

## Material Issue 2 Providing Safety and Reliability through Products and Stores

### Approach to Material Issues

The Seven & i Group handles about 3 million items of products at each company's stores, and also develops a variety of products as private brands. Because of this, we are committed to ensure the quality of our products, including their safety and reliability. We also recognize that playing a role of a social infrastructure that can be used with a peace of mind even in emergencies such as natural disasters is an important issue.

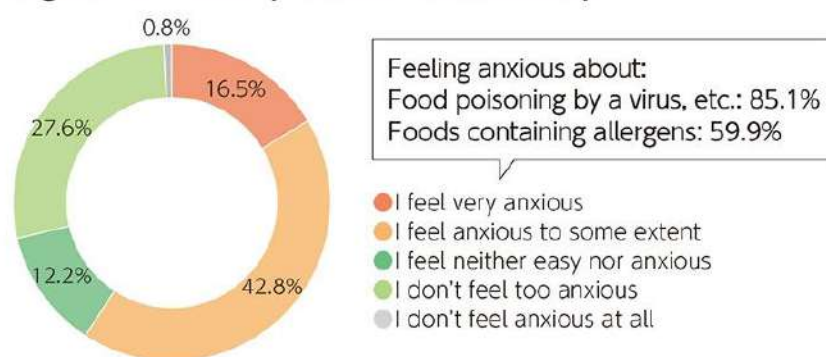
- Relevant policy
  - [Quality Policy](#) >

### Background to Material Issues

#### Food Safety

With the globalization of food and recent incidents and accidents that threaten food safety and security, there has been growing interest in food safety, including the issues of controlling raw materials, food additives, and displaying information about allergens. Answers to a survey by the Cabinet Office showed that about 60% of people feel uneasy about food safety, and there is a need to further strengthen their quality control systems for companies.

#### Degree of Anxiety about Food Safety

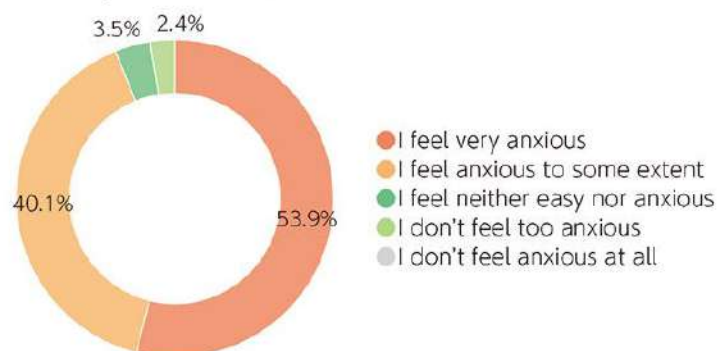


Food Safety Commission: Results of the 2019 report entitled "Awareness About Food Safety"

## Frequent Natural Disasters

In recent years, floods and landslides due to heavy rain occur frequently, driven by climate change and other factors. Also, many natural disasters such as large-scale earthquakes continue to occur in connection with the location of the Japanese archipelago. According to a survey by the Cabinet Office, over 90% of respondents said that they feel uneasy about natural disasters, and when such disasters occur, social infrastructure such as the provision of the goods and services necessary for daily life, plays an important role. The Company is expected to ensure business continuity to provide a safe and secure base.

### Anxiety about Natural Disasters



Food Safety Commission: Results of the 2019 report entitled "Awareness About Food Safety"

## Promotional Framework for Material Issues

In response to this material issue, the CSR Management Committee and its subordinate Supply Chain Subcommittee, work together with the Group companies and related departments to provide safety and reliability through products and stores. The Group is also working to ensure information security under the Group Information Management Committee. These activities are supervised by the Seven & i Holdings Director and Managing Executive Officer Head of the Corporate Development Division.

## Contribution to SDGs

By tackling this material issue, Seven & i Group will provide living bases that ensure people's safety and security in the event of natural disasters due to climate change, and will contribute to achieving Sustainable Development Goals 2, 3, 9, 11 and 13.



## Seven & i Holdings' Initiatives

### Building a Quality Control System >

We are working to adopt international management system standards and management techniques concerning quality and hygiene in order to provide safe and reliable products to customers.

### Food Safety and Reliability >

We are working on a variety of measures to emphasize safety and reliability at all stages from raw materials procurement through to sales.

### Health and Nutrition >

In light of customers' increasing health consciousness, we are working to reduce the use of food additives and provide nutritionally well balanced food.

### Communication with Customers >

We have set up a "customer consultation desk" at each Group company to obtain opinions, requests, and other feedback from customers and respond promptly, in order to improve products and services from the standpoint of customers.

### Information Security and Personal Information Protection >

We are implementing information security measures based on the belief that appropriately securing and managing the safety of information assets handled by the Seven & i Group is a vital responsibility.

### Appropriate Sales and Information Disclosure for Products and Services >

We strive to label products accurately and clearly in order to provide an appropriate selection of product and service options for customers, while taking care to avoid any misleading labeling.

### Implementing Crime Prevention Measures for Local Communities >

We cooperate with community crime prevention efforts in order to ensure that customers can visit and shop at our stores safely and reliably.

### Disaster Assistance >

We endeavor to reopen stores promptly and keep stores open in the event of a disaster to fulfill our mission as a lifeline for communities.

### Disaster Reconstruction Support >

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.

## Material Issue 2 Providing Safety and Reliability through Products and Stores

### Building Quality Control Systems

Seven & i Holdings is working to introduce international management system standards and management methods regarding quality and hygiene in order to provide safe and reliable products to customers.



### Establishing a Foundation for Quality Control in Each Group Company

Each company in Seven & i Group handles products whose safety has been ensured through checks by the quality control department before purchasing them. Seven & i Holdings is working to establish quality control systems, recognizing that a product incident at one Group company affects the entire Group. Quality control managers at the development division for the Seven Premium line of Group private brand products, 12 Group companies that handle food products, and 10 that handle apparel and household items meet regularly to share their policies and information. These activities are designed to prevent incidents and strengthen the Group's ability to respond rapidly when incidents occur. Specifically, Group companies have established the following foundation for quality control.

#### Establishing a Foundation for Quality Control

1. A system in which specialized quality control departments can objectively determine responses to incidents
2. A system for reporting a serious incident quickly to the Representative Director and President
3. Guidelines for judging whether to recall products or continue sales if a serious incident occurs

### Quality Control Training for Employees

Seven & i Group provides quality control training to its merchandisers that handle product development and procurement as well as staff in charge of stores to prevent any accidents and incidents pertaining to products. In the fiscal year ended February 28, 2021, at Seven & i Holdings and each Group company that handles food products, 497 personnel in charge of food purchasing were given training on nutrition labeling and place of origin/additive labeling. Seven & I Group is also in the process of revising training content, and is developing additional educational content with a view to cultivating future personnel capable of leading the field of quality management.

Since HACCP\*1 was enacted (revision in the Food Sanitation Act), in June 2020, HACCP training for food products\*2 on the importance of HACCP and precautions in food manufacturing and processing was conducted for 1,210 individuals, also in June 2020. In addition, for those who handle apparel and household items, the entire Group conducts textile training and Pharmaceuticals and Medical Devices Act training through external inspection organizations.

Textile training is for those handling textile products (apparel, bedding, etc.), basic textile training is for newly appointed staff, and textile material training and textile sewing training are for existing staff. In addition to knowledge about laws and regulations, such as Household Goods Quality Labeling Act, this training allows them to learn about the process that progresses from thread to textile/knitting, dyeing, sewing, and inspection, as well as process management for manufacturing factories, case studies on defective product incidents, and more. Through this training, we aim to provide our customers with safe and high-quality products.

