



The Best of Neighbors



2019 Highlights



Organizing around 17,960 Good Neighbor Funfests events attracting over **360,000** participants (Note 1)

Raising NT\$**190 million** in spare change and pledge donation of goods (Note 2) (Note 3)

In 2019, PCSC provided funds, matchmaking resources, consulting, and guidance to assist **2** groups of young people develop local industries

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 donations.

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

PCSC is an intricate part of the daily lives of people in the community. In urban and rural areas, on major roads and small alleyways, the warm lights of our stores welcome everyone. 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. Starting with our core business and operating within the community allow 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 5,600 stores, PCSC is working with people to create a good and sustainable society.



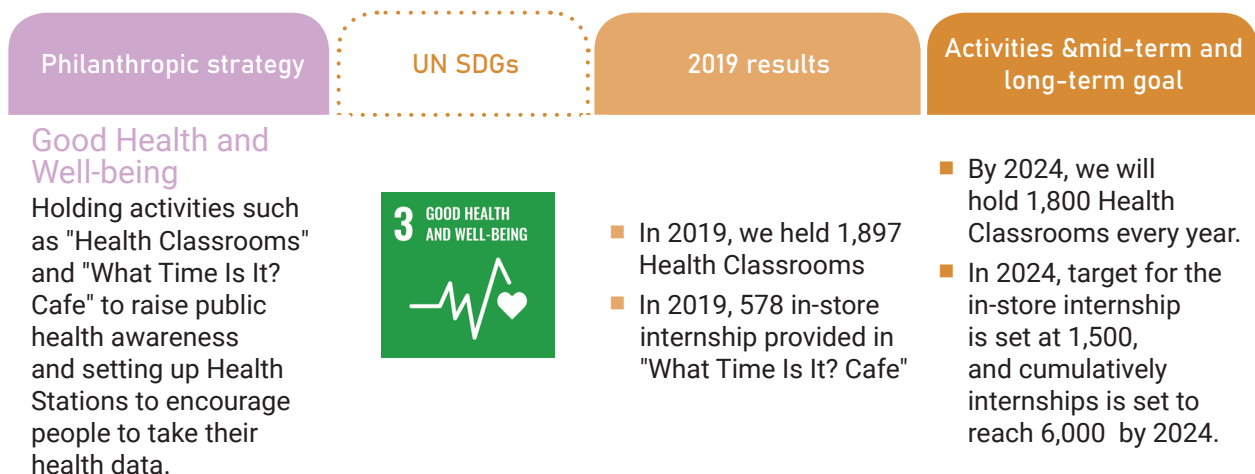
5.1 Charity Development Strategies

Management Approach

PCSC continues to expand, employing a one-town-one-store model and operational style of innovative compound stores and distinctive stores which provide a wide range of quality products and services to meet the needs of customers in rural areas and large cities to everything in between. In the area of charity, both PCSC Good Neighbor Foundation, established 100% by Company donations, and the fundraising platform "Bring Back the Love Charity Donation Platform" continue to serve locally. The former collaborates with 7-ELEVEN to hold charitable activities or promote community services. The latter provides the public an easy and transparent donation channel for small money amounts (donation boxes, ibon multi-function service machines) donated to non-profit and social welfare organizations, which has made 7-ELEVEN a reliable charity platform.

PCSC is concerned about people's health and continues to focus on common health problems from the perspective of preventive medicine. In response to the aging population, we promote activities such as the "What Time Is It? Café" and "The Christmas Workout Party" to help the elderly improve their health. PCSC also set up Millennium Health Stations to encourage people to check their health data regularly. We held activities, such as "Health Classrooms" and "The Millennium Waist Measurement Day," to raise public health awareness. Young and middle-aged people are exiting their hometowns, leaving behind senior citizens. As a result, we discovered that the elderly were not eating every meal and were suffering from malnutrition. To solve the problem, PCSC had our stores organize Good Neighbor meal delivery teams to bring meals to seniors living in remote areas. PCSC also donates money raised to social welfare organizations that provide meals for disadvantaged seniors and a platform for the public to donate money or food to social welfare organizations, allowing our help to reach more vulnerable groups. PCSC noted a development gap and uneven resource distribution between urban and rural areas in recent years. In addition to such issues as an aging population, falling birth rates, migration from rural areas, declines in local tourism and related industries, PCSC Good Neighbor Foundation also launched the Deep Roots Project for Young People to support youth returning to their hometowns to develop local industries and to work with them to promote local marketing and local purchasing, creating different selling opportunities, and promoting our brand identity.

7-ELEVEN's community services, spare change donations, pledge donation of goods, and ibon machine donations not only enabled PCSC to help promote health, eliminate hunger and develop communities, interaction with people also allowed us to better understand nutritional and local economic development needs, all of which could become future opportunities to promote our ready-to-eat food products sales. As for our charity strategies, we first focus on issues about people's health and nutrition needs as well as local community developments. In early 2020, we set medium and long-term goals to achieve economic and social sustainable development goals on our charity platform.





