



# 2022

SUSTAINABILITY SNAPSHOT

# Creating a Sustainable Future Together



2022 was another incredible year for 7-Eleven, Inc. and the entire family of brands. We made meaningful progress on our sustainability journey and are even more excited about what the future holds.



## 7-Eleven, Inc. is more than a convenience store.

Our family of brands embodies the qualities of good neighbors — accessible, supportive, reliable and welcoming to all. Our people are dedicated to giving customers what they want, when, where and how they want it ... and making their day just a little more awesome along the way. We're making connections that bring neighbors together and empower communities to thrive.

For us, creating a sustainable future together is about ensuring that today's convenience leads to a better world tomorrow. The question is, how?

We start by making it easier for employees, Franchisees, suppliers, service providers, business partners and customers to do good. We like to call it "Good Made Easy." Because doing good should be convenient, as well as rewarding.

By strengthening communities, protecting the Earth and encouraging responsible consumption, we're doing our part to create a sustainable future for generations to come. It takes each and every one of us, each and every day, to make it happen.



# GREEN CHALLENGE 2050

Learn more about the  
[Green Challenge 2050.](#)

Our parent company, Seven & i Holdings Co., Ltd., operates a diverse service line across the globe to meet the daily needs of customers through a vast network of stores. In 2019, the company launched the Green Challenge 2050 — a four-pronged strategy to reduce its environmental footprint across the entire store network and supply chain. At 7-Eleven, Inc., we take our role in achieving the Green Challenge 2050 seriously and have committed to its strategic pillars with specific goals for 2030 and 2050.

We're proud to share how our commitment to Creating a Sustainable Future, Together came to life last year across three key areas: **people**, **planet** and **products**.



## People Strengthen Community

### Build Thriving Communities

- Signature programs that drive engagement and promote safety & wellbeing
- Philanthropic partnerships and investments
- Strategic diversity, equity and inclusion programs



## Planet Protect the Earth

### Innovate for a sustainable future

- Reduce energy consumption and CO2 emissions
- Recycling and plastic reduction
- Sustainable packaging and procurement
- Minimize food waste



## Products Consume Responsibly

### Increase access to nutritious and sustainably sourced products

- Corporate governance and responsible business practices
- Food safety
- Animal welfare
- Product health and nutrition
- Product labeling and marketing



## Signature Programs



### Operation Chill® — Rewarding cool kids for being, well, cool!

Completely revamped in 2021 for a new digital generation, the 27-year-old **Operation Chill®** program makes it easier than ever for law enforcement to establish and build positive, lasting and authentic relationships with youth in their neighborhoods. The concept is simple: officers observe a kid doing a nice thing — wearing a helmet while riding a bike, picking up litter, helping a neighbor or holding a door open — and then reward that behavior with a friendly smile and a coupon for a free small Slurpee® drink at any participating U.S. 7-Eleven or Stripes® store.



**173%**  
increase in coupon redemption since 2020

**89%**  
increase in officer participation

### Project A-Game — Building community involvement, driving sales opportunities

For a decade, 7-Eleven's Project A-Game has funded a variety of youth development programs across America in the areas of education, fitness, safety and hunger relief. In that time, 7-Eleven, Inc. and Franchisees have awarded more than 5,000 community grants totaling \$3.5 million.

These grants help fund everything from math and science projects to school and computer supplies, from

sports teams and equipment to after-school and youth safety programs. In short, whatever might benefit kids and families within a store's neighborhood. In 2022, Project A-Game was responsible for funding 268 grants totaling nearly \$324,000.

No doubt about it — Project A-Game is a driving force in helping the company nurture and deepen community relationships.

Last year, kids across America redeemed more than **175,000 free Slurpee® drink coupons** from more than 1,300 local law enforcement agencies. Since the program's 1995 debut, 7-Eleven, Inc. has distributed 24 million coupons to help foster community connections one Slurpee® drink at a time.

