

[Translation]

September 5, 2023

SEVEN-ELEVEN JAPAN CO., LTD.

**Seven-Eleven Japan's Merchandise Delivery Service to
Become Even More Accessible, Easy and Convenient!**

Introduction of the 7NOW® App

Available to Use from September 5

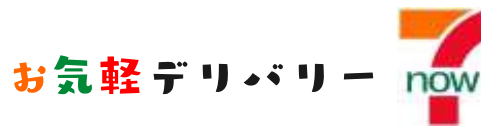
SEVEN-ELEVEN JAPAN CO., LTD. (Headquarters: Chiyoda-ku, Tokyo; President & Representative Director: Fumihiko Nagamatsu) will launch the 7NOW® app on September 5 to improve the convenience of the 7NOW® merchandise delivery service.

7NOW® is a service to deliver approximately 2,800 items – from fresh foods to daily necessities – to designated locations in about 30 minutes. We have rolled out this service to approximately 5,400 stores in Hokkaido, the Tokyo metropolitan area (Tokyo and three surrounding prefectures) and Hiroshima Prefecture (as of the end of August 2023). Until now, customers have only been able to place orders on our website. However, we have now developed the 7NOW® app.* This app is not just a simple tool to place orders; we aim to convey the uniqueness of Seven-Eleven to our customers through it. At the same time, we are looking to provide easy delivery which can be used on a daily basis as an even more accessible service.

We began testing 7NOW® as Seven-Eleven's Net Convenience Store in 2017. We use a real-time inventory-linked mechanism which can connect actual 7-Eleven stores with their merchandise lineup and inventory. This service has been well-received by our customers. We will also provide our customers with shopping experiences as if they were browsing actual sales floors and choosing merchandise when on the 7NOW® app. Moreover, it will also be possible to use functions such as merchandise suggestions and coupon distribution tailored to each customer.

We will continue aiming to provide services with value through various initiatives on 7NOW® in the future.

*It will also still be possible to continue placing orders on our website as before.



*The photograph is for illustrative purposes only.
 *The names and prices of some items may differ.

Four Features of the 7NOW® App

(1) A design which feels like you are looking at an actual sales floor

The shelf design allows you to choose items as though you are shopping at an actual 7-Eleven store. The app displays items according to the lineup and inventory status of the store you are ordering by the real-time inventory-linked mechanism.

(2) Quickly check the status of your favorite merchandise

If you have registered an item as a favorite and it is not available it will be grayed out. You can check the status of the products you want at a glance. In addition, you can also change the store you are ordering from partway through placing an order.



*The photograph is for illustrative purposes only.

(3) Various functions tailored to each customer

The app comes with functions to make recommendations and coupon distribution tailored to the purchase history and preferences of customers. It is possible to use various functions tailored to each customer.

(4) Available even outside your home; it is possible to register up to 10 delivery destinations

You can register information on up to 10 delivery destinations. You can then select the destinations according to how you want to use the service. This is a convenient function which allows you to use the service to suit a variety of situations such as lunch at work or placing an order on behalf of your parents who live far away in addition to receiving deliveries at home.

Reference

7NOW®

- Available areas and number of stores: Approximately 5,400 stores in Hokkaido, Saitama Prefecture, Chiba Prefecture, Tokyo, Kanagawa Prefecture and Hiroshima Prefecture (as of the end of August 2023)
- Hours when it is possible to place an order: 9:30 a.m. to 10:15 p.m.
*Differs for some stores
- Applicable merchandise: Approximately 2,800 items excluding some items such as *Seven Café*
*According to the merchandise lineup of the store where you are placing your order
- History of 7NOW®
 - Oct 2017: Started testing in Hokkaido
(as Seven-Eleven Net Convenience Store)
 - Nov 2019: Started testing in Hiroshima Prefecture
 - Jul 2020: Started testing in Tokyo
 - Dec 2020: Started providing deliveries in about 30 minutes
 - Feb 2022: Renamed the service 7NOW
 - Dec 2022: Started providing the service in Kanagawa Prefecture
 - Feb 2023: Started providing the service in Saitama and Chiba prefectures (or recommending the service to approximately 5,000 stores by the end of February)
 - During FY2023: Plan to expand to 12,000 stores
 - During FY2024: Plan to expand to nationwide

