

IR Day 2025 Autumn

Opening Remarks

October 31, 2025

Market Landscape and Our Business



Global shifts in consumer behavior





A clear shift toward value

Consumers' demand for better quality at lower price continues Value-conscious shopping is reshaping the retail sector globally





Rising expectations for great-tasting, high-quality food

The distinction between QSR and convenience is blurring Consumers are seeking more convenient, better quality food





Demand for more convenient shopping

Consumers expect to be able to buy anytime/anywhere with quick delivery

Our opportunity lies in delivering high quality food at a compelling value with greater convenience

7-Eleven of 2030



Our Competitive Edge



Merchandising

Compelling products with APSD food sales higher than national competitors



Operational Excellence

Field support, Retailer Initiative (Tanpin-Kanri) and franchisee network



Store Network

Unmatched network with 30 million daily customers in Japan and North America, strong QSR with multiple formats



7NOW

Unique digital platform to enhance customer convenience and drive further growth

Our Aspiration

- Be the customer's first choice for convenience
- Innovate to exceed customers expectations
- Lead with high quality food and redefine convenience
- Invest in stores to deliver a superior customer experience
- Attract and nurture global talent to drive global growth



Our Transformation: How We Get There



Key challenges		How to address the challenges		Our approach for growth (from Aug 6 deck)	
HD/HQ	Global planning and mgmt.Global decision makingGlobal talentHQ not fit for purposeGlobal leverage	HD/HQ	Establish a basis for effective management	1-A Set clear global management approach and cadence 1-B Upgrade our HD function	
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7IN	 Global talent Investment process	7IN	Solidify and roll out the equity model	 Accelerate global talent acquisition /development Set rigorous investment criteria and mgmt. rules 	



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7-Eleven, Inc.

October 31, 2025

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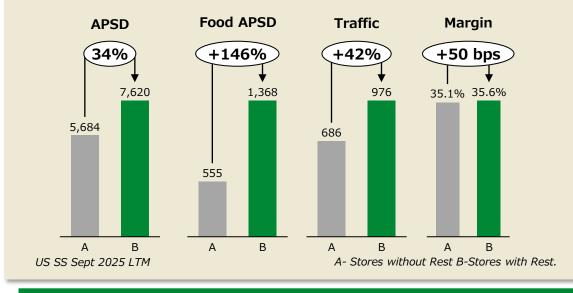
2-A Distinctive Fresh Food Offering



Investing in Restaurants

Robust Restaurant Platform with 3 Brands

Restaurants Drive Higher Sales & Traffic





Rebuild and offer distinctive food offering through investment in restaurants

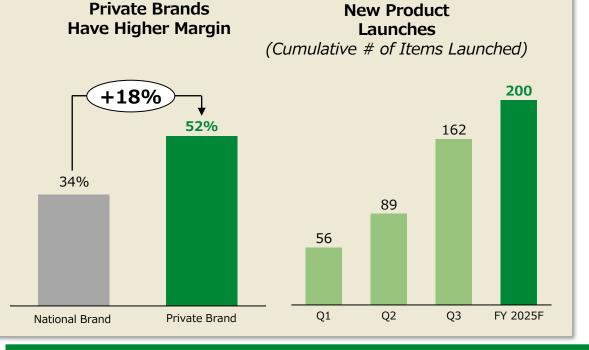


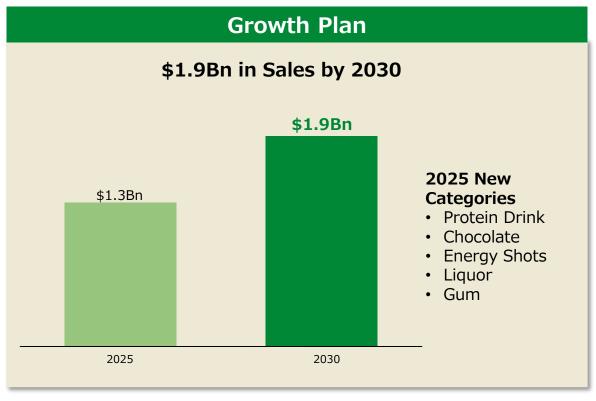
2-E Accelerated Proprietary Product & Prive Brand Expansion



Private Brands Are A Key Differentiator

- ✓ High Quality, Differentiated Products
- ✓ Deliver Value to Customers
- ✓ Better Margin & Penny Profit
- ✓ Help Enhance the 7-Eleven Brand











Expanding our private brand product offerings delivering high quality at great value

2-B Store Network Enhancement

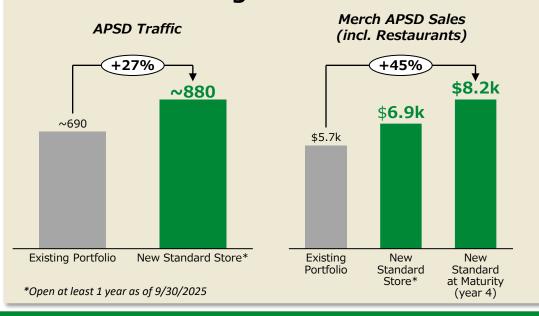


Growing New Standard Stores

Deliver Increased Sales and Traffic & Enhanced Customer Experience

- ✓ Food forward assortment
- ✓ Larger stores and fuel offerings
- ✓ Digital innovation / frictionless shopping

