

Community Care and Co-prosperity



2018 Highlights

- Organizing around **17,000** Good Neighbor Funfests events attracting over **350,000** participants (Note 1)
- Raising NT\$**170,000,000** in spare change and goods donations (Note 2) (Note 3)
- Cooperating with **38** elementary schools in remote areas in 2018 to promote a Points for Reading program, supporting **33** after-school Reading Companion Projects around Taiwan.

Note 1: As KPIs of the Good Neighbor Funfests healthy and environmentally friendly lifestyles program.

Note 2: As KPIs for the program of meal delivery services and food bank for disadvantaged seniors.

Note 3: As KPIs of the health promotion events and services.

PCSC has brought about a retail revolution and branched out into both busy thoroughfares and quiet lanes, building a closer connection with local residents in their day-to-day lives. 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. Operating within the community allows us to better understand the needs of local residents and to earn their trust as well as good will. We have utilized PCSC core competencies to distribute corporate resources effectively to all corners of society. Through our more than 5,300 stores, PCSC is working with people to create a good and sustainable society.



5.1 Charity development strategies

Management approach

PCSC has been focusing on promoting healthy living, environmental protection, caring for the less fortunate, and those living in rural areas. We have set for ourselves performance goals, such as the number of events and people attending those events and the amount of change we want to see collected each year in our in-store spare change donation. The Good Neighbor Foundation and PCSC have been working hard, investing money, manpower, and non-monetary resources (product donations, etc.). The Good Neighbor Foundation is currently engaged in charity events that include Good Neighbor Funfests, Good Neighbor Study Incentive Programs, and 7-ELEVEN Millennium Health Stations. The long-existing in-store spare change donation and Fundraising for Charity programs, were still raising money in 2018. PCSC recently added its new commodities-pledging program. We are second to none in regard to the environmental work we do through Welfare Committee and Love Nature Society and the continuation of Earth Day beach cleanup. If members of the public would like to express any opinions regarding the development of PCSC's charity activities, they can do so through our Joint Services Center, which is open to anybody. PCSC has drawn much attention and received a great deal of positive feedback from the public for the achievements of the charity work it has been engaged in over the years. In 2018, a total of 789 media reports covered PCSC's many varied charity activities and contributions society.

PCSC used its retail store resources to promote such projects as Millennium Health Stations, meal deliveries to the elderly, Youth Deep Roots Project, helping it realize its charity objective of assisting the disadvantaged in the community as well as promoting health and community development, while allowing it to better understand the potential needs of the community, in terms of health, nutrition, seniors, and for local economic development, through interaction with members of the community. All of these could turn into potential business opportunities, driving sales of retail and preorder product sales, including our own brands of fresh food products, products aimed at seniors, or health and health care products, creating a win-win scenario in terms of sustainable development for both PCSC operations and society as a whole.

Annual Social Welfare Participation and Input

PCSC brought its corporate influence into full play in social welfare and charity events in 2018. The monetary equivalent of the time and other contribution invested by PCSC was about 28% more than that in the previous year. The amounts are shown in the table below.

- The monetary equivalent of time and other costs contributed by PCSC in social welfare and charity events in 2018 (unit: NT\$)

Item Contributed	Monetary Equivalent
Cash (excluding advertisement fee)	40,925,878
Time	20,388,000
In-kind giving	131,750,000
Management overheads	4,000,000
Total	197,063,878

Note: Calculations are based on such factors as the number of hours individuals contribute, salary, and the number of events held in 2018. Cash contributions include charitable donations of NT\$39,866,567, including donations to the Millennium Health Foundation, Taiwan Delica Foods Development Association, and academic organizations as well as grants and scholarships.

5.2

PCSC Good Neighbor Foundation

In 1999, PCSC donated and established the Good Neighbor Foundation, which has richly cultivated in Taiwan for nearly 20 years. The Foundation coupled PCSC’s retail channels and business know-how to engage in community development and support the disadvantaged with local charity networks by leveraging its widespread retail locations all over Taiwan. The Good Neighbor Foundation is focused on serving people from the local communities. Our charity policies focus on three dimensions: healthy living, environmental protection, and caring for the vulnerable & those living in rural areas. Each year, PCSC designates nearly 70,000 people from our retail stores and a budget of over NT\$10 million to create a better quality of life for the local communities and make 7-ELEVEN a good neighbor for everyone.

