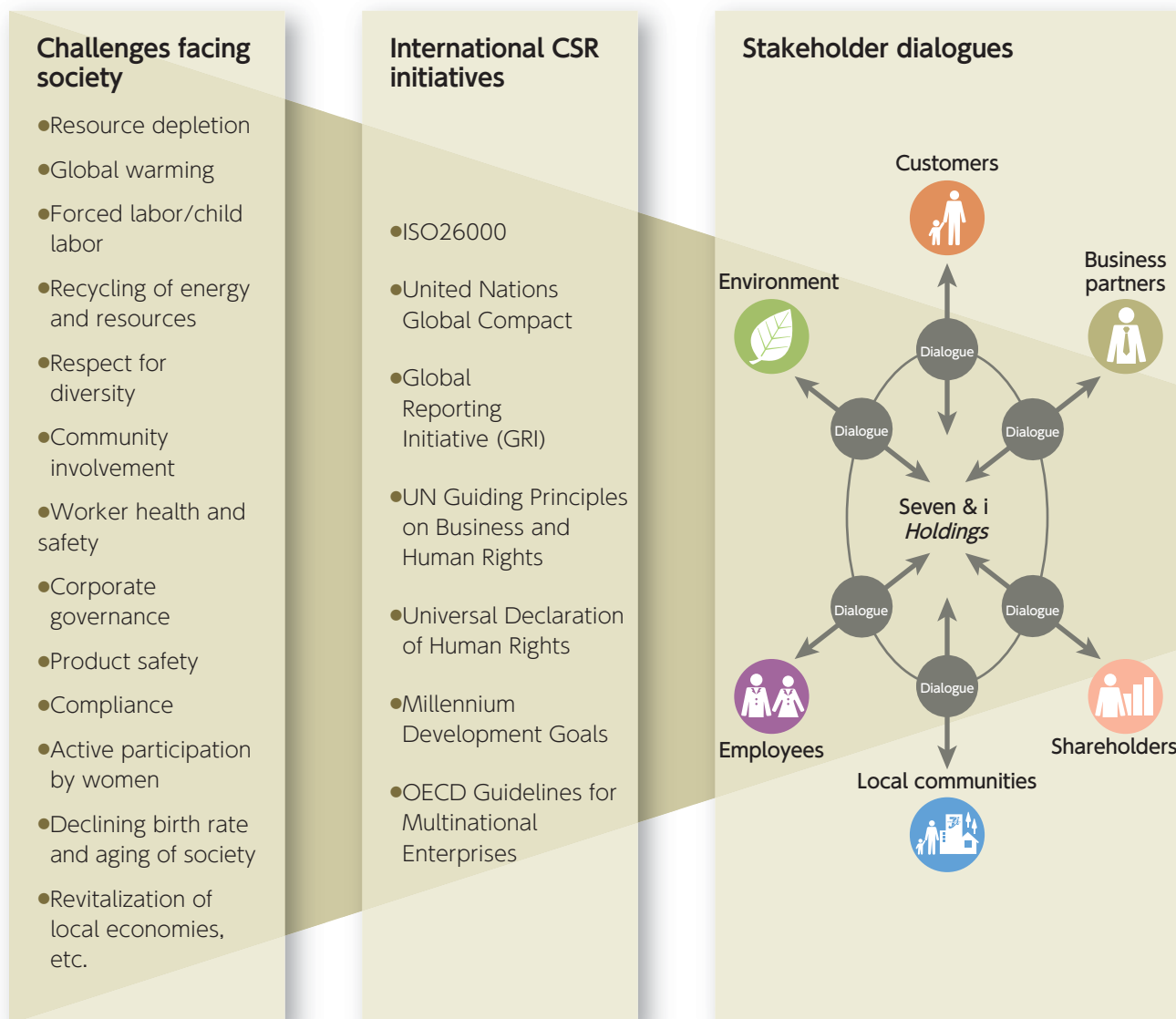


As a holding company, we are promoting CSR management of the entire Group with key agendas determined in light of the characteristics of our businesses



At Seven & i Holdings, in order to ensure that our operations always take into account the various interests of our stakeholders as well as global environment, we look at the needs and problems facing today's society on an ongoing basis based on international CSR initiatives including ISO26000 and GRI guidelines. We then identify areas that the business community should actively address as well as areas it can help bring solutions to.

