

# 3.1

## SERVING COMMUNITIES Reducing Hunger

As a leading pan-Asian food retailer, we recognise it is our duty to utilise our strengths to assist those in need and reduce hunger in our communities. In line with our values and priorities, we also promote and involve our customers in our campaigns to raise awareness about food security issues within the communities we serve. This is an integral part of our corporate social responsibility.



7-Eleven extended 'Sik Tak Fan La' programme to Guangzhou in 2023  
7-Eleven South China

## Hot food donation for low-income communities

'Sik Tak Fan La' is a Cantonese phrase meaning 'the meal is ready to serve'. We launched our first 'Sik Tak Fan La' campaign in Hong Kong in 2022, collaborating with non-governmental organisation (NGO) partners to donate hot meals, and other supplies to people in need. Since then, this powerful phrase has inspired further successful collaborations, and provided food for more people in more communities across Hong Kong, the Greater Bay Area (GBA) and Singapore every day.

### 'Sik Tak Fan La' charity programme outreach in the GBA

In June 2023, we extended our 'Sik Tak Fan La' programme to the GBA. Given the sharp increase in the over-60s demographic in Guangzhou, through our partnership with the Guangzhou Volunteers Association, we provided vouchers for hot meals to elderly people as well as families in need.

Our 7-Eleven stores in Guangzhou donated RMB 0.5 for every 7-SELECT meal box sold. Over the first six months of the initiative, we raised RMB 251,092, which we converted into vouchers equivalent to 14,946 meal boxes.

To kick-start the programme in the GBA, 7-Eleven South China donated 1,000 meal vouchers for 100 elderly people living alone and 100 families with children under 14 years old. Throughout the year, the Guangzhou Volunteers Association shared the vouchers with 18 community service organisations that then distributed the meal vouchers to beneficiaries to redeem 7-SELECT meal boxes in any 7-Eleven store.

One beneficiary, Ms Zheng, faced challenges in cooking due to her limited mobility. As a result, she often prepares only one meal a day. Despite the presence of a canteen for elderly people in her area, the 85-year-old found it tiring to walk there. Ms Zheng said the 'Sik Tak Fan La' programme is very helpful because she can redeem hot meals at a 7-Eleven store near her home at any time, saving her time, money and effort spent in cooking and allowing her to rest more.

Raised **RMB 251,092**  
equivalent to 14,946 meal boxes



RMB 0.5 is donated for every 7-SELECT meal box sold  
7-Eleven South China



Jack Wen, Managing Director of 7-Eleven China and Guangzhou Volunteers Association distributed meal boxes to beneficiaries  
7-Eleven South China

"I hope this programme can spread love and care, and reach more people in the community in Guangzhou. It is also a continuation of the Meal Voucher Programme in 2020, to encourage more compassionate individuals who wish to assist others to participate and offer a helping hand for those in need"

Jack Wen,  
Managing Director, 7-Eleven China

## 'Sik Tak Fan La' charity programme expands in Hong Kong

The first 'Sik Tak Fan La' programme was launched by 7-Eleven Hong Kong in collaboration with local social enterprise Pei Ho Counterparts in 2022 to provide hot meals to the underprivileged including elderly people living alone, the homeless and low-income families, within the Sham Shui Po district. We fund this initiative by donating HK\$0.5 to Pei Ho Counterparts for each designated 7-SELECT meal box sold at 7-Eleven stores across Hong Kong.

In 2023, our partnership with Pei Ho Counterparts continued, expanding our community outreach to a second neighbourhood, Shau Kei Wan. As of December 2023, we have donated over HK\$1.35 million, equivalent to 54,000 meal boxes, to people in need.

**Donated**  
**HK\$ 1.35 MILLION**  
equivalent to  
54,000 meal boxes  
as of 31 Dec 2023

We also donated some new shopping trolleys to beneficiaries to make it easier to carry bulky or heavy items. Contributing to the success of 'Sik Tak Fan La', around 90 team members from DFI and Jardines took part in four volunteer sessions to pack goodie bags, shopping trolleys, deliver meals and supplies.

