### Contributing to the revitalization of local communities in cooperation with local governments

The Seven & i Group is promoting the operation of local community-based stores. As part of the effort, Seven-Eleven Japan, Ito-Yokado, and York-Benimaru have concluded cooperation agreements for comprehensive regional activation with a total of 37 municipal governments (as of the end of July 2011). Based on the agreements, the companies develop and sell goods made using local products and are enhancing cooperation with the governments in tourism and emergency measures. Seven-Eleven Japan also supports governmental services at its stores.

### Building a system to prepare for disasters

The headquarters of Seven-Eleven Japan, Ito-Yokado, and York-Benimaru have established a system to provide victims of disasters with necessary goods, and regularly conduct emergency drills regarding supplies of goods jointly with some of the local governments with which they have concluded emergency support agreements. Seven-Eleven Japan convenience stores and Denny’s restaurants operating 24 hours a day are registered with some of the governments as “Support Stations” for people who will have difficulty in going home in the event of disasters due to the loss of their means of transportation.

Seven Bank has prioritized its services to ensure its business continuity even in the event of a large disaster. In addition, the Seven & i Group gives support to areas affected by disasters by installing boxes to collect donations from customers at its stores.

### Breakdown of the social contribution activity cost (FY2010)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Cost in Total (million yen)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social welfare 5%</td>
<td></td>
</tr>
<tr>
<td>Education and social education 7%</td>
<td></td>
</tr>
<tr>
<td>Activities for local communities and the preservation of historic sites and traditional culture 11%</td>
<td></td>
</tr>
<tr>
<td>Environment 69%</td>
<td>2871.21</td>
</tr>
</tbody>
</table>

Total amount of cost calculated for Seven & i Holdings, Seven-Eleven Japan, and Ito-Yokado. The calculation was made in line with the Japan Business Federation’s guidelines for the implementation of surveys on social contribution activities (2010).

### Support given to Total funds raised (FY2010)

<table>
<thead>
<tr>
<th>Support given to</th>
<th>Total funds raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Victim of the large-earthquake in Chile</td>
<td>40,200,241 yen</td>
</tr>
<tr>
<td>Victim of the earthquake in Bangladesh</td>
<td>33,894,968 yen</td>
</tr>
<tr>
<td>Those affected by the food-poisoning incidents in Miyazaki Prefecture</td>
<td>61,213,248 yen</td>
</tr>
<tr>
<td>Victim of the avalanche in Mt. Shinshu</td>
<td>23,866,873 yen</td>
</tr>
<tr>
<td>Victim of the earthquake in New Zealand</td>
<td>56,984,605 yen</td>
</tr>
</tbody>
</table>

Total amount of donations by customers, business partners, Seven-Eleven Japan franchise owners, and employees of Seven & i Group companies and donations from the users of Seven Bank’s ATM banking service (but the food-poisoning-related donations do not include those from Seven Bank) that the company deposited in the Japanese Red Cross Society and the related prefectures and foreign embassies in Japan.

### A sticker of “Support Stations”

Seven-Eleven Japan customers can take advantage of a special service that issues a copy of their residence certificate or seal registration card held on file that certifies the registration status of a multi-functional copy machine. At the end of July 2011, this service is available for the holders of Resident Registration Cards issued by 41 municipalities.

A high degree of security is ensured by preventing forging or tampering of the seal or stamp paper, tampering, and other functions.
Coexistence with Local Communities

Supporting Young Parents and the Elderly

Contributing to better lives of people from various aspects in areas where our stores are located

The Seven & i Group provides people with goods and services useful for their daily lives at its community-based stores. Our operating companies are continuing activities to support childcare, the sound growth of youths, and the comfort of the lives of the elderly to contribute to local communities by making use of their business features.

We are also proactively cooperating with customers to make social contributions, including raising funds and making donations through the provision of our products and services.

