



# Coexistence with Local Communities



Donation to Qinghai Province in China



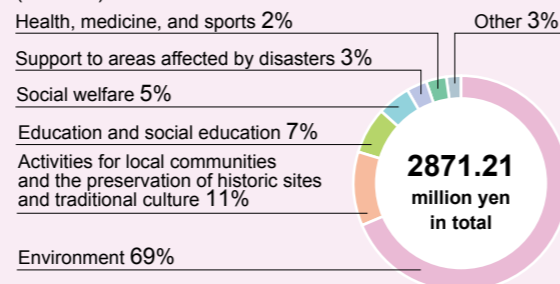
Seeing-eye dog awareness-raising event



Conclusion of cooperation agreements for comprehensive regional activation with Osaka prefectural and city governments

In the Seven & i Holdings Corporate Action Guidelines, we have made the following commitment: while fulfilling its responsibilities as a member of the local and social community by maintaining favorable relationships through cooperative partnerships with the local communities, the Seven & i Holdings contributes to the establishment of a prosperous living environment and provides support for society through appropriate contributions and other means in consideration of the social and public good. Based on this principle, our operating companies are conducting a range of local and social contribution activities in cooperation with local governments.

### Breakdown of the social contribution activity cost (FY2010)



\* Total amount of cost calculated for Seven & i Holdings, Seven-Eleven Japan, and Ito-Yokado. The calculation was made in line with the Japan Business Federation's guidelines on the implementation of surveys on social contribution activities (2010).

Web Major items disclosed at the website: <http://www.7andi.com/en/csr/index.html>

- Activity policies (The Seven & i Holdings Corporate Action Guidelines and the Basic Policy on Social and Cultural Contribution)
- CSR Report Data Section (Major social contribution activities)

## Assisting in Local Community Revitalization

### Contributing to the revitalization of local communities in cooperation with local governments

The Seven & i Group is promoting the operation of local community-based stores. As part of the effort, Seven-Eleven Japan, Ito-Yokado, and York-Benimaru have concluded cooperation agreements for comprehensive regional activation with a total of 37 municipal governments (as of the end of July 2011). Based on the agreements, the companies develop and sell goods made using local products and are enhancing cooperation with the governments in tourism and emergency measures. Seven-Eleven Japan also supports governmental services at its stores.



### SEVEN&i Food Systems



Participated in the project in June 2010

Denny's and Famil restaurants located in Nagano Prefecture are participating in the Three-Star Restaurants for Food Education in the Shinshu program implemented by the prefectural government to comprehensively promote initiatives for improving health, passing down the food culture, and consideration for the environment. In the program, the restaurants serve local dishes made using local foodstuffs and also let their guests take the leftovers home.

### Seven-Eleven Japan



At Seven-Eleven, customers can take advantage of a special service that issues a copy of their residence certificate or seal registration certificate when they simply hold their Resident Registration Card over a multi-functional copy machine. As of the end of July 2011, this service is available for the holders of Resident Registration Cards issued by 41 municipalities.

A high degree of security is ensured for preventing forging or tampering by special printing and other functions.

## Providing Support in Times of Disaster

### Building a system to prepare for disasters

The headquarters of Seven-Eleven Japan, Ito-Yokado, and York-Benimaru have established a system to provide victims of disasters with necessary goods, and regularly conduct emergency drills regarding supplies of goods jointly with some of the local governments with which they have concluded emergency support agreements. Seven-Eleven Japan convenience stores and Denny's restaurants operating 24 hours a day are registered with some of the governments as "Support Stations" for people who will have difficulty in going home in the event of disasters due to the loss of their means of transportation.

Seven Bank has prioritized its services to ensure its business continuity even in the event of a large disaster.

In addition, the Seven & i Group gives support to areas affected by disasters by installing boxes to collect donations from customers at its stores.

### Data on total funds raised\* (FY2010)

Support given to	Total funds raised
Victims of the large earthquake in Chile	40,200,241 yen
Victims of the earthquake in Qinghai, China	33,894,958 yen
Those affected by the foot-and-mouth epidemic in Miyazaki Prefecture	61,213,248 yen
Victims of the eruption of Mt. Shinmoe	23,866,873 yen
Victims of the earthquake in New Zealand	55,984,605 yen

\* Total amount of donations by customers, business partners, Seven-Eleven Japan franchise owners, and employees of Seven & i Group companies and of donations from the users of Seven Bank's net banking service (but the foot-and-mouth epidemic-related donations do not include those from Seven Bank) The money was donated to victims through the Japanese Red Cross Society and the related prefectures and foreign embassies in Japan.

