

[Translation]

June 12, 2023
SEVEN-ELEVEN JAPAN CO., LTD.

Supporting the Growth of Franchise Store Employees: Seven-Eleven Held the 1st National Customer Service Contest

SEVEN-ELEVEN JAPAN CO., LTD. (Headquarters: Chiyoda-ku, Tokyo; President & Representative Director: Fumihiko Nagamatsu) held the 1st National Customer Service Contest on June 9 in Otemachi Mitsui Hall.

This contest is a national event we held for the first time as part of our initiatives relating to human resources which is one of the four visions we have set forth to celebrate the 50th anniversary of our foundation this year. The aim of the contest is to increase the motivation of franchise store employees. We held the contest in response to feedback we received from many franchisees asking us to provide opportunities to assess all their employees playing a role in their stores.

We began the regional qualifying contest in October 2022. That led to 22 out of approximately 3,000 franchise store employees who met certain conditions participating in the national contest. Those 22 employees then demonstrated their customer service in making recommendations at the national contest.

We provide cash register customer service training to store employees with our head office employees serving as the instructors. In recent years, we have been strengthening initiatives to retain people at franchise stores such as by enhancing training courses.

Seven-Eleven will continue to promote labor-saving initiatives. At the same time, we will provide a comfortable working environment for our employees. Our aim is to provide stores which customers find easy to use through such initiatives.

1st National Customer Service Contest



▲ Demonstration of customer service
in making recommendations



▲ Award ceremony