



# 2017 PCSC CSR

Corporate Social  
Responsibility Report





## About this Report

This is the ninth corporate social responsibility (CSR) report issued by President Chain Store Corporation (PCSC) in accordance with the Global Reporting Initiative's core G4 Guidelines. This annual report explains PCSC's viewpoints and actions taken in regards to CSR, as well as the outcomes and future plans of 2017 initiatives concerning corporate governance, economics, the environment, and society etc. Importance and issue analyses (see the chapter on stakeholder engagement) were also used to select critical issues for PCSC in the hopes to create the most benefit for all stakeholders through various channels including disclosure, communication, and feedback in order to accomplish our ultimate goal of becoming the greatest retail business.



## Dates, scope, and data included in this report

This report details PCSC's CSR performance for the 2017 calendar year (January 1, 2017 to December 31, 2017) and some of the information herein includes CSR performance before 2017. This report focuses on PCSC (business headquarters and retail locations) and includes information on green logistics, energy-saving, and low-carbon emissions for four affiliated companies: Uni-President Cold-Chain Corporation, Wisdom Distribution Service Corporation, Retail Support International, and President Logistics International Corporation. Future reports are expected to include data from other affiliated companies in order to exemplify the information integrity of PCSC's value chain. The financial data in this report partially incorporates public information attested by a certified public accountant and are all expressed in New Taiwan Dollars. Other data stems from internal audits and statistics. Data on greenhouse gases was calculated using the most recent carbon emission coefficients reported by Taiwan's Environmental Protection Administration and Bureau of Energy.



## Report certification

PCSC engaged PricewaterhouseCoopers (PwC) Taiwan in limited assurance to draft this report in accordance with the Republic of China Standard on Assurance Engagements Bulletin No. 1 Assurance Engagement Other than Audits or Reviews of Historical Financial Information. The assurance engagement is provided as an appendix to this report.



## Release date

PCSC regularly releases annual CSR reports and discloses them on the company website at [www.7-11.com.tw](http://www.7-11.com.tw).

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# Message from CEO



**Chairman of PCSC**  
Lo, Chih-Hsien



**President of PCSC**  
Hung, Jui-Tien

PCSC has continued to develop the local market. In late 2017, it exceeded 5,200 retail stores and 30,000 franchise partners and employees in Taiwan. The overall business performance was impressive with total revenue of NT\$144,479,880,000 and with after-tax net profits of NT\$31,017,094,000. PCSC has received numerous commendations, including being ranked in the top 5% of the Corporate Governance Evaluation for the third year in a row, being selected for the MSCI Global Sustainability Index, the FTSE4Good Emerging Markets Index, the Taiwan Corporate Governance 100 Index, the Taiwan Sustainability Index, and being awarded the CommonWealth Magazine Gold Service Medal as well as the top Next Top Service Award in the convenience store category for 2017. PCSC would like to extend our appreciation to our staff for their hard work and to the people of Taiwan for their support.

PCSC's 2017 Corporate Social Responsibility Report underscores the following three main points

1. UN Sustainable Development Goals (SDGs): Integrate SDGs and CSR development strategies;
2. Enhancing brand management: Redefine brand value and establish business strategy for our brand;
3. Boosting customer relationship management: Establish big data analyst for systems management to optimize the customer shopping experience.

## UN Sustainable Development Goals

In September 2015, the United Nations issued 17 SDGs as a direction for the world to participate and achieve them between 2016-2030. These 17 SDGs cover a broad range of issues that mankind will face and needs to work together to resolve over the next 15 years. The list runs the gamut from basic problems that impact human survival, such as hunger, poverty, clean water and sanitation, health, and well-being to action against climate change, creating sustainable cities, and promoting global partnerships.

Following the release of the SDGs, we took it upon ourselves to contemplate how we could support the UN's SDGs as a retail business. At the end of 2016, we launched our SDG plan to realize our targets. We focus on our primary operations area in Taiwan. We analyzed the risks and opportunities of the retail industry to determine how PCSC could support and do its part to realize these targets, which actually complement our three core CSR values.



