

Corporate Social Responsibility (CSR)

CSR Activities—Basic Policy and Implementation Framework

Basic policy of Seven & i Holdings and its operating companies (“the Group”) for its business activities is to take a sincere approach in dealing with all of its stakeholders, including shareholders, customers, business partners, local communities, and employees.

To facilitate the steady implementation of this policy, in February 2008 we established three committees—the CSR Management Committee, the Risk Management Committee, and the Information Management Committee. With each committee maintaining close links with operating companies, this system has enabled us to meet our responsibilities to stakeholders.

Each committee periodically investigates and evaluates the initiatives of each company, and the results are reflected in the formulation of management objectives and action plans for each company, as well as for the Group as a whole. In this way, we are working to increase the level of CSR-related initiatives for the entire Group.

Committee Roles and Functions

The committees were established with the objective of separating the CSR promotion functions from the CSR management and supervisory functions. The CSR Management Committee handles CSR promotion, while the Risk Management Committee is responsible for risks related to CSR activities and the Information Management Committee is responsible for managing information related to CSR activities.

The CSR Management Committee promotes the Group’s CSR initiatives through its Compliance Committee and Environment Committee.

The Compliance Committee is composed of three

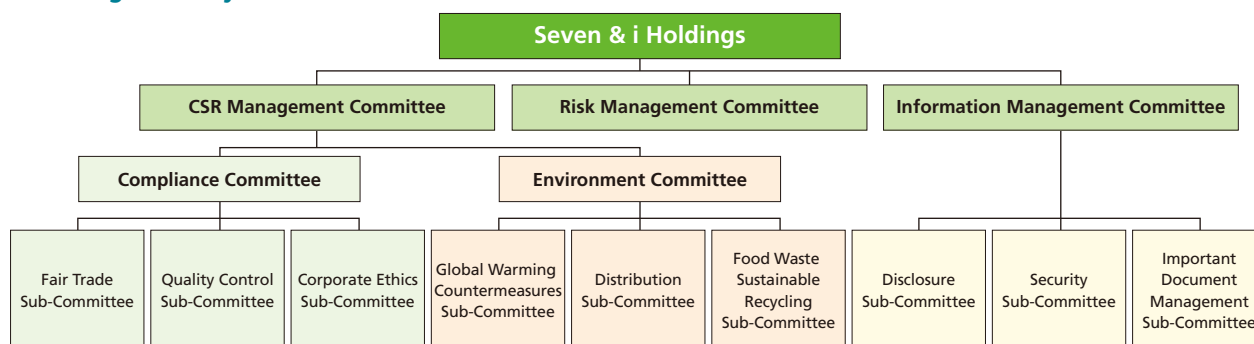
sub-committees—the Fair Trade Sub-Committee, the Quality Control Sub-Committee, and the Corporate Ethics Sub-Committee. The Fair Trade Sub-Committee ensures fair trade practices at all Group companies; promotes training in related laws, such as the Anti-Monopoly Act; and investigates store management practices. In these ways, the sub-committee supports the activities of Group companies. The Quality Control Sub-Committee shares information about product safety among operating companies and formulates reporting and response rules for when accidents occur. The Corporate Ethics Sub-Committee has established the All-Group Help Line, which is operated by a third-party organization and is separate from the internal helplines of each company. The sub-committee is working to enhance compliance for the Group as a whole.

The Environment Committee is composed of the Global Warming Countermeasures Sub-Committee, the Distribution Sub-Committee, and the Food Waste Sustainable Recycling Sub-Committee. The Environment Committee works to coordinate Groupwide initiatives in such areas as accurately tracking the environmental burden of the operations of the entire Group, including overseas companies; introducing energy-saving facilities and recyclable energy; formulating CO₂ emissions countermeasures; and advancing waste-reduction initiatives and efficient food-waste recycling initiatives.

The Risk Management Committee, in accordance with the overall risk management framework, formulates and implements countermeasures for risks that threaten the continuity of the Group’s operations. The committee also monitors progress in these areas.

The Information Management Committee manages and has overall responsibility for company information.

CSR Management System



CSR in Operating Activities

Customers

To respond to growing consumer concerns about safety and security, the Group has established original quality control standards that are more rigorous than legal requirements. In addition, we are working to provide customers with safe and secure products by strengthening quality assurance measures at the point-of-delivery and by carrying out thorough inspections of store management practices. Furthermore, for food, which is an essential part of daily life, we are working to build an original traceability system.

Business Partners

To ensure the maintenance of fair business practices, the Group has established a specialized committee and conducts periodic employee training. Furthermore, in addition to our own business activities, we consider the entire supply chain. To ensure the fulfillment of social responsibilities, such as legal and regulatory compliance, environmental conservation, and appropriate working conditions, we have prepared the Seven & i Holdings Business Partner Action Guidelines, which describes items that we want our business partners to understand and follow. Furthermore, we require all business partners in Japan and overseas that have been consigned production of original products from the Group or its operating companies to apply these guidelines and to prepare self-check sheets. These sheets include details on what must be followed in accordance with the guidelines.

In addition, in conjunction with the formulation of these guidelines, we have formulated a helpline for suppliers to ask questions and provide their opinions regarding daily transactions. The helpline is operated by a third party.

Local Communities

In recognition of the role of stores as local social infrastructure, the Group is implementing Safety Station activities, in which we cooperate in the creation of safe and secure communities and in the prevention of underage drinking and smoking. In addition, since Seven-Eleven Japan concluded a partnership agreement with Wakayama Prefecture in 2004, the Group has aggressively concluded Comprehensive Partnership Agreements that bolster mutual tie-ups in such fields as local production and local consumption, food culture, the promotion of healthy living, and disaster support.

Employees

The Group is moving ahead with the establishment of systems and enhancement of workplace environments so that all employees, without regard to their employment contract status, can work with goals and a sense of fulfillment. Moreover, the Group has introduced the Re-Challenge Plan parenting and nursing care support system and the Open Recruitment system, which enables employees to apply for job openings in any Group company.

The Environment

To move toward comprehensive initiatives targeting global warming prevention, in June 2008 the Company formulated the Seven & i Holdings Environmental Declaration and the Seven & i Holdings Fundamental Policies Relating to Measures to Contribute to the Prevention of Global Warming. The Company has strengthened the environmental countermeasures implemented by operating companies.

Disclosure

Detailed information about the Company's CSR activities is provided in the CSR Report 2009. This report is available, in English and Japanese, on our website at http://www.7andi.com/en/csr/csrreport_2009.html

ECO-PRODUCTS 2009

In December 2009, for the second consecutive year, the Company had an exhibit at Eco-Products 2009, one of the largest environmental exhibitions in Japan.



An exhibit showing an example of Seven-Eleven Japan's latest environmentally friendly store

Basic information (three-day total)

Total number of attendees: about 180,000
Number of visitors to booths: about 23,000