### SEVEN&i Food Systems



In the event of disasters, the company's stores will immediately switch the BGM to NHK radio broadcasting and provide accurate information about spaces to have a rest, drinking water, rest rooms, water supply, road traffic, etc., for people who will have difficulty in going home due to the loss of their means of transportation.

A sticker of "Support Stations" for people who will have difficulty in going home in the event of disasters is placed around the entrance of the store

### Seven Bank

The bank has defined three prioritized operations for large disasters and formulated its business continuity plans (BCPs) for each of the departments. Based on the BCPs, we regularly conduct emergency drills. The priorities are: ATM service; fund settlement with other banks and ATM partners; and repayment of deposits and provision of exchange services.



Supporting Young Parents and the Elderly

Contributing to better lives of people from various aspects in areas where our stores are located

The Seven & i Group provides people with goods and services useful for their daily lives at its community-based stores. Our operating companies are continuing activities to support childcare, the sound growth of youths, and the comfort of the lives of the elderly to contribute to local communities by making use of their business features.

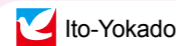
We are also proactively cooperating with customers to make social contributions, including raising funds and making donations through the provision of our products and services.



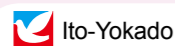
The well-equipped room is evaluated highly by customers

Number of stores equipped with a Baby Room Ito-Yokado  
**152** stores

Sogo & Seibu  
**27** stores (as of the end of February 2011)



In the Baby Rooms established at some of its stores, picture books, children's toilets, and security intercoms are provided for customer use.



The services provided by the Maternity and Childcare Consultation Centers were used by a total of 91,324 customers in FY2010. The centers also hold events to enable exchanges among parents.

Consulting services are provided by registered nurses and midwives



Supporting local childcare

Customers with infants cannot enjoy shopping if there are no places where they can change diapers, breastfeed their babies, and have a rest during their shopping day. In present society shifting to the nuclear family with a decreasing birthrate, the number of parents who have no one they can ask for advice on parenting without inhibition is increasing.

In response, Ito-Yokado and Sogo & Seibu have established Baby Rooms for customers with small children, where a scale and tape measure are provided in addition to diaper changing sheets and a dedicated water heater for milk formula preparation. The facilities are used by a great many customers.

Ito-Yokado has also established the Maternity and Childcare Consultation Centers at 124 of its stores (as of the end of February 2011), while Sogo & Seibu provides consultation services by midwives at the permanent centers called "Pre-Mama Stations" established within the Seibu Ikebukuro main store and Sogo Yokohama store.



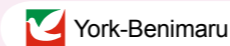
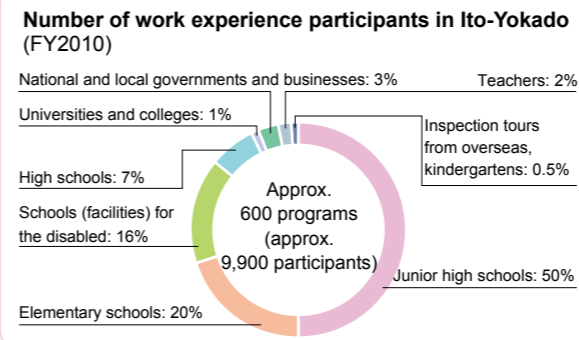
Consulting services provided by full-time midwives



At the Pre-Mama Station established within the Seibu Ikebukuro main store and Sogo Yokohama store, full-time midwives provide visitors with free consulting services about maternity health before and after childbirth, growth of their children, etc. on a daily basis. In addition, seminars on maternity and childcare are held at the facilities. The Baby Rooms are equipped with diaper changing beds, partitioned spaces for breastfeeding, children's toilets, and buzzers to call for help.

Supporting the growth of young people

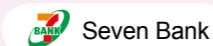
Seven & i Group stores help local communities provide local children and students with work experience at stores. In FY 2010, more than 16,000 people, including local government officials, were accepted. In addition, our operating companies are conducting unique activities to support the sound growth of young people.