**Now THAT'S cool!**

# Just ask Sembe Cole



A 20-year 7-Eleven veteran, Sembe currently serves as Zone Vice President of Western Franchise Operations, but in his prior role as Vice President of the North Atlantic Zone, he led his team to a record-setting **\$114,933** in Project A-Game grants for 2022.

“I’m passionate about the vision of this program, and I wasn’t shy about talking it up,” Sembe Cole says with a smile. “Given our size and stature in our respective communities, it’s our responsibility to be good neighbors and to help keep kids learning, growing and having fun all year long.”

Cole believes Project A-Game is also good for driving business, because it speaks to the welcoming and inviting presence within each store, which in turn helps drive brand awareness, sales and loyalty.

“I hear story after story from Franchisees and store leaders about customers making a point to come in and thank us for our donation,” he said. “It’s all about connecting as individuals, putting friendly faces and names to our customers and to

our people, who get to be their heroes for a little while. It’s a community investment that comes full circle.”

Originally from Vienna, Virginia, the Longwood University graduate credits his wife and their three kids, as well as his mom, as his inspirations for giving back.

“Mom always told me that when I have a chance to be in the seat, it’s up to me to do more. And as we came out of the pandemic, I wanted all of us to get back into the neighborhoods and schools and really make our presence felt. These grants are our way of saying thank you for your business, because it’s our responsibility to give back, to recognize and promote the next generation of superstar kids.”

And look for a new, better-than-ever Project A-Game coming Fall 2023, just in time for back-to-school season!





## The power of Payson a CMN Hospitals Champion

Few things are more powerful than a child with a dream. And 12-year-old Utah native Payson Inkle is a kid who dreams big. Charismatic and a talented performer (actor and singer), he's blessed with a refreshingly self-effacing "never-met-a-stranger" charm. Clearly, this kid is going places.

## Children's Miracle Network Hospitals — Celebrating resilience

Since 1991, Speedway — a part of the 7-Eleven family of brands — has partnered with Children's Miracle Network Hospitals® (CMN Hospitals) to raise more than \$170 million for local children's hospitals. Now, in partnership with 7-Eleven, Inc., CMN Hospitals has the opportunity to dramatically expand its reach in raising funds to support even more children's hospitals than ever before.

In 2022 alone, thanks to the generosity of store customers, employees, Franchisees and vendors, the company raised more than \$19 million to support 105 local member children's hospitals across the country. A total of \$16 million in funds raised by 7-Eleven in 2022 were via a year-round in-store fundraising campaign at participating Speedway® stores, which was later expanded during the holiday season to include participating 7-Eleven® and Stripes® stores. The annual Miracle Tournament and Celebration Dinner, held in Enon, Ohio, generated an additional \$3 million. These funds will help advance pediatric healthcare by providing critical lifesaving equipment and much-needed resources to treat children throughout the communities we serve.




**Children's  
Miracle Network  
Hospitals®**

**WELCOME**

**35,000**  
patients a day — that's

**62**  
kids every minute

[Click to watch highlights from the 2022 Miracle Tournament & Celebration Dinner](#)



# Community Programs

In addition to our signature programs, 7-Eleven, Inc. continued to expand its commitment to thriving communities through a variety of volunteer initiatives, charitable donations and in-store fundraising campaigns to support disaster relief and other humanitarian efforts.

## 7Cares Thanks + Giving brightens holiday for hungry families

Ahead of the holiday season, we hosted the first annual 7Cares Thanks + Giving event in November, benefiting Minnie's Food Pantry in North Texas and Second Harvest Food Bank in Central Ohio. Along with support from the amazing Irving and Enon Store Support Center employees — who generously assembled 1,120 food boxes, donated 1,500 lbs. of food, and contributed more than \$1,700 — **the 7-Eleven Cares Foundation provided 3,250 turkeys for hungry families.**

 [Check out the video!](#)

## Thanks + Giving 2022





## Teaming up with the **American Red Cross** to help people at home and abroad

In association with the American Red Cross, the 7-Eleven family of brands launched **two powerful campaigns in 2022 to benefit those impacted by the war in Ukraine and Hurricane Ian**. The campaigns included round-up opportunities for customers at 7-Eleven® and Stripes® stores and a dedicated website for contributions by store associates, Franchisees and employees, as well as matching funds from the 7-Eleven Cares Foundation.



