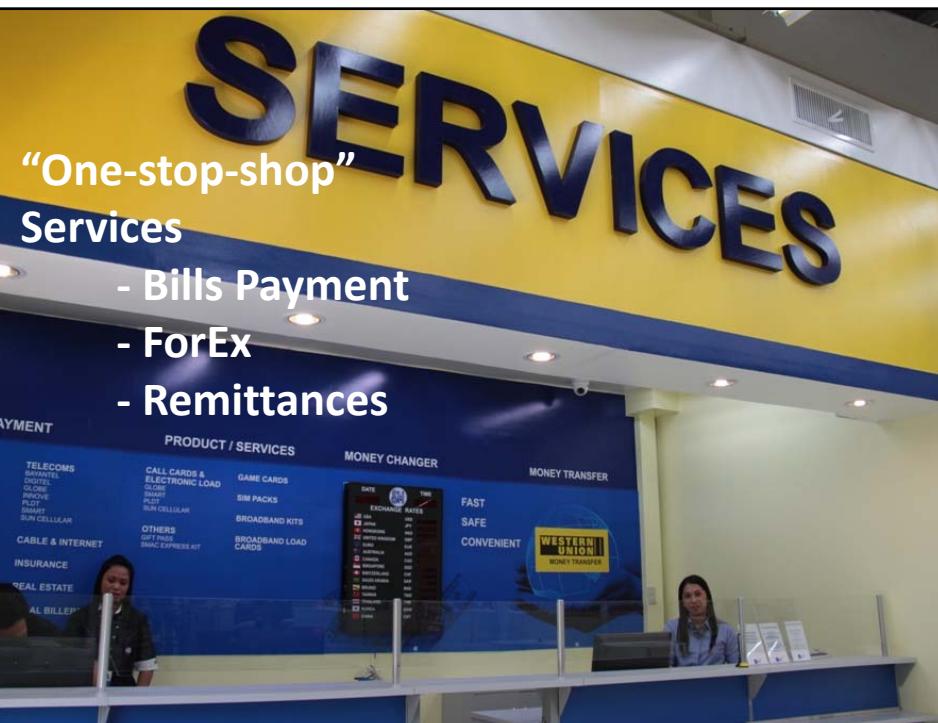


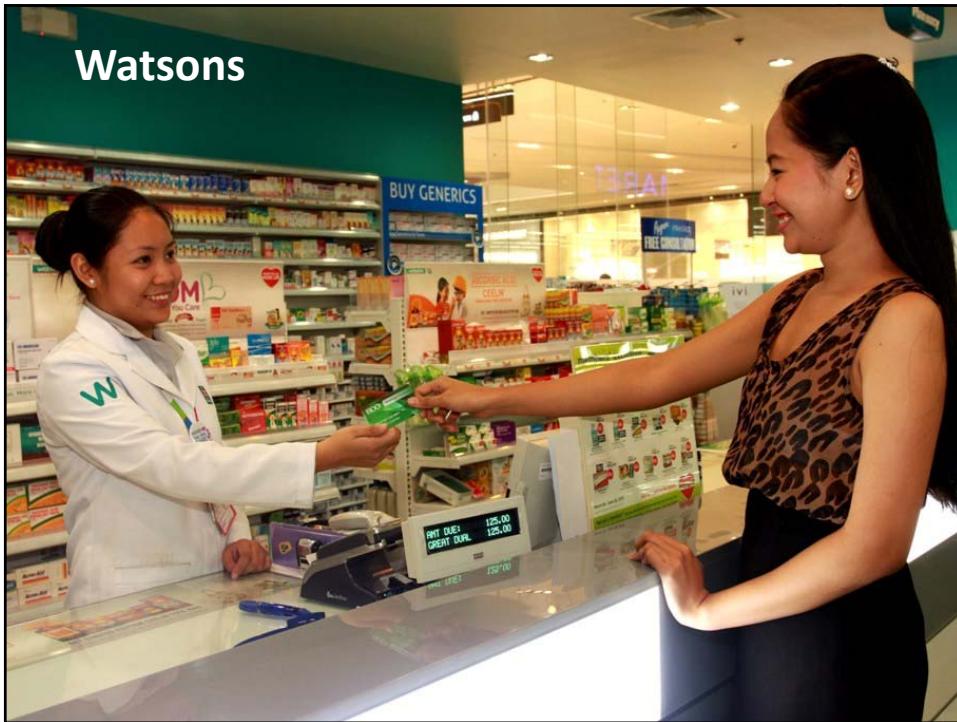
A photograph of a woman with short brown hair, smiling at the camera. She is wearing a brown t-shirt and is holding a green mesh shopping bag filled with groceries. The bag contains several bottles, including a large bottle of Coca-Cola and a bottle of Bondi Fruit Cocktail. The background shows other people in a supermarket setting.