Based on the identified areas, we clarify which challenges we should address as the Group and what initiatives we can contribute to the solution of social challenges, taking the Group's

business characteristics into consideration.

In that process, we always gather opinions and requests from all our stakeholders including our customers, business partners, shareholders, local communities, and employees by creating various opportunities to dialogue with them. As evidenced by the fact that we set key initiatives through dialogues with outside experts in 2009, we have been continuously organizing and sorting out "key challenges as the Group" based on such opinions and requests.

We will continue to take specific measures aimed at further enhancing our CSR initiatives throughout the Group.

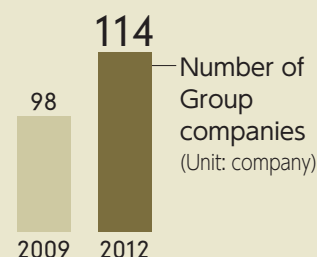
## Five “CSR challenges” determined in light of business characteristics

### Challenges Facing the Seven & i Group: Strengthening Corporate Governance and Management

- (1) Strengthening internal control
- (2) Strengthening CSR management
- (3) Ensuring compliance
- (4) Promoting fair business practices
- (5) Establishing corporate ethics
- (6) Promoting CSR procurement

#### Relationship to business characteristics

Strengthen corporate governance for the increasing number of Group companies following the expansion of business areas.

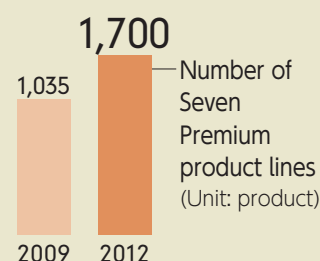


### Challenges Facing the Seven & i Group: Providing Safe, Reliable Products and Services

- (1) Ensuring the quality and safety of products and services
- (2) Assuring appropriate information provision
- (3) Responding sincerely to customer opinions
- (4) Developing stores and facilities customers can visit with a sense of security

#### Relationship to business characteristics

Ensuring further safety through the expansion of the private brand Seven Premium.

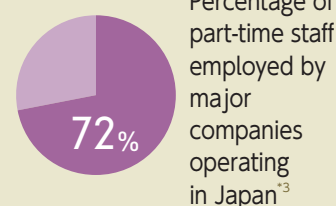


### Challenges Facing the Seven & i Group: Creating Fulfilling Workplaces

- (1) Supporting development of employee abilities
- (2) Assuring fair assessment and treatment of employees
- (3) Achieving a work-life balance
- (4) Making use of diverse human resources
- (5) Assuring consideration for worker health and safety

#### Relationship to business characteristics

Promoting a workplace in which women can display more of their abilities, an environment essential to the Group's growth.



### Challenges Facing the Seven & i Group: Coexisting with Local Communities

- (1) Supporting young parents and the elderly
- (2) Assisting local community revitalization
- (3) Providing support in times of disaster
- (4) Implementing crime prevention measures for local communities

#### Relationship to business characteristics

Coexisting with and supporting revitalization of local communities in areas where we operate.

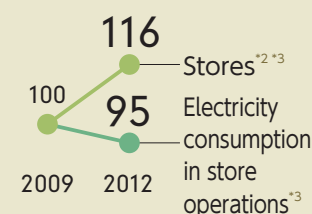


### Challenges Facing the Seven & i Group: Reducing the Environmental Impact

- (1) Attaining an appropriate grasp of environmental impacts
- (2) Improving energy efficiency and introducing renewable energy
- (3) Reducing waste and developing a recycling-oriented society
- (4) Implementing measures for biodiversity
- (5) Offering eco-friendly products
- (6) Raising environmental awareness among employees

#### Relationship to business characteristics

Promoting continuous energy conservation to prevent environmental impact in proportion to business expansion.



\*1 Graphs show figures as of February 28, 2013. \*2 Shown in percentage relative to FY2009

\*3 Scope of aggregation: Six companies (Seven-Eleven Japan, Ito-Yokado, Sogo & Seibu, York-Benimaru, Seven & i Food Systems, and Seven Bank)