

About This Report

This is the fifteenth Sustainability Report issued by President Chain Store Corporation (stock code: 2912) in accordance with the GRI standards published in 2021 by the Global Reporting Initiative, industry standards for the food retail and distribution industry of the Sustainability Accounting Standards Board (SASB), as well as Taiwan Stock Exchange Corporation Rules Governing the Preparation and Filing of Sustainability Reports by TWSE Listed Companies.

This annual report presents President Chain Store Corporation's viewpoints and actions taken on sustainable development, with details on corporate governance, economy, environment, and society in 2023, as well as future plans. Material topics applicable to President Chain Store Corporation were selected based on materiality assessment (see chapter on [Sustainable Management Implementation](#)), in the hopes of maximizing benefits for all stakeholders through disclosure, communication and feedback in order to accomplish our ultimate goal of becoming the greatest retail business.

Period, Boundaries and Data Included in the Report

This report details President Chain Store Corporation's sustainability performance for the 2023 calendar year (January 1, 2023 to December 31, 2023), with some of the information on relevant performance before 2023. This report focuses on President Chain Store Corporation, including its business headquarters, retail locations and shopping centers. In addition, five affiliated companies and the Good Neighbor Foundation have been incorporated in the report due to their relevance in the operations of this industry and the influence they have on material issues, including Uni-President Cold-Chain Corporation, Wisdom Distribution Service Corporation, Retail Support International, President Logistics International Corporation and Uni-President Superior Commissary Corp. Some of the quantified performance of aforementioned organizations is included while disclosing information on material topics include food waste management, packaging material management, climate change, waste management, customer health and safety and social welfare. Future reports are expected to include data from other affiliated companies in order to present comprehensive information on President Chain Store Corporation's value chain.

Release Date

President Chain Store Corporation releases annual sustainability reports on the company website at www.7-11.com.tw.

- Current version issued August 2024
- Previous version issued June 2023

Report Management

Internal Audit

- The correctness of each chapter is verified by the supervisor of each President Chain Store Corporation department.
- The report is approved by the President Chain Store Corporation Board of Directors and Sustainable Development Committee.
- The performance in sustainable development is reported to the President Chain Store Corporation Board of Directors each year.

External Certification

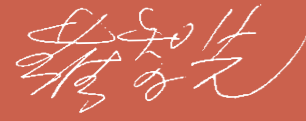
- ▶ **Financial data**
Unqualified audit report from PwC Taiwan
- ▶ **Occupational safety and health data**
ISO 45001 (SGS Taiwan)
- ▶ **Environmental data**
ISO 14064-1:2018 (SGS Taiwan), ISO 50001 (SGS Taiwan)
- ▶ **Sustainability data**
AA1000 Type Two High Level (SGS Taiwan)
- ▶ **Governance data**
Taiwan Personal Information Protection and Administration System (TPIPAS, Institute for Information Technology); ISO 27001 (BSI Taiwan, British Standards Institution)
- ▶ **Sustainability data**
Limited assurance on the selected sustainability performance information in accordance with TWSAE3000 Assurance Engagements Other than Audits or Reviews of Historical Financial Information (PwC Taiwan)

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President Chain Store
Corporation

Chairman
Lo, Chih-Hsien



President
Huang, Jui-Tien



Message from Management

Even though the pandemic slowed down in 2023, the impact from supply chain disruptions and inflation still lingered. The post-pandemic instability has generated irreversible changes in our business environment and operating model. Despite the rapid changes in the external environment, all employees and franchisees of President Chain Store Corporation are committed to building a life service platform based on the core of “lifestyle brand” by showing resilience and adaptability. Products and services that meet consumer needs as well as instant convenience are provided as part of the attempt to create new milestones. One of the important milestones in 2023 was connecting 368 towns and cities, namely every place that needs services, with more than 6,800 stores. The vision is providing “24/7 services from our stores all over Taiwan,” from north to south, from mountaintops to outlying islands. In addition to providing access to convenient services, President Chain Store Corporation shoulders the responsibility of providing sustainable products and services, making it easier for consumers to make better choices for the environment and society. In 2023, President Chain Store Corporation continued to work hard towards the three major goals of Environment, Social and Governance. With the concept of “My Sustainability, Your Daily Life” and the spirit of “24/7 services from our stores all over Taiwan,” President Chain Store Corporation will continue to work with value chain partners to plan and further develop various sustainable development projects, allowing consumers to co-create green consumption and sustainable lifestyle in a simpler and convenient way through 7-ELEVEN stores.

