

Coexisting with Local Communities

We are providing a range of new services to provide support for customers living in areas that are inconvenient for daily shopping

Launching the Anshin Delivery mobile store service

In recent years, the number of retail stores has been decreasing along with the aging of society with fewer children and the decrease in the average number of household members. In addition, the number of people facing difficulties with daily shopping is increasing, which has become a social issue. They are mainly old people, including those having more concerns about their driving skills as they get older. In order to support those people, Seven & i Holdings is creating new shopping support services by making use of its existing network of stores and information systems.



For example, Seven-Eleven Japan launched the Seven Anshin Delivery mobile store service 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. A range of foodstuffs and drinks, including frozen food are available to users of the service.

Ito-Yokado also provides the Ito-Yokado Anshin Delivery mobile store service in Sakaki Town, Nagano Prefecture, Sapporo City, Hokkaido and Tama City, Tokyo, and the service trucks mainly visit nursing care facilities and public halls located in the areas. In

particular in the Sapporo area, special eight-ton trucks equipped with movable store fixture visit customers to sell up to as many as about 1,000 items, including food, clothes such as underwear, and daily goods.

For the expansion of the service area

The service enjoys great popularity among users, who said, "I enjoyed shopping for the first time in several years" and "I can enjoy chatting with sales staff and neighbors while shopping." Also employees of the stores providing the service have made comments, such as "I am glad to be able to contribute to local communities," and "I feel that we are enhancing ties with our customers through the service."

The Seven Anshin Delivery service is provided by 35 stores (as of the end of July 2013), while the Ito-Yokado Anshin Delivery service is provided in three areas (as of the same date). In FY2013, we plan to expand the Seven Anshin Delivery service step by step in response to customers' needs.

We will make more contributions to local communities by providing customers with more convenience and by revitalizing the neighboring areas.



- ① Truck used for the Seven-Eleven mobile store service
- ② Visiting customers by the mobile store truck
- ③ Truck used for the Ito-Yokado mobile store service
- ④ Unloading goods and equipment from the truck
- ⑤ Products are displayed on the shelves installed at nursing care facilities and public halls

Provision of the mobile store service (as of the end of July 2013)

Seven Anshin Delivery service (provided by 35 stores)

Prefecture	Service area
Hokkaido	Pippu Town, Sapporo City, Kimobetsu Town, Sunagawa City, Shikabe Town, Hidaka Town, Date City, Kyowa Town
Iwate	Kitakami City
Miyagi	Kesennuma City, Watari Town, Sendai City
Yamagata	Nishimurayama District
Fukushima	Nishiaizu Town, Iwaki City
Ibaraki	Shirosato Town, Omitama City
Tochigi	Ohtawara City, Utsunomiya City
Gunma	Agatsuma District, Kurabuchi Town
Niigata	Tokamachi City
Yamanashi	Uenohara City
Nagano	Ueda City, Kiso District
Shiga	Higashiomi City
Wakayama	Hashimoto City
Hiroshima	Sera Town, Hatsukaichi City, Yamagata District
Saga	Saga City
Kumamoto	Ashikita Town, Minamata Town

Ito-Yokado Anshin Delivery service (provided in three areas)

Prefecture	Service area
Hokkaido	Sapporo City
Tokyo	Tama City
Nagano	Sakaki Town

Support to shopping

In the aging of society, an increasing number of customers say, "I want to shop at stores but it is not easy for me to carry the purchased goods home," and "I want the purchased goods to be delivered to my home by the store."

Net Supermarket

Ito-Yokado has been providing the Net Supermarket service since 2001, which enables customers to place their orders for goods sold at its actual stores via PC or mobile phone and have the ordered products delivered to their homes in the time frame that they choose.

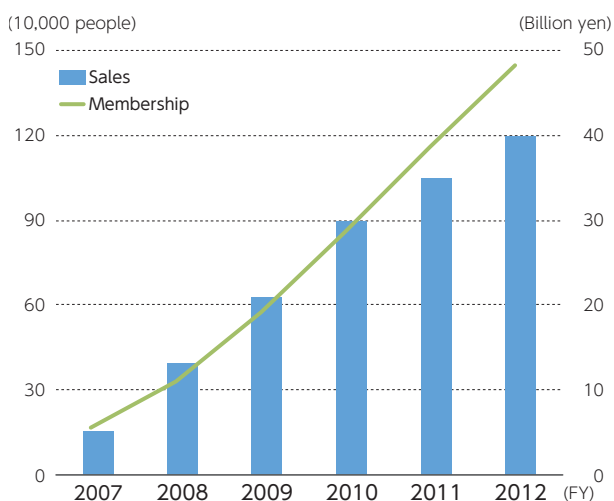
For the service, employees in charge of the sales floors pick up the ordered goods carefully from among the fresh products sold at the store, and a lot of products, including advertised goods and those sold at specially discounted prices are available to online purchasers at the prices that are the same as the store prices. Moreover users of the service can receive the ordered goods in four hours at the shortest.

