

Stock Information

Major Shareholders

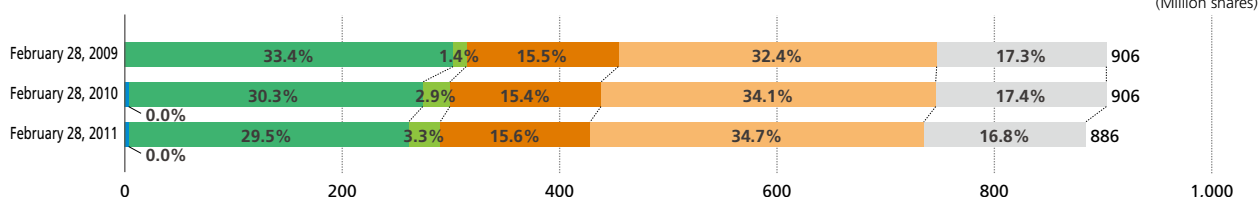
(As of February 28, 2011)

| | Number of shares held (thousand shares) | Percentage of shares held |
|--|--|---------------------------|
| Ito-Kogyo Co., Ltd. | 68,901 | 7.8% |
| Japan Trustee Services Bank, Ltd. (Trust account) | 38,877 | 4.4% |
| The Master Trust Bank of Japan, Ltd. (Trust account) | 37,313 | 4.2% |
| Nippon Life Insurance Company | 20,664 | 2.3% |
| Deutsche Bank Trust Companies Americas | 17,006 | 1.9% |
| Masatoshi Ito | 16,801 | 1.9% |
| mitsui & co., LTD. | 16,222 | 1.8% |
| State Street Bank and Trust Company 505225 | 15,121 | 1.7% |
| SSBT OD05 OMNIBUS ACCOUNT - TREATY CLIENTS | 14,229 | 1.6% |
| The Dai-ichi Life Insurance Company, Limited | 13,777 | 1.6% |

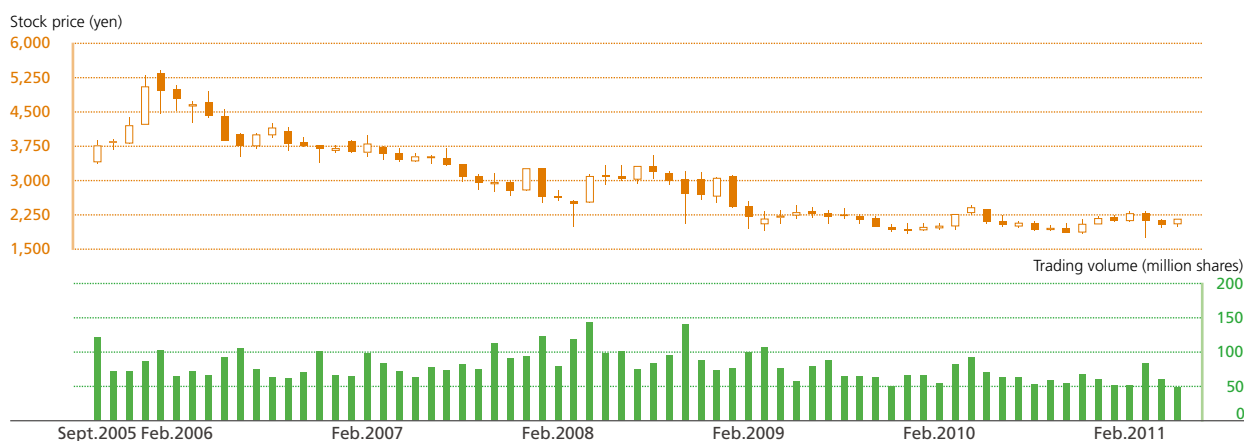
Classification of Shareholders

■ National and Municipal Governments
 ■ Financial Institutions
 ■ Securities Companies
 ■ Other Domestic Corporations
 ■ Foreign Corporations
 ■ Individuals and Others