With the support of our customers, team members and NGO partners, we will continue to seek new ways of providing food and assistance to vulnerable members of our communities.



Our team members, Horace Li (left) and Patrick Cheng (right) prepared meal boxes at Pei Ho Counterparts 7-Eleven Hong Kong



Donating food supplies to the community 7-Eleven Hong Kong

**"Mid-Autumn Festival represents 'reunion' in Chinese culture, so it was especially heart-warming when we brought meal boxes to the elderly, as if we were celebrating the festival together as a family."**

Monica Kwan, 7-Eleven Hong Kong Volunteer



"Better Together" food donation programme Giant Singapore

## Better Together: tackling food insecurity

In Singapore, Cold Storage and Giant initiated the 'Better Together' food donation programme in 2020, providing daily necessities and nutritious products to families in need.

We work with the Food Bank Singapore (FBSG), a local charity, to tackle food insecurity, which affects one in 10 families in Singapore, according to The Hunger Report. FBSG supports over 360 member beneficiaries that work with underprivileged families. To participate in this campaign, customers purchase items for FBSG beneficiaries and drop them off at collection points in stores after checkout.

Through our customers' generosity and stores donating date-expired food, we donated 305,506kg of food, equivalent to 872,876 meals, since the start of the programme in December 2020 until December 2023.

The Better Together initiative aims to complement existing food donation efforts by focusing on nutrition and work with FBSG to encourage customers to donate items that enable vulnerable families to meet dietary needs and have a healthier lifestyle. We target achieving the equivalent of 10,000 meals per month from customer donations. To achieve this goal, we have made the campaign more visible with in-store signage highlighting FBSG's specific requirements and prominently displayed roller cages designated for collecting food donations.

**Donated**  
**305,506 kg**  
of food, equivalent to 872,876 meals,  
to the Food Bank Singapore

From December 2020 to December 2023

## Own Brand rice donation programmes

'Chi Fan Le Ma?' in Singapore and 'Sik Jor Fan Mei' in Hong Kong are two of our campaigns to help reduce hunger by donating a specified amount of money to our partner NGOs for every sale of our popular Own Brand Meadows and Yu Pin King rice, which helped distribute rice to their beneficiaries.

### 'Chi Fan Le Ma?' extends new partnership in Southeast Asia

In 2022, we launched 'Chi Fan Le Ma?', which means 'Have you eaten?' in Mandarin, in partnership with Food Bank Singapore. Our initial goal was to provide one million meals to help feed beneficiaries over the next two years by donating SG\$0.10 for every kg of our Own Brand Meadows rice sold at Cold Storage, CS Fresh and Giant supermarkets. The funds raised are used by FBSG to purchase Meadows rice at cost price for their beneficiaries.

Under the same campaign, in early 2023, Giant collaborated with United Overseas Bank (UOB) to donate 25,000 kg of Meadows rice to over 30 beneficiary organisations in the Joo Chiat district, including charities, religious organisations, community groups and elderly homes. The donation took place at an event attended by the Minister for Culture, Community and Youth and Second Minister for Law, Edwin Tong, who is also the Member of Parliament representing Joo Chiat, and UOB's First Vice President, Cards and Payments, Personal Financial Services, Luke Siew. Meanwhile, Giant also donated 120 packs of 5kg Meadows rice for a community event held at the Giant Supermarket in Ubi.

Donated

**25,000** kg

of Meadows rice to over 30 beneficiary organisations

### 'Sik Jor Fan Mei' rice donation programme continues in Hong Kong

In Hong Kong, Wellcome continues to promote the 'Sik Jor Fan Mei' rice donation programme in collaboration with the NGO Foodlink, which provides hot nutritious meals and food to elderly people, the homeless and low-income families. Foodlink uses the funds raised to buy Yu Pin King rice at cost price. As of December 2023, Wellcome has raised over HK\$9.2 million, which is equivalent to over 28 million bowls of rice, for Foodlink beneficiaries in two years.