As of the end of July 2013, the service is being offered at 145 Ito-Yokado stores in 24 prefectures, with the number of registered users reaching about 1.5 million. It is greatly appreciated by customers who are unable to spend sufficient time on shopping, including working women and mothers of small children, as well as the elderly.



Employee in charge of the sales floor picks up the ordered goods

Sales from Net Supermarket and change in membership



Seven RakuRaku Delivery service

Seven-Eleven Japan launched the Seven RakuRaku Delivery service in August 2012, for which the environment-friendly ultra-small EV "COMS" is used to deliver goods, including almost all the foodstuffs and daily goods sold at its stores, to personal homes and business establishments. As of the end of July 2013, 530 COMS vehicles are operated by the company, which will be increased to 1,000.

This initiative is the first in distribution and convenience store industries to adopt ultra-small EVs to deliver goods from the stores.

For the Seven RakuRaku Delivery service, the clean EV "COMS," which runs without emitting CO₂ or air pollutants has been adopted



Seven-Meal service

Seven-Eleven Japan is providing the Seven-Meal service. In the service, meals prepared in consideration of nutritious balance are delivered to the houses of those who feel difficulty in preparing meals for themselves and also to those who want to have more healthy meals. Users of the service can choose what to order from a wide range of products shown in the catalogue and on the website and the delivery fee is not imposed on the delivery of orders that cost 500 yen or more in total. The meals provided in the service include daily meals prepared under the supervision of national registered dietitians and the rich assortment is highly appreciated by the elderly and working housewives.



Daily meal sold in the Seven-Meal service, for which 15 foodstuffs, including vegetables weighing 120 g or more in total are used

Supporting Young Parents

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. In response, Seven & i Holdings is implementing a host of childcare support measures at its stores. We also support the cultivation of young people through means such as providing them with opportunities for work experience.

Maternity and childcare counseling room

Ito-Yokado began opening a maternity and childcare counseling room within the lounge for babies at its stores in 1975 (and 123 stores have the room as of the end of February 2013.)

In the room, public health nurses and midwives give counseling service to pregnant women on their health and to mothers on childcare for free twice to nine times per month, and the service is used easily by shoppers. Moreover in the room, various events are held to give advice on childcare and foster exchange between mothers. The events are organized elaborately by each of the stores in consideration of the needs of their customers.



Maternity and childcare counseling room

Pre-Mama Station

Sogo & Seibu has the Pre-Mama Counter in addition to the Pre-Mama Station staffed by a midwife, in order to provide customers with a regular counseling service by experts including midwives. The experts give advice to women who will soon become mothers and have concerns

about the preparations for childbirth and childcare. In addition, regular courses in which both parents and children can participate are provided, and the lounge for babies is equipped with a booth for breast-feeding, hot water supplier, and a toilet for children.



Pre-Mama Station

Organization of childcare support events

At Ito-Yokado's Abiko Minamiguchi, Tsukuno, and Makuhari stores, events for women raising their children are regularly held jointly with Akachan Honpo, with an eye to providing participants with information useful for their health maintenance and promotion, self-refreshment, networking of mothers, and childcare. On the theme of "collaboration among industry, government, and academia, and enjoyment for the entire family," these events are held with the support of Waseda University's Research Institute for Sports Industry, local governments, and several manufacturers.



An event held for mothers

Support to the publication of “Bonolon, Warrior of the Forest” picture book

Seven Bank is supporting the publication of “Bonolon, Warrior of the Forest” picture book to be read to children as a means to foster parent-children communication. The bank has been continuing to distribute the books for free and to hold story hours.