New Standard Stores Outperform Existing Store Network



Accelerating Store Expansion

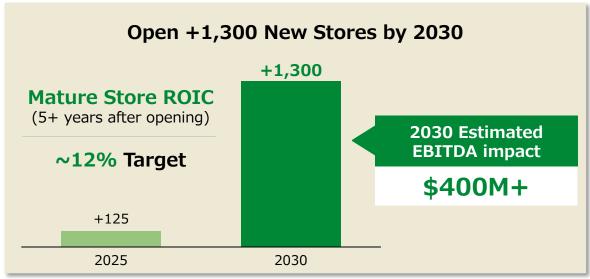








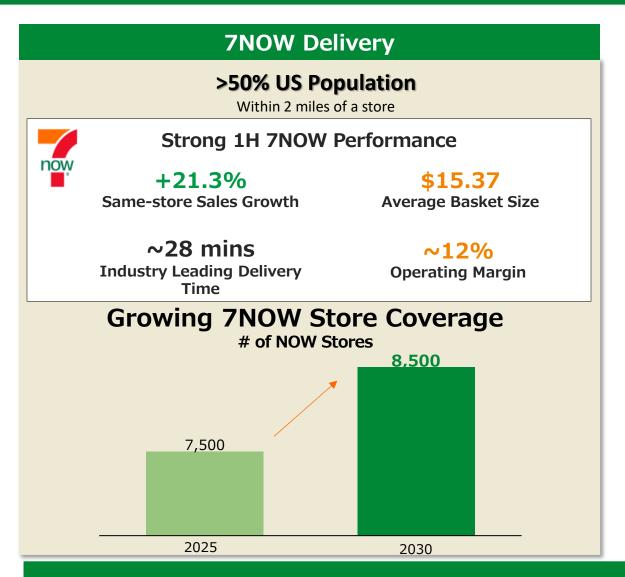


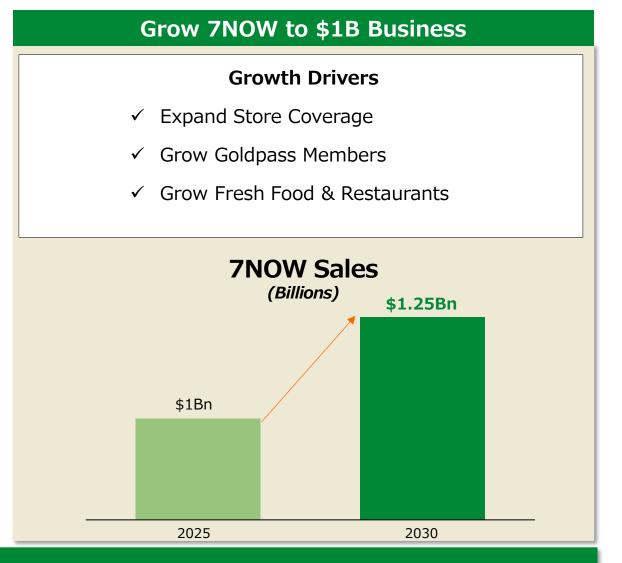


Accelerate expansion by becoming more relevant to customers' needs with improved store formats

2-C Unleash 7NOW's Full Potential







Plan to grow sales with 7NOW to \$1.25Bn by 2030

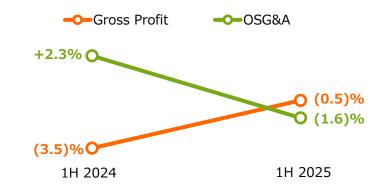
2-D OSG&A Control across Value Chain



Controlling Cost

- Maintaining cost discipline while navigating persistent inflation
- Driving Efficiencies across OSG&A expense base…
 - Store operating expenses
 - G&A
 - Occupancy expenses
- · ···While investing back in the business

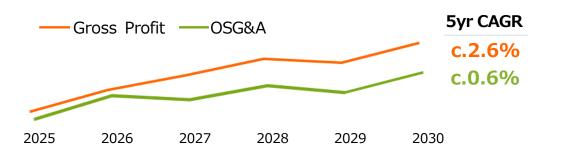
YoY change of 1H OSG&A and Gross Profit



Plan through 2030

- Sustain cost leadership by keeping OSG&A growth below topline and GP growth
- Accelerate topline growth through investments in new stores, restaurants, and food platform expansion.
- Improve Merch Margin through COGs Negotiations, waste reduction, value chain enhancements, and private brand growth

