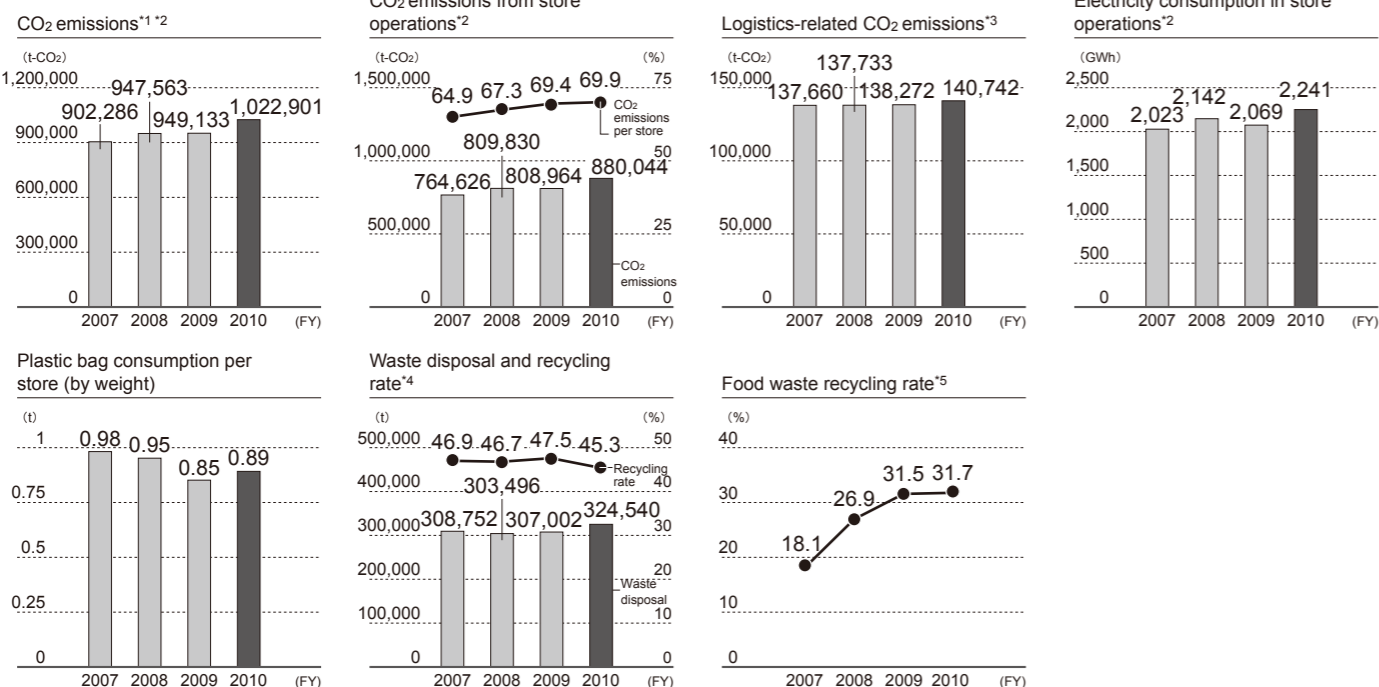


Environmental Data



Supplemental information

*1 FY2007 and FY2008 data show the CO2 emissions stemming from the use of energy in store operations and logistics (distribution center operations and fuel used by delivery vehicles). The data for FY2009 and onwards show CO2 emissions stemming from the use of energy in store operations, logistics and headquarters, training center and regional office operations.

*2 Electricity consumption for FY2007 and FY2008 was calculated by estimating the total based on average electricity consumption per store. The figures for FY2009 represent total electricity consumption by all but a few stores for which the electricity consumption figures were unavailable. The figures for FY2010 represent total electricity consumption at all but for a few stores, where the figures were calculated based on the estimated values since their electric consumption is unavailable.

*3 This data represents CO2 emissions stemming from distribution center operation and delivery truck exhaust.

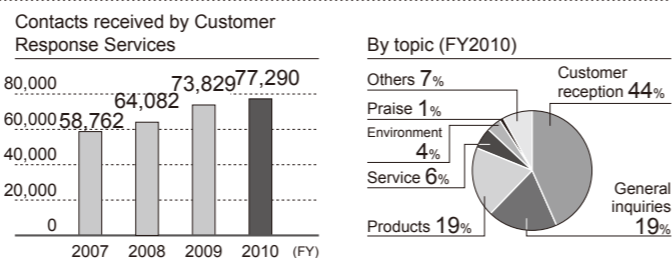
*4 These calculations are based on estimated emissions by the stores in Tokyo. The period of the calculations was January to December. The amount of food waste was calculated based on the standard of *5.

*5 The rate for FY2007 was calculated by estimating the recycling rate for waste from the stores in Tokyo. The period of the calculation was January to December. The rates for FY2008 and onwards were calculated based on reported results in accordance with the Food Recycling Law. The period of the calculations was April to March.

CO2 emissions for FY2009 and onwards were calculated according to the new Seven & i Holdings Group-wide CO2 Emissions Calculation Manual. A portion of the CO2 emission factors for each fuel type was changed in accordance with the new standards presented in the manual.

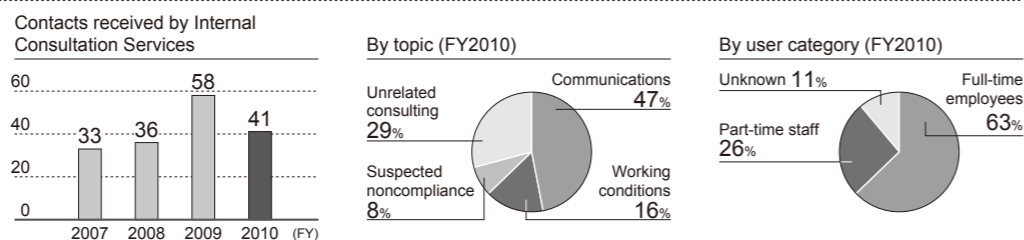
Data for Customer Response Services

ID was introduced in July 2010, followed by the expansion of the types of credit cards accepted in September. In addition, the accepting of SUICA and other transportation-system electronic money started in March 2011. Also, the sales of BIG and toto (lotteries) are now possible with multi-functional copy machines, enabling us to offer convenient services to customers. A significant number of customer complaints are heard about the sales counters, including concerns about the way in which customers are treated at cash registers. Cashier Customer Service Training for Franchisees started in May 2011, for supporting customer service education for employees. These efforts are intended to reduce the number of complaints, which had been growing.



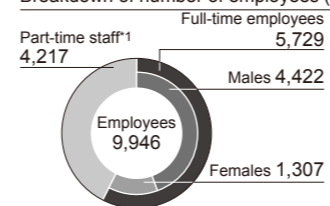
Data for Consultation Services for Employees

Many of the contacts made during FY2010 involved a lack of communication in the workplace. The Educational Subcommittee was established in FY2010, in view of the start of employee education for promoting understanding of CSR. In FY2011, the subcommittee started studies on employee education programs using DVDs and initiatives for enhancing awareness about compliance.



