















8-8 Nibancho, Chiyoda-ku, Tokyo 102-8452, Japan Tel. +81-3-6238-3000 ©2020 Seven & i Holdings Co., Ltd.







### Message from the President

Products and services of the Seven & i Group, which operates approximately 22,500 stores in Japan, are used by more than 25 million customers every day. The Group also brings together a range of business lines such as convenience stores, superstores, department stores, specialty stores, and financial services. We are continually striving to create new value by leveraging the strengths of our companies in each of these areas, drawing on Group synergies, and teaming up with outside partners. In particular, we are moving forward with new initiatives relating to major topics of concern in modern society, including health, safety and security, and the reduction of our environmental footprint, all centering around the area of "food," which is the shared foundation of the Group. Furthermore, by integrating the various business infrastructures the Group has built up, such as our store networks, information and logistics platforms, with digital transformation (DX), we aim to provide even more convenient and pleasing products and services that bring our customers fulfilling life experiences.

In addition to shifts in demographics in recent years such as the declining birthrate and aging population, the global pandemic of COVID-19 has transformed people's everyday lives, and brought about major changes in consumer needs. To address these changes and meet the emerging needs of customers, we will work together throughout the Group to carry out further transformation and lead the way in innovation across the field of the retail service sector.

We are also taking aggressive action to tackle environmental, social, and corporate activity issues raised by the United Nation's Sustainable Development Goals (SDGs). Under our environmental declaration "GREEN CHALLENGE 2050" formulated in 2019, we have started several highly effective initiatives to enable us to share the environment of this earth with future generations.

Based on the values of "trust and sincerity," which has been the Group's Creed since its founding, the Seven & i Group will continue to strive to be an indispensable part of our customers' everyday lives, help realize a sustainable society, and grow along with the communities we serve.

> Ryuichi Isaka President & Representative Director

# The Seven & i Group by the Numbers

The Seven & i Group's products and services are used by numerous customers every day. We are seeking to create new social and corporate value while leveraging the strengths of the Group.



### (Fiscal year ended February 29, 2020)

### Over 71,000 Stores in 18 Countries and Regions Worldwide. Seven & i Group has Grown into a Global Brand.

We now operate convenience stores, superstores, department stores, specialty stores and more in 18 countries and regions including Japan. We use our global network of stores to deliver new value and high-guality services to our customers.



### Stores of Major Operating Companies by Country

	Asia			Japan
China	Seven-Eleven	3,156	Seven-Elev	en
	Chengdu Ito-Yokado	9	Ito-Yokado	
	Hua Tang Yokado	1	York-Benim	naru
	Sogo	2	York Mart*	
Taiwan	Seven-Eleven	5.647	Sogo & Sei	bu
	Sogo	8	Akachan H	onpo
	Akachan Honpo	1	Denny's	
South Korea	Seven-Eleven	10,016	LOFT	
Malaysia	Seven-Eleven	2.411	* Company na	me changed to York, C
	Sogo	3		<b>3</b>
Indonesia	Sogo, SEIBU	20		
Philippines	Seven-Eleven	2,864		North Ameri
Singapore	Seven-Eleven	411	Canada	Seven-Eleven
			U.S.	Seven-Eleven
Thailand	Seven-Eleven LOFT	11,712 4	Hawaii	Seven-Eleven
Vietnam	Seven-Eleven	44	Mexico	Seven-Eleven

03 Corporate Profile 2020-2021

20,955
157
232
78
15
117
372
124

Co.,	Ltd.	on June	1,2020

rica	
	636
	9,298
	<mark>66</mark>
	1,829

Europe				
Denmark	Seven-Eleven	172		
Norway	Seven-Eleven	154		
Sweden	Seven-Eleven	83		
	Australia			
Australia	Seven-Eleven	708		
	UAE			
UAE	Seven-Eleven	12		

Number of stores as of the end of February 2020 (the end of December 2019 for overseas)

# Seven & i Group: Evolving Along With Our Communities to Remain a Part of our Customers' Daily Lives

### Major Operating Companies

### **Domestic Convenience** Store Operations

Major Operating Companies

SEVEN-ELEVEN JAPAN CO., LTD. SEVEN-ELEVEN OKINAWA CO., LTD. Seven-Meal Services Co., Ltd. Seven Net Shopping Co., Ltd. 7dream.com SEVEN-ELEVEN HAWAII, INC. SEVEN-ELEVEN (CHINA) INVEST-MENT CO., LTD. SEVEN-ELEVEN (BEIJING) CO., LTD. SEVEN-ELEVEN (CHENGDU) CO., LTD. SEVEN-ELEVEN (TIANJIN) CO., LTD.



