

CSR management by the whole Group will be strengthened further.

Junro Ito
 Director
 Executive Officer of CSR Department



Aiming to revive Japan

Our Group wishes to express its deepest condolences to those who suffered losses in the Great East Japan Earthquake, and looks forward to the earliest possible recovery.

The earthquake and tsunami that brought unprecedented devastation have also affected community values. We at Seven & i Holdings Group recognized strongly anew our business mission as well as the support of our business partners, regional communities, and governments. Records of the disaster are being kept in the Group in many forms, which are to be passed down and conveyed to future generations, so that the experience will never be wasted. Elements of the record have been included in this Report also. (See P.6-9)

Configuring the new CSR promotion organization

In April 2011, the CSR Department was established under the direct management of the President, in the belief that the further pursuit and deepening of group synergy in CSR activities are indispensable, given expansion of the business domains and operating companies of the Group, the diversification of values among employees, and other factors. The CSR Department has begun instituting measures to organize issues in the current CSR organization and promote CSR activities even more effectively, as shown below, referring to the international standards on social responsibility ISO26000 issued in November 2010 and Keidanren Corporate Behavior Charter (the revised edition of 2010).

- 1) Clarifying the CSR policies for the whole Group, establishing policies that have not yet been established, and reviewing existing policies to suit changes in the social environment, as a holding company
- 2) Reviewing the CSR management organizations of the holding and operating companies
- 3) Establishing a division (or a committee) in charge of promoting and supervising CSR at operating companies
- 4) Formulating business strategies to refine the issues to be addressed and find solutions, taking into consideration the features of businesses conducted by each of the operating companies and relations with social issues
- 5) Keeping in mind the PDCA cycle when implementing CSR measures, and establishing KPI (key performance indicator) such as Group-wide numeric targets
- 6) Sharing examples of leading-edge CSR measures among Group companies

Disclosure of CSR information

This year's Report has been edited in accordance with the measures taken, instead of by operating companies. In addition, a list of targets and results obtained by each company and comments by the person responsible for each measure are included. The editorial policies are intended to promote understanding on the direction pursued by the Group and its sense of unity. With some of the measures taken to deal with individual issues, there are differences in the progress among operating companies, and efforts will be made for improvement under the new CSR organization.

Also, measures taken by each company in response to customer opinions, as well as the opinions and initiatives of employees of overseas operating companies, are more fully detailed. At the same time, quantitative data relating to the environment and personnel matters are reported on the website. These measures are designed to make the printed CSR Report easier for more people to read.

To ensure the accuracy and objectivity of the information disclosed, we will study measures such as having an independent organization verify the information.

For remaining a company trusted by society

In the process of instituting CSR measures through our business activities, importance is likely to continue growing for the development of new business models that strongly consider social issues, as well as collaboration with NGOs. Under consistent thinking and values based on the Corporate Creed's Trust and Sincerity, all Group companies and employees seek to sincerely pursue a mission of contributing to society through their business activities while responding to the expectations of society through further communications and collaboration with stakeholders, and we will continue seeking to ensure the sustainable growth of society and business entities.

We would like to express our deepest gratitude for the guidance and encouragement that you have extended, and we would greatly appreciate your support going forward as well.

2005	<ul style="list-style-type: none"> • CSR Promotion Committee inaugurated
2006	<ul style="list-style-type: none"> • Started cleanup activities conducted on the same day by all of the Group's operating companies
2007	<ul style="list-style-type: none"> • Formulated "Basic Policy on Social and Cultural Contribution" and "Social and Cultural Contribution Action Guidelines" • Formulated "Business Partner Action Guidelines" • Established "Business Partner Help Line" in a third-party organization
2008	<ul style="list-style-type: none"> • Changed the name of CSR Promotion Committee to CSR Management Committee, and established subordinate organizations Compliance Committee and Environment Committee • Formulated "Environmental Declaration" and "Fundamental Policies Relating to Measures to Contribute to the Prevention of Global Warming" • Sold Eco Bags at stores, with part of the sales used for obtaining CO₂ emissions rights. The emissions rights were transferred to the Japanese government free of charge in the following year.
2009	<ul style="list-style-type: none"> • Formulated Challenges Facing the Seven & i Group, to be tackled jointly by the Group • Third-party reviews of CO₂ emissions data conducted for the holding company and each of the five operating companies by a third-party organization • Formulated "Group-wide Manual for Calculation of CO₂ Emissions" based on the results of third-party review • Established a Group-wide Help Line for employees of domestic Group companies in a third-party organization
2010	<ul style="list-style-type: none"> • Transferred Human Rights Awareness Office of Ito-Yokado to the holding company, for promoting human rights awareness activities of the whole Group • Started Tropical Forest Conservation Project in Indonesia with a purpose of preventing global warming and conserving biodiversity • Made trial calculations on carbon footprint for 15 Seven Premium products
2011	<ul style="list-style-type: none"> • Established CSR Department by integrating the CSR and social contribution departments

Information on each of the Group companies is also available on the following websites. (The URL provided is the top page of the CSR pages or the company)

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| <ul style="list-style-type: none"> • Seven & i Holdings
 http://www.7andi.com/en/csr/index.html | <ul style="list-style-type: none"> • 7-Eleven, Inc.
 http://corp.7-eleven.com/ |
| <ul style="list-style-type: none"> • Seven-Eleven Japan (in Japanese)
 http://c.sej.co.jp/corp/social/ | <ul style="list-style-type: none"> • Seven-Eleven Hawaii, INC.
 http://www.7elevenhawaii.com/home |
| <ul style="list-style-type: none"> • Ito-Yokado (in Japanese)
 http://www.itoyokado.co.jp/company/profile/csr/activity.html | <ul style="list-style-type: none"> • SEVEN-ELEVEN (BEIJING) (in Chinese)
 http://www.7-11bj.com.cn/ |
| <ul style="list-style-type: none"> • York-Benimaru (in Japanese)
 http://www.yorkbeni.co.jp/enviro/index.html | <ul style="list-style-type: none"> • Hua Tang Yokado Commercial (in Chinese)
 http://www.ht-store.com/dl/index.do |
| <ul style="list-style-type: none"> • Sogo & Seibu (in Japanese)
 http://www.sogo-seibu.co.jp/csr.html | <ul style="list-style-type: none"> • Chengdu Ito-Yokado (in Chinese)
 http://www.iy-cd.com/ |
| <ul style="list-style-type: none"> • Seven & i Food Systems (in Japanese)
 http://www.7andi-fs.co.jp/7fs/company/csr.html | <ul style="list-style-type: none"> • Beijing Wang fu jing Yokado Commercial (in Chinese)
 http://www.wfj-yokado.com/ |
| <ul style="list-style-type: none"> • Seven Bank (in Japanese)
 http://www.sevenbank.co.jp/corp/csr/ | |