※1 HACCP (Hazard Analysis Critical Control Point): A process management system that analyzes hazards at each step of production, from ingredient acceptance through to product finalization, and provides continuous monitoring and recording of critically important hazard prevention processes.

※2 Operating companies subject to food HACCP (e-learning) training: York, SHELL GARDEN, Sogo & Seibu, and Gottsuobin (\*Other operating companies that handle food products carry out their own custom HACCP training)

# Results of training held by Seven & i Holdings in the fiscal year ended February 28, 2021

Training Details	Participants	Ratio	Target
Nutrition labeling training※1	498	100%	Those handling food purchasing
Place of origin/additive labelling training※1	497	99%	Those handling food purchasing
Basic textile training※2	231	94%	Those handling procurement of textile products such as apparel and bedding
Dyeing and printing training※2	228	93%	Those handling procurement of textile products such as apparel and bedding
Processing and inspection training※2	79	88%	Those handling procurement of textile products such as apparel and bedding
Products claims training(discussion)※2	60	98%	Those handling procurement of textile products such as apparel and bedding
Cleanliness training※2	160	84%	Those handling procurement of apparel and household items
Antiviral labelling training※2	154	81%	Those handling procurement of apparel and household items
Pharmaceuticals and Medical Devices Act training※2	105人	73%	Those handling procurement of apparel and household items

Training Details	Participants	Ratio	Target
Food allergy training※1	1,651	100%	Those handling in-store food preparation
Basic textile training※2	58	64%	Those handling procurement of textile products such as apparel and bedding
Textile material training※2	55	44%	Those handling procurement of textile products such as apparel and bedding
Textile sewing training※2	62	39%	Those handling procurement of textile products such as apparel and bedding
Pharmaceuticals and Medical Devices Act training	205	64%	Those handling procurement of apparel and household items

※1 Target operating companies for food training: Seven-Eleven Japan, Ito-Yokado, York Benimaru, York, SHELL GARDEN, Akachan Honpo, THE LOFT, IY Foods, Sogo & Seibu, Gottsuobin, Seven & i Food Systems, and Barneys Japan (\*Other operating companies that handle food products carry out their own training)

※2 Target operating companies for apparel and household items training: Seven-Eleven Japan, Ito-Yokado, Sogo & Seibu, Akachan Honpo, THE LOFT, Nissen, Barneys Japan, and Oshman's Japan

## Acquiring Quality Management Certification

Seven & i Group has sought and attained various quality management certification in order to strengthen quality management for products such as foodstuffs, clothing, and household goods.

### Participation in the Japan Food Safety Management Association

Seven & i Holdings became one of the founders of the Japan Food Safety Management Association (JFSM)<sup>※1</sup>, established in 2016 as the primary Japan-created operating body for food product safety management standards, along with food product manufacturers both in Japan and overseas. We did this in partnership with food-related companies, the Ministry of Agriculture, Forestry and Fisheries, and university researchers with the goal of responding to the increased handling of imported foods (globalization) in Japan and improving domestic food safety management. By utilizing the JFS standard<sup>※2</sup> developed by this association, we aim to improve food quality as a retail group that is building a supply chain.

Currently, eight Group companies<sup>※3</sup> that handle food products have become JFSM members and are promoting the improvement of food safety management levels within the Group. In addition, we are proceeding with the acquisition of JFS standard certification and conformance certification for factories that manufacture the Group's "Seven Premium" private brand products and fresh foods such as Seven-Eleven's boxed lunches, rice balls, sandwiches, delicatessen items, noodles, bread, and pastries.

※1 An organization that creates and operates a Japanese food safety management standard (the JFS standard) and its certification/conformance certification system.

※2 A Japanese food safety management standard developed by JFSM that conforms to international standards that include Codex HACCP.

※3 Seven-Eleven Japan, Ito-Yokado, York Benimaru, York, SHELL GARDEN, Sogo & Seibu, Gottsuobin, Seven & i Food Systems

### Obtaining Certification of Food Safety Management Standards that Conform to International Standards

Seven-Eleven Japan has adopted the HACCP (Hazard Analysis and Critical Control Point) method since 1997 as a method to manage food hygiene aimed at improving the level of quality management during food production. Nihon Delica Foods Association (NDF)<sup>※1</sup> has developed its own NDF-HACCP Certification System for labor-intensive industries producing small lots of many varieties, and we have obtained this certification for all our factories. Moreover, in October 2018, in response to the enactment of HACCP, the NDF-FSMS certification system<sup>※2</sup> was revised. In March 2020, all factories that manufacture original products such as boxed lunches, rice balls, sandwiches, delicatessen items, noodles, bread, and pastries obtained certification and conformance certification. (Number of the factories as of the end of March 2021: 176)

Similarly, we are working on obtaining certification and conformance certification related to food safety management standards that conform to international standards that include Codex HACCP, such as ISO 22000, FSSC 22000, and the JFS standard, at all manufacturing factories that produce the Group's "Seven Premium" private brand products. (As of the end of March 2021, 92% of our manufacturing factories have acquired certification.)

※1 The NDF was formed in 1979 to improve hygiene quality management levels at daily food manufacturing facilities and to eliminate region-based quality differences.

※2 FSMS: The Food Safety Management System (FSMS) is a system designed to manage potential food safety hazards in order to ensure delivery of safe and reliable foods to consumers.

➤ [For more details about Seven-Eleven Japan initiatives \(in Japanese\)](#) 



### Acquisition of GAP Certification

For our private brands "Fresh Vegetables with Traceability" and "Fresh Fruits with Traceability" at Ito-Yokado, we are recommending the acquisition of Good Agricultural Practice (GAP) certification, an agricultural production process management method, in order to further improve the level of our quality management. GAP certification sets standards that should be implemented in day-to-day farm management to improve safety and protect the environment. Certification has been acquired by 224 producers as of the end of February 2021, and efforts will be made for further certification going forward.

➤ [For more details about Ito-Yokado initiatives \(in Japanese\)](#) 

## Acquisition of ISO 22000 Certification

York-Benimaru Co., Ltd. acquired certification under ISO 22000, an international food safety management system, at its Otsuki Store in Koriyama City, Fukushima Prefecture in March 2018. Certification has since been expanded to the York-Benimaru Head Office. Going forward, York-Benimaru will use the experience of acquiring ISO 22000 certification to introduce HACCP systems at all stores while training store employees. The company will also work to provide greater safety and confidence to local customers regarding food products and enhance product quality in all stages from procurement to sale. In addition, at York, in April 2020, the York Mart Nerima Heiwadai location passed the one-year renewal of the Tokyo Metropolitan Food Sanitation Meister System, considered a step toward ISO certification. In addition, IY Foods, a Group food manufacturer, acquired ISO 22000 certification in August 2016.



## Hygiene Management Based on ISO 9001

Seven & i Food Systems' QC Office, the hygiene management department, has acquired the ISO 9001 international standard concerning quality management. Utilizing this system, the company is working to boost both hygiene management and employee training (application scope consisting of food hygiene management system standards and provision at stores). In hygiene management, priority is placed on freshness management that is easy to understand and can be performed by anyone. The QC Office and others conduct checks at stores, and random checks of store hygiene are also conducted by a third-party hygiene inspection organization (wipe inspections). Store employees undergo periodic hygiene management training to raise hygiene management levels.