YoY change of OSG&A and Gross Profit



Growing top line and margin at faster clip than OSG&A

2-F Maximize Fuel Vertical Integration Opportunities



Vertical Integration – \$400M EBITDA Opportunity by 2030



Refinery

Estimated EBITDA Impact

Add New Organization Capabilities

Expand Trading to Optimize Supply

Optimize Fuel Logistics

Establish Blending Capabilities

Store

\$40M - \$90M

\$140M - \$300M

\$20M - \$50M

\$5M - \$20M

- Enable Fuel Growth through new capabilities, processes, and infrastructure
- Leverage size & scale to capture arbitrages & create commercial opportunities
- Optimize movement of fuels through the system to reduce costs
- Establish blending programs to achieve supply cost efficiencies

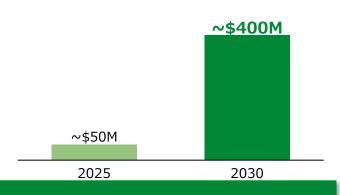
YTD Progress

- Hired SVP Supply and Trading in Sept 2025
 - Industry expert with experience as Chief Commercial Officer at Colonial Pipeline, Castleton Commodities, Delek & Racetrac
- Initiated scoping and development of the ETRM (Energy Trading & Risk Management) platform
- Evaluating current Supply portfolio & partnerships

2028 Infrastructure Plan

- Grow organization capabilities, including:
 - Increasing traders from 4 to 15
 - Mid & Back Office Support team (40+ people to include Risk, Credit, Admin)
 - Front office support (Analytics, Accounting, etc.)
- Fully implemented advanced function ETRM Platform
- Executing across all 4 identified verticals
- Align with industry practice and procedures

EBITDA Growth Plan



Maximize opportunities across the entire fuel value chain

Operational KPIs toward 2030



	SEI	SEJ
2-A Food Offering	Add 1,100 restaurants	Enhance capability in 5,000+ stores
2-B Store Network	Add 1,300 New stores	Net increase of approx. 1,000 stores
2-C 7NOW	Add 200 stores/year; \$1.25B delivery sales	Approx. ¥120bn in Sales
2-D OSG&A	Slower increase than GP growth	OSG&A% < 12%
2-E PB/Proprietary Product	PB sales Growth CAGR at 6.5%	n/a
2-F Fuel Opportunities	~\$400mn EBITDA uplift	n/a
Consumer perception	Merch APSD CAGR at 2.4%	APSD CAGR at 2.0%



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SEVEN-ELEVEN JAPAN

October 31, 2025

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2-G Enhance customer engagement (communication initiatives)



To improve "7-Eleven" brand

Changes in social environment

(Changes significantly impacting CVS)

- Aging population with declining birthrate
- Depopulation of rural areas
- Competitors (supermarkets, drugs, etc.) accelerating store openings
- Increasing awareness of life defense due to cost-push inflation

SEJ Image

- Declining favorability (Modified lunchbox bottom issue)
- Conservative promotions and products
- High merchandise prices

One of the reasons for the decline in customers

"We need to revisit the origin of 7-Eleven"

TV Commercial (Sep.-)

Owner "My dream is to make the people of the town happy through this convenience store"



(Revisit the value of 7-Eleven with franchisees and staff, and declare it to customers)

Strengthening customer relationships



Note: This logo means
"What's in store at 7-Fleven?"

Initiatives to improve brand awareness and favorability

TV commercial with new concept

Update product strategies

Targeting Initiatives (especially younger generation)

Enhancing communication across social media channels

Mass media and influencer joint events

New system: Collaborative marketing

Operation Division

(Promotion)
Marketing
Division

Merchandising Division

NDF*

Communications Division

- Strengthening information dissemination (social media, etc.)
- Transfer the public relations function

External Insights

Strengthen product value transmission by including marketers and creators

Strengthen relationships for interactive communication with customers, improve our image in the short term, and establish the ideal state of SEJ in the medium to long term

2-A Distinctive Fresh Food Offering (Merchandising Strategy Direction)



Update merchandise development concept

Pursuit of "Novelty" beyond fixed notions

"Eye-catching design" prioritized over uniformity

"Limited quantities" for highly differentiated merchandise

"Limited-time offering" for merchandise with rare ingredients

Continuously launching new merchandise



Expanding across categories

Continuously launching merchandse that delight customers with taste and surprising innovation!

2-A Distinctive Fresh Food Offering (Just-Made Merchandise)



Just-made merchandise by utilizing "Oven"

Mar. 2025

Oct.

2026

2028

SEVEN CAFÉ Installed stores
Bakery

c.**4,000**

*As of end of October

FE

Daily sales uplift *total store basis +0.2%

GPM uplift *total store basis + 0.1%



c.8,000 stores by FY2025-end **c.18,000** stores by FY2026-end



Just-made Japanese sweets



Just-made Bento Lunchboxes



Just-made Fresh Bakery

Just-made merchandise enabled by "New Capital investment"

Mar. 2025

5

Oct.