The 'Sik Jor Fan Mei' programme includes other initiatives such as regular fresh and dry food donations and a monthly 'Double Up Day' when we double donations to HK\$1 per kg of Yu Pin King rice sold. Additionally, on major festivals such as Chinese New Year, Mid-Autumn Festival and Winter Solstice, not only do we double the donation for Yu Pin King rice, but we also match customer purchases on selected Yu Pin King products. For every designated Yu Pin King item a customer buys, we donate one item to Foodlink.

By involving our customers in our charity programmes, we hope to raise awareness and inspire more people to take action in building a more caring community.

### Lucky celebrates International Children's Day

In June 2023, Lucky Cambodia donated surplus food to feed disadvantaged children on International Children's Day. Through collaboration with our local community NGO partners Pour un Sourire d'Enfant (PSE), Cambodian Children's Fund, and Khmer NGO for Education (KHEN), we contributed food valued at US\$7,432 to our three NGO partners, reaching about 4,500 underprivileged children.



Packing food donations for NGO partners Lucky Cambodia

Contributed food valued at

US\$ **7,432**

to our three NGO partners, reaching about 4,500 underprivileged children



Donating food to disadvantaged children Lucky Cambodia

# 3.2

## SERVING COMMUNITIES

### Reducing the Cost of Living

We serve diverse communities across the region. We are dedicated to helping all our customers make the most of every dollar they spend with us and are aware that our customers may face financial challenges at any time. In the face of the rising cost of living, we are committed to offering high quality products while keeping prices affordable.



'HALO HERO: Low Prices, Savings, and Don't Run Out' Hero Indonesia

### Helping customers meet everyday needs

DFI is committed to providing value to our customers across the region, particularly in times of inflation. We have worked closely with suppliers to avoid or postpone price increases and offer consistent savings to customers on everyday essentials. During 2023, our 'Keep Prices Down' campaign in Mannings Hong Kong and 'Low Prices Locked to Stay Low' at Guardian Singapore offered customers savings on everyday health, beauty and personal care products of over US\$30 million and US\$6.75 million, respectively.

them better plan and budget. By providing consistent pricing on essential products across various categories, Wellcome, Giant and Hero saved our customers a total of US\$1.5 million, US\$5.3 million and US\$9,000 in 2023, respectively. To provide more savings to customers, Wellcome, Giant and Hero have resisted US\$16.8 million, US\$5.8 million and US\$3,000 of cost price increases from suppliers, creating value for our customers.

Saved customers over

**US\$ 43 MILLION**

by lowering average selling price in Low Price campaigns

Similarly, Wellcome Hong Kong's 'Low Prices Locked', Giant Singapore's 'Lower Prices That Last' and Hero Indonesia's 'HALO HERO: Low Prices, Savings, and Don't Run Out' campaigns delivered significant savings to customers' shopping at our supermarkets. These initiatives not only provide reassurance to customers, but also help



萬寧 mannings

'Keep Prices Down' Campaign Mannings Hong Kong



'Low Prices Locked to Stay Low' Campaign Guardian Singapore



'Low Prices Locked' Campaign Wellcome Hong Kong

## Own Brand products deliver value for money

DFI has launched a wide selection of Own Brand products ranging from food, beverages, groceries to health and beauty, all offering high quality at prices that are on average over 20% lower when compared to similar national or name brands. We also aim to help our customers manage their budgets for daily essentials by negotiating better deals with our suppliers to stabilise the cost of our Own Brand products. In 2023, we managed to save a total of US\$6.8 million for customers by rejecting and postponing cost price increases, alongside other supports, in our Own Brand products sold in supermarkets and Health and Beauty stores, including Meadows, Yu Pin King, Giant, Mannings and Guardian.

To offer greater value for money, we launched 750 unique new Own Brand Health and Beauty products, expanding the category range to encompass oral care, sun care and facial skincare. We also added new products to existing lines, including our Own Brand vitamins and supplements, such as launching the Gummy Vitamin format for adults. There are now over 1,600 Own Brand Health and Beauty products available across DFI's business and markets.



