

# 04



## President Chain Store Corp.- Good Neighbor

### 2018 KPI

- To organize **15,000** Good Neighbor Funfests with over 300,000 participants
- To raise NT\$**170M** in spare change donations at retail stores

### 2017 KPI

- Organized **7,000** Good Neighbor Funfests with over **175,000** participants
- Raised NT\$**166M** in spare change donations at retail stores

### 2016 KPI

- Held **2,300** Good Neighbor Funfests with over **115,000** participants
- Raised NT\$**165M** in spare change donations at retail stores



% of Target Reached

100%

% of Target Reached

100%

We have never wavered in our mission to become an irreplaceable Good Neighbor that infuses the entire community with happiness and a sense of trust. PCSC has brought about a retail revolution and branched out into both busy thoroughfares and quiet lanes, building a closer connection—an emotional connection—with local residents in their day-to-day lives. We have utilized the PCSC core competencies to distribute corporate resources effectively to all corners of society. Operating within the community allows us to better understand the needs of local residents and to earn their trust and good will. Through our more than 5,200 stores, PCSC has truly become a good neighbor with communities throughout Taiwan.



## 4.1 PCSC Good Neighbor Foundation

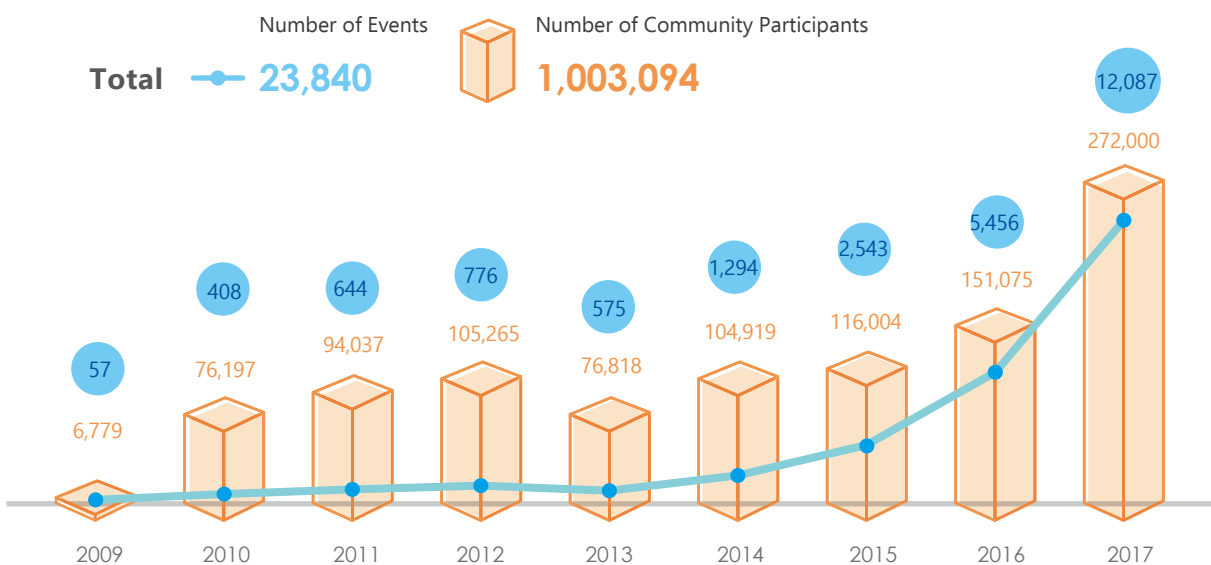
In 1999, PCSC established The Good Neighbor Foundation with donations in Taiwan where it has been developing the market for almost 20 years, coupling its retail sales channels and operational know-how with its store locations all over Taiwan to incorporating community management and concern into its assistance network. The Good Neighbor Foundation is focused on serving members of the community and sponsoring activities that promote healthy living, environmental protection, caring for the less fortunate, and those living in rural areas. All this is undertaken with the aim of creating a better quality of leisure life for the community. PCSC sets aside nearly 70,000 people from our retail stores and a budget of over NT\$10 million each year to recreate the traditional ma and pa grocery store atmosphere to help make 7-ELEVEN everybody's good neighbor.

The Good Neighbor Foundation is currently engaged in charity events that include Good Neighbor Funfests, Good Neighbor Study Incentive Program, and 7-ELEVEN Millenium Health Stations, providing services such as measuring blood pressure and waistline.



