



PCSC's Happy Community

2017 KPI

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

2016 KPI

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

Percentage of target met

100%

100%

SDGs



Convenience stores have become an indispensable part of daily life in Taiwan, with 7-ELEVEN being a fixture of the community for nearly forty years. Over this time, 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 never wavered in our mission to become an irreplaceable Good Neighbor that infuses the entire community with happiness and a sense of security. In order to accomplish this goal, 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 goodwill. Our more than 5,000-strong network of retail stores provides quality merchandise and diversified services that satisfy our customers' needs. As a corporation, we strive to cultivate sincerity, create a happier society, and become an enterprise that stands for social stability and sustainable development.

In this 2016 annual CSR report, we shall review the execution and achievements of our 2016 activities with respect to the Sustainable Development Goals (SDGs) formally adopted by the United Nations in September 2015. For the first time, we shall evaluate how our actions correspond to those SDGs which pertain to PCSC operations. We hope stakeholders will recognize our determination to stay in step with the rest of the world and make strides towards global sustainable development goals.



4.1 Diversified Community Interaction

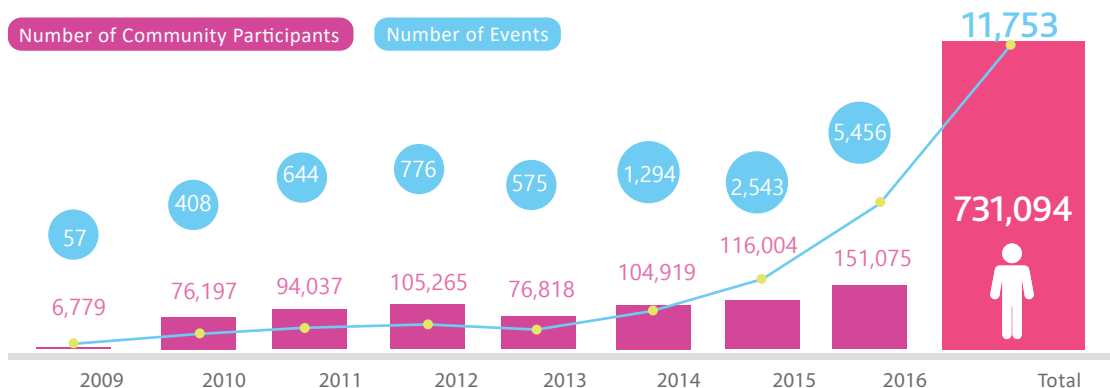
Since its establishment 17 years ago in 1999, the Good Neighbor Foundation has been devoted to improving community life, sustaining local culture, and firmly establishing itself as a friend and member of the community. We encourage employees to cultivate relationships with community members and hope to draw upon 7-ELEVEN's strong, ubiquitous presence to forge an even deeper connection to local communities. Our aim is for our retail stores to function like community service centers that, throughout each town and neighborhood, embody the Taiwanese essence of giving back; enrich local spiritual life; improve the overall quality of life; and work with the community to create a better life for all. The Good Neighbor Foundation is focused on serving members of the community and sponsoring activities that promote healthy living, environmental protection, and 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.

Focus	Related SDGs	Event Theme	Description
<ul style="list-style-type: none"> • Healthy living • Environmental protection 	<ul style="list-style-type: none"> ■ Good health and well-being ■ Climate action 	Good Neighbor Funfests	Promote Good Neighbor Funfests which bring communities closer together through various hands-on activities
<ul style="list-style-type: none"> • Healthy living 	<ul style="list-style-type: none"> ■ Good health and well-being 	Millenium Health Stations	Integrate health stations (conceived in 2008 together with the Millenium Health Foundation) into retail network; provide blood pressure monitors, waistline measuring tapes, and health information free of charge at select 7-ELEVEN stores in order to make health self-management more convenient for local residents
<ul style="list-style-type: none"> • Caring for the disadvantaged and rural communities 	<ul style="list-style-type: none"> ■ Quality education ■ Reduced inequalities 	Read-for-Treats Program in rural schools	Prioritize support for rural education; leverage corporate resources to benefit rural communities
<ul style="list-style-type: none"> • Healthy living • Environmental protection • Caring for the disadvantaged and rural communities 	<ul style="list-style-type: none"> ■ Good health and well-being ■ Climate action ■ Reduced inequalities 	Good Neighbor Classrooms	Encourage Teach for Taiwan (TFT) teachers to adopt creative teaching methods, such as planning field trips to 7-ELEVEN stores, where students learn through play, in order to increase students' academic motivation.





● Good Neighbor Funfests

In the fall of 2009, the Good Neighbor Foundation began sponsoring Good Neighbor Funfests, wherein 7-ELEVEN stores play the role of the old corner store and local residents are drawn 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. Recently, as the foundation has become increasingly sensitive to the real needs of communities, Good Neighbor Funfests have been planned around four central themes: parent-child interaction, caring for the disadvantaged, childhood education, and healthy and environmentally-friendly lifestyles. To date, 11,753 FunFests of varying themes have been held.