The Good Neighbor Foundation is currently engaged in long-term charity programs, including Good Neighbor Funfests, Good Neighbor Study Incentive Program, and 7-ELEVEN Millennium Health Stations. In 2018, the Foundation launched a community development program, the Youth Deep Roots Project.

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 and facilitates the bridging of distances between people, ultimately adding a touch of warmth and compassion to 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 with varying themes attracting over one million participants have been held. In 2018, a new record of 358,437 participants took part in 17,000 events organized directly by branch stores. A total of 4,495 stores, 83.7% of all stores in Taiwan, took part.

Event theme	Event description	Name of event	Number of events	Percentage of total number of events
Education	 Allows residents to experience the social value of serving the community; promotes learning through play	Mini-Manager Children’s reading space Good Neighbor Classrooms	7,256	42.7%
Parent-child Interaction	 We invite parents and their children to 7-ELEVEN stores to celebrate holidays and spend quality time together to strengthen family bonds	Drawing DIY Workshop A dress-up event	5,362	31.6%
Healthy and Environmentally Friendly Lifestyle	 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 stations Hepatitis and dementia screenings Community clean-ups DIY Coffee grounds recycling	4,100	24.1%
Caring for the Disadvantaged	 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	272	1.6%
Total			16,990	100%



Good Neighbor Support for Rural Education

According to statistics from Ministry of Education, there are over a thousand primary and secondary schools in remote areas around Taiwan with most in Pingdong, Taitung, and Tainan. The uneven distribution of education resources has made it necessary for remote-area schools to utilize external resources to promote reading. With this in mind, the Good Neighbor Foundation donates money for teachers to Teach for Taiwan each year. In addition, in primary schools in remote areas in Yunlin, Tainan, Pingdong, Kaohsiung, Hualian, and Taitung, 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 redeem the points for food. As of 2018, students in remote elementary schools accumulated over 112,000 points for reading and borrowed nearly 120,000 books. We have also been promoting Good Neighbor Classrooms so students will continue to learn outside of the classroom and that what they learn can be applied to their lives. By encouraging reading, we have broaden students' horizons and increased the chance that they will be able to change their lives for the better and alleviate some of the impact to remote areas resulting from the unequal distribution of education resources.



Points for Reading Program

As of 2018, PCSC promoted a Points for Reading program in 38 elementary schools in remote areas, taking advantage of its convenience store resources to increase student interests in reading and their reading skills. Students receive points for reading books after teachers' approval. After accumulating 50 points, they can exchange them for NT\$50 7-ELEVEN product cards. In 2018, over 4,000 children took part in our Points for Reading program with 1,093 of them receiving rewards.

In 2018, PCSC began collaborating with Chinese Christian Relief Association and Culture Art and Nature's (Can) Grass Book House in Sanxia to support 33 after-school Reading Companion Projects around Taiwan in order to accompany and encourage children of disadvantaged families to improve their reading skills.



A case study: Points for Reading

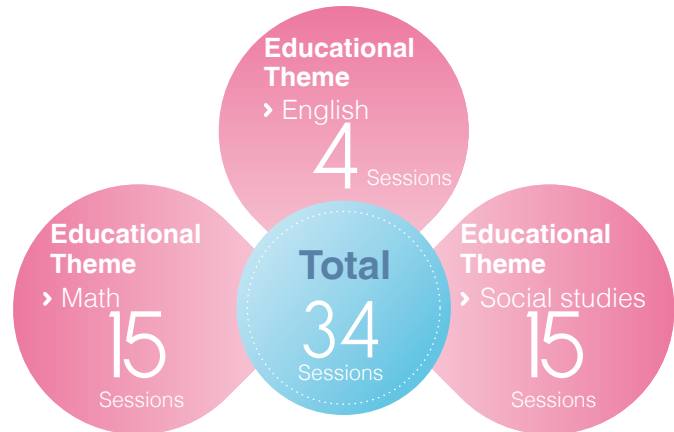
The children at Tainan Municipal Longqi Elementary School collected more reading points than anybody else in Taiwan. A teacher points out that the school is well-known, because many of its younger children are from disadvantaged families from lower middle economic backgrounds. When they first begin school, they have trouble learning the phonetic system. In addition, not only are many of them unable to speak complete sentences, many cannot write a simple sentence. Their homeroom teachers designed a multipronged approach which included integrating a reading activity that they already had with our Good Neighbor Reading Points for Reading program and writing essays on what students read, supplemented by a newspaper reading program in which students were assigned one article each week. After six month, students were able to make complete sentences and write review essays.