Children experience the process from sowing seeds through to harvesting vegetables and fruits

As part of its food education activities, York-Benimaru has been holding an event named "Kids' Farm" since FY2009. The event was held nine times in FY2010, in which 26 groups (87 children, parents, etc.) participated. The total number of participants in the event has reached 523.

Story hour held with the participation of volunteer employees



Seven Bank is supporting the popularization of Solider Bonolon of the Forest—a picture book to be read to children. Aiming to enhance communication between parents and their children by encouraging them to read the book together at home, the bank distributes copies of the picture book and holds story hours.



©NSP2005, ©Bonolon to Issho 2007

Support for the elderly and people with disabilities

The Seven & i Group is implementing measures to support the lives of the elderly and people with disabilities.

For example, Seven Bank provides customers with impaired vision special services at its ATMs installed across Japan (See P27), while Sogo & Seibu has been continuously contributing to promoting seeing-eye dogs and raising awareness among the general public.

Ito-Yokado began to sell goods at elderly care facilities in March 2004. The company provides the residents of these facilities with the products that meet their needs at the shopping sections set up temporarily within the facilities, which are highly evaluated by those who hardly go shopping due to difficulty walking or other reasons. Seven-Eleven Japan participated in an experiment to support the elderly living in collective housing located in Tokyo with the aim of residence-type elderly support.\*

\* In the experiment jointly conducted with the Urban Renaissance Agency and NIPPON TELEGRAPH AND TELEPHONE EAST CORPORATION for six months from February 2011, touch panel-type tablet terminals were distributed to the elderly, through which services were provided to support their lives.



Seven Bank provides visually challenged people with voice guidance service at all its ATMs (more than 15,000 units installed across Japan). In FY2010, the bank implemented a fundraising campaign to increase the awareness of the service. Through the campaign, the bank donated 477,192 yen to Radio Charity Musichthon,\* including donations collected from customers (32,258 yen).



\* Radio Charity Musichthon: A charity campaign promoted by Nippon Broadcasting System to increase the number of acoustic traffic signals so that visually challenged people can walk on the street with more ease of mind.

Click fundraising intended to help increase the awareness of the voice guidance service



Since 2003, the company has been supporting seeing-eye dog training organizations through fundraising and awareness raising campaigns. In FY2010, the company donated the money collected from customers at its stores (26.58 million yen) and from employees and the labor-management fund (15 million yen).

Providing an opportunity to come in contact with a seeing-eye dog





## Donations through products and services

Seven & i Group operating companies proactively donate from sales of their products and services as part of their local contribution activities conducted both in Japan and overseas.

Major donations made from sales of products and services in FY 2010

### SEVEN&i Food Systems



**Donated 1,690,215 yen (equivalent to 8,451 school meals) for school meal fees of children in Africa**

Since 2008, Seven & i Food Systems has been participating in the program conducted by TABLE FOR TWO International (TFT), an NPO working to solve the world's food problems. In FY2010, through the "Table for Two for Africa! Warm Support for Hot Lunch!!" campaign implemented by the NPO, 10 yen from customers as well as the 10 yen that the company matched were donated from the sales of each meal listed on the "charity menu",

in order to provide children in Africa with school meal fees.

- Provision of the "charity menu": From June 8 to 30, 2010
- Collection of donations at stores: From June 1 to 30, 2010

Two South African curry dishes were listed on the "charity menu."



**Donated five million yen to support school construction in Tanzania and victims of the earthquake in Haiti**

Ito-Yokado established the Seven & i AVESCO Fund with some beverage companies in 2000, through which the company donates a part of sales from the specified vending machines to organizations engaged in international humanitarian support.

\* Number of the specified vending machines: 386 machines at 68 stores (as of the end of February 2011)

A poster that encourages people to make a donation by buying a drink

**Donated three million yen for school construction in Thailand**

The company donated part of the proceeds from the sale of school bags for elementary school construction in Thailand through Plan Japan, a public interested incorporated foundation.

Implementation period: July 29, 2010 to March 31, 2011



A school constructed in a village in the Philippines by the company's previous donation  
Photo: Plan Japan



**Donated 800,000 yen from sales of a Valentine's chocolate charity campaign to support high school volunteer group.**

The box has a vacant space in the center, in which another one could have been placed, to show that a purchaser has donated money equivalent to the price of a chocolate.