### Good Neighbor Funfests

In 2009, the Good Neighbor Foundation began sponsoring Good Neighbor Funfests to draw local residents closer together through various organized activities. This interaction bolsters the collective resolve of residents to improve their communities, helps them rekindle the simple yet sweet kindness intrinsic to Taiwan, and even facilitates the bridging of distances between people, ultimately adding a touch of warmth and compassion to the greater society. Good Neighbor Funfests have been working on four central themes: parent-child interaction, caring for the disadvantaged, education, and healthy and environmentally-friendly lifestyles. To date, over 30,000 FunFests of varying themes attracting over one million participants have been held. In 2017, an unprecedented 12,000 events organized directly by branch stores were held, making these the most popular parent-child activities in Taiwan.

#### ○ Number of Good Neighbor Funfest Events and Participants by Year:



## ○ Overview of 2017 Good Neighbor Funfest Events

	Event theme	Event description	Name of event	Number of events	Percentage of Total Number of Events
		Strengthen communal ties by appealing to residents' emotional connection to their neighborhood so that they reach out to disadvantaged neighbors and become more involved in neighborhood matters	Forever Young Store Manager OPEN! Cares Health Promotion Stations Blood drives	<b>366</b>	<b>3%</b>
		Invite parents and their children to 7-ELEVEN stores to celebrate holidays and spend quality time together in order to strengthen family bonds	Drawing contest DIY Creative Cake Workshop DIY Cooking Workshop	<b>3,630</b>	<b>30%</b>
		Allow residents to experience the social value of serving the community; promote learning through play	Mini-Manager Good Neighbor Classrooms (English, math, etc.)	<b>5,812</b>	<b>48.1%</b>
		Urge stores and local residents to recognize the importance of local environmental issues and health concerns so that environmental consciousness and healthy habits are incorporated into daily life	Health exam challenge Hepatitis and dementia screenings Recycling tutorials Community clean-ups DIY Coffee grounds Recycling DIY Mini Farmers	<b>2,279</b>	<b>18.9%</b>
<b>Total</b>				<b>12,087</b>	<b>100%</b>

## ◆ Good Neighbor Support for Rural Education

According to Ministry of Education statistics from 2016, there were 880 primary and secondary schools in remote areas around Taiwan with most in Pingdong, Taidong, and Tainan. While Taiwan has a surplus of primary and secondary school teachers, schools in remote areas have a difficult time finding teachers willing to work there. The uneven distribution of education resources has made it necessary for almost 90% of remote-area schools to utilize external resources to promote reading and recruit reading teachers. With this in mind, the Good Neighbor Foundation donates money for teachers to Teach for Taiwan each year. In addition, in 30 primary schools in remote areas in Yunlin, Tainan, Pingdong, Kaohsiung, Hualian, and Taidong, it has set up a Points for Reading program which encourage students to read by giving them points for reading books and then allowing them to turn in the points for food. As of 2017, students in remote elementary schools accumulated over 68,000 points for reading and wrote 7,916 essays sharing what they learned from the books they read. Findings show that reading almost 70,000 books has helped students to grow, to broaden their horizons, and to increase the chance that they will be able to change their lives for the better.



### Finding qualified teachers for remote-area schools:

Remote schools don't necessarily lack materials, but attracting individuals qualified to instruct and work with students has been a major issue for schools in remote areas. The Good Neighbor Foundation and Teach for Taiwan began working together in 2014 to resolve this problem by providing the funds needed to train and pay teachers in 30 elementary schools in remote areas in Tainan and Taidong. 2017 marks the fourth year of this endeavor and has seen almost 100 teachers devote themselves to teaching in remote areas.



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Providing diverse teaching resources to schools in remote areas and giving students motivation to study:

The Good Neighbor Foundation provided funds to help build a library for the Jiasian Elementary School in the wake of the flooding caused by Typhoon Morakot to provide students reading resources. It was noted that children enjoyed visiting convenience stores, so teachers are encouraged to apply to use the "Good Neighbor Classrooms" in remote-area branches to hold classes on such subjects as math, English, and art. The Good Neighbor Foundation is also working with 30 primary schools in remote areas, offering Points for Reading Programs, integrating convenience store resources. Students can exchange points accumulated for reading books or writing essays for such incentives as food or product cards at the branch locations.

### Good Neighbor Support for Rural Education: Good Neighbor Classrooms

We encourage teachers to teach creatively and to use our stores as extramural learning environments where learning and fun go hand-in-hand, enhancing students' motivation to learn. We care about students and hope that as a result of our partnerships with local schools, learning will take place not only in the classroom but also through various educational opportunities presented by different real-world circumstances and venues. Since its introduction, our program has hosted a total of 64 sessions, with the two most common themes being first math and then social studies.