➤ [For more details about Seven & i Foods Systems initiatives \(in Japanese\)](#)





## Audits of Processes at Apparel and Household Goods Manufacturing Factories

Seven & i Group sells apparel and household items, such as the Group's "Seven Premium" private brand products, while Group companies sell their own private brand products as well. To ensure the safety of these products, we conduct audits of our processes at our manufacturing factories both in Japan and overseas (These audits were cancelled for the fiscal year ended February 28, 2021 due to the impact of COVID-19).

Since there is no official certification for manufacturing factories that guarantees a level of quality control for apparel and household items, Seven & i Holdings has established its own standards, and each Group company carries out external audits through specialized external institutions based on these standards. Seven & i Holdings issues a process audit "Compliance Certificate" to factories whose audit results have cleared certain standards.



Compliance certificate

## Response to Product Incidents and Implementation of Exercises

Seven & i Holdings assumes the occurrence of product incidents and product defects within the Group. By conducting regular exercises, Seven & i Holdings and each Group company mutually confirm the flow from the occurrence of an incident to investigations, reports, and corrections, and confirm the effectiveness of the incident response system. Should a product incident occur, the company promptly reports to the president, deliberates and makes decisions on any corrective actions, and the department specializing in quality control confirms the implementation and completion of corrective actions.

## External Recognition for Initiatives Addressing Quality Control

Ito-Yokado received the METI Minister Award at the Minister of Economy, Trade and Industry Product Safety Awards<sup>※1</sup> three times, and was also certified as a gold product safety company<sup>※2</sup> in the fiscal year ended in February 29, 2016—a first for a general supermarket. In March 2021, Ito-Yokado was again certified as the gold product safety company upon undergoing a follow-up audit, earning the single star Gold PS Award mark.

※1 The Ministry of Economy, Trade and Industry has been conferring this award since fiscal 2007 to raise awareness of corporate product safety and establish a culture of product safety that spreads the important value of product safety beyond the boundaries of companies to create a society where product safety is protected everywhere.

※2 Every five years after certification, the review committee will follow up to see if the efforts being made at the time of certification are still being maintained.

- Ito-Yokado received the METI Minister Award at the Minister of Economy, Trade and Industry Product Safety Awards in 2011, 2013, and 2015.
- Ito-Yokado was certified as a gold product safety company in 2015.
- Ito-Yokado was certified again (follow-up) as a gold product safety company in 2020.
- Ito-Yokado was once again certified as a gold product safety company in 2021.



single star Gold PS Award mark



### Food Safety and Reliability

Seven & i Group is working on a variety of measures to emphasize safety and reliability at all stages from raw materials procurement through to sales.

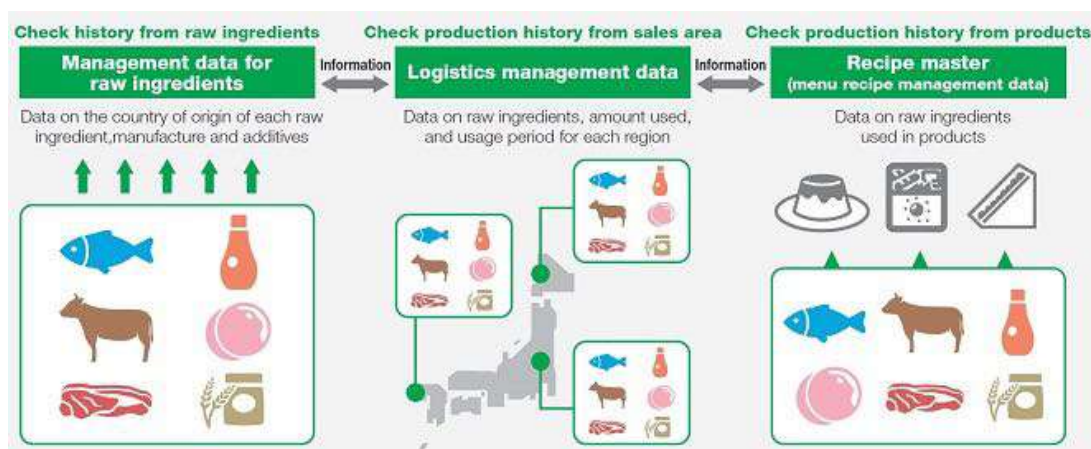
#### Centralized Management of Production Records

Seven-Eleven Japan uses an average of 40 different food materials (including seasonings) per daily food product item, which includes rice balls and delicatessen items. To manage these individual products and accurately identify which factories produce them and what materials are used in which areas, Seven-Eleven Japan manages information from all its approximately 180 factories using a database system and links to the POS(point-of-sale) data at its stores to precisely manage the production history of its products, from the production region of the materials used to the stores where the products are sold. This allows us to immediately respond to any problems that may occur with raw materials. We also check for the presence of allergic substances and additives in our products to ensure that they are sold with the utmost care.

In addition, Seven-Eleven Japan is also able to precisely track the volume of food materials, packaging, and containers used at every factory, which helps it reduce waste by limiting excess production, for instance. Moreover, the company voluntarily conducts DNA testing on rice to prevent the admixture of other varieties as well as testing for radioactive substances.

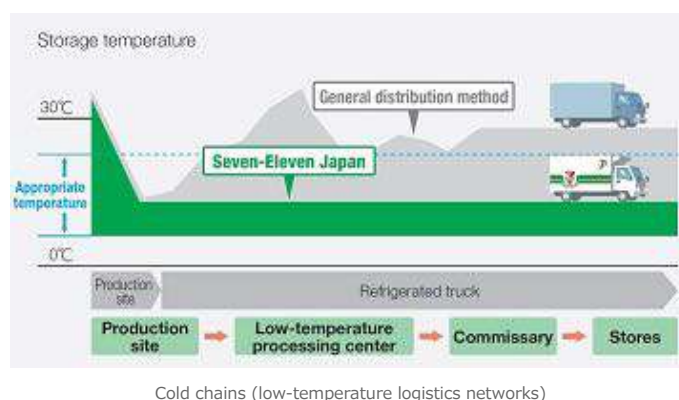
> [For more details about Seven-Eleven Japan initiatives \(in Japanese\)](#)

#### Seven-Eleven Japan's Raw Material Production Record Management Framework



#### Introduction of Cold Chains

Various leafy vegetables are used in 7-Eleven's original daily foods (rice balls, sandwiches, stuffed bread, salads, delicatessen items, noodles, and so on). We began introducing cold chains (low-temperature distribution networks) in 2005 for low temperature transportation and processing in order to maintain high levels of freshness of produce from harvesting in the field to delivery to stores. Harvested vegetables are consistently maintained at low temperature in delivery vehicles, at sorting centers and processing factories, and until placement on store shelves. In addition, the active use of domestic produce in regions close to where it was harvested reduces energy use in transportation.



## Providing Reliable Products

### Fresh Foods with Traceability (Traceable Fresh Foods with a Face of the Producer)

Ito-Yokado sells products under its private brand Fresh Foods with Traceability, where it achieves an accurate understanding of production sites, production methods, and distribution channels and communicate these to customers. For these products, its procurement officers check with producers at the production sites to ensure that they are using appropriate cultivation and stock-raising management. Before the products are sold, various tests are conducted, including agricultural chemical residue tests, as well as soil, feed, and water quality tests, and third-party confirmation is obtained. Furthermore, radioactive substances are also inspected under stringent standards that are stricter than the statutory standards.