Personnel Data

Breakdown of number of employees (as of February 28, 2011)



New graduate employees hired: 141 (Males: 65, Females: 76)
Mid-career employees hired: 79
Re-employment: 17

	FY2007	FY2008	FY2009	FY2010
Average length of service (full-time employees)	7 years 6 months	7 years 10 months	8 years 4 months	9 years
Number of parental leave recipients (full-time employees)	25	29	40	45
Male recipients:	0	0	0	0
Number of nursing leave recipients (full-time employees)	3	1	0	0
Male recipients:	2	1	—	—
Number of volunteer leave recipients	No system	3	1	1

Percentage of women in management positions*2



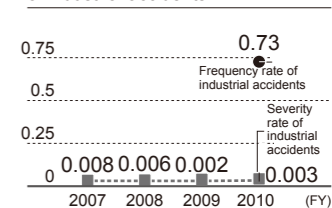
Percentage of employees with disabilities*3



Ratio of full-time employees taking paid holidays*4



Frequency rate and severity rate of industrial accidents*5



Supplemental information

*1 Number of part-time staff working at directly operated stores (the monthly average number, with 8 hours/day counted as one employee)

*2 Excluding executive officers

*3 The rate for the fiscal year is the rate as of June 1 of the following fiscal year. The percentage of workers with disabilities is for the five qualified Group companies: Seven & i Holdings, Terre Verte (special subsidiary for severe disabilities), Seven-Eleven Japan, Ito-Yokado, and Seven & i Food Systems. The method of calculation has been changed in FY2010, to reflect the amendment to relevant laws in July 2010.

*4 Holidays remaining from the preceding fiscal year are not included.

*5 The data on frequency rate of industrial accidents shown is only for FY2010.

Major social contribution activities

Safety Station Activities (See P37)

To prevent sales of alcoholic beverages and tobacco to minors, measures were implemented including the posters at point-of-purchase for verifying age at the time of sale and voice guidance at cash registers.

Accepting children for experiential learning (See P35)

Since elementary and junior high school children in regional communities find our stores familiar, we have accepted children participating in experiential learning on work and observation tours at our stores as much as possible. The headquarters supports stores by distributing materials for their facilitating the programs. In FY2010, trainees and observation tours were accepted at 5,767 stores.

Cooperation with Seven-Eleven Memorial Foundation (See P21)

A collection box is set up at each Seven-Eleven store, and donations are made in accordance with the total amount collected. (The matching gift system) 76,735,190 yen was donated in FY2010.

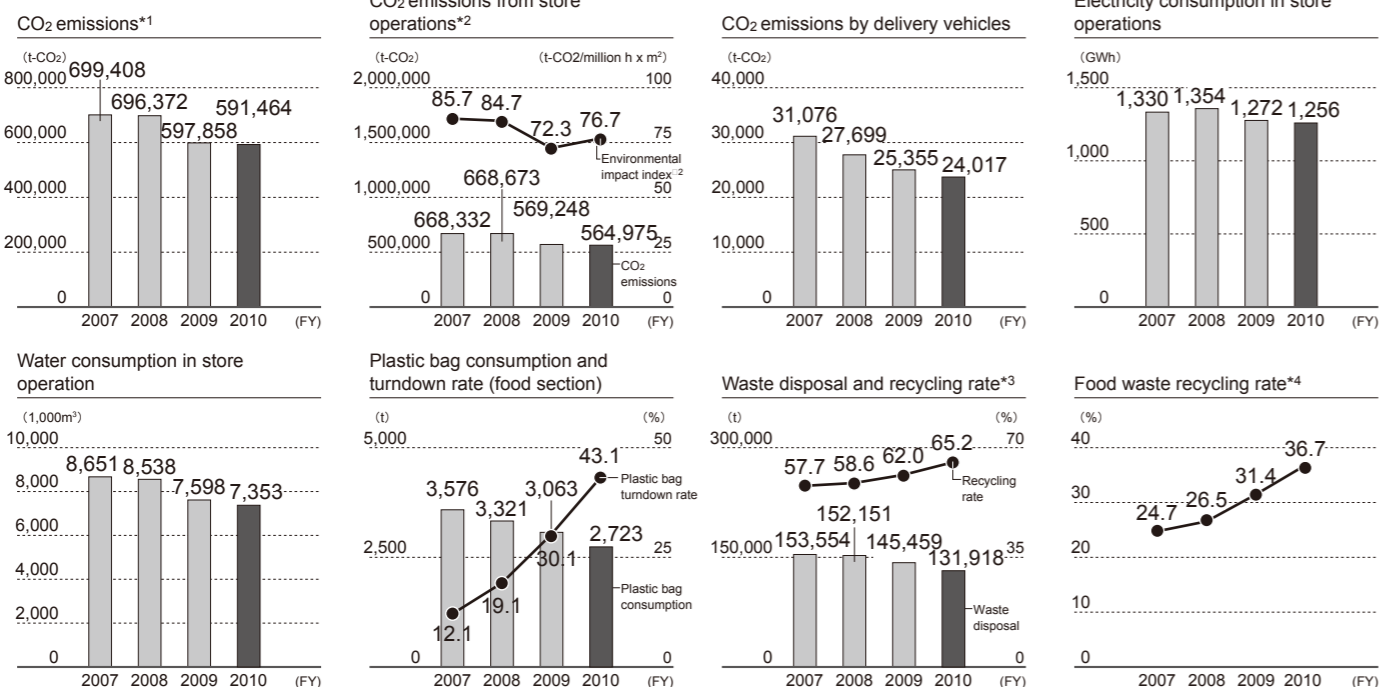
Sponsoring the Tokyo Marathon

Seven-Eleven Japan sponsors the Tokyo Marathon and set up a booth as a part of its efforts to support sports. In addition, Seven-Eleven cooperated in producing rice balls distributed to runners who finished the race.

Posting organ donor cards

Brochure stands for donor cards for people to express their intentions have been installed, as a measure in cooperation with the Japan Organ Transplant Network.

Environmental Data



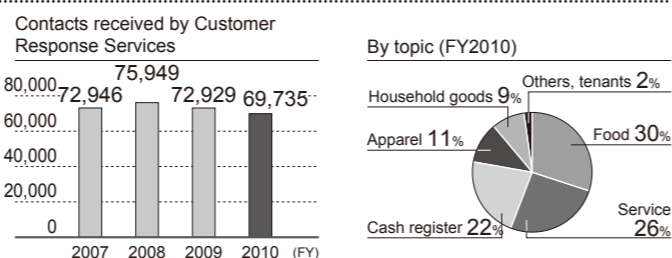
Supplemental information

*1 Data for FY2007 and FY2008 show CO₂ emissions stemming from the use of energy in store operations and by delivery vehicles. Data for FY2009 and onwards show CO₂ emissions stemming from the use of energy in store, headquarters, training center and distribution center operations and by delivery vehicles.
 *2 CO₂ emissions per total operating area x operating hours
 *3 Period from January to December

*4 Results for FY2008 and onwards were calculated using the calculation method prescribed by the Food Recycling Law. The period of the calculations was April to March.
 CO₂ emissions for FY2009 and onwards were calculated according to the new Seven & i Holdings Group-wide CO₂ Emissions Calculation Manual. A portion of the CO₂ emission factors for each fuel type was changed in accordance with the new standards presented in the manual.

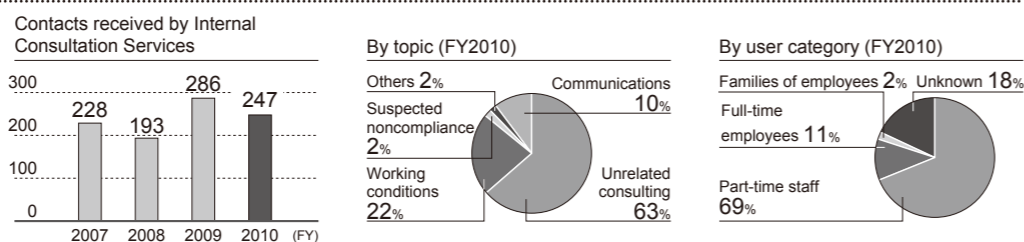
Data for Customer Response Services

Since FY2008, stores and the headquarters have collaborated in promoting initiatives for analyzing the causes of matters pointed out by customers and for making improvements, as a priority issue. This collaboration paid off, as the number of contacts received in FY2010 showed decline for three consecutive years. Opinions on services accounted for 26% overall in FY2010, however, remaining high. Therefore, we will promote initiatives on customer service in FY2011 to further reduce the overall number of contacts accepted.