### Good Neighbor Classroom Achievements:

Partner school  
**Tainan Longqi Elementary School**

Partner branch  
**7-ELEVEN Dingfu Branch**

Topics taught  
**Arithmetic and life**

Students taught  
**First and second graders**



Activity name

### Math and Life

First and second graders from Tainan Longqi Elementary School were taught to add, subtract, and multiply whole numbers by teachers in a 7-ELEVEN branch location. They were also taught to solve two-step problems in real-world situations. Branch employees showed them around the store, let them experience product restocking, and taught them about product information. Then students were split up into small groups and allowed to choose products below NT\$150. They were then taught to calculate how much they had to pay and then they went to the checkout counter to take turns checking each other out. This diversified learning activity helped familiarize students with how arithmetic is applied to real life and how stores operate.



## Promoting Points for Reading Program

PCSC promote a Points for Reading program in 30 elementary schools in remote areas, taking advantage of its convenience store resources. Students receive one point for reading books approved by teachers. After accumulating 40 points, they can go to participating 7-ELEVEN locations and exchange the 40 points for food worth up to NT\$60. They are not allowed to exchange it for candy, alcoholic beverages, or carbonated beverages. Students can also write and submit essays that are shown on the Foundation's official website. Students who submit four or more essays in a month and the class that accumulates the most submitted essays over the course of a semester are given 7-ELEVEN product cards as a reward.



By promoting reading, PCSC has helped motivate students in remote areas to study and indirectly accelerate their language skills. Let's take Lin, a Longqi Elementary School fifth grader, as an example. Because her mother works late, her grandmother takes care of her much of the time. Lin used to spend most of her leisure time on her cell phone, but since her school started promoting the Points for Reading program, she has been applying herself to reading more than her classmates to accumulate points, improving her language skills in the process. The Good Neighbor Foundation hopes to improve education in remote areas, encouraging students to see the world through the books they read and to give them hope for their future in the process.



PCSC is dedicated to encouraging children to apply themselves to reading and to supporting reading in remote areas. Following in the steps of the moving story entitled "Bridge Over Troubled Water" shown in 2012, in 2017, the Good Neighbor Foundation collaborated with the makers of the film "Turn Around" which was shown in the Tainan's Ambassador Cinema in a free public showing. Teachers and students from three elementary schools in remote areas in Tainan were invited to see the movie which is based on the true story of Wang Zhengzhong, a teacher from Shuangwen Junior High School who received the SUPER Teacher Award, the POWER Teacher Award, and the National Excellent Teacher Award. It describes his experience as a teacher assigned to internship at Shuangwen Junior High. Tempted to give up teaching there and return to the city to teach, he found himself being pulled back following the devastation of the 921 Earthquake that hit the area hard. As a result, he has dedicated his life to teaching in remote areas where he has been teaching for 21 years, using special teaching methods that have overturned methods traditionally used in remote areas. The movie shows students that education is the key to turning one's life around.



In 2018, PCSC is continuing its Good Neighbor programs to encourage students to study. It is expected that nearly 3,700 students in over 35 schools in rural areas will take part in the Points for Reading program, increasing their motivation to study while they accumulate points that can be exchanged for 7-ELEVEN product cards. PCSC is also expanding its Good Neighbor Classrooms program as it encourages schools to use its store locations as off-campus learning venues. It urges teachers and students alike to take advantage of these classrooms, so that students in remote areas can enjoy a larger diversity of educational resources.

### OPEN! Children's Reading Room

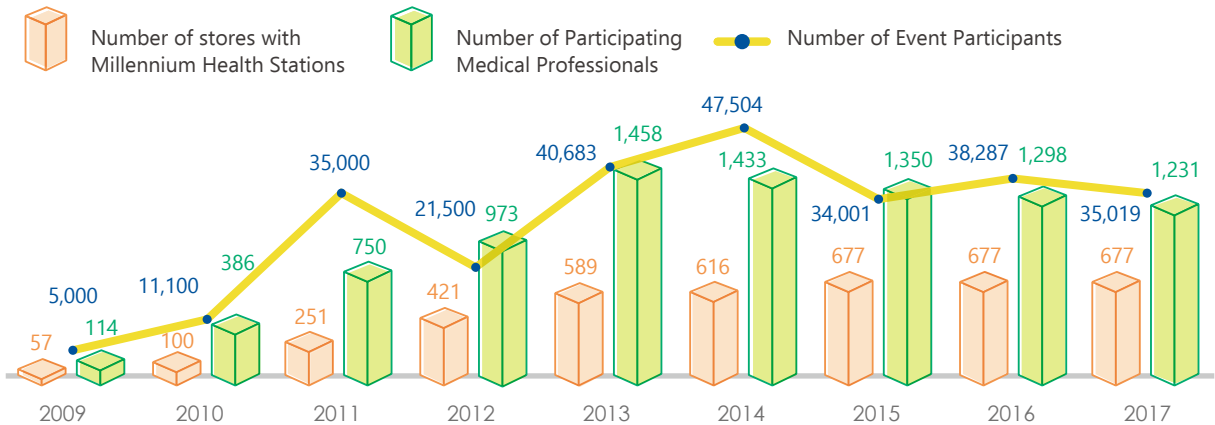
In 2016, the first retail location in Taiwan to jointly operate as an OPEN! Children's Reading Room was established, providing a comfortable environment for discussing homework after school, creating even more added value for the community and students in the process. The OPEN! Children's Reading Room has helped 7-ELEVEN better meet the needs of the community as well as encourage reading within the community, proving that we are a good neighbor not just in name but also in deed. As of the end of December 2017, PCSC has set up 107 OPEN! Children's Reading Rooms around Taiwan.