Philanthropic strategy	UN SDGs	2019 results	Activities & mid-term and long-term goal
Zero Hunger Organizing Good Neighbor Meal Delivery Teams to bring meals to seniors living in remote areas and donating money raised to social welfare organizations to provide meals for disadvantaged seniors.		<ul style="list-style-type: none"> In 2019, a total of 53 stores provided 27,335 meals. 	<ul style="list-style-type: none"> By 2024, we will extend our services to include 30,000 meals delivered each year by 90 stores in 12 counties, cities, and outlying islands.
Sustainable Cities and Communities The Deep Roots Project for Young People helps youth returning to their hometowns to develop diversified local industries.		<ul style="list-style-type: none"> Supported two groups of young people in 2019. 	<ul style="list-style-type: none"> Will assist a total of 30 groups of young people between 2018 and 2024.

Annual Social Welfare Participation and Input

PCSC brought its corporate influence into full play in social welfare and charity events. In 2019, the amount of monetary equivalent of time and other contribution invested in social welfare and charity events by PCSC are shown in the right table.

The monetary equivalent of time and other costs contributed by PCSC in social welfare and charity events in 2019 (unit: NT\$)

Item Contributed	Monetary Equivalent
Cash (excluding advertisement fee)	35,860,072
Time	21,552,000
In-kind giving	136,600,000
Management overheads	4,000,000
Total	198,012,072

Note: Calculations are based on such factors as the number of hours individuals contribute, salary, and the number of events held in 2019. Cash contributions include charitable donations of NT\$34,750,472, 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 PCSC 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. Each year, The PCSC Good Neighbor Foundation 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. Our charity policies focus on three dimensions: healthy living, environmental protection, and caring for the vulnerable & those living in rural areas. In March 2019, we set up the PCSC Good Neighbor Foundation Official LINE group to allow us to interact with people more closely. Over 10,000 people joined the LINE group in the first year.

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



Youth Deep Roots Project

With 7-ELEVEN stores located in counties and towns throughout Taiwan, we have witness problems such as an exodus of young and middle-aged people from their hometowns, aging populations, low fertility, and decline in local tourism and related industries. We have also seen, however, young people returning to their hometowns to develop their own businesses. They worked hard to find needed resources and revitalize local industry, reenergizing rural communities. Therefore, in 2017, PCSC Good Neighbor Foundation started planning the Deep Roots Project for Young People to provide funds, matchmaking resources, and experts from related fields to serve as consultants to assist young people develop local industry.

PCSC provided funds, matchmaking resource, consulting, and guidance to assist **3** groups of young people develop local industry.

The Executive Yuan designated 2019 as the first year of Taiwan's Local revitalization and a variety of products and services sprang up as a result. The PCSC Good Neighbor Foundation discovered that young people did not lack the innovation or abilities to develop businesses locally; rather, they lacked long-term local venues to show their achievements and to integrate them with the market, so 7-ELEVEN collaborated with young people returning to their hometowns, providing sharing platforms for performances, exhibitions, and exchanges and introducing the OPEN! Youth Funfests to bring together local community resources, making 7-ELEVEN stores around Taiwan ideal partners in the drive to revitalize. The Deep Roots Project for Young People currently operates using two models. First, we provide the opportunity for the youth to integrate their activities with existing PCSC community events (Mini Store Managers). Second, we share our store resources (space, customers) and invite them to organize farmer's market to expand the benefits to youth farmer groups.

The Deep Roots Project for Young People also produced "Fish Bar" and "Always By Your Side," two documentaries supporting young people returning to Hualien and Miaoli, their hometowns, to set up businesses. The documentaries premiered at the 4th Taipei Golden Eagle Micro-Movie Festival held in 2020. Fish Bar received an award for excellent film as well as awards for excellence in the video and sustainability categories. It was the only micro-movie to be nominated for seven awards. Another documentary, "I'm by your side", also won an award for excellence in the operational governance category.

Starting in 2020, PCSC will collaborate with Taiwan NPO Self-Regulation Alliance. In addition to providing funds, we will provide space, stores, and social activity resources, such as Good Neighbor Funfests, to more young people returning to their rural hometowns to develop businesses. In doing so, we are increasing our local purchases in the long term and creating a win-win-win situation for business, environment, and society through local development, local procurement, and local marketing.

Details and achievements of the 2019 team project

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Case 1

Hualien Fish Bar "Mini-Fishermen in Stores"

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The core idea of "Fish Bar" is to promote sea food education. The founder, Huang Wenqi, majored in marine environment and engineering. Witnessing the depletion of fishery resources and people's apathy toward the marine environment, she decided to promote the transformation of traditional fisheries and assist in industry upgrade. She began collaborating with the PCSC Good Neighbor Foundation in 2017, introducing Mini-Fishermen at 7-ELEVEN's stores in Hualien. It is an interactive learning activity that uses games to teach parents and children the importance of sea food education and sustainable oceans.



