

# FamilyMart, Where You Are One of the Family

Since our founding in 1981, FamilyMart Co., Ltd. has operated our businesses under the guiding principle of providing convenient and abundant lifestyles to customers and communities.

The role fulfilled by the convenience store has changed dramatically.

Today, convenience stores are part of our everyday lives, supporting the social and lifestyle infrastructure.

We have never strayed from our values of being always near,  
as embodied in our corporate message: *FamilyMart, Where You Are One of the Family.*

## Our Three Values

### 1

FamilyMart is a network of small local stores. Each store lives with and owes its existence to the people who live in the neighborhood. We will work earnestly to **become a store that is rooted closely** and evolves as an integral part of the local community.

### 2

We will do our best to **meet the needs of each customer** who visits our stores.

Our stores will provide what the customers want, furthermore, discovery of exciting and high quality products. By doing so, the stores will be a place where people will stop by anytime.

### 3

We will foster close ties with business partners **like a family** running a small local store.

We want customers to feel part of the neighborhood family. We will continue innovating towards comfortable lifestyle which will contribute not only to convenience but also to the wellness of everyone. We will commit to the pursuit of happiness of the "Family."