

Social Contribution Activities

Seven & i Group fulfills its responsibilities as a member of many local communities by fostering coordination and cooperation with each community. At the same time, the Group supports society overall by contributing to community development and the creation of prosperous living environments through its businesses, in conjunction with making appropriate donations in consideration of the benefits to society and the general public. In social contribution activities, the Sustainability Development Department promotes activities in coordination with relevant departments in each Group company under the leadership of the Director and Managing Executive Officer Head of Corporate Development Division of Seven & i Holdings.



Effect Measurement Method

Seven & i Holdings seeks to mitigate the environmental impact associated with its business activities and to contribute to making a better society through those activities. When selecting external partners for activities, we always ensure that they have a philosophy that is compatible with our own, and that they have sufficient specialist expertise.

We measure the effect of our social contribution activities based on four perspectives. Moreover, we plan to revise our measurement methods in the future to enable an even more accurate measurement of the inputs for an activity, the respective outputs for the Company and society after the activity, and the final impacts on the Company and society, respectively.

Effect Measurement Method	Detail
1. Verification of the Social Contribution Activity Cost Over One Year	The activity cost is verified by type and format of activity.
2. Verification with KPIs	<p>The effect of the initiatives is measured numerically by using our established key performance indicators (KPIs). For example, we conduct "shopping support" services to assist seniors (Seven-Meal, Net Supermarket, mobile store service, etc.) and the effect of these activities is verified by using the number of stores involved, the number of operational vehicles, the amount of sales, and other metrics as KPIs. In addition to these numbers, we also reflect feedback from service users in our planning for the following fiscal year.</p> <p>Further details about shopping support can be found here ></p>
3. Dialogue with Organizations We Support	We confirm the results of activities reported by NPOs and other organizations to which we give financial assistance. We verify the effects of activities based on reported information such as the number of beneficiaries and the positive impact on them, as well as direct feedback obtained through dialogue with the assisted organizations. We also refer to these reports and feedback when deciding on the next round of recipients and projects that we will assist.
4. Survey of Employees Who Participate in Activities	We conduct questionnaire surveys of employees who participated as volunteers in activities we have planned, asking them about their level of satisfaction with the activity and points for improvement. The results are used to measure the effect of the activity and in planning our next activities.
5. Survey of Employees Overall	<p>Every second year we conduct an Employee Opinion Survey of a sample of employees from 29 Group companies. (Certain companies conduct sampling surveys.) Through the results of the survey, we confirm employees' awareness of their own companies. The results are used in our verification of the activities for two years, and for formulating plans for the next period.</p> <ul style="list-style-type: none"> ● Sample question: I believe my company: <ul style="list-style-type: none"> — Builds good relationships with local communities. — Conducts environmentally friendly business activities. — Is actively engaged in social contribution activities. <p>Further details about the Employee Awareness Survey can be found here ></p>

Encouraging Employee Participation in Social Contribution Activities

Seven & i Holdings believes that employee participation in social contribution activities is also crucial. Based on this belief, we plan and implement activities such as opportunities to experience nature and disaster reconstruction support programs. Moreover, to encourage employee participation in volunteer activities, Seven-Eleven Japan, Ito-Yokado, York, Seven & i Food Systems, and Seven Bank have instituted a volunteer leave system under which employees can take five days off per year for volunteer work. At Ito-Yokado, part-time workers may also take volunteer leave.

Placing Donation Boxes

In March 2016, Ito-Yokado commenced activities to encourage customers and employees to donate funds throughout the year by placing collection boxes next to almost all of its POS registers nationwide. This fund collection drive is the first of its kind to be held at a superstore chain throughout the year and is being undertaken to help solve various social issues on a revolving basis every three months.

In the fiscal year ended February 28, 2021, donations for this storefront fund collection drive collected from customers and employees totaled ¥32,867,777.

In addition, as a new initiative, a web-based fundraising campaign was launched through the Seven Mile Program in June 2020, and the total amount of donations since the start of the program in 2016 has reached ¥185,421,141.

Fund Collection Results for the Fiscal Year Ended February 28, 2021 (Ito-Yokado)

(Yen)

Implementation Period	Days	Fund Detail	Amount
March 1 to April 16	47	Fund to Support Children's Futures	2,053,728
April 17 to May 31	47	Donation for emergency relief for COVID-19 in 2020	3,063,112
June 1 to August 31	63	Donation for the National Federation of All Japan Guide Dog Training Institutions	6,654,014
(During the above period, July 6 to August 2)	28	Donation for disaster relief due to heavy rain	4,688,806
September 1 to November 30	91	Donations for emergency relief of COVID-19 in developing countries	5,653,169
December 1 to February 28	90	Donation to support medical personnel for COVID-19	10,754,948

Support for Training Guide Dogs

Seven & i Group companies support the training of guide dogs for the visually-impaired and collect donations for this purpose at Ito-Yokado, Sogo & Seibu, and York stores.