Number of Good Neighbor Funfest Events and Participants by Year:



Overview of 2016 Good Neighbor Funfest Events

Event theme	Event description	Name of event	Number of events	Proportion of Total Number of Events
<p>Caring for the Disadvantaged</p> 	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	<p>Forever Young Store Manager</p> <p>OPEN! Cares Health Promotion Stations</p> <p>Blood drives</p>	299	5.5%
<p>Parent-child Interaction</p> 	Invite parents and their children to 7-ELEVEN stores to celebrate holidays and spend quality time together in order to strengthen family bonds	<p>Drawing contest</p> <p>DIY Creative Cake Workshop</p> <p>DIY Cooking Workshop</p>	1,948	35.7%
<p>Education</p> 	Allow residents to experience the social value of serving the community; promote learning through play	<p>Mini-Manager</p> <p>Good Neighbor Classrooms (English, math, etc.)</p>	2,080	38.1%
<p>Healthy and Environmentally-Friendly</p> 	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	<p>Health exam challenge</p> <p>Hepatitis and dementia screenings</p> <p>Recycling tutorials</p> <p>Community clean-ups</p> <p>DIY Coffee grounds Recycling</p>	1,129	20.7%
Total			5,456	100%



7-ELEVEN Millennium Health Stations

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. Different community events such as health check-ups and blood drives are coordinated from time to time in cooperation with medical and health education groups to keep an eye on the community’s health. Since 2009 when the health stations were first set up, it is estimated that over 18.75 million people have visited them to measure their blood pressure. Furthermore, 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 kiosk of any 7-ELEVEN store and given to doctors for reference. Since it went online, the app has accumulated almost 20,000 users and a total of more than 80,000 records.

Millennium Health Station Event Performance By Year

year	2009	2010	2011	2012	2013	2014	2015	2016
Number of stores with Millennium Health Stations	57	100	251	421	589	616	677	677
Number of Participating Medical Professionals	114	386	750	973	1,458	1,433	1,350	1,298
Number of Event Participants	5,000	11,100	35,000	21,500	40,683	47,504	34,001	38,287

My 3D Healthy Lifestyle Map: Integrating Smart Technology with Community Resources to Fight Against High Blood Pressure

In 2016, the Millennium Health Foundation, proceeding from the knowledge that a healthy diet, an active lifestyle, and self-monitoring are all essential to prevent high blood pressure and metabolic syndrome, went a step further to create a Google Map that displays community resources available for public use and introduced My 3D Healthy Lifestyle Map. The map indicates the location of all 677 Millennium Health Stations (found at 7-ELEVEN stores); 447 medical facilities; and 370 local health departments. In addition, the addresses of public parks, fitness centers, and suppliers of organic fruits and vegetables are indicated. Community members can access the map online to quickly identify places in their vicinity where they can go to measure their blood pressure, shop for healthy foods, or exercise. Additional health information is provided in the descriptions of different locations plotted on the map.

The link to the My 3D Healthy Lifestyle Map (<https://goo.gl/JLT2uT>) can be found on the official websites of the Millennium Health Foundation and the Taiwan Hypertension Society. For information regarding 7-ELEVEN Millennium Health Stations and Cosmed stores or special events, please visit the Millennium Health Foundation’s events page at <https://www.1000-love.org.tw/> or the official website of 7-ELEVEN or Cosmed.



Support for Rural Education: Teach for Taiwan (TFT)

Since the 2011 launch of the Jiaxian Read-for-Treats Program, support for rural education has become a focal point of the Good Neighbor Foundation. Looking ahead, we intend to continue mobilizing corporate resources to help Taiwan's rural areas as much as possible. Details concerning different plans and/or programs and their implementation as well as annual accomplishments are provided on the foundation's official website² and in the PCSC 2013-2015 corporate social responsibility (CSR) reports³.