Customers can confirm producer and inspection-results information for Fresh Foods with Traceability products on the Ito-Yokado website using a PC or smartphone. As of February 28, 2021, 254 items are handled under the Fresh Foods with Traceability brand, covering fresh foods including vegetables, fruits, meat, eggs, fish, and rice.

➤ [For more details about Ito-Yokado initiatives \(in Japanese\)](#) 

### Producer Information Disclosure Methods (Example from Ito-Yokado)



### Products with Visible Production Areas

York-Benimaru has established a section called “York-Benimaru Products with Visible Production Areas” on its website, providing information on the production site, characteristics, production process, producers, and other aspects of the fresh food that the company has carefully selected. As of February 28, 2021, we are handling about 20 product items under this system.

➤ [For more details about York-Benimaru initiatives \(in Japanese\)](#) 

### Approach toward the Use of Food Additives

Seven-Eleven aims for fresh, homemade taste for fresh foods such as boxed lunches, and when using food additives, uses the minimum amount and types necessary. Further, we have set voluntary standards for food additives and make every effort to minimize the use of food additives that are of deep concern to our customers.

➤ [For more details about Seven-Eleven Japan initiatives \(in Japanese\)](#) 

## Reducing Trans-Fatty Acids

It is said that excessive trans-fatty acids increase bad cholesterol in the blood and reduce good cholesterol, heightening the risk of coronary heart disease among other things. In Japan, where intake is low compared to other countries such as Europe and the United States, there is currently no obligation to display trans-fatty acids and no upper limits have been set. Seven-Eleven, however, has been voluntarily making improvements since 2005 to reduce the total amount of trans-fatty acids. In addition, from 2007 we have improved frying oil in order to reduce trans-fatty acids produced in the process of processing fats and oils.

➤ [For more details about Seven-Eleven Japan's initiatives for the reduction of trans-fatty acids \(in Japanese\)](#) 



### Reduction of Trans Fatty Acids

(Example) Amount per 100 g of Honokana Amami Strawberry Jam Margarine

2005	2007	2012	2019
1.86g	0.18g	0.15g	0.11g

## Labeling of Food Allergy Information

Seven & i Group, in addition to displaying information about seven specified ingredients (egg, milk, wheat, shrimp, crab, buckwheat, and peanuts) that are required to be labeled under the Food Labeling Law, also recommends displaying information about 21 equivalent items<sup>※</sup> so that people with food allergies can choose products with confidence.

Further, due to the Consumer Affairs Agency adding almonds to the “equivalent items” category in September 2019 in light of the increase in the number of people with allergies caused by almonds, Seven-Eleven Japan and Ito-Yokado have been proactively displaying information about almonds as well.

※Items recommended for the “equivalent items” category: abalone, squid, salmon roe, oranges, cashew nuts, kiwifruit, beef, walnuts, sesame, salmon, mackerel, soybean, chicken, banana, pork, matsutake mushrooms, peaches, yam, apples, gelatin, and almonds

## Display on all Fresh Foods

At Seven-Eleven Japan, in addition to specified ingredients, equivalent items are displayed on all fresh foods, including boxed lunches, rice balls, sandwiches, delicatessen items, noodles, bread, and pastries. Additionally, for in-store cooked products (hot snacks, oden, Chinese steamed buns), in addition to specified ingredients, information on the use of equivalent items is disclosed on the website.

➤ [For more details about allergy information of in-store cooked products \(in Japanese\)](#) 

## Display on Products Cooked In-store

At Ito-Yokado, in-store cooked sushi, delicatessen items, etc. are labeled with “specific raw materials” and “equivalent items (excluding almonds).” The food products in the container have allergy information on their labels. For the products sold separately without packaging, a list of allergens contained in each product is posted at the store.

## Display on menu book and terminal tablet

Ever since the menu revision in September 2018, Denny's of Seven & i Food Systems has printed information about the use of allergens (specified ingredients and equivalent items (including almonds)<sup>※</sup> to all menus for all time zones (allergy information). In addition to disclosing information on the website, starting July 2017, we introduced tablets that can look up allergy information for each menu item in all restaurants, making it possible to check detailed information with ease even when ordering.

➤ [For more details about Denny's initiatives \(in Japanese\)](#) 

## Sales of Products with Food Allergy Considerations

Seven & i Group offers a low-allergen menu to make meals delicious and enjoyable, regardless of food allergies or not.

### Sales of "Healthy Fruitcake"

Ito-Yokado offers the "Healthy Fruitcake"—a cake which does not use specified ingredients—available by reservation so that customers with food allergies can eat products with confidence.

> [For more details about Ito-Yokado's initiatives \(in Japanese\)](#) 



"Healthy Fruitcake"

### Sales of "Low-Allergen Menu and Low-Allergen Cake"

At the Denny's restaurant chain managed by Seven & i Food Systems, there is a low-allergen menu and low-allergen cake for children that do not include any of the seven specified allergens (eggs, milk, wheat, buckwheat, peanuts, shrimp, and crab), created out of consideration for children who have food allergies. When the meals are prepared at the restaurants, employees cook and arrange the food in an area separate from the regular cooking line, and the tableware is individually washed and stored to prevent secondary contamination by allergens.

Denny's restaurants have introduced tablets that customer can use to search information on the use of designated ingredients and equivalent items, and all menus used in each time slot contain information on the use of allergens (seven specified ingredients and 21 equivalent items).

> [For more details about Denny's initiatives \(in Japanese\)](#) 



Low-allergen menu



Low-allergen cake

## Conducting Food Allergy Workshops

As part of its initiatives to understand food allergies, Seven-Eleven Japan co-hosted online workshops in March and April 2021 with the Atopicco Network for Children of the Earth, an authorized NPO. A total of 10 people in their 10s and 20s with food allergies, and their guardians, participated in a game to select products they could eat from a display of actual products, and learned about rules on food labelling and how to read them. Through discussions, people with food allergies and their families shared how they chose actual products, deepening mutual understanding. Seven-Eleven Japan is committed to continued efforts to make display of allergens more accessible by referring to the opinions from the workshops.





Workshop on food allergies

## Regarding Handling of Genetically Modified Foodstuff

Seven & i Group labels genetically modified foodstuffs in accordance with relevant domestic regulations. In addition, genetically modified ingredients are not used for the main ingredients—for which labeling is obligatory—of products under the Group's private brand Seven Premium (excluding certain products such as soy sauce and oil which use genetically modified potatoes, corn, soy beans, and other products which are permitted to be imported by the Japanese government).

## Inspection for Radioactive Substances

In response to an increase in inquiries since the Great East Japan Earthquake, Seven & i Group voluntarily conducts inspections to complement the monitoring of radioactive materials that was carried out by the government, and we have posted details on our website. Inspections for radioactive substances are conducted for Ito-Yokado's Foods with Traceability and the results are published on the company's website. As of the end of August 2019, we completed voluntary inspection of radioactive materials for York-Benimaru, which was being conducted since April 2012. From September 2019, we have been posting the results of the inspection of radioactive materials conducted by our business partners and government agencies on our website.

- [For more details about Ito-Yokado initiatives \(in Japanese\)](#) 
- [For more details about York-Benimaru initiatives \(in Japanese\)](#) 

### Health and Nutrition

Seven & i Holdings is striving to reduce the use of food additives and provide nutritionally balanced food products in consideration of customers' further health-consciousness amid the growing focus on health and nutrition, including obesity, diabetes, metabolic syndrome, and nutritional deficiencies. In May 2020, in order to create new value for the Group's "Seven Premium" private brand products, the "Seven Premium Connect Declaration" was formulated. It consists of four pillars: eco-friendliness, health-consciousness, high-quality products, and global compatibility. Specific measures included displaying sugar and dietary fiber content on nutrition labels (since September 2019), developing products with reduced salt and sugar, and encouraging the reduction of additives. In development of Seven Premium products, the optimal supplier and Group product development division form a team for the product, and specialists from both sides contribute their information and expertise in a process called "team merchandizing." The teams include suppliers who have nutrition and health experts or R&D centers of their own.