# \$1.2M

raised to support relief efforts, lifesaving aid and other critical resources for the Ukrainian people



# \$250,000

raised to provide food, shelter and comfort for those impacted by Hurricane Ian



## **UCLA Operation Mend** helps veterans find peace and healing

We're proud to support Operation Mend, an innovative program established by the U.S. military and UCLA Medical Center that provides comprehensive, personalized care and wellness programs for wounded post 9/11-era veterans and their family members. Daniel Soper, a retired 7-Eleven executive, introduced the company to Operation Mend when his son, Army Specialist Joseph (Joey) Paulk, participated in the program after sustaining life-altering injuries while serving in Afghanistan.



**They really take care of us like family."**

**Joseph (Joey) Paulk**  
Army Specialist and  
Operation Mend Client



The company's four-year, \$400,000 grant to Operation Mend is just one of the many ways 7-Eleven, Inc. continues to show its gratitude to our service men and women and their families who have given so much for our country. [Read more](#) about Joey's inspirational journey and click [here](#) to learn more about Operation Mend and how you can support their incredible work.







## Oh, Canada!

Through a bevy of local fundraising programs such as the custom KYSA (Kamloops Youth Soccer Association) Slurpee® Cup and

campaigns in support of United Way Calgary, YMCA Calgary, Calgary Food Bank, Alberta Cancer Foundation, the Canadian Red Cross and the Boys and Girls Club of Peel, the Canadian team contributed more than \$525,000 in 2022 thanks to the generosity of customers and business partners.

**HELP BEAT HUNGER DURING THE HOLIDAYS**  
Your small change makes big change through local food banks in your communities.



**2 WAYS TO DONATE**  
Deposit cash here OR round up your transaction (ask cashier).

**\$1 = 2 meals. 7-Eleven® will match donations up to \$50,000.**





foodbankscanada.ca

“As we continue our journey in being a good neighbor, we’re always finding ways to give a helping hand to the communities in which we operate. Our customers wear their hearts on their sleeves and have been so supportive in our initiatives throughout the years. We look forward to continuing the fight to beat hunger and doing our part to support our neighbors in need.”

**Marc Goodman**

Vice President & General Manager, 7-Eleven Canada

## Angel Tree lights up hearts

This holiday season, employees at the Enon Store Support Center provided gifts for 350 children through the Salvation Army Angel Tree Program. Teams donated toys, bikes and clothing and made financial contributions to provide more than \$40,000 of gifts to the children of Clark County.

In addition, a group of employees volunteered at the Salvation Army Toy Shop to help build, sort and match donated toys to ensure that all 3,000 children participating in this year’s program would receive a gift.



“It was incredible to see our company step up and donate \$5,000 to refill the shelves at the Salvation Army Toy Shop. Before we arrived, the Salvation Army volunteers weren’t sure they’d have enough toys for the 3,000 kids they were caring for. Thanks to the collective generosity of our Enon-based employees and the 7-Eleven Cares Foundation, they definitely did!”

**Randon McNeil**

Digital Merchandising Manager, 7-Eleven, Inc.

# Our Commitment to Diversity, Equity and Inclusion (DE+I)

7-Eleven, Inc. is the world's largest convenience retailer and an integral part of the incredibly diverse neighborhoods we serve. Our business model is based on the empowerment and success of small business entrepreneurs regardless of race, gender or background. To ensure an inclusive customer experience and workplace, we encourage Franchisees and 7-Eleven employees to bring their unique perspectives, talents and contributions to work every day. We strive for equality and are committed to doing even more — because we know it's the only way we can continue to grow and innovate, both as a brand and as a society.