Own Brand Health and Beauty products  
Mannings



Meadows Own Brand product selection

Own Brands priced

**20%** below the  
**AVERAGE PRICE**  
of national brands

## 7-Eleven delivers choice and value

As the leading convenience store with a retail network comprising more than 1,100 stores in Hong Kong and Macau, 7-Eleven strives to offer all its customers value for money. 7-Eleven Hong Kong and Macau offer new value deals every week, including Plus-Sell, Best Buy, \$10 deals, Savers Meal Combos, Payment Means promotions, yuu e-stamps, as well as our signature discount days 7.11 Day and 11.7 Day in July and November.

Meanwhile, in the GBA, our network of more than 1,700 7-Eleven stores also marks 7.11 and 11.7 Day as 7-Eleven

South China's annual celebration. We use the day to thank our customers for their loyalty and support through offering various in-store and online to offline delivery promotions.

In Singapore, our neighbourhood 7-Eleven stores offer an extensive range of value promotions to cater to more of our customers' needs, whatever their budget. As inflation continued to rise in early 2023, and consumers became more price-conscious, we introduced our Value Bites promotion featuring a range of food items priced below our average category price. Additionally, our grocery deals campaign, which was first introduced during the pandemic continues, so our stores can serve local communities as a convenient alternative for grocery shopping.



## Extra discounts for senior citizens

Every Wednesday, Wellcome offers Hong Kong's senior citizens a 10% discount on selected items, including Own Brand products, helping our senior customers stretch their budgets further. In 2023, we lowered the eligibility requirement of this offer from anyone aged 65 or above to all holders of a JoyYou card, which all Hong Kong residents aged 60 or above are entitled to carry, making the offer more inclusive.

In Singapore, Giant offers a senior citizen discount programme every Tuesday and increased the discount from 3% to 4% in October 2023. Meanwhile, Cold Storage continues to offer senior citizens a 3% discount on all items storewide every Wednesday.



## 'Light Up Hope' helps families reduce electricity bills

IKEA Hong Kong's 'Light Up Hope' programme aims to reduce energy poverty and improve the quality of life for children and families living in inadequate housing. In partnership with Caritas Hong Kong, we have launched a broad range of initiatives, including practical support, outreach programmes and educational workshops on energy conservation for families in need under the programme.

Living in inadequate housing causes numerous life challenges. Properties are often run-down, crowded and equipped with old, energy-consuming appliances, resulting in higher energy bills, especially in hot weather. With limited space to move around at home, children often do homework and play under poor lighting and uncomfortable conditions.

During 2023, the programme's scope included donating energy-efficient household items such as LED light bulbs, reading lamps, and cooling bedding, to disadvantaged families. The items improve their quality of life by lowering energy costs, relieving discomfort in hot weather, and creating a more conducive environment for children to study and play. By reaching out to beneficiaries through two Caritas community centres, these practical measures have helped 40 families in Tsuen Wan and Ngau Tau Kok.

In addition, IKEA Hong Kong worked with Caritas and other organisations to offer educational workshops to more than 40 families living in inadequate housing. These workshops provided tips on daily energy-saving and methods of reducing electricity consumption, as well as advice on eye protection.

IKEA team members and Caritas will also offer community education to schools on the impact of climate change, energy conservation and the importance of eye protection in 2024. It is expected more than 40 primary school students will join workshops to learn more about the challenges that people living in inadequate housing in the community face.

Meanwhile, IKEA Taiwan addressed the needs of children and families facing financial challenges and economic instability. This initiative also extends to remote rural elementary schools with limited resources.

IKEA Taiwan's 'Light Up Hope' programme also aimed to alleviate energy poverty. The initiative included providing economically disadvantaged families with energy-efficient appliances and LED bulbs that can help reduce electricity bills in Taiwan's hot summers and cold winters.

We will also supply educational equipment, and volunteers will help make home improvements and boost energy awareness to help households devise appropriate and effective energy-saving solutions. More broadly, IKEA Taiwan will promote sustainable energy education to the public.



