

[Translation]

November 7, 2023

SEVEN-ELEVEN JAPAN CO., LTD.

Promoting Solutions and Support for International Social Issues Concerning Ingredients

Seven-Eleven Is Working to Support Producing Areas

Initiative Implemented with *Seven Café* and *Seven Premium* Chocolates

SEVEN-ELEVEN JAPAN CO., LTD. (Head Office: Chiyoda-ku, Tokyo; Representative Director and President: Fumihiko Nagamatsu) is working to support producing areas. Our aim with this initiative is to realize a sustainable society while working to solve various issues faced by ingredient producing areas.

We use a variety of ingredients from Japan and overseas in the development and sale of our many merchandise. Outside of Japan in particular, there are producing countries facing effects from the natural environment and labor-related issues. Solving these issues has become a global challenge in the environment concerning ingredients. Seven-Eleven has been considering the need to support the regions where the ingredients are produced in order to provide merchandise that uses ingredients that are not only high quality, safe and secure, but also environmentally friendly.. Accordingly, we have now decided to engage in an initiative to support coffee bean production through our leading *Seven Café* items and to support cacao bean producing areas with our new *Seven Premium* chocolate products.

We are turning our attention to the environment concerning ingredients. We will continue to strengthen initiatives to realize a sustainable society which will lead to the future and to work on solving issues and promoting support.

Support for Producing Areas through *Seven Café*

We have newly decided to support producing areas in Jamaica. This is because Jamaica is the producing country of the Blue Mountain beans we use. This initiative is part of the support we have been providing since 2021 for the producing areas of *Seven Café*'s coffee beans. We determine the details of the support by listening directly to what locals have to say.

Issues Facing Coffee Bean Producing Countries (*Example of Jamaica)

Decrease in production volume:

- ◆ The cultivation environment is rugged in foggy mountains
- ◆ Blue Mountain is a delicate variety of coffee bean which is difficult to cultivate
- ◆ The Blue Mountain trees are aging
- ◆ The beans need to be carefully sorted by hand
- ◆ The number of producers continues to decrease

Details of Our Support (*Example of Jamaica)

Donation of coffee seedlings:

- ◆ We will increase the number of coffee trees to lead to stable harvests and increased production volume.



New Item

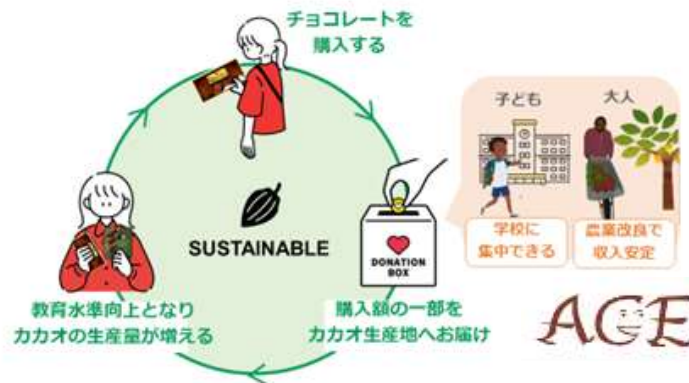


Name: *Seven Café Blue Mountain Blend*
Price: 232 yen (250.56 yen including tax) [regular size only]
Release date: Gradual roll-out from November 7
Sales area: Nationwide
Features:

- A hot coffee which allows you to enjoy an elegant aroma and sweet taste because it is blended with rare Blue Mountain coffee beans which account for just 0.009% of coffee beans harvested in the world.
- We are committed to triple roasting the beans to bring out the high-quality bean aroma and richness to the maximum possible extent.

Support for Producing Areas through Seven Premium Chocolates

Illustration of the Support Scheme (Using the scheme from the certified NPO Action against Child Exploitation (ACE))



Issues Facing Cacao Bean, the Ingredient of Chocolate, Producing Countries

Agricultural level and educational environment:

- ◆ Insufficient yields due to lack of knowledge about cacao production
- ◆ Balancing of childcare and farmwork
- ◆ Inadequate learning environment



Details of Our Support

We have endorsed the Chocolate Brings Happiness to People project and deliver a portion of proceeds to cacao producing areas:

- ◆ The donations are used to improve agriculture and to develop the educational environment. This will contribute to an improvement in cacao production and educational standards.

Applicable Items



Name: *Seven Premium Pecan Nuts Chocolat*
Price: 298 yen (321.84 yen including tax)
Sales area: Nationwide
Release date: Gradual roll-out from November 7
Features:

- A chocolate with a great melt-in-the-mouth feeling because it is only available in winter.
- We coat crunchy pecan nuts with milk chocolate.

Name: *Seven Premium* Rum Truffle
Price: 298 yen (321.84 yen including tax)
Sales area: Nationwide
Release date: Gradual roll-out from November 7



Features:

- Truffle chocolate for adults with a rum aroma only available in the winter.
- These are truffles which have a special three-layer structure with the rum aroma becoming stronger as it melts in your mouth (alcohol content: 0.6%).



Name: *Seven Premium* Matcha Truffle
Price: 298 yen (321.84 yen including tax)
Sales area: Nationwide
Release date: Gradual roll-out from November 28

Features:

- A chocolate with a great melt-in-your-mouth feeling because it is only available in winter.
- We have filled the matcha green tea chocolate which allows you to enjoy the rich taste of matcha green tea with a smooth ganache that has a melt-in-the-mouth feeling.

Name: *Seven Premium* Strawberry Truffle
Price: 298 yen (321.84 yen including tax)
Sales area: Nationwide
Release date: Gradual roll-out from November 28



Features:

- A product only available in the winter. We have filled the refreshing sour strawberry chocolate with a smooth ganache that has a melt-in-the-mouth feeling.



Name: *Seven Premium* Gianduia Chocolate
Price: 298 yen (321.84 yen including tax)
Sales area: Tokyo metropolitan area

Release date: Gradual roll-out from December 19

- Features:
- Characterized by a fragrant hazelnut paste and the rich flavor of cacao.

In addition to the above,
we will release two additional items in mid-December.

Reference: Support for Producing Areas Already Being Provided by *Seven Café*

- ◆ We confirm the issues facing each producing country of *Seven Café*'s coffee beans and then determine the details of our support to them.

 **グアテマラに学校の運営支援
学習道具等の提供**

子どもの学習環境の充実といったコーヒー農園で働く人々の家族支援が必要なグアテマラ。学校の設立の支援や児童への学習道具等を提供することで子どもたちの明るい未来を応援します。



 **コロンビアに
節水型生産設備の提供**

設備の不足や豆収量の改善を課題とするコロンビアには、コーヒーチェリーの果肉除去からその種子の乾燥までを行う精製工程で大幅な節水が可能な節水型ウェットミルという機械を提供しました。



 **タンザニアに品質向上のための
豆の乾燥設備の提供**

品質の安定化、豆収量の改善へのサポートが必要なタンザニアには木製の棚に網を貼ってテーブル状にし、その上でコーヒーを乾燥させるアフリカンベッドと呼ばれる機具やコーヒーの木を直射日光から守るシェードツリーの苗木を提供。



明日の笑顔を共に創る

Special page on our initiative to support *Seven Café*'s producing areas:

https://www.sej.co.jp/products/support_bm/