With the active engagement in ESG and sustainable development, President Chain Store Corporation continued to stand out in sustainable governance in 2023 with recognition from domestic and international sustainable ratings. It ranked in the top 5% in the Taiwan Corporate Governance Evaluation System for 9 consecutive years, was re-listed by the Dow Jones Sustainability Index (DJSI) for Sustainability World Index for 5 consecutive years. It was recognized by CDP (Carbon Disclosure Project) for the two consecutive years as a score A-leader on the climate change questionnaire. Moreover, President Chain Store Corporation continued to be selected by the MSCI Index Series, FTSE4Good Index Series and FTSE4Good TIP Taiwan ESG Index. In the meantime, it has continued to receive sustainability performance awards such as Corporate Citizen Award in the large enterprise category by CommonWealth Magazine, while various sustainability projects have achieved success in the Best Performance of Specific Category Award in the TCSA Most Prestigious Sustainability Awards and other sustainability awards.

President Chain Store Corporation’s continuous recognition from ESG evaluations at home and abroad must be supported by solid sustainability actions that continue to evolve. To this end, it implements sustainable strategies in products, services and organizational structures, focusing on three major task forces of Environment (E), Society (S) and Governance (G) and the four project groups in plastic reduction, carbon reduction, food waste management and sustainable procurement under the Environmental Group, actively optimizing or launching innovative sustainability projects by taking advantage of President Chain Store Corporation’s core capabilities. In terms of corporate governance, President Chain Store Corporation has linked sustainable performance to the remuneration of senior executives, integrated ESG into corporate culture and operations strategies, furthered sustainable management, as well as setting up a Risk and Information Security Management Committee under the Board of Directors to better manage corporate

risks and information security. In terms of environmental sustainability, short, medium and long-term sustainability goals have been set for four interdepartmental task forces focusing on plastic reduction, carbon reduction, food waste management and sustainable procurement, with the results regularly reviewed. In 2023, President Chain Store Corporation became the forerunner of the industry in committing to Scope 1 and 2 net-zero GHG emissions by 2050, actively responding to climate change as well as meeting international standards. To this end, President Chain Store Corporation has set up a “sustainable farm” to realize circular economy with an innovative approach. Coffee grounds from the stores are converted into organic fertilizer through the system recycling mechanism. The fertilizer is used for contracted cabbage farms, and the harvest turns into fresh food products or sold directly in the stores, allowing scraps to be recycled. CITY drinks have adopted more FSC-certified sustainable paper cups. More than 1,000 stores now offer “OPEN iECO Recycled Cups Renting Service” with restaurants in the Group following suit, offering the plastic-reducing recycled cup services of the largest scale locally. In terms of social engagement, the model combining social welfare and circular economy was carried over in 2023 with the “Furbaby Welfare Enterprise Project.” The project combines the iLove Food project to turn food waste into food for animals, incorporating people with disabilities trained by social welfare groups with support in the production process to achieve multiple benefits of environmental sustainability, disadvantaged employment and animal friendliness. President Chain Store Corporation has continued to increase its social welfare capacity to support nearly a hundred social welfare groups, with nearly a 50%-increase in fundraising results with strategies such as “increasing the number of social welfare group collaborators,” “upgrading APP donation experience,” “diverse donation promotion activities and store promotion” and so on. In terms of talent sustainability, 80% of the respondents to the annual Employee Engagement Survey ranged from positive to very positive. President Chain Store Corporation was ranked among the top 10% of listed companies in the Ministry of Labor’s “Healthy Workforce Sustainability Leading Enterprise” and a Top 50 Award for Talent Sustainability by CommonWealth Magazine, showing a high level of both internal and external recognition in this aspect.

In the past, present and future, every year is the best moment and the worst moment. Business operations are a never-ending marathon with challenges and even more opportunities. As the saying goes, “As Heaven’s movement is ever vigorous, so must a gentleman ceaselessly strive along.” President Chain Store Corporation aims to stay on track and adhere to the mission of “being committed to becoming the most outstanding retailer, providing the most convenient services in everyday life, and fulfilling the responsibilities of a good citizen” towards the goal of becoming a “service platform for everyday life that exceeds consumer expectations.” Looking forward to 2024, we will continue to demonstrate our determination for realizing long-term ESG goals such as environmental protection and plastic reduction, energy saving and carbon reduction, food waste reduction and sustainable procurement while improving corporate governance, taking care of employee well-being, and furthering social welfare. We understand that only by joining hands with all parties on the road to sustainable development can we multiply benefits and maximize the value of sustainability. President Chain Store Corporation starts from its own operations and connects with value chain partners in sustainability, makes good use of the fact that the stores are closely intertwined with consumers’ daily life to make sustainable development a reality, as well as building a sustainable ecosystem of common good with all stakeholders.