2026

2028

SEVEN CAFÉ Installed stores

c. **100**

*As of end of October

Tea

Daily sales uplift *installed store basis +0.9%

GPM uplift *installed store basis + 0.3%

c.2,100 stores in FY2025 **c.10,100** stores in FY2026

Note) Daily sales uplift, GPM uplift: Contribution on daily sales and gross profit margins in stores vs. previous fiscal year



Just-made Noodles



Just-made Soup & pasta



Soft ice cream

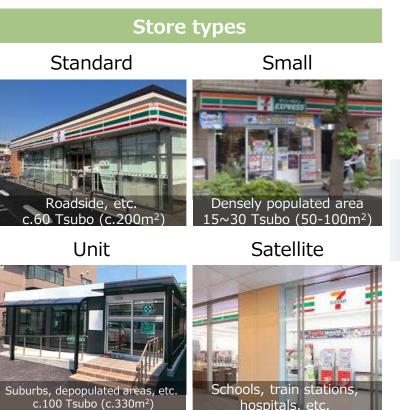
Meeting customer needs through continuous trial sale

2-B Store network expansion (Increase Stores)



We have led the industry as an innovator and continues to exceed major competitors' APSD by over 20% *
With a strong profit foundation backed by customers, steady store growth remain achievable going forward

Areas for store opening Roadside Downtown (Inside the building) Sub-urban areas, depopulated areas Inside the facilities (Schools, train stations, hospitals, etc.) Other facilities (Self-service laundry, parking lot, etc.)





^{*}The average of other companies in the industry is that of two major convenience store chains. FY2024 average APSD of all stores. Source: Announcements by each company

Accelerate store openings that balancing store network planning for customer convenience and profitability through expansion of various store formats tailored to each commercial area

2-B Store network expansion (Multiple stores)



Conventional single-store business model



Providing an option for multi-store business



Consider new contract (Expansion of benefits for franchise owners)

Increase profitability of owners

Contract model that makes it easy to manage multiple stores

es Des Des

Estimated Timeline ——
 Plans and Considerations for Commencing Operations in FY2027

Update the franchise model to ensure medium- to long-term growth by establishing systems to improve franchisees' profits and promote new franchisees

2-C Maximizing Customer Value of 7NOW



Analysis on Current Status



Consumer Sentiment

- •Customer price sensitivity rose due to inflation
- •Not accustomed to order ready-to-eat CVS products online



7NOW's Issues to be solved

Usability

Orders accepted only via 7NOW app *Not linked with other apps

Customer Value

Unable to purchase desired quantity **Affected by store inventory levels

For the future expansion

Delivery from store

(Improve usability)
Rollout seamless ordering



Integration with 7-Eleven apps and external apps

- Expand contact points with customers
- Enable seamless shopping experiences

Pickup in store

(Customer Value Enhancement)
Rollout mobile ordering on 7NOW app



Start of in-store pickup orders

- Expand assortment
- Prepare desired products in desired quantities in advance
- Strengthen handling of freshly made and exclusive products

During FY2026

Rollout seamless ordering (no DL & login required)

Feb. 2026

2 Rollout mobile ordering

FY2027

FY2025-Strengthen promotion via social media

Feb. 2026 medicine Launch bundle sales offering

c. 120 billion yen



FY2024 FY2025 FY2028 FY2030

Launch nonprescription

Achieve 120 billion yen in 7NOW sales by FY2030 (with a 2-3% uplift effect)

2-D Cost Control to Enable Growth Investment



Scheme of the transformation program

Jul. 2025 Oct. Nov. Feb. 2026 Mar.

Diagnosis/ **Initial assessment period**

- Diagnosis on potential
- Identifying innovation areas

Initiatives definition/ Planning period

- Setting the scope of efforts in each area
- Calculation of creation effect

Execution period

• Full-scale rollout of the transformation program

Expected effects of the transformation program to be explained in Spring 2026

SG&A control improvement areas (excerpt)

HQ cost



Land and building rent, maintenance and repair costs, etc.

Store operations

Utilities cost, etc.

Marketing Marketing



Payment fees, etc.

Reinvesting reduced SG&A expenses into franchise store growth

Franchise store 7 growth

Promotion enhancement, renovation, etc.

Franchise store support

Introduction of labor-saving equipment, HR support, etc.

- Immediately execute areas where we can win quickly
- Expand the profit pool across the value chain

Embarking on transforming the value chain to keep merchandise delicious, valuable, and affordable, whatever the circumstances

