

Social Contribution Activities

The Seven & i Group fulfills its responsibilities as a member of many local communities by fostering coordination and cooperation with each community. At the same time, the Group supports society overall by contributing to community development and the creation of prosperous living environments through its businesses, in conjunction with making appropriate donations in consideration of the benefits to society and the general public.

In social contribution activities, the CSR Department promotes activities in coordination with relevant departments in each Group company under the leadership of the Executive Officer in charge of Corporate Communication of Seven & i Holdings.

Social Contribution Activities Costs (Fiscal Year Ended February 28, 2018)

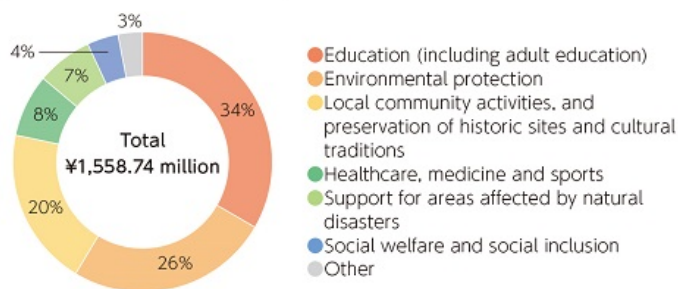
The social contribution activities provided by the Seven & i Group in the fiscal year ended February 28, 2018, including the provision of financial assistance or the donation of goods, and the personnel costs of employees involved in these activities, amounted to approximately ¥1.55 billion when converted into monetary terms. Of this total, cash donations were approximately ¥0.3 billion.

Social contribution activities costs in the fiscal year ended February 28, 2018

(Thousands of yen)

Category	Amount
Administration cost	1,153,905
Cash donations	306,079
Personnel costs of employees participating in activities during work hours	62,051
Cost of providing access to company facilities	29,122
Donation of goods	7,587

Social contribution activities cost in the fiscal year ended February 28, 2018



* Total for Seven & i Holdings, Seven-Eleven Japan, Ito-Yokado, Sogo & Seibu, York-Benimaru, Seven & i Food Systems, Seven Bank, York Mart, and Akachan Honpo. Calculated based on Fiscal 2011 Key Points Regarding the Implementation of Social Contribution Activity Surveys (Keidanren (Japan Business Federation)). However, political contributions are excluded.

Effect Measurement Method

Seven & i Holdings seeks to mitigate the environmental impact associated with its business activities and to contribute to making a better society through those activities. When selecting external partners for activities, we always ensure that they have a philosophy that is compatible with our own, and that they have sufficient specialist expertise.

We measure the effect of our social contribution activities based on five perspectives. Moreover, we plan to revise our measurement methods in the future to enable an even more accurate measurement of the inputs for an activity, the respective outputs for the Company and society after the activity, and the final impacts on the Company and society, respectively.



Effect Measurement Method	Detail
1. Verification of the Social Contribution Activity Cost Over One Year	The activity cost is verified by type and format of activity.
2. Verification with KPIs	The effect of the initiatives is measured numerically against established key performance indicators (KPIs). For example, we conduct "shopping support" services to assist seniors (Seven-Meal, Net Supermarket, mobile store service, etc.) The effect of these activities is verified by using the number of stores involved, the number of operational vehicles, the amount of sales, and other metrics as KPIs. In addition to these numbers, we also reflect feedback from service users in our planning for the following fiscal year. ➤ Further details about shopping support can be found here
3. Dialogue with Organizations We Support	We confirm the results of activities reported by NPOs and other organizations to which we give financial assistance. We verify the effects of activities based on reported information such as the number of beneficiaries and the positive impact on them, as well as direct feedback obtained through dialogue with the assisted organizations. We also refer to these reports and feedback when deciding on the next round of recipients and projects that we will assist.
4. Survey of Employees Who Participate in Activities	We conduct questionnaire surveys of employees who participated as volunteers in activities we have planned, asking them about their level of satisfaction with the activity and points for improvement. The results are used to measure the effect of the activity and in planning our next activities.
5. Survey of Employees Overall	Every second year we conduct an Employee Opinion Survey of a sample of employees from 29 Group companies. (Certain companies conduct sampling surveys.) Through the results of the survey, we confirm employees' awareness of their own companies. The results are used in our verification of the activities for two years, and for formulating plans for the next period. ■ Sample question: I believe my company: <ul style="list-style-type: none"> ● Builds good relationships with local communities. ● Conducts environmentally friendly business activities. ● Is actively engaged in social contribution activities. ➤ Further details about the Employee Awareness Survey can be found here

