



Click <u>here</u> to learn more from Marissa about our "Good Made Easy" vision.

As the premier leader in convenience, 7-Eleven is uniquely positioned to make a positive impact on our communities and the planet we all share.

Our approach is called "Good Made Easy." Those three simple words encapsulate our strategy to build thriving communities, protect the environment and promote responsible consumption.

In this 2024 Impact Report, we showcase how "Good Made Easy" serves as our sustainability roadmap by focusing on three pillars: **People, Planet** and **Products**.

You'll learn how the 7-Eleven Cares Foundation, along with meaningful in-store fundraising campaigns, are helping communities thrive. You'll see how strengthening long-standing relationships with law enforcement makes neighborhoods stronger and safer. And you'll discover how, and why, we're raising millions to provide kids with critical medical care that helps them reach their full potential.

We continue our pursuit of targeted goals to protect the environment, such as aiming for a 50 percent reduction in carbon dioxide equivalent emissions from stores by 2030 (compared to 2013). Additionally, we're leveraging smart technologies and renewable resources to use energy more efficiently and effectively while enhancing the customer experience.

And when it comes to supporting responsible consumption through our Products, you might be excited to learn how packaging materials are reducing the impact on the environment. You'll also see how sourcing commodities like our delicious coffees with a focus on sustainability, along with our efforts to help reduce food waste, can benefit our communities and wour environment.

I hope you'll take a moment to explore our **2024 Impact Report** in its entirety and feel inspired by our collective accomplishments.

#### **Marissa Jarratt**

Executive Vice President Chief Marketing & Sustainability Officer







**Promoting Responsible Consumption** 

Packaging with Purpose

Punk Bunny Coffee Rocks 60 Years of 7-Eleven's To-Go Coffee with a Focus on Sustainability

Saving Good Food from Going to Waste

Unlocking Sustainability Breakthroughs: A Report from Our Innovation Summit



# 7 CARES

In honor of National Volunteer Month in April, nearly 420 Store Support Center (SSC) employees in Enon, Ohio, and Irving, Texas, contributed their time and talent to help non-profit organizations through our annual 7Cares Day. This collective day of service encouraged employees to choose a special volunteer opportunity at any one of 10 local non-profit organizations and experience the impact of the vital work these charities perform in our communities. The 7-Eleven Cares Foundation also donated \$2,000 to each organization for an overall contribution of \$20,000.

Employees at the **Enon** and **Irving** Store Support Centers had the opportunity to volunteer with a number of inspiring organizations, including:



























# **Employee Giving Pilot Program Takes Flight**

For three weeks in September, the 7-Eleven Cares Foundation invited Store Support Center (SSC) employees, North Texas Field Operations, Store Leaders and Franchise Owners to double down while supporting their local communities.

To maximize our impact, the 7-Eleven Cares Foundation matched every dollar donated (up to \$25,000) to non-profit organizations across Central Ohio and North Texas that address pressing needs reflected by 7-Eleven's key philanthropic pillars of health, safety and opportunity.

#### **North Texas**

- American Red Cross (North Texas chapter)
- Children's Health (Children's Medical Center Dallas)
- Cook Children's Medical Center
- North Texas Food Bank
- Tarrant Area Food Bank
- Boys & Girls Clubs of America (Collin County, Greater Tarrant County and Dallas County)





# Holiday Helping Hands and Hearts on November 21

Store Support Center employees contributed enthusiastically to the **third annual 7Cares Thanks + Giving Event** to assist with hunger relief in both Central Ohio and North Texas.

### JOINING FORCES WITH



Second Harvest Food Bank Dayton Foodbank Minnie's Food Pantry North Texas Food Bank

more than 330 volunteers donated

115 pounds of food,

and the 7-Eleven Cares Foundation donated \$100,000 to the cause.



# **Nearly half a million meals**

for thousands of families in need across our Central Ohio and North Texas communities, filling plates as well as hearts, with holiday cheer.





# Signature Programs

Building on our long-standing relationship with the law enforcement community, the 7-Eleven family of brands is committed to **fostering relationships that make communities stronger and safer**.

The ongoing success of the Operation Chill® program is a prime example. Since 1995, the program helps law enforcement build positive connections by awarding free Slurpee® drink coupons to kids they observe performing good deeds or exhibiting positive behavior.