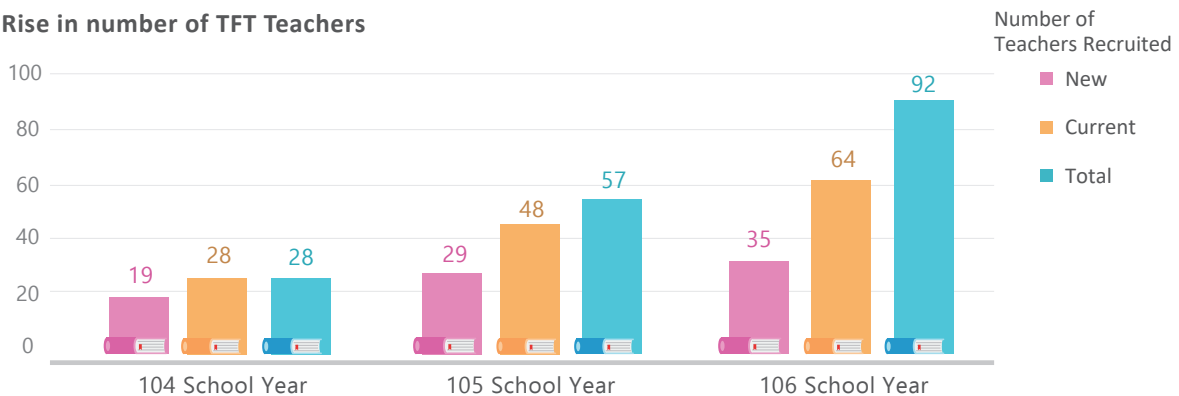
Cooperation Model for TFT and the Good Neighbor Foundation

The Good Neighbor Foundation provides funding for TFT teachers and mobilizes its corporate strength to improve the quality of rural education.

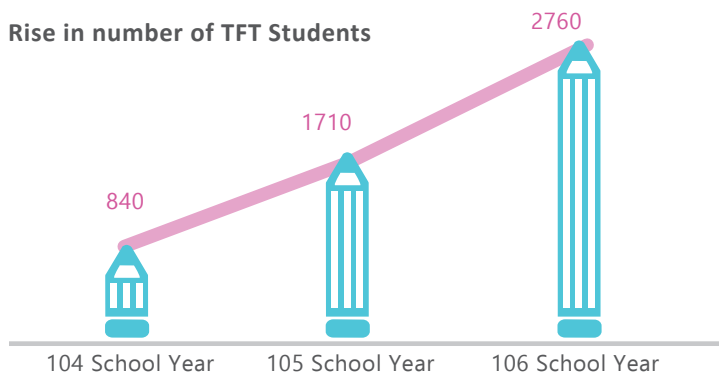
- Collaborate to support rural education in Taiwan:
 - Share retail and corporate educational resources with TFT-participating rural schools and TFT teachers, who will introduce such resources into the classroom
- Collaborate to revitalize elementary education and teacher training:
 - Use retail resources to announce teacher recruitment plans; recruit youth with enthusiasm and leadership skills to become TFT teachers
- Collaborate to nurture those who will lead the fight against inequalities in education:
 - Create a support system for teachers by funding training and providing teaching allowances.