Encouraging Employee Participation in Social Contribution Activities

Seven & i Holdings believes that employee participation in social contribution activities is also crucial. Based on this belief, we plan and implement activities such as opportunities to experience nature and disaster reconstruction support programs. Moreover, to encourage employee participation in volunteer activities, Seven-Eleven Japan, Ito-Yokado, Seven & i Food Systems and Seven Bank have instituted a volunteer leave system under which employees can take five days off per year for volunteer work. At Ito-Yokado, part-time workers may also take volunteer leave.

Placing Collection Boxes in Stores to Help Solve Social Issues

In March 2016, Ito-Yokado commenced activities to encourage customers and employees to donate funds throughout the year by placing collection boxes next to almost all of its POS registers nationwide. This fund collection drive is the first of its kind to be held at a superstore chain throughout the year and is being undertaken to help solve various social issues on a revolving basis every three months.

In the fiscal year ended February 28, 2018, donations for this storefront fund collection drive collected from customers and employees totaled ¥24,864,752.

Fund Collection Results for the Fiscal Year Ended February 28, 2018

(Yen)

Implementation Period	Days	Fund Detail	Amount
March 1 to May 31	92	Fund to Support Children's Futures	4,010,321
June 1 to August 31	78	National Federation of All Japan Guide Dog Training Institutions	6,912,724
(During the above period, July 6 to 19)	14	2017 Kyushu Flooding Disaster Recovery Fund	3,650,759
September 1 to November 30	91	Syrian refugee children education	4,656,406
December 1 to February 28	76	Fund to Support Reconstruction after the Great East Japan Earthquake	3,570,697
(During the above period, February 9 to 22)	14	February 2018 Eastern Taiwan Earthquake Relief Fund	2,063,845



A primary school for girls constructed with donated funds

Support for Training Guide Dogs

Seven & i Group companies support the training of guide dogs for the visually-impaired and collect donations for this purpose at Ito-Yokado, Sogo & Seibu, and York Mart stores.

Sogo & Seibu has placed permanent dog-shaped fund collection boxes at all stores to encourage customers to support guide dog training activities. In addition to in-store donations collected from customers, Sogo & Seibu makes donations collected through the "Woof! Coin Club," which accepts monthly voluntary donations by employees, and the Sogo & Seibu Fund set up by the company and its labor union (cumulative donations from March 2003 to February 28, 2018 were ¥582.31 million). Besides fund collection activities, Sogo & Seibu also conducts awareness-raising activities for customers. All Sogo & Seibu stores conduct events twice a year in the spring and autumn to improve public understanding toward people with visual impairments and their guide dogs.



Social Contribution Activities through Donation of Products

Since August 2017, SEJ has been donating a portion of product inventories that arise during renovation of 7-Eleven stores and so on to Second Harvest Japan, a foodbank organization. Food products are donated to the needy through Second Harvest, and daily necessities are sold to volunteer staff members and supporters. The proceeds from the sales are used as operating funds for social contribution activities.

Seven Card Services paid the expenses for installation of the electronic money terminals used during sales of daily necessities and donated 3,000 nanaco cards with original designs to Second Harvest as a part of sales support.

SEJ signed an agreement with Yokohama City and the Yokohama City Council of Social Welfare in April 2018 and began donating product inventories that arise during 7-Eleven store renovations to the Council. The Council distributes the donated products to organization and facilities that support seniors, persons with disabilities, children, and the needy, promoting social welfare.



Presentation ceremony for nanaco cards donated to Second Harvest Japan



Collaboration and cooperation agreement signing ceremony with Yokohama City and the Yokohama City Council of Social Welfare