Based on this information, we drew up KPIs and followed up using performance indices to ascertain how well we were doing in terms of achieving our objectives, so that as we worked toward our targets, we were supporting SDGs.

2017 was a key year for PCSC. In addition to employing SDGs to establish the path and determine the direction of our CSR, our implementation of various aspects of our plan became increasingly mature and the fruits of our efforts increasingly evident.

## Enhancing Brand Management

Since taking the initiative to promote CSR, in addition to offering considerate and convenient service as well as healthy and safe products, PCSC has had to take on more responsibility. CITY CAFÉ, which generates tens of billions in annual turnover, iseLect, which specializes in food and beverages, and UNIDESIGN, a brand name which not only focuses on functions of products used in daily life, but which rethinks how products like paper items, clothing and accessories, cotton goods, and rain gear should look, feel, and smell. Having established the direction of our brand management and how we are to continue promoting it, we underscored value, style, and design from the perspective of the customer, providing high quality, healthy, and safe products. Revenue in 2017 for our CITY CAFÉ, iseLect, and UNIDESIGN brands stood at more than NT\$18 billion, up 5.17% over 2016.

## Boosting Customer Relationship Management

We have always considered understanding the preferences of our customers and optimizing their shopping experience our top as priority. In 2015, PCSC combined the OPENPOINT member database to set up a Customer Relationship Management (CRM) system. We analyzed member profiles and preferences to determine retail store product combinations, promotional activities, and the market potential of new products. In 2017, we used the CRM system to analyze more than 30 cases, thereby helping us better understand customer habits and preferences, allowing us to offer products and services that better meet what customers desire. This help us to reduce inventory pressure in our retail stores, thereby increasing our operational efficiency. We will continue to expand its scope of application, so that PCSC services better meet the needs of customers.

In addition to using big data to enhance our service quality, we are also studying the unlimited potential of Artificial intelligence (AI). In early 2018, PCSC introduced the "X-STORE" future store, AI-based retail, which employs three major concepts, "Xplore, Xperience, and Xcellent", using 28 types of multiple advanced technologies and more than 100 kinds of cutting-edge smart equipment, including facial recognition technology to verify identification, energy-efficient refrigeration cases that sense your presence and open and close automatically, electronic product labels to reduce employee mistakes, and AI product recognition self-checkout technology. These are all designed to help usher in a happier and more convenient future for mankind. The future store is still in the testing phase, but the technology is almost fully developed and can very quickly be introduced into the market.

## CSR Performance

### 1. Products and Services

PCSC takes consumer health and safety and has made food safety its top priority. To ensure rigorous quality control is maintained, it has continued to invest each year in such resources as MerchandiseSafety Committee operations, Merchandise Safety Information Tracking, optimizing the MAS system, expanding the coverage of traceability management, and continuing to upgrade the capabilities of our product Quality Control Lab. In 2017, PCSC overall investments stood at NT\$131,034,000, almost three times the original goal for the year of NT\$40,000,000.

## 2.Environment

Energy savings and carbon emissions, resource reutilization, and green procurement were the three focuses of PCSC's environmental efforts. We used energy-saving designs and measures in our headquarters as well as old and new branches to reduce energy use and greenhouse gas emissions. Our headquarters energy use intensity (EUI) per person for 2017 dropped 6.8% over 2016, while the EUI based on floor area of our branches dropped 7.82% over the base year.

PCSC used branches all over Taiwan to receive recyclables and waste, such as batteries, DVDs, cell phones, and notebook computers. Since its launch in 2010, the program's achievements have been very impressive, collecting tens of millions of batteries, nearly 100,000 phones, and over 7,000 laptops each year. Most people in Taiwan have developed the habit of taking items in these categories to our retail stores for recycling.