**Overseas Convenience Store Operations** 

7-Eleven, Inc.

ELEVEN

#### Superstore Operations

Ito-Yokado Co., Ltd. York-Benimaru Co., Ltd. York Co., Ltd. SHELL GARDEN CO., LTD. K.K. Sanei Marudai Co., Ltd. Life Foods Co., Ltd. IY Foods K.K. York-Keibi Corporation

Seven Farm Co., Ltd Ito-Yokado (China) Investment Co., Ltd. Chengdu Ito-Yokado Co., Ltd. Hua Tang Yokado Commercial Co., Ltd. DAIICHI CO., LTD. Tenmaya Store Co., Ltd.

#### **Department Stores**

Sogo & Seibu Co., Ltd. IKEBUKURO SHOPPING PARK CO., LTD. GOTTSUOBIN CO., LTD.











### **Financial Services**

Seven Bank, Ltd. Seven Financial Service Co., Ltd. Seven Card Service Co., Ltd. Seven CS Card Service Co., Ltd. Bank Business Factory Co., Ltd. Seven Payment Service, Ltd. FCTI, Inc.

#### **Specialty Stores**

Akachan Honpo Co., Ltd. THE LOFT CO., LTD. Seven & i Food Systems Co., Ltd. Nissen Holdings Co., Ltd. Barneys Japan Co., Ltd. Oshman's Japan Co., Ltd. Tower Records Japan Inc. Francfranc Corporation

#### **Other Operations**

Seven & i Net Media Co., Ltd. Seven Culture Network Co., Ltd. Seven & i Create Link Co., Ltd. Seven & i Asset Management Co., Ltd Yatsugatake Kogen Lodge Co., Ltd. Terube Ltd. PIA Corporation







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SEVEN&i Food Systems

### B A R N E Y S NEWYORK





**NISSEN** OSHMAN'S

# Rain or shine, making every ordinary day even more fulfilling.

For a family sitting down at the table. For students or workers, and everyone trying their hardest. At Seven & i Group, we aim to be an indispensable part of daily living for all people.

### Life needs some excitement.

A daughter goes to LOFT searching for school supplies to help her along in her studies. A wife, who has been yearning lately to redecorate, pours over the pages of the Nissen website. Grandparents browse through the Omni7 site, planning on giving their son a present. You're sure to find something exciting. That's what the Seven & i Group is all about.







### The joy and peace of mind of eating delicious food.

want my family to eat food that's both healthy and safe All Seven Premium and Denny's products display information about 27 different types of allergens. There are also low-sodium and other nealth-conscious products available. It's nice to be able to say "This is really tasty!" without having to worry.





### "Convenient" means bringing ease and comfort to everyone

here are more than 25,000 Seven Bank ATMs nationwide in Japan, ready whenew eeded. The Omni7 comprehensive e-commerce channel is an ally you can count on when there's no time to get to he store. Solve the inconvenience of listant shopping trips with Seven Safe Delivery Service (Anshin Otodokebin). When you think of it, convenience really means thoughtfulness.







### Let's go and find something good.

Wedding anniversary's tomorrow! What kind of gift would make my wife happy? I should talk it over with the Sogo & Seibu concierge. I really ought to get something to thank that coworker who helped me out the other day. The concierge told me it looked good on me, so I ended up buying a tie for myself, too.







AAA









### I want my children, too, to know this joy in the future.

Whenever I hear about climate change or plastic waste or other problems, I think about my children's future. Even after they grow up, I hope they will still be able to experience the abundance of the earth's natural environment. That's why I want to support the Seven & i Group, which is working hard to develop eco-friendly products and conserve resources.





# Measures to Safeguard Resources and the Environment **GREEN CHALLENGE 2050**

The Seven & i Group's GREEN CHALLENGE 2050 environmental declaration sets concrete targets to be achieved by 2030 and by 2050 in relation to four themes. In order to be able t hand down a rich global environment to future generations, the Seven & i Group as a whole is making a concerted effort to reduce our environmental footprint.





