

We aim to be a retail group that earns the public's trust by providing new value



Toshifumi Suzuki
Chairman and
Chief Executive Officer

鈴木敏文



Noritoshi Murata
President and
Chief Operating Officer

村田紀敏

Conveying a new brand message

In April 2012, Seven & i Holdings announced its new brand message, "It's a New Day."

This message, embodying the spirit of our corporate creed, underscores our commitment to provide sincere, thoughtful, and customized services with an eye to helping our customers find that little something to make them happy and live a more fulfilled life.

Leveraging our combined Group strength to help solve the issues facing society today

The diverse range of complex problems facing society today, such as the declining birth rate coupled with an aging population, energy and food problems, and waning rural economies, should no longer be left up to the public sector alone to solve. The private sector is expected to lend a hand.

At Seven & i Holdings, we are making efforts to solve these problems through our business activities, such as our private brand Seven Premium, Seven Farms with its practice of recycling-oriented agriculture, our product delivery service, and Net Supermarket.

Promoting diversity

As the working-age population is diminishing with the aging of society and securing a stable workforce becomes a major issue, the government positions the "expansion of women's social roles" as one of the pillars of its growth strategy.

Seven & i Holdings is working to strengthen personnel development with a focus on "people-centered business management" in order to achieve further growth.

Women make up about 70% of our customers and the majority of our employees. We've leveraged this unique characteristic of our business to cultivate a working environment where women can display more of their abilities, including the development of

stores and products from a female point of view. We are also working to raise the awareness of female employees themselves, with an aim to increase the percentage of female managers in our Group to 20% or more by the end of FY2014.

Working with business partners

With the globalization of economy, it is becoming a world-wide trend for non-profit and non-governmental organizations, as well as for institutional investors, to call for corporate social responsibility (CSR) management throughout the entire supply chain from material procurement to sales.

In order to ensure compliance with the ten rules of the United Nations Global Compact we signed in July 2012, we conduct CSR audits mainly for business partners of Seven Premium products through a third-party organization. We also fully implemented the Seven & i Holdings Business Partner Action Guidelines in FY2012 and will continue working with our business partners to take CSR to new heights.

Achieving growth through business that benefit society

Today, utilization of the Internet is vital to our operations. It enables us to quickly obtain all information we need to meet the needs of the public, especially our customers, in a rapidly changing environment.

We believe that by integrating the information on the Internet and our bricks and mortar stores we can gain our customers' trust, and that by so doing we can contribute to the solution of the challenges facing our society.

Through putting our corporate creed into action, and with business that benefit society as the source of our growth, we continue to strive for growth and a symbiosis between business and society.

CSR policies

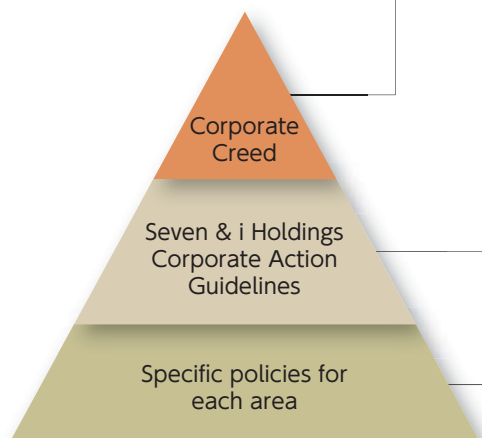
We conduct business activities based on the corporate creed of aiming to be a sincere company trusted by all stakeholders. In the form of Corporate Action Guidelines, we have stated the actions for realizing that creed.

Corporate Creed

We aim to be a sincere company that our customers trust.

We aim to be a sincere company that our business partners, shareholders and local communities trust.

We aim to be a sincere company that our employees trust.



The basic posture of Seven & i Holdings employees

 <http://www.7andi.com/csr/policy/guidelines.html>

1. Compliance
2. Relationship with Customers
3. Relationship with Business Partners
4. Relationship with Shareholders and Investors
5. Relationship with Local Communities
6. Human Resources and Workplace Environment
7. Environmental Management
8. Social and Cultural Contribution Activities
9. Reporting Misconduct and Violative Conduct

Policies for each measure

Environmental guidelines and environmental rules

 <http://www.7andi.com/csr/policy/environment.html> (In Japanese)

Seven & i Holdings Environmental Declaration
Fundamental Policies Relating to Measures to
Contribute to the Prevention of Global Warming

 http://www.7andi.com/en/csr/policy/environment_02.html

Basic Policy on Social and Cultural Contribution
Social and Cultural Contribution Action Guidelines

 <http://www.7andi.com/en/csr/policy/contribute.html>