12%, or a total of NT\$580,245,000, of PCSC's purchases in 2017 were Green Mark or energy-saving products, more than the annual KPI for environmentally preferable purchasing objective of 4.5%.

## 3.Community

In addition to providing safe products and convenient services as a good neighbor, PCSC worked hard to unite the community through community events and charity activities to use the community's power for good. We continued to promote our Good Neighbor concept of "Education and culture, family bonding, environmental activities, and concern for the disadvantaged". In 2017, our branches took it upon themselves to organize activities, holding a record 12,000 events.

The in-store spare change donations has been used for a long time to help the elderly and disadvantaged groups, promote liver screening in remote retail stores, deliver meals to the elderly living alone in Eastern Taiwan, and other programs. In-store Spare change donations collected NT\$169 million in 2017, up 5/% over 2016.

## 4.Employees

PCSC has always stood by the idea that "Happy employees can fully demonstrate PCSC's values for customers and only satisfied employees can provide outstanding services that satisfy consumers". As such, our most important commitment to our employees is providing them with complete career planning, a healthy work environment, and comprehensive benefits. We provide a flexible and adaptable environment through business management characterized by "selfless innovation", "full delegation", and "bold experimentation". PCSC has been striving to build a healthy and safe environment for employees, receiving a Health Promotion Certificate from the Health Promotion Administration and a Certificate for Excellent Breastfeeding Rooms from Taipei City Government's Department of Health in 2017 for its efforts.

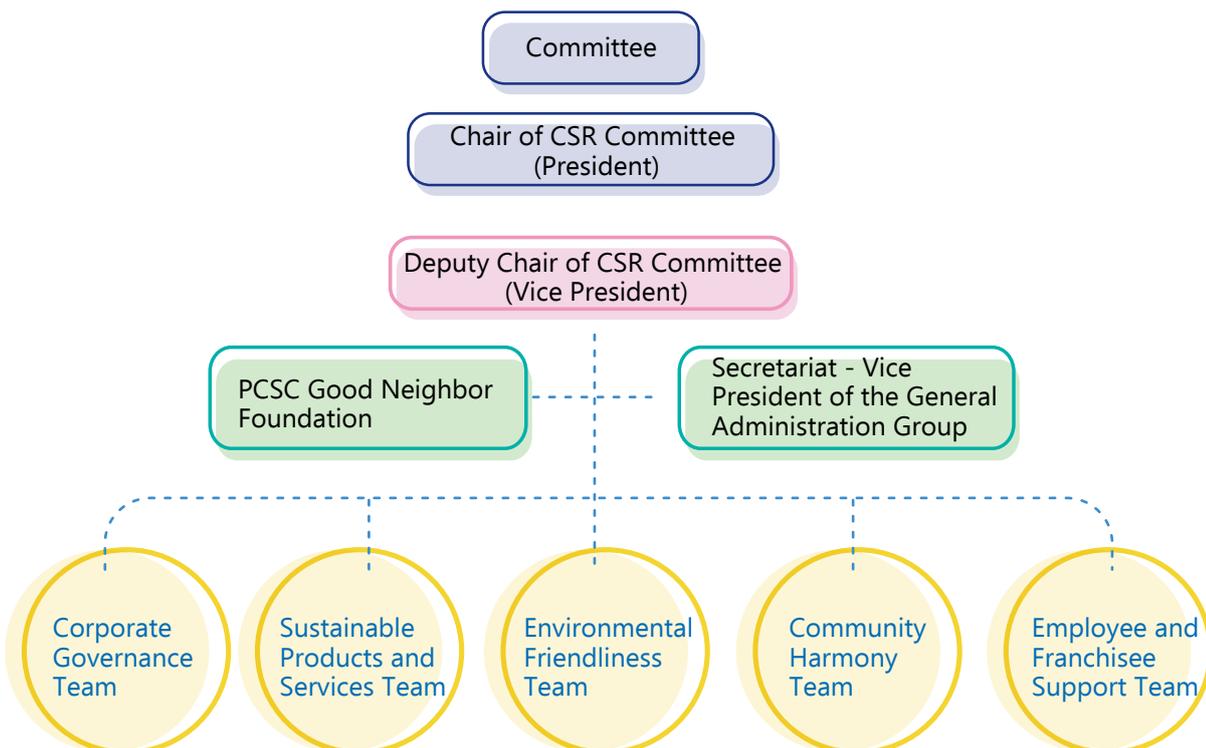
CSR is not simply a direction taken to develop business; it represents a company's operational values. Although PCSC has enjoyed steady advances in all of its ESGs, we will continue to humbly and proactively take note of trends and focal points of development around the world and in our industry as we strive to stay on the path to improvement.



