

April 10, 2024

To whom it may concern:

Company Name: Seven & i Holdings Co., Ltd.
 Representative: Ryuichi Isaka
 President & Representative Director
 (Code No. 3382/Prime Market of the Tokyo Stock Exchange)

Notice Regarding Introduction of Shareholder Benefit Program

Seven & i Holdings Co., Ltd. (“the Company”) announced today that its Board of Directors resolved on April 10, 2024, that the Company will introduce the shareholder benefit program.

1. Purpose of Introducing Shareholder Benefit Program

The Group's corporate creed since its establishment, “We aim to be a sincere company” that all stakeholders trust, has been at the core of our Group management. The entire Group shares the basic stance of “contributing to the local community both in Japan and overseas by providing new experiences and values from the customer’s point of view,” and aims to achieve sustainable growth and corporate value enhancement by continuing to provide high quality products and services centered on “food” to our customers in their daily lives.

Meanwhile, in Japan, the NISA (small investment tax exemption program), a tax incentive system for individual investors, has been expanded, and it is expected that the investor base will further expand and interest in long-term asset building will grow.

In light of these circumstances, the Company has decided to introduce a shareholder benefit program with the aim of increasing the attractiveness of investment in its shares, encouraging more shareholders to hold its shares over the medium to long term, and encouraging shareholders to deepen their understanding of the business and become further fans of the Group through shopping at the Group stores.

2. Outline of Shareholder Benefit Program

I. Eligible shareholders

First time only	Shareholders holding 100 or more shares of the Company's stock on the shareholders' register as of the record date (the last day of August 2024)
From the second time	Shareholders holding 100 or more shares of the Company's stock on the shareholders' register as of the record date (the last day of February each year)

II. Details of shareholder benefit.

The shareholders can choose either Seven & i common gift vouchers (Note 1), which can be used throughout the Group, or donations to social contribution activity organizations (Note 2) depending on the number of shares held and the length of continuous holding period, as follows.

Number of shares held	Continuous holding period less than 3 years (Note 3)	Continuous holding period for 3 years or more (Note 3)
100 shares or more	2,000-yen worth	2,500-yen worth
400 shares or more	2,500-yen worth	3,000-yen worth
700 shares or more	3,000-yen worth	3,500-yen worth

(Note 1) Some stores, products and services are not available for use.

(Note 2) Regarding donations to social contribution organizations, the Company will donate to the United Nations World Food Programme (WFP) through the Japan Association for the World Food Programme, which is the official support contact for the WFP.

(Note 3) The continuous holding period is defined as “the period during which the same shareholder number is continuously recorded in the shareholder registry on the record date: the last day of August 2024 for the first time, and the last day of February each year thereafter.”

In order to further encourage shareholders to become even greater fans of the Group, the Company will continue to consider events for shareholders to deepen their understanding of the Group's business and improvement of the convenience of its shareholder benefits.

III. Date of presentation

First time only	Shipping is scheduled to begin in late December 2024.
From the second time	Shipping is scheduled to begin in late June each year.

3. Others

Details of the shareholder benefit program will be announced on the Company's website, etc. at a later date.