Employees volunteered to read the book for children

Shinagawa Student City

Seven-Eleven Japan opened a store in Shinagawa Student City in 2003, which has been jointly operated by Shinagawa City, Tokyo and the public interest incorporated association Junior Achievement. Shinagawa Student City is a virtual city established within an elementary school, where the city office, a bank, a pharmacy and various other companies have outlets to provide elementary school students with job experiences. In FY2012, about 187 elementary school students experienced the joy and difficulty of doing business by actually serving customers and selling goods in the City.



Seven-Eleven Japan employees gave support for children to operate the store smoothly.

Making social contributions through merchandise sale

Seven & i Holdings is selling goods and implementing campaigns, through which we enable our customers to participate in social contribution and other activities.

Products made by using rice powder

Under Seven & i Holdings’ Seven Premium private brand, products made by using domestically produced rice powder are sold to promote the sales of domestic rice powder and thereby contribute to the improvement of Japan’s food self-sufficiency rate.

Various companies engaged in the production, distribution and consumption of rice powder cooperated together to develop recipes using rice powder and attach the Komeko (Rice Powder) Club* logo to the packages of rice powder products to raise customers’ awareness about rice powder.

Seven & i Holdings received the Grand Prix Award for



Proactive sales of products made by using rice powder



Snack made using rice powder



*One of the Food Action Nippon initiatives designed to improve Japan’s food self-sufficiency rate by expanding the consumption of domestically produced rice powder.

the distribution section of the Food Action Nippon Award 2012 in recognition of our efforts to develop rice powder products in cooperation with food producers, manufacturers and others and promote them at stores, while proposing various recipes for rice

powder.

Moreover Seven-Eleven Japan received the Excellence Award for the product section of the Award, being appreciated for the specific use of domestically produced main ingredients including adzuki beans and sticky rice in its original chilled Japanese confectioneries, such as mizuyokan, daifuku and warabimochi.

Seven & i Holdings will continue to develop products by using domestically produced ingredients in its pursuit of good taste and quality as well reliability and safety, while also contributing to the improvement of Japan's food self-sufficiency rate.



Became a winner at the Food Action Nippon Award 2012

Participation in the UN WFP Red Cup campaign

In May 2013, Seven & i Holdings participated in the Red Cup campaign, which is led by the World Food Programme (WFP) of the United Nations, to support its effort to provide more children with school lunch. Agreeing with the campaign's purpose, elimination of hunger and poverty, we donated part of the sales from five Seven Premium snack items and three Seven Gold instant pot noodle items to support its activity.



Participated in the Red Cup campaign

Cooperation with local governments and various organizations

Seven & i Holdings has concluded cooperation agreements for comprehensive regional activation with a total of 43 municipal governments (as of the end of August 2013) and is fostering cooperation with organizations based on the policy, "contribute to local development and establishment of a prosperous living environment through our business."

Issuance service of residence certificate copies and seal registration certificates

At Seven-Eleven stores across Japan, customers can take advantage of a special service that issues a copy of their residence certificates or seal registration certificates with a multi-functional copier machine. As of the end of July 2013, 70 municipalities participated in the service. We have promoted further expansion of the services, and 22 municipalities currently make issuance of family register certificate copies possible, with 19 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.

In September 2012, the Ito-Yokado Kiba and Omori stores, Ario Kameari and Washinomiya stores and Sogo & Seibu Ikebukuro main store (five stores in total) also installed multi-functional copiers. All these stores are providing customers with the service similar to that provided at Seven-Eleven stores as a new service, by making use of Seven-Eleven Japan's system.



Multi-functional copier with which customers can print out the copies of their residence/seal registration certificates

Activities Conducted during the Year (3) Coexisting with Local Communities

Donating part of proceeds from vending machines for international humanitarian assistance activities

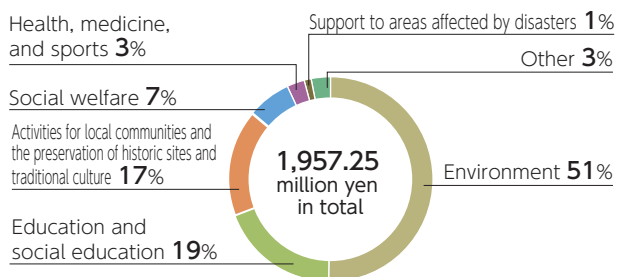
Ito-Yokado established the Seven & i IVESCO Fund (IY Vending Machine Fund for Social Support Contribution) jointly with beverage makers and others in 2000. The company donates part of the proceeds from the 409 specific vending machines installed at its stores for international humanitarian assistance activities.