★ Highlights of Sustainability Performance

E Environment

Approximately **5** metric tonnes of scrap products and coffee ground were transformed into fertilizer to be used in contracted farms

The stores' overall energy-saving transition saved 116.7 million kWh of electricity, which is equivalent to **57,669** metric tonnes of carbon emissions.

140 stores have installed intelligent automatic recycling machines, with a total of **791.2** million PET bottles and **274.8** million batteries recycled

1,042 stores (President Chain Store Corporation) adopted the OPEN iECO Recycled Cups Renting service, with **18.90** % of consumers bringing their own cups.

The Veggie Selection brand reduced carbon emissions by approximately **57,239** metric tonnes by the end of 2023

iLove Food reduced food waste by **13,723.31** metric tonnes

Average waste generated by a single store was **5.92** metric tonnes, a decrease of **29.81** % compared with the base year (2019).

The purchase amount of sustainably-certified raw materials reached **NT\$ 5,023** million, accounting for about 24.47% of procurement

■ Note : For the scope of sustainably certified raw materials, please refer to section 3.4 Sustainable Procurement for the description of sustainable raw materials.

S Social

The frequency severity indicator was **0.17**, lower than the average value of the retail industry over the past three years published by the Occupational Safety and Health Administration of the Ministry of Labor.

80 % "positive" or "very positive" in the Employee Engagement Survey

NT\$ 7.17 million was raised for social welfare

Over **290,000** people took advantage of the DIY materials provided by the Good Neighbor Community Foundation

G Governance

The number of stores exceeded 6,800. President Chain Store Corporation ranks first in market share with a total of **6,859** stores

The percentage of female managers in revenue-generating functions accounted for **56.04** %

President Chain Store Corporation ranked in the top 5% in the 9th corporate governance evaluation for the **9th** consecutive year as the only listed company in the retail industry

The annual consolidated total revenue reached a record high of **NT\$ 317,041,854,000**, with an increase of **9.16** % over last year

Honors and Recognition



Continuous Success

- Member of **Dow Jones Sustainability Indices** (Powered by the S&P Global CSA)
- CDP** (DISCLOSURE INSIGHT ACTION)
- FTSE4Good**
- President Chain Store Corporation was listed for the fifth year on the Dow Jones Sustainability World Index, as well as being named as a global sustainability benchmark.
- President Chain Store Corporation was recognized by CDP (Carbon Disclosure Project) as an A-score leader on the climate change questionnaire for the second consecutive year.
- Once again selected by FTSE4Good Emerging Markets Index.
- Once again selected MSCI ESG Leaders Index, MSCI ACWI Index, MSCI Emerging Markets Index, MSCI EM Low Carbon SRI Leaders Index, MSCI ACWI Value Index, MSCI ACWI Growth Index, and MSCI Taiwan Index.
- MSCI**
- Once again selected by the FTSE4Good TIP Taiwan ESG Index and the Taiwan RAFI® EMP 99 Index.
- Ranked in the top 5% in the 9th Taiwan Corporate Governance Evaluation System, as the only listed company in the retail industry to do so for the ninth year running.
- ESG report won the Platinum Report Award from TSCA in the retail and department store category for the fourth consecutive year.
- Once again presented the Corporate Citizen Award in the large enterprise category by Commonwealth Magazine, ranking number 15 in 2023.
- Once again awarded the Social Empowerment Award from Enterprise Asia, awarded the social empowerment, green leadership and health promotion categories in 2023.
- AREA** (AWARD FOR RETAIL AND ENTERPRISE ACHIEVEMENT)
- Presented the ESG Award in ESG Integrated Performance by the Global Views Monthly.

