September 12, 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 the Issue of USD-Denominated Senior Unsecured Notes

Seven & i Holdings Co., Ltd. (the "Company") gives notice that it has determined to issue senior unsecured notes denominated in U.S. dollars (the "Notes") in overseas securities markets. The key terms of the Notes are described below.

In response to its growing global operations, the Company aims to diversify its funding options in foreign currencies and strengthen its funding base by accessing overseas securities markets, where there is a broader universe of investors.

	USD-denominated senior unsecured notes due 2021
1. Issue Amount	US$600 million
2. Coupon	3.350% per annum
3. Issue Price	99.994% of the principal amount
4. Term	3 years
5. Maturity Date	September 17, 2021
6. Settlement Date	September 19, 2018
7. Offering Method	The Notes are being offered in overseas markets mainly in the United States, Europe and Asia. Within the United States, the Notes are being offered only to qualified institutional buyers in reliance on the exemption from registration requirements provided by Rule 144A under the United States Securities Act of 1933, as amended.
8. Listing	To be listed on the Singapore Exchange Securities Trading Limited.
9. Expected Ratings	AA- (S&P), A1 (Moody's)
10. Use of Proceeds	The Company intends to use the net proceeds from the offering of the Notes for general corporate purposes.

Note: This news release has been prepared for the sole purpose of publicly announcing the Company's issuance of securities, and not for the purpose of soliciting investment or engaging in any other similar activities within or outside Japan. This news release does not constitute an offer or sale of securities in the United States. The securities referred to above have not been and will not be registered under the United States Securities Act of 1933, as amended (the "Securities Act"). The securities may not be offered or sold in the United States absent registration or an exemption from registration requirements under the Securities Act.