**RECOGNIZING GREAT KIDS** 

More than **555,250** Slurpee® drink coupons distributed in 2024





24 million coupons handed out since 1995



In 2024, the 7-Eleven Cares Foundation, supported by 7-Eleven, Inc., signed on as a proud supporter of National Night Out® (NNO), an annual community campaign that promotes positive police-community partnerships and neighborhood camaraderie.

NNO communities often host block parties, festivals or cookouts, complete with safety demonstrations, visits from emergency personnel, exhibits and more. As part of this relationship, 7-Eleven®, Speedway® and Stripes® stores support local NNO events in select markets across the country on the first Tuesday in August and October.

In just the first year of the relationship, stores supported nearly 100 events in 19 markets across the country and registered nearly 95 new law enforcement agencies for Operation Chill.

By bringing people together, these events help break down barriers, allow us to connect firsthand with our neighbors and continue building on our long-standing relationship with the law enforcement community.

Check out the <u>video</u> to learn more!

Like 7-Eleven, we're passionate about bringing people together to make our neighborhoods safer and more caring places to live. Their support is invaluable now more than ever as we continue our efforts to forge positive, long-lasting relationships between local law enforcement and the communities they serve.

#### **MATT PESKIN**

EXECUTIVE DIRECTOR OF NATIONAL NIGHT OUT & NATIONAL ASSOCIATION OF TOWN WATCH





#### A Bright Future Ahead

Kaushal first arrived in Lubbock, Texas, in 2009 at age 18 after leaving his home in Gujarat, India. He soon landed a job at a Stripes store as an overnight stocker, where he learned English by reading product labels and chatting with local police who stopped in for coffee and snacks.

"My manager saw something in me and gave me a chance," he says. "And that one chance changed my life."

Kaushal worked hard and learned quickly, earning roles of increasing responsibility in the store before joining the company's operations management team, and eventually — with 7-Eleven's acquisition of Sunoco — he secured a role as an Asset Protection (AP) Specialist.

Today, Kaushal oversees three states (Texas, Oklahoma and New Mexico) and coordinates AP activities with law enforcement representatives across 759 stores throughout 98 counties.



#### **A Lasting Partnership**

Through 7-Eleven's Operation Chill program, Kaushal regularly visits as many police departments as he can to deliver coupons to officers so they can award kids with free small Slurpee® drinks. And when 7-Eleven's relationship with National Night Out came along in 2024, Kaushal was all in.

"At first, kids can be a little shy," he says. "But it's great to watch them warm up at our Operation Chill events. I've seen lots of little kids even hugging cops!"

"I've seen the powerful impact these programs have," he concludes. "They give meaningful exposure to the positive role of law enforcement and send the message that the community is united against crime. We're showing that our stores are a safe place for our neighborhoods, as well as a safe place to work."

"Besides," he adds with a big grin, "who doesn't love a free Slurpee drink?"





# Celebrating 30+ Years of Healthier Kids

In 2024, 7-Eleven, Inc. raised more than \$17 million to support 112 local member children's hospitals nationwide. Many of these hospitals serve as the most trusted healthcare institutions in their communities. The funds will play a vital role in advancing pediatric healthcare, ensuring every child in need across local communities served by 7-Eleven can receive the best possible care.

This achievement was made possible through the generosity of customers, Franchise Owners, business partners and employees across the 7-Eleven family of brands. Funds were the result of a year-round in-store fundraising campaign at participating Speedway® stores, as well as two additional in-store fundraising campaigns at participating 7-Eleven® and Stripes® stores.

In addition, nearly \$3 million in funding came from the 33rd annual Miracle Tournament and Celebration Dinner held in held in Dayton, Ohio. Nearly 1,000 supporters rallied together to raise funds and celebrate the children who directly benefit from funds raised through Children's Miracle Network Hospitals.

Year in and year out, companies like 7-Eleven, Inc., amaze us with their passion and incredible support for our cause. Together with their customers, Franchise Owners, business partners and employees, the impact of their fundraising efforts is helping us change kids' health to change the future.

AIMEE J. DAILY, PH.D.
PRESIDENT & CEO OF CHILDREN'S MIRACLE NETWORK HOSPITALS







# Say Hey to Nolan

#### CMN Hospitals National Champion Par Excellence

"Par excellence" is a French term of praise for people or things that are great. In the case of eight-year-old Nolan, the phrase perfectly reflects his role as a dynamic National Champion for Children's Miracle Network Hospitals (CMN Hospitals). His mission: advocating for the charitable need of CMN Hospitals across the United States.