## OUR DE+I STRATEGY CONSISTS OF THREE GUIDING PRINCIPLES:

**Foster an inclusive workplace culture** that celebrates diversity and promotes equality, respect and belonging.

**Cultivate diverse talent** by creating new opportunities to attract, develop, and retain the best people regardless of race, gender, ethnicity or background.

**Positively impact the marketplace** by supporting organizations and community partners that share our values and beliefs.

# DE+I

“ We recognize and value the lasting, positive impact that our DE+I efforts have on our people and by extension, on our customers and our business. Working together with purpose, we'll continue to uphold our commitment to support equity and inclusion for all.”

Larry Hughes | Vice President of Corporate Human Resources and DE+I

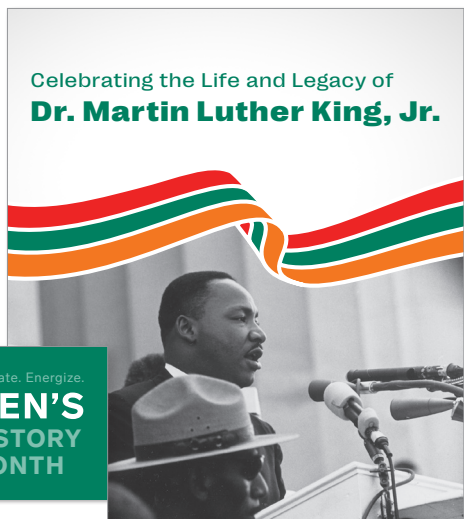


As a global brand operating in a global marketplace, we have an obligation to lead the way. By embracing and advancing our ideals through this framework, we strive to enrich our work environment and the neighborhoods we serve.

**Working together, we are making progress on our DE+I journey with notable highlights including:**



Watch this video to hear how Dr. King’s vision inspires employees



Celebrate. Educate. Energize.

## WOMEN'S HISTORY MONTH

**YOU'RE INVITED**

A conversation with Susan MacKenty Brady, *New York Times* best-selling author and CEO of the Simmons University Institute for Inclusive Leadership.

WEDNESDAY, MARCH 23 @ 12:30 P.M. CENTRAL

[Add to Calendar](#)

Please join us for this exclusive interview — brought to you as part of 7-Eleven's celebration of Women's History Month.

7-ELEVEN DE+I 7 new Network | Executive Women

Watch our empowering interview with Susan Brady



**Military Appreciation Month**

The U.S. Armed Forces: Preserving Peace and Providing Defense for America

The U.S. Armed Forces are our country's military forces and consist of six service branches. Since their inception during the American Revolutionary War, they have played a decisive role in the history of the United States.

- The profound legacy of **Dr. Martin Luther King, Jr.**, lives on in all of us at the 7-Eleven family of brands and in the wonderfully diverse communities we call home. In celebration of January’s MLK Day holiday, we asked a few employees to share what inspires them as they reflect on Dr. King’s enduring vision.
- Every February, we recognize **Black History Month**, a national celebration of the history and achievements of Black Americans. As part of the company-wide celebration, we sat down with Dr. Harry Robinson, Founding Director and Chief Executive Officer of the Dallas African American Museum, for a thoughtful conversation about Black history and culture, his remarkable journey, and a personal tour of some of his favorite pieces within the museum.
- As part of our **Women’s History Month** celebration in March, we hosted Susan Mackenty Brady, CEO of the Simmons University Institute for Inclusive Leadership, as our guest speaker. Brady, a renowned relationship expert and leadership wellbeing coach, led us through an inspiring discussion focused on empowering women to move beyond just surviving — to thriving — in their professional careers.
- To honor **Military Appreciation Month** in May, the company hosted a Rolling Remembrance Flag Ceremony to raise awareness for the Children of Fallen Patriots Foundation, which provides scholarships to military children who have lost a parent in the line of duty. The event was held at the company’s Store Support Center in Enon, Ohio and served as one of 53 stops the flag made on its 10,000-mile-long relay across the country, culminating on Memorial Day.