Operational KPIs toward 2030



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7-Eleven International LLC

October 31, 2025

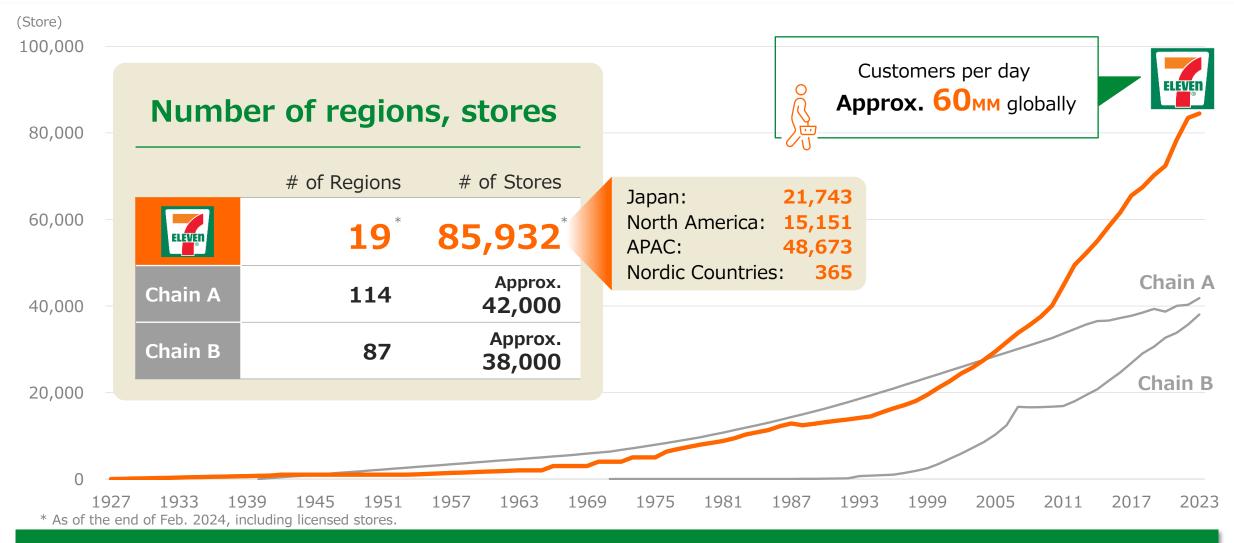
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Our Global Business: Where We Stand Today





7-Eleven celebrates its 100th anniversary in 2027 and has grown into the world's largest global retail store chain

Global Business Growth Strategy: Transforming the Model



Going Forward

Master Franchise Agreement	Market Entry Model	Direct Investment (M&A/JV Establishment)
 Local company is granted the right to use 7-Eleven license / trademark 	Scheme	 Local 7-Eleven company is directly owned and managed hands-on by 7&i/7IN
 No direct involvement by 7IN Facilitate growth through advice and support 	Management Participation	 Direct involvement in management through Board representation Promoting growth through secondment to key positions
Brand royalty income Only	Our Revenue Stream	Consolidated revenueDividend income
• Low risk, low return	Risk/Return Balance	Take and mitigate risks to achieve higher and faster returns

Transition to the "equity model" to achieve higher and faster returns

Global Business Growth Strategy: Expanding the Market

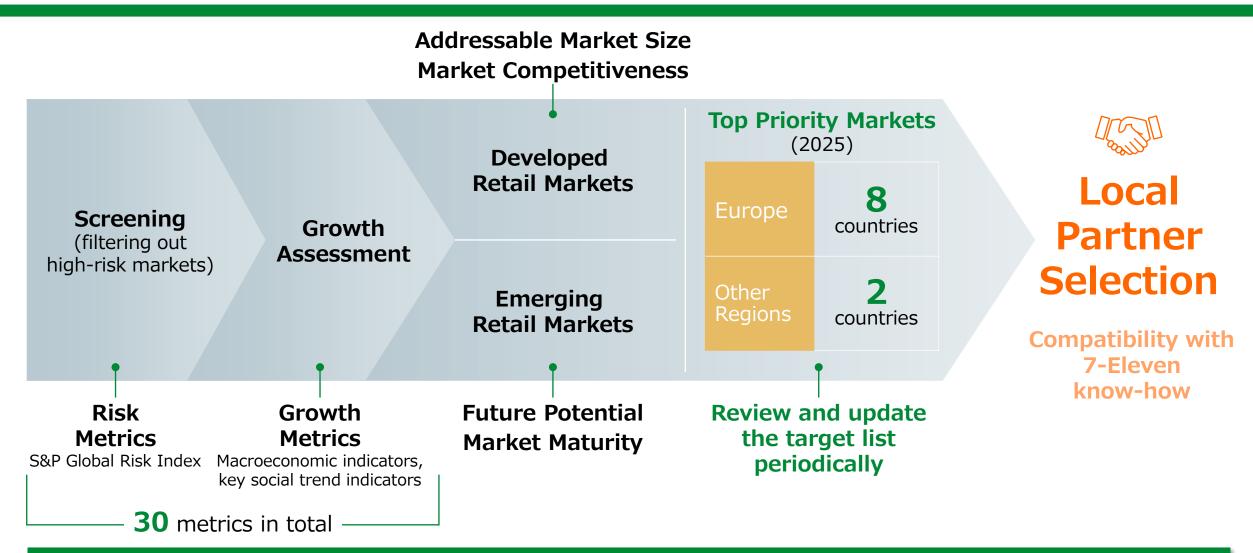




Pursue investment opportunities that deliver attractive economic returns in Europe, thereby establishing the fourth regional pillar after Japan, North America, and Asia Pacific

Global Business Growth Strategy: Selecting Priority Markets/Partners





Identify top-priority markets through a multi-step screening process, and select optimal partners for 7-Eleven's market entry

Global Business Growth Strategy: Our core competence



7-Eleven's know-how accumulated over 98 years since its founding Core competencies



