



## Contributing to the development of vibrant local communities as social and living infrastructures

We contribute to the development of safe and reliable communities by leveraging our brick-and-mortar stores and community-based management.

### Key Issues

In Japan that has been referred to as the world leading super-aged society, a trend toward the nuclear family is accelerating, and particularly in urban areas, the number of one-elderly person households and that of only old married-couple households have been increasing. Therefore, it has been a big social issue that the elderly can maintain their health while keeping in touch with the community.

Moreover, the number of local infrastructure failures has increased recently due to earthquakes and water-related disasters triggered by frequent typhoons and torrential rains. Expectations for the role of stores as safe and reliable bases that children, our future leaders, and working women can rely on in a disaster, as well as in their daily lives, are increasing more than ever before.

### Opportunities and Risks

We at the Group that conducts community-based management intend to fulfill its important role as social and living infrastructures while enhancing the functions of brick-and-mortar stores.

While pursuing convenience and a wide selection of products that accurately reflect the ever-diversifying consumer needs, we will make ongoing efforts to maintain good relationships with local communities to remain an essential presence in the daily lives of customers. Moreover, to become not only places for the get-together of community people, but also emergency restoration centers in the event of disaster, we make it a top priority to restore store functions, such as the continuous and stable supply of products, as fast as possible. At the same time, we will

fulfill our function as safe and reliable bases trusted by local communities, such as the provision of emergency relief goods in collaboration with the national government and municipalities.

### Strategies for contributing to the development of vibrant local communities

The Group considers it important that community people visit our brick-and-mortar stores not only as places of daily shopping but also as safe places for get-together of community people. To fulfill such functions, we need to listen to what customers and community people have to say and continue meeting their diversified needs.

At the time of a disaster, our stores provide not only products and services required for daily life but also emergency relief goods in collaboration with the government, municipalities, and community people.

### Value creation

As our Group Principle, "Everyday Fun and Fresh," says, we provide new discoveries and experiences to the daily lives of community people through products and services in line with community needs and thereby contribute to the realization of pleasant everyday life.

Moreover, we will continue our ongoing efforts to contribute to the vitalization of communities through daily communication and the development of safe and reliable communities by maintaining the stable supply of products toward early recovery at the time of natural disaster.

### Key Performance



**FamilyMart Co., Ltd.**

- Safe haven for women and children and protection of the elderly

**4,512** stores



**UNY Co., Ltd.**

- Number of dementia supporters

Approx. **4,200** persons


## Basic Approach

The Group as a retailer that plays a role as social and living infrastructures makes ongoing efforts to contribute to the development of local communities through its community-based management. Lifestyles have greatly diversified in local communities as well due to the declining birthrate, the aging population, an increase in the number of foreigners in Japan, and the promotion of workstyle reform. In the midst of such social context, the role of brick-and-mortar stores as retail business operators that support the daily lives of customers has become increasingly important. In particular, their roles as places to create jobs and as providers of products and services essential for the lives of people have become important more than ever before.


In cases where a severe natural disaster, such as an earthquake and a torrential rain, has caused extensive damage, the Group functions as social infrastructure and provides relief goods as fast as possible by leveraging its nationwide supply and logistics networks. To this end, the Group makes preparations in a systematic manner on a routine basis in collaboration with the Government, municipalities, and other companies.

To ensure the safe and secure everyday life for community people, the Group also promotes the development of places for relaxation in local communities, supports the development of the next generation, and helps the elderly with their shopping.