Benchmark Awards

- Selected in the TWSE Corporate Governance 100 Index.
- Won the TCSA Most Prestigious Sustainability Awards - Top 100 Domestic Corporates.
- Selected in the top 50 Commonwealth Talent Sustainability Award.
- Business Weekly's Top 100 in the Carbon Competitiveness. **2023 Carbon Competitiveness 100**
- The top 10% high-performance enterprises in the "other" category (listed companies) of the "Healthy Workforce Sustainability Leading Enterprise" by the Occupational, Safety and Health Administration of the Ministry of Labor.
- OPEN POINT Ecosystem won the First Prize of the National Brand Yushan Award for Most Popular Brand, the Harvard Business Review Digital Transformation Revolution Award - Business Model Transformation Award for the Large Enterprise Category and Special ESG Award.
- Commercial Times Taiwan Service Industry Evaluation: Gold Medal.
- Internet survey on favorite brands by Future Parenting: First prize in the convenience store category.

■ Note : Please refer to the official website for other sustainability project awards ([click here](#))

Sustainability Column



Sustainability Column: Co-creating Sustainable Influence

On the road to pursuing sustainable development, President Chain Store Corporation has always upheld the philosophy of co-creating sustainable influence. It is committed to achieving the United Nations Sustainable Development Goals (SDGs) and building an ecosystem of sustainable common good through the efforts of different stakeholders. In 2023, President Chain Store Corporation focused on issues such as circular economy, low-carbon diet and age-friendliness, echoing [SDG 12 Responsible Consumption and Production](#), [SDG 13 Climate Action](#) and [SDG 3 Good Health and Well-being](#) respectively. It also collaborated with different stakeholders in various sectors, including consumers, research institutes, social welfare groups, social enterprises, local governments, farmers, etc., to launch projects such as “Sustainable Farms,” “Furbaby Welfare Enterprise Project,” “Low-carbon Rice” and “What Time Is It? Café PLUS.” To create a better tomorrow for the earth and future generations, President Chain Store Corporation will continue to explore innovative solutions and work together with stakeholders to fulfill its corporate social responsibility and sustainable management commitments.

Circular Economy

Circular economy is one of the key sustainable development directions in the world today, creating a win-win situation for the economy, society and the environment through reusing and recycling resources. As a pioneer in the retail industry, President Chain Store Corporation actively seeks innovative solutions and is committed to promoting various circular economy projects, such as Sustainable Farms, Furbaby Welfare Enterprise Project, Recycled Cup Life Circle Service and Intelligent Automatic Recycling Machine. Not only do these projects reduce waste and set an example for reuse, they also create an ecosystem of sustainable common good through diverse collaboration models and social engagement.

Sustainable Farms

In 2023, President Chain Store Corporation was the first in the retail industry to launch the “Sustainable Farm” recycling program. Expired, opened or defective scrap products and coffee grounds were systematically recycled through a mechanism before being turned into a safe and non-toxic organic fertilizer with a green zero-waste approach that is biological and natural. President Chain Store Corporation worked with a professional agricultural biotechnology team to automatically breed black soldier flies, before using the fertilizer on its contracted sustainable farms. Rich in organic matter, the fertilizer can promote the restoration of a healthy ecology for the soil.



After the contracted crops are harvested, they are used in side dishes for fresh food products or sold as fresh produce in the stores. In 2023, about 5 tonnes of expired, opened or defective scrap products and coffee grounds were recycled in two batches, converted into fertilizer and used on contracted farms. [The fertilizer helped producing approximately 22,000 cabbages, 200,000 bananas and 10,000 ears of corn.](#) They were used in products such as fresh meal boxes, “golden corn on the cob” and premium bananas, supported by nearly 800,000 consumers.

The sustainable farm project reduces carbon emissions from food waste through reusing scrap products, while creating green business opportunities through small-scale mass production and providing consumers with new low-carbon food options. President Chain Store Corporation will continue to promote sustainable farms. In addition to scrap products from the stores, it also plans to convert food sludge from fresh food plants into organic fertilizers. Taking into account the different characteristics of waste treatment, it will continue to extend its crop production modules to different regions and expand circular economic benefits.



Furbaby Welfare Enterprise Project

President Chain Store Corporation actively responds to SDG 12 Responsible Consumption and Production. To this end, it has integrated plastic reduction and food waste issues with social welfare to develop a new circular economy model. It pioneered a sustainable circular economy model in 2021 for social welfare, connecting the stores, social welfare groups and social enterprises to launch the “New Life – CHIC Corporate Charity Project” (note). This model combining social welfare and circular economy was carried over in 2023 with the innovative “Furbaby Welfare Enterprise Project” circular sustainability project that aims at reducing food waste. The project combines the iLove Food project to connect resources such as the stores, social enterprises and logistics based on the three concepts of “circular economy of zero food waste,” “supporting social enterprises” and “supporting animal rights groups” to achieve collaboration among our stores, social enterprises and social welfare groups.