New Management Structure With New Management Team

7-Eleven's Winning Formula

Strong brand equity underpinned by the world's largest store network and efficient scale leverage

Global Business Growth Strategy: Strengthening the Winning Formula



Decision-making and execution of investments



Implement robust investment criteria and processes throughout the Group

Further Enhancing Corporate Value



Identify opportunities and implement actions for improvement through effective monitoring

Growth Enablers

Enhancing Investment Infrastructure and Rules

Enhancing Global Talent Management

Enhancing Collaboration with External Partners

Effective governance of investee company



Effective governance to be put in place as a foundation for equity investment

Embedding 7-Eleven know-hov



Make use of the know-how cultivated in successful markets and customize such to suit each market characteristics

As a top priority, we will strengthen three growth enablers for the global business

7-Eleven Australia (SEA) Case study (1)



Decision-making and execution of investments



 Evaluated the growth potential built on 47+ years of brand equity and the expanding food market potential in Australia

Further Enhancing Corporate Value



- SEA managed to sustain last year's performance by capitalizing on growth in food sales, despite the industry-wide pressure from declining tobacco sales
- Accelerating store openings to 1,000 from 700



Effective governance of investee companies



- New Board of Directors consisting of experienced 7-Eleven professionals from Japan and US
- Thorough corporate governance as part of the 7&i

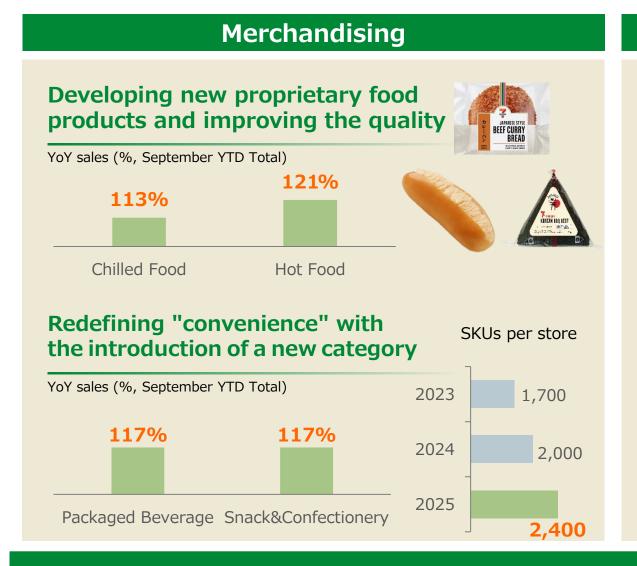
Embedding 7-Eleven know-how



- Appointed talents with 7-Eleven know-how to key positions
- Building capabilities through global talent exchange between SEA and SEJ
- Implemented 7GT (Global Technologies)

7-Eleven Australia (SEA) Case study (2)





Operational Excellence (Tanpin-Kanri)



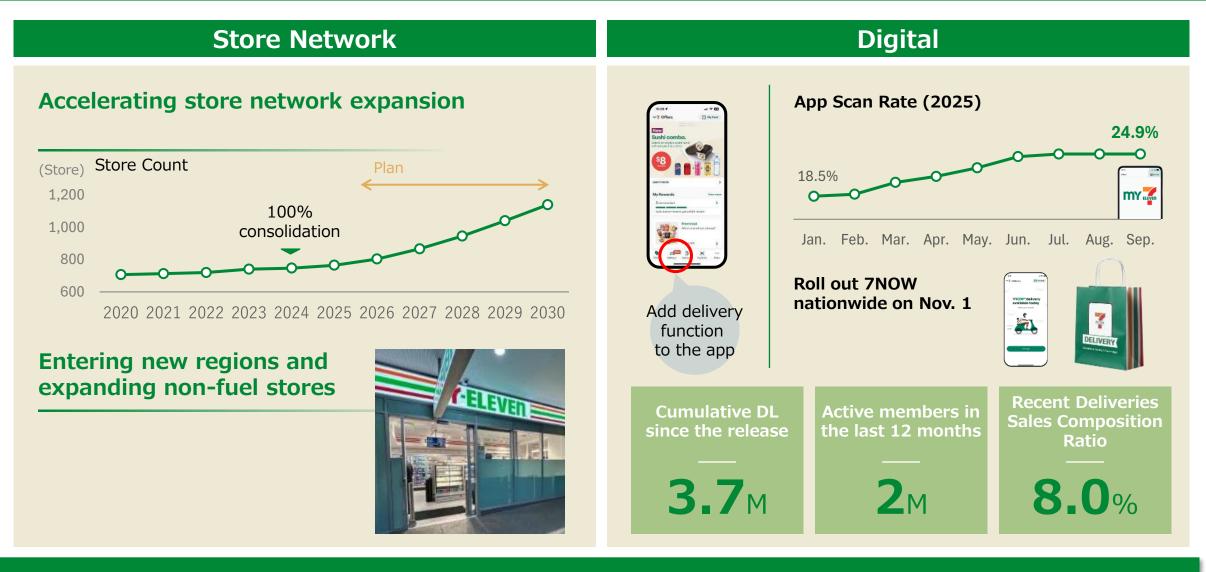
Educating store employees on Retailer Initiative



