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A Good Neighbor Achieving Sustainable Co-existence with the Local Community



The 7-ELEVEN Millennium Health Station held health examination activities including taking of blood pressure in June, waist measurement on August 9th and the Health Month. In 2013 we saw more than **70,000 people** joining these activities, showing that we constantly care for public's health.



Up to 2013, more than **2,400** community activities called Good Neighbor Funfest were held to maintain a good relationship between the local communities.

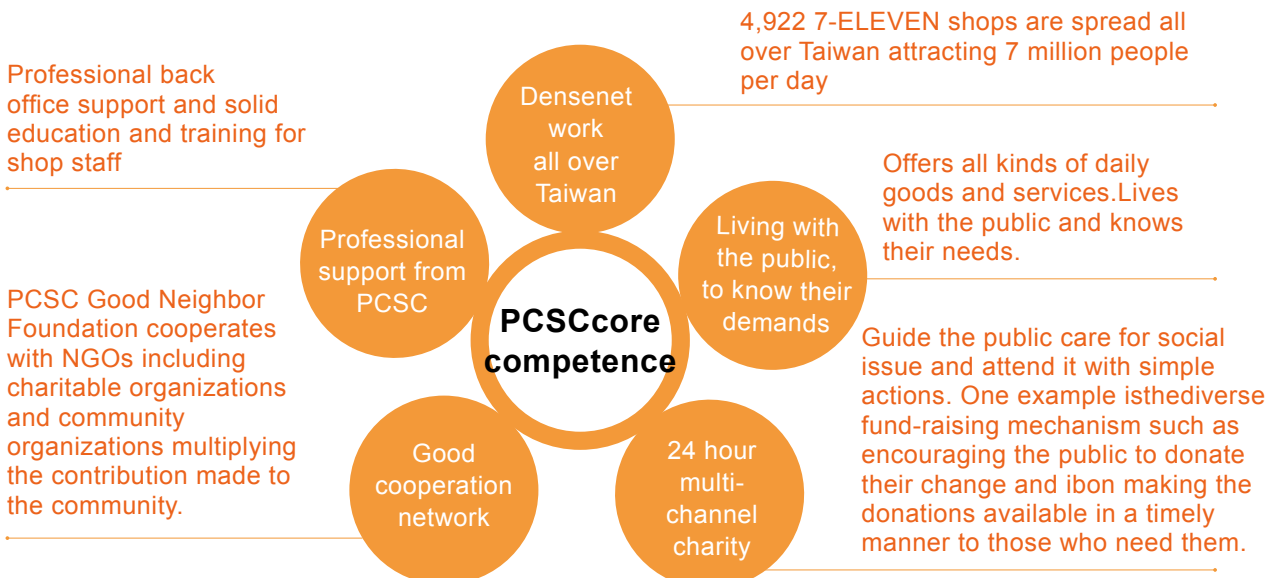


In 2013, a total amount charity fund of **NT149 billion** of New Taiwan Dollars was collected.

4.1

Constructing of A Happy Community

PCSC shops are found everywhere from big streets to small alleys and keeps Taiwanese people company every day. It is a connection of emotions. We not just offer excellent goods and various services to satisfy the people's daily needs, but also help bring communities together to create a happy society through the PCSC platform. By doing so, happy enterprises is constructed. In order to reach this objective, we make good use of PCSC's core competence to fully apply the enterprise resources to every corner of the community. During the process of community management, mastering the public's demand is the basis of developing goods and service. The public has placed their trust in us and we have become an irreplaceable and reliable good neighbor that creates a win-win outcome for everyone in the community.



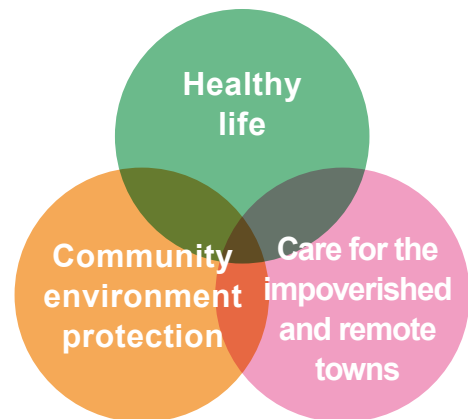
4.2 Good Neighbor Foundation

PCSC donated and established the PCSC Good Neighbor Foundation. 2013 was the 14th year. For a long time, the foundation actively joined the work concerning remain on friendly terms with the neighbors and devoted itself to improving the living conditions and continuing of the local culture. In 2009, the public's spiritual life was enriched and life quality was improved through the staff of 7-ELEVEN shops all over Taiwan, encouraging the employees to engage in community relationship management, providing more extensive services for the neighboring villages, towns and impoverished groups, and giving full play to the local spirit. PCSC is stepping up to the target of becoming the service center of the community.



