

# 7-Eleven Brand

Utilizing exceptional brand power built from the world's largest network of 83,579 retail stores to expand into the global market



\*1 As of February 28, 2023  
\*2 As of December 31, 2022, outside Japan

In 1927, in the small town of Oak Cliff, Texas, in the United States, a company called Southland Ice, which sold essential blocks of ice for refrigerators during a time when households did not have electric refrigerators, laid the foundation for what is now 7-Eleven. Today, 7-Eleven has expanded to become the world's largest retail chain with 83,579 stores, establishing a strong brand image as an indispensable part of local communities.

To further expand this brand value into the

global market, SEVEN-ELEVEN JAPAN CO., LTD., established 7-Eleven International LLC in 2021, working in partnership with 7-Eleven, Inc., which handles licensee business in North America. This new entity oversees support for existing markets and expansion into new countries, while adhering to the Group's philosophy that growth comes through improving quality. It is committed to promoting a global strategy by maximizing the strengths of both Japan and the United States (p. 36).