Good Neighbor Classrooms

2018 Good Neighbor Classrooms and Educational Themes

We encourage teachers to teach creatively. When learning through playing, students have more 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 98 sessions, with the most common theme being math (45 sessions).

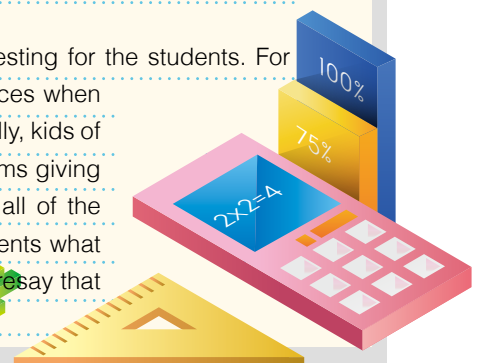


Good Neighbor Classroom

A case study: Good Neighbor Classroom

Children in lower grades at Hualien's Gaoliao Elementary School were brought by their teachers to 7-ELEVEN for an extracurricular activity. Their objective was to apply the math skills that they had learned in class into real life and learn about product information and expiration dates on product labels. Furthermore, in addition to learning about retail stores and stocking merchandise, they learned about being polite and interacting with others as they helped check each other out.

Their teacher explained that the hands-on class that day was new and interesting for the students. For example, they helped stock merchandize in the freezers, figuring out total prices when buying things, and finding the bar codes when checking customers out. Normally, kids of that age have a difficult time focusing for long periods, but they had no problems giving their complete attention to the store manager's instructions and completing all of the stations. When they got home later that day, they couldn't wait to tell their parents what they did at the store that day. The children learned by doing that day and I dare say that this will be memory that many of them will remember for a long time.



OPEN! Children's Reading Room

To encourage reading within the community, in 2016, the first retail location combining with reading room in Taiwan, "OPEN! Children's Reading Room", was established, providing a comfortable environment for families to read together. It also offers unscheduled children's story time and promotes a reading project with the local library to make reading more a part of everyday life. As of the end of December 2018, PCSC boasted 161 OPEN! Children's Reading Rooms around Taiwan, 3.0% of all of its stores in Taiwan.





Youth Deep Roots Project

7-ELEVEN stores are found in small towns throughout Taiwan. We have witnessed the exodus of people from rural area, and the decline of visitors and tourist-related local business. There are, however, some young people moving into these areas, bringing resources and striving to develop their business that would help revitalize local community and economy. The Good Neighbor Foundation, aiming to become the partner supporting these young people, has invested resources and invited a number of specialists in relevant fields to serve as consultants to coach young people during the process of developing local business.

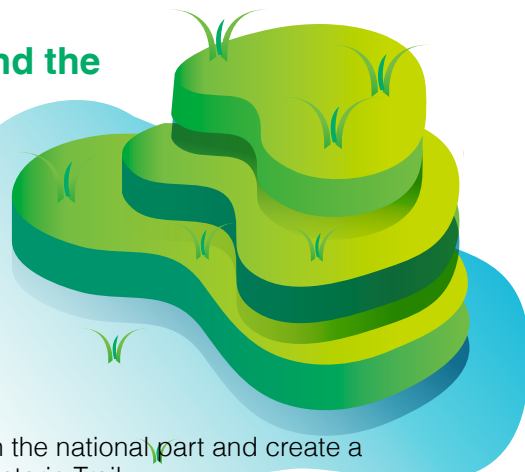
In 2018, we began working with two youth groups: the Shanheyuan Studio and the Hualien Fish Bar.

While the Shanheyuan Studio aims to realize ecotourism and environmentally-friendly farming in the Gaocuo community in Jinsha District, we collaborated with local 7-ELEVEN stores to promote their ideas and programs. Together with the Studio, we are able to revitalize this quiet mountain community. The Hualien Fish Bar is devoted to industry transformation and conveying the important concept of Fish to Table in Qixingtian area in Hualien County. Through our store events, we helped the Fish Bar's to promote the concept of sustainable ocean to a broader group of people.

- 2018 project details and achievements

Shanheyuan Studio - Sanchong Bridge, the incubator for agricultural-creative industry and the upgrading plan for local business

Situated in Jinshan District, New Taipei City, the Gaocuo Community is graced with century-old terraced fields and natural beauty. Due to the aging population, many farmlands were retired and the beauty of the farming village was deteriorating. Hongjie Luo, a young people who has been devoting to community development in this area for years, has built close relationship and win trust with local people here. Luo and his team aim to transform the old buildings into cultural and social spaces as well as an incubator for agricultural-creative industry in the community. In addition, the Studio aims to develop an independent eco-friendly farming village in the volcanic area within the national park and create a terraced landscape for eco-tourism along the ancient Fish Road Historic Trail.



