

[Translation]

April 20, 2023
SEVEN-ELEVEN JAPAN CO., LTD.

50th Anniversary of the Foundation of Seven-Eleven Japan

“Building a joyful future, together”

SEVEN-ELEVEN JAPAN CO., LTD. (Headquarters: Chiyoda-ku, Tokyo; President & Representative Director: Fumihiko Nagamatsu) will celebrate the 50th anniversary of our foundation this year. We were established as York-Seven Co., Ltd., our predecessor, in November 1973. We then opened the first 7-Eleven store at Toyosu, Koto-ku, Tokyo in May 1974 the following year. Since then, we have aimed to make close and convenient stores involved in the daily lives of our customers. We have grown by enhancing convenience in terms of time and distance.

We have now set forth a future goal of “Building a joyful future, together” to open the way to the future in response to changes more than ever before as we now celebrate the 50th anniversary of our foundation.

On the one hand, the world is becoming more convenient. Certain issues have been rising to the fore such as an increase in lifestyle diseases, a decreasing birthrate and aging population, regional depopulation, and environmental problems. We are aiming to bring joy to all of our stakeholders by solving social issues in this changing environment through our four visions of health, community, environment and human resources.

Future Goal

“Building a joyful future, together”

Paving the way to the next level of convenience for more comfortable living worldwide

We will foster a corporate culture centered on collaboration with all stakeholders that embraces diversity and mutual recognition of each individual’s work to generate new values that benefit society. This is the vision we strive for, to build a joyful future, together.

Four Visions

- (1) Health:** Realize a healthy society through products and services with value
- (2) Community:** Realize a society where we live together with communities
- (3) Environment:** Realize an environmentally-friendly recycling-oriented society
- (4) Human resources:** Realize a joyful society with diverse human resources playing an active role

Toward a socially good existence needed by society through our future goal and four visions

(1) Health: Realize a healthy society through products and services with value

We are promoting initiatives so that our customers can become healthy through delicious products which are both delicious and healthy.

We envision working together with our business partners to automatically manage the health of our customers and to automatically provide services from optimal menu proposals to ordering and delivery such as by using our customer contact platform of the Seven-Eleven app.



Products and Assortment to Support Health

We will raise the fresh food ratio which satisfies nutritional claim standards from the approximately 8% it currently is to 50% by 2030



Smoothies Made in the Store

*We plan to roll out these smoothies across Japan by the end of February 2024



Healthcare App Concept

We will provide personalized services through our app

(2) Community: Realize a society where we live together with communities

The importance of a society where we coexist with communities is increasing every year. We believe that we need to make further changes to the way stores should be in each community.

Going forward, we will collaborate with those in our supply chain to continue developing products made with raw ingredients from each community. This initiative will lead to an increase in the food self-sufficiency rate and create employment in communities. We will then move through this cycle to revitalize communities throughout Japan.

We will continue to work with and contribute to daily shopping, governmental and other services based in our stores across Japan even in areas where the population is in decline and depopulation is progressing.



Shift to the Procurement of Domestically Produced Wheat

We are aiming to shift to the 100% procurement of domestically produced wheat in noodles and to then expand this target into other product categories



Promotion of Local Production for Local Consumption

We are aiming to expand the ratio of local production for local consumption of raw ingredients from the approximately 6% it currently is to 30% by 2030



Metaverse Store Concept

We will realize the optimal store opening model in response to location, product and other needs in the metaverse space

*The photographs are for illustrative purposes only.

(3) Environment: Realize an environmentally-friendly recycling-oriented society

We are promoting various initiatives based on the Seven & i Group's GREEN CHALLENGE 2050 environmental declaration. We will take on the challenge of leading our group to achieve our targets ahead of schedule.

We will continue to strive to further reduce food waste in the future. For example, we will ensure daily products stay fresher for longer by coming up with improvements for temperature management and processes in the manufacturing stage.

We will also promote initiatives over the whole of our supply chain in the future toward sustainable procurement. Those initiatives include initiatives which contribute to both the environment and health and a land aquaculture initiative which will also lead to a reduction in transportation energy costs.



Expansion in the Installation of Solar Panels in Stores



Ensuring Daily Products Stay Fresher for Longer



Land Aquaculture Initiative Concept

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(4) Realize a joyful society with diverse human resources playing an active role

We have grown by providing high-quality products and services in the consumer market over the 50 years since our establishment. Going forward, we believe raising productivity and providing a high-quality working environment in the labor market as well will be important for our continued growth. Accordingly, we are aiming to realize a society where diverse people can play a role.

It is expected that the workforce will further decrease in the future. Against this background, we are promoting IT and digital transformation in our franchise stores such as with the automation of light work, the provision of proposals by AI and the introduction of self-service cash registers to raise the profitability of our business partners and franchise stores. We will then continue to further improve the quality of work including for customer service and cooking which can only be done by humans.

We are aiming for store operation which also takes into consideration the work styles of our business partners through automation and optimization in the production and delivery processes as well. We will further strengthen vertical and horizontal cooperation over the whole of our supply chain including the Nihon Delica Foods Association (NDF) to also contribute to raising the productivity of all those who work in it.



**Customer Service
Contest**



**Illustration of IT and
Digital Transformation
Promotion in the
Stores**



**Initiative to Improve
the Productivity of Our
Business Partners**

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