(Million shares)



Stock Price Chart (Monthly)



| | FY2006 | FY2007 | FY2008 | FY2009 | FY2010 | FY2011 |
|----------------------------------|---------|---------|-----------|-----------|---------|---------|
| Stock price | | | | | | |
| Opening | ¥3,410 | ¥4,630 | ¥3,740 | ¥2,550 | ¥2,055 | ¥2,008 |
| High | ¥5,420 | ¥4,950 | ¥3,760 | ¥3,550 | ¥2,465 | ¥2,468 |
| Low | ¥3,360 | ¥3,390 | ¥2,510 | ¥1,962 | ¥1,831 | ¥1,848 |
| Closing | ¥4,780 | ¥3,800 | ¥2,630 | ¥2,195 | ¥2,004 | ¥2,277 |
| Trading volume (thousand shares) | 518,891 | 937,170 | 1,029,289 | 1,194,651 | 840,559 | 771,407 |

Investment Indices (Consolidated)

| | FY2006 | FY2007 | FY2008 | FY2009 | FY2010 | FY2011 |
|--|-------------|-------------|-------------|-------------|-------------|-------------|
| Number of shares outstanding (excluding treasury stock) | | | | | | |
| Average | 870,127,116 | 933,675,491 | 953,496,897 | 918,389,766 | 903,458,314 | 887,128,871 |
| End of period | 904,774,606 | 953,508,603 | 953,487,255 | 903,459,511 | 903,458,108 | 883,463,233 |
| Net income per share | ¥100.83 | ¥142.90 | ¥137.03 | ¥100.54 | ¥49.67 | ¥126.21 |
| Cash flow per share | ¥213.46 | ¥285.02 | ¥287.68 | ¥253.56 | ¥196.03 | ¥275.48 |
| Net assets per share | ¥1,772.25 | ¥1,999.77 | ¥2,081.85 | ¥1,975.95 | ¥1,905.97 | ¥1,927.09 |
| Price earnings ratio (times) | 47.4 | 26.6 | 19.2 | 21.8 | 40.3 | 18.0 |
| Price cash flow ratio (times) | 22.4 | 13.3 | 9.1 | 8.7 | 10.2 | 8.3 |
| Price book value ratio (times) | 2.7 | 1.9 | 1.3 | 1.1 | 1.1 | 1.2 |
| Dividends per share | ¥28.50 | ¥52.00 | ¥54.00 | ¥56.00 | ¥56.00 | ¥57.00 |
| Dividends payout ratio | - | 36.4% | 39.4% | 55.7% | 112.7% | 45.2% |
| Ratio of total amount of dividends to net assets | - | 2.8% | 2.6% | 2.8% | 2.9% | 3.0% |

Corporate Overview

(As of February 28, 2011)

Profile

Company name: Seven & i Holdings Co., Ltd.
 Date of establishment: September 1, 2005
 Head office: 8-8, Nibancho, Chiyoda-ku, Tokyo 102-8452, Japan
 Chairman and CEO: Toshifumi Suzuki
 President and COO: Noritoshi Murata
 Paid-in capital: 50,000 million yen
 Number of employees: 386 (nonconsolidated)
 50,765 (consolidated)