## 7-ELEVEN Millennium Health Stations

Since 2009, the Good Neighbor Foundation has collaborated with the Millennium Health Foundation to establish Millennium Health Stations at select 7-ELEVEN stores. At present, there are Millennium Health Stations distributed among 677 stores across Taiwan, creating a presence that extends even to the outlying islands of Penghu, Kinmen, and Matsu. At such stations, members of the community can measure their blood pressure and waistline. A yearly national health exam event is also sponsored, during which the public is encouraged to implement the 3Ds—Do Control, Do Health Diet, Do Exercise—in their daily lives so as to ward off the “three highs” (high blood pressure, high blood sugar, and high cholesterol) and to fight against metabolic syndrome. Since the health stations were first set up, it is estimated that over 23.65 million people have visited them to measure their blood pressure. In October 2015, the Millennium Health Foundation launched the Millennium iHealth ibon app, which enables those who monitor their health at the health stations or at home to keep track of their daily blood pressure, which is then automatically converted by the app into a diagram that can be printed from the ibon machine of any 7-ELEVEN store and given to doctors for reference. Since it went online, the app has accumulated almost 23,000 users and a total of more than 143,000 records.

### Millennium Health Station Event Performance By Year



### May 20 National Health Day, measure your mom's blood pressure at 7-ELEVEN

According to a 2013-2015 survey on changes in nutrition and health in Taiwan conducted by the Health Promotion Administration, less than 10% of women under the age of 50 have high blood, but that number jumps to 28.5% for women in the 50-59 age bracket. What's more, that upward trend continues as women get older, so it is important to measure blood pressure on a regular basis. In 2017, we organized the May 20 National Health Day in collaboration with the Taiwan Millennium Health Foundation, inviting the people of Taiwan to bring their moms to a 7-ELEVEN location to measure their blood pressure. 35,000 people had their blood pressure measured that day at one of our Millennium Health Stations. After all, isn't good health the best Mother's Day gift? That May, we also organized 150 Mother's Day events in store locations around Taiwan, including activities to show concern for health or others with our “Little Shop Managers” to encourage interaction with mothers. The purpose of these events is to impart health information in the hope that people live happier, healthier lives.







## 4.2 Highlighting the idea that 7-ELEVEN offers satisfaction

We have sought to expand our potential as a conduit of philanthropic services. In order to stimulate social awareness and enthusiasm for philanthropy, we have created several different platforms for charitable donation, including in-store spare change donation and ibon electronic donation. We believe that if we come together as a society, care for our neighbors in need, we can inspire a feeling of happiness unique to 7-ELEVEN through close, diverse interactions with the community, making great strides toward the goals of eliminating poverty, alleviating hunger, and reducing inequalities, as set forth by the United Nations.

### Happiness shining light into every corner - In-store Spare Change Donations

Adhering to the principle that charity is not a single good deed, but a lifestyle, we launched the "Bring Back the Love" charity campaign in 1988. We have set up over 5,200 in-store donation boxes so that compassion, just like our stores, would never close up for the night and that across Taiwan compassionate giving would be "Always Open!" We encourage customers to donate spare change and to adopt charitable lifestyles.

In 2017, we raised over NT\$169 million in spare change donations, reflecting a 5% increase from the previous year and donated these funds to five charities: the Pingtung Christian Hospital, Liver Disease Prevention & Treatment Research Foundation, Sister of Our Lady of China Catholic Charity Social Welfare Foundation, the Mennonite Social Welfare Foundation, and A Kernel of Wheat Foundation. In order to guarantee that community donations reach the intended parties, we carefully screen all partner organizations and employ a team of almost 1,000 to keep track of monthly donations. All matters regarding transfers of funds and financial accounts are handled with transparency and all necessary measures are taken to earn and maintain the public's trust. As a result, the public can be assured that their generosity is going to a good cause.

Starting four years ago, when proceeds from the "Bring Back the Love" spare change fundraising campaign first outstripped those of all other corporate campaigns, we fixed our attention on the coming "wave of the elderly." We linked up with the aforementioned charities to help with, among other initiatives, rural dementia prevention and care, rural hepatitis screening, liver disease prevention and treatment, the elderly serving as caregivers for the elderly, and meal-delivery for solitary East Coast elders. We emphasize innovation in philanthropy and draw on 7-ELEVEN retail resources in all action plans.