Example of health food products



Soda Water "Seven Premium Sonomama Nomeru Tansansui Plus 490 ml"  
Food for specified health use containing 5 g indigestible dextrin (as dietary fiber)

### Sales of Healthy Food Products

Starting in March 2018, Seven-Eleven Japan adopted "Good Health Starts with this Hand" as a new catchphrase, at the same time implementing a rollout at 7-Eleven stores nationwide of products formulated specifically for safety, reliability, and health. As of June 2021, Seven & i has released a new healthy product series in response to increasing demand for healthier food. Marked with a special logo and labelled in accordance with food labeling guidelines, these products feature selling points intended to appeal to health-conscious consumers such as protein or dietary fiber content, or that contain at least one-half of the daily requirement of vegetables. Seven-Eleven Japan plans to expand upon these kinds of product lineups in the future. In addition, Ito-Yokado offers box lunches supervised by national registered dietitians, with attention given to nutritional balance. By adding dietary fiber, vegetables, and so on, reducing salt and sugar content, and using fewer additives, we will provide customers with healthier products that meet their specific needs.

※The Healthy Japan 21 (Secondary) guideline for vegetable consumption is an average of 350 g per day.

※The edible portion of a head of lettuce, which is 215 g, is considered to be roughly the daily intake amount.





Example of Seven & i dedicated logo



Seven-Eleven healthy product series



Ito-Yokado: Boxed lunch supervised by registered dietician



Labeling of Nutritional Components

In addition to the five components\* of energy, protein, fat, carbohydrates, and salt equivalents stipulated by the Food Labeling Law, the Seven & i Group started to display two items often requested by customers: sugars (available carbohydrates) and dietary fiber. Sugar and dietary fiber content are displayed on the Group's "Seven Premium" private brand products, fresh foods such as 7-Eleven's boxed lunches, rice balls, sandwiches, delicatessen items, noodles, bread and pastries, and sushi and delicatessen items cooked in Ito-Yokado stores.

In addition, for certain products of "Seven Premium," we also provide voluntary labelling of items such as saturated fatty acids, trans-fatty acids, and cholesterol. Calorie counts are printed on the front of many products to make it easier for customers to find when selecting a product.

※Excluding certain items for discretionary labeling that have small surface area.



Example of sugars noted in large lettering on front of package:  
"Seven Premium Salad Chicken with 0g of Sugar"



Example of nutritional labeling including sugars and dietary fiber on package:  
"Seven Premium Potato Salad"

Nutrition facts label: 1 package, per 100 g  
Energy: 171 kcal/Protein: 2.8 g/Fat: 11.8 g/Carbohydrates: 14.2 g (Sugars :available carbohydrates): 12.6 g/Dietary fiber: 1.6 g/Salt equivalents: 0.9 g  
Estimated values based on sample analysis



Nutritional labeling for "Seven Premium Seven Bread (Six slices)"

Nutritional content: Per slice	
Energy:	170 kcal
Protein:	5.9 g
Fat:	2.7 g
Saturated fatty acids:	0.7 g
– Trans fatty acids:	0 g
– Cholesterol:	0 mg
Carbohydrates:	30.5 g
Sodium chloride equivalent:	0.9 g

\* These values are approximate.  
Per 100 g of sodium chloride, amounts less than 0.1 g of saturated fatty acid, less than 0.3 g of trans fatty acid, and less than 5 mg of cholesterol are presented as 0 g.

## Material Issue 2 Providing Safety and Reliability through Products and Stores

### Communication with Customers

Seven & i Group, whose core business is retailing, considers the large number of contact points with customers and the frequency of communication with them to be among its key management resources, collects information from customers through a variety of means, and strives to develop products and improve services by utilizing the valuable opinions that we receive from customers.

### Establishment of Customer Support

Seven & i Group quickly responds to comments and requests provided by email or phone through customer support desks set up at each Group company in order to improve products and services from the customer's perspective. Given the need to protect privacy in connection with feedback received from customers, all personal information is deleted, and the feedback is then categorized by content and communicated to departments and stores for use in making improvements. In the fiscal year ended February 28, 2021, eight Group companies\* received a total of approximately 1.51 million opinions, requests, and inquiries.

\* Totals are for eight companies: Seven-Eleven Japan, Ito-Yokado, York-Benimaru, York, Sogo & Seibu, Akachan Honpo, Seven & i Food Systems, and Seven Bank.

➤ [Information on customer feedback at Group companies can be found here](#) 

### Customer Support Information Liaison Meetings

Seven & i Group holds a monthly information liaison meeting, which is attended by customer support supervisors at each Group company, in order to reduce the factors that cause customer dissatisfaction and raise satisfaction levels throughout the Group. Measures taken in response to comments and requests received from customers are shared on a regular basis and the information is incorporated into product and service improvements. Annual training is also held for customer support personnel at each Group company with a view to further refining customer service skills. In the fiscal year ended February 28, 2021, 80 employees from 12 Group companies participated in the training.

#### Main Training Themes in FY2020

- Customer service during the COVID-19 pandemic
- Methods of responding to customer emotional needs
- Acquisition of fundamental skills for responding to customer email and to customer suggestions



Customer support personnel training

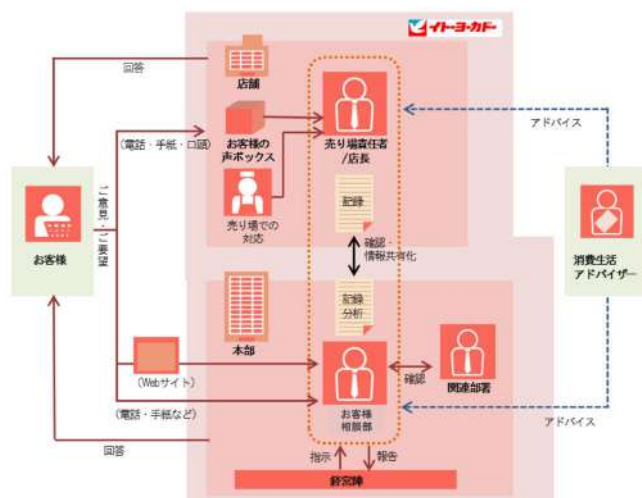
## Collecting Customer Feedback

Seven & i Group collects feedback from customers on customer service, sales floor setup, product lineups, and other aspects of operations in order to further improve its products and services. For example, Seven-Eleven Japan, conducts regular customer questionnaires to ascertain the needs of customers nationwide and uses the information to develop products and services. Also, Ito-Yokado has been continuously conducting online customer questionnaires, which customers can access using a QR code printed in their receipts, since July 2020. Customers can specify whether they were “very satisfied,” “satisfied,” “neither satisfied nor dissatisfied,” “dissatisfied,” or “very dissatisfied,” and a target has been set to raise customers who respond “satisfied,” which is the most common response, and “neither satisfied nor dissatisfied” to “very satisfied.” The questionnaire responses lead to improvements in customer service. In addition, store surveys are contracted to external agencies certified as consumer affairs advisors to collect feedback from store customers. Ito-Yokado, York-Benimaru, York, Sogo & Seibu, and SHELL GARDEN have installed in stores suggestion boxes where customers can submit opinions and requests. Other Group companies also analyze customer opinions and operate mechanisms for using customer feedback to improve product development and services.

