Provision of Safe, Reliable Products and Services

As stated in the Seven & i Holdings Corporate Action Guidelines, Seven & i Holdings observes rules and regulations related to sales activities, and, while conducting fair sales activities based on management ethics and social norms, adopts the customer’s perspective to offer superior products and services that provide full customer satisfaction. In response, each of our operating companies strives to deliver safe and reliable products and services to customers.

Major items disclosed at the website http://www.7andi.com/en/ crises/index.html

- Activity policies (Seven & i Holdings Corporate Action Guidelines/Business Partner Action Guidelines)
- CSR Report Data Section (Data for Customer Response Services)
- Activity policies (Seven & i Holdings Corporate Action Guidelines/Business Partner Action Guidelines)

We place the greatest importance on safety and reliability

The Seven & i Group places the greatest importance on safety and reliability in all stages, from product planning to retail. For example, inspections are conducted with a focus on raw materials, freshness, and hygiene at plants for food products, in collaboration with business partners, and on raw materials and physical properties for apparel and household goods. For financial, information technology, and other service products as well, steps are being taken to ensure stable operation.

Ensuring the quality and safety of products and services

Since FY2002, the NDF-HACCP certification system has been in place to examine and certify the quality management status at our exclusive plants. The safety standards for about 140 items have been stipulated. As of the end of February 2011, 86.2% of our plants have obtained the certificate. In response, each of our operating companies strives to deliver safe and reliable products and services that provide full customer satisfaction. In response, each of our operating companies strives to deliver safe and reliable products and services to customers.

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Developing stores and facilities customers can visit with a sense of security

Universal designs have been adopted in consideration of customers in diverse conditions

Commercial facilities, convenience stores, and restaurants crowded with people each day are being used by customers accompanied by small children, elderly customers, and many other people.

The Seven & i Group, which greets about 16 million customers each day, implements various measures to enable these customers to enjoy shopping safely and comfortably. They undertake daily sales floor patrols and inspections, and have promoted the installation of crime prevention and disaster prevention facilities and improved facilities. In addition, the concept of universal design has been adopted in store designs, and employee training is held on assisting customers with physical disabilities.

A multi-purpose toilet with a wide entrance, carefully laid out toilet seats and sink height, with voice guidance available. At Ario Hashimoto, two out of 12 restrooms may also accommodate ostomates.

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For disabled customers

For elder customers

For cars carrying a child seat

Braille system menus are available at stores (with the exception of certain stores).

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Starting with the Kiba Store that opened in November 2000, we have pursued store development based on the concept of universal design. Under this concept, we seek to make our stores easy for customers to use, irrespective of disabilities, age, or gender. In FY 2010, Ario Hashimoto opened, equipped with leading-edge facilities.

The color is changed at each location with different step levels to make the difference clear. Also, the edge of the handrail is curved toward the wall side to prevent clothing and bags from getting caught.

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Digital information that enables toilets and sales floors to be searched easily on a touch panel.

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For elder customers

For cars carrying a child seat

For disabled customers

At stores certified pursuant to the revised Barrier-Free Law, parking spaces are reserved for elderly and disabled customers and cars carrying a child seats. Also, a gentle slope connects the parking space and store where there is a difference in the level, to enable easy access.

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The number of workers equipped with AED (As of the end of February 2011)

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We have tried to provide information in a way that is easily understood by anyone

The Seven & i Group has sought to provide accurate information on products, prices, and other aspects that customers need. There are operating companies that display recommended allergic food substances in addition to those mandated by the Food Sanitation Act, and other operating companies that handle anti-allergic food products. To respond to demands for more reliable foods, Ito-Yokado, York-Benimaru, and other Group companies have sold private brand products that emphasize the production area and methods, and the distribution history (traceability).

At the store-front, too, the persons in charge check for inappropriate product labels and POPs. Seminars are being held for employees to ensure a comprehensive effort to make the correct indications known.

We have developed systems for promoting a dialogue with customers

To continue improving our products and services from the customer standpoint, each Seven & i Group company has a customer consultation desk. The desk accepts opinions and requests via the telephone, Internet, and mail and responds promptly. Calls are categorized based on their nature and distributed to each department and store so that improvements can be made.

Especially distinguished or noteworthy examples of comments of appreciation sent in by customers to operating companies are featured in the monthly Seven & i Group in-house magazine with a photograph of the employee involved to enhance the ability of the entire Group to communicate and deal with customers.

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Responding sincerely to customer opinions

Measures for resolving issues have been prompted by sharing information sent in by the customer consultation desks and OFCs (Operations Field Consultants) among related departments. Measures for resolving issues have been prompted by sharing information sent in by the customer consultation desks and OFCs among related departments. Based on customer feedback, we improved packed lunch containers and packaging, as well as indications on the company website. Some of the appreciative comments for store employees sent in via telephone and e-mail are featured at product fairs.

Many reference examples useful for employees were displayed at the product fair held in the fall of 2010, including how to assist older customers when they shop.

Labeling and information indication inspection

Since 2004, members of the Fair Trade (FT) Subcommittee have inspected the labeling and information indication every half term at all stores. At the same time, they provide storefront education, and interviewing frontline checkers. They evaluate stores by objective numeric values. Based on the results they provide specific measures for improvement in collaboration with the store managers and assistant managers.