Since August 2019, 25 Mini-Fishermen events have been held in Hualien with nearly 750 people participating in them. Fish Bar has also connected 7-ELEVEN's stores and businesses under the guidance and assistance of PCSC Good Neighbor Foundation, store managers of



7-ELEVEN's Hualien stores, and local team leaders to launch Qixingtang Fishing Village's first stamp collecting activity. Together with four 7-ELEVEN stores as well as 60 local homestays, hotels, and restaurants, the Qixingtang Fisherman's Treasure Map takes tourists on a cultural and historical journey, helping drive local sightseeing.

PCSC Good Neighbor Foundation has worked together with Fish Bar to promote sea food education and youth power, establishing a sea food knowledge platform and providing various activities which have influenced tens of thousands of people, helping them realize that the ocean is not just a selfless provider of food, it also needs us to take better care of it and to put more effort into learning how to make the oceans sustainable.



Case 2

Miaoli Young Farmer's Market



The Miaoli Young Farmer's Fraternity is run by 11 people, including Tangerine House's brand leader Huang Wenyi and young farmers from Miaoli, such as Yudao Field's Yan Peiling and Hesinlong Farm's Huang Junhe. The Miaoli Young Farmers Fraternity started collaborating with PCSC Good Neighbor Foundation in 2019 to hold OPEN! Youth Funfest's Friends of the Earth Young Farmer's Market. Holding the markets in local 7-ELEVEN stores helps young farmers save travel money and time and avoid all the hassles on the road. Collaborating with 7-ELEVEN also allows them to reach different kinds of customers and increase their brand visibility. From a business angle, it also offers them the opportunity to learn how to work with a company from planning, product development, quality assurance, and sales.



After half year of discussions and planning, OPEN! Youth Funfest's Friends of the Earth Young Farmer's Market was finally launched in 7-ELEVEN's New Xueba branch, located on Taiwan Route 3, to interact closely with people and promote local Miaoli agricultural products during summer vacation. Our 7-ELEVEN stores not only promoted local marketing and procurement, creating different selling opportunities, but also integrated regional characteristics into community activity managements, raising the brand favorability.

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 coheres emotions and strengths in communities and facilitates the bridging of distances between people. Good Neighbor Funfests have been working on four central themes: parent-child interaction, caring for the disadvantaged, education, and healthy and environmentally-friendly lifestyles. In 2019, 368,641 participants took part in nearly 18,000 events organized directly by stores. A total of 4,934 stores, 87.3% of all stores in Taiwan, took part.

In 2019, we integrated OPEN POINT into Funfest activities. We held 22 activities in which members could sign up by donating OPEN POINTs, all of which were donated to Reach Out and Read Taiwan to support early intervention of unwell children from disadvantaged families in rural areas. In 2019, we also introduced the concept of charity Mini Store Managers into our charity events, holding nearly 300 events over the course of the year. In April, our Give Books, Share Love event collected books for preschool children in rural areas. Anyone who donated children's book could take part in a special Mini Store Manager event. 177 of these activities were held with almost 10,000 people from over 4,000 families attending. The nearly 5,000 books that were donated were sent to 60 medical facilities in 14 cities and counties. During the Christmas Love Mini Store Managers event in December, we promoted ibon charity donations which received almost NT\$200,000.

Organizing nearly
18,000 Good
Neighbor Funfests
events attracting
over **360,000**
participants



► 2019 Good Neighbor Funfests Activities

Event theme	Event description	Name of main events	Number of events (ratio of all events)	Number of participants (ratio of all participants)
 education	Allows residents to experience the social value of serving the community; promotes learning through play.	<ul style="list-style-type: none"> Children's reading space Food safety education course 	1,052 (5.9%)	17,187 (4.7%)
 parent-child interaction	We offer parents and their children interactive courses in the reading spaces of 7-ELEVEN stores to strengthen family bonds.	<ul style="list-style-type: none"> Mini-Store Manager Drawing DIY Workshop Dress-up event 	13,503 (75.2%)	222,819 (60.4%)
 healthy and environmentally-friendly lifestyles	Urge the public to pay attention to local environmental issues and health concerns so that environmental consciousness and healthy habits are incorporated into daily life.	<ul style="list-style-type: none"> Health Station Good Neighbor Health Classroom-Hepatitis and dementia screening Community clean-ups 	3,186 (17.7%)	122,899 (33.3%)
 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	<ul style="list-style-type: none"> "Never-Too-Old" Store Managers OPEN! Cares Health Promotion Stations 	219 (1.2%)	5,736 (1.5%)
Total			17,960 (100%)	368,641 (100%)

Our interactive parent-child activities are the most popular and employ learning through fun, a principle that we have continued to promote, so that the public can experience the value of service and understand what it is like to work in the service industry. Activities that spotlight caring for the disadvantaged have been less popular. In the future, we will leverage the influence that our stores enjoy locally to call upon the public to show more concern for local disadvantaged groups.