統一超商好鄰居文教基金會

Good Neighbor Foundation



Aspects that the Good Neighbor Foundation Cares About

Major Events for the Good Neighbor Foundation for 2013

June 1st -
June 15th

The 7-ELEVEN Millennium Health Station held the blood pressure taking activity for the public. This activity encouraged 6,474 people to monitor their blood pressure regularly.

August 28th

Together with the Global Views Monthly magazine, the foundation held the Taiwan night market environment protection actions survey and shot Clean Up the World online video to call on environment protection initiating a heated discussion among the youth and the public.

August

The foundation jointly held the waist measurement activity on Aug. 9th and the monthly health examination activity with the Taiwan Millennium Health Foundation. The activity was synchronously held in 575 mini health stations all over Taiwan attracting more than 70,000 people to attend.

September 29th

Together with the Australian Clean Up the World headquarters, the foundation conducted the Clean Up the World, Night Market Clean! Cleaning Shilin Night Market activity attracts 36,982 people to attend. The concept of environment protection was widely transmitted and the tourist landmark was cleaned

September -
October

Continuing the advocacy of caring for remote villages, the movie Bridge Over Troubled Water was launched for screening nationwide and entered the Best Documentary of the Golden Horse Awards. The issue concerning education in remote villages aroused much attention from the public.