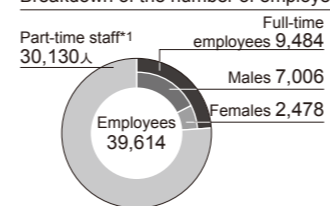
Data for Consultation Services for Employees

In FY2010, compliance seminars were held for 997 new employees and newly appointed managing personnel. The number of contacts made by employees for internal consultation relating to communications at workplaces has shown a tendency to increase. As such, we will hold seminars to enhance awareness of communications among managing personnel in FY2011.



Personnel Data

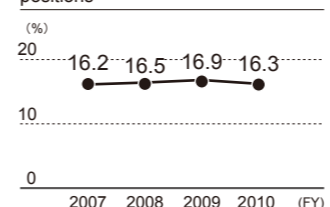
Breakdown of the number of employees (as of February 28, 2011)



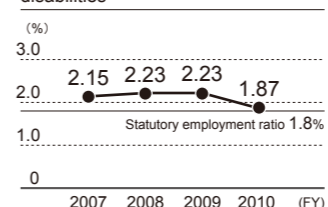
New graduate employees hired: 136 (Males: 42, Females: 94)
 Mid-career employees hired: 11
 Re-employment: 93

	FY2007	FY2008	FY2009	FY2010
Average length of service (full-time employees)	16 years 11 months	16 years 9 months	18 years 7 months	19 years 2 months
Number of parental leave recipients	190	187	201	201
Male recipients	1	0	0	0
Part-time staff recipients	66	86	85	87
Number of nursing leave recipients	13	18	15	26
Male recipients	1	2	1	2
Part-time staff recipients	11	11	13	23
Number of volunteer leave recipients	1	4	6	3

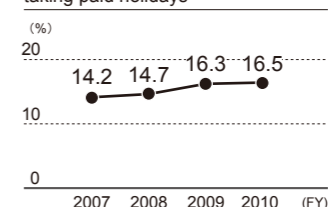
Percentage of women in management positions*2



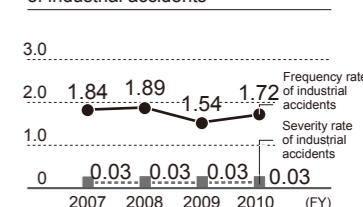
Percentage of employees with disabilities*3



Ratio of full-time employees taking paid holidays*4



Frequency rate and severity rate of industrial accidents



Supplemental information

*1 Monthly average number, with 8 hours/day counted as one employee
 *2 Excluding executive officers
 *3 The rate for the fiscal year is the rate as of June 1 of the following fiscal year. The percentage of workers with disabilities is for the five qualified Group companies: Seven & i Holdings, Terre Verte (special subsidiary for severe disabilities), Seven-Eleven Japan, Ito-Yokado, and Seven & i Food Systems. The method of calculation has been changed in FY2010, to reflect the amendment to relevant laws in July 2010.
 *4 Holidays remaining from the preceding fiscal year are not included.

Major social contribution activities

Operating the Maternity and Childcare Consultation Centers (See P34)

As of the end of February 2011, the service is available at 124 stores. The number of contacts accepted totals 279,033. The number of participants at events totaled 6,108 families.

Establishing Eco & Universal Design corners and holding experiential learning meetings (See P14)

Eco & Universal Design corners aiming to be friendly to people and to the Earth have been established in Ario Otori, Musashi Koganei Store, Ario Kitasuna, and Ario Hashimoto. At these corners, initiatives by Ito-Yokado relating to energy conservation, recycling, reuse, and natural energy are presented on panels and movies.

At Ario Otori, events to provide elementary school children in neighboring communities with a learning experience were held in collaboration with the Sakai City board of education. In FY2010, 182 elementary school children participated.

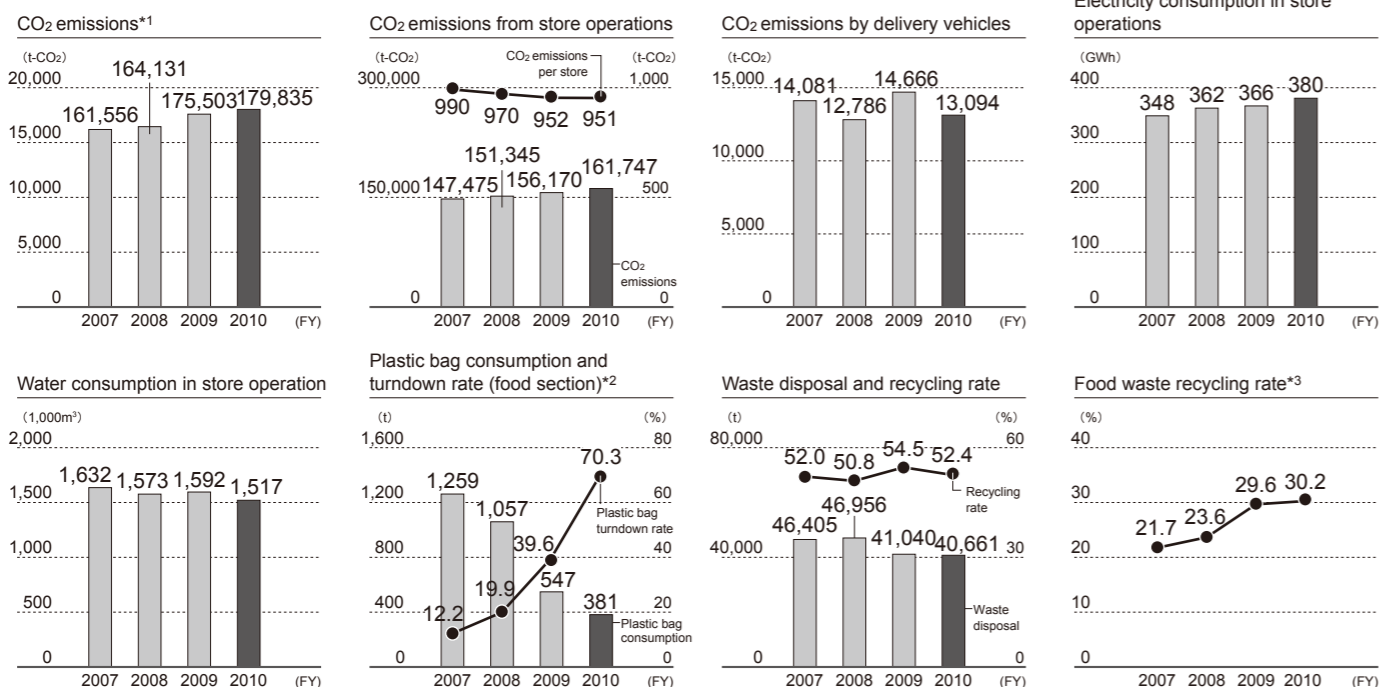
Seven & i AVESCO Fund (See P36)

Using profits from specified vending machines, donations were made to organizations engaged in international humanitarian activities. In FY2010, 5 million yen was donated.

Part of the sales from school bags was donated for the construction of elementary schools in Thailand (See P36)

3 million yen was donated to NGO Plan Japan

Environmental Data



Supplemental information

*1 Data for FY2007 and FY2008 show CO₂ emissions stemming from the use of energy in store operations and by delivery vehicles. Data for FY2009 and onwards show CO₂ emissions stemming from the use of energy in store, headquarters, training center and distribution center operations and by delivery vehicles.

