

Corporate Message

On September 1, 2019, FamilyMart Co., Ltd. merged with FamilyMart UNY Holdings Co., Ltd. to form the “new” FamilyMart.

We revised our Corporate Message to mark this next stage in our history. We added the new “Our Three Values” to the existing Corporate Message, “FamilyMart, Where You Are One of the Family.” FamilyMart spent more than a year discussing the wording of this message, drawing upon comments from franchised stores and employees and knowledge of outside experts.

Presented as our “sense of values for ensuring FamilyMart’s growth going forward,” it reflects our commitment to making stores loved by their communities with our franchised stores.

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.”