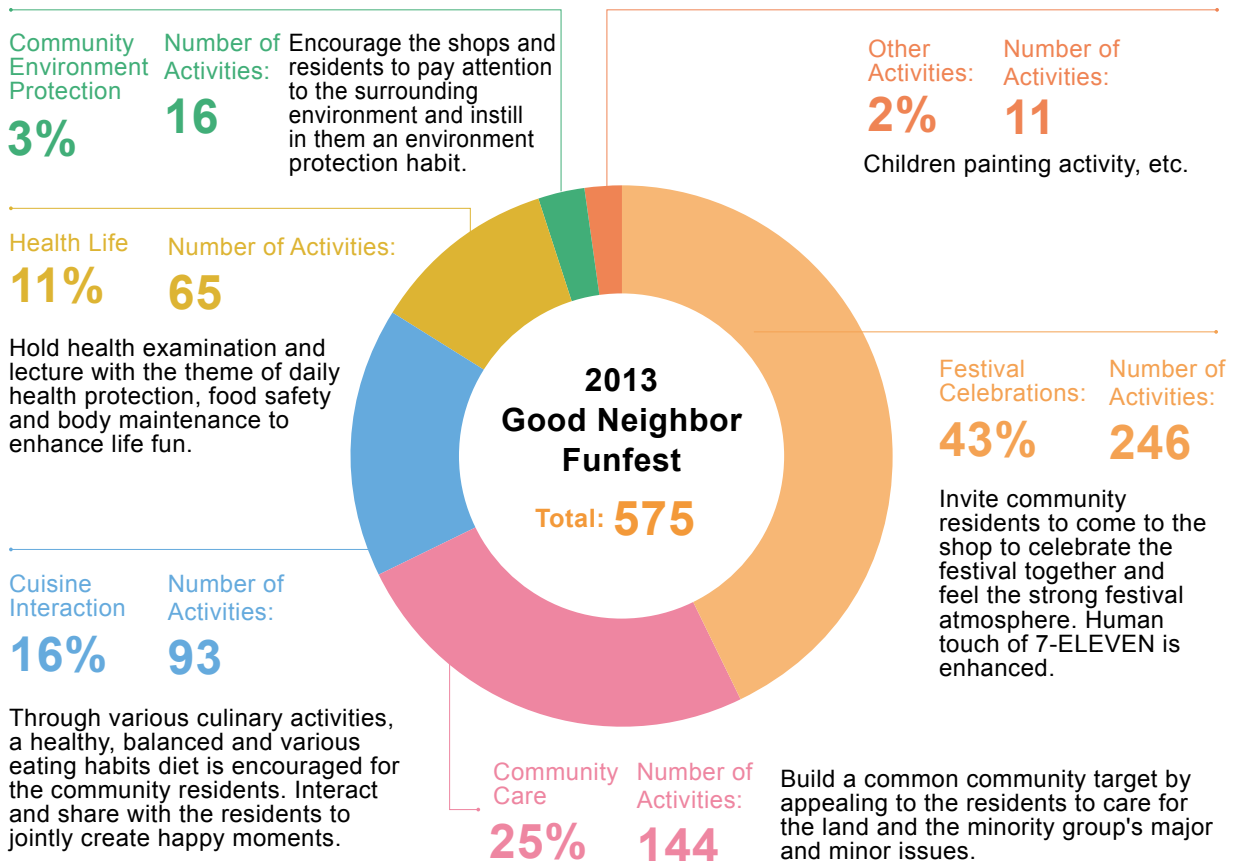
October-
November

Themed with micro power making here different, the real stories happened during community management were shot into three public service advertisements. They are the special service stories including "Accumulations points of reading and running to exchange delicious breakfast" in New Xianjia Shop in Kaohsiung City, "Free Slurpee for a full score in the monthly examination" in Yongxu Shop in Nantou and "Environmentally friendly movie theate" in Dengguan Shop in Taoyuan. They were shot into the "Running Episode", "Slurpee Episode" and "Movie Episode" hoping to get a huge response through common and moving stories. The concept of the said videos is that the surrounding environment will be better if every member of the society can make a contribution of their efforts.

Good Neighbor Funfest

There are a total of 365 villages and towns in Taiwan where residents of different backgrounds and different life stories live. In order to adapt to the local life and lean close to the community emotion, the Good Neighbor Cultural and Educational Foundation started the Good Neighbor Funfest from the autumn of 2009. By the end of 2013, we have gathered more than 10 thousand partners and community resources to hold more than 2400 funfest activities including festival activities, little mini store manager, community clean-up and caring for the weak kids. Meanwhile, we used the 7-ELEVEN Love World Facebook to share the relevant interesting stories hoping to give full play to community power to better promulgate the issues concerning the community and spread love and warmth all over Taiwan. Currently, the followers of the 7-ELEVEN Love World Facebook reach more than one million, with an average of 10,000 followers and 1,000 "likes" for every post on Facebook. In future, PCSC will work harder to manage the community and create a harmonious living environment.

Good Neighbor Funfest						
Year	2009	2011	2011	2012	2013	Total
Number of activities	57	408	644	776	575	2,460
Number of people who joined	6,779	76,197	94,037	105,265	76,818	359,096





| Store Manager Experience Camp for children | Economy and Trade Shop, Neihu District, Taipei City

The Economy and Trade Shop held the Little Mini Store Manager Experience Camp inviting little kids from the community to wear special uniforms and hang out shopping and identifying goods, learn to tell the validity period of the goods, cash out, give change and obtain marketing and promotions techniques. This activity attracted more than 60 kids to attend and made the kids know the basic operation model of a retail store from their amusing interactions.



The children learned the service procedures covering product display and checkout at counters and had a picture taken as a souvenir happily in the end.



| Sending Care to the Children's Ward | Cheng Kung Shop, Dong District, Tainan City

Together with the nursing station of National Cheng Kung University, the Cheng Kung Shop held the Sending Care to the Children's Ward activity. The shop staff and volunteers dressed up as angels in white using their emotions and love to rid the kids of their fears. Their parents used their brave smiles to keep the kids company and encourage and cheer them up.

Sending gifts to express care



Taking photos happily with the kid patient



Taking photos with the assistant nurses; Visiting, caring



Encouraging patient in every ward, children and their parents expressing thanks with delight

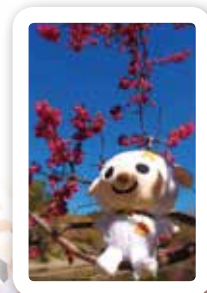
Case Study

Two malls: 7-ELEVEN Cingjing Tourist Service Center and CingjingFarmSmallSwissGarden



In 2002, PCSC began to start mall management and has accumulated more than 10 years of experience in the field as of the present time. Currently, it owns more than 40 malls of six types including those in the international airport, in scenic spots, national highway service areas, science and technology-intensive factory administrative office, in medical institutions and universities and colleges, serving more than 50 million people every year. In order to strengthen the environment protection mechanism of the local malls, PCSC not only carefully designs its facilities, but also engages in the interaction between the mall and the community.