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. In 2015, the "daily service" in ibon app added the Millennium iHealth function, 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 251,000 records.

Millennium Health
Stations distributed
among **677** stores



The Health Stations upgraded to Millennium Smart Health Stations in 2018. In 2019, we added new functions, including six tests (blood pressure, pulse rate, weight, body fat, BMI, and pressure sensing), waist measurement, health knowledge, and health education information, so people can monitor their health. The values measured by the station are automatically uploaded into home records and simultaneously onto cell phone by the Millennium iHealth ibon app to manage 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". As of 2019, there are Millennium Health Stations distributed among 677 stores across Taiwan, 12% of all stores. Since the health stations were first set up, it is estimated that over 24.86 million people have visited them to measure their blood pressure.



► Health Promotion Activities

PSCS continues to focus on preventive medicine to deal with lifestyle related diseases in Taiwan. According to data from National Health Day and 2019 Millennium Health Stations, 48% of individuals 30-years old and up have overly large waistlines, which increases the risk of metabolic syndrome. In 2019, 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. 1,248,000 tape measurers were distributed in 2019.

In response to the aging population, the PCSC Good Neighbor Foundation has started paying attention to Sarcopenia, an age-related decline in skeletal muscle mass as well as muscle function. In November 2019, we held our first Christmas Workout Party with 350 seniors in attendance. People over 55 years of age underwent muscle strength tests and received consultation from physicians. They also tried out impedance sports equipment and elastic band exercises and other activities that can help prevent Sarcopenia. 7-ELEVEN's Fresh Foods Department also had a muscle-building nutrition supply education area, so the public could know that our stores offer various quality protein products that are convenient.

Support for Reading and Rural Education

Over **4,000** children took part in the program with more than **75,000** books borrowed.

► Reading Encouragement Program

Due to the destruction wrought by a typhoon and an earthquake in 2009 and 2010, respectively, learning resources were scarce in Kaohsiung's Jiaxian District. To increase children's motivation to learn, in 2011, PCSC Good Neighbor Foundation started working with 7-ELEVEN's new Jiaxian store to promote reading to collect stamps which could then be exchanged for breakfast to make reading a part of life in the community.

In 2014, we added eight elementary schools in Tainan and Taitung to the project to encourage children to read, employing a method in which kids could "level up" and utilizing store resources to motivate kids and to give them a sense of accomplishment as we helped them develop a reading habit. In 2019, we worked with 52 elementary schools and 26 reading classes to promote the 7-ELEVEN Reading Encouragement Program. 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 2019, over 4,000 children took part in the program with over 1,000 children receiving awards and more than 75,000 books were borrowed.

Reading Encouragement Program A case study

We discovered that children in Tainan District's Jingliao Elementary School changed due to the reading encouragement project. With the help of the program and encouragement from teachers, children were more willing to borrow books, even becoming little storytellers, writing down what they learned from their reading to share with others. The reading skills of and amount of characters recognized by students in classes that promoted the reading encouragement program improved significantly.





Good Neighbor Classrooms

To enhance students' learning motivation, we have promoted Good Neighbor Classrooms by making stores into classrooms. Since 2015, PCSC has held over 100 events with themes ranging from language and mathematics to health education and life etiquette. These have been combined with concern for local children's education at 7-ELEVEN stores in the hope that education's impact not be limited to the classroom; rather, that it can be felt in all kinds of situations and venues.

Over **100** events have
been held since 2015.

Good Neighbor Classroom A case study

Teachers from Xinxing Elementary School, located in Yunlin County's Taixi Township, came to 7-ELEVEN to conduct extracurricular activities, bringing students there to put their Mandarin phonetic symbol, listening, math, home economics, and life management skills to practice in a real-life environment. In the process, they also became acquainted with how a store works and got a taste of how hard working in the service industry is. 7-ELEVEN also provided reward incentives to motivate them to learn during the activities. The atmosphere that day was actually quite festive. Despite the numerous missions to accomplish (arithmetic calculations, writing cards, etc.), there was never a dull moment for the students who asked questions non-stop as they wanted to complete their learning missions as quickly as possible.

Unexpected events that happened that day became great learning opportunities for the children. For instance, a kid knocked over some water, causing a minor flood in the seating area, but he took the initiative to borrow a mop from a store employee and dry the floor, showing that he was learning to deal with pressure and crises and to take responsibility. In the last part of the activity, Spreading Love in Winter, children were asked to use the rewards that they had gotten to pick a product in the store as a present for someone. Before they started choosing, the teacher reminded them to think about what the gift recipient would like. One child said, "Teacher, I would like to get something for my grandma. She can't have sweets." Another one chose a bottle of water instead of cookies and candy and wrote a gift card saying, "Mommy, I bought a bottle of water for you, because water is good for you." Yet another one selected chewing gum for his father, because he felt that chewing gum might help his father feel refreshed after a long day of hard work. In the activity, we witnessed many children start to consider and appreciate what their parents how much work their parents put in to raise them. This is something that has to be learned from life and cannot be learned from books.