Performance
Overview

History

■ Financial Strategies ■ Operating Strategies

| Before the establishment of Seven & i Holdings | |
|--|--|
| 1958 | Apr. Yokado Co., Ltd. was incorporated |
| 1971 | Mar. Yokado changed its name to Ito-Yokado Co., Ltd. |
| 1972 | Sept. Ito-Yokado was listed on the second section of Tokyo Stock Exchange (TSE) |
| 1973 | Mar. Business tie-up with York-Benimaru Co., Ltd. July Ito-Yokado moved to the first section of TSE Nov. York-Seven Co., Ltd. was established under a license agreement with the largest U.S. convenience store chain operator, The Southland Corporation Nov. Denny's Japan Co., Ltd. was established under a license agreement with the US-based restaurant chain, Denny's, Inc |
| 1977 | July Ito-Yokado registered American Depository Receipts (ADRs) on NASDAQ |
| 1978 | Jan. York-Seven changed its name to Seven-Eleven Japan Co., Ltd. |
| 1981 | Aug. Seven-Eleven Japan was listed on the first section of TSE |
| 1984 | Aug. York-Benimaru was listed on the first section of TSE |
| 1986 | July Ito-Yokado's ADRs were transferred from NASDAQ small-cap listing to the National Market System Aug. Denny's Japan was listed on the first section of TSE |
| 1991 | Mar. Through IYG Holding Company, Seven-Eleven Japan and Ito-Yokado acquired major interest of The Southland Corporation |
| 1996 | Dec. Chengdu Ito-Yokado Co., Ltd. was established in Chengdu, Sichuan, China |
| 1997 | Sept. Hua Tang Yokado Commercial Co., Ltd. was established in Beijing, China |
| 1999 | Apr. The Southland Corporation changed its name to 7-Eleven, Inc. |
| 2000 | July 7-Eleven, Inc. shares were transferred from NASDAQ to NYSE |
| 2001 | Apr. IYBank Co., Ltd. was established Oct. IY Card Service Co., Ltd. was established |
| 2003 | May Ito-Yokado abolished the registration of ADRs on NASDAQ |
| 2004 | Jan. SEVEN-ELEVEN (BEIJING) CO., LTD. was established in Beijing, China Nov. Beijing Wang fu jing Yokado Commercial Co., Ltd. was established in Beijing, China |

| After the establishment of Seven & i Holdings | |
|---|---|
| 2005 | Sept. Seven & i Holdings Co., Ltd. was established and listed on the first section of TSE Oct. IYBank changed its name to Seven Bank, Ltd. Nov. 7-Eleven, Inc., was made a wholly owned subsidiary Made 7-Eleven, Inc. a wholly owned subsidiary with the aim of increasing long-term profits and promoting a global company strategy. Nov. Seven-Eleven Japan began to open stores in Gifu prefecture Nov. Ito-Yokado opened Ario Sapporo and Ario Kawaguchi |
| 2006 | Feb. Seven and Y Corp. was made a subsidiary Made Seven and Y a subsidiary as the core company in Group IT strategy. Feb. Seven-Eleven Japan began to open stores in Mie prefecture Mar. Ito-Yokado opened Ario Kameari May Sogo Chiba was reopened after a full-scale remodeling May Seven-Eleven Japan stores commenced the installation of the Sixth-Generation Total Information System June Millennium Retailing was made a wholly owned subsidiary through a stock for stock exchange To strengthen the Group department store operations, made Millennium Retailing—Sogo and The Seibu Department Stores—a wholly owned subsidiary. July Seven & i Holdings cancelled 427,509,908 shares of treasury stock Cancelled the shares of Seven-Eleven Japan and Denny's Japan, which Ito-Yokado had owned at the time of listing. Aug. White Hen Pantry, Inc., was acquired by 7-Eleven, Inc. White Hen Pantry, Inc. is a convenience store chain which owns approx. 200 stores in Chicago, U.S. Sept. York-Benimaru was made a wholly owned subsidiary through a stock for stock exchange Positioned as the core operating company of the supermarket operations after transformation from an equity-method affiliate to a wholly owned subsidiary. Nov. The Group Merchandising Reform Project was launched Dec. Ito-Yokado opened Ario Yao |
| 2007 | Jan. Seven & i Food Systems was established Established a new company with the aim of integrating and restructuring food services. Mar. LOFT was made a subsidiary Millennium Retailing made LOFT, miscellaneous goods specialty stores at nationwide, into a subsidiary. Mar. Seven-Eleven became world's largest store chain Mar. Seibu Shibuya was reopened after a full-scale remodeling Apr. The introduction of nanaco, electronic money was started May Started sales of Seven Premium, new private-brand products |

