March 5, 2020

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)

Enhancing Constructive Dialogue with Shareholders
(Establishment of the Investor & Shareholder Relations Department)

Seven & i Holdings Co., Ltd. (the "Company") hereby announces that it resolved to reinforce its IR (Investor Relations) and SR (Shareholder Relations) functions with the aim to enhance constructive dialogue with our shareholders at its Board of Directors meeting held today.

In order to contribute to the increase in corporate value over the medium to long term and sustainable growth and to provide shareholders and investors with a better understanding of the Company so that they can evaluate it appropriately, the Company has had a dedicated department (the Investor Relations Department) responsible for planning and executing dialogue with shareholders and investors. In our aim to further enhance constructive dialogue regarding the medium to long term management strategies, capital policies, corporate governance, responses to environmental and social issues, and so forth with our shareholders in and outside Japan, the Company has decided to establish the Investor & Shareholder Relations Department, expanding the function of the Investor Relations Department to include shareholder relations.

The Investor& Shareholder Relations Department will actively proceed with dialogue with the shareholders recorded in the shareholders' registry and the shareholders who effectively hold the Company's shares through various meetings. The department will report the opinions received during the dialogue to the management and the Board of Directors in a timely manner, and endeavor to utilize them in realizing the increase in corporate value over the medium to long term and sustainable growth of the Company.

Date of commencing operations: March 5, 2020
Director in charge: Junro Ito, Director & Managing Executive Officer

Reference material

Basic Policy on Constructive Dialogue with Shareholders and Investors

Constructive dialogue with shareholders and investors contributes to the increase in corporate value over the medium to long term and sustainable growth of the Company. Our policy on such dialogue is determined by the Board of Directors.

1) The Company has a dedicated department (the Investor & Shareholder Relations Department) responsible for planning and execution of activities for dialogue with shareholders and investors.

2) The Investor & Shareholder Relations Department is responsible for overall dialogue with shareholders and investors, and the president is in charge of it. The president, directors, and so forth strive to meet with shareholders and investors personally to the extent reasonable, in accordance with their wishes and the main topics of dialogue.

3) The Investor & Shareholder Relations Department has regular meetings with the relevant departments to promote smooth dialogue with shareholders and investors. The meetings facilitate the cooperation within the Company, such as information sharing, and the department also conducts appropriate exchange of information with the respective operating companies.

4) The opinions, wishes, concerns, and so forth gathered through dialogue with shareholders and investors are reported to management and the Board of Directors meetings as required, so that they can be reflected in management activities and business operation.

5) The Company holds the Shareholders' Meetings and individual meetings, as well as proactive quarterly financial results briefings and briefings at operating companies. In addition, the Company advances constructive dialogue to increase corporate value regarding the medium to long term management strategies, capital policies, corporate governance, responses to environmental and social issues, and so forth with the shareholders recorded in the shareholders' registry and the shareholders who effectively hold the Company's shares. In doing so, the Company strives to promote deeper understanding of its management activities and business operations among shareholders and investors.

6) To ensure that material information is not selectively presented only to certain people in the dialogue with shareholders and investors, the Company has determined the basic policy on information disclosure, and rigorously manages material information. Further, the information management supervisor of the Company is appointed and strives to prevent external leakage of material information and insider trading.

7) The Company will regularly assess the shareholder composition on the shareholders' registry. In addition, the Company will conduct a survey to determine the shareholders who effectively hold the Company's shares and use the results for constructive dialogue with shareholders and investors.