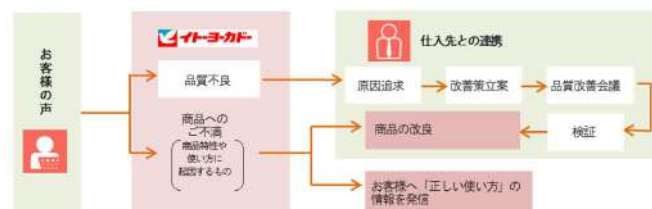
### Percentage of customers responding “very satisfied” (from Ito-Yokado questionnaires)

The 2nd quarter of FY2020	The 3rd quarter of FY2020	The 4th quarter of FY2020
18.1%	20.8%	20.6%

※The second quarter questionnaire was implemented in August 2020 (sample size: approximately 68,000), the third quarter questionnaire was implemented in November 2020 (sample size: approximately 44,000), and the fourth quarter questionnaire was implemented in February 2021 (sample size: approximately 58,000),  
 ※ The period for each questionnaire was one week.



Mechanism for using Customer Feedback (Ito-Yokado)



Flow of Responses to Product Deficiencies and Customer Dissatisfaction (Ito-Yokado)

## Product Development by Using Customer Feedback

For “Seven Premium” products, the private-brand products of the Seven & i Group, the Group launched “Seven Premium Improvement Committee”—a website community for product development that invites participation by customers in 2009. The website features users’ evaluations of individual products and original recipes using Seven Premium products. We also use the website to call for participants in product monitor surveys. The information gathered from the website enables us to analyze the ways and scenarios in which customers use our products, and is reflected in product development.

Nissen Holdings, which engages in the mail order business, operates user-participation research sites for product development. In addition to online surveys, Nissen Holdings conducts focus groups, interviews, product monitoring surveys, mail surveys, venue surveys, and other research to improve services and develop better products.

- [For more details about Seven Premium Improvement Committee \(in Japanese\)](#)
- [For more details about measures on the Nissen Holdings research site \(in Japanese\)](#)
- [For more details about the private-brand product development system \(in Japanese\)](#)

## Improving Services by Using Customer Feedback

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Seven & i Group collects opinions received from customers and uses them in an effort to improve product store environments and offered services.

### Establishment of “Stations”

Sogo & Seibu created “stations” that provide individualized advice on customer concerns and inquiries ranging from makeup to coordination and shoe selection. These stations provide highly-detailed service.

#### Main “Stations”

- Kirei Stations: Beauty advisors help customers enhance their beauty.
- Makeup Stations: Beauty stylists provide counseling on makeup issues. They introduce recommended products and provide advice on makeup techniques.
- Shoes Stations: Customer feet are analyzed using a check sheet and a specialized 3D device. Advisors listen to customer needs and help them choose the best shoes

➤ [For more details about Sogo & Seibu stations initiatives \(in Japanese\)](#) 

### Three-year Premium Compensation

Akachan Honpo has many first-time customers and seeks to reduce customer concerns about safety by offering free premium compensation\* that covers malfunction, damage, theft, and more for three years from the date of purchase of products relating to child safety.

※Compensation in cases where Akachan Honpo Point App members and Akachan Honpo E-Commerce members purchase strollers, child car seats (including junior car seats), baby slings, and tricycles

➤ [For more details about the Akachan Honpo Premium Compensation \(in Japanese\)](#) 

### Easier-to-Use ATMs Installed

To eliminate concerns about people watching when customers use ATMs and the enhance usability, Seven Bank has installed throughout Japan 6,020 fourth-generation ATMs with an expanded privacy area, large and high-visibility displays, and universal design (as of the end of March 2021).

➤ [For more details about the Seven Bank fourth-generation ATM \(in Japanese\)](#) 

### Information Security and Personal Information Protection

Seven & i Holdings positions the appropriate protection and security of information assets handled by the Group as an important priority and social responsibility of its management and operations and as mandatory for all executives and employees. We strictly manage personal information received from customers in particular and take special care to prevent information leaks and other such incidents. Seven & i Holdings and Group companies protect customer information and other information assets possessed by the Group from various threats, including illegal access and cyberattacks. The Group as a whole recognizes that ensuring information security is an important issue in terms of both management and business.

Seven & i Group has built information security management and personal information protection systems so that all executives and employees and all parties involved in our operations handle information assets appropriately and use them properly. These systems are disseminated to all executives and employees through education and training. In addition, we have established a management system that responds to environmental changes caused by social requirements, compliance, cybersecurity, and so on. We endeavor to appropriately manage and protect personal information and other information assets and are making continuous improvements.

### Development of Information Security Management System

To make the security departments, which previously were located in systems departments, independent from business execution, we newly established the Security Management Office directly under the control of the representative director of Seven & i Holdings as a body to overview the entire Group's security. As well as revising the Basic Policy on Information Security, Basic Policy on Personal Information, and attached rules and guidelines, which are the Group's common guiding principles, this office strengthens security as a whole by, among other things, supporting Group companies in building information security management systems (ISMSs), fostering security-related human resources through educational programs and so on, and bolstering monitoring functions.

In addition, based on the Group Information Management Committee operated by Seven & i Holdings, we promote the ensuring of safety and security throughout the entire Group by collaborating with the Information Management Committees of Group companies to raise awareness of security among all executives and employees and to further instill security through the special subcommittees under them.

The Information Management Committees at the Group companies appoint officers responsible for information management to supervise planning, promotion, and management relating to information security and ensure the reliability of personal information and other important information from the perspectives of both compliance and security.

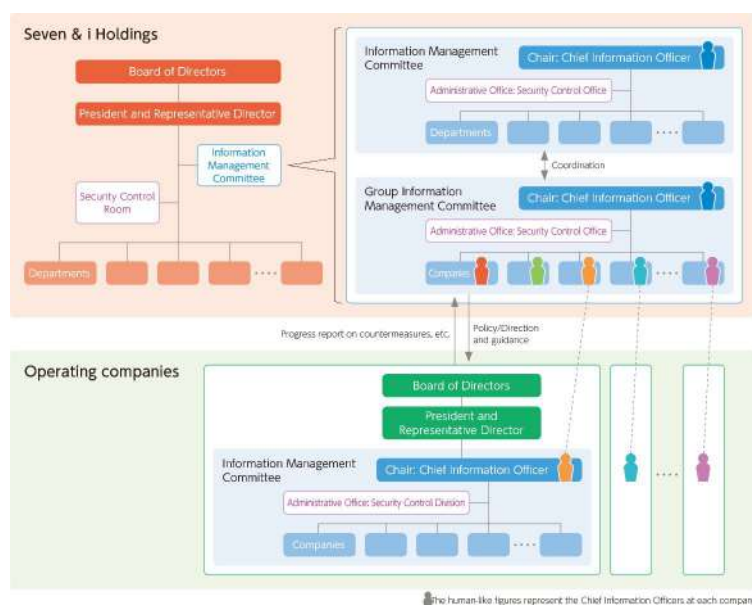
At present the building of internal control through ISMSs is making headway in the Group companies, and main sites handling customer information are making efforts to acquire ISO 27001 certification, which is an international standard, and to further strengthen security through outside screening.

Under the overall setup, we have established Group-wide report lines, such as the Guidelines for Reporting Significant Events. If an incident or suspicion regarding information security did occur, we can guarantee the reliability of information transmission and would endeavor to make a swift response.

