

October 22, 2014

## Seven & I Holdings – Ratio Change and Stock Distribution

DR CUSIP: 81783H105

DR ISIN: US81783H1059

DR Ticker Symbol: SVNDY

Ratio (DRs:Underlying Shares): 1 : 2

Please be advised that The Bank of New York Mellon, as Depositary, will change the ratio of the Seven & I Holdings, Depositary Receipt (“DR”) program from 1 DS representing 2 Common shares to the new ratio of 2 DSs representing 1 Common share.

The ratio change will occur simultaneously with a 300% DS distribution (3 additional DSs for each 1 DS held).

Please note the following:

DR Record Date: October 31, 2014

DR Payable Date: November 3, 2014

DR Distribution Rate: 300% Distribution (3 additional DSs for each 1 DS held).

Old DR Ratio: 1 DS : 2 Common shares

**New DR Ratio: 2 DSs : 1 Common share**

First day of trading under the new ratio: November 4, 2014

Please note: A ratio change may impact the fees payable by ADR investors.

Books will be closed from November 3, 2014 and will reopen on November 7, 2014 for Issuance and Cancellation transactions.

---

To learn more about Depositary Receipts and issuer programs, please contact our marketing desks:

### ***New York***

Richard J Maehr

Ravi Davis

+1 212 815-2267

Adrdesk@bnymellon.com

### ***London***

Damon Rowan

Vice President

+44 207 163 7511

damon.rowan@bnymellon.com

### ***Hong Kong***

Herston Powers

Vice President

+852 2 840 9868

herston.powers@bnymellon.com

BNY Mellon may pay a rebate to brokers in connection with the deposit of shares for the issuance of unsponsored DRs; broker may or may not disclose or pass back some or all of such rebate to the DR investor. BNY Mellon may also transact with affiliate brokers and dealers. This information and data is provided for general purposes only; it is not investment advice and should not be used for any investment decisions nor trading purposes. BNY Mellon does not warrant or guarantee the accuracy, timeliness or completeness of this announcement and shall have no liability for investment or other decisions based hereon, including market values loss on the sales or purchase of securities or other instruments or obligations. We do not undertake any obligation to update or amend this information or data. Nothing herein shall be deemed to constitute an offer to sell or a solicitation of an offer to buy securities.