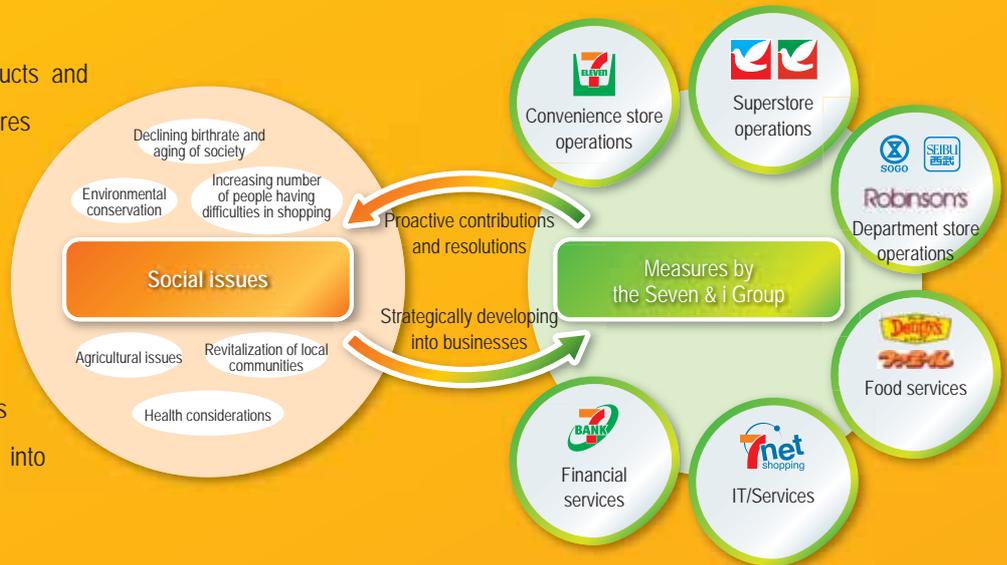


Contributing to Resolution of Diverse Challenges as Social Infrastructure

The Seven & i Group offers products and services that make use of the features of its stores, which function as a form of social infrastructure. We aim to be a corporate group that contributes to building an even better society by focusing on measures to resolve social issues and strategically developing them into businesses.



1 Responding to the Increasing Number of People Having Difficulty in Shopping

Supporting Daily Shopping As Retail Stores Close to You

The number of retail stores in Japan has decreased in many areas, along with shrinking public transportation networks, due to the declining birthrate, the aging of society, and the decreasing number of household members. Increasing numbers of people also feel worried about driving as they age. For these reasons, the number of people who have difficulties with daily shopping has increased, mainly among the elderly, and this has become a social issue.

Also, changes in lifestyles have also been seen, along with the increasing number of single or two-person households and women's advancing into society.

Responding to these social trends, the Seven & i Group has attempted to create new services for supporting daily shopping, utilizing the store networks, and the logistics and information systems that it has developed over many years.

Operating Shuttle Buses

Offering Transportation Services at Stores in Areas of Tohoku Affected by the Disaster

For customers facing difficulties due to the effects of the Great East Japan Earthquake, such as store closures in their neighborhoods or loss of transportation means to reach stores, several Ito-Yokado and York-Benimaru stores in the Tohoku region operated shuttle buses. Some York-Benimaru stores continue to operate these buses.



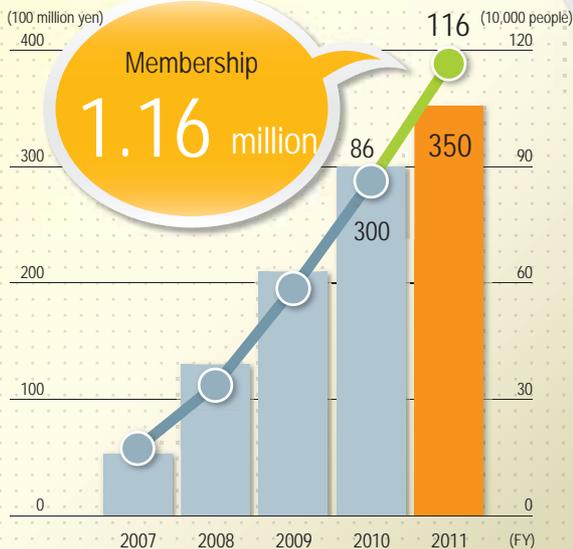


Delivering Products

Reducing the Burden Accompanying Shopping

Carrying heavy or bulky products requires a great deal of effort for elderly customers and customers with small children. Ito-Yokado offers Porter Service Kiroi Rakuda to these customers by delivering the products purchased in stores to the customers' homes on the same day. The Net Supermarket is also available, which enables customers to place their orders at any time via PC or mobile phone and have their products delivered in the time frame that they choose. As of the end of February 2012, the service was being offered at 137 of 173 Ito-Yokado stores, which was greatly appreciated by customers who are unable to spend sufficient time on shopping.

Sales from Net Supermarket and change in membership



Membership
1.16 million



Mobile Sale Service

Bringing Products Close to Customers

Seven-Eleven Japan has advocated "close by convenient" as its concept since 2009 for strengthening its roles as life infrastructure for local communities in all aspects, including product lineup focused on prepared foods, as well as handling of public services.