For example, the two malls, 7-ELEVEN Cingjing Tourist Service Center and CingjingFarmSmallSwissGarden, input many resources to promote the activities including Windmill Day, Christmas Day and New Year's Eve celebrations to enhance the tourism competitiveness of the local scenic spots. Additionally, our team joins in tree planting and mountain cleaning activities. In Cingjing Farm, more than 20,000 trees are planted and more than 10,000 meters of waste water pipes are cleaned, which equals to a reduction of 125 kg carbon dioxide. In future, SmallSwissGarden will continue to expand its community interaction; hold activities including the children's nature ecological exploration guide and drawing contest; promote activities that integrate the local cultural characteristics including the Festival of the Sheep and the Torch Festival. PCSC hopes to effectively play its role of a good neighbor of the community in every corner of Taiwan.



The Millennium Health Foundation

Seeing that state medicaid expenditures have been increasing and an aging society has come into being, in 2003, the Millennium Health Foundation, jointly created and donated by President Enterprises Corporation and PCSC, called on more than ten specialists and scholars from different fields including medical science, nutritional science and food science to jointly engage in social education preventive medicine and the advocacy on metabolic syndrome. The concept of a healthy waistline contributes to long-term health and implementing the 3Ds (Do Control, Do Health Diet, Do Exercise) healthy lifestyle are promulgated. In addition, PSCS also donated NT 5 million to the Millennium Health Foundation to promote health care social education.



In order to remind the people of the importance of a healthy waistline, President Enterprises Corporation, together with PCSC and relevant affiliated companies, comprehensively launched the August 9th waist measurement and Health Month event in 2013. This activity was co-supported by the Bureau of Health Promotion. In order to enlarge the popularity and coverage of the activity, celebrities with a good and healthy image were invited to be the spokespersons of the activity to call on the public to place importance on a healthy waistline and keep metabolic syndrome away.

7-ELEVEN Millennium Health Station



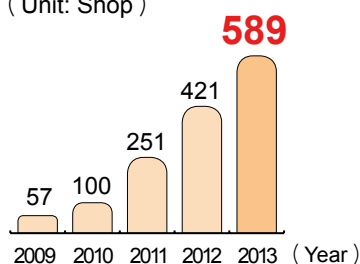
Good Neighbor Foundation and the Millennium Health Foundation jointly set up the Community Health Station offering considerate services in the shop including sphygmomanometer, waistline measurement and providing health information to ensure that the residents of the community are able to measure their waist and blood pressure at any time and monitor their health. By the end of 2013, a total of 589 7-ELEVEN shops, even the remote shops in Peng-hu, Jinmen and Matsu islands, have set up a health station.



Besides the fixed-area for self-help blood pressure station and waistline measurement service, the 7-ELEVEN Millennium Health Station also cooperates with the August 9th waist measurement and the Health Month event, synchronously holding the Health Station National Health Examination to call on the public to implement the 3Ds (Do Control, Do Health Diet, Do Exercise) for a healthy life, keep the "three high" chronic diseases away and jointly crack down metabolic syndromes. Meanwhile, we also occasionally conduct health examinations and blood donations with medical institutions, health institutions and health education institutions to constantly care for the public's health conditions.

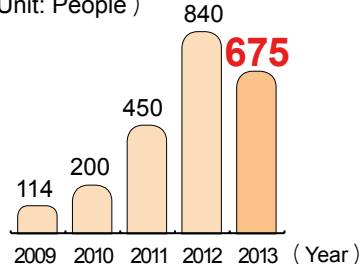
Millennium Health Station

(Unit: Shop)



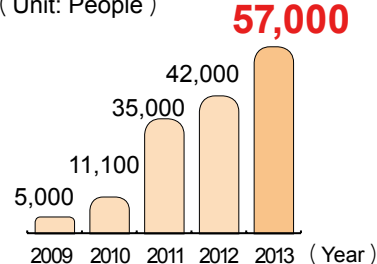
People Involved in Medical Care

(Unit: People)



People who Attended the Activity

(Unit: People)





Health Station Activity |
Tongqing Shop, Yilan County

Constantly hold

Using re-testing card to help customers form the habit to come to the shop to take their blood pressure and measure their waistline.

Set theme

Enhance activity diversity and attract customers and their friends.

Reward and gift

Customers initially come to the shop for the gift and reward.