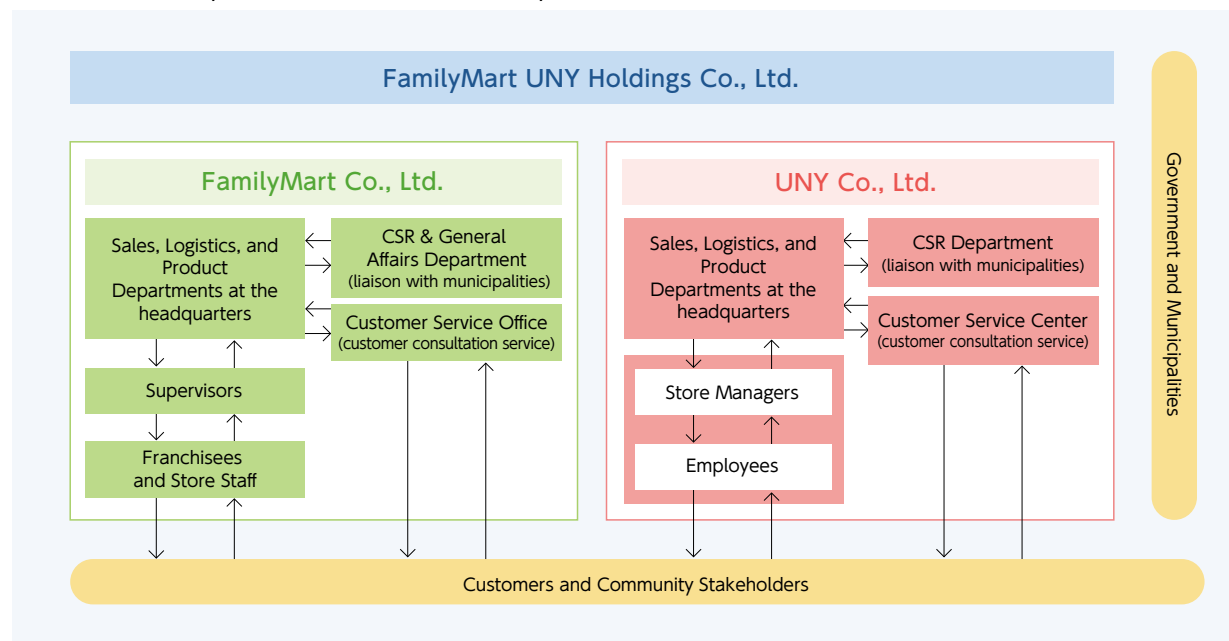
### FamilyMart Social Contribution Policy (Japanese only)

 [http://www.family.co.jp/company/csr/commitment\\_to\\_society/society.html](http://www.family.co.jp/company/csr/commitment_to_society/society.html)

### UNY Social and Community Contribution Activities (Japanese only)

 <https://www.uny.co.jp/csr/philosophy>

## Collaboration System with Local Community



## Operational structure

Centering on FamilyMart and UNY that operate brick-and-mortar stores, the Group promotes efforts to contribute to the development of local communities. With stores as starting points, the sales, product, and logistics departments of each company take the leadership in promoting efforts based on the needs of each community while leveraging the unique functions of each department.

For the provision of support to the areas stricken by large-scale natural disasters, each business company has agreements with municipalities across the country. The Group

has also built a system to provide support in the event of emergency in collaboration with other companies and groups.

Moreover, in collaboration among logistics and product departments of each business company and stores around the country, the Group has built a disaster support network. When a disaster occurs, departments involved work together under the leadership of the disaster headquarters in each business company to arrange for relief goods, dispatch support teams, and accept donations of relief money at stores.

## Promotion Programs

The Company provides services that support the daily lives of customers and implements, mainly through stores, various efforts that contribute to the development of local communities, such as job creation, including store staff.

It also offers store spaces to community events sponsored by municipalities or NPOs and actively participates in community volunteer activities. At stores, donation boxes are set up and the collected money and matching gift\* are used for the development of the next generation and environmental conservation activities through NGOs and NPOs that agree with the Company's cause of contributing to the development of local communities. In time of disaster, we use the donation box as the relief donation box and use the money collected to support the affected areas.

\*Matching gift: It is a type of corporate giving program where a company makes a donation by adding the amount calculated by multiplying a certain percentage to the total amount donated.

## Result

The implementation of community-based management while meeting the needs and expectations of local communities has led to about 16 million customers visiting our stores every day. The Company has also been working with community people to resolve community issues.

While many of these efforts are conducted by store, when the issue involves a wide area, stores cooperate with one another to implement effective measures.

Our stores also function to watch over community safety as places where community people can drop by casually. In the event of disaster, the Company makes every effort to resume normal operation of stores as quickly as possible to serve as centers for the recovery of afflicted areas and become places essential for daily lives of community people by providing support in a systematic manner through the product and logistics networks of FamilyMart and UNY, designated public institutions under the Disaster Countermeasures Basic Act.