'Light Up Hope' programme  
IKEA Hong Kong



Children's learning supported by  
new reading lamps with lower energy cost  
IKEA Hong Kong



Replacing with energy-efficient lights for the beneficiaries  
IKEA Hong Kong

## Maxim's Group opens third Kiddy Heart Canteen

Maxim's Group and Baptist Oi Kwan Social Service set up their first Kiddy Heart Canteen in 2013 to help school children living in low-income areas in Hong Kong achieve a balanced diet. In 10 years, we have served more than 250,000 nutritious hot meals.

Inspired by the belief that a balanced diet provides children with a foundation for a healthy body and mind, Kiddy Heart Canteen was the first in Hong Kong to serve meals for primary school students and their families, providing a nutritious dinner at an affordable price of HK\$10. At the same time, it offers services like tutorial classes for children and counselling for parents.

In 2023, we expanded the service to offer free breakfasts, serving over 6,000 portions. The year also saw the opening of our third Kiddy Heart Canteen in Hong Kong, and we will continue to look for similar collaboration opportunities in more locations in future.

Served more than  
**250,000**  
nutritious hot meals since 2013



Children celebrating birthdays at Kiddy Heart Canteen  
Maxim's Hong Kong

# 3.3

## SERVING COMMUNITIES Raising Self-Esteem

We strive to improve the daily lives, health and education of underprivileged children and young people in our communities and raise their self-esteem. In addition, by creating a more diverse, equitable and inclusive society, raising self-esteem and empowering individuals to reach their full potential, we can help break the cycle of disadvantage and provide opportunities for personal growth and success.



Philip Chiu, Head of Professional Service, provided health consultation at the 'Let's Get Healthy' Festival Mannings Hong Kong

### Helping Kids Grow Happier, Healthier and Stronger

Mannings launched the 'Helping Kids Grow Happier, Healthier and Stronger' charity campaign in June 2023 to address the growing health challenges facing children and young people in Hong Kong. This initiative was a collaboration with The Hub Hong Kong, a local community centre that supports children living in poverty and difficult circumstances.

We recognise that all children and teenagers need healthy food, sleep and plenty of exercise opportunities to thrive and reach their potential. However, studies show that around 75% of Hong Kong students are not reaching the recommended minimum levels of physical activity. Many low-income families live in very cramped homes and children have little opportunity for physical activities or to exercise outdoors, which was exacerbated by the pandemic. For some families, financial challenges can also lead to a poorer diet quality, putting children at increased risk of nutritional and vitamin deficiencies, as well as obesity.

The 'Helping Kids Grow Happier, Healthier and Stronger' campaign was designed to support sports and fitness programmes at The Hub Hong Kong's centre and offer activities related to health and well-being for beneficiaries.

We donated  
**HK\$ 2.86 MILLION**  
as of 31 Dec 2023

Includes  
**HK\$ 1.98 MILLION** cash donation  
to fund the shared programme co-run by Mannings and The Hub Hong Kong

Includes  
**HK\$ 882 K**  
worth of Mannings health supplements for children

**6** Sports classes sponsored  
Rope skipping, fitness training, parent-child/kids' Muay Thai, floor curling, table tennis, hip-hop



The campaign kicked off with the 'Let's Get Healthy' Festival Mannings Hong Kong

We raised funds by donating HK\$2 for every item from the Own Brand Health Supplements range sold during the campaign period. Our initial goal was to raise HK\$2 million in a year to support programmes for over 2,200 underprivileged families and children. With our customers' support, we raised HK\$1.98 million in just four months.

Co-managed by Mannings and The Hub, the 'Helping Kids Grow Happier, Healthier and Stronger' programme offers a range of activities such as rope skipping, fitness training, floor curling, hip-hop, table tennis and Muay Thai. The programme helps children become more active and discover new sports and hobbies, which can support building self-esteem as well as physical health. Our donation also enabled The Hub Hong Kong to offer health education activities, health workshops and lectures for parents and children to learn more about healthy living, with Mannings pharmacists and dieticians providing nutrition consultation services.