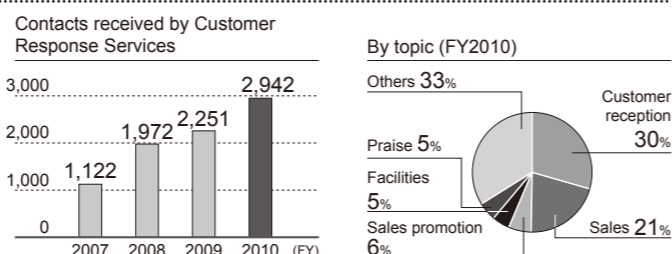
*2 For data in and before FY2009, calculations were made based on the number of Eco Stamp cards collected. In FY2010, we changed the calculation method, which is now based on the number of customers who do not accept plastic bags at checkout counters.

*3 Results for FY2008 and onwards were calculated using the calculation method prescribed by the Food Recycling Law. The period of the calculations was April to March.

CO₂ emissions for FY2009 and onwards were calculated according to the new Seven & i Holdings Group-wide CO₂ Emissions Calculation Manual. A portion of the CO₂ emission factors for each fuel type was changed in accordance with the new standards presented in the manual.

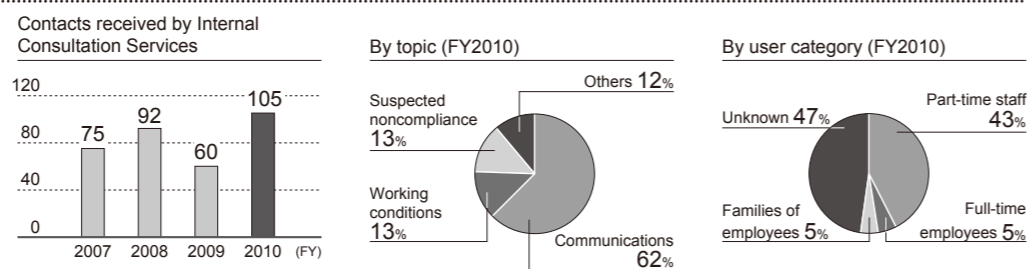
Data for Customer Response Services

In FY2010, York-Benimaru sought to listen carefully to customer opinions and respond to each one, by distributing examples of responding to customers' requests to all stores and with some opinions attempting to respond promptly through collaboration between the store and headquarters. As a result, more and more comments of appreciation were sent in by customers, thanking us for promptly dealing with their requests. We will continue these initiatives in FY2011, and will incorporate as many opinions as possible in our business activities. Through these efforts, we aim to develop stores that are fun and safe for customers to shop at.



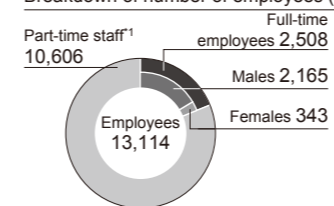
Data for Consultation Services for Employees

In FY2010, the operational status of Help Line was reported once a week in most cases to executives at headquarters. Reports were also made at Risk Management Subcommittee meetings (an in-house organization in which managers and supervisory managers of operating divisions participate), held twice a year. In FY 2011, prompt and precise responses to consultations are targeted, mainly by Corporate Action Committee. Steps will also be taken to prevent gaps forming between socially accepted norms and what is taken for granted within the company.



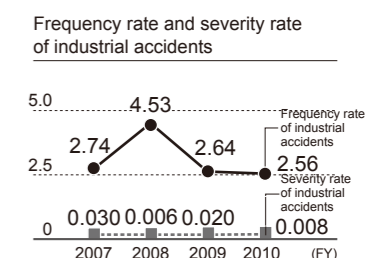
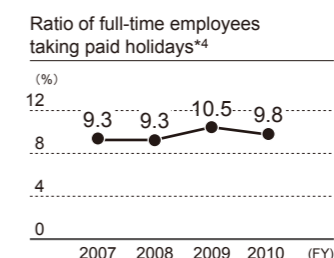
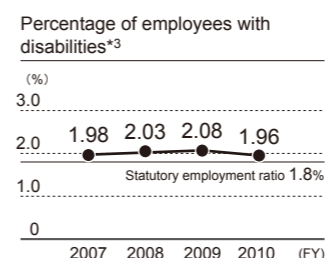
Personnel Data

Breakdown of number of employees (as of February 28, 2011)



New graduate employees hired: 129 (Males: 102, Females: 27)
Mid-career employees hired: 27
Re-employment: 7

	FY2007	FY2008	FY2009	FY2010
Average length of service (full-time employees)	17 years 4 months	12 years 1 month	12 years 7 months	12 years 6 months
Number of parental leave recipients	18	28	29	37
Male recipients	0	0	0	0
Part-time staff recipients	7	9	8	36
Number of nursing leave recipients	1	3	0	5
Male recipients	0	1	—	0
Part-time staff recipients	1	2	—	5
Number of volunteer leave recipients	No system	No system	No system	No system



Supplemental information

*1 Monthly average number, with 8 hours/day counted as one employee

*2 Excluding executive officers

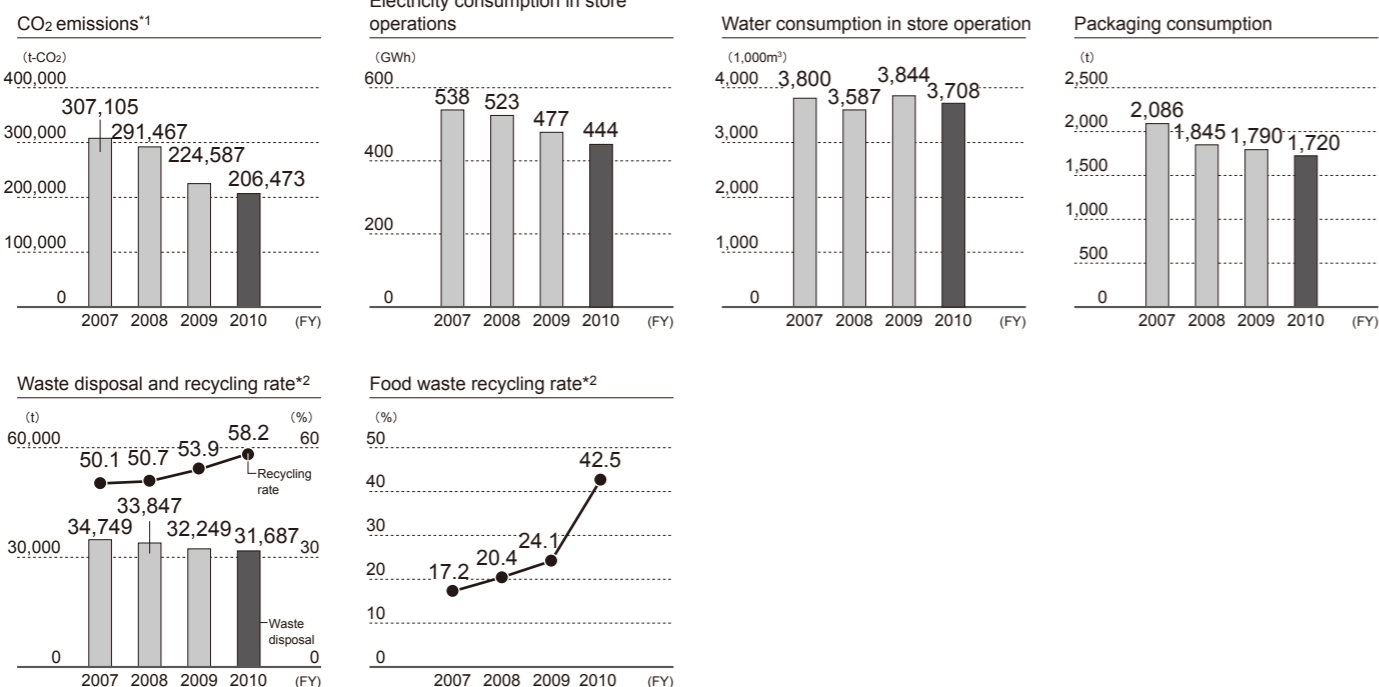
*3 The method of calculation has been changed in FY2010, to reflect the amendment to relevant laws in July 2010.

