



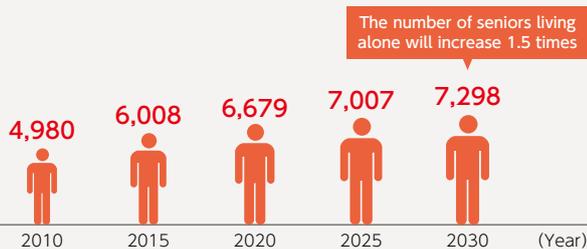
We will realize a society where all people can enjoy reliability and convenience in shopping as a form of social infrastructure.



As Japan's population ages, the number of seniors living alone is increasing every year, and by 2030 it is expected to have increased by 1.5 times from 2010. Meanwhile, with expectations of a sharp decline in neighborhood social infrastructure, such as government offices, bank branches, and retail stores, there are concerns over an increase in people suffering inconvenience in daily life. Furthermore, with the increasing flow of women into the workforce, the number of people with no time for shopping our housework is increasing.

Number of Seniors Living Alone

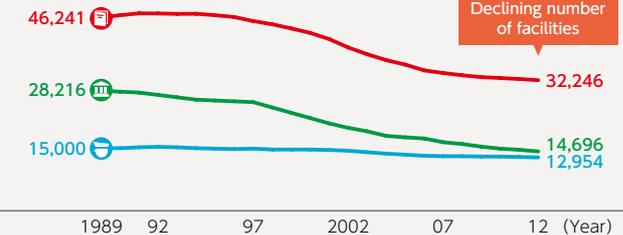
(Thousand persons)



Source: Statistics from the National Institute of Population and Social Security Research

Declining number of social infrastructure facilities

(Stores) ● Bookstores ● Financial institutions ● Police boxes and substations



Source: 2012 Economic Census for Business Activity, Ministry of Economy, Trade and Industry

In response to the aging population and the advancement of women in society, we will utilize the infrastructure we have developed, such as our store networks and logistics and information systems, to create new products and services.

Shopping Support

Offer product deliveries and mobile sales for consumers inconvenienced by shopping

Expanding Services as a form of Social Infrastructure

Provide public services to offset the decline in service outlets

Action on the Promises

Reducing Housework

Develop products for consumers that feel inconvenienced by or have difficulty preparing meals

Providing Services to a Wide Range of Customers

Offer support so that all customers, including seniors and people with disabilities, can shop with ease and peace of mind

Created Value

Value for Society

Environments that make living easy for seniors

New service facilities

Value for Seven & i Holdings

Seek out new customers



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Shopping Support

● Omni-Channel

Seven & i Holdings is working together as a group to realize an Omni-Channel where customers can order any of the Group's products and choose to pick them up from a local Group store or have them delivered to their homes, as well as return unwanted items.

In addition to sales at stores, customers can also order products using their PC or smartphone. For those who are not used to operating a PC, store staff will offer assistance. They will also check in on customers who cannot easily leave home to ask about their needs. In this way, we aim to realize shopping styles that allow customers to purchase what they want in the most convenient way for them.

For example, when customers order a product* online from an Omni-Channel-integrated website, they can pick up and pay for their purchase at a convenient time at their local 7-Eleven store.

We have been working on sales methods and product development in preparation for the full-scale launch of the Omni-Channel in autumn 2015. We are also steadily expanding our product lineups that meet customers' needs.



Shopping Support When Delivering Products

* Books, CDs, DVDs, and certain products offered by Sogo & Seibu's *e.depart*, Akachan Honpo's Internet shopping services and some Tower Records Online products

● Online Supermarkets

IY operates *Net Supermarket* at 144 stores (as of February 28, 2015) to provide scheduled deliveries of products ordered by customers using PCs or mobile phones.

Net Supermarket delivers from nearby stores in as little as 4 hours. The service deals in food and household goods, and pharmaceutical products were added in November 2013.