## Overview of major CSR programs: 400 million yen in total

Category	Percentage in total amount	Representative program (collaborative organization)	Number of outside beneficiaries
Charitable Donation	41%	Myanmar School Feeding Program (UN WFP)*	Approx. 270,000 persons
		Vietnam Disaster Prevention and Mitigation Program (Save the Children Japan)*	Approx. 6,000 persons
Community Investment	37%	Forest Class, Listening and Writing Koshien, etc. (National Land Afforestation Promotion Organization)*	Approx. 3,000 persons
		Support for environmental learning/career learning programs at stores	Approx. 70,000 persons
		School visiting lecture service/Acceptance of visiting the Company on a field trip	Approx. 2,000 schools
Commercial Initiative	22%	Cooperation in the Bell Mark Campaign	Approx. 20,000 schools
		FamilyMart Thank You Letter Contest, etc.*	Approx. 30,000 persons

\*Including activities at store donation recipients



**Relief Donation for Typhoon No. 21 and Hokkaido Eastern Iburi Earthquake in 2018**  
General Manager Masayoshi Fukuda (right), Kansai III District, FamilyMart, presented the donation list to Ichiro Matsui (left), the Governor of Osaka, and received a letter of gratitude in return.



**School visiting lecture service to the Junior High School Affiliated to the Faculty of Education, Iwate University**  
Lecturer: Manager Hidenori Tsunematsu, CSR & General Affairs Department, FamilyMart

## FamilyMart Connecting Dreams Foundation Donation

In 1993, FamilyMart set up donation boxes in stores, the first action among convenience stores in Japan. Since 2006, it has been implementing the FamilyMart Connecting Dreams Foundation Donation Campaign to become a bridge connecting customers with NGOs/NPOs that conduct inspiring social responsibility activities. The stores receive donations from customers via donation boxes set next to cash registers and the collected money combined with a FamilyMart matching gift\* is then used for the development of the next generation, including children in Japan and in the world, and environmental conservation activities.

When a large-scale disaster happens in Japan or overseas, the donation boxes are used as relief donation boxes to support the stricken areas.



Accumulated donations of FamilyMart

¥ 5,893,374,821

(From 1993 to the end of August 2018) Store donations, corporate donations, Famiport donations, and donations of relief money included

## Main Activities

### ● Save the Children Japan

The Group has been supporting Save the Children Japan for 25 years since 1993. In 2013, we concluded the Global Partnership Program contract with the organization and have since been promoting the disaster prevention and mitigation project in the countries and region where FamilyMart conducts business, such as Thailand and Vietnam.



Swimming class for the prevention of water accidents (Thailand)

### ● National Land Afforestation Promotion Organization

Through the Forest Class where kindergarten and nursery school children learn the preciousness of forests and nature, the Listening and Writing Koshien where high school students learn the wisdom and lives of masters on the forests, seas, and rivers in Japan and give thought to a sustainable society, and the project for the Development of Forests for the Future of Children where children plant trees that will become the symbol of the community and engage in Community-based woodland conservation activities, we provide environmental education programs designed to learn about forests at firsthand, learn from them, and protect them.



Project for the Development of Forests for the Future of Children

### ● Japan Association for the World Food Programme

Agreeing with the cause of Zero Hunger promoted by the UN WFP, the Group has been making donations to the UN WFP since 2006. As a partner of the UN WFP corporate program, the Group supports the activities of the UN WFP, and since 2016, it has been making donations by designating the Myanmar School Feeding Program as its donation destination.



Children having enriched biscuits

### ● U.S.-Japan Council (Japan) TOMODACHI Initiative

The Group offers a career support program to female high school students in Fukushima Pref., one of the areas devastated by the Great East Japan Earthquake. Through the program, the students have exchange meetings with a group of senior women who vary in age, nationality, and experience to obtain from them inspiration to open the way to the future on their own.



Song and Dance Workshop with Young Americans



## Senior Franchisee System

FamilyMart has the Seniors Franchisee System in place that aims to contribute to the job satisfaction and health of seniors by providing them the opportunity to manage a store while leveraging their motivation for work and experience. The system targets franchisees or their partners who are between 61 and 70 years of age. While the contract period is five years, those who wish to extend their contracts can do so and operate the stores up to 75 years of age.