Sogo & Seibu implemented a Valentine's chocolate charity campaign in response to a proposal made by a volunteer group of high school students. In the campaign the company sold boxes of chocolates made by seven leading patissiers in Japan and donated part of the proceeds (400 yen, the price of a chocolate out of 2,625 yen per box) to Kids' Door, an NPO conducting volunteer works at orphanages.

Campaign period: From February 1 to 14, 2011

**Donated 115,900 items to children in Zambia**

In September 2009, the company established a "desk for accepting used children's shoes" at the Ikebukuro main store, and now a total of 22 of its stores have permanent desks. Shoes in good condition are donated to the Republic of Zambia through the Japanese Organization for International Cooperation in Family Planning (JOICFP),\* an NGO that promotes international cooperation.

\* An organization that cooperates with the United Nations and other international organizations in supporting the protection of maternal and child health and the lives of people in developing countries.

The service is used by a great deal of customers



## Implementing Crime-Prevention Measures for Local Communities

### Working to increase the safety and reliability of stores and local communities

Seven & i Group stores are contributing to preventing the occurrence of crimes and increasing the security of local communities. For example, Seven-Eleven Japan stores and Denny's restaurants that are open for 24 hours are participating in the Safety Station activities, while York-Benimaru stores place a sticker on their entrance doors to notify the public that the stores will serve as shelters for children in case of emergency.

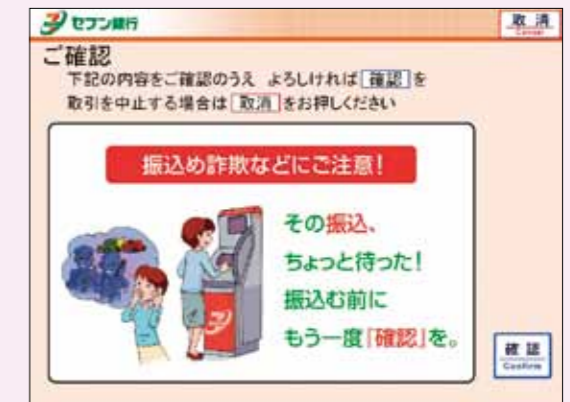
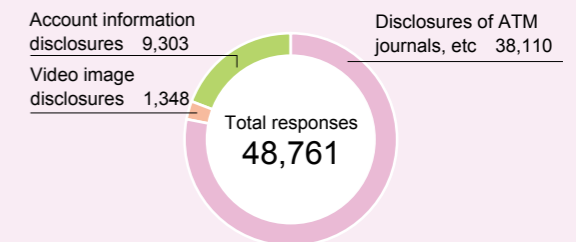
In addition to these measures, Seven & i Group stores are also committed to preventing underage drinking and smoking, in order to take social responsibility.

Sticker used to show that the York-Benimaru stores will serve as shelters for children



For the elimination of financial crimes, the bank prevents the unauthorized use of its accounts through an account monitoring system, notifies the related authorities of suspicious transactions, implements countermeasures against money laundering, and cooperates with criminal investigations upon request from the police. Moreover, the bank now implements various other measures to prevent unauthorized use or fraud, such as by verifying the identities of people who want to open new accounts at the bank more strictly than before.

**Breakdown of cooperative responses to police requests (Apr 2010-Mar 2011)**



Cautioning ATM users against bank transfer fraud on the screen

## TOPICS



Posters on Safety Station activities are posted at stores participating in the activities



### Participating in the Safety Station activities to contribute to local safety

The Safety Station activities were launched by the Japan Franchise Association in response to a request from the National Police Agency. Through these activities, Seven-Eleven Japan stores and Denny's restaurants, which are opened for 24 hours every day, are cooperating with the police to prevent robbery and shoplifting, respond to disasters, accidents, and medical emergencies, and to protect the safety of women, children, and the elderly.

They are also implementing measures to help improve the environment surrounding young people, including refraining from selling alcoholic drinks and tobacco to minors.

Seven-Eleven Japan upholds eight crime-prevention principles and dispatches information to encourage its franchise stores to increase their security awareness through product exhibitions held twice a year across Japan and via the newsletters published bimonthly.