➤ [More details about our Basic Policy on Information Security can be found here](#)

➤ [More details about our Basic Policy on Personal Information Protection can be found here](#)

➤ [Further information about bases that have acquired ISMS certification and about PCIDSS certification acquisition can be found here \(in Japanese\)](#)



Information security management system

## Employee Training to Raise Awareness of Information Security and Cyber Security

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Seven & i Holdings believes that to ensure the appropriate handling of personal information and confidential information in daily work, it is necessary for every executive and employee to understand the importance of information security, to raise their awareness of information security, and, on top of that, to have the knowledge required for accurate judgement and conduct.

Seven & i Holdings implements security education through e-learning several times a year at three levels (for directors, for managers, and for general staff) according to their respective job responsibilities so that they can respond properly to information security and cybersecurity threats. We also disseminate this teaching material to the Group companies so that all executives and employees in Seven & i Group can have the same level of knowledge.

In addition, we have opened an educational portal site with materials that can be quoted in manuals, meetings, etc. on information security, personal information protection, and so on, as well as a security video that can be borrowed. We are endeavoring to provide enlightenment so that all executives and employees can think and act for themselves.

### Targeted Email Attack Training

The threat of cyberattacks by means of targeted email attacks is increasing day by day. Regular training is essential for all executives and employees to be able to respond properly if they come under attack. At Seven & i Holdings we send multiple patterns of mock email to all executives and employees and strengthen their ability to respond through actual experience of how to discern suspicious email and how to respond should such email be received.

## Strengthening of Cybersecurity Countermeasures

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Seven & i Holdings has positioned cyberattacks, which are becoming more advanced and more sophisticated by the day, as a serious risk in management and is endeavoring to strengthen cybersecurity countermeasures, including the building of a multitiered defense network to guard against illegal hacking into networks, conduct proper access control, etc.; the establishment of a setup capable of responding to threats; the education and training of human resources; and collaboration with outside professional bodies.

- (1) Establishment of special organization As a special organization to handle cybersecurity, we have set up the 7&i Computer Security Incident Response Team (7&i CSIRT) to undertake security reviews of the information system and its operation and to promote cybersecurity countermeasures for the prevention of security incidents, such as vulnerability diagnosis by a third-party body, monitoring of illegal access, and vulnerability response.
- (2) Education and training One or more times a year we implement education and training supposing a cybersecurity incident or accident so that if a cyberattack or the like does occur, we can respond swiftly and appropriately and minimize the damage. By thus improving the response capability of the special organization and all executives and employees, we ensure that our response setup and response measures against incidents and accidents function effectively.
- (3) Outside collaboration In order to be able to respond speedily to cyberattacks and so on, we collaborate with such outside organizations as the Japan Computer Emergency Response Team Coordination Center (JPCERT/CC) and the Nippon CSIRT Association, sharing information with them on cyberattacks, countermeasure trends, etc.



## Material Issue 2 Providing Safety and Reliability through Products and Stores

### Appropriate Sales and Information Disclosure for Products and Services

Seven & i Holdings ensures that it conducts responsible marketing activities to provide safe and reliable products and services to its customers. Seven & i Holdings Corporate Action Guidelines stipulate “We seek to display information that is accurate, easy to understand, and truthful so that customers can make an appropriate selection of products and services.” Moreover, each Group company strives to confirm the following points, when it transmits information to customers.

- We will take our customer’s perspective and provide beneficial information to them, even if the information is negative for us from the business perspective. (e.g.: Consumption of this product may be hazardous for health)
- For information such as images and recordings distributed as commercials and advertisements, we will use appropriate expressions for the audience.
- We will provide information that meets or exceeds the legally mandatory level with regard to health, environment, and other sustainability aspects.

### Establishment of Management System for Information Provided to Customers

Seven & i Group verifies in advance that product and price information listed in advertising media, including newspaper inserts, pamphlets, and television commercials, is accurate and that they contain no information that might mislead customers.

For example, Ito-Yokado requires a prior approval from its Fair Trade Committee Office when listing dual prices with the sales price and a comparison price, or discounts, in newspaper inserts and other media.

### Employee Training on Product Labeling

Seven & i Holdings conducts regular, group training twice a year based on laws governing labeling such as the Act against Unjustifiable Premiums and Food Labeling Act for newly assigned purchasing personnel at the Group companies to provide basic knowledge on improper labeling and excessive gifts or giveaways prohibited under laws and regulations. In addition, e-learning is conducted for the Group personnel involved in procurement and its head office staff. In the fiscal year ended February 28, 2021, 19,019 employees from 23 companies underwent this training.



Group training on labeling

### Prevention of Improper Labeling

Seven & i Holdings has established the “Group Discretionary Guideline on Imprecise Labeling,” on product labeling for the Group to prevent the use of expressions that could mislead customers. The guideline is thoroughly taught to and implemented by product development and quality control staff at each Group company. For example, the expression “permanent” is not used in principle as it is difficult to rationally present the permanent efficacy of a product in the future.



## Prevention of the Sale of Alcohol and Tobacco to Minors

Seven & i Group companies sell alcoholic beverages and tobacco and recognize that it is a corporate social responsibility to take appropriate measures to prevent the drinking and smoking of people under the age of 20.

7-Eleven stores put up posters stating "Age verification is being conducted" near the checkout counters selling alcoholic beverages and tobacco and verify the age of purchasers who seem under 20 and 20s with their identification card. Besides, in cooperation with the Japan Franchise Association, Seven-Eleven Japan has established 3 months a year as a month of strengthening age verification at the time of sales of alcoholic beverages and tobacco. Seven-Eleven Japan educates and enlightens its franchisee employees not to sell them to anyone under the age of 20.

Ito-Yokado is working to prevent the sale of alcoholic beverages and tobacco to customers under 20 years of age. To raise customer awareness, it posts displays to let customers identify which products are alcohol. It makes sure to post notices informing customers that it will not sell alcohol and tobacco to customers who cannot be confirmed that they are 20 or older. All store employees receive training on how to verify the age of consumers upon joining the company. Besides, staff in charge of cash registers conducts call-and-response training to prevent the sale of alcoholic beverages and tobacco to minors before the beginning of their daily shifts. The Training Division of its head office periodically checks the implementation status. Alcoholic beverages of Seven Premium, the Seven & i Group's private brand, are labeled following the "Voluntary code for the advertising and marketing of alcoholic beverages and the labeling of alcohol beverage containers" established by the Japan Liquor Industry Council. Seven & i Group stores that handle alcoholic beverages sell non-alcoholic beverages that can be alternatives to alcoholic beverages for customers over the age of 20.



Poster informing customers about age checks



Poster informing customers about age checks



Cashiers receiving training on the sale of alcohol and tobacco

### Implementing Crime Prevention Measures for Local Communities

Seven & i Holdings cooperates in local crime prevention initiatives in line with the operational characteristics of each Group company so that its facilities can provide customers and locals with safety and security.



#### Safety Station Activities

7-Eleven stores take advantage of the fact that they stay open 24 hours a day every day of the year to conduct Safety Station activities (SS activities). These involve looking out for the safety and security of the community through such activities as providing a place for women and children to seek assistance, protecting seniors, preventing robberies, shoplifting, and designated fraud, responding to accidents and disasters, and helping in the case of a sudden illness. 7-Eleven stores work to promote a healthier environment for young people by not selling alcohol and tobacco products to minors (those under the age of 20 years), for example, and Seven-Eleven Japan also provides information to raise awareness of compliance and crime prevention at franchised stores through “SS Activity Notices” issued monthly.