Before starting store operation, senior franchisees receive training, including how to use a cash register and how to serve customers, so that even those who have never engaged in store management can start without feeling insecure. In addition, after opening a store, our expert team provides the necessary support to improve the operational skills of the store manager and staff to ensure successful store management.

As of November 2018, 20 stores have entered into a new contract and are operated under this system.

## Utilization of Senior Staff

In the midst of the acceleration of population aging in communities, FamilyMart has been promoting efforts to leverage the knowledge, skills, and motivation to work of senior people. Stores actively employ healthy and energetic senior people while giving due consideration to the employment situation in the community. Senior employees work at stores vigorously while sharing their wisdom and experience that they have built up through life in the community over the years. Moreover, the network that senior employees have with community people helps build not only trust relationships between stores and customers, but also a solid bond between stores and the entire community through communication.

## Product Delivery Service for the Elderly

In an effort to meet the daily needs of the elderly in local communities, the Group provides a product delivery service, such as box lunch delivery, while maintaining close communication with each community. One of the typical examples is Takuhei Cook 123 service, a box lunch home delivery chain store dedicated to the elderly, which SENIOR LIFE CREATE Co., Ltd., our group company, operates. Since the delivery of box lunches also serves to confirm the safety of the elderly, the service functions as a watch over the community to ensure that the elderly can feel safe to live.

Some FamilyMart stores also provide a service for the elderly who live alone and have difficulty visiting stores on foot. Through the service, stores receive orders via phone and deliver the products directly to them.

UNY provides a Net Supermarket service through which food and daily commodities are delivered on the day they were purchased. Orders can also be placed via phone or fax and fresh products selected by professional staff are delivered. The elderly appreciates this service helpful for their everyday life.



Delivery by Takuhei Cook 123

## Supporting people with dementia

In an effort to support people with dementia based on accurate knowledge and understanding of the disease and to make their lives in communities safe and comfortable, FamilyMart and UNY encourage store managers and staff and employees in the head office to take a dementia supporter training course. Both companies not only use such courses offered by municipalities or NPOs, but also hold own course in store manager meetings. In the future, stores and store staff as community members will keep an eye on the elderly and support them while cooperating with one another.

## Orange Cafe

UNY uses an open space in the food court of each store to hold a Cafe for People with Dementia (Orange Cafe) once a month. This is an event where people with dementia, their families,



At the Orange Cafe

community people, and people concerned in dementia gather for information sharing and networking. In light of the fact that the number of people with dementia is increasing as population aging accelerates in local communities, the Orange Cafe is held in various locations in collaboration with local municipalities and NPOs. The company has received favorable comments from many people who have participated in it.

## Collaboration with the government and municipalities

The Group prepares for disasters on a routine basis so that it can promptly provide support to afflicted people in the stricken areas in the event of disaster. FamilyMart and UNY are appointed by the Prime Minister as designated public institutions that are required to develop an anti-disaster operations plan based on the Basic Act on Disaster Control Measures and play an important role in disaster prevention, response, and recovery activities.

In an effort to fulfill its role as social and living infrastructures not only during a normal period, but also in times of disaster or emergency, the Group has concluded agreements with prefectures (except some) and municipalities, such as a comprehensive agreement, a disaster relief supplies support agreement, an agreement on the provision of support to stranded persons, and a watch-over agreement (for the elderly and other people in need.)

In the event of a large-scale natural disaster, FamilyMart provides emergency relief goods by leveraging its nationwide logistics network and organized transportation capacity. On the other hand, some of UNY's large stores provide Kamado Bench that can be used for a soup kitchen and emergency toilets (that can be used as stools in peacetime) and play a role as a base in emergency for community residents. Moreover, for the restoration period, the Group has a system in place that enables to resume normal store operations as fast as possible. The Group joins forces with group companies to prepare for large-scale natural disasters and ensure the safety and security of local communities.