He wears his responsibility with casual panache. He talks as easily to TV reporters about his treatment at CHRISTUS Children's Hospital of San Antonio as he does about vigorous light saber battles with his younger brother, Cooper.

"We don't knock over furniture," he says, then adds with a giant grin, "Well, maybe sometimes."

His mom, Dr. Courtney Smith, simply smiles at their antics. But she and Josh, her husband, feel pride in Nolan's natural communications skills.

"We're constantly surprised watching him get up in front of people and share his story," she says. "He's really good at explaining what it means to go through the hospital system and understanding the impact it can have on other kids and their families." A pediatrician with The Children's Hospital of San Antonio Primary Care, Courtney was first to notice that something was amiss when Nolan was just three years old. Within a week, physicians diagnosed retinoblastoma that required surgical removal of his left eye. Eight weeks later, he was fitted with a prosthetic eye (Nolan refers to it as his "superhero eye") and began six months of chemo, which he completed successfully in time for his fourth birthday.



Given his poised charm, it's no surprise that Nolan handled the coin flip at the 2024 Texas Bowl in Houston with aplomb. "We're so proud of him," says Josh. "As a parent, it's super special to see him advocate and bring awareness to CMN Hospitals through an event like this."

Nolan's perspective on his new-found celebrity is somewhat less profound. "I got to have three blue raspberry Slurpee drinks after the coin toss!" he enthuses. "I like raspberry and besides, they make my tongue turn blue!"

Clearly, through it all, he's still just a kid — one who loves building forts with the family's bedsheets ("always the clean ones," mom sighs), has an orange/purple belt in karate ("the highest belt in my class!"), calls Batman his favorite superhero ("he doesn't have powers but uses his gadgets"), plays Candyland with Cooper ("he cheats") and counts cinnamon rolls and salmon as his favorite foods ("but not together — yuck!").

"What you learn," Nolan tells other kids about being a CMN Hospitals patient, "is that even when it seems scary, the doctors will take good care of you. They even make it seem like fun, like saying your mask makes you look like an elephant, or by flavoring your medicine so it tastes like a popsicle or pretending you're driving a car when you're going down a long hall on a rolling bed. And I'm good friends with Marcus." (He's the big, soft, furry, hugloving yellow Labrador who serves as the resident Child Life comfort dog.) You can pet him all you want if you get stressed out."

Nolan's mom and dad totally get what CMN Hospitals does. "You can't overstate the impact of a company like 7-Eleven and what they do to help CMN Hospitals make such a powerful difference in each community," she says. "When I'd see the posters of patients in our store, I'd think back to seeing Nolan's picture and reflect on the fact that each story is real. Every kid's face next to a red or yellow balloon is a personal, relevant story. It's a collaboration of hope that brings support and even some joy to other children and their families facing similar battles."

"People don't understand that there's a lack of funding for pediatric treatment and research," adds Josh. "CMN Hospitals help fill that gap through donations. An added plus is that we connected with other families going through the same challenges and those connections are deep and really made a huge difference for all of us."

# Celebrating Our Birthday with Special Edition Slurpee® Cup Honoring CMN Hospitals

Every July 11, 7-Eleven, Inc. stores nationwide celebrate the company's birthday with Slurpee Day by sharing free small Slurpee® drinks! In 2024, the company teamed up with Children's Miracle Network (CMN) Hospitals to celebrate and advance pediatric healthcare, too.

Customers received a special edition Slurpee cup designed by Nolan, a CMN Hospitals National Champion. The design featured Nolan's friends in bright colors to resemble his

favorite Slurpee flavors. And
of course, customers could
also donate to the cause at
the register — all with the
goal of helping ensure
that every kid has the
opportunity to reach
their full potential.





## Supporting Disaster Relief

The Red Cross shelters, feeds and provides comfort to people affected by disasters. They also supply about 40 percent of the nation's blood, teach life-saving skills, and support veterans, military members and their families. And they do it all by relying on volunteers and the generosity of the American public.

For these reasons (and many more), 7-Eleven, Inc. is honored to support the American Red Cross. The 7-Eleven Cares Foundation, for example, is a proud annual supporter of the American Red Cross Disaster Responder Program.

Generous donations by the company, its employees and customers also benefited those affected by Hurricane Helene, which landed in Florida and led to catastrophic rainfall-induced flooding in western North Carolina, East Tennessee and southwestern Virginia, as well as victims of Hurricane Milton in the southeastern U.S. and Hurricane Francine in Texas and Louisiana.