## CSR Organization and Strategy

In pursuit of business growth, PCSC strives to fulfill its corporate social responsibility on sustainable development through economic and social progress. As a responsible corporate citizen, PCSC contributes to the national economy by improving the quality of life for its employees, surrounding communities, and society as a whole. This helps build competitive advantages based around CSR.

The cross-departmental PCSC CSR Committee was established to oversee the execution and management of CSR and established "Corporate Social Responsibility Best Practice Principles" to serve as the highest guiding principles for promoting CSR. The PCSC CSR Committee is chaired by the president and the vice president serves as the deputy chairman. The Committee has five major teams under it, including Corporate Governance, Sustainable Products and Services, Environmental Friendliness, Community Harmony, and Employee & Franchisee Relations. The Committee is responsible for developing and implementing CSR policies, systems, related management directives, and actual implementation plans. It reports regularly to the Board. In addition, the CSR Committee plans to meet at least once every six months to examine and review the implementation of CSR-related activities. One regular meeting each was held in February and August of 2017. In order to effectively promote and attain CSR-related performance targets, PCSC incorporated CSR targets into all joint performance targets for managers at the department-level and higher, making it a priority to incorporate into performance evaluations issues related to laws and regulations concerning food safety, occupational safety, environmental safety, and work safety.



# CSR Vision, the Three Core Values, Five Implementation Principles, and Sustainable Goals

PCSC has incorporated the CSR core philosophy into our business targets, realizing our Corporate Social Responsibilities based on our three CSR core values, happy enterprise, harmonious society, and sustainable planet, and using our Five Implementation Principles.

In 2015, the United Nations issued the "Transforming our world: the 2030 Agenda for Sustainable Development" which simultaneously takes into consideration economic growth, social development, and environmental protection which nations around the world are committed to working hard to achieve over the next 15 years. As a global citizen, PCSC hopes that in addition to realizing its CSR objectives, that it can do its part to help the world attain its sustainable development objectives. In 2016, we adopted the UN's sustainable development objectives program, analyzing 17 SDGs and 169 targets and, taking into consideration the core capabilities of our industry and our operation scope, we found five SDGs and corresponding targets that we can help realize. These SDGs and targets also resonate with the three core values of our CSR. As we proceed down the path to sustainable development, PCSC stands by its motto of "Warm Services, Always Open".

Over the years, various PCSC departments and stores have incorporated CSR actions into their daily work and services. For example, the Good Neighbor Foundation's community services focus on healthy lifestyle, community environmentalism, and caring for the disadvantaged and people in the remote areas. Using our stores as gathering points, we hosted various activities to foster a sense of community; bringing people happiness, warmth, and trust, while spreading CSR concepts in the community. In the future, we will continue to strengthen self-management capabilities by incorporating CSR into the annual work plan and defining key performance indicators (KPI). A systematic management mechanism will be used to review the results from each year to pursue sustainable business growth.