Agreement between FamilyMart and Municipalities	Details
Comprehensive Agreement	<b>Number of agreements made: 45 prefectures and 15 municipalities</b> As one of the important community lifelines, the company collaborates in a variety of issues, such as child-rearing, supporting the elderly, tourism, regional promotion, and environmental activities.
Disaster Relief Supplies Agreement	<b>Number of agreements made: 46 prefectures, 29 municipalities, and 15 groups</b> In the event of disaster, the company procures and provides available emergency goods upon municipal request.
Agreement on the provision of support to stranded persons	<b>Number of agreements made: 43 prefectures and 10 cities</b> In the event of disaster, the company allows people going home on foot to use store washrooms and provides tap water and information obtained via radio.
Agreement on the elderly watching collaboration project	<b>Number of agreements made: 5 prefectures and 10 municipalities</b> The company implements such activities that help the weak, such as the elderly in local communities, live in a safe and secure manner without getting involved in crimes or accidents, as cooperation in the early discovery and protection of the missing elderly people due to wandering from dementia and prompt reporting when something unusual is found.

\*As of December 2018



Suginami Ward, Tokyo, Crisis Control Office Director Minoru Terashima (left) and FamilyMart Tokyo II District General Manager Hiroaki Kusama (right) at the disaster relief supplies support agreement signing ceremony



FamilyMart signed the agreement on the elderly watching collaboration project and the disaster relief supplies agreement with the Nerima Ward, Tokyo.

## Role as social and living infrastructures at the time of disaster

At the time of large-scale natural disaster, stores receive donations of relief money from customers while the head office sends relief supplies and support teams of employees to the afflicted areas to help local people resume normal life as soon as possible.

In 2018, FamilyMart sent a support team of 312 employees to the West Japan Heavy Rain Disaster of July 2018 and a team of 364 employees to the Hokuriku Heavy Snow Fall Disaster in February 2018.

## Major donation of relief money in the past three years

(After the management integration, The holding company carry out the donation of relief money.)

Date	Disaster	Amount of donations collected (yen)
February 2016	Southern Taiwan Earthquake	15,876,096
April 2016	Kumamoto Earthquake	142,867,989
August 2016	Typhoon (No. 10) Disaster	12,251,223
July 2017	Northern Kyushu Heavy Rain Disaster	41,383,739
February 2018	Eastern Taiwan Earthquake	29,276,019
July 2018	West Japan Heavy Rain Disaster	78,224,682



Support team helping remove snow at the site afflicted by heavy snowfall in Hokuriku

## Participation in SEMA

FamilyMart is a member of SEMA\*, a one-stop emergency response alliance that provides products and services that its member companies of 17 private companies and 6 NPOs have at the time of large-scale natural disaster in Japan.

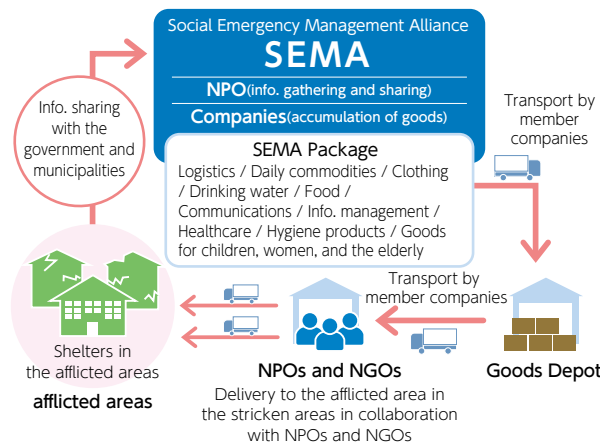
Based on the idea that early recovery from a large-scale natural disaster requires a response system that combines companies and organizations, SEMA makes a list of goods and services that member companies and organizations have in ordinary times and, in the event of disaster, makes packages as the support (goods and services) of each company to facilitate the delivery of relief goods.

In addition, SEMA also exchanges information with public institutions and promotes collaboration with them in providing support to victims to ensure that there is no omission or lean of relief goods and to reduce burdens on affected municipalities.

For the support to the West Japan Heavy Rain Disaster (July 2018) when SEMA was mobilized for the first time, FamilyMart delivered drinking water to the afflicted city of Mihara in Hiroshima Pref..

\*SEMA: Social Emergency Management Alliance

## Schematic Diagram of SEMA



## Safety Station

As a member of the Japan Franchise Association, FamilyMart has been promoting the Safety Station Activity, an activity to help protect the safety of local communities, since 2000.