2016 Annual Performance:

Rise in number of TFT Teachers



Rise in number of TFT Students

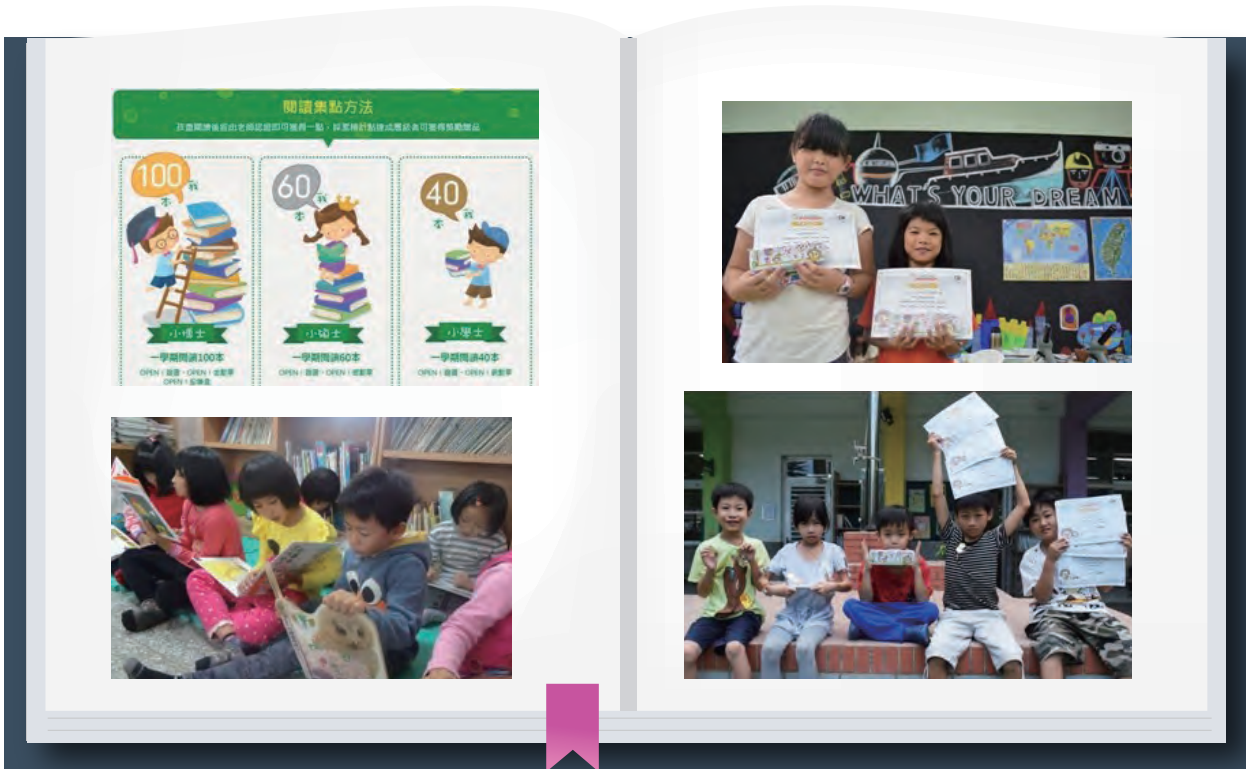


Each TFT teacher is responsible for 30 students on average, thus the number of students being taught is calculated based on this figure.



🔗 Good Neighbor Support for Rural Education: Reading Points, Writing Rewards


In 2016, twenty rural elementary schools, serving almost 1,700 students, participated in the reading points program—a fun, multi-level scheme in which students progress to higher levels as they read more books, increasing their motivation to read. Rewards for students are delivered to schools, which are then encouraged to applaud students’ efforts, boosting students’ self-esteem. Students are also rewarded for writing book reports, incentivizing the cultivation of critical thinking skills. Since the program began, students have earned more than 47,000 reading points, submitted more than 620 book reports, and checked out more than 50,000 books.



Furthermore, in order to better understand current reading habits among the country’s schoolchildren, the Good Neighbor Foundation conducted a survey comparing conditions in six metropolitan areas against rural areas using a “National Elementary School Students’ Reading Habits and Resources” questionnaire. The survey found that more than 20% of rural elementary schools do not have funds to purchase books and as many as 90% rely on external resources to promote reading events. Possibly even more significant, these schools also often do not employ specialized reading teachers; only 33% do.

Apart from using the questionnaire to gain insight into the shortcomings that affect reading in rural areas, the foundation also invited renowned documentary filmmaker Tian-hao Hua to visit Wanan Elementary School in Taitung County’s Chishang Township and to film the short documentary “Creating a different future.” Wanan Elementary has participated in the Good Neighbor Read-for-Treats program since 2015 and one teacher in particular, Zhi-ming Chen, has gone above and beyond to encourage students to read. For Chen, helping children develop good reading habits is very important because even though he won’t always be able to be there for his students, books will and the joy and nourishment they provide can help children get through difficult times. Just as the closing line of the film says: “Books illuminate with hope—reading opens up new possibilities for the future.” Through reading, rural children can discover the world and even explore their own dreams.

In 2017, we will continue our efforts to promote reading and provide partial financial support for TFT teachers working to improve rural education. More than 30 schools are expected to participate in the Good Neighbor Read-for-Treats program which increases students’ motivation to read by allowing them to redeem reading points for meals at 7-ELEVEN stores. A similar model will be adopted, along with new submission procedures, for the book report rewards program, which encourages students to develop critical thinking skills. We will also expand the Good Neighbor Classroom initiative, welcoming all schools and encouraging both teachers and students to plan educational excursions to our stores.

 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 35 sessions, with the two most common themes being first math and then social studies.

Teachers report that students demonstrate increased attention spans at Good Neighbor Classrooms. They have observed that the same young students who have short attention spans at school are able to pay attention, listen, and actively participate throughout entire, more than two-hour-long Good Neighbor lessons. Upon returning home, students reportedly also happily recount the experience to their parents.





OPEN! Children's Reading Room

Since students use the seating areas in many of our stores as meeting places for discussing homework after school, we wanted to find a way, beyond traditional convenience store services, to create even more added value for the community and students. And thus, we conceived the OPEN! Children's Reading Room to help 7-ELEVEN better meet the needs of the community. In 2016, the first retail location in Taiwan to jointly operate as an OPEN! Children's Reading Room was established, proving that we are a good neighbor not just in name but also in deed.



To encourage reading within the community, in March 2016, 7-ELEVEN opened Taiwan's first OPEN! Children's Reading Room at the Park View Store in New Taipei's Taishan District. A year later, 101 7-ELEVEN stores feature such reading rooms, which are frequented by children aged 2 to 9. On weekday mornings, many parents use the space to read with their children aged 2-5; however, in the afternoons, elementary students aged 6-9 use the space to read and do homework. During weekends, parents and children visit the rooms together to read and participate in educational interactive activities.



