

Social Contribution Activities

Reflecting our commitment to the goal of “contributing to regional development and to the building of a first-class living environment through our business activities,” Seven & i Holdings has positioned social and cultural contribution activities as a key aspect of our CSR efforts, focusing on seven priority areas.* Within these key areas, individual Seven & i Holdings subsidiaries are actively engaged in the implementation of donation activities that involve the donation of products and services, as part of their domestic and international local contribution activities. The decision as to what kind of activities to implement is based on three main criteria: the activity should provide a high level of social utility and public benefit, so that it will win the approval of society as a whole; it should be related to Seven & i Holdings’ business activities; it should be connected with issues of international importance.

Basic Policy on Social and Cultural Contribution

In the spirit of the Corporate Action Guidelines, Seven & i Holdings and its operating companies and affiliates will build and maintain harmonious relationships with local and international communities through collaboration and cooperation. By doing so, we intend to make positive contributions to a peaceful and prosperous living environment as a member of local and international communities based on the recognition that contributing to the society and cultural development is an important social responsibility.

*Priority areas in relation to CSR activities:

- ① Support for children and young people who will create future society
- ② Support in creating safe and secure local communities in which everybody live at ease
- ③ Conservation of local and global environment
- ④ Preservation and development of culture and art, and promotion of sport
- ⑤ Eradication of poverty throughout the world
- ⑥ International cooperation and exchange
- ⑦ Disaster relief

Initiatives Launched in Collaboration with Other Organizations

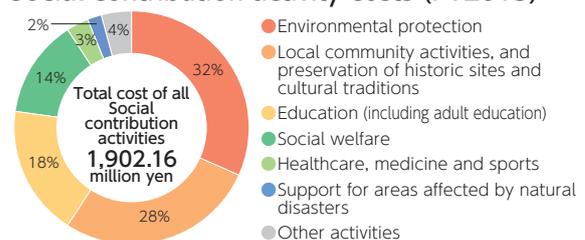
Assisting with the donation of shoes for use by children in Zambia

Children’s Shoes Donation Areas have been installed in every Sogo & Seibu store throughout Japan. Through Seven & i Holdings’ collaboration with the Japanese Organization for International Cooperation in Family Planning (JOICFP), the children’s footwear donated by Sogo & Seibu customers are given to children living in the Republic of Zambia. These shoes help protect children from tetanus and parasitic infections resulting from foot injuries (which can be a serious problem for bare-foot children). Over the period from 2009 to June 30, 2014, a total of 425,776 shoes had been distributed to children in Zambia. Starting from April 2014, Children’s Shoe Donation Areas have also been established in Ito-Yokado stores.



Shoes being distributed to children in Zambia.

Social contribution activity costs (FY2013)



* This figure is a combined total for Seven & i Holdings Co., Ltd., Seven-Eleven Japan Co., Ltd., Ito-Yokado Co., Ltd., Sogo & Seibu Co., Ltd., York-Benimaru Co., Ltd., Seven & i Food Systems Co., Ltd., Seven Bank, Ltd., YorkMart Co., Ltd., and Akachan Honpo. The calculation method used is based on the FY2011 Key Points Regarding the Implementation of CSR Activity Surveys published by the Japan Business Federation.

Collaboration on the White Ribbon Campaign

Akachan Honpo has been providing sponsorship for the White Ribbon Campaign launched by the Japanese Organization for International Cooperation in Family Planning (JOICFP) to protect the health of pregnant women and babies throughout the world. In May 2009, Akachan Honpo began installing collection boxes in its stores, and since May 2012 Akachan Honpo has been working in partnership with JOICFP on the Community Safe Motherhood Project (which involves the donation of funds to establish Maternity Waiting Houses in Zambia). Besides accepting donations on behalf of JOICFP through its stores and online, Akachan Honpo has also installed 52 White Ribbon Campaign Vending Machines at locations throughout Japan; for every beverage purchased from one of these machines, Akachan Honpo donates 2 yen to the Community Safe Motherhood Project.

In May 2013, Akachan Honpo began implementation of the Facebook "Like!" Charity Project. Akachan Honpo's PR managers have been tabulating the number of "Likes" received by first-hand reports on Facebook about the charity initiatives in Zambia with which Akachan Honpo is associated. For every "Like," Akachan Honpo donates 10 yen to the Community Safe Motherhood Project. (Over the period from May 2012 to December 2013, the combined total of in-store and online donations came to 741,521 yen).

In addition, since April 2010 Akachan Honpo has been implementing an ongoing program whereby Akachan Honpo customers can donate baby underwear and other baby clothes that they no longer need, which are then distributed by JOICFP for use by babies in need in Zambia. Some of the donated baby-wear is distributed at the travelling clinics for pregnant women and babies that JOICFP organizes, while others are used at the Maternity Waiting Houses that JOICFP has been setting up in Zambia. (As of the end of February 2014, this donation project was being implemented in 25 Akachan Honpo stores)



Akachan Honpo managers visiting a distribution site in Zambia

Initiatives Involving Seven & i Holdings Products

Participation in the United Nations World Food Programme's "Fill the Cup" campaign

In May 2013, Seven & i Holdings began participation in the Fill the Cup ("Red Cup") campaign, a United Nations World Food Programme (WFP) initiative aimed at supporting the provision of school meals worldwide. Seven & i Holdings supports the Fill the Cup goal of eradicating hunger and poverty, and is donating part of the revenue from sales of five Seven Premium snack products and three Seven Premium cup-noodle products to Fill the Cup.



IVESCO Fund

In 2000, Ito-Yokado established the Seven & i IVESCO Fund in collaboration with a group of beverage manufacturers. Through the IVESCO Fund, part of the revenue from sales from selected vending machines in Ito-Yokado stores is donated to groups involved in international humanitarian support activities.

In June 2013, donations totaling 14.88 million yen (deriving from sales by 409 individual vending machines) were distributed to four organizations involved in international humanitarian aid work, including Plan Japan.



Vending Machine Activity Notifications