

Pressing forward to enhance CSR management In order to live up to stakeholder trust



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On the Great East Japan Earthquake Disaster

We would like to convey our deepest sympathies to all of those affected by the earthquake disaster.

We in the Seven & i Group also suffered significant damage in the wake of the disaster—primarily at our stores in the Tohoku (northeastern part of the main island of Japan) area—but based on our social mission to continue as a retailer to provide goods and services that meet customer needs and are vital in their daily lives, the entire group came together as one to work toward reopening the affected stores by establishing an earthquake disaster task force immediately after the earthquake struck. At the same time, we were able to concentrate the group strength and with the cooperation of the stakeholders involved, to resume operations by the efforts including procurement of goods and reconstruction of the distribution network so rapidly that they were considered miraculous, and to deliver products that support the lives of people in the affected areas. These achievements were also made possible thanks to the earnest efforts by colleagues in all of our stores, as well as the support of our many business partners in a broad range of aspects sharing the same feeling.

This relationship of trust with stakeholders and this corporate culture are indispensable assets for the Seven & i Group, and we are confident that they will be a significant force driving the growth of the group going forward.

Reflecting on five years since the inception of Holdings

Launched in September of 2005, Seven & i Holdings is a New and Comprehensive Lifestyle Industry group, with 105 affiliated companies, developing some 41,800 stores* in 16 countries/regions throughout the world. Drawing on our group strength and innovation, we continue to create new value in order to meet diverse customer needs expanding globally across a broad range of business categories with a fundamental policy of responding to change and a sound base. In

particular, the Seven Premium private brand, which was produced by combining the infrastructure and expertise of the Group companies and collaborating with our business partners, has earned an excellent reputation for new product development integrating safety and reliability, high quality, and comfort at a higher level to meet customer demands.

At the same time, problems continue to grow more and more serious, including the characteristic problems that Japan faces—such as declining birthrate and aging population, declining population, and societal maturation—as well as global challenges such as global warming, and limited resource, energy, and food supplies. We have resolved to work proactively through our core business toward taking on challenges throughout the community as a fundamental principle of CSR Management, as well as to ensure compliance throughout the entire supply chain, based on the Seven & i Holdings Business Partner Action Guidelines, adhering to the Seven & i Holdings Corporate Action Guidelines set by the Group. In 2010 we devoted our efforts toward the launch of the Tropical Forest Conservation Project with the International Tropical Timber Organization (ITTO), for the purpose of implementing a low carbon society and biodiversity conservation, and toward developing environmentally friendly stores, trial calculations on Seven Premium's carbon footprint, and the like.

Striving to be a reliable and trusted company

We remain committed to moving ahead with enhancing CSR Management in order to actively work toward resolving a broad range of societal challenges, and we always take the perspective of stakeholders as we strive to be a reliable and trusted company.

* The number of stores included stores operated by companies in each country granted a defined area license by 7-Eleven, Inc. and stores operating under contract with Sogo & Seibu and using the Sogo & Seibu name

Corporate Creed

We aim to be a sincere company that our customers trust.
We aim to be a sincere company that our business partners, shareholders and local communities trust.
We aim to be a sincere company that our employees trust.

Seven & i Holdings Corporate Action Guidelines

Preamble

The Company's mission is to provide customers with valuable products and services and to create new wealth and employment opportunities by conducting management with respect for business ethics. All the management and staff of Seven & i Holdings view customer satisfaction as their highest responsibility, and all are engaged in the pursuit of this mission. To this end, we have established a sound management structure. We meet our social responsibilities, employing business practices in accordance with laws, regulations and social norms and with respect for human rights, the dignity of everyone with whom we are associated and the diverse values of international society.

We conduct business based on these policies and in compliance with the following regulations:

- **Basic Policy** Ethics and Compliance with Regulations
In operating our business, our corporate actions are devoted to follow management ethics, comply with laws, ordinances, rules and social precepts, and fulfill our responsibilities to society.
- **Code of Conduct** The code of conduct for Seven & i Holdings members is:
 1. In business operations, we will be aware of our own corporate social responsibility, bearing in mind that ensuring business ethics enhance corporate social value, and devoting due attention to these points.
 2. We will give due attention to and ensure the functions of sound corporate governance. Further, we will comply with the laws, ordinances, rules and precepts regarding business operations.
 3. Seven & i Holdings companies have established a Corporate Action Committee to ensure that corporate action within the companies complies with business ethics, we have selected officers, and we aim to achieve higher standards every year. To that end, representatives will be placed at head office as well as in each department and at each office.

Chapter 1 Business Actions

1. Relationship with Customers / Sales Activities
2. Relationship with Business partners / Business Activities
3. Relationship with Shareholders
4. Promotion of fair business practices

Chapter 2 Social Responsibility

1. Respect for Human Rights and Dignity
2. Human Resources and Workplace Environment
3. Environmental Management
4. Relationship with Society and Local Communities
5. Information Management

For the full text, please visit the following site:

<http://www.7andi.com/en/csr/guidelines.html>