Retailers in
the World

Domestic
Market
Share

Domestic
Retail
Environment

Group
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Major Group
Companies'
Data

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| 2007 | |
|-------|---|
| July | Akachan Honpo was made a subsidiary Ito-Yokado made Akachan Honpo, a nationwide chain of baby and children's products stores, into a subsidiary. |
| Aug. | Sales of <i>Seven Premium</i> products were commenced at Seven-Eleven Japan stores |
| Sept. | Denny's Japan, Famil, and York Bussan were merged into Seven & i Food Systems |
| Sept. | Seibu Tokorozawa was reopened after a full-scale remodeling |
| Sept. | Hua Tang Yokado opened You An Men store in Beijing, China |
| Oct. | Ito-Yokado opened Ario Nishi-arai |
| Nov. | FUJIKOSHI was made a subsidiary York-Benimaru made FUJIKOSHI, a supermarket chain in Fukushima prefecture, into a subsidiary. |
| Dec. | NittleSeven Co., Ltd. was established by Nippon Television Network Corporation, Dentsu Inc., and Seven & i Holdings Seeking the integration of retail business and media, Nittle Seven was established with the aim of developing a next-generation shopping portal site. |
| Dec. | Chengdu Ito-Yokado opened Jin Hua store in Chengdu, Sichuan Province, China |
| Dec. | The introduction of <i>nanaco</i> at Denny's restaurants was started |

| 2008 | |
|------|--|
| Jan. | SEVEN & i FINANCIAL GROUP was established Established to oversee the Group's financial services-related management operations, excluding banking. |
| Feb. | Seven & i Holdings cancelled 11,329,000 shares of treasury stock Cancelled all shares of treasury stock acquired from Seven-Eleven Japan in Jan. 2008. |
| Feb. | Seven Bank was listed on the JASDAQ Securities Exchange |
| Mar. | The introduction of <i>nanaco</i> at Ito-Yokado stores was started |
| Mar. | Ito-Yokado opened Ario Otori |
| Apr. | SEVEN-ELEVEN CHINA Co., Ltd. was established Established to promote the development of 7-Eleven stores in China through area licensees. |
| Apr. | QUICPay, postpaid electronic money, was introduced at all Seven-Eleven Japan stores |
| June | Credit charge services for <i>nanaco</i> were initiated |
| July | Seven & i Holdings issued 1st, 2nd, and 3rd unsecured domestic straight bonds in the total amount of 100 billion yen |
| July | Seven & i Netmedia Co., Ltd. was established Established to further strengthen IT-related operations and take overall responsibility for its operations. |
| July | Seven & i Holdings cancelled 50,000,000 shares of treasury stock Cancelled all shares of treasury stock acquired from the market. |
| July | The Internet shopping site, <i>Seven-Eleven Net</i> commenced services |
| Aug. | Seven & i Holdings made a business and capital tie-up with AIN PHARMACIEZ INC. A business and capital tie-up was made to cooperate with store opening, pharmaceutical product sales and development. |
| Aug. | Seven Farm Tomisato Co., Ltd., the Group's first agricultural production corporation, was established |
| Aug. | Ito-Yokado opened THE PRICE Nishi-Arai, its first discount store |
| Nov. | Ito-Yokado Honmoku, a neighborhood shopping center, was opened |
| Nov. | Ito-Yokado opened Seven Home Center in Ito-Yokado Kanamachi |