This activity was launched by the National Police Agency, where efforts, such as anti-crime measures, disaster prevention, safety measures, thorough prohibition against the sale of cigarettes and alcohol to people underage to urge those people to go home at late night, are actively promoted in collaboration with the government, municipalities, and community people.



Safety station poster

## Purpose and significance of these activities

- 1 Contribution to the safety and security of local communities (residents and customers)
- 2 Establishment of communication with local communities
- 3 Contribution to social responsibility by convenience stores
- 4 Incorporation of the safety station activity into daily operations



## Gathering places in local communities

FamilyMart sets an eating space in a store and uses it as a base for deepening ties with the community. It serves not only as a place to eat the products purchased at the store, but also as a place of relaxation for customers particularly in the stores located in business districts. In the stores in residential areas and roadside stores, the space is used as a place to enjoy conversation with family members or friends or to hold community events organized by local NPOs and circles. There are about 7,000 stores with an eating space across the country.

As one of the activities that leverage the eating space, some stores implement the Children's Cafeteria. While this is still at a trial stage, FamilyMart aims not only to contribute to resolving the issue of eating alone among community children through the Children's Cafeteria, but also to make it a gathering place where community people from different generations, including the elderly, gather together to interact with one another while having something to eat.



Eating space

## Asobosai event

UNY holds a hands-on disaster prevention event, Asobosai, which enables people to experience how to act in the event of earthquake to protect one's own life, in the stores and nearby parks. In collaboration with an authorized NPO, Rescue Stock Yard, citizen volunteers, and local municipalities, UNY provides an opportunity for adults and children to learn skills that are useful at the time of disaster through play.



Asobosai event (at Hill's Walk Tokushige store)

### ● Health Fair

The Iki Iki Inazawa Health Fair was jointly held by Inazawa City and the UNY Group Health Insurance Union at Leaf Walk Inazawa store. Participants who visited the store for shopping found out own physical conditions and received advice on the prevention of lifestyle-related diseases and diet. In the salt content measurement corner, UNY's original salt-reduced products were introduced.



The Health Fair was busy with many participants.

## Children's Cafeteria

In fiscal 2018, FamilyMart launched the Children's Cafeteria on a trial basis. Since the main purpose of Children's Cafeteria is to have meals with many others, extreme caution is exercised for hygiene control. For food allergy of participants, we let them check our meal menu in advance. Moreover, we let participants organize a FamilyMart expedition team, explore our walk-in refrigerators and offices, and experience how to operate the cash register.

In the future, we will consider the expansion of stores where the Children's Cafeteria is conducted to develop it into an Children's Cafeteria for Everyone that embodies the "family" in our company name while giving due consideration to the community needs and operational issues.



Children's Cafeteria held at the Fujimi Harigaya 2-chome store



## Thank You Letter Contest

Since 2009, FamilyMart holds the Thank You Letter Contest, which aims to let elementary school children across the country learn the significance of communication by expressing their appreciation in words and sentences.

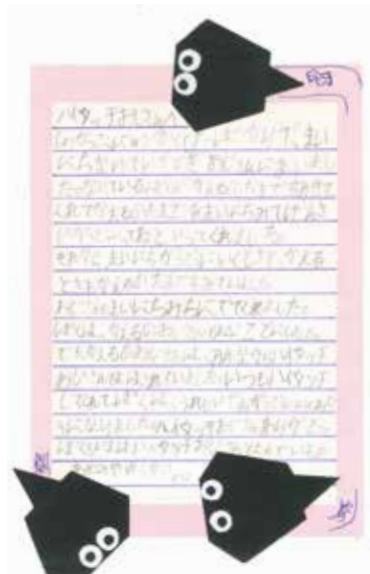
They can participate in the contest as individuals or in a group, such as a school and a class. The Best Letter Award and the Best School and Group Award winners are selected from each of the seven districts across the country. In 2017, when the ninth contest was held, the company received 34,102 applications, leading to the accumulated total of over 280,000 applications.

The past winning letters are used for school education, such as the introduction of the two winning letters in the two moral textbooks published in 2018. The award ceremony of the Best Letter Award is held at school to which the winner child belongs, where the winner's family, managers of nearby stores, and FamilyMart employees attend to praise the achievement of the child together with the school.