\$300,000+ contributed in 2024

# 7-Eleven Canada Slurpee® Name Your Price Day

#### Slurpee Name Your Price Day Supports Food Banks Canada

On Sept. 21, 7-Eleven customers in Canada were encouraged to help support Food Banks Canada through the company's Slurpee Name Your Price Day. The program works just like it says: customers name their price for a large Slurpee® drink and all the collected funds go to Food Banks Canada. Every dollar donated provides two meals for those facing food insecurity.

"Our Slurpee Name Your Price Day event is a special one as we get to make a direct impact in the communities we operate in, together with our partners at Food Banks of Canada," explained Marc G., Vice President and General Manager of 7-Eleven Canada.

The initiative's importance is underscored by the fact that visits to food banks across Canada continue to increase. In March 2024 alone, there were nearly 1.5 million visits made, with children comprising approximately one-third of those served.

Customers delivered on the program's pledge and raised nearly \$58,000, equating to more than 115,000 meals for people impacted by food insecurity. And those customers who might have missed Slurpee Name Your Price Day were able to donate on their next store visit by simply rounding up their purchase to the next dollar at any 7-Eleven Canada store.

"No matter how small your donation may seem, it can still make a significant impact," noted Kirstin Beardsley, Chief Executive Officer, Food Banks Canada. "Food banks across the country are relying on donations now more than ever, which is why we appreciate our relationship with 7-Eleven and all those who graciously support Slurpee Name Your Price Day."







7-Eleven's community-focused Cleat Crew™ campaign brought together top college football athletes, including Bo Nix, Marvin Harrison, Jr. and Trevor Etienne (pictured right), to design custom cleats alongside luxury designer The Shoe Surgeon, Dominic Ciambrone. The one-of-a-kind cleats were then auctioned to fans, with proceeds benefiting local Children's Miracle Network (CMN) Hospitals connected to each athlete's hometown.

The innovative program raised more than \$115,000 for CMN Hospitals, including \$10,620 for Children's Hospital Colorado in collaboration with Heisman

Trophy Winner Travis Hunter (pictured below).



# **Impact Awards**

Cleat Crew<sup>™</sup> Campaign Recognized for Building Thriving Communities

#### **Greater Good Awards**

Presented by Digiday, Glossy, Modern Retail and WorkLife, the award recognized the campaign for empowering communities and fostering economic opportunities.

#### **Shorty Impact Awards**

Celebrating the best of social media, the Shorty Awards recognized the Cleat Crew campaign's creative approach to leveraging collegiate athletes.

#### **Best Cause-Driven Campaign**

Chief Marketer named Cleat Crew as the Best Cause-Driven Campaign of 2024, noting that the program's social media attracted more than one billion media impressions.





# with 7-Eleven's Executive Vice President and **Chief Operating Officer Doug Rosencrans**

#### What's the most impactful benefit of having such a large, dynamic workforce?

A Diversity of thought. By that I mean respecting culture and lifestyles, experiences and backgrounds. When you empower people to freely share their perspective, especially when it's different than your own, you create that essential safe space where good ideas are shared and great things can truly happen.

And when we make sure people feel comfortable being themselves and contributing freely, we can then innovate faster and be even more agile in this everchanging marketplace. We're also better equipped to attract and retain stronger talent now and in the future.

#### **Q** Can you share a personal story that shaped your thinking on having multiple views and backgrounds at the table?

A When I was five years old, I moved to Seoul, South Korea, with my parents. I became friends with kids from all over the world: Seoul, of course, and Singapore, China, the Netherlands, Germany, and so on. I learned about their cultures through the games we played, the foods we ate and the holidays we celebrated.

That experience taught me something that I've tried to live up to every day since, which is not to have a bunch of people sitting around the table who look or think like me and have the same experiences. Instead, I want to seek out and understand all the approaches and views that people bring to the table. Quite often, our differences can be our biggest strengths, especially when we stand together as one team.



#### What role does creating a welcoming environment for all play in the company's larger vision/strategy?

A With more than 13,000 stores across the U.S. and Canada, 7-Eleven, Inc. is an integral part of the incredibly diverse neighborhoods we serve. To ensure an inclusive customer experience and workplace, it's imperative that we create a welcoming environment that empowers people to bring their whole selves to work and feel valued, to create connections that help grow our understanding, and celebrate our unique experiences and backgrounds. We want everyone to feel like they belong at 7-Eleven — from our employees to our Franchise Owners and most importantly, our customers — because when everyone belongs, we all win.





