The latest information is posted on our website.

even & i Holdings CSR / ESG

### **Targets and Progress**

<b>Reduction of CO<sub>2</sub> emissions</b> We are striving to realize further reductions in CO <sub>2</sub> emissions through the effective utilization of energy-saving measures and renewable energy, such as the adoption of LED lighting, solar panels, and storage batteries.	<ul> <li>Emissions associated with the operation of the Group's stores (compared to FY2013)</li> <li>Target for 2030: 2050 Vision: 2050 Vision: Reduction by at least 80%</li> </ul>		
Measures directed against plastic waste The pollution of the oceans by plastic waste is a serious problem. We are working hard to reduce the consumption of plastic items, such as plastic shopping bags and plastic containers, which are used once and then disposed of.	<ul> <li>Plastic shopping bag usage         Target for 2030:         Zero usage     </li> <li>Containers used for original products (including Seven Premium products)     </li> <li>Targets for products made of biomass, biodegradable, recyclable materials, or paper, etc.</li> </ul>		
Food loss prevention and food recycling measures	Target for 2030:       2050 Vision:         50%       100%         • Amount of food waste generated       Food waste generated         Food waste generation per million yen of sales (compared to FY2013)       Target for 2030:         2050 Vision:       2050 Vision:		
food that is still edible being thrown away. We are working to further reduce food waste and to promote recycling.	50% reduction75% reduction• Food waste recycling rateTarget for 2030: 70%2050 Vision: 100%		
Sustainable procurement In order to offer convenient, safe and trusted products that are also environmentally friendly to our customers, we are increasing the use of food product raw ingredients that ensure sustainability.	<ul> <li>Food product raw ingredients used in original products (including Seven Premium products)</li> <li>Targets for food product raw ingredients that help to ensure sustainability</li> <li>Target for 2030: 2050 Vision: 100% use</li> </ul>		

### With customer cooperation, making the world's first "wholly recycled PET bottle" a reality

Since 2012, 820 reverse vending machines that collect PET bottles have been installed and are currently operating at Group stores\*. The Seven Premium brand launched Hajime Green Tea One a Day, packaged in the world's first "wholly recycled PET bottle" that is 100% sourced from bottles collected from these machines. This move can reduce CO<sub>2</sub> emissions by about 25% per bottle. From April 2020, we expanded the use of this bottle to three new products in the series. Also, new products in the BODY COOLER line of functional innerwear also use polyester fibers from recycled PET bottles. These are some of the various products that are using recycled materials.

\* Installed at Seven-Eleven, Ito-Yokado, York-Benimaru, York Mart, York Food, and York Price stores (as of the end of February 2020)

#### Realizing "100% renewable energy" stores

In September 2019, trials got underway at 10 Seven-Eleven stores in Kanagawa Prefecture targeting effectively zero CO<sub>2</sub> emissions from the stores. The goal is to offset all energy used by the stores with renewable energy sources, such as by switching to high-efficiency double-sided solar panels, introducing proprietary storage batteries that reuse electric vehicle batteries, and procuring power derived from post-FIT (Feed-in Tariff) renewable energy sources.



#### Launching one of Japan's largest solar power systems for a commercial facility

In July 2020, a large-scale solar panel power generation system got up and running at Ario Ichihara, a shopping center operated by Ito-Yokado. Introducing one of the largest power generation systems of its kind in Japan, Ario Ichihara will be able to offset about a quarter of its total electricity consumption using solar power and is expected to yield a significant reduction in CO<sub>2</sub> emissions.

#### Reducing plastic shopping bag use



20187月1日(水)よりプラスチック製買物袋の無料配布を修

Ito-Yokado is displaying posters in stores encouraging customers to use their own bags.

In line with the mandatory plastic bag surcharge that went into effect in Japan in July 2020, each Group company has started to charge a fee for shopping bags. Fee proceeds will be directed toward environmental conservation activities and other initiatives to reduce the environmental footprint. The Group is taking other eco-friendly measures, such as using plastic bags with 30% biomass material at Seven-Eleven stores, and using FSC-certified paper for shopping bags at Sogo & Seibu stores. Since 2009, Sogo & Seibu has also been working with customers on tree-planting activities, by allowing the option of eco-friendly gift wrapping or not using shopping bags at all.

