

# Social Contribution Activities

Social and cultural contribution activities are a part of CSR at Seven & i Holdings. Through such activities, the Group actively supports the creation of peaceful and prosperous living environments by maintaining good, cooperative, and harmonious relationships with local communities and the international community.

## Reconstruction Assistance Activities for the Great East Japan Earthquake

Seven & i Holdings has continued activities in collaboration with NPOs and employees to assist reconstruction for the Great East Japan Earthquake of March 11, 2011, as well as activities with customers and business partners to provide assistance through products.

Two to three times a year, IY and other Group companies hold a sales event named the Tohoku Kakehashi Project in their stores, featuring products made by companies affected by the disaster and in the Tohoku region by major manufacturers.



Tohoku Kakehashi Project

Sogo & Seibu make the most of their strengths as department stores to help with the sales of the *Madei-Gi* line of clothing and accessories made by women from litate Village, Fukushima Prefecture, who have to live in temporary housing. This entails support ranging from product advice by designers to the provision of sales space by Sogo & Seibu.



A *Madei-Gi* sales event

\* *Madei* is a word in the Fukushima dialect that means carefully or wholeheartedly

For its part, YB backs PEP Kids Koriyama, a cheerful play space for children in Fukushima Prefecture. Seven & i Food Systems, meanwhile, has a Let's Eat in Support of the Affected Areas Program, where it serves a menu of foods from Shichigahama Town, Miyagi Prefecture in its Head Office and branch employee cafeterias, as well as selling *wakame* and *nori* seaweed from the town.

Seven & i Holdings is also a participant in the Seven-Eleven Foundation's Great East Japan Earthquake Recovery Project, which continues to support reconstruction assistance in areas severely affected by the disaster. In addition, Group employees have initiated a donation drive collecting product labels from the Bellmark movement and unused postcards, which can be converted to provide financial support for NPOs assisting children with education in the affected areas.

## Initiatives in Collaboration with Other Organizations

### Donating Shoes to Children in Zambia

Sogo & Seibu and IY work with the Japanese Organization for International Cooperation in Family Planning (JOICFP)\*'s project for sending shoes to children in Zambia. They have established areas for accepting donated children's shoes in their stores. The shoes they receive from customers help to prevent tetanus and parasitic infections resulting from foot injuries and are sent through JOICFP to children in Zambia. As of August 31, 2015, the two Group companies had sent 556,326 pairs of shoes since 2009.

In addition, Akachan Honpo is participating in a project to send underwear to babies in Zambia.



\* JOICFP is an international cooperation NGO that was started in Japan to protect the health and lives of women and children in the developing world.

## ● IYESCO Fund

Together with six beverage manufacturers, IY established the Seven & i IYESCO Fund\* in 2000 to donate part of the proceeds from select vending machines in its stores to organizations providing international humanitarian aid (approximately 400 machines as of August 31, 2015).

In September 2015, the fund donated ¥9.74 million to three international humanitarian aid organizations including Plan Japan.



A notice about the fund on vending machines

\*A donation support council leveraging proceeds from vending machines in IY

## ● Cooperation with the White Ribbon Campaign

Akachan Honpo and Sogo & Seibu have been providing sponsorship for the White Ribbon Campaign launched by JOICFP to protect the health of pregnant women and babies throughout the world. The Group companies have 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, The two companies

have also installed 78 White Ribbon Campaign Vending Machines at locations throughout Japan (Akachan Honpo 54 machines, Sogo & Seibu 24 machines). For every beverage purchased from one of these machines, the companies donate ¥2 to JOICFP (¥1 from the beverage manufacture and ¥1 from the store where the machine is installed). In addition, Sogo & Seibu has created a White Ribbon pin badge for sale, from which all proceeds are donated to the White Ribbon Campaign.



A White Ribbon beverage vending machine



A White Ribbon pin badge

## ● Support for Training Guide Dogs

Seven & i Holdings accepts storefront donations in support of training guide dogs for blind people.

In order to expand the sphere of this activity, all Sogo & Seibu stores hold campaigns twice a year, in the spring and summer, for customers to come in contact with guide dogs. While calling for financial support, these campaigns seek to improve public understanding toward people with visual impairments and their guide dogs, through demonstrations by dog trainers and opportunities for customers to experience a walk with one of the dogs.



Campaign for coming in contact with guide dogs

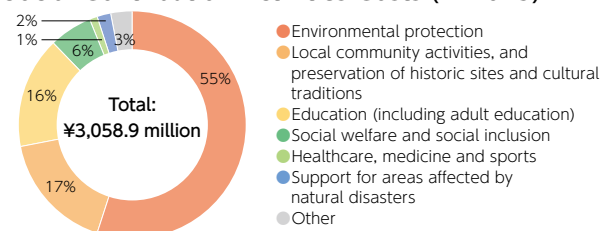
## ● Sports Promotion

Seven & i Holdings co-sponsors the Tokyo Marathon, Saitama International Junior Football Tournament, and the Prime Minister's Cup Japan Wheelchair Basketball Championship, while engaging in initiatives for nurturing young people through sports and promoting sports among people with disabilities.



Tokyo Marathon

### Social Contribution Activities Costs (FY2015)



\* Total for Seven & i Holdings, Seven-Eleven Japan, Ito-Yokado, Sogo & Seibu, York-Benimaru, Seven & i Food Systems, Seven Bank, York Mart, and Akachan Honpo. Calculated based on Fiscal 2014 Key Points Regarding the Implementation of CSR Activity Surveys (Keidanren (Japan Business Federation)).