Activities are publicized using posters



Preventing the sale of alcohol and tobacco to those younger than 20 years old



An Safty Station (SS) Activity Notice



### Disaster Assistance

Seven & i Holdings strives to quickly reopen its stores and establishments and keep them in operation even during disasters as a part of its mission to preserve community lifelines and fulfill its role as social infrastructure when disasters occur.



### Swift Regional Relief Activities in Disasters and Local Awareness-Raising

Seven & i Group stores strive to preserve community lifelines during disasters by working quickly to resume and continue operations, as well as providing swift regional relief during disasters along with tap water, restroom facilities, disaster information, and other necessities. Head Office also provided support for stores in the form of product supplies and special assistance for staff members. In preparation for a wide range of situations, we work with the community to fulfill our role as important social infrastructure for daily living.

In addition, Seven & i Group companies have been promoting the conclusion of agreements on assistance with relief provisions and support for evacuees during disasters with local governments, under which they provide material assistance in line with requests from local governments during disasters. All Group stores conduct fundraising activities to assist people affected by disasters and have launched free Wi-Fi service Seven Spot. In July 2017, three Group companies—Seven & i Holdings, SEJ, and IY—were designated as public institutions under the Basic Act on Disaster Control Measures. As daily initiatives, the stores feature disaster preparedness sections and hold events to learn disaster prevention and so forth in a bid to raise customer awareness of disasters.

### Cooperation with Local Government During Disasters

Seven-Eleven Japan and Denny's, which is managed by Seven & i Food Systems, have registered stores and restaurants in prefectures with which agreements have been executed as Disaster Support Stations. In the event of a large-scale disaster, these sites will provide tap water, restroom facilities, and information to the extent possible to persons who are unable to return to their homes.



A Disaster Support Station sticker

### Providing Means of Communication in Emergencies

Seven & i Holdings allows its free Wi-Fi service Seven Spot, located at approximately 20,000 Seven & i Group stores nationwide, to be used on a special basis during emergencies even by people who have not registered as members so that they can confirm the safety of friends and relatives and serve as a line of communication for those who are unable to return home. Seven-Eleven Japan has also set up emergency phones that can be used free of charge (special public phones for use during disasters) at a portion of its stores within Tokyo's 23 wards.



Emergency telephone



Free in-store Wi-Fi service Seven Spot

## 7VIEW: Seven Visual Information Emergency Web

Seven & i Holdings compiles a range of information within the Group but we have also joined with business partners to develop the 7VIEW\*1 system for providing, sharing, and utilizing disaster information more broadly. "7VIEW" is a system that displays the status of stores and distribution bases in disaster areas on a cloud map so that related divisions can grasp the situation. In addition to existing functions such as a hazard map, a disaster-related SNS display, and a weather forecast, we will enhance cooperation with the national government and research institutes in the fiscal year ended February 29, 2020 and continue to evolve so that we may further contribute to rapid recovery from disasters.



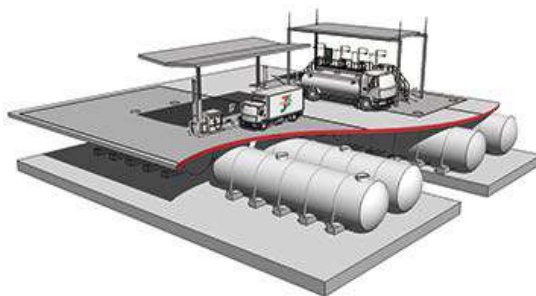
7VIEW screen

- \*1. Visual Information Emergency Web
- \*2. Disaster Information Sharing System

## Fuel Depot for Delivery of Emergency Provisions

One of the important priorities of Seven & i Holdings in the area of business continuity in emergencies is maintaining fuel supply networks in the event of a major disaster. We have established a fuel depot in Saitama Prefecture that can be used by product delivery trucks to transport emergency provisions, a first for a Japanese retailer.

The depot maintains a permanent supply of 400 kiloliters of fuel, and when a disaster occurs it can be used to deliver emergency provisions and products for up to ten days to evacuation centers in affected regions and elsewhere and to the Group stores and establishments in the Tokyo metropolitan area.



Fuel for vehicles is stored in underground tanks

## Material Issue 2 Providing Safety and Reliability through Products and Stores

### Disaster Reconstruction Support

The Great East Japan Earthquake of March 2011 inflicted enormous damage on Tohoku and surrounding regions. Seven & i Group helps to support the reconstruction by working with employee volunteers and NPOs to conduct a variety of activities, including product sales, while leveraging its position as a retailer to connect consumers with producers.

#### Tohoku Kakehashi Project

Seven & i Group has held the Tohoku Kakehashi Project in support of the reconstruction. Our goal is to serve as a bridge connecting the people of Tohoku region with people around the country in their desire to support the reconstruction with the cooperation of Fukushima, Miyagi, Iwate, and other Tohoku Prefectures and various government agencies.

Procuring and selling local products from disaster-affected regions helps revitalize the agriculture and fishing industries. In addition, to keep affected regions fresh in everyone's minds, in March 2021, sales events was held for products from affected partner companies in Tohoku region and the products of major food manufacturers at Ito-Yokado (126 stores.)

#### Tohoku Kakehashi Project

	Launch	No. of co-sponsors and participating companies	No. of items
1st Round	November 7, 2011	22 Companies	Approx. 200
2nd Round	March 5, 2012	58 Companies	Approx. 600
3rd Round	July 17, 2012	81 Companies	Approx. 800
4th Round	November 19, 2012	109 Companies	Approx. 1,000
5th Round	March 4, 2013	123 Companies	Approx. 1,200
6th Round	July 9, 2013	160 Companies	Approx. 1,300
7th Round	October 9, 2013	188 Companies	Approx. 1,400
8th Round	March 4, 2014	219 Companies	Approx. 1,500
9th Round	July 14, 2014	239 Companies	Approx. 1,710
10th Round	October 6, 2014	247 Companies	Approx. 1,800
11th Round	March 2, 2015	250 Companies	Approx. 1,850
12th Round	July 14, 2015	257 Companies	Approx. 1,900
13th Round	October 5, 2015	259 Companies	Approx. 2,000
14th Round	March 7, 2016	267 Companies	Approx. 2,200
15th Round	July 12, 2016	260 Companies	Approx. 2,000
16th Round	October 17, 2016	270 Companies	Approx. 2,200
17th Round	March 6, 2017	270 Companies	Approx. 2,200
18th Round	October 16, 2017	270 Companies	Approx. 2,220
19th Round	March 5, 2018	270 Companies	Approx. 2,300
20th Round	October 15, 2018	270 Companies	Approx. 2,300
21th Round	March 5, 2019	270 Companies	Approx. 2,300
22th Round	October 14, 2019	270 Companies	Approx. 2,300
23th Round	March 2, 2020	270 Companies	Approx. 2,700





> [More details on the Tohoku Kakehashi Project can be found here \(in Japanese\)](#)

## Supporting PEP Kids Koriyama

York-Benimaru supports PEP Kids Koriyama in Fukushima Prefecture, an indoor, active playground in the city of Koriyama founded on the concept of “Play, Learn and Grow,” which allows children with fewer opportunities to play outside due to the nuclear accident that occurred with the Great East Japan Earthquake to actively engage in exuberant, physical play.



PEP Kids Koriyama

> [An overview of PEP Kids Koriyama \(in Japanese\)](#)