

As the holding company, we have established the group policies and the Challenges Facing the Seven & i Group and promoted CSR management

Setting the Challenges Facing the Seven & i Group

In 2009, through dialogue with outside experts, Seven & i Holdings set the five Challenges Facing the Seven & i Group. The Challenges were also established with reference to ISO26000, which are international guidelines on social responsibility, and GRI's Sustainability Reporting Guidelines. Seven & i Holdings and each of the operating companies work on CSR measures to address the Challenges.

Revising CSR management organizations

In order to strengthen measures regarding the Challenges and CSR activities, we established the CSR Department which reports directly to the president in April 2011 by integrating the CSR and social contribution divisions. Furthermore, in September of the same year,

CSR organization was revised by establishing the CSR Management Committee, which is chaired by the president of Seven & i Holdings and composed of the people responsible for the CSR-related divisions, and three subcommittees under its management—Corporate Ethics and Culture Subcommittee, Consumer Affairs and Fair Business Practices Subcommittee, and Environment Subcommittee.

Each subcommittee formulated targets for activities in line with the Challenges, and set up project teams for each specific activity to be pursued. Through an unprecedented move of establishing project teams, we are striving to accelerate the implementation of activities. At the same time, many operating companies are made to participate in the projects in order to raise the overall level of the Group.

Challenges Facing the Seven & i Group

FY2005-2010

 **Strengthening Corporate Governance and CSR Management**


- Established Group-wide Help Line for employees of domestic Group companies in a third-party organization → P.13
- Formulated the Business Partner Action Guidelines
- Established the Business Partner Help Line in a third party organization → PP.14-15



 **Reducing the Environmental Impact**

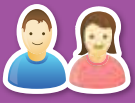
- Third-party reviews of CO₂ emissions data was conducted for each of the five operating companies, and the calculation conditions of all the companies were unified
- Made trial calculations on carbon footprints for 15 Seven Premium products
- Started Tropical Forest Conservation Project in Indonesia → P.27
- Opened eco-friendly stores → P.22



 **Providing Safe, Reliable Products and Services**



- Formulated New Influenza Countermeasures manual

 **Creating Fulfilling Workplaces**

- Transferred Ito-Yokado's Human Rights Awareness Office to the holding company for raising awareness on human rights in the Group → P.32

 **Coexisting with Local Communities**

- Concluded cooperation agreements for comprehensive regional activation (started in 2004) → P.35



Activity targets of the three CSR management subcommittees

Subcommittee	Targets
Corporate Ethics and Culture Subcommittee	<ul style="list-style-type: none"> Thoroughly ensuring compliance Creating fulfilling workplaces
Consumer Affairs and Fair Business Practices Subcommittee	<ul style="list-style-type: none"> Responding sincerely to customer opinions Ensuring the quality and safety of products and services Establishing fair business practices
Environment Subcommittee	<ul style="list-style-type: none"> Reducing the environmental impact Conserving the global environment



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Details are reported on pages 12-13.

Toward Sustainable Growth of Society and Business Entities

A year has passed since the establishment of the CSR Department, and an even more solid organization for promoting CSR has been built. In response to the publication and revision of ISO26000, the Keidanren Corporate Behavior Charter, and other guidelines, we revised the Seven & i Holdings Corporate Action Guidelines in September 2011 for clearly restating the Group's philosophy. The Guidelines are based on the latest social demands both in Japan and abroad, as well as incorporating the supply chain perspective.

From here forward, the CSR Department will take the

initiative in promoting strategic CSR through various measures, such as building new business models that could help resolve social issues through business activities, as well as collaboration for CSR measures with NGOs and other organizations. Measures the Group implements will also be objectively verified with reference to ISO and other CSR guidelines published both in Japan and overseas. By steadily pursuing these activities we will strive to fulfill the corporate social responsibilities of the Seven & i Group in the hopes of ensuring sustainable growth of society and business.

FY2011

- Established the CSR Department
- Posted CSR information in the Group magazine → P.27
- Renewed the subcommittees of the CSR Management Committee → P.12
- Revised the Corporate Action Guidelines → P.5

- Established Environment Subcommittee → P.12
- Expanded use of LED lighting and smart sensors in stores → PP.22-23
- Released LED bulbs by the private brand Seven Premium



- Established Consumer Affairs and Fair Business Practices Subcommittee → P.12
- Formulated Large-Scale Disaster Countermeasures Procedures
- Started Disaster Prevention Project → P.11

- Began studies on measures to promote diversity → P.32



- Responding to the Great East Japan Earthquake → P.31, P.36
- Serving people having difficulty in shopping → PP.16-17

FY2012

- Held briefings for the Business Partner Action Guidelines, and began CSR auditing at our business partners → P.14
- Signed the United Nations Global Compact → P.4



- Conducted verification of the CO₂ emissions data of the five operating companies by an independent organization → P.64

- Started Forest Conservation Project in Nagano Prefecture → P.27



- Started various seminar programs jointly by the Group companies → P.28, P.31



- Established Group's Training Center → P.33
- Began store operation by women → P.32
- Started Diversity Promotion Project → P.32



- Established indicators for ensuring preliminary decisions and measuring results of social contribution programs

- Registered with Chiyoda Corporate Volunteer Association