Embedding unique 7-Eleven know-how to become "My Convenient Neighborhood Store"

7-Eleven Australia (SEA) Case study (3)





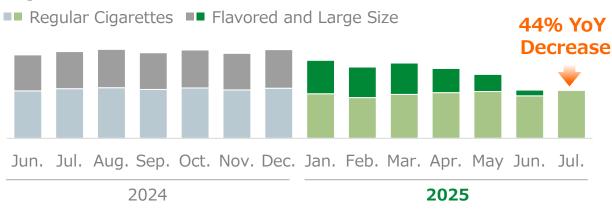
Achieving sustainable growth in corporate value by our 7-Eleven's Winning Formula

7-Eleven Australia (SEA) Case study (4)



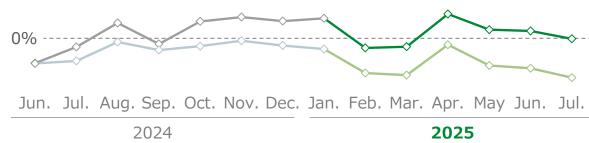


Cigarette Sales in SEA



Merchandise YoY Sales trends (1)

SEA Competitors avg.



Source: (1)Circana

Initiatives for Growth



EBITDA



Despite the challenges facing the industry, expected synergies from growth initiatives are progressing as planned

Key Actions to Strengthen the Winning Formula



Elements Needed To Strengthen the Winning Formula

Actions to Build Enablers

Enhancing
Investment
Infrastructure
and Rules

Decision-making process and execution of investments

- Establish a Group wide disciplined investment decisionmaking criteria, processes, and monitoring rule
- Position investment decision-making as the Group's high priority growth pillar

Enhancing Global Talent Management Thorough governance of investees

 Acquire, develop, and promote talent who will lead investee companies

7-Eleven know-how injection

- Acquire, develop, and promote of talent who will lead the actual operation of investee companies
- Recruit and promote external professionals with relevant fields of expertise for required functions

Enhancing
Collaboration
with External
Partners

Global and local partnership development

- Develop supply chain and food product manufacturing capabilities
- Obtain global and local retail sector expertise



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Closing Remarks

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Roadmap Toward 2030



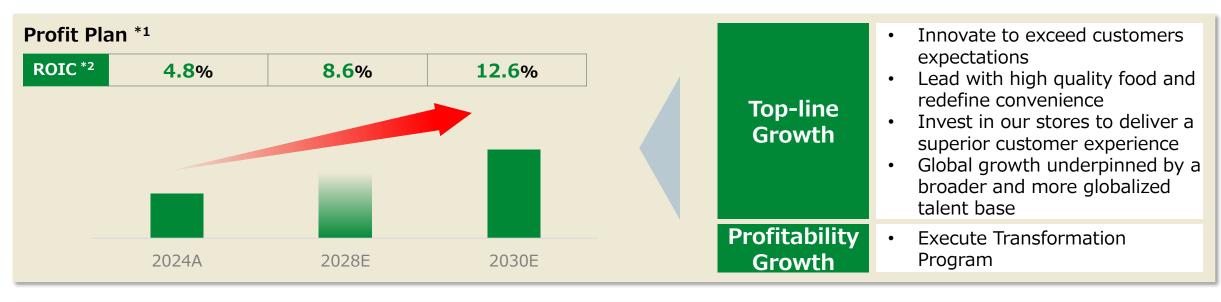
	FY24A *1	FY28E	FY30E	Growth (FY24-30)
Revenue from operations	10.0 Tn	c. 10.3 Tn	c. 11.3 Tn	CAGR c.2.0%
Gross profit from operations	2.7 Tn		c. 3.4 Tn	CAGR c.3.9%
SEI SEJ	1,757Bn 843Bn	c. 3.0 Tn	c.2.1Tn c.1.1Tn	CAGR c.4.0%
OSG&A	c. 2.3 Tn	c. 2.4 Tn	c. 2.6 Tn	Same level of OSG&A
EBITDA	c. 0.9 Tn	4 4	c. 1.3 Tn	CAGR c.7.0%
SEI SEJ 7IN	573 323 Bn Bn 26Bn	c. 1.1 Tn	0.9Tn+ 0.4Tn+ 50Bn+	CAGR c.7.5% c.4.0% c.14.0%
EPS	c. 86 yen	c. 148 yen	c. 210 yen	CAGR c.17.0%
ROIC *2	4.8%		c. 12.6 %	+c. 7.8 %
SEI SEJ 7IN	6.0% 21.4% 6.7%	c. 8.6 %	c.10.5% c.22.0% c.11.5%	+c.4.5% +c.0.7% +c.5.0% pt pt
Debt / EBITDA	2.5 ×	~ 1.1 x	~ 0.6 x	-с. 1.9 х

^{*1} Pro-Forma with York HD and Seven Bank being equity method affiliates through full year