Since most visitors are parents and children, stores have further expanded their operations to host various activities to enhance parent-child interaction, including recruiting volunteer storytellers. These volunteers are community members who also endorse the promotion of reading and now number more than 114. Slowly but surely, 7-ELEVEN stores are becoming centers of community life—for education, new experiences, and enjoyment.



PCSC Welfare Committee: Love Nature Society

Long-term environmental protection has always been a matter of great importance and concern to us. Through the establishment of the PCSC Welfare Committee's Love Nature Society, we wish to rally together like-minded nature-lovers to help us clean up our beaches and mountains, plant trees, protect natural ecosystems, reduce the number of plastic bags in use, and to help the community implement environmental principles into daily life. Participating in these activities together, we can build relationships, get some exercise, refresh our spirits, and most importantly, preserve our pristine natural environment for our children and grandchildren to enjoy. As society continues to progress, so will efforts to ensure the protection of our natural environment and ecosystems.

2016.5/28
Dingliao Beach
Clean-up
(Wanli District, New
Taipei)



2016.7/23
Scenic Excursion and
Park Beautification
Activity



2016.6/25
Lotus Viewing and
Wanli Beach
Clean-up



2016.7/30
Dingliao Beach
Clean-up
(Wanli District,
New Taipei)





2016.11/26-2016.11/27
 2016 Caoling Historic Trail Silver Grass Flowering Season—Mountain Clean-up and Hike

2016.12/23.28.30
 Auction for the Environment
 With coffee mug planters contributed by the President Starbucks Coffee Corporation, we held an auction for the benefit of environmental charities to stimulate public interest in environmental protection, with proceeds going to the Taiwan Environmental Information Association.



Community Care Stations

In order to more effectively mobilize our strengths for the good of the community and to ensure care for vulnerable elders who fall between the cracks of Taiwan's social welfare, beginning in 2014, 7-ELEVEN made care for disadvantaged elders a year-round priority. More and more funds and manpower have been invested each year since to assist the elderly and to fulfill our potential as a local bastion of compassion. Our care stations 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
We drew on the combined strength of our retail presence to uncover neglected corners of society and to care for isolated elders.			
Refurbishment Point of Contact (Hondao Senior Citizens Welfare Foundation)	1,099 retail locations now serve as refurbishment points of contact. Local residents are encouraged to stay in touch with elderly neighbors, and, if they find them to be living in unsafe conditions, to report this so that support and refurbishment assistance can be provided.	1,099 participating stores	335 elderly citizens
Bai Juyi Easy Home Repair Mobile Unit (Hondao Senior Citizens Welfare Foundation)	Together, we designed and equipped a home repair mobile unit to travel through rural areas and help those in need.	We have improved the accessibility of 13 public spaces used by the elderly and helped renovate 221 homes of elder citizens. Among these, 48 were rural homes located in seven different rural districts.	144 households

Activity	Description	Figures	Beneficiaries
Our stores helped to make up the deficiency in manpower suffered by charities, thus rendering their services more complete.			
Sunday Shift of Hualien Meals-on-Wheels Program (Mennonite Social Welfare Foundation, A Kernel of Wheat Foundation)	Each Sunday, managers of certain Huatung Valley stores deliver meals to 100 seniors and check in on their health and well-being, too. As a result, these seniors are no longer left without a hot meal or companionship during the weekends.	37 participating stores	6,686 meals delivered
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.	13 events	163 people
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.	67 events	7,677 people
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.	4 stores	34,002 visitors
International Workshops (Hondao Senior Citizens Welfare Foundation) Senior Store Managers (Hondao Senior Citizens Welfare Foundation)	We invited youth volunteers to interact with the elderly at our stores.	6 events	40 seniors attended workshops and follow-up activities benefited a total of 3,203 seniors.
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.	28 events	176 seniors and 37 children

Note: The above information does not include the 5,040 stores which assisted in fundraising or their beneficiaries.





4.2 Diversified Aid Platform

In addition to inspiring a feeling of happiness unique to 7-ELEVEN through close, diverse interactions with the community, 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, and make every single coin count, we can make great strides toward the goals of eliminating poverty, alleviating hunger, and reducing inequalities, as set forth by the United Nations.



In-store Spare Change Donations

In 1988, 7-ELEVEN launched the “Bring Back the Love” charity campaign. Adhering to the principle that charity is not a single good deed, but a lifestyle, we set up 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 and we believe that each donation, no matter how small, can bring rays of hope and love back into the lives of those in need. In 2016, we raised over NT\$161M in spare change donations, reflecting an increase from the previous year, and donated these funds to five charities: the Mennonite Social Welfare Foundation, A Kernel of Wheat Foundation, Hondao Senior Citizens Welfare Foundation, Liver Disease Prevention & Treatment Research Foundation, and the Pingtung Christian Hospital. 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 three 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; home repair for the elderly poor; rural hepatitis screening; and meal-delivery for solitary East Coast elders. We emphasize innovation in philanthropy and draw on 7-ELEVEN retail resources in all action plans.