## Major Issues of 2017

- Compliance to social and economic regulations
- Brand management
- Occupational safety and health
- Employment
- Labor/Management Relations
- Training and education
- Customer Health Safety
- Marketing and labeling
- Customer Relations Management
- Local communities
- Energy
- Environmental Compliance



### Sound corporate governance —

- Constantly evaluate CSR results and continue to improve. Management is responsible for providing supervision while competent units are responsible for implementation
- All employees should practice a corporate culture described in the phrase “Sincerity, Innovations, and Sharing” in accordance with the self-regulation agreement
- Business activities must comply with the relevant laws and regulations in order to create an environment for fair competition



### Sustainable environment —

- Comply with environmental regulations as well as related international standards and guidelines to provide appropriate protection for the natural environment
- Strive to improve the utilization of resources and practice green procurement
- Take ecological impact into consideration and reduce the environmental impact of business activities such as R&D, production, and services



### Maintaining social justice —

- Comply with labor laws and protect the legal rights and interests of employees
- Strive to prevent work-related injuries by eliminating risks to employee safety and health
- Create a positive environment for employee career development and establish an effective professional training plan
- Work with suppliers to improve CSR
- Participate in activities sponsored by citizen organizations, charities and local government agencies on community development and education to promote social harmony



### Protect the rights and interests of stakeholders —

- Respect the rights and interests of stakeholders and respond to their CSR topics of concern
- Enforce the consumer rights policy by ensuring the quality of products and services
- Respect the privacy of consumers and protect their personal information



### Strengthen CSR disclosure —

- Full disclosure of important and reliable CSR-related information
- Report on the progress of CSR implementation including various outcomes of CSR initiatives, topics of concern for stakeholders, as well as the CSR system and its action plans

ESG	GOVERNANCE	SOCIAL		ENVIRONMENT	
SDGs					
Significance to PCSC	<p>PCSC is a brand that continues to earn profits, enjoys steady growth, creates work opportunities, and brings peace of mind and satisfaction. PCSC offers satisfaction to customers, partners, shareholders, and society as it becomes a business characterized by continual growth and sustainable development.</p>	<p>PCSC attaches great importance to the quality of its products as well as the safety and health of consumers. Ensuring that customers enjoy safe food is its top priority and a fundamental promise.</p>	<p>PCSC boasts many retail points and it takes advantage of those retail points to serve remote areas, ensuring the health of those living there.</p>	<p>PCSC is not a manufacturer, but by making changes to its distribution and transportation systems, it has reduced its impact on the environment, thereby realizing its goal of responsible consumption and production.</p>	<p>As Taiwan's leading retailer, PCSC has drawn up new branch energy conservation standards, requiring that new stores utilize equipment systems with high energy efficiency ratios to both reduce greenhouse gas emissions and realize a balance between growth and protecting the environment, while maintaining high product quality and a comfortable surroundings for shopping in its retail branches.</p>
Performance	<ul style="list-style-type: none"> <li>● In 2017, PCSC boasted over 5200 retail stores providing a variety of products and services, which spurred continued growth.</li> <li>● PCSC's diversity and equality employment policies welcome disadvantaged individuals and aborigines, offering them steady employment and the opportunity to lead lives of self-reliance.</li> <li>● PCSC strives to provide a safe working environment and has received certificates for a comfortable work environment and excellent breastfeeding rooms, among others, for its efforts.</li> </ul>	<ul style="list-style-type: none"> <li>● PCSC enhanced its food safety management.</li> <li>● Supplier onsite evaluations.</li> </ul>	<ul style="list-style-type: none"> <li>● PCSC has been promoting "Good Neighbor" to organize various DIY activities build bonds between neighbors.</li> </ul>	<ul style="list-style-type: none"> <li>● PCSC has brought together its dense network of retail stores and exceptional logistics system to greatly enhance its digital platform application services.</li> <li>● PCSC has incorporated environmental vehicles.</li> <li>● PCSC implemented green accounting and green procurement systems.</li> </ul>	<ul style="list-style-type: none"> <li>● PCSC has been eliminating older equipment and replacing it with equipment that consumes less energy and has been carrying out its energy savings plan by reducing energy use intensity (EUI) in its headquarters and branches.</li> </ul>



# Material Issues and Stakeholder Communications

PCSC's objectives include becoming an outstanding happy business, offering the most convenient services possible, maximizing stakeholder interest, and fulfilling our obligation as a good member of society to promote social stability and continued advancement. We hope to use our branches as our "happy bases of operation" to bring together our vision, governance, products, and service. We will disclose information concerning our CSR performance, responding to capital markets both in Taiwan and around the world, while influencing our suppliers and customers, so that happiness is within everybody's reach.