### Seven & i Group Sustainable Initiatives/ Vital Undertakings

The Seven & i Group has been responding to changes in the social environment by providing high-value-added products and services that help to improve people's lives, and we will continue to do so in the future.

### Seven & i Group's Five Undertakings to **Achieve SDGs**

**Providing Social** Infrastructure in an Era of **Aging Society and Declining Population** 

**Providing Safety and Security through Our Products and Stores** 

**Realizing Waste-free Utilization of Products, Ingredients and Energy** 



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3

**Supporting Active Roles** for Women, Young People and Seniors, across the **Group and in Society** 



**Building an Ethical Society Together with Customers** and Business Partners and Improving Resource **Sustainability** 



What kind of society are we aiming to create, and what do we need to do to achieve this? The Sustainable Development Goals (SDGs) represent a quide that can help us to answer these questions The SDGs are a set of international sustainable development objectives to be met by the year 2030, which aim to realize a global society in which "no one is left behind." All 193 United Nations (UN) member states, including Japan, have com themselves to the realization of the SDGs.



# Seven Premium Toward Becoming a Sustainable Brand

Seven Premium was born in 2007 as a private brand across the Seven & i Group. The brand takes full advantage of the expertise of each Group company in its commitment to quality, safety, and peace of mind. The Seven Premium Connect Declaration was recently announced. The brand will continue taking on new challenges that connect to creating value 100 years in the future.



### Seven Premium

"More delicious." "A better value." Seven Premium responds carefully to increasingly diverse lifestyle needs to bring enjoyment and fulfillment to the dining table. The brand is constantly evolving, generating new product offerings demanded by consumers.





Gold products use top-quality ingredients

techniques. It is one of our finest brands,

enriching the dining table with a tastiness

that satisfies every customer's palette.

prepared using carefully selected

Seven Premium Gold

# Seven Premium Connect **Declaration**

-Making connections, being connected, expanding connections –

The Seven & i Group formulated the Seven Premium "Connect Declaration" in order to continue to offer products that address accelerating changes in the natural environment, in consumer lifestyles, and in other facets of society Seven Premium seeks to be a sustainable brand that connects with many people both in Japan and around the world.

### Connect to the next generation by solving environmental issues

Specific Initiative

- Products such as Hajime Green Tea One a Day are making use of "wholly recycled PET bottles' that are made from plastic bottles collected by each Group company\*
- The Seven Premium Lifestyle brand markets products that use eco-friendly materials, such as the BODY COOLER line of functional innerwear incorporating fibers recycled from PET bottles collected at Group stores, as well as underwear that uses organic cotton.

### 糖質**0**gの サラダチキン

GOLD

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### **Connecting Body and Mind Healthily**

Specific Initiatives

- Amid diversifying health needs, the Group is developing numerous products with low sodium and sugar content.
- In addition to specified allergenic ingredients, "sugar" and "dietary fiber" have been added to the nutritional information on products

Health Support

### Seven Premium Caffé Latte

The Seven Premium classic beverage that brings out the deep aroma of coffee, Caffé Latte has undergone repeated renewals, in pursuit of a taste that customers want to drink every day. In March 2020, a new container was adopted that does not require film covering, thus succeeding in reducing the amount of plastic used by about 10% compared with existing products.

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茶

Response to

Environmental

### Seven Premium Mouko Tanmen Nakamoto Spicy Miso Ramen

No management

The Seven Premium brand has launched a number of products through collaborations with famous restaurants. Mouko Tanmen Nakamoto Spicy Miso ramen is a top-selling product that replicates the taste of the popular Mouko Tanmen Nakamoto restaurant in Tokyo. Seven-Eleven Japan jointly developed the product with the restaurant and with instant noodle maker NISSIN FOODS.

### Gold Bread Launched in April 2013 as a sliced bread offering a refined, soft and fluffy texture and subtle sweetness and flavor, Gold Bread has been a big hit, selling 25 million units within its first

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year. After that, continual improvements to the water volume and dough have been made in response to consumer demands such as for greater moistness and wheat flavor. The product underwent its 8th renewal in April 2020.