| 2009 | |
|-------|--|
| Jan. | Seven Culture Network Co., Ltd. was established Established to start a new business by integrating existing community school business and travel business. |
| Jan. | Seven-Eleven Japan began to open stores in Toyama and Fukui prefectures |
| Feb. | Seven-Eleven Japan began to open stores in Shimane prefecture |
| Feb. | The <i>Seven Premium</i> products received "Most Excellent Award, Nikkei Award" of the 2008 Nikkei Superior Products and Services Awards |
| Mar. | Seven Internet Lab. Co., Ltd. was established by a joint venture with NEC Corporation Established to undertake R&D on IT technology with the cooperation of NEC Corporation. |
| Mar. | Ito-Yokado Musashi-Koganei was opened |
| Apr. | 7-Eleven store openings through an area licensee were commenced in Shanghai, China |
| June | Seven Health Care Co., Ltd. was established by a joint venture with AIN PHARMACIEZ INC. Established to form a new business model to meet changes in the pharmaceutical market. |
| July | Seven & i Restaurant (Beijing) Co., Ltd. opened its first store in Beijing, China |
| Aug. | Millennium Retailing, Sogo, and The Seibu Department Stores were merged, and Sogo, as a surviving company, changed its name to Sogo & Seibu Co., Ltd. |
| Aug. | Seven Bi no Gardens, the Group's first independently developed drugstore, was opened |
| Sept. | Robinson Department Stores was merged into Sogo & Seibu |
| Sept. | SEVEN-ELEVEN (BEIJING) opened its first stores in Tianjin, China |
| Sept. | Hua Tang Yokado opened Bei Yuan store in Beijing, China |
| Oct. | Edy, electronic money system, was introduced at all Seven-Eleven Japan stores |
| Nov. | Seven-Eleven Japan opened its first store at the railway station |
| Nov. | Started sales of wine simultaneously in Japan and North America as the Group's first private brand product for the global market |
| Nov. | Chengdu Ito-Yokado opened Jian She Lu store in Chengdu, Sichuan Province, China |
| Dec. | New England Pantry, Inc., was acquired by 7-Eleven, Inc. New England Pantry, Inc. is a convenience store chain which owns 58 stores in Boston, U.S. |
| Dec. | Seven & i Holdings made a business and capital tie-up with PIA CORPORATION A business and capital tie-up was made to cooperate with tickets and event-related businesses as well as membership businesses. |
| Dec. | Seven-Eleven Japan began to open stores in Ishikawa prefecture |
| Dec. | Seven and Y Corp. changed its name to Seven Net Shopping Co., Ltd. |
| Dec. | The introduction of Seven Net Shopping, the Group's internet shopping service was started |

