

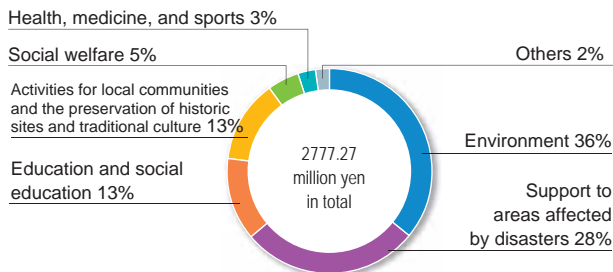


Coexisting with Local Communities

Making social contributions in cooperation with local governments and organizations

The Seven & i Group has concluded cooperation agreements for comprehensive regional activation with a total of 42 municipal governments (as of the end of August 2012) and is fostering cooperation with organizations based on the policy, "contribute to local development and establishment of a prosperous living environment through our business"

Breakdown of the social contribution activity costs (FY2011)



* Total amount of costs calculated for Seven & i Holdings, Seven-Eleven Japan, Ito-Yokado, York-Benimaru, Sogo & Seibu, Seven & i Food Systems, Seven Bank, York Mart, and Akachan Honpo. The calculation was made in line with the Japan Business Federation's guidelines on the implementation of surveys on social contribution activities (2011).

Making social contributions through merchandise sale

We are selling goods and implementing campaigns, through which we enable our customers to participate in environmental conservation and social contribution activities.

Ito-Yokado

In 2000, Ito-Yokado began installing automatic vending machines, sales of which are partially donated to international humanitarian support organizations, jointly with beverage manufacturers. (As of the end of July 2012, 377 units are installed at 78 stores.) Through this activity, the company has donated a total of 37.7 million yen while also selling other goods the sales of which are partially donated.



Two types of rice, the sales of which are partially donated to environmental protection funds for conserving two rare species of birds



Message cards the sales of which are partially donated to UNICEF

Seven & i Group

The Seven & i Group sells a range of Seven Premium products made using domestically produced rice powder. By cooperating with the Komeko Club project implemented as part of the FOOD ACTION NIPPON initiative and attaching the logo of the Club to the rice powder product packages, the Group contributes to increasing public awareness and consumption of rice powder.



Snack made using rice powder

Sogo & Seibu

Sogo & Seibu sells 96 eco-friendly product items that are assessed by a third-party organization to meet the criteria set independently by the company (as of the end of February 2012). Also the company proposes "green wrapping" to customers, through which they can make social contributions. Specifically, it is proposed that customers purchase a wrapping ribbon with a leaf-shaped mascot at the unit price of 100 yen, of which 50 yen will be donated to tree planting and growing activities. Moreover the company asks its customers to choose "simple packaging" when they purchase summer and winter gifts, which leads to the planting of one tree per 4,000 gifts.



Proposing "eco-friendly product" to customers on a POP sign showing the merit of the product.



Green wrapping

Seven Bank

Since July 2011, Seven Bank issues Bonolon Cash Cards, which are designed based on a main character of a picture book for reading that Seven Bank co-sponsors, to customers who have opened their accounts at the bank and chosen the issuance of the card. The Bank donates 100 yen per each of the card issued as the fund to create a specially edited picture book. The copies of the book were distributed to about 3,000 child centers across Japan in May 2012.



Bonolon Cash Card

Conducting store-based activities

At stores to which a lot of people visit, the Group companies have been conducting activities, such as installing donation collection boxes and brochure stands for organ donor cards and holding a range of events.

Ito-Yokado

Ito-Yokado opened the “eco & universal design corner” at six of its stores (as of the end of February 2012), focusing on the theme “friendly to both the Earth and people.” At this space, the company introduces its initiatives for energy conservation, recycling and reuse of materials, and natural energy using panels and images.



Sogo & Seibu Robinsons

Sogo & Seibu has been collecting donations and holding awareness-raising events for the training of seeing-eye dogs. In FY2011 the company donated a total of 34,709,964



yen for the purpose, including donations from employees and the labor-management fund.

Moreover the company has a children's shoes trade-in counter at each of its stores and sends the shoes brought by customers to the counter to the Republic of Zambia through the international NGO JOICFP. In FY2011 about 24,000 pairs of



shoes were donated to the country in this activity, in order to help prevent local children from getting infected by tetanus or parasitic diseases as a result of going barefoot and getting injured.

TOPICS

Supporting recovery from the Great East Japan Earthquake

- Seven & i Food Systems

From April to November 2011, Seven & i Food Systems sold “meals with donations.” Specifically the company donated 20 yen per meal* (7,081,320 yen in total) to the Japanese Red Cross Society.

* For the period from April 15 to May 15, customers were also able to donate 20 yen in this activity conducted by the company.

- York-Benimaru

Upon request from Fukushima Prefecture, York-Benimaru has established the furusato kizuna information station at seven of its stores in the prefecture, where information from the local governments of the earthquake-affected areas and consultation services are available and local inhabitants can make mutual exchanges.

Also, in response to a substantial decrease in the recruitment of graduates from senior high schools located in the Tohoku region and in particular in Fukushima Prefecture, the company increased the employment of graduates from senior high schools located in the prefecture through additional recruitment in August 2011.

- Sogo & Seibu

The Sogo Yokohama Store cooperated to a demonstration experiment conducted by the Japanese Ministry of International

Affairs and Communications, and sold the world's first Valentine's Day message cards with CO2 emission rights. Specifically, the Store purchased CO2 emission rights sold within Iwate Prefecture (one of the earthquake-affected areas), divided them into 10-kilogram emission rights, assigned each of them to the cards, and sold the cards at the unit price of 100 yen. The CO2 emission rights purchased by customers could be used to reduce CO2 emissions from the activities conducted by the organizations supporting the recovery from the earthquake, and thus Sogo & Seibu made it possible for purchasers of the cards to support the affected areas and also make environmental contributions.

Moreover to support evacuees from litate Village in Fukushima Prefecture, the Sogo Kashiwa Store held an event to sell the clothes and clothing accessories that female citizens of the village had made by recycling old clothes at their temporary houses. In this event held for two days in March 2012, Sogo &



Event to sell the products made by citizens of litate Village

Seibu not only provided the citizens with a place to sell their products, but also gave them design advice and comprehensively supported them in advertisement and sales.