

Examples in the Convenience Store Business (FamilyMart)

Creating Synergies Infinitely —Vertically and Horizontally

The ITOCHU Group is building and enhancing a value chain spanning upstream to downstream operations in the aim of maximizing earnings from the convenience store business. In addition to fortifying the food value chain, we are generating synergies among businesses by going beyond Division Companies' boundaries in such areas as daily necessities, financial services, system development, and construction materials. In August 2018, we accelerated this trend by converting FamilyMart UNY Holdings Co., Ltd., to a subsidiary, whose corporate umbrella includes FamilyMart Co., Ltd.

Food Product and Peripheral Business Initiative Examples

ITOCHU coordinates food value chains to ensure the optimal form for all processes that take place before items arrive at store shelves, including formulation of raw material procurement schemes, product planning, manufacturing, processing, and procurement of containers and packaging materials.



Packages for ready-to-eat products, etc.	Rice ball wrapping films Boxed lunch containers, etc.	■ ITOCHU PLASTICS
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	Raw Materials	Product Planning / Manufacturing, Processing / Sales Agents
Ready-to-eat products (rice balls, boxed lunches)	<ul style="list-style-type: none"> ■ Japan Food Supply (NIPPON ACCESS Group) ■ ITOCHU Food Sales and Marketing ■ ITOCHU FEED MILLS, etc. 	◆ Ready-to-eat producers
Fried chicken (FAMICHIKI)	◆ Chicken suppliers	▲ Meat Products Department
Fried chicken (Spicy Chicken, Chicken Steak)	◆ CP Group	▲ Meat Products Department
Counter coffee (FAMIMA CAFÉ)	■ UNEX (GUATEMALA), etc.	<ul style="list-style-type: none"> ▲ Sugar, Confectionery Materials, Coffee & Dairy Products Department ▲ Food Products Marketing & Distribution Department
Eggs	■ I-hiyoko (ITOCHU FEED MILLS Group)	■ ITS Farm (ITOCHU FEED MILLS Group)
Bananas	■ Dole	▲ Agri Products Department



Non-Food Product Initiative Examples

The ITOCHU Group is working together to provide daily items that support lifestyles and supplies needed for everyday store operation.

Daily items	New Year's cards	■ ITOCHU Pulp & Paper
	FamilyMart collection daily items (detergent, plastic bags, cleaning sheets, etc.) and umbrellas	<ul style="list-style-type: none"> ■ ITOCHU Retail Link ■ Sanipak Company Of Japan
Supplies (Store items supporting operation, etc.)	Chopsticks, individual-use hand towels, take-out item containers (coffee cups, etc.), plastic bags, cleaning supplies	■ ITOCHU Retail Link
	Uniforms	▲ Textile Company

■ Subsidiary ● Affiliated company ▲ ITOCHU ◆ Business partner

Operational Support Initiative Examples

The ITOCHU Group cooperates to provide multifaceted support for the efficient operation of FamilyMart's nationwide network of approximately 16,500 stores that goes beyond product sales, services, and routine store operations.

System development	<ul style="list-style-type: none"> ■ ITOCHU Techno-Solutions Support operational efficiency through development of operational systems
Electricity supply	<ul style="list-style-type: none"> ■ ITOCHU Plantech By supporting efficient procurement and offering a high-voltage receiving service, help stores reduce their electricity costs
Construction materials	<ul style="list-style-type: none"> ■ ITOCHU KENZAI
3Rs+W service* * Reduce, reuse, recycle, and waste management	<ul style="list-style-type: none"> ■ ITOCHU Metals Develop a nationwide network of partners to provide store fixture maintenance, reuse, recycle, and waste management services
Contact centers	<ul style="list-style-type: none"> ● BELLSYSTEM24 Holdings
Leasing of store fixtures	<ul style="list-style-type: none"> ● Tokyo Century

Future Fields of Focus

- Promotion of initiatives that address labor shortages, reduce food losses, and decrease the use of plastic
- Increasingly efficient store operations, optimization of production, inventories, and logistics
- Data-driven one-to-one marketing
- Fintech-leveraging and other service businesses (e-money, settlement, etc.)
- New financial services that utilize POCKET CARD's credit and settlement functions
- Acceleration of developments in China and other parts of Asia

Intermediate Distribution Example

The ITOCHU Group is collaborating to handle logistics to individual shops.

Wholesales / Logistics	<ul style="list-style-type: none"> ■ NIPPON ACCESS Provide the majority of logistics services for food and non-food products for FamilyMart stores (550 distribution locations)
Delivery van	<ul style="list-style-type: none"> ● NIPPON CAR SOLUTIONS (Tokyo Century Group)



NIPPON ACCESS, supporting an industry-leading store network



The Famima T Card, issued by POCKET CARD CO., LTD.

Service Initiative Examples

The ITOCHU Group is working in coordination to provide customers with a broad range of services closely related to their daily lives.

Financial / insurance services	Famima T Cards	<ul style="list-style-type: none"> ■ POCKET CARD ▲ ICT & Financial Business Company
	Motorbike liability insurance	
Other services	POSA cards	<ul style="list-style-type: none"> ■ CONEXIO ▲ ICT & Financial Business Company
	Famiport coupons	