Project details

Develop the community-based experiential tourism and farming village theme activities, upgrade the packaging and quality of agricultural products, and operate a local culture platform.

2018 Achievement

In 2018, we arranged several on-site visiting with consultants to provide suggestions on how to create a local culture platform with consensus. We also cooperated with the Studio to organize hands-on activities and develop the content of community-based experiential tourism and activities to attract more visitor to Jinshan District. As a result, there were 700 visitors came to Shanheyuan Studio! Together with the Studio, we are able to revitalize this quiet mountain community!



Hualien Fish Bar: Traditional fishing industry becomes latest trend - Learning from the fish and returning to the sea

Due to the impacts of climate change, overfishing, and the exodus of young population, Hualien's Qixingtian area is faced with a challenge of industry transformation. Wenqi, a young people grown up in a fisherman's family with academic background in marine environment and engineering, has deep connection with the ocean. She is fully aware that in this day of depleting ocean resources, to achieve ocean sustainability, we must transform the traditional fishing industry from fishing, fish as food to protecting eco-environment through their expertise in information technology, management and design. Through their educational program of 'Fish to Table', they aim to redefine human-ocean relationship and achieve ocean sustainability.

Project details

Set up the 'Fish to Table' knowledge platform and develop kinds of products and services to promote the educational program, and the promote sustainable ocean education.

2018 Achievement

In 2018, we arranged several on-site visiting with consultants to provide suggestions to the team. Together with the team, we incorporated an service experiential event and beach cleanup as part of PCSC's volunteer program and corporate lectures. There were around 150 participants in the event. We continued to empower the local young people. There were 9 young people completed the training program, and engaged in 32 event as trainees. Through our store events, we helped the Fish Bar's to promote the concept of sustainable oceans to a broader group of people. In 2018, the team held 100 Fish Bar experiential events, and attracted around 1200 people participating in the Fish to Table educational program.



7-ELEVEN Millennium Health Stations

Since 2008, the Good Neighbor Foundation has collaborated with the Millennium Health Foundation to establish Millennium Health Stations at selected 7-ELEVEN stores across Taiwan, which has even extended to the outlying islands of Penghu, Kinmen, and Matsu. At such stations, people can measure their blood pressure and waistline. A yearly national health exam event is also held, during which the public is encouraged to ward off the "three highs" (high blood pressure, high blood sugar, and high cholesterol) and to fight against metabolic syndrome. As of 2018, there are Millennium Health Stations distributed among 664 stores across Taiwan, 12.4% of all stores. 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 at any 7-ELEVEN store and given to doctors for reference. Since it went online, the app has accumulated over 170,000 records.

The Health Stations received another upgrade in 2018 when 90 stores were equipped with Millennium Smart Health Stations. In addition to measuring blood pressure, they can now measure heart rate (pulse), weight, and forehead temperature. People can then input their waist measurement and height into the system, which will then automatically calculate the BMI (Body Mass Index) to help estimate whether they're in a normal figure. The values measured by the station are automatically uploaded into home records and simultaneously onto cell phone by the Millennium iHealth ibon app mentioned earlier to simplify managing the health condition and can be used as reference when seeing a doctor. Measuring at a store and keeping tabs on health on a phone is the epitome of "on-the-cloud smart health management".



5 Community Care and Co-prosperity

Health Promotion Activities

According to data from National Health Day and 2018 Millennium Smart Health Stations, the waist size of males and females increases with age and people 50 and over are apt to underestimate their waist size. In 2018, therefore, Millennium Health 89 Waist-sizing Day invited the public to pick up their own free tape measurers at 7-ELEVEN stores around Taiwan and to use Millennium Smart Health Stations to record their waist measurements.

In response to the aging society, PCSC held its first muscle deterioration (sarcopenia) prevention and education activity in November, 2018, entitled "Muscle up, Mom and Dad". We invited the people over 50 year-old to our stations and measured calf circumference and to combat sarcopenia at 7-ELEVEN stores. PCSC also provides healthy and nutritious meal recommendation with our product mix. There were 16,000 participants in total. In total, there were 16,000 people participating in the activity.