249 stores with
OPEN! Children's
Reading Room

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 2019, PCSC boasted 249 OPEN! Children's Reading Rooms around Taiwan, 4.4% of all of its stores in Taiwan.



5.3 Charity Donation Platform

PCSC has sought to expand our potential as a conduit of philanthropic services through our convenience, ubiquity and impact. In order to stimulate social awareness and enthusiasm for philanthropy, we have created several different platforms for charitable donations, including spare change donation, ibon machine donation, pledge donation of goods and Creative Initiative. We hope to make great strides toward the SDGs of No Poverty, Zero Hunger, Good Health and Well-being and Reducing Inequalities with the public.

In-store spare change donation and ibon machine donation

► In-store spare change donation

We launched the "Bring Back the Love" charity campaign in 1988, setting up over 5,600 in-store donation boxes. 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 and audit 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.

More than NT\$**160**
million dollars
raised in 2019.

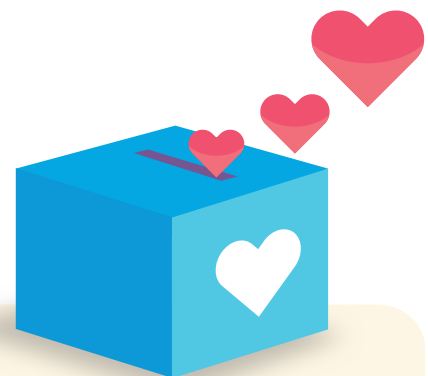
In response to the aging society, "care for seniors" was added to our "Bring Back the Love" spare change donation program starting in 2014, bringing together charity groups to focus their energies on seniors. In 2019, we collaborated with 4 charities: the Pingtung Christian Hospital, Liver Disease Prevention & Treatment Research Foundation, A Kernel of Wheat Foundation, and Hondao Senior Citizens Welfare Foundation. We focused our energies on care programs for disadvantaged seniors, and focused on rural dementia prevention and care, rural hepatitis screening, the elderly serving as caregivers for the elderly, and meal-delivery for solitary elders. The charities and the projects that we donated all responded to SDG2, Zero Hunger, and SDG3, Good Health and Well-being.



To raise awareness about problems faced by seniors, 7-ELEVEN set up the Bring Back the Love social network, starting a Facebook fan group in 2010 and Bring Back the Love Instagram in 2019 to post creative and interesting things to draw people's attention to the issue. It was rated number one by FaceBook fans in the corporate charity foundation category in a report by OpView Social Watch on social philanthropy issues. This year, we further used a knowledge platform and collaborated with social influencers to promote charity and, incorporating AR interactive technology for the first time, rolled out the AR Share Love activity AR in the hope that using a fun interactive online game to help young people better understand issues faced by seniors. In the 31th anniversary of the establishing of the Bring Back the Love platform, we incorporated "OPEN", which is not only our philanthropic brand, but also the most representative of PCSC's corporate image, into the design "OPEN! LOVE," an all-new brand concept, to expand our philanthropic platform with our charity 24/7 principle to make it easier and more convenient for customers to show their love whenever they want.

2019 Fundraising Results

Funds Raised Total
168,874 ^{NOTE}
in NT\$1,000



NT\$1 donation to help dementia victims receive early intervention

Organizer
Pingtung Christian Hospital

Period held

1.1-3.31

Funds Raised

41,761 in NT\$1,000

- Increase dementia literacy, create friendly mobility. 15,875 individuals received care
- An innovative life project from medical and health care to home and community, so that seniors no longer find themselves without help. 412,678 individuals received care
- Affirming the abilities of individuals with disabilities/dementia, increasing the value and importance of their life. 585 individuals received care



2019

Fundraising Service and Introduction

Save the Liver

Organizer
Liver Disease Prevention & Treatment Research Foundation

Period held

4.1-6.30

Funds Raised

41,187 in NT\$1,000

- Helped over 29,000 people with liver issues in remote areas
- 7-ELEVEN stores offered liver disease screening, helping 4,886 people at 30 events
- Remote area liver disease screening: helped improve the quality of liver disease prevention with 15,357 people in remote areas
- Liver Disease Prevention and Treatment Program 2.0 – comprehensive medical treatment point-to-point program: helped more than 6,034 people. Liver disease specialist went to the countryside to screen for liver issues, case managers tracked those with problems and helped with registration, consulting, and referrals.
- Emergency relief for liver patients: NT\$530,000. Financial assistance was provided to 508 economically disadvantaged individuals to receive treatment and the transportation to receive treatment.