Supporting local childcare

Customers with infants cannot enjoy shopping if there are no places where they can change diapers, breastfeed their babies, and have a rest during their shopping day. In present society shifting to the nuclear family with a decreasing birthrate, the number of parents who have no one they can ask for advice on parenting without infection is increasing.

In response, Ito-Yokado and Sogo & Seibu have established Baby Rooms for customers with small children, where a scale and tape measure are provided in addition to diaper changing sheets and a dedicated water heater for milk formula preparation. The facilities are used by a great many customers.

Ito-Yokado has also established the Maternity and Childcare Consultation Centers at 124 of its stores (as of the end of February 2011), while Sogo & Seibu provides consultation services by midwives at the permanent centers called “Pre-Mama Stations” established within the Seibu Ikebukuro main store and Sogo Yokohama store.

Consulting services provided by full-time midwives

Sago & Seibu

At the Pre-Mama Station established within the Seibu Ikebukuro main store and Sogo Yokohama store, full-time midwives provide visitors with free consulting services about maternity health before and after childbirth, growth of their children, etc. on a daily basis. In addition, seminars on maternity and childcare are held at the facilities. The Baby Rooms are equipped with diaper changing tables, partitioned spaces for breastfeeding, children’s toilets, and buzzers to call for help.

Supporting the growth of young people

Seven & i Group stores help local communities provide local children and students with work experience at stores. In FY 2010, more than 16,000 people, including local government officials, were accepted. In addition, our operating companies are conducting unique activities to support the sound growth of young people.

Number of work experience participants in Ito-Yokado (FY2010)

| National and local governments and businesses | 3% |
| Teachers | 2% |
| Universities and colleges | 1% |
| High schools | 7% |
| Schools (facilities) for the disabled | 16% |
| Elementary schools | 30% |
| Upper high schools | 50% |

Approx. 600 programs (approx. 9,960 participants)

Support for the elderly and people with disabilities

The Seven & i Group is implementing measures to support the lives of the elderly and people with disabilities.

For example, Seven Bank provides customers with impaired vision special services at its ATMs installed across Japan (See P27), while Sogo & Seibu has been continuously contributing to promoting seeing-eye dogs and raising awareness among the general public.

Ito-Yokado began to sell goods at elderly care facilities in March 2004. The company provides residents of these facilities with the products that meet their needs at the shopping sections set up temporarily within the facilities, which are highly evaluated by those who hardly go shopping due to difficulty walking or other reasons.

Seven-Eleven Japan participated in an experiment to support the elderly living in collective housing located in Tokyo with the aim of residence-type elderly support.

Since 2003, the company has been supporting seeing-eye dog training organizations through fundraising and awareness raising campaigns. In FY2010, the company donated the money collected from customers at its stores (26.58 million yen) and from employees and the labor-management fund (18.5 million yen).

Click fundraising intended to help increase the awareness of voice guidance service

Click fundraising intended to help increase the awareness of voice guidance service

Radio Charity Maxichthon: A charity campaign promoted by Nippon Broadcasting System to increase the number of acoustic traffic signals so visually impaired people can cross the street. In FY2010, the company donated the money collected from customers (22,265 yen).
Donations through products and services

Seven & i Group companies proactively donate from sales of their products and services as part of their local contribution activities conducted both in Japan and overseas.

Major donations made from sales of products and services in FY 2010

**SEVEN&i Food Systems**

- **Donated**: 1,690,215 yen (equivalent to 8,451 school meals) for school meal fees of children in Africa
  - Since 2008, Seven & i Food Systems has been participating in the program conducted by TABLE FOR TWO International (TFT), an NPO working to solve the world’s food problems. In FY2010, through the “Taste for Two for Africa: Warm Support for Hot Lunch” campaign, implemented by the NPO, 10 yen from sales of all stores as well as the 10 yen that the company matched were donated from the sales of each meal listed on the “charity menu” menu to provide children in Africa with school meal fees. A poster that encourages people to make a donation by buying a drink.