5.3

Store Charity Activities

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 donations, including Creative Initiative, in-store spare change donation, ibon electronic donation, and pledge donation of commodities. 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 SDG of eliminating poverty, alleviating hunger, and reducing inequalities.

Creative Initiative - Love for Life

Focusing on the issue of caring for disadvantaged elderly for a long time, 7-ELEVEN's Bring Back the Love Charity Donation Program continues to employ innovative, interesting, and interactive methods to give individuals unique donation experiences and to spur fundraising. We hope to get the ball rolling, stirring more people of different age groups to do their part to help in charity activities. Three years ago, we introduced piano donation boxes, DJ donation boxes, and the Rhythm of Love Wall. In 2018, we collaborated with Korea's Sticky Monster Lab to create 10 "monsters" that impede the lives of seniors and different "Love for Life" machines. Drop in a coin and you can arm wrestle one of the monsters. By beating one, you can win an exclusive Sticky Monster X Easycard, while better understanding how these difficulties affect the lives of disadvantaged seniors and donating money to help them resolve their problems.

During the activity in 2018, more than 40,000 persons experienced the "Love for Life" machines, raising over \$150,000 in donations which we donated to Pingtung Christian Hospital, Sister of Our Lady of China Catholic Charity Social Welfare Foundation, A Kernel of Wheat Foundation, and Hondao Senior Citizens Welfare Foundation



■ 10 monsters that impede the lives of seniors



Scary Sucker Guy

It bleeds scarce medical resources from remote areas, so the elderly living there have no one to turn to.



Starver

It has a bottomless pit for a stomach and wastes so much food that many seniors in rural areas end up with hunger.



Undernourisher

It wants more than anything to be a paper-thin model, so older people living on their own in rural areas lack the nutrition they need. The skinnier they get, the more he likes it.



Melancholy Man

It is the rap star of melancholy. His boom box thumps away, a relentless jackhammer of despair, at the hearts of seniors living alone.



Faraway Man

It loves laying long, winding roads that make the outside world seem remote and unattainable to older people living in remote areas.



Yes, But Guy

It coldly analyses problems, extinguishing people's passion, enticing onlookers to view old people's issues with aloof detachment.



The Money Burner

It burns away the meagre income of the old, causing them to subsist in a life of poverty and misery.



The Isolator

It is adept at firing loneliness blasts that jam the distress signals of disadvantaged seniors, interfering with their connection to the outside world.



The Overwhelmer

It makes seniors taking care of each other. The sheer responsibility of looking after other old folk is enough to overwhelm them.



The Dilapidator

It has a super power that causes the homes of older people to gradually fall apart around them, exposing them to dangers.



5 Community Care and Co-prosperity

7-ELEVEN Community Care Stations

We fulfill our potential as a local bastion of compassion to more effectively mobilize our strengths for the good of the community. With the advent of the aging society, PCSC has discovered that there are many disadvantaged elderly people in communities with a variety of needs, including food and care as well as for help to improve their physical and emotional health. This is especially true of remote areas in Pingdong and Hualien in eastern Taiwan where they have higher percentages of senior citizens. Beginning in 2014, 7-ELEVEN made care for disadvantaged elders a year-round priority. Working with NPOs that have been dealing with aging population issues for a long time, some 7-ELEVEN stores, in such areas as Pingdong, Hualien, Chiayi, are now providing care, food pick-up and delivery services, and health checkups to disadvantaged older people. We hope that our stores across Taiwan can serve as care stations for the local elderly community in order to mitigate the impact of aging on society with our comprehensive network of community services working in the future.

■ 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 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)	In Hualien and Taitung, 33 PCSC's retail stores formed up the 'Good Neighbor meal delivery team' who deliver meals to the disadvantaged elderly during weekends and holidays. In Taichung, Changhua, Chiayi, Pingdong, and Taipei, more than 40 of our retail stores provide pick-up or delivery service by volunteers to resolve the issue that the elderly has limited access to daily meals and encourage them to go outside and enjoy social life. In addition, PCSC has developed 'disaster meal daily necessity kits' for people living in areas with traffic disruption due to natural disasters, or the elderly with emergency situation.	75 stores	9,782 meals delivered
We made sure services were reaching the most vulnerable by turning stores into local community care stations.			
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.	12 events	64 people
Good Neighbor Health Classrooms (Pingtung Christian Hospital Foundation, Liver Disease Prevention & Treatment Research Foundation)	We organized hepatitis and dementia screenings in the stores in remoted areas 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.	54 events	5,847 people
Smart Health Measurement Stations (Pingtung Christian Hospital)	We set up smart health measurement stations in retail locations in Pingtung County, which provided blood measurement service to the public. The cloud database of our health station was shared with 10 local medical institutes, which makes medical diagnosis and treatment much more convenient for the locals.	14 stores	66,661 people
Senior Store Managers (Hondao 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.	19 events	180 people