## Materiality Assessment Procedures

Every year, PCSC communicates with its shareholders through various channels. Issues that shareholders consider most important are compiled and assessed based on sustainability, materiality, completeness, and stakeholder inclusiveness. The flow of materiality analysis consists of the following:



**Step. 1**  
Identification

Members of the CSR Committee use the aspects listed in GRI G4 as the basis to select the 35 CSR issues critical to PCSC. Industry characteristics, international trends, and competitor developments are all taken into consideration.

**Step. 2**  
Prioritization

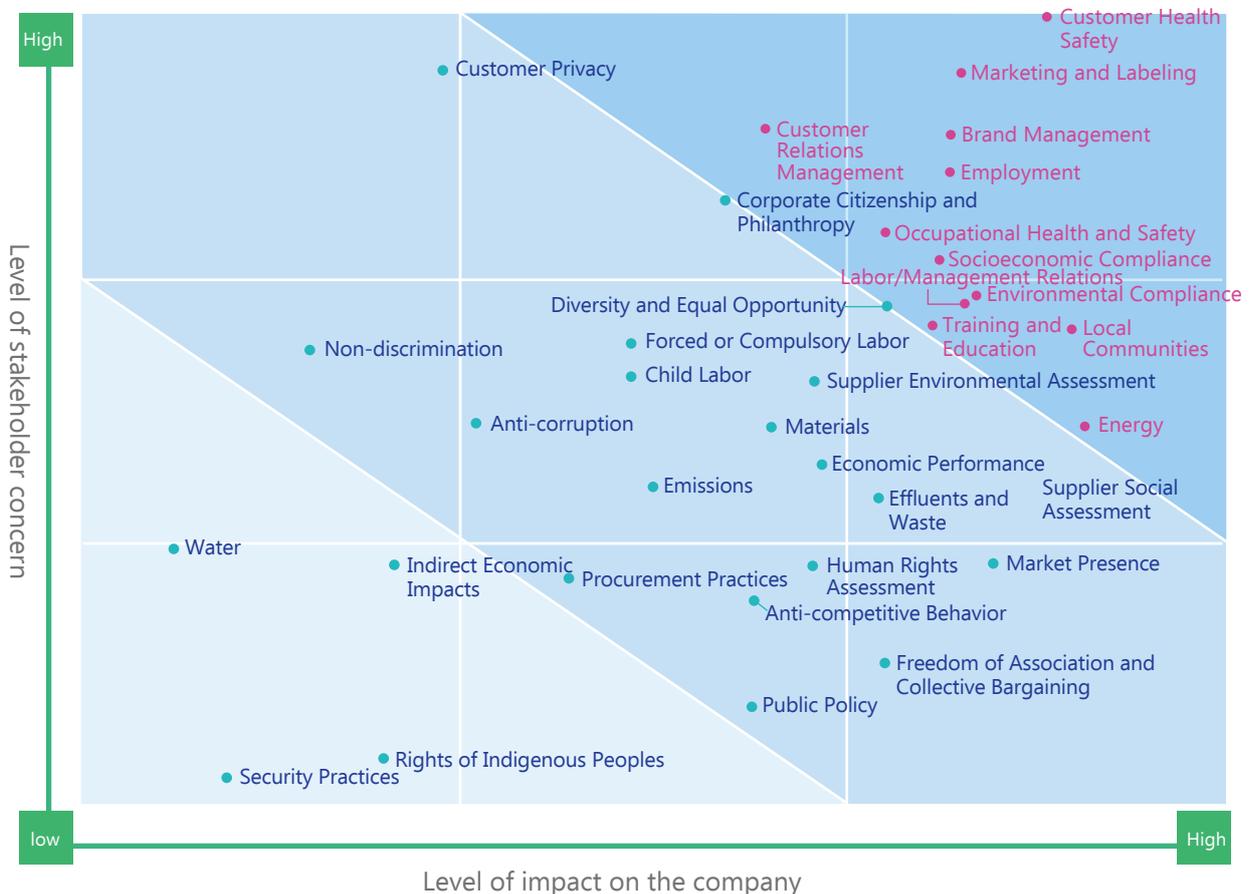
Survey responses received from stakeholders are analyzed to determine the degree of concern on each issue. In addition, the degree to which sustainability issues impact local and overseas economies, environments, and societies. In 2017, we identified 12 material issues, occupational safety and health, labor-employer relations, labor-management relations, training and education, customer health and safety, marketing and labeling, compliance to social and economic regulations, brand management, customer relations management, energy, compliance to environmental protection regulations, local communities.