In December 2014, we started offering a service to help parents raising children. With this service, parents who present and register a maternity notebook issued within the last four years can receive deliveries at a fee of only ¥100 for four years from the maternity registration date.

Net Sales and Membership for IY's *Net Supermarket*



Sales floor staff collecting products from the shelves in store to fulfill an online order

● Supporting Shopping with Mobile Store Sales

SEJ launched the *Seven Anshin Delivery* mobile store service in Ibaraki Prefecture in May 2011. This service utilizes proprietary developed light trucks equipped with store facilities, which go to areas that are inconvenient for daily shopping and where many residents are seniors who have trouble securing means of transportation. Customers are able to purchase a range of foods and beverages, including frozen foods, using this service.

The *Seven Anshin Delivery* service is offered by 35 stores in 16 prefectures nationwide (as of August 31, 2015). Plans call for this service to be expanded further in the future to fulfill the needs of customers.



A truck used for the SEJ mobile store service (The *Seven Anshin Delivery* service)

IY also provides the *Ito-Yokado Anshin Delivery* mobile store service at five stores in Nagano Prefecture, Sapporo City, Tama City, Hanamaki City and Iwaki City. This service also uses proprietary developed trucks equipped with store facilities to visit communities that do not have easy access to stores for daily shopping or that have a large population of seniors who have trouble getting to stores.



Truck used for the *Ito-Yokado Anshin Delivery* mobile store service

● Service for Listening to Customers

At Sogo & Seibu, we provide a "listening to customers" service for delivering goods purchased from our stores, such as boxed lunches, clothing, food, and cosmetics, to any place specified by the customer.

Customers aged 65 and over, those with physical disabilities, pregnant customers, or those with preschool-aged children find the service very convenient.

● Visiting Sales at Assisted Living Facilities

IY has offered the *Fureai Shopping* service since March 2014. This service entails sales calls on assisted living facilities to help seniors in need of care or other assistance enjoy the fun of shopping again.

During these sales calls, a mini IY store is set up in the cafeteria or meeting hall of the facility at the request of the operator or care staff to enable residents to enjoy the fun of shopping by browsing the products and choosing the things they want. This mini IY store offers a selection of requested products that are offered in our regular stores (excluding fresh meat and produce, alcohol, and cigarettes). In the fiscal year ended February 28, 2015 around 70 IY stores offered the *Fureai Shopping* service.



The *Fureai Shopping* service



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Reducing Housework

● Developing Products and Services that Make Meal Preparation Easy

Seven & i Holdings, given Japan's aging society and the advancement of women in society, is developing individual meal, small volume, and simple products to respond to customer demand for saving time and reducing the hassle of housework.

SEJ's *Seven Premium* private brand is also developing products that are easy to prepare and reduce the hassle of housework to meet the needs of customers. These products include a menu of prepared foods that are ready to eat or simply need to be heated up and also frozen foods that can be conveniently prepared in the microwave.

● Seven Meal Delivery Service

SEJ provides the *Seven-Meal* delivery service at some 13,800 of its stores (as of August 31, 2015). The service provides nutritionally balanced meal sets, as well as popular foods at 7-Eleven stores. Meals are ordered by customers such as seniors and housewives who feel inconvenienced by daily meal preparation.

Moreover, SEJ has concluded agreements with the governments of certain prefectures and municipalities to have local stores check on the security of seniors and so forth when delivering their meals. In this way, we are promoting *Seven-Meal* as lifestyle infrastructure that goes beyond the scope of a simple service.

SEJ offers the *Seven RakuRaku Delivery* service, which provides home delivery for nearly every product sold in our stores. Orders can be placed in person or in advance by telephone. As of August 31, 2015, the service operated a fleet of some 800 "COMS" ultra-small electric vehicles, which it plans on expanding to around 1,000 during the fiscal year ending February 29, 2016. SEJ is also moving forward with the introduction of power assisted bicycles and as of August 31, 2015 it was already using 2,350. Plans call for this number to be increased to over 3,000 during the fiscal year ending February 29, 2016.