2016 Fundraising Results

Funds Raised (in NT\$1,000)

Total **\$161,479**

Funds Raised
(in NT\$1,000)

\$39,492

1/1-3/31

Aging Gracefully with Care

Community Care Program for the Rural Elderly
(Pingtung Christian Hospital)

We continued our work with the Pingtung Christian Hospital on the Dementia Prevention Program, which focuses 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, we have established a dementia safety net, tying together our stores, elders' homes, neighborhoods, and primary care facilities. We circulate dementia-related health information through Good Neighbor Health Classes and mobile services and have set up Brain Health Measurement Stations at certain Pingtung 7-ELEVEN stores and at different spots in the community. The scope of our activities has expanded to include Penghu and Yunlin as well.



Funds Raised
(in NT\$1,000)

\$39,751

4/1-6/30

Love and Peace of Mind

Local Support Program for Senior Citizens
(Hondao Senior Citizens Welfare Foundation)

For the third year in a row, 7-ELEVEN conducted the Home Repair for Seniors Program, which focuses on ensuring that seniors' homes, whether in the city or countryside, are safe. This year, we completed roughly 370 home repair projects, giving priority to projects in remote villages where populations are undergoing rapid aging. In 2016, we also unveiled a new home repair mobile service, making it possible to extend our efforts into more remote rural areas and outlying islands. Furthermore, over 1,000 7-ELEVEN stores, including locations in 58 different towns of 10 different cities and counties, now serve as home repair points-of-contact, where compassionate citizens can come to report any home repair needs of neighbors.



Funds Raised
(in NT\$1,000)

\$40,534

7/1-9/30

Save the Liver

(Liver Disease Prevention & Treatment Research Foundation)

We continued to provide hepatitis and liver cancer screenings as well as follow-up assistance in seeking medical treatment, all free of charge, for rural communities. This year, we also organized liver disease screenings on Orchid Island and in Jiaxian and Zhongliao Districts and reached a new milestone, having held screenings in 164 towns across Taiwan. Over the past 10 years, the Save the Liver Program, co-sponsored by 7-ELEVEN and the Liver Disease Prevention & Treatment Research Foundation, has recruited more than 15,000 medical personnel and volunteers who have conducted as many as 134,000 individual hepatitis screenings. From 2014 on, after turning select 7-ELEVEN stores into rural liver screening stations, there has been a highly significant increase, of more than 20% each year, in screening participants and events. We completed our liver screening tour of 164 towns three years earlier than planned.



Funds Raised
(in NT\$1,000)

\$41,702

10/1-12/31

A Good Meal

A Program for East Coast Elders
(Mennonite Social Welfare Foundation,
A Kernel of Wheat Foundation)

In order to improve upon the existing meal-delivery program, we concentrated our efforts on even more remote areas, such as Hualien's Fuli and Yuli Townships. Then, taking as our guiding principle the idea of society partaking of a meal at one common table, we got involved in different innovative initiatives, including Tribal Kitchen, Happy Village, and A Moveable Feast, to fill in the gaps of the rural meal-delivery program. While Tribal Kitchen uses local labor and ingredients to cook hot meals for tribal elders; Happy Village, located in Hualien's Dongli neighborhood, celebrates healthy aging, learning, and living by offering consulting sessions and various thematic classes three times a week, given by professional social workers, volunteers, and nurses. At year's end, we hosted A Moveable Feast to meet the alimentary needs of seniors, capping off a year in which the program served an estimated more than 350,000 meals overall to elders on the East Coast.





PCSC – A Sustainable Enterprise



PCSC's Outstanding Products and Services



PCSC-Support for environmental sustainability



PCSC's Happy Community



PCSC'S friendly work environment



PCSC Impacting Lives: *Repairing Paiwan Elder's Home in Pingtung*

Mr. Gao, an 80-year-old elder of the Paiwan community and resident of Pingtung County's Laiyi Township, lives alone in the wooden beam home that he built together with his late father. The house's roof, due to normal wear-and-tear long gone unrepaired as well as typhoon damage, was all but rotten and marred by holes. Each rain shower meant more leaks.

Yet, due to financial circumstances and physical limitations, Mr. Gao had been unable to repair his home and had resorted to simply using canvas as a makeshift roof covering to prevent serious leaks. The house was also not equipped with basic toilet facilities, so each time Mr. Gao needed to use a bathroom, he had to hobble along a narrow, poorly lit, uneven path to reach the home of his next-door neighbor. The wood of the post and beams meant to support the house's structure was mostly well-worn and the home meant to shelter Mr. Gao from the elements was extremely dilapidated. As part of our Elderly Protection and Renovation program, we repaired Mr. Gao's roof, replaced the supporting posts and beams, and added a bathroom so that Mr. Gao, already well into his later years, can enjoy the shelter of a safe home.