**Step. 3**  
Confirmation

Once material issues are identified, CSR committee members determine the amount of internal/external impact they could have on the Company and ensure that key CSR information is fully disclosed in their report.

**Step. 4**  
Review

Once the Report has been compiled, various teams from the CSR Committee conduct a final inspection and review to ensure that the CSR information and accomplishments were not improperly or incorrectly expressed. The results of material issues identification and stakeholders' feedbacks will also serve as an important reference for next year's report.





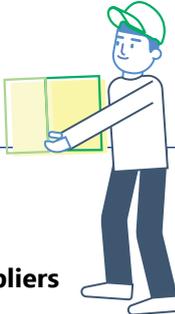
Aspect	Material Issues	Aspects to consider with respect to GRI G4	Internal		External			Chapter of Topics
			President Chain Store Corp.	PCSC logistics affiliate	Customers	Community	Suppliers	
Regulatory compliance	Compliance to social and economic regulations	SO: Regulatory compliance	●	●	●	●	●	5. PCSC-a happy workplace
Corporate governance	Brand management	Without GRI considerations and index	●		●			1. PCSC-a happy business
Environment	Energy	EN: Energy	●	●				3. PCSC-a happy Earth
	Compliance to environmental protection regulations	EN: Regulatory compliance	●	●				3. PCSC-a happy Earth
Employees	Occupational safety and health	LA: Occupational safety and health	●					5. PCSC-a happy workplace
	Labor-employer relations	LA: Labor-employer relations	●					5. PCSC-a happy workplace
	Labor-management relations	LA: Labor-management relations	●					5. PCSC-a happy workplace
	Training and education	LA: Training and education	●					5. PCSC-a happy workplace
Communities	Local communities	SO: Local communities	●		●	●		4. PCSC-good neighbors
Products	Customer health and safety	PR: Customer health and safety/ Product and service labeling	●		●	●	●	2. PCSC-good products and services
	Marketing and labeling	PR: Marketing and labeling	●		●	●	●	2. PCSC-good products and services
Customer	Customer relations management	Without GRI considerations and index	●		●	●	●	2. PCSC-good products and services

Note: Logistics affiliates are UPCC, Wisdom Distribution Service Corp., Retail Support, and President Logistics International Corp.