As of 31 December 2023, we donated HK\$2.86 million to fund shared community programmes co-run by Mannings and The Hub Hong Kong.

Having identified that a lack of balanced nutrition, physical activity and time outdoors could contribute to vitamin deficiencies and weight issues in children, Mannings also donated HK\$882,000 worth of Own Brand health supplements for children. We aim to further support children's health and build a solid foundation for their future development and well-being.

Mannings is committed to protecting the health of the community. We will continue striving to support children's well-being, encouraging activities to improve physical and mental health and raise self-esteem, as we believe all of these play a part in nurturing the next generation.



'Together, Keeping Kids Clean and Healthy' programme expanded to Cambodia  
Guardian Cambodia

## #guardiancares: Keeping kids clean and healthy across Southeast Asia

The #guardiancares initiative supports a range of projects in communities where we operate and passed several key milestones in 2023. Our #guardiancares 'Together, Keeping Kids Clean and Healthy' programme first launched in Singapore, Indonesia, Vietnam and Malaysia in late 2022. During 2023, we expanded the programme to support initiatives in Brunei and Cambodia.

The 'Together, Keeping Kids Clean and Healthy' programme provides bath care products for underprivileged children across our markets in Southeast Asia. We reached our 2023 goal of providing the equivalent of 20 million baths in one year to underprivileged children by July. Building on this success, we doubled the target to 40 million baths a year.

For each litre bottle of Guardian Own Brand bath care sold, a designated amount (e.g. RM 0.15 in Malaysia/VND 2,500 in Vietnam), is donated to a fund used to provide Guardian Own Brand bath products to children living under challenging circumstances. Our customers can also support the programme by purchasing a #guardiancares Bear plush toy. All proceeds from the sale of #guardiancares Bears go towards funding bath care products and education for disadvantaged children.

Each market works with a recognised local NGO partner to identify and reach communities in need. Our partners support

engagement activities, including distributing bath products, organising hygiene workshops for school children and projects to upgrade schools.

In Brunei, Guardian collaborates with the Children's Cancer Foundation (YASKA), which supports children living with cancer and their families. Guardian Brunei donates B\$0.1 to YASKA for every litre of Own Brand bath care products purchased by customers. Guardian also organised a donation drive for Guardian Essential body wash to support YASKA beneficiaries in Brunei and offered activities for children such as basic lessons in hygiene, a pop quiz session and colouring activities.

Meanwhile, Guardian Cambodia collaborates with non-profit Pour un Sourire d'Enfant (PSE) to support the education of children facing acute hardship and helps them break the poverty cycle. PSE operates community service centres in slum areas and supports over 6,500 children a year to receive an education, including some who scavenge from dump sites and grow up on the streets. Additionally, PSE has established a vocational training institute that enables school leavers to gain skills and learn a trade.

Guardian team members marked the start of the #guardiancares initiative in Cambodia by visiting the PSE community service centre at Phum Russey. Our volunteers distributed Guardian body wash products and #guardiancares Bears to over 135 schoolchildren. In addition, we gave gift bags out to them, which contained educational materials about the importance of staying clean and healthy and the best way to wash hands and bodies.

Meanwhile in Vietnam, where Guardian funds better education opportunities to children living in remote areas, we presented scholarships to 10 children in the Cẩm Mỹ district. At the same time, we also distributed #guardiancares hygiene kits to the communities in need.

### Target to provide

**40** MILLION  
baths to underprivileged children



'Together, Keeping Kids Clean and Healthy' programme in Malaysia  
Guardian Malaysia

## Brightening up village schools and young lives

DFI Lucky Supermarket and Guardian Cambodia teamed up to launch the 'Painting for a Brighter Smile' upgrading programme for underfunded rural schools. The initiative aims to enhance the learning experience for underprivileged children by transforming dull school buildings into vibrant welcoming spaces through creative murals and colourful paintwork.

Working with our Cambodian NGO partner PSE, we identified schools that could benefit from upgrading and sponsored painting and creative murals that brought new life to the schools. Not only does this initiative expose school children to art, but it also creates a more enjoyable and dynamic learning environment that can have a positive effect on children's mental health and inspire creativity.