Innovative Proposal-DJ Donation Experience

Breaking away from traditional models used to promote social issues, our innovative donation collection method entices young people to come into 7-ELEVEN stores and become more aware of and involved in such issues. Engaging with the public and stimulating awareness through this innovative method, we hope to spark a greater discussion and inspire people of all ages to devote themselves to charitable activities.

After launching the Piano Donation Box in 2015, we introduced the world's first DJ Donation Experience in 2016. Fully equipped with two turntables, ten tracks, and all kinds of sound effects, the DJ experience invites donors to mix their own music. By donating just a few coins, individuals of all ages can be instantly transported into the life of a DJ and make music in the name of charity.

After a year of concept development and planning, the interactive donation platform "A Few Coins and You're a DJ" was unveiled. Users need only drop a few coins into the coin slot above the turntables and the track corresponding to the amount of money donated will immediately begin to play. Just like at an actual DJ table, users can press different buttons to create different sound effects, thus personalizing the music. Each user can play around to create their own sound, and throughout a tour of Taiwan, users did indeed create unique music, which was complemented by visual animation for a unique audiovisual experience. Not only that, but with the added "Share Online" feature, users could share their musical creations on Facebook by simply scanning a QR Code. Even more exciting, this initiative drew the participation of 13 different celebrities, including Crowd Lu, Show Luo, Jasper Liu, Janine Chang, and Lala Hsu, who not only created their own "Bring Back the Love" sound effects, but also handwrote messages of thanks that appeared alongside the QR code, adding an element of surprise to the DJ Donation experience and generating more momentum for donations.



Fundraising for Charity: ibon Kiosk Donations

In 2008, our Compassion is Always Open! philanthropic platform expanded to include donation via ibon kiosk, 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 2016, a total of NT\$572,869,000 was raised, with the average donation amounting to NT\$1,334.

Donations by Year:



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	538.70
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
Total	1,141,308	1,157,690,968	1,014

Disaster Relief: Tainan Earthquake

At 3:57 AM on February 6, 2016, in the middle of the Lunar New Year Holiday, all of Taiwan was shaken awake by a strong earthquake. Tainan, however, bore the brunt of devastation, with numerous residential buildings collapsing, most notably including the high-rise apartment complex Weiguan Jinlong in Tainan's Yongkang District, which resulted in over 100 deaths. All along, from Typhoon Morakot to the Kaohsiung gas explosions, from the Formosa Fun Coast explosions to this latest Tainan earthquake, whenever there has been a natural or manmade disaster, we have swiftly pulled together resources to provide immediate assistance to afflicted areas. The Tainan earthquake was no exception: taking advantage of our retail channels, we immediately launched an emergency ibon fundraising campaign, and our team, from top to bottom, united together to come to the aid of disaster victims.

Total Fundraising Amount:

Bureau of Social Affairs,
Tainan City Government

NT\$414,123,000

World Vision Taiwan

NT\$29,739,000





As the earthquake struck during the extended Lunar New Year holiday, banks and other financial institutions were all closed at the time of and following the disaster. Yet, as we knew the public was eager to provide assistance to victims, we reached out to Tainan City Government's Bureau of Social Affairs and World Vision Taiwan in order to coordinate relief efforts. By the afternoon of the day that the earthquake struck, we introduced a nationwide ibon fundraising campaign for victims and donations from all across Taiwan began flooding in. Within less than three days, the campaign had raised over NT\$100 million to help victims throughout the long, arduous road towards reconstruction.

Headquarters and Local Stores: United to Assist in Disaster Relief

As a result of the earthquake, more than two hundred 7-ELEVEN stores in the epicenter's vicinity, located in Kaohsiung, Pingtung, Chiayi, and Tainan, suffered varying degrees of damage, including collapsed shelves and damaged lighting appliances. Fortunately, none of our employees were injured and those at stores near the area most severely affected, upon recollecting themselves, joined wholeheartedly in relief efforts. Our operations group contacted the Tainan City Government to find out what supplies were needed and how we could help, and 100 boxes of instant noodles and 800 batteries were soon sent to relief shelters for victims and emergency responders.

Because the water supply to certain districts in Tainan had been disrupted, we expedited shipments of mineral water to the area to increase the supply of potable water and ensure its availability for purchase. Furthermore, so that stores in

areas facing water shortages could provide hot coffee, we immediately dispatched technicians to adjust the water input system of our coffee machines so that water could be added manually. With this small gesture in the aftermath of the quake, victims were able to enjoy soothing cups of hot coffee during the long, cold night.