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### FRESH FRESH SEVEN &I FRESH

#### Seven Premium Fresh

A safe, trustworthy brand of fresh food, which closely monitors who grows the food, where, and how. Seven Premium Fresh connects the needs of customers seeking fresh, delicious food with the commitment of producers who take the time and effort to grow it.



### Seven Premium Lifestyle

Clothing, household goods, and other products backed by proven technology and quality are convenient, easy to use, and environmentally friendly. Seven Premium Lifestyle supports consumers' daily living with a comprehensive product lineup.



with consumers.

Delicious, freshly brewed coffee made from quality beans along with bakery-grade sweets provide moments of relaxation in the daily lives of our customers.





# Seven & i Group: A History of "Transformation and Challenge" Bringing about better daily living for our customers

Toshio Yoshikawa (uncle of Honorary Chairman Masatoshi Ito) opened clothing store "Myogaya" in Asakusa, Tokyo, later renamed "Yokado." Yokado Co., Ltd. (now Ito-Yokado Co., Ltd.) was established. Business alliance made with Benimaru Co., Ltd. (now York- Benimaru Co., Ltd.), a supermarket in Fukushima Prefecture. Denny's Japan Co., Ltd. was established. York Seven Co., Ltd. (now SEVEN-ELEVEN JAPAN CO., LTD.) was established. York Mart Co., Ltd. (now York Co., Ltd.) was established.	1920 1958 1973 1975	<image/> <image/> <image/> <image/> <image/> <image/> <image/>
	1982	Seven-Eleven Japan installed the world's largest POS system.
	1987	Seven-Eleven Japan started utility bill payment services.
Acquisition of 69.98% of shares of US-based	1991	
Southland Corporation (now 7-Eleven, Inc.). A special subsidiary, Terube Ltd. was established.	1994	
Chengdu Ito-Yokado Co., Ltd. was established in Chengdu, Sichuan Province, China.	1996	
A joint venture company, Hua Tang Yokado Commercial Co., Ltd. was established in China.	1997	
	2000	The meal delivery service, Seven Meal
7dream.com was established.	2000	was launched.
IY Bank Co., Ltd. (now Seven Bank, Ltd.) was established.	2001	Initial rollout of IY Bank ATMs that as a rule can be accessed 24/7. Combined Seven-Eleven Japan chain sales top the Japanese retail industry. Seven-Eleven eliminates preservatives and artificial colorings from all fresh food products. A woman becomes an Ito-Yokado store manager, a
SEVEN-ELEVEN (Beijing) CO., LTD. was established.	2004	first among major supermarkets in Japan.
Mall SC Development Inc. (now Seven & i Create Link Co., Ltd.) was established. U.Sbased 7-Eleven, Inc., was made a wholly owned subsidiary of Seven-Eleven Japan Co., Ltd.	2005	Holding company Seven & i Holdings Co., Ltd. was established.
Millennium Retailing, Inc. (now Sogo & Seibu Co., Ltd.) was made a wholly owned subsidiary. York-Benimaru Co., Ltd. was made a wholly owned subsidiary.	2006	7
Seven & i Food Systems Co., Ltd. was established. The Loft CO., LTD. was made a wholly owned subsidiary of Millennium Retailing, Inc.	2007	Proprietary electronic money <i>nanaco</i> introduced.
Akachan Honpo Co., Ltd. was made a subsidiary of Ito-Yokado Co., Ltd.		Seven Premium, a private brand across the Group, was launched.
Seven & i Financial Group (now Seven Financial Services Co., Ltd.) was established. Seven & i Net Media Co., Ltd. was established. Seven Farm Tomisato Co., Ltd. was established.	2008	

