Social Initiatives

→ Stakeholders' Voice

# Stakeholders' Voice



## **Customer Survey**

Daimaru Matsuzakaya Department Store has conducted a customer survey regarding the sustainability activities of Daimaru-Matsuzakaya.

### [Summary]

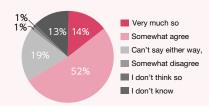
Survey period: October 12-31, 2022

Survey method: Internet responses via the Daimaru Matsuzakaya app, Daimaru

Matsuzakaya mail magazine, and the ECOFF Recycling Campaign website

Number of respondents: 2,794

Is Daimaru Matsuzakaya committed to the environment and human rights?



Sustainability awareness and empathy 66%.

- Initiatives with high customer empathy (top ranking)
- ·ECOFF recycling campaign (recycling of clothing and other items)
- · Promoting the use of renewable energy and LED lights in stores
- ·Store design with consideration for the elderly and people with a physical disability

Through communication with our customers, we will continue to further promote the Group's unique approach to sustainability and contribute to the realization of a Well-Being Life for our customers.

# **Employee Awareness Survey**

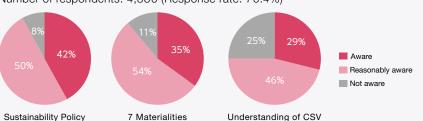
In promoting sustainability initiatives, we believe that it is essential for every employee to understand the concept of sustainability and practice it in their daily work as a matter of personal concern. Based on this recognition, we have been conducting an employee awareness survey since FY2022 to ascertain the status of understanding and penetration within the company.

### (Summary)

Survey period: February 1 - 15, 2023

Target: JFR Group employees

Number of respondents: 4,830 (Response rate: 70.4%)



While awareness of the sustainability policy and the seven materialities is growing, about 25% of respondents were not aware of CSV (Creating Shared Value).

We will continue to provide opportunities for employees to think about how their daily work can lead to CSV in order to promote understanding and foster a corporate culture that leads to the creation of new value.

## **ESG Briefing Session**

We have been holding ESG Presentations since 2018. In FY2022, we held a dialogue on the topic of human capital management, including the basic concept of our Group's human capital strategy and the development of our core digital talent. One outside director also participated in this presentation and engaged in a dialogue on the status of and challenges to the Company's governance.