Meals delivered to customers' at home

Expanding Services as a Form of Social Infrastructure

● Promoting Alliances with Municipalities through Comprehensive Alliance Agreements and Other Means

Seven & i Holdings is promoting regional revitalization by concluding comprehensive alliance agreements with municipalities in a wide range of fields, including local production for local consumption, senior support, health promotion, and environmental protection. We have also concluded "supply-support agreements" to prepare for rapid regional support in the event of disasters, and we are also promoting "agreements for supporting people who cannot return home after a disaster" where we provide tap water, access to restrooms, and local information.

Number of Agreements with Municipalities for Each Company (As of February 28, 2015)

Seven-Eleven Japan	171
Ito-Yokado	101
Sogo & Seibu	4
York-Benimaru	28
York-Mart	4
Seven & i Food Systems	11

● Government Services (Issuance of Various Certificates)

SEJ is able to issue copies of residence certificates and seal registration certificates using in-store multi-functional copier machines. As of August 31, 2015 agreements for this service were in place with 100 municipalities. This service is currently being expanded, as family register certificates can now be issued for 44 municipalities and tax certificates for 46. (*A basic resident's registration card is required to use the services).

We are also introducing multi-function copier machines at all Group companies to enable wider use of the service.

● Insurance Enrollment and Premium Payment Service

In 1990, SEJ became the first in the industry to offer motorcycle insurance enrollment and insurance premium payment services where customers can enroll in insurance 24 hours a day simply by entering the necessary personal information on the multi-functional copier machine screen in store and paying their premium at the register. (The service is for motor scooters and motorcycles with an engine displacement of 250 cc or less, which do not require a warrant of fitness).

* SEJ began offering a bicycle insurance enrollment service in 2011.

Providing Services to a Wide Range of Customers

● Training Cognitive Impairment Supporters

Seven & i Holdings is committed to supporting the elderly as a way of contributing to society through our main business. One aspect of this is supporting the creation of neighborhoods where local residents who suffer from cognitive impairment and their families can live with security. To this end, we are encouraging our employees to attend cognitive impairment supporter training courses.

Each Group company holds training courses, and the number of supporters Groupwide had increased to about 10,200 as of August 31, 2015. We will strengthen our efforts to continue developing cognitive impairment supporters going forward.



A display to notify customers that cognitive impairment supporters are in store

● Marketing Products that Support Senior Lifestyles

IY runs the Anshin Support Shop, which carries a full lineup of apparel, daily essentials, and foods, including products that support the health and lifestyles of seniors and care products (108 stores as of June 30, 2015)

Around 600 items, or 40%, of the products sold at these shops are originally designed and developed with our business partners. IY also provides in-depth customer services in which its staff listen to the customer's needs and recommend the best products.



Anshin Support Shop

● Services for Foreign Travelers

Seven & i Holdings launched tax-free services at certain stores within every Group company in December 2014, after the range of consumption tax-exempt items for foreign visitors was expanded to cover all items.

Moreover, Seven Bank ATMs offer cash withdrawal services on overseas-issued cards, as well as overseas remittance, while stores also offer free in-store Wi-Fi services Seven Spot in response to strong demand from overseas travelers.

* Not available at some stores.



Tax-free services

● Voice Guidance-Operated ATM Machines

Seven Bank offers voice guidance services for people with visual disabilities at all of its ATM machines. Users can make a deposit, withdrawal, or make a balance inquiry by following voice guidance delivered through an intercom phone installed on the ATM to operate the buttons. Customers with the cash cards of around 540 partner financial institutions* can also use this service. This voice guidance system was developed after soliciting feedback from people with visual disabilities and testing various solutions.

* Banks, credit unions, credit cooperatives, labor banks, JA banks, JF Marine banks, and securities companies that are partners with Seven Bank. This service is not offered for insurance companies or credit card companies, even if they are a partner of Seven Bank.



Voice guidance service