Calorie Classroom



Health Lecture



Move for Health



Integrating Festival



Successfully Attract the Old
to Come to the shop



Customer Constantly
Back Flow



Centripetal Forces
among Shop Partners



Achievements Presenting



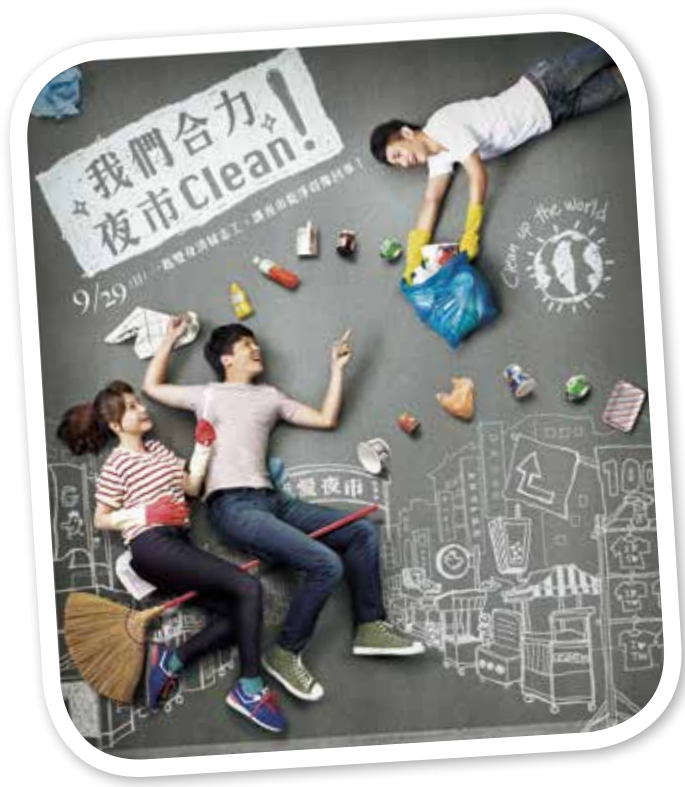
1. Held **18** health examination activities measuring **2,700** people.
2. 72 people re-tested for **3** times.
3. Held 3 health lectures with **80** people in attendance.
4. **47%** performance growth compared with before the shop's pre-expansion period.



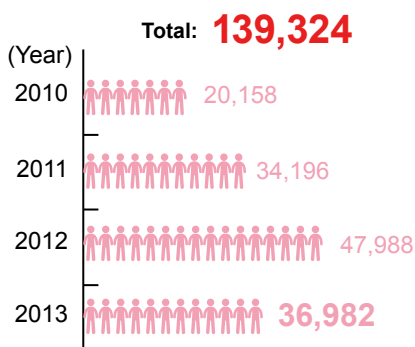
Clean Up the World— Join the World to Love the Earth

Since 2001, the PCSC Good Neighbor Foundation has cooperated with Australian Clean Up the World headquarters to regularly hold Clean Up the World, Taiwan Environment Protection activity with more than 120 countries and 40 million people participating every September. Calling on volunteers to clean up the world, this activity aims to change everyone's life attitude and daily habit to improve the natural environment with environment protection concepts including resource recycling and waste reduction. This activity has become the largest cleaning event every year nationwide. Since 2001, a total of 0.4 million people have participated this clean up event to show their love for the planet.

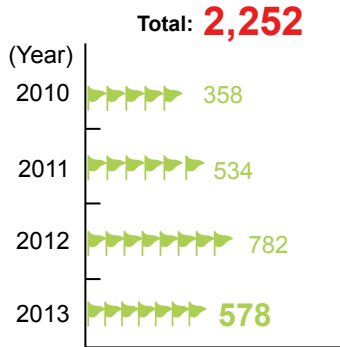
In 2013, the theme is about jointly cleaning the night market, linking up 85 night cleaning spots all over Taiwan. We went to the streets to pick up plastic bags, bamboo sticks and cigarette butts that make the night market dirty and messy and brush off the grease from the floor. The regions cleaned cover Jinshan, Keelung in the north, Hengchun Old Street in the south and HualienZhiqiang Night Market in the east. The majority of the volunteers who are between the age of 4 to 80 are students who like going to the night market the most. Through the influence of these people, this activity aims to expand promoting individual environmental behaviors to promote surrounding environmental concern and spreading the spirit and culture to their relatives and friends. This activity attracted 36,982 volunteers, of which those aging from 15 to 35 takes up half. On the day of the activity, 3,601 waste bags were collected, giving the night market and residential environment a completely new look. By successfully holding this large-scale activity, the public is reminded about environmental protection awareness.



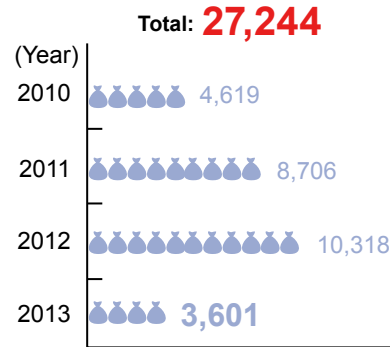
Number of People



Cleaning Spots



Waste Bags Cleaned



Bridge Over Troubled Water

A Story that Touches Your Heart



PCSC focuses on community care and providing benefits to the people in the community. Through the Good Neighbor Funfest held by the Good Neighbor Foundation, PCSC aims to call forth the colleagues' responsibility for community care.

