



SEIYU FACT SHEET

Employees as of November 2020: 34,600

Banners: Seiyu, Livin, Sunny

Retail units: 300+

Locations: Stores across Japan, from Kyushu to Hokkaido

Our Value Proposition

- Our ambition is to become Japan's local innovative value retail leader.
- Seiyu has a rich ecosystem of assets, services and partnerships that positions us to serve our customers in Japan:
 - A network of stores in great locations
 - An established supply chain, with vertical integration in key areas
 - A winning private brands portfolio
 - A partnership with Rakuten in the online grocery business

History

- Seiyu is one of the largest supermarket chains in Japan, offering a wide range of groceries to discerning Japanese customers.
- Established in 1963, Seiyu reaches 7 million customers weekly through a nationwide network of more than 300 stores.
- Through its supermarket and hypermarket formats, Seiyu offers a broad assortment of products, including fresh food, general merchandise, and apparel.
- Seiyu is committed to offering Everyday Low Prices (EDLP) to make life better for customers as a leading local value retailer powered by Walmart.
- Since 2008, Seiyu has operated as a wholly owned subsidiary of Walmart.
- Seiyu has a long history of retail innovation – from the success of the Family Mart convenience store concept, launched in 1972, to the sustainability-driven MUJI brand, established in 1980.
- This innovation continued with the debut of Seiyu Netsuper, one of Japan's first online shopping experiences for groceries, in 2000.

Walmart-Rakuten-Seiyu partnership

- **January 2018:** Walmart and Rakuten [announce strategic alliance](#); Rakuten and Seiyu to establish joint venture to collaborate on new online grocery delivery service in Japan and

Walmart to become Rakuten Kobo's exclusive mass retail partner in the U.S.

- **August 2018:** Walmart and Kobo [launch Walmart eBooks](#).
- **October 2018:** Rakuten and Seiyu open [Rakuten Seiyu Netsuper](#), an online grocery shopping service.
- **December 2018:** Walmart and Rakuten open "[Walmart Rakuten Ichiba](#)", Walmart's first eCommerce store in Japan.
- **July 2019:** Rakuten and Seiyu pilot Japan's [first commercial drone delivery service](#) to a remote island, popular barbeque spot Sarushima.
- **September 2019:** Rakuten and Seiyu pilot a [driverless delivery van service](#).
- **November 2019:** Rakuten and Seiyu pilot [robot deliveries](#).
- **November 2020:** Rakuten opens Rakuten Japan Direct on Walmart Marketplace.

Rakuten Seiyu Netsuper (RSN)

- Launched in 2018, Rakuten Seiyu Netsuper is an online shopping service jointly operated by Seiyu and Rakuten. Rakuten Seiyu Netsuper achieved sales growth of 30-50% YOY (Rakuten Q3 results).
- Covid-19 has accelerated customer demand for online shopping
 - Since mid-February, RSN monthly sales have grown more than 30% vs. last year
 - Customers have continued to leverage RSN services at similar rates since the state of emergency was lifted in June.
- Ranked No.1 in several public surveys, including No. 1 food delivery service in Sankei Living's 2020 online grocery delivery service Female User Satisfaction Survey and No. 1 in "Ease of registration," "Usability," and "Services for live-alones" in Oricon's 2020 User Satisfaction Survey.

Seiyu's Transformation Plan

- Under the leadership of CEO Lionel Desclee, Seiyu embarked on a transformation plan in 2019 to deliver on the customer promise of Seiyu as Japan's local innovative value retail leader and build on a rich Everyday Low Cost (EDLC) heritage powered by Walmart.
- Seiyu has since outperformed the market in sales growth and boosted customer satisfaction. It also deepened customer loyalty during the Covid-19 pandemic.
 - Seiyu NPS (Net Promoter Score) ranking improved from 41 to 31 out of 52 competitors.
 - Grew faster than market year-over-year.