	Seven Culture Network Co., Ltd. was established. Business and capital alliance made with PIA Corporation.	2009	
	Began capital participation in Tower Records Japan Inc. Seven Farm Co., Ltd. was established. SEVEN-ELEVEN (CHENGDU) CO., LTD. was established.	2010	Services to issue official residence card copies and seal registration certificates using multifunction copy machines in Seven-Eleven stores were begun.
		2012	Seven-Eleven Japan launched Seven Easy Delivery (Rakuraku Otodokebin) service using electric mini vehicles.
Busine Capital alliance made with Tenmaya Store C	ade with DAIICHI CO., LTD. a Hokkaido-based supermarket. ass and capital alliance made with Nissen Holdings Co., Ltd. o., Ltd., and business alliance made with Tenmaya Co., Ltd. e with BALS CORPORATION (now Francfranc Corporation).	2013	SEVEN CAFÉ launched.
		2014	Operating income exceeded 300 billion yen for the first time for a Japanese retailer. Number of installed Seven Bank ATMs exceeded 20,000. Started first duty-free service in the convenience store industry.
Business alliance ma	Barneys Japan Co., Ltd. made a wholly owned subsidiary. de with Kansai-based food supermarket MANDAI CO., LTD.	2015	Grand opening of <i>Omni7</i> , the Group's comprehensive e-commerce channel.
Niss	en Holdings Co., Ltd. was made a wholly owned subsidiary.	2016	
	SEVEN-ELEVEN OKINAWA CO., LTD. was established.	2017	10th anniversary of the launch of Seven Premium. The brand lineup was expanded to include fresh food, household goods and apparel, and reorganized into five brands.
	Seven Payment Service, Ltd. was established. 7-Eleven, Inc. acquired the retail business of Sunoco LP. Business alliance made with Izumi Co., Ltd. ru Electric Railway Co., Ltd. and with Odakyu Shoji Co., Ltd. ness alliance agreement signed with Zoshinkai Holdings Inc.	2018	The number of Seven-Eleven stores in Japan rose to over 20,000.
		2019	Environmental initiative "GREEN CHALLENGE 2050" was formulated. GREEN CHALLENGE 2050 Akcsoniktic, Akcsonikti
			First Seven-Eleven store was opened in Okinawa, giving the Seven-Eleven chain a presence in every prefecture in Japan.
	York Co., Ltd. was established.	2020	The Seven Premium Connect Declaration was announced.
			7-Eleven, Inc. acquired Marathon Petroleum Corporation's U.S. convenience store and fuel retail businesses operating mainly under the Speedway brand

### **December 2019**

## Number of Seven-Eleven stores worldwide surpassed 70,000.

Seven-Eleven traces its roots to Southland Ice Company, which built up the world's first convenience store business. The company later expanded into regions around the world, opening its first store in Japan, in Koto Ward in Tokyo in 1974. Seven-Eleven currently operates in 17 countries and regions around

the world, and continues striving to increase its value as a store beloved by customers worldwide.



### June 2020

### York Rebooted to Tokyo Metropolitan Area Food Retail Strategy

York Mart Co., Ltd. changed its name to York Co., Ltd. in June 2020, consolidating the food retail operations of Ito-Yokado, THE PRICE, and Forecast Co., Ltd.'s Comfort Market. The aim of the new framework is to develop new store formats geared toward city center populations and draw on a shared product

supply chain to enhance convenience for customers and better meet their needs.



### June 2020

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### Last Mile Delivery Initiative

In light of shifts in consumer buying behaviors in recent years, it is critical to improve the convenience of last mile delivery that connects customers with the stores, the sales bases. The Seven & i Group is directing resources to this area. In addition to reinforcing Ito-Yokado's *Net Supermarket*, as well as Seven-Eleven's Web-based neighborhood delivery service,

Seven Safe Delivery Service (*Anshin Otodokebin*) and Denny's home delivery service using the special kitchen for this service.



## **Global Expansion**

Seven & i Group operations have expanded into countries and regions worldwide, centering on convenience stores. While monitoring various regional needs and trends, and by drawing on its global store network and strong brand presence, the Group continues to offer new value and provide quality services to a wide range of customers.





7-Eleven, Inc.

7-Eleven, Inc., which operates 7-Eleven stores in North America, plays a critical role in the Group's growth strategy. While focusing on broadening the product line to meet changing consumer needs and expanding by the digital strategy points of contact with customers, the company has developed stores in 17 countries and regions. We are working with area licensees around the world to further enhance the value of the Seven-Eleven brand.

#### 7-Eleven, Inc. Growth Strategy

### Six-Point Plan

Having identified emerging needs through research and analysis of shifting consumer trends and markets, we are working to respond to these needs based on a six-point plan (see right). Our goal is to redefine "convenience" for a new era.

Global Expansion of Superstores,

The Seven & i Group is also accelerating global expansion

of its superstore, department store, and specialty store

businesses. The global network is growing both

through directly managed stores operated by local

subsidiaries and through stores operated by companies

Department Stores, and

**Specialty Stores** 

holding area licenses.