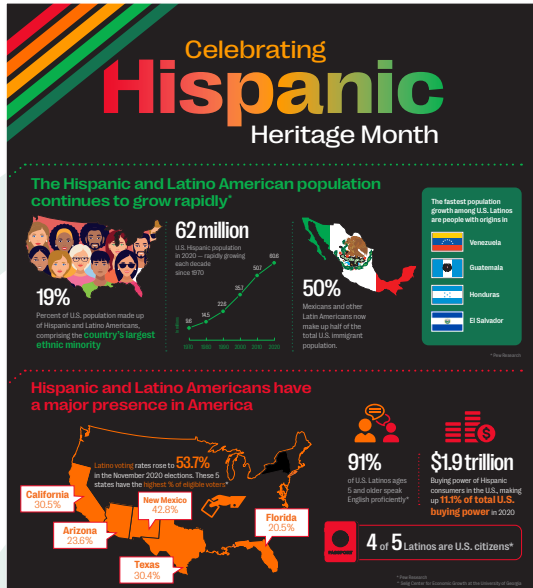


THE TREVOR PROJECT

Troy Stevenson  
Senior Campaign Manager  
Advocacy and Government Affairs



Learn more about  
the Trevor Project



- To celebrate **Pride Month** in June, we featured The Trevor Project's Troy Stevenson, senior campaign manager for advocacy and government affairs, in a virtual fireside chat in which he shared his insights and experience as a leading LGBTQ+ advocate. We're proud to share The Trevor Project's dedication to creating a safe, welcoming world for LGBTQ+ youth.
- During the latter half of September and first half of October, we recognized **Hispanic Heritage Month**, celebrating Hispanic and Latino American communities, including those with ancestry from Spain, Mexico, the Caribbean, and Central and South America. This year's theme was Unidos: Inclusivity for a Stronger Nation, and we spotlighted five employees who shared their thoughts on how their heritage shaped their journeys. [Read their story!](#)
- Also related to Hispanic Heritage Month, the Franchise Recruiting and Marketing team once again ran a digital campaign, "Juntos, We Rise," recognizing the importance of the Hispanic community within franchising and the support 7-Eleven provides Franchisees to be successful and empowered in their communities. [Check out 7-Eleven Franchising on LinkedIn](#) or [Facebook](#) to learn more.
- December saw the launch of our newest **Associate Business Resource Group**, or ABRG — 7Pride — created as a highly visible and accessible resource for LGBTQ+ employees and their allies. Like all ABRGs, 7Pride membership is open to all employees. The goal: build a supportive, affirming and inclusive workplace for LGBTQ+ employees and their allies, positively impacting and promoting a greater sense of belonging for employees. 7Pride's foundational pillars focus on:
  - Ally empowerment and education
  - Community engagement and outreach
  - Professional networking and development

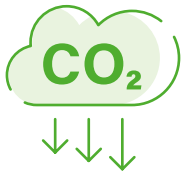




We've taken big steps toward reducing the company's environmental impact and will continue to move ahead by strategically investing in alternative energy (wind, hydropower and solar) and environmental initiatives that increase efficiency while reducing waste and resource consumption.

### HIGHLIGHTS INCLUDE:

**In 2022, the 7Charge electric vehicle charging network** was introduced. We are establishing a business to make EV stations profitable, and we will continue our efforts to expand our EV charging portfolio at the rate of electric vehicle growth in the United States, including partnerships with outside companies.