*4 Holidays remaining from the preceding fiscal year are not included.

Major social contribution activities

- Food education activities for children (See P35)**
In FY2010, the Kids' Farm was held nine times, to which 87 people from 26 groups participated in total.
- Holding Opening Memorial Festival**
Various events were held in appreciation for customers of regional communities at each store, in the month when the store was established.
- Blood donation campaign**
York-Benimaru Co., Ltd. and York-Benimaru Labor Union have served as the secretariat for Heartful Saturday, a blood donation event held in October every year.
- Kids' run for health**
A run has been held since 1989 with elementary school children in Fukushima Prefecture, jointly with S&B Foods, Inc. In FY2010, 886 persons participated.
- The York-Benimaru Foundation**
The York-Benimaru Foundation has promoted international exchange activities, such as offering opportunities to study abroad, with the aim of cultivating an international mindset among youth. York-Benimaru Co., Ltd. functions as the secretariat of the Foundation, in efforts to promote lasting activities.

Environmental Data



Supplemental information

Robinson's is included in the results for FY2009 and onwards.

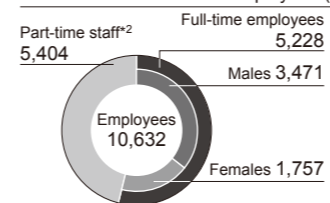
*1 Data for FY2007 and FY2008 show CO₂ emissions stemming from the use of energy in store operations. Data for FY2009 and onwards show CO₂ emissions stemming from the use of energy in store, headquarters and distribution center operations.

*2 Robinson's is not included in the results for FY2009 or FY2010.

CO₂ emissions for FY2009 and onwards were calculated according to the new Seven & i Holdings Group-wide CO₂ Emissions Calculation Manual. A portion of the CO₂ emission factors for each fuel type was changed in accordance with the new standards presented in the manual.

Personnel Data

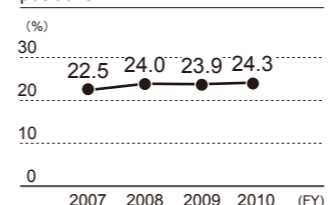
Breakdown of number of employees (as of February 28, 2011)*1



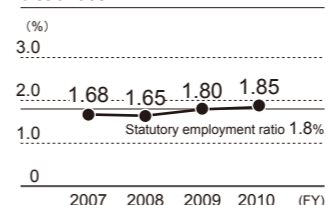
New graduate employees hired: 54 (Males: 22, Females: 32)
Mid-career employees hired: 1
Re-employment: 101

	FY2007	FY2008	FY2009	FY2010
Average length of service (full-time employees)*3	18 years 5 months	18 years 6 months	19 years 4 months	19 years 6 months
Number of parental leave recipients	53	64	66	48
Male recipients	0	0	0	0
Part-time staff recipients	22	19	34	23
Number of nursing leave recipients	0	6	5	2
Male recipients	—	0	0	0
Part-time staff recipients	—	3	3	2
Number of volunteer leave recipients	No system	No system	No system	No system

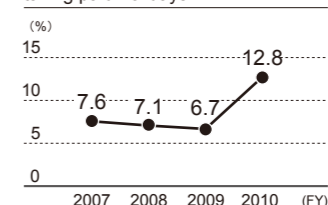
Percentage of women in management positions*4



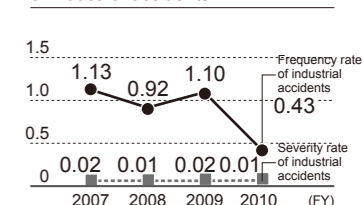
Percentage of employees with disabilities*3, 5



Ratio of full-time employees taking paid holidays*6



Frequency rate and severity rate of industrial accidents



Supplemental information

Robinson's is not included in the results.

*1 Robinson's is included in the result.

*2 Monthly average number, with 8 hours/day counted as one employee

*3 Robinson's is included in the results for FY2009 and onwards.

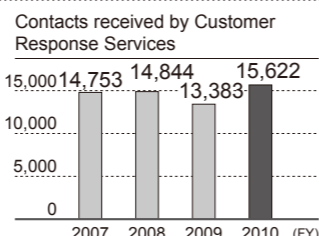
*4 Excluding executive officers

*5 The method of calculation has been changed in FY2010, to reflect the amendment to relevant laws in July 2010.

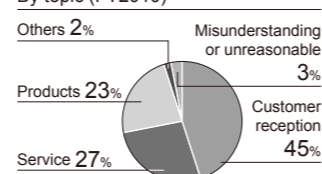
*6 Holidays remaining from the preceding fiscal year are not included for FY2010.

Data for Customer Response Services

In FY2010, a Customer Center was established in the Customer Service Department at headquarters, to bolster initiatives to incorporate customer opinions into corporate activities. Opinions provided at the Customers' Consultation Desk at each store were collected and analyzed, to enhance the level of customer service, the product lineup, additional services, and facilities. Employees also used note pads which they always carried to gather customer feedback on purchasing trends at the store-front. Activities were expanded to all stores and enhanced to use the collected information to develop hypotheses on future product lineups and sales systems. In FY2011, we continue those activities to resolve dissatisfaction among customers and reflect customers' needs in sales measures.

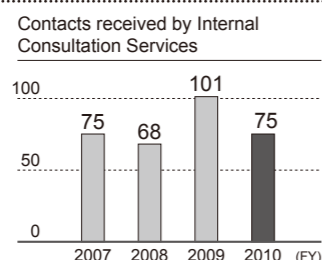


By topic (FY2010)

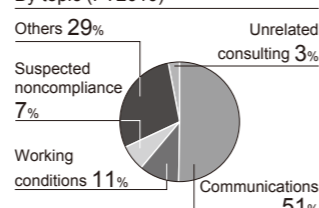


Data for Consultation Services for Employees

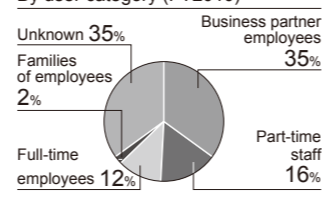
Through prompt responses to consultations and training given to managers, the overall number of contacts declined. The number was actually halved or reduced even further for consultations about working conditions and suspected noncompliance, and we believe that is a result of compliance training. In FY2011, we will hold training and other initiatives to maintain and cultivate excellent working conditions.



By topic (FY2010)



By user category (FY2010)



Major social contribution activities

Sogo & Seibu has undertaken the following three social contribution activities together with customers, with a theme Linking Everyone's Kindness.

(1) Support for fostering Seeing-eye dogs (See P35)

- Get to Know Seeing-Eye Dogs Campaign, a demonstration event for promoting understanding on seeing-eye dogs and visually challenged people, is held at all Sogo & Seibu stores twice a year. The event has also been held at two Robinson's stores since FY2010.
- A collection box has been set up in each store, and 26,575,059 yen in total donated by customers were sent to seven seeing-eye dogs fostering organizations in the neighborhood of each store.
- The fund established by labor and management was combined with the amount raised by employees, and 15 million yen was donated to nine seeing dogs fostering organizations nationwide.

(2) Material support to developing countries (See P36)

- Items that customers no longer need and that were entrusted to us were donated to developing countries. In addition to establishing a permanent desk for accepting used children's shoes, campaigns were held on four temporary occasions for collecting used shoes and soccer balls. A total of 324,500 items turned in by 99,900 groups of customers were accepted, and 115,900 items were donated to Zambia and other developing countries.