■ Note: For details on the project, refer to [President Chain Store Corporation 2022 Sustainability Report](#).

President Chain Store Corporation collects specific salads and fruit during the iLove Food time slot from stores in Taipei City and New Taipei City. The products are frozen and delivered by the operator to the sheltered workshop working with the social enterprise Global ESG, Seedling Workshop of San Love Social Welfare Association. The workshop adopts professional freeze-drying technology to turn more than 13 kilograms of food waste from the stores into freeze-dried food for animals within 3 months, which was packaged by 15 disabled employees in the workshop. Finally, consumers were invited to participate in pledging donations with a total of about 1,500 people responding. The pledged freeze-dried food was donated to ARTT (Animal Rescue Team Taiwan) and Professional Animal-Assisted Therapy Association of Taiwan, helping nearly a thousand cats and dogs.



■ Note: [Click here](#) to watch the video.

The Furbaby Welfare Enterprise Project optimizes food use by converting food waste that might otherwise be discarded into food for animals. It also trains people with disabilities from social welfare groups to contribute to the production process, making multiple benefits of environmental sustainability, employment for disadvantaged group and animal friendliness a reality. When consumers respond, they can learn about cherishing food as well as supporting sustainability and social welfare through practical actions. The Furbaby Welfare Enterprise Project realizes circular economy and creates a win-win situation for social welfare groups, social enterprises and President Chain Store Corporation.



Recycled Cup Life Circle Service

According to the statistics of the Environmental Protection Administration, as many as 4 billion disposable beverage cups are consumed in Taiwan each year. The production of beverage cups and waste disposal both cause a heavy burden on the environment that cannot be ignored. President Chain Store Corporation joined hands with President Packaging Ind. Corp. to create the first “OPEN iECO Recycled Cup Return Machine”, investing over a year and over NT\$10 million to build the in-store recycled cup rental system by the end of 2022. Consumers can borrow and return reusable recycled cups by accessing OPENPOINT on their mobile phones. In addition, the cup has a patented PP heat insulation layer to reduce the number of cup sleeves. The recycled cups that are retired afterwards will be turned into other items to achieve resource reuse.



We have started with “convenience” and “rewards” to further promote the life circle with recycled cup service. In terms of convenience, the recycled cup service was introduced to 542 stores in 2023, for a total of 1,042 stores so far. It has also been extended to Starbucks and 2iPlus to build a recycled cup life circle with over 1,500 stores. In terms of rewards, President Chain Store Corporation offers an NT\$7 discount for bringing your own cup on the first of each month. In 2023, the percentage of bring your own cup reached 18.90%, exceeding the 15% goal for this year. With the introduction of the recycled cup life circle service at the end of 2022, nearly 70,000 people have used and rented cups by 2023, reducing a total of 200,000 disposable beverage cups with the incorporation of other service points of the Group. The President Chain Store Corporation recycled cup life circle service has also received external recognition as the first enterprise to win the “Excellence in Recycled (Rental) Cup Service” by the Environmental Protection Administration.



In 2024, the service area will be further expanded with a total of 2,300 President Chain Store Corporation stores (higher than the 30% regulatory requirements), and over 3,000 stores when combined with other service points of the Group to further enlarge the recycled cup life circle. President Chain Store Corporation has set the goal for bringing your own cup at 19% in 2024. In addition, circular lids will be introduced in 2024 with the hope of reducing disposable materials further with circular use.



Intelligent Automatic Recycling Machine

President Chain Store Corporation pioneered the "Intelligent Automatic Recycling Machine" by partnering with President Packaging Ind. Corp. The machine took over a year and is 100% locally built. It recycles PET bottles and dry cells using patented AI optical image and material identification technology while being easy and fast to use. The unique "crushing" feature can crush PET bottles into flakes, optimizing the existing procedure of recycling flattened PET bottles on the market, effectively reducing the volume by up to 75% and increasing the number of recycled bottles with the same volume, minimizing carbon footprint from transportation. In addition, recycled PET bottles are subsequently entrusted to a professional manufacturer by President Packaging Ind. Corp. to turn into recycled materials that are used to make store uniforms or products that can be sold in the stores. President Chain Store Corporation also works with major PET bottle manufacturers in Central, Southern Taiwan and outlying islands to build a "bottle to bottle" recycling system. Recycled PET bottles are handed to manufacturers for turning into new PET bottles through professional technology, building a green circular supply chain.



