

Establishment of Seven-Eleven (Beijing) Co., Ltd. Opening of 7-11 Stores in Beijing Spring 2004

In collaboration with Beijing ShouLian (Capital Allied) Commercial Group Co., Ltd. and China National Sugar & Alcohol Group Corporation, Seven-Eleven Japan Co., Ltd. (SEJ) established a joint venture company that will develop a convenience store network in China. The Government of the People's Republic of China and the Beijing Municipal authority, which regard advanced convenience store operating systems as essential to the modernization of retailing industry of China strongly requested the introduction of SEJ's leading-edge systems. This marks the first time that the Government of the People's Republic of China has given a foreign convenience store company permission to establish such a joint venture.

The Ministry of Commerce of the People's Republic of China officially ratified the feasibility study of the project on December 22, 2003 and issued a certificate of approval on December 23, 2003. The new joint venture company-Seven-Eleven (Beijing) Co., Ltd.-received a certificate of operation and was officially established on January 2, 2004. The new company will conclude an area license agreement with the licensor 7-Eleven, Inc., with a view to opening stores in Beijing in spring 2004.

Company Profile

1. **Name:** Seven-Eleven (Beijing) Co., Ltd.
2. **Head Office Address:** No.5 Dongzhimennei Street, Dongcheng District, Beijing, P.R.China
3. 1) Board of Directors:

Chairman	Noritomo Banzai Senior Managing Director, Seven-Eleven Japan Co., Ltd.
Vice Chairman	Gong Li Chairman, Beijing ShouLian (Capital Allied) Commercial Group Co., Ltd.
- 2) Officer:

President	Akira Ushijima General Manager, Seven-Eleven Japan Co., Ltd.
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4. **Total Investment:** US\$70 million
5. **Registered Capital:** US\$35 million

Capital Participation	
Seven-Eleven Japan	65%
Beijing ShouLian Commercial Group	25%
China National Sugar & Alcohol Group	10%
6. **License:**

Licensor	7-Eleven, Inc.
Area	Beijing, Tianjin, and in and around Hebei province
7. **Date of Establishment:** January 2, 2004
8. **Store Openings:** from spring, 2004, with a view to steady expansion of store network