After several years in operation, we find that the seed of care have flourished in the shops in various regions.

In 2011, a touching story happened in Xinjiaxian Shop, one of the PCSC shops in Kaohsiung. The store manager found that after the environmental upheavals like the 8/8 wind disaster and population migration, the living atmosphere of local children became negative. Therefore, the store manager actively held the activity, "accumulations the points of reading and running to exchange delicious food", in the shop to encourage the primary and secondary school students within Jiaxian region to actively read and run to get the goods in the shop. The small action made by the store manager aroused the residents' overall awareness. In such a scarce-resource environment, the children in Jiaxian worked hard to improve their self-worth, which encouraged the adults after the disaster.



In order to expand the influence of the issue, in 2012, we collaborated with the famous domestic documentary director to shoot the 29-min micro film Bridge Over Troubled Water with an events recording approach. The story that the kids in remote villages influenced by the 8/8 wind disaster work hard in the tug-of-war contest to fight for the honor conveys encouragement to the villagers in Jiaxian. The micro film got a warm acceptance and resonance from the public after it was released. More than 0.6 million people watched the movie on the video website. In 2013, we further invested in and innovatively used movies as a message transmission tool. Besides the real story of the Jiaxian tug-of-war team, we also added the tough foreign mother's struggle to call on the public to care about and pay more attention to the disadvantaged groups in remote villages. By doing that, we also wanted to form an image that 7-ELEVEN is a good neighbor that supports local development. PCSC was the first retail store to innovatively use documentaries to attract the people's attention to issues concerning the disadvantaged groups. In addition, it was also the first one to be nominated for and become a recipient of the Golden Horse Award.

Moreover, in order to realize the company promise, the PCSC Good Neighbor Foundation will continue to inject funds to the study resources of Jiaxian Primary School. Returning to the origin of the movie reading resources in remote villages, PCSC will assist in transforming the Jiaxian Primary School to a Good Neighbor Library which will serve as the communication center for the local people.



4.3

Public Welfare: Bridging the Gap between You and PCSC

Love Donations

Shop Charges Donations



Whether it's in a city or village, day or night, with the beginning of Find Love Back 27 years ago, 7-ELEVEN adopted the idea Live with Public Benefit, Random Acts of Kindness, and placed a small charity box in the shop to encourage the customers to donate their change after checking out. Their random acts of kindness can help the needy and make love always open. For 27 years, a total of NT 176.657 million (by the end of February 28th 2014) was raised and more than 100 charitable organizations and people were helped.

In order to be responsible for the public's donations, 7-ELEVEN pays careful attention to selecting the charitable organization it works with. The financial condition of the organization is comprehensively checked with the help of financial, law and audit institutions. The collaboration will be further planned after the checking is finished and no problems were found. Besides supporting the basic service of the organization, PCSC also deliberately discusses with the organization to offer help and assistance to its further improvement. In addition, after the plan begins to be implemented, 7-ELEVEN counts the money in the charity box to transparently deal with the flow of funds and accounting. All the actions are checked and inspected by a public institution to make the public feel at ease with their donations.

In addition, in order to enhance the transparency of the charity work, 7-ELEVEN invests in human resources and funds to maintain the charity box. The relevant cost in logistics and slotting allowance reaches to NT 0.9 billion. At the same time, it is publicized on its own media, the Love World Facebook Fans Club, to promote the activity and provide timely help and call on the public's care for the society to donate resources to the issues that really need attention and assistance.