○ 2017 Fundraising Results

1.1~3.31

Early dementia awareness to help the rural residents recognize the symptoms of dementia so that they can seek proper treatment as early as possible (Pingtung Christian Hospital)

**44,634**  
Funds Raised  
(in NT\$1,000)

- ♥ Continuing our work with the Pingtung Christian Hospital on the Dementia Prevention Program:  
We focus on rural dementia prevention and care. Following a three-step dementia care model—prevent, detect, and care—which brings together the resources of 7-ELEVEN stores, the Good Neighbor Foundation, and the Pingtung Children’s Hospital, establishing a dementia safety net.
- ♥ We circulate dementia-related health information through Good Neighbor Health Classes and mobile services. Provide materials entitled “Contact Information for Life” to show children how to take care of their elders on a daily basis to enable them to detect the signs of dementia as soon as possible.
- ♥ We have set up Brain Health Measurement Stations at certain Pingtung 7-ELEVEN stores and at different spots in the community. We also set up “Love Transfer Points” to make it easier for the elderly to seek medical attention.



4.1~6.30

Save the Liver  
(Liver Disease Prevention & Treatment Research Foundation)

**41,428**  
Funds Raised  
(in NT\$1,000)



- ♥ Continue to promote liver screening and in addition to introducing abdominal ultrasound, PCSC set up the Liver Disease Prevention and Treatment Program, employing the concept of “health steward” in which individuals are charged with following up regularly with patients found to need treatment during liver screening to improve the rates patients see their doctors and receive medical treatment. This is a new model for following up on liver diseases in rural areas.
- ♥ From 2014 on, after using select 7-ELEVEN stores as rural liver screening stations, there has been a highly significant increase, of more than 20% each year, in screening participants and events. In 2016, We completed our liver screening tour of 164 towns three years earlier than planned.

7.1~9.30

Helping the elderly serve as caregivers for the elderly  
( Sister of Our Lady of China Catholic Charity Social Welfare Foundation)

**43,319**  
Funds Raised  
(in NT\$1,000)

- ♥ PCSC worked for the first time with the Sisters of Our Lady of China Foundation in Chiayi, the area in Taiwan with the most severe aging issue, in four major ways, including home service, community care, caring for caregivers, and dementia friendly environments. Together we promoted the concept of the elderly serving as caregivers for the elderly in families with victims with dementia, creating a community and local neighborhood care network to assist elderly individuals that have to take on the heavy responsibility of caring for another.
- ♥ Drawing a lesson from Japan and nations in Europe to provide senior citizens with dementia with a safe place to socialize. Situated in our branch locations, our “What Time Is It? Cafés” offer such dementia friendly surroundings





## 10.1~12.31

Eat Well - is a program that allows the elderly in remote areas to truly eat well (Mennonite Social Welfare Foundation, A Kernel of Wheat Foundation)

# 40,176

Funds Raised  
(in NT\$1,000)



- ♥ This program is directed at elderly individuals in the remotest areas where transportation is a real issue, like Xiulin and Shoufeng Townships and Yuli Village in Hualien as well as Luye Township in Taidong. It works on a day care center principle, providing meals, health information, help in life in general and in seeking medical assistance.
- ♥ Tongle Village, Tribal Kitchen, Meal Delivery House have become places local seniors depend on for assistance.
- ♥ The existent meal delivery mechanism has been coupled with Good Neighbor meal delivery personnel who deliver every two months. We have also developed meal packages for victims of disasters, in the event that the roads become impassable because of a natural disaster and food cannot be delivered to the elderly. It is PCSC's hope that the people of Taiwan will take part in various activities to enable us to assist in excess of 660,000 disadvantaged seniors in Eastern Taiwan.



### Total

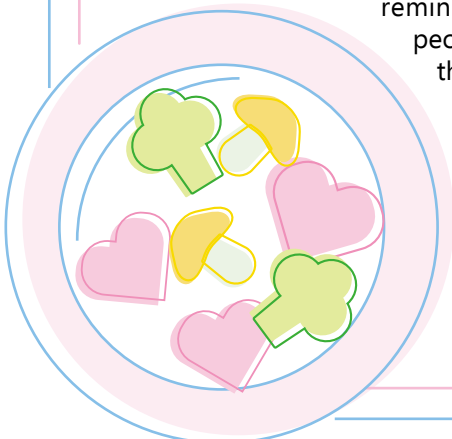
# 169,557

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President Chain Store Corp. - Good Neighbor