| 2010 | | 2011 | | |
|------|-------|---|---|-----------------------------|
| | Jan. | Hua Tang Yokado opened Shi Li Pu store in Beijing, China through a scrap-and-build initiative | | |
| | Jan. | Seven Bank started consumer loan services | | |
| | Mar. | Seven & i Holdings made a capital participation in Tower Records Japan, Inc. Capital participation was made to cooperate with entertainment, IT and Internet fields. | | |
| | Mar. | The number of <i>nanaco</i> cards issued exceeded 10 million | | |
| | June | Seven & i Holdings cancelled 20,000,000 shares of treasury stock | | |
| | June | Seven & i Holdings issued 4th, 5th, 6th unsecured domestic straight bonds in the total amount of 110 billion yen | | |
| | June | Seven & i Asset Management Co., Ltd. was established Established to acquire and own trust beneficiary right (fixed assets) of Seibu Ikebukuro. | | |
| | June | Ito-Yokado opened Ario Kitasuna | | |
| | June | All 7-Eleven stores in Japan started to handle credit card transactions using IY Cards and JCB cards | | |
| | July | Seven Farm Co., Ltd. was established Established to enable the centralized management of new agricultural business launches and expansion as well as the development of a foods recycling network | | |
| | Sept. | Signed Basic Agreement Concerning Comprehensive Business Alliance with Credit Saison Co., Ltd. Concluded the agreement to establish a joint venture conducted between Credit Saison and Sogo & Seibu, thereby strengthening the Group's card business | | |
| | Sept. | Seven & i Asset Management acquired the ownership of the land and building containing Seibu Ikebukuro (totaling ¥123.0 billion) | | |
| | Sept. | Sales of high-end <i>Seven Gold</i> products were commenced | | |
| | Sept. | Ito-Yokado opened Ario Hashimoto | | |
| | Sept. | All 7-Eleven stores in Japan started to handle credit card transactions using VISA, MasterCard, American Express and Diners Club | | |
| | Oct. | IY Card Service Co., Ltd. changed its name to Seven Card Service Co., Ltd. | | |
| | Oct. | Ito-Yokado opened Ito-Yokado <i>Shokuhinkan</i> Asagaya, an urban-style small supermarket | | |
| | Nov. | Seven-Eleven Japan extended the incentive system for multi-store operation Introduced a new system for owners who operate two or more stores under which the amount equivalent to 3% of gross profit on sales is deducted from the Seven-Eleven Charge | | |
| | Nov. | Seven-Eleven Japan formed a business alliance with Hokkaido Kiosk Corporation Alliance was formed with the aim of renewing convenience stores operated by Hokkaido Kiosk in major stations throughout Hokkaido as 7-Eleven stores | | |
| | Nov. | Seven-Eleven Japan started the sale of various tickets handled by PIA Corporation using in-store multifunction copiers | | |
| | Nov. | Ito-Yokado opened Ito-Yokado Hikifune | | |
| | Nov. | Ito-Yokado opened Ito-Yokado <i>Shokuhinkan</i> Azusawa | | |
| | Dec. | SEVEN-ELEVEN (CHENGDU) Co., Ltd. was established Established with the aim of expanding the network of 7-Eleven stores in Chengdu, in Sichuan Province, China | | |
| | Dec. | Ito-Yokado opened Ario Fukaya | | |
| | | Mar. | SEVEN & i FINANCIAL GROUP CO., LTD., SE CAPITAL CORPORATION and Seven Cash Works Co., Ltd. were merged and SE CAPITAL, as a surviving company, changed its name to Seven Financial Service Co., Ltd. | |
| | | Mar. | Seven-Eleven Japan acquired the 7-Eleven trademark in Japan Seven-Eleven Japan acquire the rights held by 7-Eleven, Inc., for the use of the 7-Eleven trademark in Japan | Performance Overview |
| | | Mar. | Acquisition of retail interest's by 7-Eleven, Inc. 7-Eleven, Inc. acquired a total of 183 convenience stores and other properties in Florida, U.S., previously held by Exxon Mobil Corporation | |
| | | Mar. | Lease agreement to operate Retail Stores by 7-Eleven, Inc. 7-Eleven, Inc. signed a lease agreement with the Illinois State Toll Highway Authority to operate 13 sites located at Tollway Oases in Illinois, U.S. | Retailers in the World |
| | | Mar. | Seven-Eleven Japan opened its first store in Kagoshima Prefecture | |
| | | Mar. | All Seven-Eleven Japan stores started accepting payments and charges that utilize regional railway company electronic money systems | |
| | | Mar. | 7-Eleven store openings were commenced in Chengdu, Sichuan, China | |
| | | Apr. | Seven CS Card Service Co., Ltd. was made subsidiary Initiative aimed at providing more comprehensive services in its credit card, electronic money and point service through cooperation with Seven Card Service | Domestic Market Share |
| | | Apr. | Ito-Yokado opened Ito-Yokado Abeno | |
| | | Apr. | Ito-Yokado opened Ario Ueda | |
| | | June | 7-Eleven, Inc. acquired WFI Group, Inc. Acquired WFI Group, the parent company of Wilson Farms, Inc., which operates 188 convenience stores in New York, U.S. | |
| | | June | Seven & i Holdings launched Groupwide Seven & i Point Service Started a preferential point system to grant customers points for conducting credit card transactions using cards issued by Group companies | Domestic Retail Environment |
| | | | | Group Business Strategy |
| | | | | Major Group Companies' Data |
| | | | | Corporate Data |