Relevant promotions

Highly effective Shopper Loyalty Program:

The SM
Advantage Card



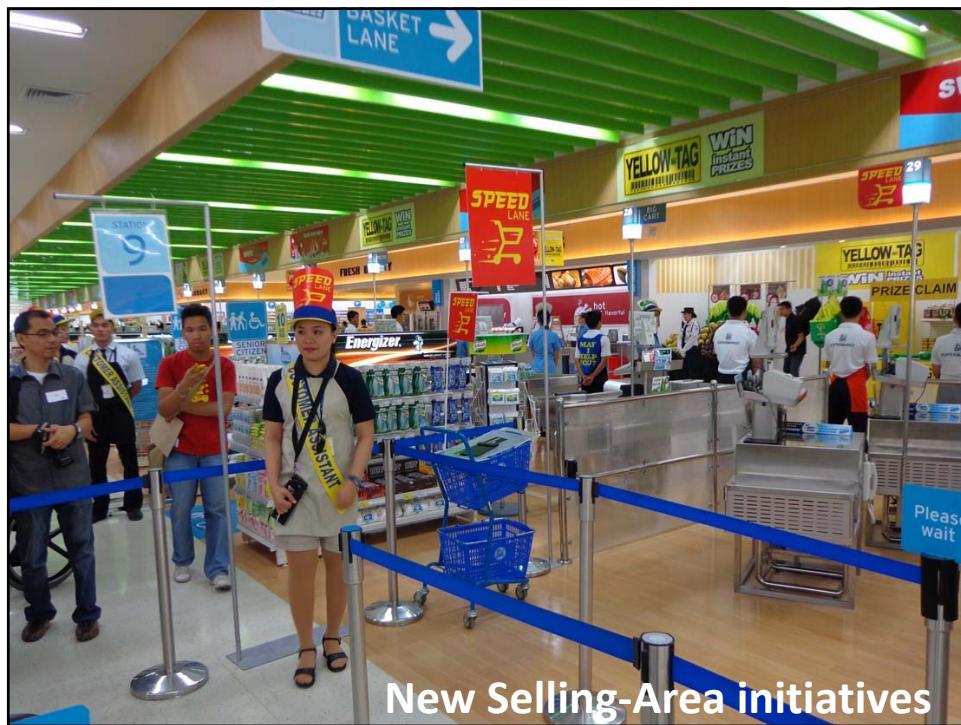


Full-Service Banking

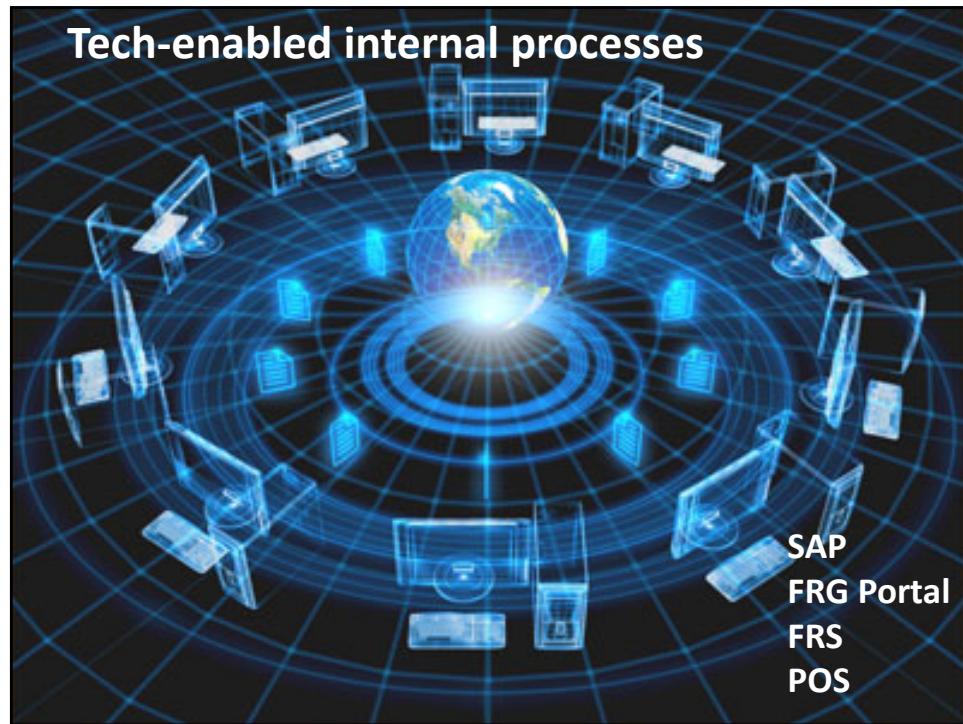
Chinabank Savings Mini-branches

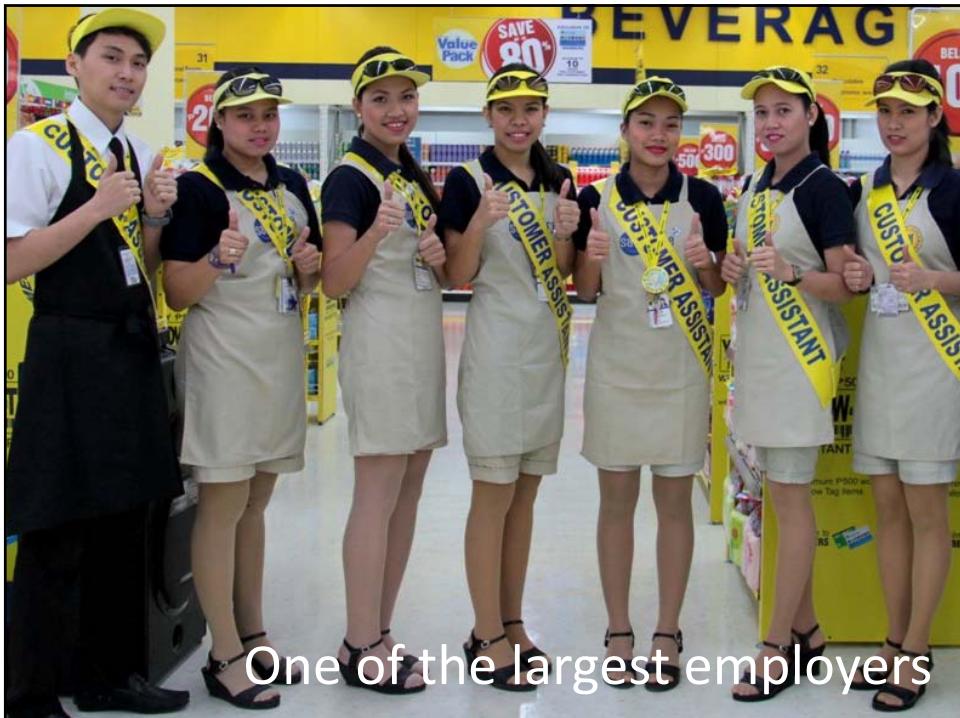


3. Consistency, reliability & innovation









One of the largest employers



Sincere concern for shoppers

Training & employee development

Be the Next Leader

Join our **Customer Assistant Program**

If you are FEMALE...

- At least 5'4"
- Graduate of any 4-year course
- Single, between 20-26 yrs old
- Willing to undergo Cashiering, Bagging, Selling and Receiving and Dispatching as part of training
- Willing to be assigned to any branch

Sharee O. Maco
Customer Assistant

Sharee O. Maco
Supervisor



Positive Impact on the Community

- Store Employees -70% locally recruited
- Among the largest taxpayers
- Platform for local entrepreneurs
- Uplifts local standards of living
- Makes local markets more competitive





Relief Operations



- Over 2 Million collected in 2012
- 2013 Baryanihan to help public schools















An advertisement for SMDC. On the left, the SMDC logo is displayed in red on a yellow background, with the tagline 'The good guys!' written in a cursive font below it. On the right, a woman in a red dress is standing in a grocery store aisle, holding a green shopping basket. She is smiling and looking towards the camera. The background shows shelves stocked with various grocery items. Above her, text reads: 'A FULL-SERVICE SHOP AT SM RESIDENCES FOR ALL YOUR NEEDS. NOW THAT'S CONVENIENCE. FIVE STARS!' followed by five white stars. The 'Save More' logo is visible in the background.



DMCI





Thank you



SUPERMARKET



HYPERMARKET