#### Launch of 7APIN ABRG

The 7-Eleven Asian Pacific Islander Network (7APIN), the company's seventh ABRG, made its debut in 2024 to celebrate the rich heritage, vibrant cultures and invaluable contributions of people from East Asia, Southeast Asia, South Asia and the Pacific Islands — all diverse

fabric of American society.

#### **Uniting Cultures, Empowering Voices**

As one of two Senior Strategic Sourcing Managers for 7-Eleven's Private Brands product lineup, Heena Y.'s days are a whirlwind of activity. With more than 900 items available nationwide, Private

> Brands includes a vast assortment of products — from electronic accessories, over-the-counter medications,

health and beauty aids to cleaning supplies, paper goods and travel-size toiletries — with brand sales that have surpassed \$1 billion.

Heena (pictured left) joined the company in 2019 to oversee the acquisition and timely distribution of back-of-store essentials like cups and paper towels. She was a natural: she loved the challenge of meeting with suppliers, negotiating cost savings, overseeing legal contracts, and generally making sure everything was where it needed to be, when it

**TAPIN** 

#### **7APIN Kicks Off with Diwali Celebration**

Amid that buzz of activity, Heena found time to address an opportunity in the company's company's ABRG offerings — one that focused on people of Asian American and Pacific Islander descent.

"As a daughter of parents from India and Africa, I wondered why we didn't have an organization that celebrated the contributions of people from East Asia, Southeast Asia, South Asia and the Pacific Islands," says Heena.

She and a colleague (Ohio-based team member Anvaya N., 7-Eleven Global Strategic Sourcing Manager), set about creating the company's newest ABRG — 7APIN, the 7-Asian Pacific Islander Network. The goal: showcase 7-Eleven, Inc. as an employer of choice for Asian and Pacific Islander professionals, enhance their sense of belonging and support members' career journeys along with the company's priorities, objectives and values.

Heena and Anvaya wasted no time. After the kickoff meeting in May 2024, planning was underway for the ABRG's first event — a celebration of Diwali or "Festival of Lights," symbolizing the victory of light over darkness, good over evil, and knowledge over ignorance.

"It was amazing and so cool, a wonderful way to kick off 7APIN," Heena said. "The canteens at both Enon and Irving hosted a big potluck and so many people brought wonderful food and lots of sweets. People dressed up in traditional clothing, which was beautiful. We even had a guest speaker, Raghu Mahadevan (7-Eleven's Executive Vice President, Chief Digital & Supply Chain Officer), who spoke about culture and how he grew up celebrating Diwali and what it means to his family."

#### **What's Next**

As with all of 7-Eleven's ABRGs, 7APIN will focus on career development and opportunities to have a positive impact for the business and in the community.

"In 2025, we also really want to connect with field personnel," Heena said. "We're working on setting monthly meetings that will include lunch and learns with guest speakers, including market leaders who can bring suggestions and business insights based on what they see in the field."

"Right now, there could be people in our building who come from the same town or region and not even know it," she adds. "How cool would it be to connect them? It's always good for people, including me, to get out of their comfort zones and set aside time to get to know others and build a community based on our shared values and heritages. That, I think, is a pretty good goal."





I'm humbled to have been recognized by TWIC and am honored to stand with so many incredible women who are leading our industry forward. I continue to be inspired by my colleagues at 7-Eleven who exemplify our commitment to lead with purpose as we elevate the quality and value of our private brands for our customers.

NIKKI B.
VICE PRESIDENT
PRIVATE BRANDS & 7-VENTURES

# **Top Women in Convenience Awards**

#### Recognizing the Women Who are Leading Our Business and the Industry

Convenience Store News announced its selections for the annual Top Women in Convenience (TWIC) awards and seven winners hailed from the 7-Eleven family of brands in 2024.

Now in its 11th year, TWIC is the first and only awards program that recognizes the integral role women play in convenience retailing and honors female leaders who make outstanding contributions to their companies and the convenience store industry at large.