Against this backdrop, Seven-Eleven began mobile stores in Ibaraki Prefecture in May 2011. The service utilizes our proprietary light trucks equipped with store facilities, which go to areas that are inconvenient for daily shopping and where many residents are elderly people who have trouble securing means of transportation.*

*The service was offered in eleven areas across Japan as of the end of July 2012.

Held
670 times
(FY2011)



Direct Sales

Offering Many People the Pleasure of Selecting Products

Ito-Yokado conducts direct sales at elderly care homes and other facilities in areas around its stores. For the elderly who rarely have the chance to go shopping, the service offers them the great pleasure of selecting the products that they want for themselves.

Supporting Young Parents and Fostering Future Generations

As a Place Where Many People Gather

In the 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 inhibition is increasing. The Seven & i Group therefore concentrated its efforts for supporting young parents, implementing a host of measures in its stores. Our Group also supports cultivation of young people through means such as providing them with opportunities for work experience.



Supporting Young Parents

Baby Rooms and Consultation Services on Raising Children

Lounges were created in Ito-Yokado and Sogo-Seibu stores at which parents can change their babies' diapers, feed them, and prepare milk; as well as free consultation services offered by public health nurses and midwives. (At 124 Ito-Yokado and 14 Sogo-Seibu department stores as of the end of June 2012) Seminars on maternity and events have also been held for spreading the joys of childrearing among many people.

Childcare Events

The Tsukuno Ito-Yokado and Akachan Honpo stores jointly host regular events for infants and mothers. Under the theme of "collaboration among industry, government, and academia, and enjoyment for the entire family," the Graduate School of Sports Sciences of Waseda University, Sakai City government of Osaka Prefecture, and several manufacturers take part, and the events also offer good opportunities for the government and manufacturers to interact with residents of local communities.



Supporting Children in Areas
Affected by the Disaster

Visitors

over 170,000

(In the six months after the opening of PEP Kids Koriyama, an indoor playground)

Held for

12 times

327 people
participated
(FY2011)



Indoor Playgrounds and Mobile Libraries

York-Benimaru has leased land, facilities, and fixtures free of charge to the city of Koriyama in Fukushima Prefecture as places for children to play without concern about radioactive contamination. Events are also being planned in collaboration with pediatricians and business partners in the area. Children are playing energetically in well-organized play areas.

The Seven & i Group supports a bookmobile project that aims to provide sources of comfort and joy to children in disaster-affected areas, by way of books. Bookmobiles carrying about 2,000 picture books and children's books have toured regularly in Miyagi Prefecture since the end of October 2011.

Enhancing Parent-Child Communications

Story Hours

Seven Bank supports Soldier Bonolon of the Forest—a picture book to be read to children—and distributed the book with the aim of improving communications between parents and children. Employees have held story hours at Ario and other staffed stores.

Offering Diverse Services as a “Close by Convenient” Life Infrastructure Available 24 Hours a Day

While people's time of life varies, the number of bank teller windows and other service bases has decreased. Amid this situation, Seven-Eleven Japan has sought to improve store convenience drawing on its nationwide network of over 14,000 stores open 24 hours a day. Ever Since the company began accepting orders for door-to-door package delivery in 1981, the type of services it offers has continued to increase, such as handling public utility fee transactions and installing ATMs. Increasing numbers of people use these services each year; for instance, the amount handled through payment services reached 3,432.6 billion yen in FY2011.

Quick Overseas Money Transfer Services

Seven Bank collaborates with Western Union, which offers the world's largest-scale money transfer services, and began overseas money transfer service in March 2011. Orders for overseas money transfers are typically accepted only at bank teller windows, which charge about a 5,000-yen commission. Seven Bank, however, offers convenient services by which users can place money transfers via PC, mobile phone, or ATM from Seven Bank accounts, allowing the recipient to withdraw money within as little as a few minutes, all at reasonable charges.



Orders on money transfer are accepted
24 hours a day,
365 days a year
(as a rule)

Issuing Copies of Residence Certificate and Seal Registration Certificate

At Seven-Eleven, customers can take advantage of a special service that issues a copy of their residence certificate or seal registration certificate with a multi-functional copier machine. As of the end of August 2012, 56 municipalities participated in the service. We have promoted further expansion of the services, and 13 municipalities currently make issuance of copies of family register certificate possible, with 11 municipalities allowing copies of tax certificates to be issued. Residents can use the services including nighttime and on holidays by simply holding their basic resident registration card over the copier. Personal information is protected securely by the exclusive network and advanced security systems, at the same time preventing forging and tampering using special printing and other functions.



Used about
100,000 times
(FY2011)



Easy Subscription to Insurance Plans and Premiums Payment

In 1990, Seven-Eleven was the first in the industry to start services for application for motorcycle liability insurance plans and payment of insurance premiums. In view of the increasing number of bicycle liability accidents these days and growing demands placed on insurance, in November 2011 we started services that allow users to subscribe to a bicycle liability insurance plan and easily pay the premium by a multi-functional copier machine in the store. Application is possible 24 hours a day by entering one's name, address and other necessary information on the screen and paying at the cash register.

Screen of a multifunctional copier



Used about
25,000 times
(Total in eight months from start of service)