July 5, 2018

To whom it may concern:

Company name: Seven & i Holdings Co., Ltd.
Representative: Ryuichi Isaka,
President and Representative Director
(Code No. 3382/First Section of the Tokyo Stock Exchange)

Notice Regarding Conclusion of Business Alliance Agreement with Zoshinkai Holdings Inc.

Seven & i Holdings Co., Ltd. ("the Company") hereby gives notice that it has concluded an agreement regarding a business alliance (hereinafter, "the Business Alliance") with Zoshinkai Holdings Inc. (hereinafter, Zoshinkai Holdings Inc. and its subsidiaries will be collectively referred to as "the Z-kai Group"). Details are as follows.

1. Reason for the Business Alliance

The Seven & i Group operates more than 60,000 stores in and outside Japan and encompasses an assortment of businesses to respond to the needs of a wide range of customers, in the field of convenience stores, superstores, department stores, financial services and specialty stores, and is actively engaged in enhancing customer service, expanding store networks, and strengthening product development capabilities, procuring power and brand power on a daily basis.

Under the group philosophy of "Excellence in Education for Future Global Leaders," the Z-kai Group provides an expansive breadth of educational services, including correspondence education, cram school, English conversation classes, publishing, mock tests, assessments, and instruction using ICT, to a broad range of age groups, from preschoolers to university students and working adults. These services are provided through the Z-kai Group's subsidiaries, such as Z-kai Inc. and Eikoh Inc.

The Business Alliance aims to provide highly user-friendly and convenient educational services in more easily accessible ways to customers by integrating the Seven & i Group's diverse array of businesses designed to satisfy a wide range of customer needs, with the high-quality educational materials and services of the Z-kai Group, which it has continuously provided in the field of education since its founding. Under the Business Alliance, the Seven & i Group and the Z-kai Group aspire to assist with the education of students and their learning at home and to help solve various other social issues throughout Japan. With this in mind, the two groups have discussed and considered various aspects of the Business Alliance.

In the process, the Seven & i Group and the Z-kai Group have delivered notable results through collaboration. In February 2018, the two groups held the "All-Japan Senior High School *Cho-ryomon* Drill (Excellent Practice Question Drills) Competition Supervised by Z-kai," an event for senior high school students carried out in coordination with the real stores of Seven-Eleven Japan Co., Ltd., a subsidiary of the Company. The event was a resounding success, attracting more than 100,000 participants.

Under these conditions, the Seven & i Group and the Z-kai Group have agreed that the Business Alliance will enable the two groups to realize the aforementioned aspirations by facilitating the effective use of the management

resources and expertise of both groups, while spurring growth in their business profits, thereby driving further success and maximizing corporate value for both parties. Based on this consensus, the two groups decided to conclude the Business Alliance agreement today.

2. Details of the Business Alliance

The details of the Business Alliance are set forth below. Going forward, the two groups will discuss and consider various matters with a view to implementing the Business Alliance.

(1) Jointly conduct educational events

Social media-linked events are scheduled to be held following the aforementioned "All-Japan Senior High School *Cho-ryomon* Drill (Excellent Practice Question Drills) Competition Supervised by Z-kai." These events will be carried out by the Seven & i Group and the Z-kai Group, as well as in collaboration with partner companies outside of the two groups. In addition, the two groups will continue to plan and implement events that stimulate the intellectual curiosity of students and increase their desire to learn.

(2) Utilize real 7-Eleven stores as locations for submitting answer sheets

In the Z-kai Group's correspondence education services, the two groups will enable students to submit answer sheets using the multi-functional copy machines installed at real 7-Eleven stores, thereby improving customer convenience and expediting the return of answer sheets to the students. As a first step, the two groups plan to enable the submission of answer sheets in the preschool course via 7-Eleven stores starting in August 2018. This service is scheduled to be successively expanded to other courses thereafter.

(3) Other collaborative initiatives

In addition to the foregoing, the two groups will promote initiatives aimed at improving user friendliness and convenience for customers. Initiatives will include selling the Z-kai Group's study-aid books on the Seven & i Group's online shopping site (https://www.omni7.jp/), which has already been launched, and awarding *nanaco* gift cards to members of the Z-kai Group's correspondence education courses as prizes for effort. Moreover, the two groups will proactively discuss and consider various matters agreed upon by both parties as furthering the aims of the Business Alliance over the medium and long terms. These include opening classroom locations in the Seven & i Group's retail facilities to provide face-to-face educational services, centered on the Z-kai Group's cram schools.

3. Outline of the Counterparty to the Business Alliance (as of April 1, 2018)

(1)	Name	Zoshinkai Holdings Inc.
(2)	Location	1-9-11, Bunkyo-cho, Mishima-shi, Shizuoka, Japan
(3)	Title and Name of Representative	President and Representative Director: Takaaki Fujii
(4)	Details of the Business	Planning, management and operation of a group of companies providing a broad range of educational services, such as the correspondence education business (Z-kai, etc.), cram school business (Eikoh Seminar, etc.), and foreign language instruction business (Shane English School, etc.), along with services such as the publishing of books and operation of mock tests and preschool classes.
(5)	Stated Capital	100 million yen
(6)	Date of Incorporation	April 1, 1960

4. Schedule

Execution of the Agreement on the Business Alliance: July 5, 2018

5. Future Outlook

The impact on the consolidated results of the Company for the fiscal year ending February 28, 2019 will be negligible. However, the Business Alliance will contribute to higher consolidated earnings for the Company over the medium to long term.