Achievements of Fundraisers in 2013

Dates	Name of Fundraisers (Collaborator)	Introduction on fund-raising service	Amount of funds raised (NT)
1.1-3.31	Terminate hunger · help them to grow (World Vision Taiwan)	Fundraising was mainly used to assist children and families stricken by global great disasters within Taiwan and from more than 80 countries overseas. This year, through the assessment of professional social workers, 190,401 people and 13,318 households were provided help in economy, health care and other aspects in the pattern of emergency assistance payment or Medicaid. In the part of foreign service, projects like food aid, war care and reconstruction and disaster relief were put forward, and the total number of beneficiaries was 3,625,518.	3,914 million
4.1-8.31	Learned to not afraid of the future - Independent living of those with disabilities (United Way)	In order to assist the living necessities of those with physical and mental disabilities and improve their living autonomy, fundraising money was mainly used for "interpersonal social support", "home life support", "community life support", "advocating for protection", "health and safety" and "employment support". The annual service amounted to a total of NT 567,797.	6,040 million
9.1-10.31	Fundraising plan to take care of vulnerable elderly people living alone (Mennonite Foundation, Hiromichi Elderly Welfare Foundation)	Echoing the social issue of aging, "Finding the Love Back" cooperated with public interest groups to support vulnerable seniors' basic life demands such as "home service", "room service", "guardian online", "community day care" and "house bath". A total of more than 30,000 vulnerable elders were helped.	2,614 million
11.1-12.31	Save the people with liver disease - program to screen the hepatopath in rural areas (Liver Disease Prevention Foundation)	Lack in medical resources and inconvenience in seeking medical service in rural areas became a dead angle to promote the prevention of liver disease. "Finding the Love Back" continued to go into the rural areas and provide free blood drawing and ultrasonic virus screening for the elderly people over 65 to help them stay away from the threats of liver disease. More than 9,375 people were helped in total.	2,332 million
Total			149million

ibon Charitable Donation

Since 2008, we used the ibon convenient living station as a platform to establish the public welfare center for charitable donations where donors are free to choose from the public benefits and social welfare groups on the platform to donate. The total fundraising money in 2013 was NT \$ 35.82 million, with an average donation of NT \$ 528. And for the annual important events like the Sichuan earthquake and the Philippine typhoon, emergency relief was also initiated through ibon fundraising to spread the love overseas.

Sichuan Earthquake Project

May 2013, a 7.0 earthquake occurred in Ya'an, Sichuan, China, causing heavy casualties: The affected people who urgently need outside assistance were estimated at more than 2 million; many surviving victims, facing the dilemma of shortage of supplies, were in urgent need of outside assistance. To provide the best real-time help to the victims in Sichuan and rebuild their homes, 7-ELEVEN, together with World Vision Taiwan, immediately launched the fund-raising for "Ya'an, Sichuan Earthquake", and launched the "Hunger Thirty" emergency rescue mechanism. Through the ibon convenient donation stations at 4,859 retail stores all over Taiwan, 7-ELEVEN provided a real-time donation channel that is accessible for everyone to take part in the first phase of the rescue work, help the disaster area weather the storm, and bring hope to the victims in rebuilding their lives.



The total amount of funds raised was NT \$ **446,736**

The Typhoon Disaster in the Philippines



November 2013, Super Typhoon Haiyan passed through the central region of the Philippines, causing serious casualties of over ten million local inhabitants. In addition to the communications outage between the hardest hit and the external areas, the typhoon severely damaged bridges, roads and other infrastructure, and caused a serious shortage of food, water, medical and other resources, so outside assistance was urgently needed. The mobilization of 7-ELEVEN in Taiwan, the United States, Japan and the Philippines showed the power of unity. In addition to Taiwan's donation of \$ 100,000 to the Philippines, 7-ELEVEN also collaborated with World Vision in ibon convenient stations to launch a one-month fundraising, so that consumers can readily send their love through monetary donations. Moreover, World Vision started

emergency rescue mechanisms simultaneously to plunge into the relief works focusing on the people's livelihood, water sanitation, emergency shelter, etc. in affected areas. It also set up the "Children's Care Centre" to conduct rescue operations involving psychological care as well as health and nutrition care for affected children, to make the disaster victims in the Philippines rise over their difficulties as soon as possible.

7-ELEVEN in the Philippines, on behalf of PFI Foundation (PhilSeven Foundation, Inc.), brought together the funds donated from all sectors, which reached nearly one million pesos, to assist the local government in disaster relief. In addition to donations, it launched fundraising activities within the retail stores for the Ministry of Social Welfare of the Philippine government, and raised funds to provide for the meals of disaster relief volunteers. Because the Philippines is a country made up of multiple islands, the transport of goods can only rely on air or sea methods. And it takes one week shipping time from Manila to the islands in the affected areas, so transport of relief goods became a big problem. Therefore, 7-ELEVEN in the Philippines cooperated with the Department of Social Welfare, logistics companies and local charities for Leyte Island, Samar Island and the other hardest hit areas to transport relief supplies by leasing a private aircraft in order to shorten delivery time, expecting the existing resources of 7-ELEVEN to work in fulfilling its social responsibility.