In-store spare change donation

We launched the “Bring Back the Love” charity campaign in 1988, setting up over 5,300 in-store donation boxes, so that compassion, just like our stores, would never close for the night. We encourage customers to donate spare change as well as adhere to the principle that charity is not a single good deed, but a lifestyle. It shows that Taiwan is “Always Open!” to compassionate giving. We carefully 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.

In response to the aging society, “care for seniors” was added to our “Bring Back the Love” spare change donation program starting in 2014, bringing together charity groups to focus their energies on care programs for disadvantaged seniors, and focusing on rural dementia prevention and care, rural hepatitis screening, the elderly serving as caregivers for the elderly, and meal-delivery for solitary elders. In 2018, we raised over NT\$150 million in spare change donations and linked up with five charities: the Pingtung Christian Hospital, Liver Disease Prevention & Treatment Research Foundation, Sister of Our Lady of China Catholic Charity Social Welfare Foundation, A Kernel of Wheat Foundation, and Hondao Senior Citizens Welfare Foundation.

2018 Fundraising Results

Early dementia awareness, creating Dementia Friendly Communities (DFCs)

(Pingtung Christian Hospital)

Period Held

1.1 - 3.31

Funds Raised

39,710 (in NT\$1,000)

156,995 (in NT\$1,000)

Total

2018 Fundraising Service and Introduction

- Dementia Prevention
Setting up Taiwan’s first dementia friendly model community in a remote area. Beginning in Sandi Village, Pingdong County, we connected 7-ELEVEN stores and local public areas to serve more active supporting roles and even connect community residents to plan a dementia friendly curriculum and coupled that with the original comprehensive care services with the hope of transforming Sandi Village, Pingdong County into a model community.
- Planning the Taiwan AlphaMake program to enable seniors living with dementia who have unique skills to become teachers of tradition skills.
- Establishing a comprehensive care services model for people living with dementia. The services consists of “Store-home-community-grassroots” medical services coupled with Good Neighbor Health to serve as the first station for screening and educating the public about dementia.





5 Community Care and Co-prosperity

Save the Liver

(Liver Disease Prevention & Treatment Research Foundation)

2018 Fundraising Service and Introduction

Period Held

4.1 - 6.30

Funds Raised

39,950 (in NT\$1,000)

- Promoting liver screening and abdominal ultrasound.
- Setting up the Liver Disease Prevention and Treatment Program 2.0. Local medical specialists went to local communities to conduct screening and treatment evaluations for the public and registered patients with serious medical issues directly with the hospital, in effect, making medical specialists attending doctors. Health stewards conducted follow ups and management to enhance the rate by which people in remote areas with liver problems receive medical attention and treatment.



Helping the elderly serve as caregivers for the elderly

(Sister of Our Lady of China Catholic Charity Social Welfare Foundation)

2018 Fundraising Service and Introduction

Period Held

7.1 - 9.30

Funds Raised

39,453 (in NT\$1,000)

- PCSC worked 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 "neighborhood watch points". Together we promoted the concept of the elderly serving as caregivers for the elderly, creating a community and local neighborhood care network to assist elderly individuals that have to take on the heavy responsibility of caring for another.
- The What Time Is It? Café offers seniors living with dementia the opportunity to serve as store interns and caregivers a place to listen to lectures on how to take care of themselves.



Eat Well, resolve the issue of eating alone and depression

(A Kernel of Wheat Foundation, Hondao Senior Citizens Welfare Foundation)

2018 Fundraising Service and Introduction

Period Held

10.1 - 12.31

Funds Raised

37,727 (in NT\$1,000)

- Ensuring that disadvantaged seniors receive meals and help alleviate the depression that seniors eating alone experience, thereby caring for them both physically and emotionally.
- Our meal provision services can be divided in three major categories: delivery, pick up, and shared meals, implemented in six ways: volunteers delivering meals, stores providing meal delivery and pick up services, sharing meals in a designated venue, aboriginal community kitchens, family kitchens, and mobile kitchens. In addition to providing services to remote areas, such as eastern Yilan and Hualien, another 40-plus stores in Taichung, Changhua, Chiayi, and Taipei Counties are now providing meal pickup and delivery services.