2019

Fundraising Service and Introduction



NT\$1 Donation Protect the homes of disadvantaged seniors

Organizer
Hondao Senior Citizens
Welfare Foundation

2019

Fundraising Service
and Introduction

Period held

7.1-9.30

Funds Raised

43,479 in NT\$1,000

- Improving the living conditions of the disadvantaged elderly: Visited the homes of almost 7,000 disadvantaged seniors to determine the safety needs of their homes. As of the end of 2019, we completed improvement work on 154 residences and we are evaluating the improvement needs of another 21.
- 7-ELEVEN stores offer meal pick-up and delivery services and Care Light area integration, service coordination, and community empowerment program for disadvantaged seniors living alone: Provided 16,046 disadvantaged seniors living alone meal pick-up and delivery services; improved the long-term care for 1,513 disadvantaged and disabled seniors living alone; empowered 34 volunteer stations, 62 small-scale community organizations, and 2,869 volunteers and connected the organizations so that they can work together and help each other.
- Bolstered self-confidence among seniors to enhance their participation in society: Held 11 classes for seniors, serving a total of 2,886 individuals. Launched Ever Young Paradise, serving 4,425 seniors. We organized activities for promoting health and neighborhood plays, providing 8,560 seniors opportunities to integrate with society.



Eating Well

Organizer
A Kernel of Wheat
Foundation

2019

Fundraising Service
and Introduction

Period held

10.1-12.31

Funds Raised

42,445 in NT\$1,000

- Donation program served over 440,000 people.
- Family kitchen & community kitchen – An estimated 21,580 individuals dined together with their communities, so that people of all ages living alone could show care for each other.
- Community mobile meals together – An estimated 8,840 took part.
- Mobile meals together vehicles prepared meals in communities, so that people of all ages living alone had someone to eat with.
- Home meal deliveries – An estimated 405,600 were served.
- Daily and holiday meal pick-up and delivery to bring love into remote areas.
- Seniors and children enjoying meals together – estimated 7,800 served.
- Meals for seniors living on their own and children to enjoy together, unleashing love by providing nutritional meals and temporary child care.



Note : These are the actual totals

► ibon machine charity donation

In 2008, people could start to donate through our ibon machines, which became a always-open donation platform. In 2019, a total of NT\$112,407,000 was raised and donated to 50 charities, with the average donation amounting to NT\$609. For fund amounts raised over the years, please refer to the Social Performance in the Appendix.

More than NT\$110
million raised.



Creative Initiative- Coffee on Wheels—Putting Love into Action

Nearly
NT\$200,000
raised in 7 events

Focused 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, unique, and interactive methods to spur fundraising. Starting four years ago, we have been introducing piano donation boxes, DJ donation boxes, the Rhythm of Love Wall, and 10 different "Love for Life" machines created with Korea's Sticky Monster Lab. In 2019, we launched OPEN! LOVE, a new charity brand concept to continue

our philanthropic strategy for the past 30 years of bringing together "people, stores, and services" to which we have added the connecting of the Company's internal resources to help charities to raise funds and donate material goods as well as promote charitable services. In 2019, we collaborated with CITY CAFÉ to launch "Coffee on Wheels—Putting Love into Action", which went around for almost two months offering quality coffee products to arouse the public to put their love into action.

With OPEN! LOVE, 7-ELEVEN combined for the first time Bring Back the Love with CITY CAFE's quality coffees to produce Coffee on Wheels—Putting Love into Action and designing 3-D stickers and large innovative donation boxes for three charity events. It brought together for the first time celebrities, YouTubers, and live broadcast platform. It toured various tourist spots, holding seven Coffee on Wheels fund raising events, two of which were at two large design exhibitions: the Taiwan Design Expo in Pingtung and Taipei Fashion Week. It also held a community event entitled 7-ELEVEN's Cast of Love Needs You to make the event go viral on social media.



During the nearly two months activity, 1,500 cups of coffee were shared, NT\$200,000 was raised, over 3,000 people participated, and 20 million people were reached on social media.