#### Women of the Year

**Nikki B.** Vice President, Private Brands & 7-Ventures

#### Senior Level Leaders

Carina D. | Vice President of Strategic Sourcing

Marissa E. | Senior Director, Brand, Advertising & Media, In-Store Marketing, In-House Agency

#### **Rising Stars**

**Rachel A.** | Senior Director of Talent Acquisition

Kristy G. | Market Leader, Northern California

Cecilia S. | Senior Category Manager, Open Air Case

#### **Mentors**

**Tasha S.** | Senior Director, Corporate Project Management Office



# Associate Business Resource Groups Are Invaluable to 7-Eleven's Recruitment Marketing Strategy

In April, Dallas HR Leadership conference attendees enjoyed a lively discussion on the theme of "Building a Culture for Workers and Companies to Thrive in Times of Change," featuring Treasa Bowers, 7-Eleven, Inc. Executive Vice President, Chief Human Resources Officer. Presented by From Day One (a conference series and digital platform focused on innovative ways for companies to foster stronger relationships with their employees, customers and communities), the discussion was moderated by Will Anderson, Editor-in-Chief of the Dallas Business Journal, and brought together leading thinkers and top executives in HR, hybrid work, diversity, benefits, social impact and employee engagement.

Noting that "7-Eleven has always viewed diversity, equity and inclusion as essential, not just a trend," Bowers also addressed the importance of supporting and encouraging the role of Associate Business Resource Groups (ABRGs) in retaining and developing employees.

"Candidates are looking for ABRGs as part of their consideration set," she said. "New and current employees get involved in ABRGs, which increases their level of engagement and sense of belonging within the organizations. In turn, that helps grow overall participation in the platform and allows it to have an even greater impact on our culture and business."

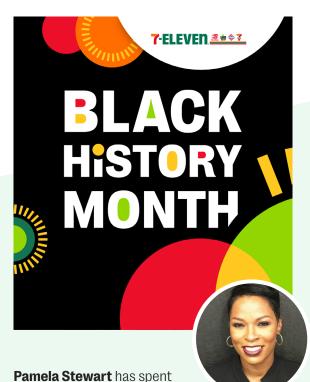
FROM DAY ONE.

Our ABRGs are increasing external visibility to 7-Eleven in terms of community relations and corporate citizenship, based on their activities.

TREASA BOWERS
EXECUTIVE VICE PRESIDENT &
CHIEF HUMAN RESOURCES OFFICER



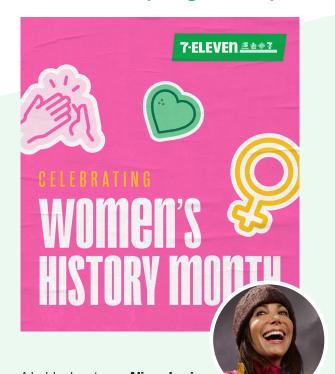
# Commemoration Celebrations Featured Powerful, Inspiring Guest Speakers



more than 20 years across the

Coca-Cola system in various senior leadership roles including sales, operations, finance, revenue growth management and general management. Currently, she's the Chief Customer Officer of Retail for the company's North American Operating Unit. She has won numerous accolades, including the 2023 BET lconic Executive Award, the 2022 Phoenix Award from the Mayor of Atlanta and the 2022 OUT Magazine 20 Global Titans of Media and Entertainment.

<u>Check out</u> her thoughts on navigating the corporate world as a Black female leader and why challenging the status quo is important for leaders.



A bold adventurer, **Alison Levine** is a history-making polar explorer, a mountaineer, a team captain of the first American Women's Everest Expedition and an adjunct professor at the U.S. Military Academy at West Point. Thanks to her expertise in leading teams in extreme environments, she's also a best-selling author and highly sought-after leadership development consultant and speaker.

<u>Find out</u> why she says that sometimes, "backwards is often the right direction" when climbing a mountain like Everest or scaling the heights of one's career.



President and CEO of The Concilio, a
Dallas nonprofit that helps Latinos build better
lives for themselves and their children. Born
in Jalisco, Mexico, Florencia has blazed a trail
through her work ethic, empathetic leadership
style and business acumen. She and her
team have impacted over a million individuals,
growing the organization from serving 1,000
people annually to more than 30,000.

<u>Learn how</u> she's working to help the next generation of Latino leaders co-create a new future for themselves and their communities.

