

Social Contribution Activities

Seven & i Holdings 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. The Seven & i Group conducts activities in local communities are being promoted by collaboration between the Group companies and the respective divisions, which is headed by the Senior Officer of the CSR Management Department of Seven & i Holdings.

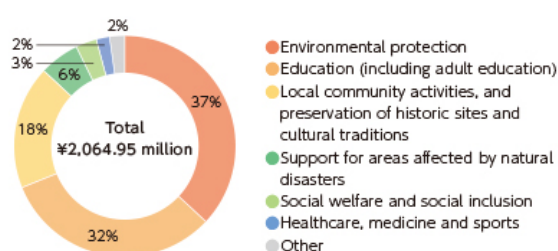
Social Contribution Activities Costs (FY2016)

The social contribution activities provided by the Seven & i Group in the fiscal year ended February 29, 2016, including the provision of financial assistance or the donation of goods, and the personnel costs of employees involved in these activities, amounted to approximately ¥2.0 billion when converted into monetary terms. Of this total, cash donations were approximately ¥0.3 billion.

Social contribution activities costs in FY2016

(Thousands of yen)

Category	Amount
Administration cost	1,024,135
Personnel costs of employees participating in activities during work hours	644,039
Cash donations	328,368
Cost of providing access to company facilities	67,126
Donation of goods	1,285



* 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 CSR 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 that of Seven & i Holdings, 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. ▶ For more details about shopping support, see here
3. Dialogue with Organizations We Support	We confirm the results of activities reported by NPOs and other organizations to whom 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 anonymous employee survey of a sample of employees from 28 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.

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, and Seven & i Food Systems 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 approximately 6,000 POS registers at stores nationwide. This fund collection drive is the first of its kind to be held at a general supermarket chain throughout the year and is being undertaken to help solve various social issues on a revolving basis every three months. From the 45-day period from March 2016, Ito-Yokado conducted fund collection activities with the aim of donating all of the collected proceeds to the "Fund to Support Children's Futures," which was set up as part of a national movement to address child poverty. The project was undertaken in collaboration with the National Movement to Support Children's Futures (comprising the Cabinet Office as the promoting entity, along with the Ministry of Education, Culture, Sports, Science and Technology, the Ministry of Health, Welfare and Labour, and The Nippon Foundation). Led by the Cabinet Office and other organizations, this campaign aims to break the so-called chain of poverty.

For this storefront fund collection drive, donations collected from customers and employees totaled ¥2,777,461. The funds were delivered to Mr. Katsunobu Kato, Minister of State for Special Missions.



Fund Collection Results for the First Half of FY2017

(Yen)

March 1 to April 14 "Fund to Support Children's Futures"	2,777,461
April 15 to May 31 "2016 Kumamoto Earthquake Disaster"	38,224,580
June 1 to August 31 "Guide Dog Donation"	10,714,850



Donations accepted at approximately 6,000 POS registers



A prospectus is presented to Mr. Mitsuo Takekawa, Acting Director General for Policies on Cohesive Society (former post, currently Vice-Minister for Policy Coordination) (pictured on the right).

Support for Training Guide Dogs

Seven & i Holdings supports the training of guide dogs for blind people and collects 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 August 31, 2016 were ¥512.78 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. Ito-Yokado also held an awareness-raising event for three assistance dog training organizations (Japan Guide Dog Association, The Japanese Association for the Promotion of Hearing Dogs, Japan Service Dog Association) on Assistance Dog Day on May 22.



Amount of Support for Organizations Supporting the Training of Guide Dogs

(Yen)

FY2013	FY2014	FY2015	FY2016
37,688,109	38,802,321	40,361,027	40,832,986



Campaign for coming in contact with guide dogs

Donating Shoes to Children in Zambia

Sogo & Seibu works with the Japanese Organization for International Cooperation in Family Planning (JOICFP)*'s project for sending shoes to children in Zambia. They have established areas for accepting donated children's shoes in their stores. The shoes they receive from customers help to prevent tetanus and parasitic infections resulting from foot injuries, and are sent through JOICFP to children in Zambia. As of August 31, 2016, Sogo & Seibu had sent about 620,000 pairs of shoes since 2009.

* JOICFP is an international cooperation NGO that was started in Japan to protect the health and lives of women and children in the developing world.



Cooperation with the White Ribbon Campaign

Akachan Honpo and Sogo & Seibu have been providing sponsorship for the White Ribbon Campaign launched by JOICFP to protect the health of pregnant women and babies throughout the world. The Group companies have been working in partnership with JOICFP on the Community Safe Motherhood Project (which involves the donation of funds to establish Maternity Waiting Houses in Zambia). Besides accepting donations on behalf of JOICFP through its stores and online, the two companies have also installed 73 White Ribbon Campaign Vending Machines at locations throughout Japan (Akachan Honpo 49 machines, Sogo & Seibu 24 machines) as of February 29, 2016. For every beverage purchased from one of these machines, the companies donate ¥2 to JOICFP (¥1 from the beverage manufacturer and ¥1 from the store where the machine is installed). In addition, Sogo & Seibu has created a White Ribbon pin badge for sale, from which all proceeds are donated to the White Ribbon Campaign.





A White Ribbon beverage vending machine



A White Ribbon pin badge

Sports Promotion

Seven & i Holdings works to promote sports by co-sponsoring the Tokyo Marathon.



Tokyo Marathon