7-ELEVEN Community Care Stations

In addition to the donations from Bring Back the Love, 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, Hualien and Taitung 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, Taitung and Chiayi, are now providing care, food pick-up and delivery services, and health checkups to disadvantaged seniors. 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 in 2019

Activity	Description	Number of stores participating or events	Number of beneficiaries
Making our stores dementia-friendly environment			
What Time Is It? Café (Sister of Our Lady of China Catholic Charity Social Welfare Foundation, Old Five Old Foundation, True Love Social Welfare and Charity Foundation, Bjorgaas Foundation, Guo Wu Li-Chu Social Welfare Charity Foundation, Hondao Senior Citizen's Welfare Foundation)	<p>In 2017, we collaborated with Sisters of Our Lady of China Catholic Charity Social Welfare Foundation in Chiayi to introduce the first "What Time Is It? Café". Once a week, seniors were asked to work in stores for an hour. Our employees assisted them accomplish easy tasks, such as welcoming customers and making coffee to stimulate their brain, so as to prevent dementia. It provided opportunities for them to participate in social activities, learn, and even make their dreams come true. This activity also offered a great change for people to learn about dementia and how to interact with older people who have it.</p> <p>We evaluated the behavior of our participants according to IADL function scales for dementia in the elderly and found that over 90% of our participants became more active and more willing to try new things, their emotions became more stable and had no obvious evidence of dementia. In addition to maintaining their ability to take care of themselves, 15% of them even saw improvements in walking and moving.</p>	8 stores	578 people
Our stores helped to make up the deficiency in manpower suffered by charities, thus rendering their services more complete.			
Good neighbor meal delivery team- Weekend meal delivery (Mennonite Social Welfare Foundation, A Kernel of Wheat Foundation, Sisters of Our Lady of China Foundation, Hondao Senior Citizen's Welfare Foundation)	<p>In Hualien and Taitung, PCSC 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, our 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. or the elderly with emergency situation.</p> <p>In addition to delivering meals to them, we watch for problems that the elderly might be dealing with. If we notice that they need help, we ask the charity to take action. PCSC has developed 'disaster meal daily necessity kits' with A Kernel of Wheat Foundation for people living in areas with traffic disruption due to natural disasters, or the elderly with emergency situation.</p>	53 stores	27,335 meals delivered
Make full use of the ubiquity and accessibility of our stores, and make sure that services were reaching the most vulnerable			
Good Neighbor Health Classrooms (Pingtung Christian Hospital, Liver Disease Prevention & Treatment Research Foundation)	<p>We offer our stores to be used to hold classes on hepatitis and dementia and how to prevent them, helping local residents recognize the symptoms of dementia, so that they can seek proper treatment as early as possible.</p>	70 events	7,508 people
Smart Health Measurement Stations (Pingtung Christian Hospital)	<p>We set up smart health measurement stations in our stores in Pingtung, which provided blood measurement service to the public. The related data automatically be uploaded and stored in the cloud database, which was shared with 10 local medical institutes, which makes medical diagnosis and treatment much more convenient for the locals.</p>	14 stores	103,096 people
"Never-Too-Old" Store Managers (Hondao Senior Citizen's Welfare Foundation)	<p>Stores invited the elderly 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.</p>	16 events	433 people



"What Time Is It? Cafe"—A Story

When a dementia patient interns with "What Time Is It? Cafe," she is surprised by modern technology and shows off her English skills.

84 year-old Grandma Guo was a housewife and was in the early stages of dementia. She couldn't believe that dementia was causing her to forget how to cook, something she had done for years and was very good at. After Hongdao Senior Citizens Welfare Foundation's Xisong Day Care Center asked her to take part in What Time Is It? Café, her daughter told us that Grandma Guo had always loved to learn and this represented a great opportunity for her to learn again.

During the internship before What Time Is It? Café opened, every time she pushed the coffee machine button and the coffee brewed automatically, Grandma Guo would be surprised and say, "Oh, that's all you need to do?" Dementia was causing her to lose her short-term memory. The way customers paid for their purchases also amazed her, especially when they used electronic wallets. It was so new to her that she said, "Oh, that's all you need to do to pay?" All the technology in the store fascinated her. Grandma Guo said happily, "It's been so nice to work here. I'm learning so much!" Our happy Grandma Guo even spoke English to customers. "How are you?", "What would you like?", "Do you like it?" she would ask customers after they tasted the coffee she made. Surprisingly, after a period of internship, forgetful Grandma Guo started remembering. When asked where she'd just been, people were surprised to hear her quickly reply, "7-11." Her daughter also shared that since starting the internship, Grandma Guo was eager to go, so she got ready faster. As a result, the daughter didn't have to keep waiting for her like before.

Pledge Donation of Goods

The pledge donation of goods system, launched 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 machine in our stores and paying at the counter.

In addition to collaborating with the Christian Relief Association on "1919 relief meals" to ensure that disadvantaged families have enough to eat, we also worked with Sisters of Our Lady of China Foundation, A Kernel of Wheat Foundation, and the Christian Relief Association to pledge goods during the Lunar New Year and the Mother's Day. PCSC delivers items pledged by the public to disadvantaged families helped by these charities. Just before Children's Day, collaborating with PCSC Good Neighbor Foundation, we raised money to buy fresh milk for children from disadvantaged families. The total value of the items that consumers pledged in 2019 was more than NT\$ 27,304 thousand, including 44,906 sets of relief meals, 10,382 sets of Mother's-Day cakes, 10,000 sets of moon cakes and 1,087 sets of milk.