Sogo & Seibu has placed dog-shaped donation boxes at all stores permanently to encourage customers to support guide dog training activities. In addition to in-store donations collected from customers, Sogo & Seibu makes donations collected through the "Woof! Coin Club," which accepts monthly voluntary donations by employees, and the Sogo & Seibu Fund set up by the company and its labor union (cumulative donations from March 2003 to the end of February 2021 were ¥674.00 million). Besides fund collection activities, Sogo & Seibu also conducts awareness-raising activities for customers. Each Sogo & Seibu store conducts events to improve public understanding toward people with visual impairments and their guide dogs. Ito-Yokado began making donations to the National Federation of All Japan Guide Dog Training Institutions in 1991 to support the training of guide dogs, and celebrated its 30th anniversary in 2021. From 1991 to 2020, a cumulative total of ¥80,372,870 has been donated.

Social Contribution Activities through Donation of Products

Since August 2017, Seven-Eleven Japan has been donating a portion from product inventories—except fresh foods and products requiring permits such as alcohol, cigarettes, and stamps—that arise during store renovations to Second Harvest Japan, a foodbank organization.

In addition, Seven-Eleven Japan signed a three-party agreement with Yokohama City and the Yokohama City Council of Social Welfare in April 2018 and began a similar initiative. As of February 28, 2021, this initiative has been expanded to 33 municipalities. The donated products are distributed to organization and facilities that support people such as seniors, persons with disabilities, children, and the needy, leading to the promotion of social welfare and reduction of food waste.



Social contribution through donation of food

Donating Shoes to Children in Zambia

Sogo & Seibu works with the Japanese Organization for International Cooperation in Family Planning (JOICFP)* on a project for sending pairs of shoes to children in Zambia. The company has established areas to accept children's shoes donations in all of its stores. The shoes they receive from customers help to prevent tetanus and parasitic infections resulting from foot injuries to children with bare feet. They are sent through JOICFP to children in Zambia. As of the end of February 2021, Sogo & Seibu had sent about 1,010,000 pairs of shoes since 2009.

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



Children in Zambia choosing from the donated shoes

[Further details about the Sogo & Seibu children's shoes donations can be found here](#)

Cooperation with White Ribbon Campaign

Akachan Honpo and Sogo & Seibu have been providing sponsorship for the White Ribbon Campaign launched by JOICFP to protect the lives and health of pregnant women and babies throughout the world. These companies have been working on the Community Safe Motherhood Project (which involves the donation of funds to establish Maternity Waiting Houses in Zambia). Besides accepting donations on behalf of JOICFP through its stores and online, the two companies have also installed 47 White Ribbon Campaign Vending Machines at inside and outside of stores (Akachan Honpo 37 machines, Sogo & Seibu 10 machines) as of the end of February 2021. For every beverage purchased from one of these machines, the companies donate ¥2 to JOICFP (¥1 from the beverage manufacturer and ¥1 from the store where the machine is installed). In addition, Sogo & Seibu has created a White Ribbon pin badge for sale, from which all proceeds are donated to the White Ribbon Campaign.



A White Ribbon beverage vending machine



A White Ribbon pin badge, 2020

Social Contribution Activities Costs (Fiscal Year Ended February 28, 2021)

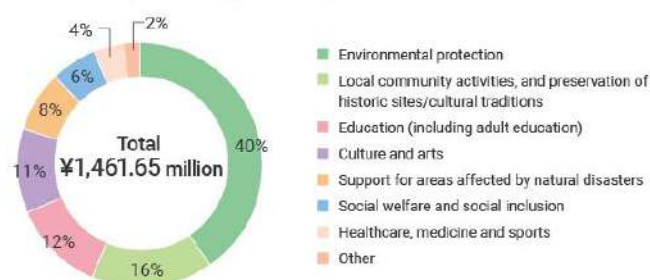
The social contribution activities provided by Seven & i Group in the fiscal year ended February 28, 2021, including the provision of financial assistance or the donation of goods, and the personnel costs of employees involved in these activities, amounted to a total of ¥1.46165 billion when converted into monetary terms. Of this total, cash donations were approximately ¥0.54 billion.

Social contribution activities costs in the fiscal year ended February 28, 2021

(Thousands of yen)

Category	Amount
Administration cost	812,763
Cash donations	541,992
Donation of goods	81,570
Personnel costs of employees participating in activities during work hours	21,427
Costs for using the Group company's facilities	3,899
Total	1,461,651

Social contribution activities cost in the fiscal year ending February 28, 2021



* The total accounts for the cost of Seven & i Holdings, Seven-Eleven Japan, Ito-Yokado, York-Benimaru, York, Sogo & Seibu, Akachan Honpo, Seven & i Food Systems, and Seven Bank (The sales of the nine companies account for 96% of the Group's sales in Japan.) Calculated based on Fiscal 2011 Key Points Regarding the Implementation of Social Contribution Activity Surveys by Japan Business Federation, "Keidanren." However, political contributions are excluded.