### Case study : Mr. Pan and Mr. Lin of Hualien

Mr. Pan and Mr. Lin are both seniors that live alone in Hualien, one in Dongli Village and the other in Tokar Community. In the past, Dongli Village only had a small community development association. It didn't have any markets or buffet-style restaurants. Because cooking real meals was out of the question, Mr. Pan frequently had no choice but to eat instant noodles. He has high blood pressure, but it wasn't checked on a regular basis. The Mennonite Social Welfare Foundation organized "Tongle Village", an event in which Mr. Pan took part this past February. After enjoying the meal they prepared for him and other members of his community, he remarked that he was touched by their efforts and that he couldn't even remember the last time that he enjoyed such a sumptuous meal. Now, social workers regularly remind him to check his blood pressure and take his medicine. Now, people are looking out for him to make sure that he is eating well and that he is healthy. Mr. Lin is 77 and lives alone near "Tribal Kitchen". Round trips to Yuli Township take 30-45 minutes, so he shops there at most once a week. He raises food at his house, but his meals generally consist of a vegetable and some rice. His meals were not nutritionally balanced, but since he has been going to the Tribal Kitchen, he has been eating with friends that live on their own in the community. He is impressed with how tasty and nutritious the food is. Tribal Kitchen provides meals three days a week, thereby making sure that seniors that live alone in the tribal community are receiving nutritious meals and are cared for.



## Happiness Is Everywhere - Community Care Stations

Beginning in 2014, 7-ELEVEN made care for disadvantaged elders a year-round priority. We fulfill our potential as a local bastion of compassion to more effectively mobilize our strengths for the good of the community. More and more funds and manpower have been invested each year since to ensure care for vulnerable elders who fall between the cracks of Taiwan's social welfare. Our care stations located in our more than 5,200 branches around Taiwan serve the local elderly community and represent one element of the comprehensive network of community services we have spent years developing.

### ○ Overview of Services:

Activity	Description	Figures	Beneficiaries
Making our branch locations dementia-friendly environment			
What Time Is It? Café	Drawing a lesson from Japan and nations in Europe to provide senior citizens with dementia with a safe place to learn.	Each week, two to three seniors work as trainees at the Xindaye Branch (Thursdays 10:00-11:00 a.m.) and the Jiabei Branch (Wednesdays 2:30-3:30 p.m.).	
Our stores helped to make up the deficiency in manpower suffered by charities, thus rendering their services more complete.			
Weekend meal delivery (Mennonite Social Welfare Foundation, A Kernel of Wheat Foundation, Sisters of Our Lady of China Foundation)	Each Sunday, managers of certain Huatung Valley stores deliver meals to 100 seniors in some of the remotest areas in Taiwan and check in on their health and well-being to make sure that they are eating well on weekends.  We have also developed disaster meal packages, in the event that roads become impassable because of a natural disaster and food cannot be delivered to the elderly.	<b>30 stores</b>	<b>9,136 meals delivered</b>
We made sure services were reaching the most vulnerable by turning stores into local community care stations and assisting organizations in their rural operations.			
Lunar New Year's Banquets	During the Lunar New Year Festival, stores organized banquets and communal clean-ups for solitary elders so that they wouldn't have to spend the holiday season alone.	<b>12 events</b>	<b>72 people</b>
Good Neighbor Health Classrooms (Pingtung Christian Hospital Foundation, Liver Disease Prevention & Treatment Research Foundation)	We organized hepatitis and dementia screenings at all rural stores in Taiwan and designed a mobile service for rural areas to bring life-saving aid to the residents' doors—helping local residents recognize the symptoms of dementia so that they can seek proper treatment as early as possible.	<b>52 events</b>	<b>3,599 people</b>
Smart Health Measurement Stations (Pingtung Christian Hospital)	The public can measure their blood pressure at smart health measurement stations installed in Pingtung stores and share their health data with 10 local medical facilities via the cloud, making medical diagnosis and treatment much more convenient.	<b>14 stores</b>	<b>43,526 people</b>
Senior Store Managers (Hongdao Senior Citizens Welfare Foundation)	Stores invited elderly members of the community to come and get a taste of retail work, reintegrating the elderly into society and giving them an opportunity to interact with the outside world.	<b>18 events</b>	<b>111 people</b>
Go Grandriders (Hongdao Foundation)	In this film, a group of older Taiwanese gentlemen take a trip around the island over the course of 12 days and 11 nights using our convenience stores along the way as rest stops and supply stations.	Over the course of their single circuit trip around the island, they stop at four store locations for supplies.	<b>104 people</b>
Ever-young shop managers / Grandparent-grandchild shop managers (Hongdao Foundation, A Kernel of Wheat Foundation)	Store locations ask seniors and their grandchildren to experience what it is like to work in stores. This gives the elderly the opportunity to come in contact and interact with the general public, while increasing their interaction with their grandkids.	<b>20 events</b>	<b>116 people</b>

Note: The above information does not include the 5,200 stores which assisted in fundraising or their beneficiaries.