Consumers pledged over
76,000 sets of goods
and donated over **150**
million OPEN POINTs.



In 2019, we introduced the OPEN POINT APP "Donate Points for Love" service, inviting OPEN POINT members to contribute any remaining points that would expire at the end of the year. We collected over 150 million points, all of which were donated to A Kernel of Wheat Foundation to turn in for all kinds of daily necessities to help disadvantaged seniors and families in which children were being cared for by their grandparents in Eastern Taiwan to ensure that they ate well.

► Column : A Review of Store Activities in 2019

To be a good neighbor and to forge community prosperity on a local level, in addition to our headquarters and individual stores, we are taking advantage of stores in different locations such as shopping centers 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.



Songshan Airport T2 Shopping Center

After obtaining operating rights for the domestic routes at the Songshan Airport, PCSC created an exclusive exhibition space on the first floor and on the third floor observation deck where people like to watch planes take off and land, it installed a 3-D mural entitled "Airway Citizen Stage," and holds various activities to make traveling more interesting.

For instance, we invited elementary school students to participate in a science camp, so they could use their creativities to build aircraft and learn about airplane structures and power sources. Students also experienced how to control planes by flying paper planes and launched airplanes using rubber band launching systems.

PCSC worked with the Taitung Branch of Soil and Water Conservation Bureau to hold the Pioneering East Rift Valley Granary Festivities exhibition which featured illustrations of specialty stores in Taitung, presenting Taitung, including the local work attitude, travel routes, businesses, and scenes through interactive activities and themes.

In an activity titled Songshan Christmas Music Flash Mob, we built a unique sea of Christmas lights on the observation deck and invited the Taipei Municipal Jieshou Junior High School String Orchestra to perform Christmas music.





Qingjing Farm: Mist Plaza store

The Nantou County Government holds a mountain cleaning activity each year. This year, the PCSC store collaborated with the local government to hold the "Nantou Is My Home, Clean Taiwan, QingJing Action" activity over the course of three days in 2019. The head of the Lifestyle Center and the Central Operations manager led a group of district heads and store managers to take part in the activity as they worked with others to pick up garbage and encourage others to leave no trace behind in the forest. To express our appreciation for their help, we offered 300 volunteers a free lunch.





New Rende Store

The New Rende store is located in the Rende service area. In 2019, PCSC renewed operating rights for Rende service area where it has blended an old city ambiance with new technology, so passengers can experience Tainan, both past and present.

PCSC decorates the shopping center each month using monthly holiday themes to create a connection with travelers and to make their travels more enjoyable.

Charities and disadvantaged groups are allowed to use areas where passersby and passengers walk by or rest free-of-charge. In 2019, 90 street performances and 66 charitable activities for disadvantaged groups were held.



Tai'an Store

PCSC obtained the operating rights of Tai'an service area in March, 2019. It was decorated with brand new image, of which are "Mountains are warm with flowers blossoming" and "Flowers and music" themes. It served nearly 3 million people every month.

PCSC and Old Five Old Foundation worked together to look after the health of visitors. We provided professional equipment for visitors to check their blood pressure for free, invited flower promotion groups to teach flower arrangement and provided spaces for local charities and street performers for performances and sales.





Special Column:

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 the planet. Since 2016, the society has participated in events promoted by the Environmental Protection Agency as a corporate association to adopt and clean up the beaches (Zhongjiao Shazhu Bay in Jinshan, and Green Bay and Dingliao Beach in Wanli). As of 2019, we have taken part in at least 22 clean-ups since we first began. According to conservative estimates, almost 13.2 tons^(Note 1) of garbage have been removed.



The sources of the garbage include illegal dumping, fishing, visitors recreating there, litterers, items floating there by other countries, natural disasters, and garbage dumps. Although there is always more garbage to pick up, it is our goal to make the oceans clear again and reduce the deaths of sea creatures, taking real action to fulfill our social responsibility and to share our beliefs with others, so they, too, will pay attention to these issues and join in the work.

In 2019, the PCSC Welfare Committee collaborated with the Kiwanis Keelung Branch, taking part in beach cleaning activities held by Taiwan Ishare and Zhishan Garden, increasing the number of those determined to clean up and protect the marine environment.

In addition to beach clean-ups, PCSC has also taken part in the Keelung City Government Environmental Protection Agency's Air Quality Improvement Zone Adoption Program (Shanren Elementary School, Maling Elementary School) since 2018. Focusing on planting vegetation and maintaining and protecting the environment to achieve our goals of improving the quality of the air, leisure life, the ecological environment, environmental education, and sustainable use of resources. We also received commendation from the Keelung City government for our efforts.



Note 1: The figure is calculated as "22 clean-ups we took part in as of this year" multiplying "filled up at least 30 70-liter EPA garbage bags (estimate excludes large garbage) with ocean waste per clean-up" multiplying "each bag being estimated to weight 20 kgs".