The total amount of funds raised was NT \$ **767,159**

Providing job opportunities for workers with disabilities

According to the survey data collected by United Way, the unemployment rate of disabled persons is three times higher than the general population, reaching 12.35%, among whom even up to 35% of the disabled persons have been waiting for employment for more than a year, becoming relatively weak employment groups. Since 2007, 7-ELEVEN used the fund-raising platform of retail stores all over Taiwan to launch fundraising and bring together the public's love with United Way. Over the past seven years, a total of over NT \$ 380 million have been raised to help more than 1.59 million of physically and mentally disabled persons to start new lives. In 2013, 7-ELEVEN once again invited the well-known artist as a spokesperson for the program and talked from his own experience of tough rehabilitation to call on the public to accept and support the disabled persons and give them strength with charity donations.



In addition to fundraising for the physically and mentally disabled persons since 2002, 7-ELEVEN began to hire employees with disabilities to provide them with a stable income and give them dignity, and let them take the first step of independent living. As of 2013, there are 286 physically and mentally disabled little angels servicing at the retail stores, exceeding the government's requirements, among whom 123 are suffering from moderate or severe disabilities. In order to expand the employment opportunities in the future, 7-ELEVEN plans to build a job matchmaking platform for disabled persons where they can not only have a more convenient and real-time information exchange, shorten their waiting time of employment, but also to explore the available positions for the retail stores.



Care for the vulnerable elderly people living alone

Taiwan currently faces the problem of an aging society, and the proportion of the population over the age of 65 is more than 7%. It is estimated that by 2025 one in five individuals will be an elderly. At that time, home care, security of living alone and community day care for the elderly will be considered a problem. Therefore, 7-ELEVEN is working with social welfare groups to raise funds for the care of the elderly living alone and appeal to the public to spending the love and responding to the magnanimous acts.

And in view of the current meal allowance of the government for the vulnerable elderly living alone which is just one meal a day, elderly people living alone with nobody delivering the meal is often hungry. Therefore, 7-ELEVEN, launched the "Plus + Meals for the Elderly", which urged the people to donate copper coins and support loose-change donation, so that the vulnerable elderly people living alone can get one more warm meal a day. In 2013, we worked with the Mennonite Foundation and Hiromichi Elderly Fund, and with the help of their professional team, cared for the elderly living alone and the vulnerable elderly in eastern Taiwan. The delivery team included social workers, nurses, nutritionists and delivery staff. Everyday, the central kitchen or cooperating organizations cook the meals with less oil and salt and low Purine which are good for the health of the elderly and delivered in insulation dining car or insulation bags. We expected the love of the people in 7-ELEVEN throughout Taiwan was fully used to give the elderly warm meals in the comfort of their homes. A series of public service activities focusing on care for the elderly awakened the concern of society for the vulnerable elderly people living alone; prepared them for the possible consequences an aging population will bring to the social system and showed the determination of 7-ELEVEN to actively engage in charity.

There were managers of retail stores who spontaneously donated money to buy livelihood supplies or grocery items for the elderly people living alone. It was obvious that the culture of elderly care in 7-ELEVEN had been significantly inculcated in the staff. 7-ELEVEN particularly filmed the commonwealth movie "A Grocery Store at the Foot of the Hill" (<http://youtu.be/4OZjMwFioqU>), a true story of interaction between the managers of "the store at the foot of the hill" with the elderly, to call on the public to address this social concern. The district where the store of 7-ELEVEN at the foot of the hill is located has less than two thousand people, half of whom are the elderly and children. The film depicts the manager as a good person who treats the children and the elderly of the local community as he would his own family, making it the most humane "grocery store". From September 2013, the commonwealth movie was broadcasted through the Facebook page, Love the World of 7-ELEVEN, video websites, ichannel of retail stores and other media outlets. We hope the film can encourage the public not only to care for the elderly people around actively, but also to continue to build the public brand image of 7-ELEVEN as the center of community service.





Emergency Relief –Activity of Close for Love

For some families who are in a situation of dire need, maintaining their needs for daily life has been a problem, let alone celebrating occasions like the Chinese New Year. In order to make such families also feel the happy atmosphere during New Year, we have been organizing the activity of "Close for Love" to send out the warmth in cold winter by providing the children from needy families with a free chance to pick goods in the retail stores. This has been ongoing since 2010.

In 2013, the coverage of the activity was expanded, 10 retail stores linking the northern, central, southern and eastern invited 30 disadvantaged families to the shop. In addition to this activity, we also gave each family \$ 10,000 of "love cash" so that they can purchase their daily necessities and supplies for the New Year, and thereby appealed to everyone to care for the disadvantaged and help more families in dire need.