## Creative initiative for happiness – Rhythm of Love Wall

Following in the spirit of the “Bring Back the Love” charity concept, to express our appreciation to people who have donated change at 7-ELEVEN checkout counters, and to encourage even more people to respond, in 2017, we worked with teams from Japan and New York to set up an electronic Rhythm of Love Wall donation box to induce interaction. Change dropped into the donation box activates a mechanism inside the Rhythm of Love Wall and 12 pairs of realistic-looking mechanical hands immediately start clapping to encourage people to donate. The clapping comes in four different modes. The Rhythm of Love Wall, a creative invention built around the core idea of immediate feedback for doing good, took in excess of six months, ten groups engaged in discussions, and hundreds of thousands of tests to make a reality. The Rhythm of Love Wall consists of two designs, each consisting of 12 pairs of hands. When change is dropped into the donation box, it sets off an infrared detector that activates the life-like hands which then clap, alternating between different rhythms. The Rhythm of Love Wall is also another creative initiative following in the wake of the “piano donation box” and the “DJ donation box” of 2015 and 2016. It is our hope that interactive methods like these, that are fun and innovative, will encourage people to donate their change as they leave the checkout counter and to cheer those who already have.

During the activity, more than 6,000 persons experienced the Rhythm of Love Wall, raising almost \$100,000 in donations which we donated to the Mennonite Social Welfare Foundation and A Kernel of Wheat Foundation.



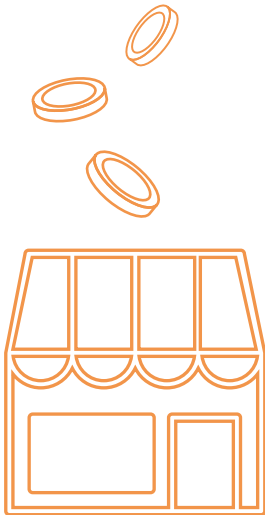
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President Chain Store Corp.- Good Neighbor



## Happiness Comes from Within - Fundraising for Charity: ibon Machine Donations

In 2008, our Compassion is Always Open! philanthropic platform expanded to include donation via ibon machines, which makes turning compassion into action easy and convenient, no matter the time of day or night, and strengthens the love shared by urban and rural communities. Large or small, donations are transferred to charities and other organizations in need of assistance that help restore love and hope in the lives of marginalized groups. In 2017, a total of NT\$90,511,000 was raised, with the average donation amounting to NT\$610.



Year	Total Number of Donations	Total Amount Donated (in NT\$)	Average Donation Amount (in NT\$)
2008	29,334	16,901,610	576
2009	40,013	18,616,246	465
2010	53,521	30,598,496	571.70
2011	103,135	83,436,156	809
2012	67,361	36,281,975	538.60
2013	67,754	35,827,244	528.70
2014	131,593	125,382,633	952.80
2015	219,302	237,777,468	1,084.25
2016	429,295	572,869,140	1,334.4
2017	148,204	90,511,910	610.73
<b>Total</b>	<b>1,289,512</b>	<b>1,248,202,878</b>	<b>747</b>

### East Africa Famine Project:

Due to various factors, including droughts, conflicts, and government rule in East Africa, as of 2017, more than 22 million individuals are faced with a food crisis. Over 3.5 million children are faced with malnutrition and need help from the outside. In order to provide international humanitarian assistance with convenient channels to donate, we collaborated with World Vision to launch an emergency fund drive between April 1 to 30 to help relieve the food crisis.

7-ELEVEN responded quickly, integrating its resources to assist in the wake of major disasters, from the Typhoon Morakot, the natural gas explosion in Kaohsiung, and the Taiwan Water Park dust explosion to the recent earthquake in Tainan and the famine in East Africa. We rapidly initiated our ibon emergency donation system and make full use of our channels to do our part in bringing assistance to those in need. During the food crisis in East Africa, we used all of our ibon stations in Taiwan to collect emergency donations, giving the people of Taiwan an opportunity to help the starving children and to rekindle their hope.

Total donations



**World Vision to  
NT\$1,744,000**





## The Power of Happiness - Participation in and Contributions to Charity Events

PCSC brought its corporate influence into full play in charity events in 2017. The table below is a compilation of the time and costs that we contributed to charity events over the course of 2017.

Item Contributed	Monetary Equivalent
Cash (excluding marketing and publicity)	31,266,514
Time	12,860,568
Non-monetary	107,235,000
Recurrent Management Costs	2,400,000
<b>Total</b>	<b>153,762,082</b>

Note: Calculations are based on such factors as the number of hours individuals contribute, salary, and the number of events in which they participate.

