

FamilyMart

Today and tomorrow, always part of the family



FamilyMart Basic Principles

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Our Slogan

“FamilyMart, Where You Are One of the Family”

Our mission is to always be close to our customers’ hearts, and an indispensable part of their lives.

FamilyMart’s Goal

We aim to make our customers’ lives more comfortable and enjoyable, primarily by displaying hospitality in everything we do, and by ensuring a shopping experience characterized by convenience, friendliness and fun.

FamilyMart’s Basic Management Policies

We will continue to provide innovative, high-quality products and services that make a positive, lasting impression on our customers and warm their hearts.

We are working to raise enterprise value through our business activities in line with the spirit of “Co-Growing,” by which we mean realizing mutually beneficial relationships with our franchisees, business partners, and employees, thereby fulfilling our responsibilities to all our stakeholders.

We aim to win the highest trust of the general public by observing all laws and ethical norms, raising the level of transparency in our business activities, and always upholding the principles of fair competition.

In consideration of the overriding need for environmental preservation, we will enthusiastically contribute to the welfare of the local communities in which we operate and society as a whole, providing reliable and safe products and services to help realize a future full of new possibilities.

We encourage our colleagues to create a vibrant corporate culture by keeping abreast of social trends and showing an interest in a wide range of subjects.

In this way, we are confident that our staff will hit upon good ideas and then act on them.

FamilyMart’s Action Guidelines

“Famimaship”

“Listen, Decide, Act”

“Wholehearted Hospitality”

- Exceeding customers’ expectations
- Growing together, through mutual trust
- Cultivating esthetic sensitivity
- Enjoying new challenges
- Acting with integrity



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Junji Ueda

President and Chief Executive Officer

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Masaaki Kosaka

*Director and Managing Executive Officer,
Head of Area Franchising Division
President of FamilyMart China Holding Co., Ltd.*

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Cautionary Statement:

This report contains forward-looking statements, including the Company's strategies, future business plans, and projections. Such forward-looking statements are not based on historical facts and involve known and unknown risks and uncertainties that relate to, but are not necessarily confined to, such areas as economic trends and consumer preferences in Japan and abrupt changes in the market environment. Accordingly, the actual business performance of the Company may substantially differ from the forward-looking statements in this report.