

Results of Questionnaire for Readers of the CSR Report 2011

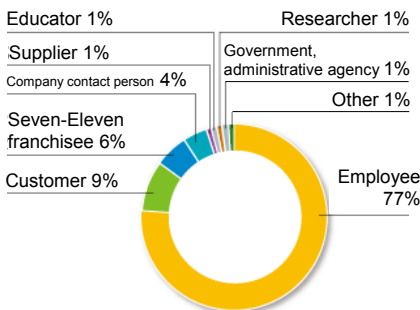
We thank you for the 154 responses we received for the Questionnaire for Readers of the Seven & i Holdings CSR Report 2011. Please find the aggregated results below. The 153 results received by the end of February 2012 led to planting of 153 trees (p.27). We would like to express our appreciation to all those who cooperated.

Since the fall of 2012, a system has been in place for accepting responses to the questionnaire from online readers. We will continue incorporating stakeholders' opinions in report editing and our activities. Your candid opinions and comments are greatly appreciated.

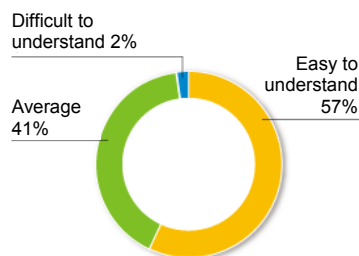
Results of Questionnaire for Readers of the CSR Report 2011

Responses collected: 154

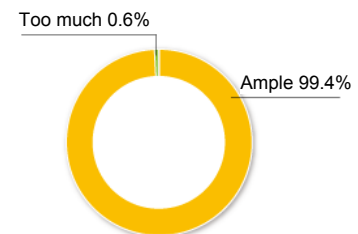
Q. Position of the respondent



Q. Clarity of the report



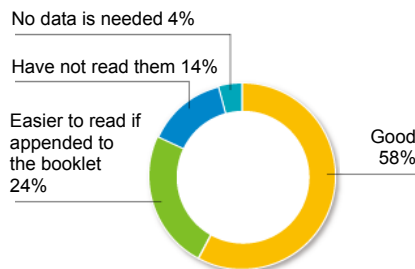
Q. Number of pages; amount of information



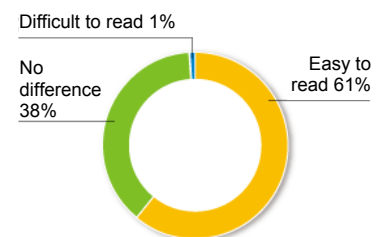
Q. Items of interest that ranked first to fifth (multiple responses were accepted)

- First: Responding to the Great East Japan Earthquake
- Second: Providing Safe, Reliable Products and Services
- Third: Messages from CEO and COO
- Fourth: Creating Fulfilling Workplaces
- Fifth: Coexisting with Local Communities

Q. About data collection on the website



Q. Compared with last year's report (Only those who read last year's report)



Q. Opinions and requests regarding this report and Group CSR activities, and our responses

Readers' opinions and requests	Our responses
It would be better if CSR measures were more actively promoted	<ul style="list-style-type: none"> - The report was edited with an intent to focus on noteworthy activities. - There is an abridged version of the full report, so as to create a booklet that is easy to handle. - There are now more operating companies that publish a separate booklet on CSR activities. - A new CSR Action page (in Japanese) was added to the website for featuring the latest activities by employees. http://www.7andi.com/csr/acction.html
The fonts used are too small	<ul style="list-style-type: none"> - We tried to avoid using small fonts. - Each page is displayed in PDF format per unit of one page instead of two facing pages.