The Intelligent Automatic Recycling Machine has been installed in 140 stores by 2023, with nearly 7,912,000 PET bottles and 2,748,000 batteries recycled. It is estimated that a total of 262 Intelligent Automatic Recycling Machines will be installed by the end of 2024.

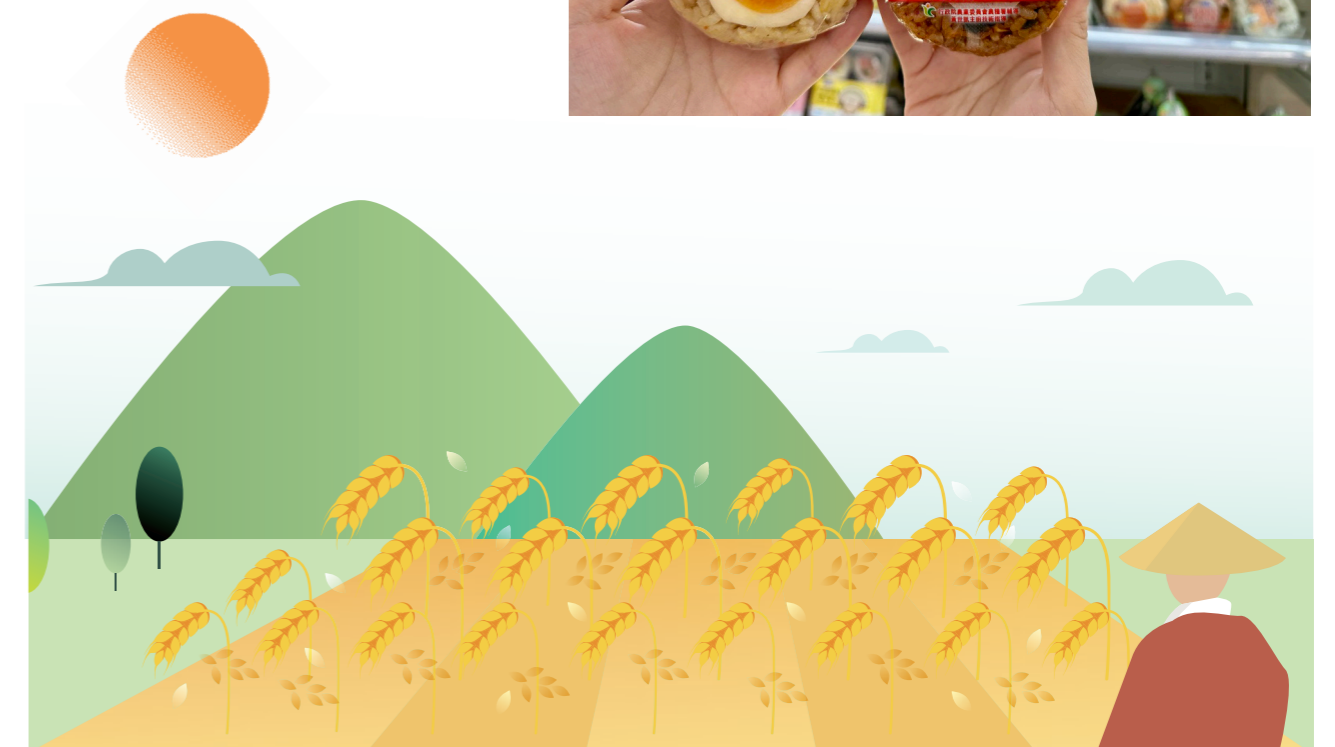
Low-carbon Diet

In the pursuit of a sustainable lifestyle, low-carbon diet has become the focus for many. As one of the industries closest to people's daily lives, the retail industry has a duty to provide consumers with more low-carbon food choices. To this end, President Chain Store Corporation has launched its first "low-carbon rice ball", which reduces carbon emissions and water consumption in the rice planting process with innovative technologies. We also continue to support local agriculture, fishery, vegetables and fruits through continuous procurement, as well as being committed to developing the added value of local ingredients. Not only does it help reduce our carbon footprint, but also provides consumers with greener food choices.