# '-ELEVEN <u>≤ + + 7</u>

# **Military Appreciation Month**

Few people know the ins and outs of military leadership better

than **General Joseph M. Martin,** U.S. Army Retired. A graduate of the U.S. Military Academy at West Point, General Martin served in a variety of troop assignments commanding brigades in Iraq, becoming a commanding general abroad and here in the U.S., and ultimately rising to assume duties as the 37th Vice Chief of Staff of the Army in 2019. General Martin's awards and decorations include the Defense Superior Service Medal, the Legion of Merit, the Bronze Star Medal, the Meritorious Service Medal and the Army Commendation Medal.

**Hear more** from Gen. Martin about his people-first philosophy and other traits of successful leaders.

# **Getting to Know You**

Throughout the year, we spotlight our diverse employees across the 7-Eleven family of brands and how they bring their authentic selves to work.

Click below to read a few of their stories.



FRAN C. SENIOR REAL **ESTATE** REPRESENTATIVE CANADA



TASHAS.

DIRECTOR CORPORATE PROJECT MANAGEMENT OFFICE



JOHN R.

VICE PRESIDENT TALENT MANAGEMENT & ACQUISITION



JOSH M.

AREA LEADER



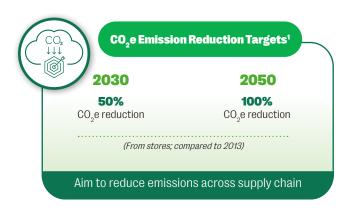
DEVONR.

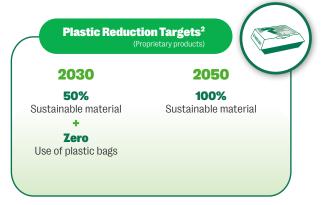
FIELD REAL ESTATE DIRECTOR





## **Green Challenge Targets**









As we reflect on the progress we've made toward our Green Challenge targets, we're also looking ahead and challenging ourselves to do even more.\*

Learn more about 7&i's Green Challenge here.

#### <sup>1</sup>7&i uses "CO2" for its target while SEI uses "CO<sub>2</sub>e" to define its target.

# **Green Challenge KEY INITIATIVES**

#### **EMISSIONS**

- Expand renewable fuels
- Enhance energy efficiency measures



#### **PACKAGING**

Explore sustainable cup solutions



#### **FOOD WASTE**

- Expand Too Good To Go to the U.S.
- Leverage AI to reduce food waste at point of production



#### SOURCING

Prioritize sustainable sourcing of highest volume commodities





<sup>&</sup>lt;sup>2</sup> 7&i uses "eco-friendly" for its target while SEI uses "sustainable materials" to define the target.

<sup>\*</sup>Audited greenhouse gas emissions data for FY2O24 was not available as of the date of this report.



# **Supercharging Access to Alternative Fuels**

Through 7Charge<sup>™</sup>, our electric vehicle fast charging network and app, we're focused on giving electric vehicle drivers a seamless charging and payment experience across our network. Reliable and fast, we're redefining convenience with 7Charge at stores along select highway corridors and in metropolitan areas. In December 2024, we had a total of 180 7Charge ports at 53 stores in eight states plus two Canadian provinces.

Through December 2024,
7-Eleven customers bought an estimated
3.3 million kWh through our network of electric vehicle fast charging stations, which equals approximately 12 million e-miles charged.\*

The 7Charge app is currently available for download across Apple and Android devices.

CALIFORNIA

COLORADO

TEXAS

FLORIDA

25

# **Reducing CO<sub>2</sub>e Emissions**

In support of our parent company's Green Challenge 2050, 7-Eleven, Inc. is working toward reducing carbon dioxide equivalent (CO<sub>2</sub>e) emissions from stores by 50 percent by 2030, compared with FY2013 levels. Overall, CO2e emissions from U.S. and Canada stores decreased by approximately 43 percent from 2013 to 2023\*, the equivalent of removing nearly 140,000 gas powered vehicles from the road.\*\*



We've been able to achieve these results by investing in renewable energy and more than

# 2,000 energy efficiency projects in some 7-Eleven® stores, including:

- ▶ New Store/Remodel Program with **Energy Efficient Design Elements** 
  - Low E Windows
  - Occupancy Sensors
  - Photocells/Daylight Harvesting
  - Structural Insulated Panels (SIP)

- External and Interior Lighting
- Refrigeration
- ► Food Services Equipment
- New High-Efficiency HVAC/VDF
- Energy Management Systems (EMS)





<sup>\*</sup>Audited greenhouse gas emissions data for FY2O24 was not yet available as of the date of this report.