In the future, FamilyMart as a member of community will expand the circle of gratitude that starts with children through the contest and thereby contribute to the development of enriched communities.



Poster inviting applications to the Thank You Letter Contest



Many thank-you letters have been received.

Comment from an owner franchisee

**I realized that this program has been helpful for the growth of children.**

I attended the award ceremony at Ikki Elementary School (in Aizu, Fukushima Pref.) for the first time. At the ceremony, not only the winner, but also the parents and teachers looked so happy and I felt honored to be present at the ceremony. It was a heartwarming ceremony and I realized that this program helps children grow.



**Takayoshi Yoshikawa,**  
owner of the FamilyMart  
Yoshikawa-Aizu store

## Bell Mark activities

FamilyMart agrees to the cause of the Bell Mark project that all children should be able to receive education in a good environment on an equal basis and has been selling all the rice balls with the bell mark across the country since April 1, 2008. As a local community member, FamilyMart conducts this program of rice balls with the bell mark, the first of its kind in the retail industry, as part of its child support activities.

A bell mark collection box is set up in the section of rice balls at FamilyMart to collect bell marks. The bell marks collected from customers are delivered to nearby elementary schools where community children belong and to elementary schools in the disaster-stricken areas. In December 2017, FamilyMart employees visited the Shiromaru Elementary School in Sendai, Miyagi pref. and delivered about 125,700 points to the school.



a rice ball with the bell mark



a rice ball section set up a bell mark collection box

## Efforts by UNY

Aiming to contribute to the realization of a physically and mentally sound society, UNY conducts dietary education activities in accordance with its dietary education principles and policy with the aim of encouraging children and adults to become interested in food, acquire accurate knowledge, and enjoy nice and pleasant meals. In particular, the company implements various food events for children, our future leaders.

At stores, events, such as a 5 A Day Nutrition Education Experience Tour, which promotes eating more than five plates of vegetables (350 g) and more than 200 g of fruits per day, 365 Kitchen that proposes easy-to-prepare and healthy daily dishes, and a dietary education event where participants learn safe food using UNY's original pork called Yukenton, are conducted. Moreover, as a member of the Aichi Shokuikunet Support Authority that was established by 14 food-related companies in Aichi Pref., UNY also holds a class in food education and a class in hands-on harvesting with producers.



At the site of 5 A Day Nutrition Education Food Experience Tour

### UNY's Dietary Education Principles

#### Dietary Education Policy

- ① We foster preparation and cooking skills that tap into the natural taste and characteristics inherent in ingredients.
- ② We foster the mindset that values the preciousness of food by tracing the roots of ingredients.
- ③ We build body strength by understanding the nutrients and functions of ingredients.
- ④ We develop a sense of taste for food by providing fresh and delicious ingredients.
- ⑤ We make every effort to provide safe and reliable ingredients by selecting products in a rational manner.

## ● Employment Support for Special Schools

In an effort to help persons with disabilities become independent, Kanemi Co., Ltd. provides job assistance in plants. The 15 plants across the country recruit persons with disabilities in collaboration with local special schools. Each year about 30 persons are employed across the country.

For about 15 years, each plant has been implementing a program to invite students of local special schools to experience a part-time job in the plant. Through such opportunities before employment, students can ease their insecure feelings about future work after graduation and get prepared for it while receiving support from their families.

In the future, Kanemi Co., Ltd. as a community-based company will continue providing job assistance to people with disabilities.

## ● Store Tour

The company cooperates with UNY in its programs, such as store expedition for children and workplace experience.

## ● Cleaning the surrounding area

Kanemi Co., Ltd. head office and plants make it a daily routine to clean up their surrounding areas in the morning. As part of contribution to the community beautification activities, plant employees actively participate in cleaning activities organized by neighborhood associations, which also serves to promote communication with community people.

## ● Disaster Support Service

The company provides food-based support to the areas afflicted by earthquakes or heavy rainfall. In the Great East Japan Earthquake and the Kanto-Tohoku heavy rainfall in September 2015 that caused serious damage to Ibaraki Pref., the company's employees were among the first to make rice balls in plants and deliver them to the afflicted areas.



At the site of disaster support