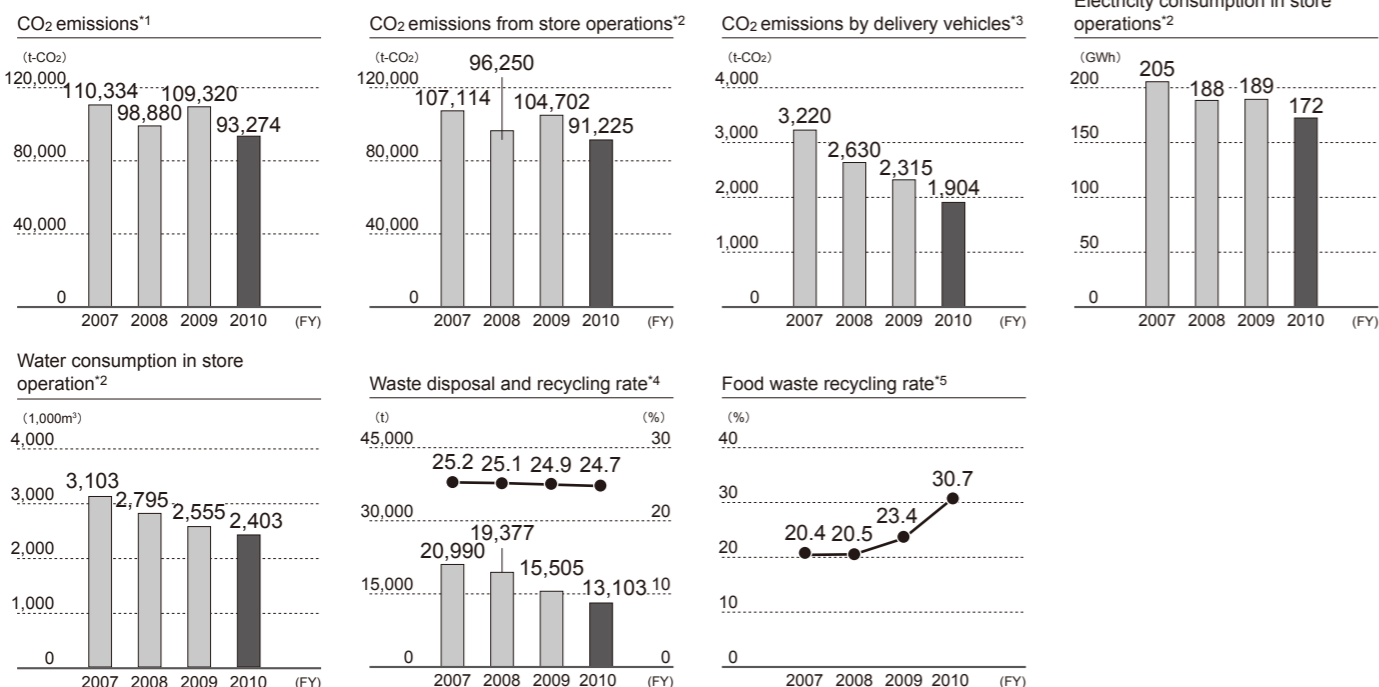
(3) Tree planting and cultivation activities (See P20)

- Tree planting activity linked with simplified packaging. One tree was planted and cultivated through an NPO for every 4,000 instances of cooperation for simplified wrapping by customers who purchased summer and winter gifts.
- Assisting in tree planting and cultivation by customers. One tree was planted and cultivated through an NPO for every 80 cases of "green wrapping" ordered by customers.

Through the above and other activities, 1,065 trees were planted in FY2010. So far, 1,565 trees have been planted and cultivated since FY2009, when the activity started.

- Of annual sales from our original Eco Bags, 5% was donated to the environmental conservation organization (Japan Fund for Global Environment of Environmental Restoration and Conservation Agency). 672,000 yen was donated in FY2010.

Environmental Data



Supplemental information

*1 Data for FY2007 and FY2008 show CO₂ emissions (Denny's only) stemming from the use of energy in restaurant operations and by delivery vehicles. Data for FY2009 and onwards show CO₂ emissions stemming from the use of energy in store (Seven & i Food Systems) and headquarters operations and by delivery vehicles (Denny's only).

*2 FY2007 and FY2008 values are for Denny's only.

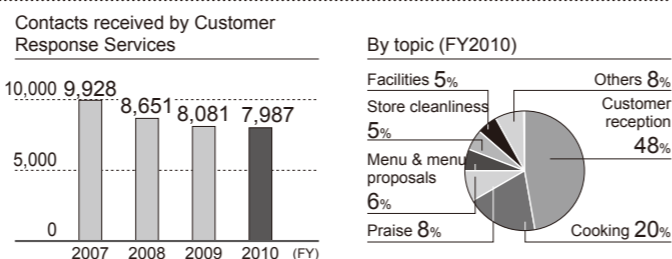
*3 This value is for Denny's only.

*4 FY2007 values are for Denny's only.

*5 Results for FY2008 and onwards were calculated using the calculation method prescribed by the Food Recycling Law. FY2007 values are for Denny's only. CO₂ emissions for FY2009 and onwards were calculated according to the new Seven & i Holdings Group-wide CO₂ Emissions Calculation Manual. A portion of the CO₂ emission factors for each fuel type was changed in accordance with the new standards presented in the manual.

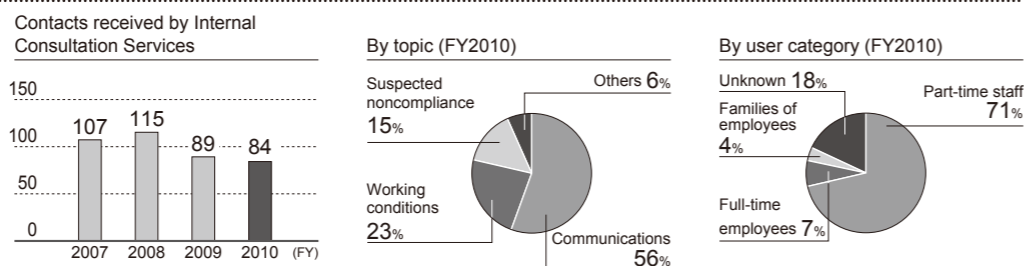
Data for Customer Response Services

In FY2010, Customer Service Training for Store Managers was conducted with priority given to stores where the complaint rate is high, in an effort to reduce complaints. In FY2011 as well, suggestions and complaints from customers will be segmented and dealt with in detail, at the same time continuing with customer service training for managers of stores with a large number of complaints.



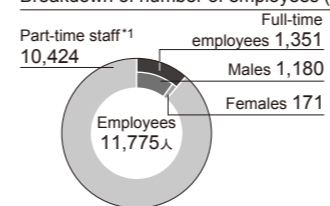
Data for Consultation Services for Employees

The number of contacts received in FY2010 turned out to be 95% of the level of the previous year, and they were dealt with in collaboration among the Information Management Committee, Fair Trade Subcommittee, and Personnel Affairs Department. Information sharing was attempted through monthly reports and Corporate Action Committee meetings held quarterly. In FY2011, in line with the amendments to the Seven & i Holdings Corporate Action Guidelines, we will revise our Guidelines and fully distribute the revisions to employees. And we also plan to extend Compliance education in areas where a large number of contacts have been made in an effort to address the issues.