A board is installed at stores on which responses are indicated to opinions sent in to customer value boxes

The number of persons awarded Crown Badge

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The ATM Call Center operates 24 hours a day, 365 days a year

Seven Bank

The ATM Call Center and telephone centers have sought to achieve skills improvement and sharing by expanding seminar programs and holding in-house competitions. We have been active in participating in outside competitions. These initiatives have let us not only to think about the quality of customer service, they have also bolstered operator motivation. We have held regular study meetings and competitions for employees involving our partner security companies, covering how employees should deal with problems and provide support. Through these measures, we have worked with our partners to improve our ability to deal with customers.

Seven-Eleven Japan

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Cup cakes that do not contain the specified source materials, and the same type of Christmas cakes by reservation.

At the store-front, too, the persons in charge check for inappropriate product labels and POPs. Seminars are being held for employees to ensure a comprehensive effort to make the correct indications known.

The specified source materials and 18 substances for which indication is recommended, contained in fried foods, oden, and Chinese buns cooked in stores, are published on the website.

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Since September 2002, Crown Badge and a certificate have been awarded to employees for whom words of appreciation were sent in by customers via telephone and other means to customer voice boxes (installed at each store), after confirming the facts. For improving products and services in another way, we ask six outside persons qualified as advisory specialists for consumers’ affairs to undertake storefront surveys. They collect customer opinions on store layouts, the ways customers are treated, the product lineup and other matters.

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<thead>
<tr>
<th>Challenges</th>
<th>Operating companies</th>
<th>FY2010 Targets</th>
<th>FY2011 Targets</th>
<th>Target achieved</th>
<th>Target nearly achieved</th>
<th>Target not achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support more plants obtaining a NDF-HACCP certificate</td>
<td>Seven-Eleven Japan</td>
<td>- The number of plants awarded a NDF-HACCP certificate increased to 137 out of 158 plants, and the certification rate rose to 88.2%. (Actual result in the previous year: 119 out of 158 plants, 76.7%)</td>
<td>- Give efforts in a planned manner, to have all plants obtain a NDF-HACCP certificate</td>
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<tr>
<td>Increase the number of stores conducting self-inspection of private brands</td>
<td>York-Benimaru</td>
<td>- Conducted self-inspection of all the private brands in more than 20% of the total number of stores</td>
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<td>Increase the number of stores that conform to local bylaws on community development</td>
<td>Sogo &amp; Seibu</td>
<td>- Continue adoption of barrier-free facilities</td>
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<tr>
<td>Manage quality and traceability</td>
<td>Seven &amp; i Food Systems</td>
<td>- Manage quality and traceability strongly (continuing with plant observation)</td>
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<tr>
<td>Post more information on the website about the specified sources of food products</td>
<td>Seven-Eleven Japan</td>
<td>- Post more information on the website about the specified sources of food products, tea, and China-bred cacao beans cooked in stores.</td>
<td>- Provide more information on the website about the specified sources of food products</td>
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<tr>
<td>Increase the number of comments of appreciation accepted at customer咨询服务</td>
<td>Seven-Eleven Japan</td>
<td>- The number of comments of appreciation increased by 100, to about 170 comments</td>
<td>- Make studies to introduce more facilities when removing the sales floors</td>
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<tr>
<td>Implement new stores that conform to local bylaws on community development (securing sufficient path length, and install&lt;br&gt;Braille signs for visually-impaired customers)</td>
<td>York-Benimaru</td>
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<td>Increase the number of customers who are satisfied with the service</td>
<td>Sogo &amp; Seibu</td>
<td>- Provide on-site instructions and education on food hygiene through third-party organizations</td>
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<td>Introduce barrier-free facilities at new stores and renovated stores</td>
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<td>Develop barrier-free facilities</td>
<td>Sogo &amp; Seibu</td>
<td>- Increase the number of stores certified pursuant to the revised &quot;Agriculture, Forestry and Fisheries Quality Management System&quot; by 20% of&lt;br&gt;producers of fruit and vegetables with traceability</td>
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<td>Identify customers who are dissatisfied with the service</td>
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We seek to develop products that respond to customer demands

The logo mark and package design were renewed in May 2011 for Seven Premium products, a private brand of the Seven & i Group created in the summer of 2007. The renewal reflects our aim of achieving a quality higher than National Brand products, and our efforts to develop products that suit the customer sense of values, by reducing product sizes, reducing calories, and reducing trans-fatty acid.

Safety and reliability are among the important concepts of this brand. All source materials used with food products have been registered in the database, and managed comprehensively. The production history of elements that constitute source materials has also been managed to ensure traceability. The management system enables us to promptly judge whether there is any problem with our products and how safe they are, even when food issues arose in our society.

Another feature of the brand is that customer opinions are collected and reflected in product development. A dedicated website has been established, where members can exchange their opinions on products freely or even participate in product development processes. The development processes are also made public, with a hope to make consumers feel more familiar with our products.

Customer voices of dissatisfaction have led to product improvement, and unexpected ways of using products by customers have resulted in the sales floor development never seen before.

We are sure that there are other requests or areas of dissatisfaction among customers. We will continue our efforts to offer products that customers will find valuable.