Showing compassion for victims: A Slurpee Brings A Smile

One little girl, named Lin—a frequent customer of our Yu-hua store—was rescued from the rubble of the Weiguan Jinlong complex 61 hours after its collapse. The Yu-hua store had long partnered with Kunshan Elementary School, which Ms. Lin attended, in a Slurpee Rewards Program, and upon her rescue, there was nothing she wanted to drink more than a Slurpee. As soon as we got word of this, we contacted the hospital at which she was being treated in hopes that we could make this wish come true. However, in view of her medical condition, we initially sent get-well cards and 7-ELEVEN gift cards to her. Thoughtful employees wrote cheerful messages, wishing her a speedy recovery, and we continued to monitor her condition. Once head physician, Dr. Tzong-Bor Sun, gave his permission, Xin Kang-hua store employees, switched on the Slurpee machine (which had never been dusted off before summertime) and hand-delivered a special Slurpee to the hospital, bringing a giant smile to the young girl's face.

In times of emergency, our extensive and close-knit network of retail stores serves as an effective channel for providing aid in times of emergency, reminding us of its importance to the community and the unity and generosity of Taiwanese people.



Emergency Fundraising For Kumamoto and Ecuador

A powerful 7.8 magnitude earthquake, stronger than any Ecuador had experienced in 67 years, rocked the South American country in 2016, killing 480 people and injuring thousands of others. The quake not only devastated Ecuador, but also Japan, and in its aftermath, the afflicted countries were left in urgent need of international assistance, without a moment to lose. For the first time, we partnered with the Ministry of Health and Welfare as well as with Kaohsiung City Government and World Vision Taiwan to help in this effort. At 7-ELEVEN, we launched an ibon emergency fundraising campaign to call on the generosity of people across Taiwan to help victims in Ecuador and Japan recover from the quake and return to a normal life.

Ministry of Health and Welfare NT\$2,434,000
 Kaohsiung City Government, Social Affairs Bureau NT\$2,681,000
 World Vision Taiwan NT\$1,647,000

Total Fundraising Amount:



Emergency Fundraising For Taitung In Nepartak's Wake

Super Typhoon Nepartak wreaked havoc across Taiwan, but its Beaufort force-17 winds, which broke a hundred-year Weather Bureau record, inflicted the most damage on Taitung. The gusts not only destroyed the livelihoods of many farmers, but also levelled countless homes and buildings, created over NT\$2 billion in damages, and resulted in 5 deaths and 300 injured. Beloved for its tranquil beauty, Taitung County was transformed in an instant into a nightmarish wasteland, reminiscent of scenes from the film The Day After Tomorrow. Relief could not come a moment too soon and any and all help that citizens could provide was desperately needed. As in the past, we felt compelled to act and coordinated a response with the Taitung County Government. We launched a nationwide ibon emergency fundraising campaign to pull together the strength of Taiwan's many communities. By providing a disaster relief donation platform that was both accessible and comprehensive, we took strides toward helping victims return to their normal lives as quickly as possible and guaranteeing that the beautiful Taitung we know and love would soon reappear before our eyes.

Total Fundraising Amount:

Taitung County Government, Social Affairs Bureau NT\$39,545,000





4.3 Diversified In-store Experiences

From our corporate headquarters and individual stores, we are always seeking new ways to take advantage of our strong presence in the community in order 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 different events, such as mountain clean-ups, artistic performances, and Thanksgiving celebrations, to bring people closer together and forge community prosperity on a local level.

Qingjing Farm: Mist Plaza store

Each spring, PCSC organizes the Qingjing Mountain Clean-up and invites all individuals from across Taiwan who are willing to help to come and participate. As a token of gratitude, the Mist Plaza store, beginning with the 2016 clean-up, offered volunteers a free visit to the Swiss Garden during leisure time on the last day of the clean-up. To further express their appreciation for the volunteers' help in cleaning up the mountain roads, the Mist Plaza store also invited volunteers to participate in the opening ceremony festivities of the Qingjing Windmill Festival.



A Look Back at 2016 Activities

New Rende Shopping Center

During important festivals, we use festive decorations and holiday sales events to give travel-weary visitors a rich holiday experience. With each holiday season, the travel center's new look inspires interaction with the surroundings, stimulates conversation, fulfills customers' needs, and most importantly surprises and delights travelers.

We open our extensive commercial space to the public free of charge. The space is open for use by street performers wishing to give artistic performances as well as charitable organizations wishing to host activities. We hope that through these experiences, travel-weary visitors can relax and take a break from the wheel, enjoy artistic performances, and participate in altruistic activities, thus fully enveloping themselves in the collective prosperity of Taiwanese society. In 2016, the New Rende Travel Center was host to 119 street-style performances and 53 charity events.



Wanfang Store

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 2016, just before Thanksgiving, we hosted a special Thanksgiving event, which featured performances in the main hall and parent-child sand art activities. The beloved Open Chan also made visits to young patients in their hospital rooms, scaring all boogie monsters away and brightening their day.