Main Operating Companies' Targets, Results, and Self-Evaluation for the Challenges in FY 2010

○ : Target achieved △ : Target nearly achieved × : Target not achieved

Challenges	Operating companies	FY2010 Targets	FY2010 Results	Self-evaluation	FY2011 Targets
Supporting young parents and the elderly	Seven-Eleven Japan	<ul style="list-style-type: none"> <li>Continue to visit customers' homes to take orders</li> <li>Continue providing the healthy menus developed by Seven-Meal Service under the supervision of licensed dietitians</li> </ul>	<ul style="list-style-type: none"> <li>Visited customers' homes to take orders</li> <li>Delivered the healthy menus developed under the supervision of licensed dietitians in consideration of nutrition, calories, and salt content</li> <li>Sold vegetables and meat in small amounts</li> </ul>	○	<ul style="list-style-type: none"> <li>Based on the concept of "nearby convenient stores," assort more goods and enhance services for the elderly and others who have limited access to groceries in the areas called "food desert"</li> <li>Enhance goods delivery service by visiting customers' homes</li> </ul>
	Ito-Yokado	<ul style="list-style-type: none"> <li>Expansion of activities emphasizing social and cultural contribution activities especially for children in Japan and overseas</li> <li>Develop original products to be sold at the section of nursing care products for the elderly, focusing on the functionality, safety and design of the products</li> </ul>	<ul style="list-style-type: none"> <li>Donated 3 million yen from sales of school bags</li> <li>Participated, as Seven &amp; i Holdings, in the online vocational education programs "Circle Link Oshigoto Town" for elementary and junior high school students</li> <li>Percentage of original products: about 30%; number of original product items: 250</li> </ul>	○	<ul style="list-style-type: none"> <li>Develop products with the functions that meet the expectations of customers for sale at the section of nursing care goods for the elderly, and cooperate with business partners to educate salespeople so that they can appropriately explain the product functions to customers</li> </ul>
	York-Benimaru	<ul style="list-style-type: none"> <li>Continue the implementation of the Kids' Farm and renew the food education page on the Web site</li> <li>Continue holding the children's marathon</li> <li>Continue blood donation activities 'Heartful Saturday'</li> </ul>	<ul style="list-style-type: none"> <li>Number of participants in the Kids' Farms: 26 teams (parents and their children), 87 people</li> <li>Participants in the children's marathon: 886</li> <li>Participants in the blood donation activities: 437</li> </ul>	○	<ul style="list-style-type: none"> <li>Continue the blood donation activity 'Heartful Saturday'</li> </ul>
	Sogo & Seibu	<ul style="list-style-type: none"> <li>Establish a Pre-Mama Station at the Ikebukuro main store (4 maternity nurses belonging to the company are assigned at all times) and also at the Yokohama store. Promote childcare counseling services utilizing professional knowledge in other stores</li> <li>Promote development of Heartful Advisers, and specialty sales persons (baby goods advisors and shoe fitters)</li> <li>Establish a permanent trade-in service corner for children's shoes at 23 stores and expand the types of trade-in items to include soccer balls</li> </ul>	<ul style="list-style-type: none"> <li>Number of consultations performed at the Pre-Mama Station: 2,863 in total</li> <li>1,414 at the Ikebukuro main store (service started in March) and 1,449 at the Yokohama store (service started in September)</li> <li>Held regular events every month</li> <li>At the Ikebukuro main store: "Kosodate Support Salon"</li> <li>At the Yokohama store: "Maternity belly dance" and "baby massage" classes and an event to take the size of babies</li> <li>Developed 25 Heartful Advisers (844 in total), 15 baby goods advisers (70 in total), and 42 shoe fitters (209 in total)</li> <li>Number of traded-in items: 324,500 (including 145,300 pairs of shoes traded-in at the permanent service corners); number of donated items: 115,900; number of traded-in soccer balls: 2,069; number of items donated to three countries in Africa: 1,806</li> </ul>	○	<ul style="list-style-type: none"> <li>Increase the frequency of customers' visits to our department stores by making the consultation service always available</li> <li>Continue and promote the monthly classes</li> <li>Assort more goods for childcare, incorporating the opinions of customers who have used the counseling services</li> <li>Develop more specialty salespersons (50 Heartful Advisers, 12 baby goods advisers, and 40 shoe fitters)</li> <li>Continue to operate the permanent trade-in service corners for children's shoes</li> </ul>
	Seven & i Food Systems	<ul style="list-style-type: none"> <li>Continuation of people acceptance for work experience. Improve the lessons regarding food education</li> <li>Continue cooperation and expansion of aid for childcare by municipalities</li> </ul>	<ul style="list-style-type: none"> <li>Number of people accepted for work experience: 423 at 151 stores; number of days: 345 days in total</li> <li>Provided customers with children with discounts and free-of-charge services at 112 restaurants in 5 areas</li> </ul>	△	<ul style="list-style-type: none"> <li>Improve the teaching materials on healthy diets and desirable restaurants for people who will have work experience at the restaurants</li> <li>Continue and expand support to childcare</li> </ul>
Assisting in local community revitalization	Seven-Eleven Japan	<ul style="list-style-type: none"> <li>Continuous support of regional vitalization by local comprehensive agreements</li> </ul>	<ul style="list-style-type: none"> <li>Concluded comprehensive agreements with five local governments (Kumamoto, Hyogo, and Aichi Prefectures and with Osaka prefectural and city governments) (with 28 prefectures and 8 cities in total)</li> </ul>	○	<ul style="list-style-type: none"> <li>Continue giving support based on the comprehensive agreements and boost local economy by expanding the initiative for local production and consumption</li> </ul>