A case study : GRANDPA WANG FROM HUALIEN

Grandpa Wang (71) from Guangfu Township, Hualien and his wife used to take care of their son who was paralyzed and bedridden after being involved in a traffic accident following. Unfortunately, Grandpa Wang later had a stroke and needed somebody else to take care of him, but then his wife died after slipping in the bathroom. Grandpa Wang was unable to care for his son, so his son was taken to a care facility and Grandpa Wang had to live on his own and because of his stroke, he could only get around in a wheelchair and could not leave his home. He later applied to have food delivered, so A Kernel of Wheat Foundation, Hualien, now delivers lunch and dinner to him. After they began providing him meals, they noted that because Grandpa Wang was home by himself all the time, he had become very unhappy and began to dwell on things, so he was referred to a professional who, after determining his situation invited Grandpa Wang to come to a day care center for the elderly and eat with other seniors. They even arranged for somebody to pick Grandpa Wang up and bring him home.

Since coming to the center, Grandpa Wang has been interacting and dining with others and now he is much happier. In addition, over time, he no longer needed a wheelchair or any other equipment to get around. And now, he does not even need anybody to shuttle him back and forth to the center; rather, he rides an electric scooter. What's more, his health has improved as a result. From this case, we can see that when seniors are able to dine with others and are encouraged to interact and socialized more with others, not only are they better fed, it can help alleviate depression that comes from eating alone and even improve physical health.



Fundraising for Charity: ibon machine donation

In 2008, our Compassion is Always Open! philanthropic platform was expanded to include donation via ibon machines. In 2018, a total of NT\$239,789,000 was raised, with the average donation amounting to NT\$916.

Hualien Earthquake

In early February of 2018, Hualien was struck by a strong quake that knocked over a number of structures and injured many people. Right after the temblor, our Tongxuan store supplied rescue workers at the nearby Marshal Hotel with water and other needed materials. The nearby Lianhua store immediately set up a material assistance center, which served as support, leveraging its logistics capabilities to get materials, including food, drinking water, and hand warmers, to the rescue workers when and where they needed them.

The treatment of the injured and the rebuilding that was necessary in the wake of the earthquake were tremendous burdens and a test for the local government and families. Making use of the fundraising platforms in our store, 7-ELEVEN collaborated with the Department of Social Welfare, Hualien County Government to launch an emergency fundraising program to bring together the power of the love of the community to help with rebuilding.

Total funds raised

Hualien County Government

NT\$125,139,000

Ministry of Health and Welfare

NT\$14,402,000





5 Community Care and Co-prosperity

Emergency fundraising for flooding in western Japan

Between June 28 and July 9, Japan experienced torrential rains that left many people dead and thousands homeless. The worst flooding in decades, it caused severe damage to roads, bridges, and power equipment in many areas. The Japan Meteorological Agency christened the event the “Western Japan heavy rain disaster”. 7-ELEVEN did its part to help Western Japan rebuild from the flooding by taking advantage of the power of its channels to launch emergency fundraising with its ibon multimedia kiosks.