^{*2} Based on current J-GAAP. [ROIC= {Net income + Interest expense x (1 - Effective tax rate)} / {Owner's equity + Net Interest-bearing debt (both the averages of the figures at the beginning and the end of each fiscal year)}]

ROIC Expansion Plan







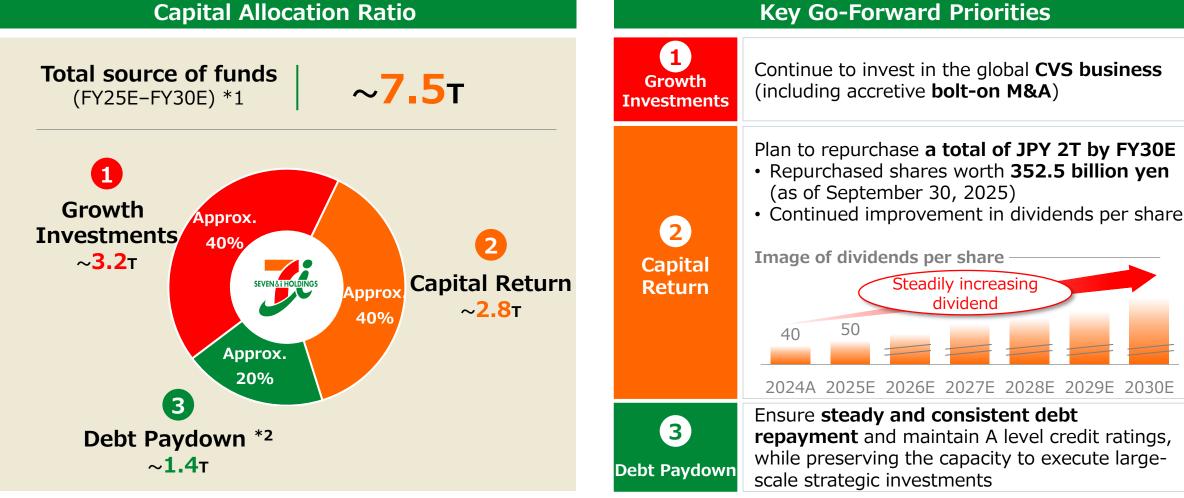
No large-scale strategic investments included in the plan above

^{*1} Net income + Interest expense x (1 - Effective tax rate)} Copyright(C) Seven & i Holdings Co., Ltd. All Rights Reserved.

^{*2} Based on current J-GAAP

Enhanced Go-Forward Capital Allocation Framework





^{*1} Includes operating cash flow, proceeds from the deconsolidation of the superstore business segment and IPO of SEI

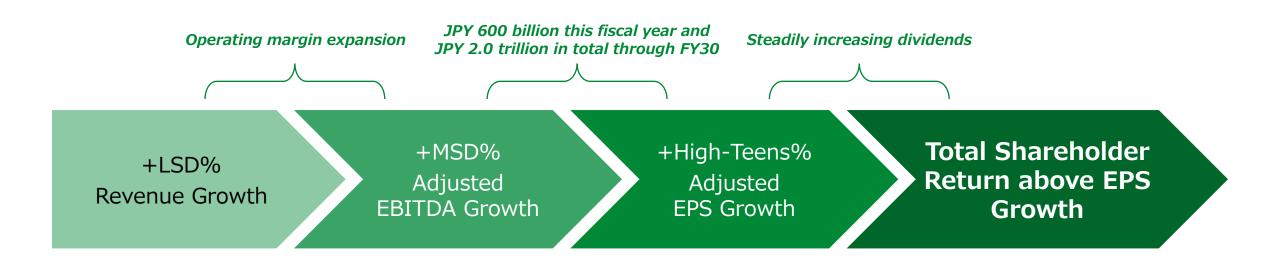
Continue to execute disciplined capital allocation to maximize value for our shareholders

^{*2} Includes dividends to SEI's minority shareholders

We Will Improve Long-Term Growth Algorithm



Long-term Growth Algorithm Driving Significant Value Creation *1



^{1.} Inclusive of the sale of Superstore Business Group, deconsolidation of Seven Bank and IPO of SEI

Key Takeaways





Consolidated: Accelerate global growth by leveraging food offerings that deliver exceptional taste, quality, and value as a core competitive strength



Consolidated: Improve profit margins by completing Transformation Program and evolving into an organization with sustainable competitive advantage



SEJ: Achieve renewed leadership in innovation by reinforcing a customer-first mindset and leveraging digital platform



SEI: Transform revenue opportunities in private brand products, 7NOW, and fuel operations into key growth drivers



7IN: Expand the equity model globally to achieve faster and higher returns



Consolidated: Drive shareholder value creation with a more aggressive and disciplined approach to capital allocation



The information disclosed by the Company may contain forward-looking statements. These statements are based on management's judgment in accordance with materials available to the Company at the time of disclosure, with future projections based on certain assumptions. The forward-looking statements therefore incorporate various risks, estimates, and uncertainties, and as such, actual results and performance may differ from the future outlook included in disclosed information due to various factors, such as changes in business operations and the financial situation going forward.