**A reduction of carbon emissions from stores by 27%** compared to 2013, with a goal of reducing CO2 emissions by 50 percent by 2030. In addition to ongoing operational energy efficiency practices in stores, we made important progress through the following:

#### EQUIPMENT INSTALLATIONS

- LED lighting
- New HVAC
- Energy Management Systems

#### RENEWABLE ENERGY MEASURES

- Wind, Solar and Renewable Energy
- Certificates + Contracts





## Pure Michigan

In 2022, 7-Eleven, Inc. announced a 20-year clean energy commitment in Michigan through Detroit-based DTE Energy's innovative MiGreenPower program, which allows the company to purchase renewable energy to support our operations. The shared goal is to achieve 100% clean energy

for all 160 of the southeast Michigan locations, in an effort to avoid more than 15,000 tons of carbon dioxide emissions annually. That's equivalent to removing 3,000 gas-powered cars from the road each year. **MiGreenPower customers have enrolled 2.8 million megawatt**

**hours of clean energy** in the program so far, making it one of the largest voluntary renewable energy programs in the country. This agreement is a great example of how 7-Eleven is working with both the private and public sectors to reduce its carbon footprint.

### Meet 7-Eleven Sustainability Ambassador **Greg Steagall**



Senior Manager Energy Procurement  
and Financial Analytics

“ The most valuable electron is the one you don't use. For the remainder, we need to be strategic about making it affordable and green. ”

Greg Steagall and his six-person Energy Procurement and Financial Analytics team shoulder an enormous responsibility — making sure that stores across the United States and Canada have the most affordable energy possible, from as many renewable sources as possible. It's a significant role, given that CO2 Emissions Reduction is one of the four components comprising the company's strategic Green Challenge 2050.



The company's priority is to provide customers with the highest quality products while also making sure that we offer great value. But value isn't defined by price alone. It's also about the types of products we offer, how they're made and how they make it onto store shelves. As the premier leader in convenience, 7-Eleven has a responsibility to drive sustainable sourcing — whether from its vendor partners or when developing our own awesome private brand products.

### It's the little things that make a big difference

Redesigning bottles for the popular 7-Select Replenish® energy drink (already a \$30 million private brand since launching in 2019), allows for more effective packaging that means 40 cases per pallet (rather than 30) for 7-Eleven, and will result in a 25% reduction in the number of trucks for the company to keep stores supplied (2,264 vs 3,019) or 755 fewer trucks. There also will be less plastic used in both bottle and wrap, projecting an annual waste reduction of 208 tons.

### Cage-free eggs

We're committed to working with suppliers toward a goal of sourcing 100 percent cage-free eggs for all U.S. and Canada stores by 2025, based on available supply.



# Brands with Heart

## Providing opportunities for innovative and sustainable new brands

The four-year-old Brands with Heart program continues to grow by encouraging emerging brands to showcase their products to 7-Eleven®, Speedway® and Stripes® stores customers nationwide. The goal — put innovative products on the shelves that meet the needs of on-the-go customers with a variety of snacks, beverages, confectionery and better-for-you items.



“The Brands with Heart showcase attracts hundreds of applicants from up-and-coming brands each year and gives us the unique opportunity to scope out new products that might make the perfect addition to our stores’ shelves — such as Lemon Perfect, which was discovered during our 2019 Brands with Heart event,” said Jack Stout, Executive Vice President and Chief Merchandising Officer. “Our mission is to help these rising brands grow, and we’re excited to see ... and taste ...

the many innovative products that participate. We’re committed to elevating our product assortment for customers who are always seeking new and delicious items that fit into their busy lifestyles.”

One of the finalists chosen to present at the 2022 event is Mananalu, a carbon-neutral company whose mission is to help end the single-use plastic waste crisis through its “Drink One, Remove One” impact program. For every aluminum bottle of Mananalu purified water sold, the company removes the equivalent of one plastic bottle from ocean-going waste.

“7-Eleven’s Brands with Heart program is a perfect fit for Mananalu,” said Josh Elliott, Mananalu’s Director of Partnerships. “As a purpose-driven brand focused on ‘unplastic’ the planet, we love that 7-Eleven is about more than convenience. They share our commitment to creating positive change for communities and for the planet.”

Visit your nearest 7-Eleven®, Speedway® or Stripes® store to see which of the 2022 Brands with Heart finalists — including Mananalu — are now available near you.







**That's a wrap on 2022, but our sustainability story is just getting started!**

For the latest information about 7-Eleven's commitment to Creating a Sustainable Future, Together, visit our [website](#).