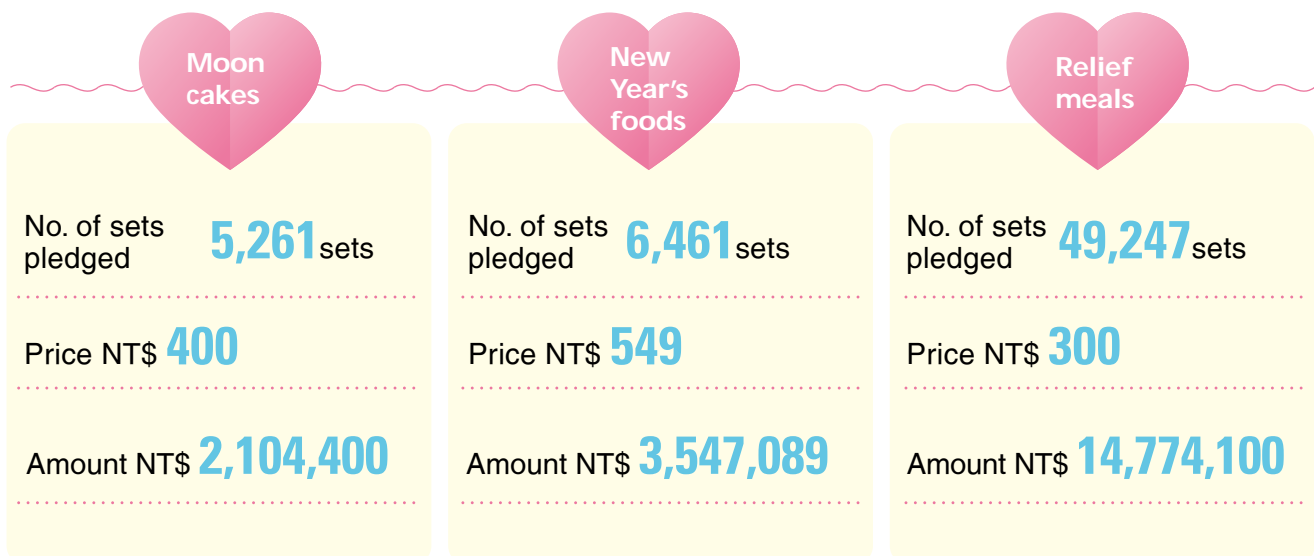
Total funds raised **NT\$ 3,281,000**

Pledge Donation of commodities

The pledge donation of commodities system, launched by PCSC in 2018, makes it more convenient for people to help others in need by allowing them to designate items that they would like to donate at ibon kiosks in our stores and paying at the counter or paying by scanning the bar code at the kiosk.

In addition to collaborating with the Christian Relief Association on “1919 relief meals” to ensure that disadvantaged families have enough to eat, it also works with such non-profit organizations as Sisters of Our Lady of China Foundation, A Kernel of Wheat Foundation, and the Christian Relief Association to pledge moon cakes and Chinese New Year’s foods during the Mid-Autumn Moon Festival and the Lunar New Year. PCSC delivers items pledged by the public to disadvantaged families helped by these groups to ensure that they have enough to eat and experience the warmth of the holidays. The total value of the items pledged in 2018 was NT\$20,425,589.

■ Products pledged in 2018



Column: A Review of Store Activities in 2018

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, artistic performances, and funfests, to share PCSC's Good Neighbor spirit in every corner in Taiwan.

■ A Review of Store Activities in 2018

Qingjing Farm: Mist Plaza store

The operations manager of central Taiwan was in charge of regional managers and branch managers during PCSC's 3-day Clean Taiwan, CingJing Action activity in 2018. On the second day of the activity, we provided the 220 volunteers lunches. To express our appreciation for their help, we offered them a free visit to the Swiss Garden and asked them to participate in the opening ceremony festivities for the Qingjing Windmill Festival.



New Rende Branch

The New Rende branch of 7-ELEVEN is located in the Rende service area. It has an open space that pedestrians and travelers pass by frequently. It provides the space to philanthropic organizations, such as organizations that help disadvantaged groups, for use free of charge. In 2018, it hosted performances by a total of 89 buskers and 101 activities for disadvantaged groups. In 2018, it also held a 2-day activity "1 Dollar for Charity together", during which the store donated one NT dollar to charity for each vehicle that passed by the Rende service area. It also invited disadvantaged groups and local small-scale farmers organization set up booths at a bazaar.



Wanfang Branch

iving 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 2018, we hosted a special Children's Day event which featured performances in the main hall and DIY bag coloring. The beloved Open Chan also made visits to young patients in their hospital rooms.





5.4

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. Since 2016, PCSC has participated in events promoted by the Environmental Protection Agency as a corporate association to beautify and clean up the beaches. We responded to government calls to adopt coastal areas by adopting Zhongjiao Shazhu Bay in Jinshan and Wanli's Green Bay and Dingliao Beach. In addition to members of the society, we expanded the activity to include affiliated companies and franchisees and together we participated in Earth Day beach clean-ups. As of 2018, we took part in at least 13 clean-ups, picking up 2 to 3 tons of garbage, doing our part to help the ocean environment return to its clean, natural state and helping reduce the death and injury of marine life. PCSC takes concrete action to carry out its responsibilities as a global citizen and implement its environmental policies.

In 2018, PCSC also took part in the Keelung City Government Environmental Protection Agency's Air Quality Improvement Zone Adoption Program (Shanren Elementary School, Maling Elementary School). 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 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 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. At the end of 2018, with the support of the Keelung City Government, association members adopted a path next to a local dike and planted 50 sakura trees along the path to help beautify the environment.

