

JAPAN

Serving Customers In Diverse Ways

History

Seiyu is one of the largest supermarket chains in Japan, established in 1963. Walmart acquired 6.1 percent stake in Seiyu in May 2002 and gained sole ownership in June 2008. Nine months later, Walmart established a holding company, Walmart Japan Holdings Godo Kaisha (K.K.) and Seiyu is a wholly-owned subsidiary of the holding company.

Banners

- Seiyu
- Livin
- Sunny
- The Mall

Quick Facts

- Over 330 retail units*
- Approximately 23,500 associates**

*As of June 30, 2018

**As of January 1, 2018 (includes temporary workers)



INNOVATION

In January 2018, Walmart Japan and Rakuten reached the agreement to establish a joint venture to launch a new online grocery delivery service in Japan, to be known as “Rakuten Seiyu Netsuper.” The new online grocery delivery service leverages each of the companies’ strengths to offer a more convenient shopping experience that meets the changing needs of customers in Japan. The new service’s grand opening is scheduled later in 2018.



COMMUNITY

Gaining skills: In Japan, young people who are regarded as NEET (Not in Employment, Education & Training), especially those from low-income families, often lack opportunities for gaining the skills necessary for finding jobs and entering the workforce. Seiyu has made grants of more than US\$175,000 to provide job training to NEET youths from low-income families. Besides training, Walmart aims to instill respect for individuals of all backgrounds and to promote social inclusion and economic empowerment for these youths.

One grantee was Sodateage.net, a nonprofit that works with unemployed youth. Sodateage worked with Seiyu to create a program called Seiyu Pack, which provides participants with 3.5 months of job training as well as in-store training at Seiyu stores and ongoing support. Of the 66 participating youths, 51 have been offered jobs, including 25 who have become Seiyu associates, as of Dec. 2017.

Recycling with the community. Walmart complements municipal programs by providing recycling solutions in some regions. In 2017, we collected 5.7 million pounds of customer packaging, used clothing, pharmaceutical waste and electronics waste for recycling in Argentina, Chile, Japan, Mexico and U.K.



QUALITY

Seiyu has implemented the “Fresh Obsession” program to increase customers’ fresh experiences, and it has been contributing to a positive increase in sales of the overall fresh offerings.

One of the initiatives is called “Fresh Communication” that is a medium to share 1-minute videos via the company’s intranet (J-WIRE). In the video, associates can find information to create the appealing sales floor.

In October 2018, Seiyu through its global partnership with Walmart has signed a 2-year exclusive contract for sales of Tony Roma’s products in Japan.

Walmart 
Save money. Live better.

SEIYU

LIVIN


SUNNY

THE MALL

Note: Information provided by markets. Numbers and percentages constitute reasonable estimates to the best of our knowledge as of October 2018.



OPPORTUNITY

- **Women in Retail:** In 2015, Seiyu rolled out the Women in Retail (WIR) program to strengthen the leadership and talent pipeline for women associates. Since 2015, 182 participants have been enrolled in the WIR program and 45 participants have been promoted to store manager.
- Walmart in Japan continues to support the Women in Retail program as part of its strategy to increase female participation in management from 16.6 percent today to 20 percent by 2020.



SUSTAINABILITY

Zero Waste: By 2025, we want to achieve zero waste using the Zero Waste International Alliance definition in our own operations in Japan. We have set a goal that is intended to go beyond the Consumer Goods Forum Food Waste Resolution relating to halving the food waste in our own operations by 2025 (vs. 2016 baseline).

Fish waste recycling: Walmart Japan stores sell a variety of fresh fish and prepared meals with seafood. They have partnered with recycling vendors throughout Japan to recycle 100 percent of fish traces from meal preparation and fish waste into commercial products—such as pet food raw material. The collected fish waste is recycled on the same day. In 2017, we recycled 1.1 million pounds of fish waste through this program.

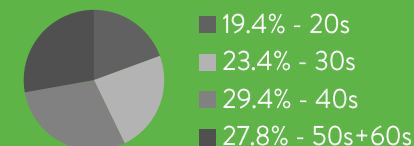
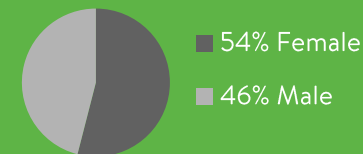
Food waste: The primary way we seek to reduce food waste in our operations is by actually selling the food we carry. In Japan, we offer customers discounts on food that is close to its expiration date, including meat, bakery, dry goods and dairy.

Water: In our operations in areas that are experiencing water stress, we have taken several steps to ensure associates are provided the guidance, training and visual reminders on how to minimize unnecessary water use. In Japan, we are working to instill good habits in our associates as they go about their daily tasks, providing training procedures in meal prep areas on how to thaw meat without running water.

Supply: In addition to setting our own assortment standards, we continue to look for opportunities to help increase the availability of sustainable supply by supporting Fishery Improvement Projects (FIPs) and by bringing new items to customers. Walmart recently collaborated with suppliers and nonprofits to launch Japan's first FIP with the aim of improving the sustainability of the sea perch fisheries in Tokyo Bay. We worked with other businesses to launch Japan's first Albacore tuna FIP, as well as the country's first Aquaculture Improvement Project (AIP) for Coho salmon farms in Onagawa.



OUR CUSTOMER



More than **50%** of our customer base makes 2 million yen ~ 6 million yen annually (US\$17,000 - \$52,000).