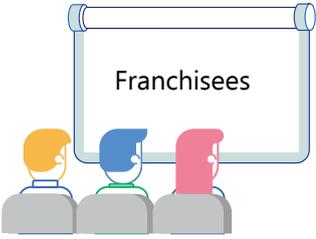
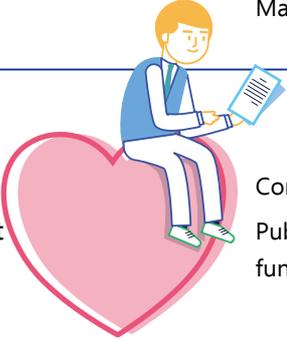
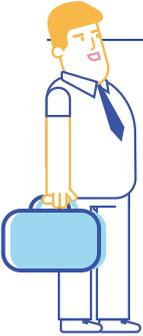
# Stakeholder Communications

PCSC stakeholders include investors, suppliers, employees, franchisees, charities, government organizations, and local communities. PCSC must be held accountable to its stakeholders, and a stakeholder area (<http://www.7-11.com.tw/communication.asp>) has been set up on the PCSC corporate website. A physical mailbox is also available. A variety of different methods and channels are used to learn about stakeholder requirements and expectations of PCSC. Other methods and channels of communication for stakeholders are described below.

Table of communication channels between PCSC and its stakeholders

Stakeholders	Topics of Concern	Communication Channel
 <p><b>Investors</b></p>	<ul style="list-style-type: none"> <li>Corporate Governance</li> <li>Risk management</li> <li>Operational and financial status</li> <li>Dividends Policy</li> </ul>	<ul style="list-style-type: none"> <li>Annual Shareholders' Meeting</li> <li>Regular publication of financial statements/ Annual reports</li> <li>Disclosure through corporate website</li> <li>Legal person conference</li> <li>TWSE Market Observation Post System website</li> <li>Answering questions from investors and analysts via phone or e-mail</li> </ul>
 <p><b>Suppliers</b></p>	<ul style="list-style-type: none"> <li>Green procurement</li> <li>Green products</li> <li>Supplier management</li> <li>Local purchase</li> </ul>	<ul style="list-style-type: none"> <li>Regular merchants' friendly association</li> <li>Regular suppliers' conference</li> <li>Counseling/Audit Management</li> </ul>
 <p><b>Customers</b></p>	<ul style="list-style-type: none"> <li>Product health and safety</li> <li>Product and service innovations</li> <li>Service quality</li> <li>Customer privacy</li> </ul>	<ul style="list-style-type: none"> <li>Service window at Joint Services Center</li> <li>Satisfaction survey</li> </ul>
 <p><b>Employees</b></p>	<ul style="list-style-type: none"> <li>Occupational health and safety</li> <li>Harmonious employee and employer relations</li> <li>Training development and education</li> <li>Employee diversity and equality</li> </ul>	<ul style="list-style-type: none"> <li>Regular employer-employee meetings</li> <li>Staff Welfare Committee</li> <li>Employee complaints e-mail box</li> <li>Internal proposal system</li> <li>Happiness Cooperative Society</li> </ul>



Stakeholders	Topics of Concern	Communication Channel
 <p>Franchisees</p>	<p>Training development and education</p> <p>Occupational health and safety</p> <p>Product and service innovations</p> <p>Marketing communications</p>	<p>Dedicated franchising website</p> <p>Weekly visits by regional advisor</p> <p>Regular monthly publications</p> <p>Franchisee discussion forum</p> <p>Satisfaction survey</p>
 <p>Public interest groups</p>	<p>Community care</p> <p>Public services and fundraising</p>	<p>Annual CSR Report</p> <p>Support for charity events/initiatives</p> <p>Good Neighbor Foundation</p> <p>Quarterly charity fundraiser</p> <p>Fund-raising proposal/ Review meeting</p>
 <p>Government agencies</p>	<p>Product health and safety</p> <p>Regulatory compliance</p> <p>Public policy engagement</p>	<p>Periodic compliance inspections</p> <p>Promote in accordance with relevant systems</p>
 <p>Local community</p>	<p>Energy-saving and carbon reduction</p> <p>Community care</p> <p>Regulatory compliance</p>	<p>Good Neighbor Funfest</p> <p>Annual CSR Report</p> <p>Service window at Joint Services Center</p>