Personnel Data

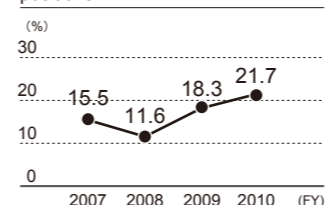
Breakdown of number of employees (as of February 28, 2011)



New graduate employees hired: 37 (Males: 19, Females: 18)
Mid-career employees hired: 0
Re-employment: 10

	FY2007	FY2008	FY2009	FY2010
Average length of service (full-time employees)	13 years 6 months	14 years 7 months	13 years 10 months	13 years 6 months
Number of parental leave recipients	47	62	40	46
Male recipients	0	0	0	1
Part-time staff recipients	41	53	36	30
Number of nursing leave recipients	0	0	0	0
Male recipients	—	—	—	—
Part-time staff recipients	—	—	—	—
Number of volunteer leave recipients	0	0	0	0

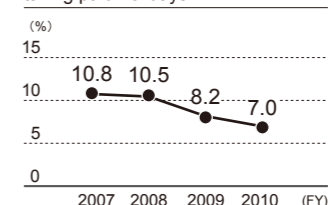
Percentage of women in management positions*2



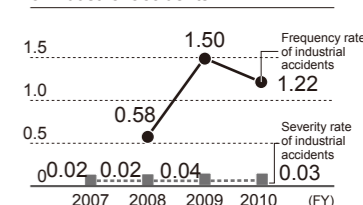
Percentage of employees with disabilities*3



Ratio of full-time employees taking paid holidays*4



Frequency rate and severity rate of industrial accidents*5



Supplemental information

*1 Monthly average number, with 8 hours/day counted as one employee

*2 Excluding executive officers

*3 The rate for the fiscal year is the rate as of June 1 of the following fiscal year. The percentage of workers with disabilities is for the five qualified Group companies: Seven & i Holdings, Terre Verte (special subsidiary for severe disabilities), Seven-Eleven Japan, Ito-Yokado, and Seven & i Food Systems. The method of calculation has been changed in FY2010, to reflect the amendment to relevant laws in July 2010.

*4 Remaining holidays from the preceding fiscal year are not included. The value for FY2007 is for Denny's alone.

*5 The frequency rate of industrial accidents considers only figures for FY2008 to 2010.

Major social contribution activities

Participated in the TABLE FOR TWO for Africa! Hot Encouragement and Warm Lunch!! Campaign (See P36)

Supported activities of NPO TABLE FOR TWO International, and participated in its campaigns. Some 1,690,215 yen was donated during the campaign period, which ran about a month.

Accepting more students for work experience

Seven & i Food Systems accepted a greater number of students for work experience, allowing them to engage in customer service at stores, cleaning, assisting in cooking, and other tasks. Some 423 students were accepted at 151 stores in FY2010, on the total of 345 days.

Cooperation with childcare in regional communities

Free and discounted services have been set up for customers accompanying small children. As of the end of February 2011, 112 stores in five regions were offering the services.

Store-front fund raising and donations to organizations that support activities leading to sound dietary habits

A total of 2 million yen was donated to JF Ai-no-Bokin of Japan Food Service Association (JF), Japanese Red Cross Society (Tokyo Branch), and the United Nations World Food Plan (WFP).

Participated in the Three-Star Restaurant for Food Education in Shinshu program (See P33)

Ten Denny's restaurants and four Famil restaurants in Nagano Prefecture participated in the Three-Star Restaurants for Food Education in the Shinshu program, for which the Nagano Prefectural government has comprehensively promoted initiatives for improving health, passing down the food culture, and considering the environment since June 2010.

Results attained in FY2010 and targets for FY2011 regarding initiatives

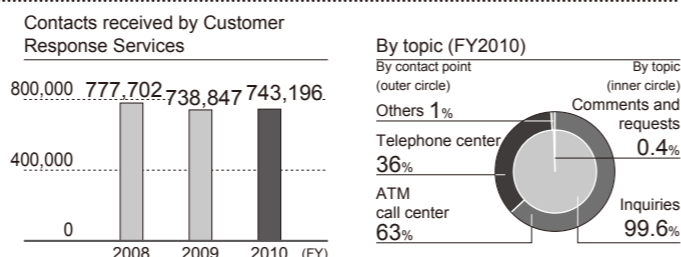
Challenge	FY2010 Results	FY2011 Targets
Reducing the Environmental Impact		
Improving energy efficiency and introducing renewable energy	<ul style="list-style-type: none"> Developed the third-generation ATM (cuts electricity use by 48% compared to second-generation machines) and installed 206 units. The number of guarded deliveries of cash was reduced by increasing the number of cash cassettes, and in turn, increasing the volume of paper notes. The bank signboards installed at Seven-Eleven stores have been replaced with LED at 305 stores. 	<ul style="list-style-type: none"> Replace ATMs with the third-generation machines. Reduce electricity consumption per ATM in July to September by 15% from the previous year. Reduce electricity consumption in offices between July and September by 20% from the previous year.
Reducing waste and developing a recycling-oriented society	<ul style="list-style-type: none"> The volume of paper ordered for office automation equipment has been reduced by 11%. The rules for sorting waste were applied thoroughly. 	<ul style="list-style-type: none"> Continue using recycled paper. Improve the rate of green procurement.
Implementing measures for biodiversity	<ul style="list-style-type: none"> Employees and their families participated in the cleaning activity in forests at the foot of Mt. Fuji. 	<ul style="list-style-type: none"> Continue with the cleaning activity by employees and their families at forests by the foot of Mt. Fuji.
Offering eco-friendly products	<ul style="list-style-type: none"> The third-generation ATM was developed and installation was begun. Power consumption was reduced by 48% compared to second-generation machines. 	<ul style="list-style-type: none"> Replace ATMs with third-generation machines.
Raising environmental awareness among employees	<ul style="list-style-type: none"> Environmental seminars were held twice in the year. Participated in energy conservation campaign for employees of the Seven & i Group. 	<ul style="list-style-type: none"> Continue holding environmental seminars twice a year. Continue disseminating environmental data using Intranet and other media.
Provision of Safe, Reliable Products and Services		
Ensuring the quality and safety of products and services	<ul style="list-style-type: none"> Developed and installed the third-generation ATM, equipped with improved security and troubleshooting features. Adopted a universal font for ATM screens. Started overseas money transfer service. 	<ul style="list-style-type: none"> Continue with initiatives geared toward stable operation of ATMs. Verify BCM and BCP with respect to the Great East Japan Earthquake, and make revisions. Start overseas money transfer services on ATM.
Developing stores and facilities customers can visit with a sense of security	<ul style="list-style-type: none"> Created the Financial Crime Countermeasures Office a Department. Cooperated with police investigations in 48,761 cases for eradicating financial crimes. 	<ul style="list-style-type: none"> Continue cooperating with the police to eradicate financial crimes. Continue contributing to the eradication of financial crimes, through measures against money laundering.
Responding sincerely to customer opinions	<ul style="list-style-type: none"> Conducted seminars jointly with business partners, for enhancing customer service. 	<ul style="list-style-type: none"> Hold more discover meetings, aiming to discover new ways to achieve customer satisfaction (CS).
Coexistence with Local Communities		
Supporting young parents and the elderly	<ul style="list-style-type: none"> Distributed the picture book Solider Bonolon of the Forest to be read to children. Held story hour at our stores. 	<ul style="list-style-type: none"> Continue distributing the picture book Solider Bonolon of the Forest to be read to children. Continue holding story hours. Contribute picture books to children's facilities in a number commensurate with the number of Solider Bonolon of the Forest cash cards issued to customers according to their choice.
Assisting in local community revitalization	<ul style="list-style-type: none"> Posted information of a public nature (notices on election, tax notification, etc.) on ATM screens. Fourteen employees participated as registered volunteers in activities of the Chiyoda Corporate Volunteer Association and the Chiyoda Volunteer Club, in total of 65 hours. 	<ul style="list-style-type: none"> Continue offering employees opportunities to take part in volunteer activities.
Providing support in times of disaster	<ul style="list-style-type: none"> Held seminars on business continuity plans (BCP) to all employees twice a year. Conducted drills based on the BCP. Fund raising for areas affected by natural disasters (earthquake in Qinghai Province of China, eruption of Shinmoedake volcano, earthquake in New Zealand, the Great East Japan Earthquake). 	<ul style="list-style-type: none"> Maintain stable operation of ATMS. Respond to cash needs in affected areas with mobile ATM Vehicles.
Implementing crime-prevention measures for local communities	<ul style="list-style-type: none"> Created the Financial Crime Countermeasures Office a Department. Cooperated with police investigations in 48,761 cases for eradicating financial crimes. 	<ul style="list-style-type: none"> Continue cooperating with the police to eradicate financial crime.
Creating Fulfilling Workplaces		
Supporting development of employee abilities	<ul style="list-style-type: none"> Dispatched employees to the business school, held since 2008. Established a subsidy system for employees trying to obtain a qualification. Expanded seminars tailored to each division and duty. 	<ul style="list-style-type: none"> Build staff skills in communicating in foreign languages.
Achieving a work-life balance	<ul style="list-style-type: none"> Invited employees' children to observation day on parents' workplaces. Asked employees to develop a holiday plan in advance to ensure that all will take the day off without fail. 	<ul style="list-style-type: none"> Continue providing support for maintaining work-life balance. Encourage male employees to take parental leave. Adopt the summertime system between July 21 and August 31.
Making use of diverse human resources	<ul style="list-style-type: none"> Held exchanges with persons in charge at Terre Verte, a special subsidiary of the Group. Continued re-employment of retirees (In FY2010, nine persons transferred to non-regular positions; the number of persons being employed as of the end of fiscal year was 29.) 	<ul style="list-style-type: none"> Continue employment of part-time and temporary workers. Maintain the statutory employment ratio of persons with disabilities.
Assuring consideration for worker health and safety	<ul style="list-style-type: none"> 100% of employees had regular health checkups. Interviews and instructions by industrial physicians and public health nurses were held. Mental health measures were implemented through counseling, etc. 	<ul style="list-style-type: none"> Strengthen measures to deal with mental health issues, in collaboration with outside medical institutions. Continue with interviews and guidance by industrial physicians and public health nurses.