#### 1. Providing customer experiences

- 2. Offering new dining
- 3. Optimizing the
- supply chain

Ito Plaza

- 4. Driving digital strategies 5. Modernizing stores 6. Expanding the
- store network



### First Large-Scale Shopping Center Opened Chengdu Ito-Yokado



# Having opened its first store in

Chengdu, in China's Sichuan Province, in November 1997, Chengdu Ito-Yokado now operates 9 stores (as of the end of February 2020). In January 2019, a large-scale shopping center called Ito Plaza was opened. The company is providing products and services that respond even more effectively to China's rapidly growing consumer market and changes in lifestyle.

#### Product Differentiation Initiatives

7-Select private brand products focus on the "reasonable price and high quality" that consumers demand. Launched in 2004, 7-Select products have won a strong customer following for their insistence on taste, ingredients, and quality, as well as for being environmentally in-tune. Sales have grown alongside expansion in the product lineup. A current emphasis is on introducing more fresh food products in line with changing customer lifestyles. The product development process is currently being reviewed in collaboration with the daily food makers from Seven-Eleven Japan's exclusive commissaries.



### Strengthening the Seven-Eleven Brand Globally

Seven-Eleven which currently has over 70,000 stores in 17 countries and regions around the world, plans to open stores in India in 2020 and Cambodia in 2021. In addition, 7-Eleven, Inc. is offering Enhanced Licensee Support (ELS) for existing area licensees in Singapore, China (Hong Kong/Macau), UAE, Vietnam, Thailand, China (Taiwan), and South Korea. ELS involves working with Seven-Eleven Japan in product development, store management, and other initiatives to reinforce the business infrastructure.



Sogo & Seibu is pursuing licensing business opportunities in rapidly growing regions of Asia, including Taiwan, Hong Kong, Malaysia, and Indonesia. With the slogan of "mutual benefit," the company is working with local licensee partner companies to position Sogo and Seibu as high-end department stores that will inspire long-standing customer loyalty.

Hong Kong Sogo/ Causeway Bay Store



Loft Commercial Management (Shanghai) Co., Ltd. was established in February 2020. The Xujiahui LOFT opened the following July, becoming the first directly managed LOFT store overseas. With the catchphrase nani ka aru, kitto aru ("You're sure to find something here"), the store is targeting the burgeoning market of discerning Chinese consumers with the wide appeal of contemporary Japanese lifestyle goods.

#### **Digital Strategies to Further** Enhance Customer Loyalty

The 7Rewards smartphone app-based point loyalty program has been well received, gaining more than 35 million members. Mobile Checkout, which allows seamless purchases and checkout using a smartphone, was also launched. Seven-Eleven will continue to leverage digital technologies to provide new shopping experiences. In addition, the 7NOW food and alcohol home delivery service has been introduced to meet the fast-growing demand in this area. This service utilizes Seven-Eleven's strength, its extensive, close-to-customer store infrastructure. The service will be further extended through collaborations with other delivery apps.



#### Strengthening the Network through Aggressive Store Openings and M&A

7-Eleven, Inc. has accelerated its expansion into regions with high growth potential by aggressively opening new stores and revamping existing stores, as well as by conducting M&As in line with its expansion strategy. In January 2018, 7-Eleven acquired some of the stores of Sunoco LP, which operates numerous gas stations with backcourt amenities in prime locations. Focused store openings will continue to drive city development and meet customer needs.





First Directly Managed Store Opened Overseas LOFT



First Overseas Store Opened Akachan Honpo

In October 2019, Akachan Honpo opened Akachan Honpo Shulin, its first overseas store, in New Taipei City, Taiwan. The company aims to open other stores and an online shopping channel while researching needs and trends that differ from Japan.

# **Corporate Communication Tools**

### Seven & i Holdings

• Website



Find out more about the activities of the Seven & i Group. In addition to the latest news, history, and other company information, includes information on the Group's CSR activities and other initiatives.



#### Integrated Report

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セブンムアイ暗意レポート
37-7857-108895881
第第55パアンスとより後期発表のために
MINIMATING
an analysis

四季報

Data from the

Quarterly Report

(Vol.148, 2020)

A report summarizing the management policies of Seven & i Holdings, mediumand long-term efforts to improve corporate value, and corporate governance. Also includes business strategies of each group company.