- **Donated five million yen to support school construction in Tanzania and victims of the earthquake in Haiti**
  - Ito-Yokado established the Seven & i AVESCO Fund with some beverage companies in 2000, through which the company donates a part of sales from the specified vending machines to organizations engaged in international humanitarian support.
  - Number of the specified vending machines: 386
  - Implementation period: July 29, 2010 to March 31, 2011

- **Donated three million yen for school construction in Thailand**
  - The company donated part of the proceeds from the sale of school bags for elementary school construction in Thailand through Plan Japan, a public interested incorporated foundation. Implementation period: July 28, 2010 to March 31, 2011

**Sogo & Seibu**

- **Donated**: 800,860 yen from sales of a Valentine’s chocolate charity campaign to support high school volunteer group.
  - Sogo & Seibu implemented a Valentine’s chocolate charity campaign in response to a proposal made by a volunteer group of high school students. In the campaign, the company sold boxes of chocolates made by seven leading patissiers in Japan and donated part of the proceeds (400 yen, the price of a chocolate out of 2,625 yen per box) to Kids’ Door, an NPO conducting volunteer works at orphanages.
  - Campaign period: From February 1 to 14, 2011

- **Donated 115,900 items to children in Zambia**
  - In September 2009, the company established a “desk for accepting used children’s shoes” at the Bebikubu main store, and now a total of 22 of its stores have permanent desks. Shoes in good condition are donated to the Republic of Zambia through the Japanese Organization for International Cooperation in Family Planning (JOICFP), an NGO that promotes international cooperation.

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**Implementing Crime-Prevention Measures for Local Communities**

**Working to increase the safety and reliability of stores and local communities**

Seven & i Group stores are contributing to preventing the occurrence of crimes and increasing the security of local communities. For example, Seven-Eleven Japan stores and Denny’s restaurants that are open for 24 hours are participating in the Safety Station activities, while York-Benimaru stores place a sticker on their entrance doors to notify the public that the stores will serve as shelters for children in case of emergency.

In addition to these measures, Seven & i Group stores are also committed to preventing underage drinking and smoking, in order to take social responsibility.

**Seven Bank**

For the elimination of financial crimes, the bank prevents the unauthorized use of its accounts through an account monitoring system, notifies the related authorities of suspicious transactions, implements countermeasures against money laundering, and cooperates with criminal investigations upon submission of reports. In addition to these measures, the bank also collaborates with various other measures to prevent unauthorized use or fraud, such as by verifying the identities of people who want to open new accounts at the bank more strictly than before.

**Breakdown of cooperative responses to police requests (Apr 2010-Mar 2011)**

- **Account information**: 9,303 disclosures
- **Video image**: 1,348 disclosures
- **Total responses**: 48,761

**Sticker used to show that the York-Benimaru stores will serve as shelters for children**

**Cautioning ATM users against bank transfer fraud on the screen**

**Coexistence with Local Communities**

**Seven-Eleven Japan**

- **Participating in the Safety Station activities to contribute to local safety**
  - The Safety Station activities were launched by the Japan Franchise Association in response to a request from the National Police Agency. Through these activities, Seven-Eleven Japan stores and Denny’s restaurants, which are opened for 24 hours every day, are cooperating with the police to prevent robbery and shoplifting, respond to disasters, accidents, and medical emergencies, and to protect the safety of women, children, and the elderly.
  - They are also implementing measures to help improve the environment surrounding young people, including refraining from selling alcoholic drinks and tobacco to minors.
  - Seven-Eleven Japan upholdes eight crime-prevention principles and dispatches information to encourage its franchise stores to increase their security awareness through product exhibitions held twice a year across Japan and via the newsletters published bimonthly.
### Main Operating Companies’ Targets, Results, and Self-Evaluation for the Challenges in FY 2010

