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 Senior Managing Executive Officer, Representative Director and Head of ESG 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	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 (Online convenience store / 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. Further details about shopping support can be found here >
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.

Effect Measurement Method	Detail
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	Every year we conduct an Employee Engagement Survey of a sample of employees from 34 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, and we formulate plans for the next year. • Sample question: I believe my company: – Builds good relationships with local communities. – Conducts environmentally friendly business activities. – Is actively engaged in social contribution activities. Further details about the Employee Engagement Survey can be found here >

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, 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. In the fiscal year ended February 29, 2024, 17 employees in the Group took 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 year-round fund collection drive is being undertaken to help solve various social issues, with donation points set for three month periods. In addition, since June 2020 we have been collecting donations over the internet through the Seven & i Group's Seven Mile Program. Through these fund collection drives, we raised ¥53,868,834 in donations from our customers and employees in the fiscal year ended February 29, 2024.

Furthermore, the "Thanks Blooming" initiative—launched in the fiscal year ended February 28, 2022 as part of our efforts to improve employee engagement—for collecting donations from employees by allowing them to exchange "Thanks Blooming" points as a way of saying "thank you" to their colleagues, raised a total of ¥179,400 in the fiscal year ended February 29, 2024. Ever since we began collecting donations at our stores in 2016, these three initiatives have raised a total of ¥309,388,542.

Fund Collection Results for the Fiscal Year Ended February 29, 2024 (Ito-Yokado)

(Yen)

Implementation Period	Days	Fund Detail	Amount
March 1 to March 12	12	Emergency Relief Fund for Earthquake in Turkey	2,310,469
March 13 to May 31	80	Fund to Support Children's Futures * Implemented at Ito-Yokado stores only	4,011,285
June 1 to August 31	80	The Nippon Foundation "The Sea and Japan Project" * Implemented at Ito-Yokado stores only	3,932,089
June 1 to August 31	92	Donation for the National Federation of All Japan Guide Dog Training Institutions * Implemented at York stores only	780,429
September 1 to November 30	91	Support for children in foreign countries	6,509,619
December 1 to January 3 February 21 to February 29	43	Donation for the National Federation of All Japan Guide Dog Training Institutions	5,776,063
January 2 to February 18	48	Emergency Relief Fund for the Noto Peninsula Earthquake	30,728,280

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 and York stores.
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 32nd anniversary in 2023. From 1991 to 2023, a cumulative total of ¥110,829,691 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, from April 2018, we began a similar initiative following the conclusion of an agreement with Social Welfare Councils and local governments in respective localities on social welfare contribution activities through product donations. 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

Cooperation with White Ribbon Campaign

Akachan Honpo has been providing sponsorship and supporting the activities of the White Ribbon Campaign which is promoted by the Japanese Organization for International Cooperation in Family Planning (JOICFP) to protect the lives and health of pregnant women and babies throughout the world. Besides accepting donations on behalf of JOICFP through its stores and online, it has also installed 29 White Ribbon Campaign Vending Machines at inside and outside of stores as of the end of February 2024. 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).

White Ribbon beverage vending machine

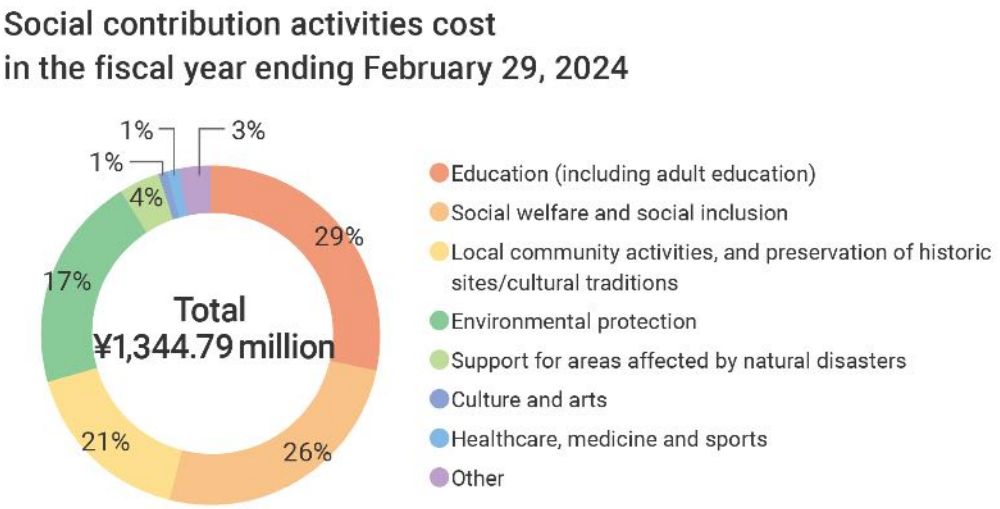
Social Contribution Activities Costs (Fiscal Year Ended February 29, 2024)

The social contribution activities provided by Seven & i Group in the fiscal year ended February 29, 2024, 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 ¥1.34479 billion when converted into monetary terms. Of this total, cash donations were approximately ¥0.29 billion.

Social contribution activities costs in the fiscal year ended February 29, 2024

(Thousands of yen)

Category	Amount
Administration cost	750,307
Donation of goods	297,778
Cash donations	295,324
Personnel costs of employees participating in activities during work hours	1,388
Costs for using the Group company's facilities	0
Total	**1,344,797**



* The total accounts for the cost of Seven & i Holdings, Seven-Eleven Japan, Ito-Yokado, York-Benimaru, Akachan Honpo, Seven & i Food Systems, and Seven Bank (The sales of the seven 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.