Shareholder newsletter showcasing the

latest initiatives of the Seven & i Group

and each Group company. Delivered to

shareholders every three months, each issue includes a special feature on

Data from the Quarterly Report

https://www.7andi.com

company/quarterly.htm

Seven & i Management Report

https://www.7andi.com/en/ir/

• "Quarterly Report" Shareholder Newsletter

various topics. (Japanese website)

Company guide for Seven-Eleven franchisees. Presents details of the

tps://www.sej.co.jp/company/en/c\_profile.html

systems and measures used to support franchisees' operations.

Seven-Eleven Japan Corporate Profile

Seven-Eleven Japan

library/mr



An annual publication summarizing the business activities and sales information of the Seven & i Group and its various companies. Includes data such as store development, sales information, logistics and production systems in Japan and worldwide.



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23365	https://www.7andi.com/en/ir/
	library.html

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View the latest IR materials of Seven & i

Holdings. Includes financial information

such as annual securities reports, financial

statements and presentation materials.

#### Recruitment Information for the Group Companies



Introduces the operations of each Group company and provides recruitment information.

#### (Japanese website)



https://www.7andi.com/ recruit.html

### Seven Bank

Provides comprehensive details of the current state of Seven Bank's business operations and of its financial data, as well as non-financial data that drives Seven Bank's continued growth.



Integrated Report (Disclosure)

ttps://www.sevenbank.co.jp/english/ir/library/disclosure/

### Seven & i Holdings Co., Ltd.

Established	September 1, 2005	Total Number of	138,808 <sup><math>\star</math>1</sup> (As of the end of February 2020)	
Paid-in Capital	50 billion yen	Employees		
Business	The planning, management and	Headquarters Location	8-8 Nibancho, Chiyoda-ku,	, Tokyo, Japan
	operation of Group companies,	Fiscal Year Ended	Group Total Sales	11,997.6 billion yen*2
	including convenience stores,	February 29, 2020	Revenues from Operations	6,644.3 billion yen
	superstores, supermarkets, depart-		Operating Income	424.2 billion yen
	ment stores, specialty stores, food		Ordinary Income	417.8 billion yen
	services, financial services and IT		Net Income	218.1 billion yen
	services (pure holding company).		(Exchange rate: U.S.\$1 = 109.03	yen)
	ne employees (converted to the equivalent in full-time we	, 6 6	, ,	

\*2 "Group Total Sales" includes the sales of Seven-Eleven Japan, Seven-Eleven Okinawa, and 7-Eleven, Inc. franchisees

### List of Officers (as of May 28, 2020)

### Board of Directors and Audit & Supervisory Board Members

President & Representative Director: Vice President & Representative Director: Director & Managing Executive Officer: Director & Executive Officer: Director & Executive Officer:	Ryuichi Isaka Katsuhiro Goto Junro Ito Kimiyoshi Yamaguchi Yoshimichi Maruyama	Director: Director: Director: Director: Director: Director:	Kunio Ito* Toshiro Yonemura* Tetsuro Higashi*
			Tetsuro Higashi* Kazuko Rudy*

### **Executive Officers**

Managing Executive Officer:	Tomihiro Saegusa
Managing Executive Officer:	Takuji Hayashi
Managing Executive Officer:	Yukio Mafune
Managing Executive Officer:	Seiichiro Ishibashi

Executive Officer: Hisataka Noguchi Executive Officer: Osamu Yonetani Executive Officer: Nobuyuki Miyaji Executive Officer: Nobutomo Teshima Executive Officer: Shinya Ishii



Full-time Audit & Supervisory Board Member: Noriyuki Habano Full-time Audit & Supervisory Board Member: Audit & Supervisory Board Member: Audit & Supervisory Board Member: Audit & Supervisory Board Member:

\* Indicates an outside director or Audit & Supervisory Board Member.

Yoshitake Taniguchi Kazuhiro Hara\* Mitsuko Inamasu\* Kaori Matsuhashi\*

Executive Officer: Mayumi Tsuryu Executive Officer: Yuji Kaneko

Executive Officer: Hidekazu Nakamura Executive Officer: Minoru Matsumoto