Brightening up village school walls with colourful paintwork  
Guardian Cambodia



Soun Pohnleu, a team member from Lucky, volunteered for "Painting for a Brighter Smile" upgrading programme  
Lucky Cambodia



## Fostering equity through mentorship

We recognise the value of a diverse workforce in driving innovation and growth, and are committed to fostering a culture of inclusivity. With a non-discriminatory and inclusive hiring policy long implemented, we ensure a balanced representation of genders among our team members. By creating a more inclusive and empowering culture within our organisation, we hope to foster an environment where everyone can thrive and reach their full potential.

The DFI Women's Network advances female leadership and promotes a more inclusive workplace environment. Since its launch on International Women's Day, 8th March 2022, the network has organised a successful speaker series and workshops, all of which have seen strong participation from team members across different levels and geographies.

Building upon our first year's accomplishments, on International Women's Day in 2023, the DFI Women's Network launched a new tailored mentorship programme for female team members. It empowers women's leadership and promotes equity and personal growth, and aims to provide female professionals with guidance and access to tools that help them succeed in their careers. During 2023, we recruited and connected over 20 mentor-mentee pairs from various banners across our markets. We look forward to witnessing the positive impact this programme will have on their careers and personal growth.



**"I'm proud to work for a company committed to fostering diversity, equity and inclusion. It is important to have a diversity of views from all team members as it leads to more innovative solutions and ultimately better business decisions, driving our collective success. We strive to create an environment where everyone feels heard and valued for their contributions."**

**Danni Peirce**, Chief Executive Officer, 7-Eleven

**"Through personal experience, I understand the unique challenges that women often encounter. Don't quit, even when faced with challenges! Pursue your passions, hold onto your beliefs, and never underestimate the strength that arises from being authentic and true to yourself."**



**Erica Chan**, Group Chief Legal, Governance and Corporate Affairs Officer



**"Building more gender equality and inclusion is a win-win-win for team members, our organisation and customers. Organisations that invest in their people this way tend to be both happier and more successful!"**

**Joy Xu**, Group Chief People & Culture Officer

## Creating employment opportunities for more people with special needs

In Hong Kong, 7-Eleven works closely with various NGOs to recruit and support team members with special needs. Since 1995, we have supported people with intellectual impairments and those who are recovering from mental illness, enabling them to connect with the community in an inclusive workplace.

Since 2022, we have recruited 48 team members for 7-Eleven stores by partnering with NGOs such as Rehabilitation Alliance Hong Kong, Youth Outreach, Caritas, Hong Chi Association, Baptist Oi Kwan Social Service, New Life Psychiatric Rehabilitation, Shine Skills Centre and MINDSET. The team members are assigned front-line roles in stores with simple responsibilities including shelf cleaning, stock replenishment and date code checking.

Currently, 27 team members recruited from designated NGOs are working in our Combined Distribution Centre, including three team members who joined us since 2013.

**"I enjoy working here as this place brings me a great sense of belonging and self-confidence after I have successfully completed a task my supervisor assigned."**

**Ho Tse Pang**,  
7-Eleven Hong Kong team member in a Shau Kei Wan store

**14% TEAM MEMBERS**  
in Combined Distribution Centre are recruited from partnering NGOs

## Employment opportunities for senior citizens

DFI takes a proactive approach to our ageing population and shrinking workforce. We have extended our employment service period and welcome new team members who aged 65 or above, providing opportunities for senior citizens to work longer and share their knowledge and talents.

To support senior team members, we provide flexible working hours, training, and virtual training courses. This enables individuals to continue developing their skills and stay engaged in the workforce while also accommodating other challenges they may face.

By fostering an inclusive work environment that values senior citizens' experience, wisdom and diversity, we are creating a positive impact on society and contributing to the well-being of our team members. We hope this initiative expands to assist more seniors in staying physically and intellectual active, providing purpose and offering opportunities to stay connected with their community.