Low-carbon Rice

President Chain Store Corporation launched the first "low-carbon rice ball" to commercialize low-carbon rice. "Low-carbon rice" is a collaboration effort among the Agriculture and Food Agency, National Pingtung University of Science and Technology and rice suppliers. It adopts systematic big data analysis to add probiotics and organic fertilizers in rice irrigation to activate sustainable and eco-friendly farming in the agricultural ecosystem.

Compared with conventional farming methods, it saves 30% for irrigation while the probiotics promotes microbial diversity in the soil. The healthier environment reduces the frequency of fertilization, achieving the results of saving water, reducing fertilizer, pesticides and carbon emissions. In 2023, low-carbon rice was planted in an area of 120 hectares, with 240,000 kilograms used in fresh food products. In the future, we will continue to expand the use to more store items by being committed to promoting low-carbon rice.



Local Food Ingredients

Local food ingredients not only reduce the carbon footprint derived from imports, but also make it easier for consumers to opt for a green diet. President Chain Store Corporation continues to support local agriculture, fishery, vegetables and fruits with the three strategies of “stable procurement,” “sustainability” and “planned support,” with actions including consistent use of local high-quality rice and seasonal ingredients for fresh food products, and making good use of product development capabilities to turn high-quality local ingredients into differentiated products such as fresh food and freshly prepared beverages to boost the added value of local agricultural and fishery products. In the meantime, the “iPre-order” and “iDiscount” platforms are integrated to facilitate online sales of fresh local products and fruit with digital tools, making sustainable development of local agricultural products possible through long-term and stable procurement.

■ Note : For other local procurement details, please refer to [3.4 Sustainable Procurement](#).



Almost all blueberries on the market are imported. In 2023, President Chain Store Corporation was the first to sell Hill Blue Taiwan Blueberries with the shortest carbon footprint. The local “Hill Blue” team of farmers engaged in industry-academia collaboration with National Taiwan University, allowing consumers to enjoy fresh and low-carbon local blueberries. We also made a breakthrough with freshly prepared beverages in 2023 by integrating sweet oranges and Meyer lemons produced by small local farmers in Pingtung to launch fruit coffee ice cubes with these two flavors. In 2023, the purchase amount of local agricultural products accounted for 79% of the total purchase amount, reaching NT\$7.34 billion, accounting for 68% of the overall purchase amount.



■ Note : Refer to [the press release](#) for more information on local blueberries.

Age-friendliness

What Time Is It? Café PLUS

President Chain Store Corporation has recognized that the aging society is an irreversible trend. Since 2014, it has continued to pay attention to issues involving senior citizens with fewer resources by working with the community charity through its wide bases, product ranges and services. Learning from the experience of Japan by encouraging dementia patients to go back to work, President Chain Store Corporation intends to offer rehabilitation through occupational therapy. To this end, it collaborates with social welfare groups such as the Sisters of Our Lady of China Catholic Charity Social Welfare Foundation in to launch the “What Time Is It?” Café initiative in 2017, for elders with dementia to do simple tasks in the stores accompanied by 7-ELEVEN employees, including welcoming customers, bringing coffee and cleaning tables. The initiative aims at delaying deterioration through maintains social engagement and interactions (Note).

■ Note : For details on the project, refer to [President Chain Store Corporation 2022 Sustainability Report](#).

For more people to participate in this meaningful initiative, President Chain Store Corporation worked with the Sisters of Our Lady of China Catholic Charity Social Welfare Foundation in 2023 on two new approaches, including the first independent “What Time Is It?” Café and “in-store street play” to increase awareness of dementia. The first independent “What Time Is It?” Café, named “What Time Is It?” Café PLUS,” is located in Chiayi with the highest proportion of aging population. Situated on the road leading to Alishan, senior citizens with dementia serve as baristas and cashiers. The “in-store street theater” is the result of collaboration with the Sisters of Our Lady of China Catholic Charity Social Welfare Foundation and Ifkids Theatre Studio to stage street play in 7-ELEVEN stores, turning the stores into interactive theaters. It is hoped that the public will have a better understanding of dementia and be more tolerant of elders with dementia through the performance.



After a suspension due to the pandemic, “What Time Is It?” Café was relaunched in 2023. In 2023, President Chain Store Corporation worked together with 18 groups to promote the initiative in 21 stores and 1 for “What Time Is It? Café PLUS”. The goal for 2024 is having 24 stores participating in the initiative with a total of 2,372 people served.