	York-Benimaru	<ul style="list-style-type: none"> <li>Continue holding the Opening Memorial Festival as an event to make exchanges with local communities</li> </ul>	<ul style="list-style-type: none"> <li>Held the Opening Memorial Festival</li> </ul>	○	<ul style="list-style-type: none"> <li>Continue holding the festival as an opportunity for the stores and local communities to make exchanges</li> </ul>
	Sogo & Seibu	<ul style="list-style-type: none"> <li>Hold events in cooperation with local communities</li> <li>Promote development and sales of products using locally produced food and materials</li> </ul>	<ul style="list-style-type: none"> <li>Held an event to introduce local products and foster the local consumption of the products also at the Funabashi and Kashiwa stores in addition to the Chiba store</li> <li>Held environmental events in cooperation with local communities (at the Hiroshima, Higashitsutsuka, Numazu, Okazaki, Omiya, Hachioji, Kawaguchi, and Fukui stores)</li> </ul>	○	<ul style="list-style-type: none"> <li>Plan and hold localized events at each store</li> </ul>
	Seven & i Food Systems	<ul style="list-style-type: none"> <li>Develop menus using local products for local consumption and expand sales</li> </ul>	<ul style="list-style-type: none"> <li>Made a registration for the initiative "Three-Star Restaurants for Food Education in the Shinshu" implemented by Nagano Prefecture to pass down local food culture to next generations, and served local menus made using locally produced vegetables</li> </ul>	△	<ul style="list-style-type: none"> <li>Continue developing and selling menus made using local products for the promotion of local production and consumption, and help locals pass down their food culture to next generations</li> </ul>
Providing support in times of disaster	Seven-Eleven Japan	<ul style="list-style-type: none"> <li>Enhance cooperation with municipalities through disaster support agreements, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Concluded disaster support agreements with Fukushima, Saitama, Ishikawa and Miyazaki Prefectures and Kitami City</li> </ul>	○	<ul style="list-style-type: none"> <li>Continue measures to donate relief goods and provide people having difficulties in going home in the event of disasters with drinking water, rest rooms, and road traffic information based on the disaster support agreements concluded with municipalities</li> </ul>
	Ito-Yokado	<ul style="list-style-type: none"> <li>Develop a system which can provide the necessary goods utilizing the retailers network when a disaster occurs, by promoting the conclusion of support agreements with municipalities and others in the area where the store is located</li> </ul>	<ul style="list-style-type: none"> <li>Concluded disaster support agreements with Kitami, Obihiro, Mishima Cities and Showa Town</li> </ul>	○	<ul style="list-style-type: none"> <li>Promote the conclusion of agreements with Hiroshima, Hyogo and Okayama Prefectures</li> <li>Clarify the responsibilities for the treatment of relief goods, from their acceptance to shipment</li> </ul>
	York-Benimaru	<ul style="list-style-type: none"> <li>Continue cooperation with municipalities</li> </ul>	<ul style="list-style-type: none"> <li>Concluded disaster support agreements with Kitaibaraki City</li> </ul>	○	<ul style="list-style-type: none"> <li>Continue to cooperate with municipalities by concluding comprehensive agreements, etc.</li> </ul>
	Sogo & Seibu	<ul style="list-style-type: none"> <li>Continue cooperation with municipalities</li> </ul>	<ul style="list-style-type: none"> <li>Concluded disaster support agreements for 11 stores</li> </ul>	○	<ul style="list-style-type: none"> <li>Examine expanding disaster support</li> </ul>
	Seven & i Food Systems	<ul style="list-style-type: none"> <li>Continue to implement measures to support people who have difficulty in returning home during disasters</li> </ul>	<ul style="list-style-type: none"> <li>Gave support to people who had difficulties in going home due to the disaster</li> </ul>	○	<ul style="list-style-type: none"> <li>Continue implementing measures to support people having difficulties in going home in the event of disasters and provide all employees education on disaster responses</li> </ul>
Implementing crime-prevention measures for local communities	Seven-Eleven Japan	<ul style="list-style-type: none"> <li>Continuous promotion of Safety Station activities</li> <li>Improve crime prevention awareness of franchise stores</li> </ul>	<ul style="list-style-type: none"> <li>Crime prevention council participation rate: 44.5%</li> <li>Crime prevention drill and seminar participation rate: 46.6%</li> <li>Number of stores commended by the Japan Franchise Association in recognition of measures taken for the protection of the elderly, women, and children and for rescue and reporting activities: 40</li> </ul>	○	<ul style="list-style-type: none"> <li>Increase the crime prevention council and crime prevention drill participation rates to 50%</li> </ul>
	York-Benimaru	—	—	—	<ul style="list-style-type: none"> <li>Promote the activity to provide children with "shelters"</li> </ul>
	Sogo & Seibu	<ul style="list-style-type: none"> <li>Promote communication with local communities and public administrations, and establishment of support systems</li> </ul>	<ul style="list-style-type: none"> <li>Participated in local crime prevention patrols (Ikebukuro main store and Shibuya, Yokohama and Fukui stores)</li> <li>Participated in local crime prevention drills (Hachioji and Shibuya stores)</li> </ul>	○	<ul style="list-style-type: none"> <li>Continue to cooperate with local communities to establish disaster and crime prevention systems</li> </ul>