In June 2013, it donated 14.88 million yen in total to four organizations, including the one implementing an educational facility construction project in Thailand. The cumulative sum of the donations made through the fund came to 52.58 million yen in total.



Notification through a poster

Breakdown of the social contribution activity costs (FY2012)



*Total amount of costs calculated for Seven & i Holdings, Seven-Eleven Japan, Ito-Yokado, Sogo & Seibu, York-Benimaru, 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).

Children's shoes trade-in counter

Sogo & Seibu has installed a children's shoes trade-in counter permanently at each of its stores and sends the shoes brought by customers to the counter to the Republic of Zambia through the Japanese Organization for International Cooperation in Family Planning (JOICFP). The donated shoes

help prevent local children in the country from getting infected by tetanus or parasitic diseases as a result of going barefoot and getting injured.

For the period from 2009 to July 2013, a total of 346,974 pairs of children's shoes were collected through the counter.



Not only children's shoes but also health education were provided

Supporting the training of seeing-eye dogs

Sogo & Seibu has continued to hold awareness-raising events and collect donations to support the training of seeing-eye dogs. Specifically, the company has implemented a campaign to provide people with opportunities to meet seeing-eye dogs and increase their awareness of and support to the training of these dogs. Moreover donations made by customers through the dog-shaped collection boxes installed at all its stores and also donations from the Sogo & Seibu Fund, including monthly donations of coins from volunteer employees were sent to seeing-eye dog associations across Japan. (For the period from 2003 to the end of July 2013, 386,786,214 yen were donated in total.)



The campaign provided people with an opportunity to deepen their understanding about visually impaired people and seeing-eye dogs

Supporting recovery from the Great East Japan Earthquake

Leveraging our strengths as a retailer, we are proactively procuring goods from business partners in the afflicted areas and selling them to customers across Japan. In addition we are giving support to children in the afflicted areas and conducting volunteer activities by employees.

Tohoku Kakehashi Project

Seven & i Holdings has been implementing the Tohoku Kakehashi Project since November 2011, in collaboration with Iwate, Fukushima, Miyagi and other prefectures in Tohoku, companies located in areas afflicted by the disaster, and leading food manufacturers. In the project, a total of six fairs to sell goods from Tohoku have been held by six Group companies. The project was initially started as a three-year project, but we will continue the initiative going forward, extending the project period.



Provision of an indoor playground and mobile library tours

York-Benimaru, which has its head office in Koriyama City in Fukushima Prefecture, contributed to the opening (in December 2011) of PEP Kids Koriyama by leasing the land, facilities, and fixtures free of charge to the city. The company has also held a range of events in cooperation with its business partners.

Moreover, Seven & i Holdings supports a bookmobile project that aims to provide sources of comfort and joy to children in the 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.



PEP Kids Koriyama indoor playground

Supporting economic independence

Sogo & Seibu has been supporting the economic independence of women from Iitate Village who are forced to leave their home village and live in temporary houses. When the villagers recycle kimono donated kindly by people across Japan into new goods, a designer belonging to the company's corporate customer department gives appropriate advice, and the company also provides the women with a place to sell the goods along with the necessary display fixtures, and supports them in making prior notifications about the fair and actually selling the goods. These supports are given for free.

The company held a fair to sell the clothes and accessories made cordially by women from Iitate Village at the Sogo Kashiwa store in March and September 2012, at the Seibu Tokorozawa store in March 2013, and at the Sogo Kawaguchi store in September 2013.



Women from Iitate Village also served visitors to the fair

Comments from visitors to the fair

"We have wanted to give support to victims of the disaster, but didn't know how. We visited the fair, thinking it a good opportunity to do what we wanted." (couple in their 60s)
"I am also a refugee from Fukushima Prefecture. I visited the fair in the hope of giving support to other refugees from the Prefecture." (woman in her 70s)

Volunteer activities conducted by employees in afflicted areas

Since May 2011, we have been conducting volunteer activities in the afflicted areas in cooperation with the Seven-Eleven Memorial Foundation (see page 47).

The volunteers removed debris from beaches and supported the recovery of oyster farming in Kesenuma, Miyagi Prefecture and conducted forestation activities in Osaki City to provide the local sea with a source of nutrients. The activities were conducted three times by the end of 2012, in which a total of 325 employees participated.