### 4.3 7-ELEVEN Happiness Platform

To be a good neighbor and to forge community prosperity on a local level, our headquarters and individual stores are taking advantage of our strong presence in the community to facilitate communication between customers, neighbors, and the greater society as well as to stimulate cultural exchange. Building on the special features and locations of different stores, we host various events, such as mountain clean-ups, tree planting activities, artistic performances, and funfest, to share PCSC's Good Neighbor spirit in every corner in Taiwan.

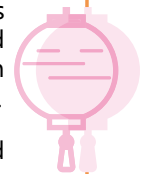
#### A Look Back at 2017 Activities

##### Wanfang Branch



Living in peace and harmony alongside Wanfang Hospital and its core value of enhancing community health, our store is guided by a belief in friendly service. We hope that each customer can experience quality service: warmth, friendliness, and convenience.

In 2017, we hosted a special Children's Day event, which featured performances in the main hall and a DIY baby chick lantern making event. The beloved Open Chan also made visits to young patients in their hospital rooms, scaring all boogie monsters away and brightening their day.



##### New Rende Branch



The New Rende branch of 7-ELEVEN is located in the Rende service area. We use decorations, event scheduling, and group invitations to make operations in our service more spirited and interesting which more often than not catch passers-by by surprise and bring smiles to their faces. In addition to providing our display window areas to give the Chou Ta Kuan Foundation free exposure and to serve as a place for charity and disadvantaged groups to sell things and hold performances, in 2017, it hosted performances by a total of 106 buskers and 78 activities for disadvantaged groups.



### Qingjing Farm: Mist Plaza store



The operations manager of central Taiwan was in charge of regional managers and branch managers during PCSC's "Mountain Clean-up and Tree Planting" activity in 2017. PCSC invited individuals from across Taiwan to participate. To express our appreciation for their help in cleaning up the mountain roads, we offered them a free visit to the Swiss Garden and asked them to participate in the opening ceremony festivities of the Qingjing Windmill Festival.



We collaborated with local hoteliers to organize an activity in which 270 disadvantaged children from such institutes as the Nantou Center for Children and Families were brought to the Swiss Garden for a picnic and fun. The children and their parents were given free admittance into the garden and received hanging ornaments featuring 7-ELEVEN's mascot Open Chan to serve as souvenirs for their trip.



### Supporting Local Agriculture-Southern Taiwan Science Park Branch/Houli,Taichung:Youda Branch



We are also striving to use our store locations do our part to create new value for local communities. Our Southern Taiwan Science Park location has been helping the Southern Taiwan Science Park promote local agricultural products. In the Southern Taiwan Science Park Community Center, we set up

a produce pick-up point for small farmers, where people can pick up their online vegetable orders. If local small farmers need to promote their produce, we allow them to set up promotion stalls free of charge at our locations, allowing local residents the opportunity to try locally produced agricultural products. In our Youda locations in Houli, Taichung, we took concrete action to support locally produced agricultural products. Since 2017, all of the rice used in our stores has been purchased locally from the Houli Farmer's Association. They bought NT\$2,090,000 worth of rice in 2017 alone.



## 4.4 PCSC Welfare Committee: Love Nature Society

The PCSC Welfare Committee: Love Nature Society was established by a group of PCSC employees that are concerned about the environment and would like to do their part to protect the planet. They use their charitable activities to strengthen bonds between members and events they take part in to exercise, get in shape, and purify their souls as together they help clean up coastal areas around Taiwan. In 2017, PCSC participated in events promoted by the Environmental Protection Agency to beautify and clean up the beaches, including the Earth Day beach cleanup. We responded to government calls to adopt coastal areas by adopting Zhongjiao Shazhu Bay in Jinshan and Wanli's Green Bay and Dingliao Beach as a corporate association. We organized five beach cleanups and invited volunteers to work with us. This underscores the fact that corporations, organizations, and individuals can work side by side to protect and care for the earth and that PCSC takes concrete action to carry out its responsibilities as a global citizen and implement its environmental policies.







In 2017, PCSC also took part in the Keelung City Government's Environmental Protection Agency's Air Quality Improvement Zone Adoption Program. For this program, an organization adopts an area and then works to improve the quality of the air, primarily by planting vegetation or installing equipment to enhance the quality of the air and of the living environment. It also educates the public on leisure, the ecology, and the environment for the purpose of realizing the objective of attaining the sustainable use of resources. We planted large amounts of sakura trees, flowers, and grass to improve air quality. We also carried out work to beautify and maintain the environment, receiving commendation from the government for our efforts. With the support of the Environmental Protection Agency, at the end of the year, association members as well as teachers and students of Shanren Elementary School adopted a path next to a local dike. They then planted 150 trees along the path to help beautify the environment and encourage others to follow in their footsteps, taking concrete steps to protect the environment and care for the earth.