Note: The FY2010 results and FY2011 targets of Seven Bank are reported in the Data Section of CSR Report, which is available from Seven & i Holdings' Web site.

## Encouraging Employees to Participate More in Local Contribution Activities

We are fostering social and cultural contribution activities as a means to fulfill our social responsibility, and have set the following seven priority areas and policies : (1) Support for children and young people who will create future society; (2) Support in creating safe and secure local communities in which everybody lives at ease; (3) Conservation of the local and global environment; (4) Preservation and development of culture and art, and promotion of sport; (5) Eradication of poverty throughout the world; (6) International cooperation and exchange; and (7) Disaster relief. In deciding to whom we will give support in the priority areas, we comply with the following three criteria for unbiased activities: (1) Serving social and public interests and anticipating broad public approval; (2) Relevant to our business activities; and (3) Relevant to international issues.

As corporate citizens, companies are increasingly expected to make contributions to society at large. Therefore it is mandatory to fulfill their social responsibilities more proactively in local communities, instead of just pursuing profits in their business. The Great East Japan Earthquake was a powerful reminder of the social responsibility of distributors and retailers. The disaster has definitely raised employee awareness about such responsibility, and I believe that many of them have become more eager to do something for society. In response, the Seven & i Group will provide employees working at its stores across the country with more opportunities to participate in local contribution activities. To this end, we will enhance cooperation with NPOs having close relationships with local areas and NGOs having expert skills. We will also encourage more employees to take volunteer leave, while fostering the implementation of volunteer leave systems in some operating companies which do not have a system, and discussing ways to promote employee interest in taking action.

**Keiko Fujimoto**  
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CSR Department  
Seven & i Holdings