Environmental Data

	FY2008	FY2009	FY2010
Volume of paper ordered for office automation equipment	7,622,225	8,079,700	7,151,900
Copier use (converted to A4-sized paper)	3,552,800	3,165,604	2,568,123

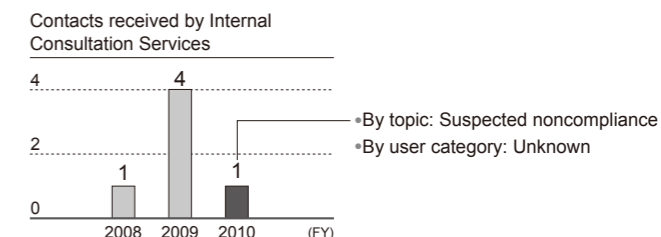
Data Related to Customer Response Services

In FY2010, initiatives designed to give form to customers' opinions were promoted in pursuit of improved customer satisfaction, by sharing information with related departments through the presentation of the results of analyses of their opinions at study meetings. Also, training to deal with customers was held at Call Centers, Telephone Center departments, and manned stores, for improving customer service. Interactions with other business entities and organizations were made through our acceptance of observation tours to the Centers. In FY2011, we will continue these initiatives to enhance customer satisfaction and cultivate a customer service-centered mindset.



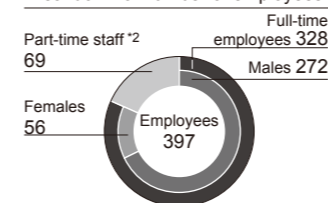
Data for Consultation Services for Employees

Preventing harassment was set as a priority issue in the compliance program in FY2010 to deal with potential risks, and at the same time giving employees a proper understanding of harassment. A range of compliance training programs were carried out in the first half of the year. In addition, notification about the Internal Consultation Services continued to be made during compliance-related training sessions. We will continue notifying employees about the system in FY2011.

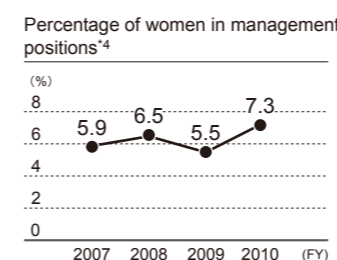


Personnel Data

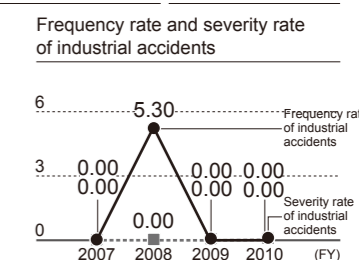
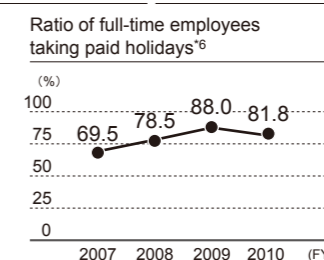
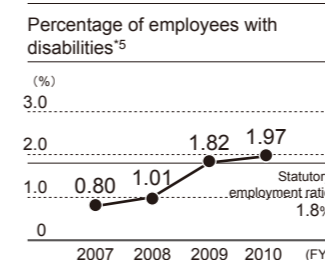
Breakdown of number of employees (as of March 31, 2011)¹



New graduate employees hired: 4 (Males: 2, Females: 2)
Mid-career employees hired: 13
Re-employment: 9



	FY2007	FY2008	FY2009	FY2010
Average length of service (full-time employees) ³	2 years 6 months	3 years 4 months	3 years 10 months	4 years 6 months
Number of parental leave recipients	1	4	2	6
Male recipients	1	1	0	0
Part-time staff recipients	0	0	0	0
Number of nursing leave recipients	0	0	0	4
Male recipients	—	—	—	2
Part-time staff recipients	0	0	0	2
Number of volunteer leave recipients	No system	No system	No system	No system



Supplemental information

- ¹ There are also contracted and non-regular employees. ² Monthly average number, with 8 hours/day counted as one employee. ³ The company was founded in 2001.
- ⁴ Excluding executive officers.
- ⁵ The method of calculation has been changed in FY2010, to reflect the amendment to relevant laws in July 2010.
- ⁶ Remaining holidays from the preceding fiscal year are not included.

Major social contribution activities

Sponsoring "Solider Bonolon of the Forest," a picture book to be read to children (See P35)

About 1 million copies have been published bimonthly since the start in June 2005. Seven Bank supports the publication of picture books for facilitating communication between parents and children through story hours. Books are distributed at Seven-Eleven stores, Denny's and Famil restaurants, Seven Bank branches, etc., nationwide. Communication with readers is encouraged through drawing competition for children, call for photographs, and other initiatives in the process of picture book planning.

Holding story hours (See P35)

Story hour has been held once a year since 2008. In FY2010, 15 employees served as staff, and the story hour drew about 400 groups of parents and children. Story hours featuring large picture books and sing-alongs with hand gestures were held at our six branches.

Regional volunteer activities by employees

In September 2010, our company joined the Chiyoda Cooperate Volunteer Association, which brings together businesses with offices in Chiyoda Ward to collaborate in social contribution activities. Employees are also encouraged to participate in the Chiyoda Volunteer Club, where each engages in volunteer activities individually. Information on volunteer activities is being offered to employees each month. In FY2010, 14 people participated in the above two volunteer groups, and engaged in activities for 65 hours in total.

Fund raising for relief aid (See P33)

Conducted "Get to Know and Disseminate Voice Guidance Services for Visually Challenged People Campaign" (See P35)