<table>
<thead>
<tr>
<th>Challenges</th>
<th>Operating companies</th>
<th>FY2010 Targets</th>
<th>FY2010 Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coexistence with Local Communities</td>
<td>Seven &amp; i Food Systems</td>
<td>Improve the lessons regarding food education</td>
<td>Provided meals to children who have difficulty retiring home during disasters</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Continuous cooperation and expansion of sales for children by municipalities</td>
<td>Presented meals to children who have difficulty retiring home during disasters</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Continuous support of regional revitalization by local comprehensive agreements</td>
<td>Completed comprehensive agreements with local governments (Kumamoto, Hiroshima, and Osaka Prefectures) and local governments (26 local governments)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Assist in local community revitalization</td>
<td>Held the Opening Memorial Festival for the promotion of local production and consumption</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hold events in cooperation with local communities</td>
<td>Promote the activity to provide children with “shelters” in three countries in Africa</td>
</tr>
<tr>
<td>Supporting young parents and the elderly</td>
<td>Seven &amp; i Food Systems</td>
<td>Develop menus using local products for local consumption and expand sales</td>
<td>Concluded disaster support agreements with Fukushima, Ibaraki, and Okinawa Prefectures</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Continuous cooperation with municipalities</td>
<td>Concluded disaster support agreements with Kumamoto, Ibaraki, and Okinawa Prefectures</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Enhance cooperation with municipalities through disaster support agreements, etc.</td>
<td>Concluded disaster support agreements with Kumamoto, Ibaraki, and Okinawa Prefectures</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Providing support in times of disaster</td>
<td>Concluded disaster support agreements with Kumamoto, Ibaraki, and Okinawa Prefectures</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Implementing crime prevention measures for local communities</td>
<td>Concluded disaster support agreements with Kumamoto, Ibaraki, and Okinawa Prefectures</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Enhance cooperation with municipalities</td>
<td>Concluded disaster support agreements with Kumamoto, Ibaraki, and Okinawa Prefectures</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Continue to implement measures to support people who have difficulty in returning home during disasters</td>
<td>Concluded disaster support agreements with Kumamoto, Ibaraki, and Okinawa Prefectures</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Continue to cooperate with local communities to establish disaster and crime prevention systems</td>
<td>Concluded disaster support agreements with Kumamoto, Ibaraki, and Okinawa Prefectures</td>
</tr>
</tbody>
</table>

#### Encouraging Employees to Participate More in Local Contribution Activities

We are fostering social and cultural contribution activities as a means to fulfill our social responsibility, and have set the following seven priority areas and policies: (1) Support for children and young people who will create future society; (2) Support in creating safe and secure local communities in which everybody lives at ease; (3) Conservation of the local and global environment; (4) Preservation and development of culture and art, and promotion of sport; (5) Eradication of poverty throughout the world; (6) International cooperation and exchange; and (7) Disaster relief. In deciding to whom we will give support in the priority areas, we comply with the following three criteria for unbiased activities: (1) Serving social and public interests and anticipating broad public approval; (2) Relevant to our business activities; and (3) Relevant to international issues.

As corporate citizens, companies are increasingly expected to make contributions to society at large. Therefore, it is mandatory to fulfill their social responsibilities more proactively in local communities, instead of just pursuing profits in their business. The Great East Japan Earthquake was a powerful reminder of the social responsibility of distributors and retailers. The disaster has definitely raised employee awareness about such responsibility, and I believe that many of them have become more eager to do something for society.

In response, the Seven & i Group will provide employees working at its stores across the country with more opportunities to participate in local contribution activities. To this end, we will enhance cooperation with NPOs having close relationships with local areas and NGOs having expert skills. We will also encourage more employees to take volunteer leave, while fostering the implementation of volunteer leave systems in some operating companies which do not have a system, and discussing ways to promote employee interest in taking action.

#### Keiko Fujimoto
Senior Officer
Social and Cultural Affairs
CSR Department
Seven & I Holdings