<sup>\*\*</sup>EPA Greenhouse Gas Equivalencies Calculator



# Innovating to Make Our Stores More Energy Efficient

There's a lot of "behind-the-scenes" technology in many of our stores\* that's helping to lower energy consumption and preserve precious resources while elevating the customer experience. For example:

- Part of our energy-efficient store design standards include our LED lighting program, which is a significant contributor to our CO₀e reduction goal.
- Heating and cooling efficiency is another effective measure we use to decrease overall energy consumption and achieve meaningful energy savings.
- ► EMS, or Energy Management Systems, remotely monitor, control and optimize the performance of HVAC and refrigeration equipment and, when combined with the installation of energy-efficient HVAC units, helps contribute to energy savings.
- Using water efficiently helps preserve an essential natural resource. To reduce water consumption, we're expanding the use of low-flow aerator faucets as part of our energy-efficient store design elements.

Energy conservation projects are just one part of the bigger picture; we're also expanding our renewable energy initiatives. Case in point: About 29 percent of all the electricity consumed by 7-Eleven, Inc. stores in both the U.S. and Canada during 2023 came from renewable sources, including wind and solar, helping reduce  $\mathrm{CO}_2$ e emissions by approximately 43 percent from FY2013 to FY2023.\*\*



<sup>\*</sup> Implemented in some 7-Eleven® store locations

<sup>\*\*</sup>Audited greenhouse gas emissions data for FY2024 was not available as of the date of this report.

# Renewable Energy Highlights\*

With more than 15,000 wind turbines in the state, Texas ranks first in the U.S. for both installed and under-construction wind capacity and is home to four of the largest wind farms in the nation. In 2017, 7-Eleven, Inc. signed an agreement with TXU Energy to purchase wind energy for all Texas stores in competitive energy markets. In FY2023, the company purchased more than 333,000 MWh renewable energy from TXU Energy, providing power to more than 970 stores. This program accounted for an estimated 37 percent of all FY2023 renewable energy consumed by 7-Eleven® stores.

Since FY2020, 7-Eleven, Inc. has subscribed to a program to procure renewable energy for its Florida stores by using large-scale solar power generation facilities. In 2023, this program accounted for approximately 109,000 MWh, or 12 percent, of all renewable energy consumed by 7-Eleven, Inc.



# FY2021

The company began operating under agreements for over 60,000 MWh of off-site wind energy for its Illinois stores, and community solar projects in Oregon that are expected to provide an additional 2,500 MWh of renewable energy once fully operational. In FY2023, the Illinois and Oregon agreements contributed approximately 61,000 MWh and 970 MWh of renewable energy, respectively.

## FY2022

7-Eleven, Inc. announced a 20-year clean energy commitment in Michigan through Detroit-based DTE Energy's innovative MIGreenPower program. This agreement is a great example of how 7-Eleven, Inc. is working with both the private and public sectors to reduce its carbon footprint.

## FY2023

The company subscribed to a program for over 37,000 MWh annually for off-site wind and solar energy in Nevada. This program delivered an estimated 42,000 MWh of renewable energy in FY2023.



My mom always stressed two things: Treat everyone like you'd like to be treated and leave the world a better place than you found it. To me, sustainability is just that.

> DEVREN B. SR. DIRECTOR A&E DESIGN & COST CONTROLS

# **Energy Efficiency by Design\***

Next time you're in your friendly neighborhood 7-Eleven® store, tear your gaze away from the colorful product displays and yummy treats for a look at the ceiling. If you're in one of the approximately 7,000 stores using what's called EMS, or energy management systems, you might spot a small trapdoor.

It's one of several unobtrusive features that 7-Eleven's EMS uses to monitor, control and optimize the performance of store equipment like HVAC and refrigeration. In this case, sensors detect excess humidity in the store and gently waft it away, ensuring a comfortable customer experience while contributing to energy savings.

EMS is an important component of 7-Eleven's efforts to reduce carbon dioxide equivalent (CO<sub>o</sub>e) emissions from stores by 50 percent by 2030, compared with FY2013 levels. The company has achieved an overall reduction of CO<sub>2</sub>e emissions by approximately 43 percent from FY2013 to FY2023.\*\*

7-Eleven is continuously improving operational energy efficiency practices in stores through new equipment installations, renewable energy measures and energy-efficient store design elements.

That's where Devren B. and his team come in. As Senior Director of Architecture, Engineering and Design, he and his team play a pivotal role in designing new stores and retrofitting existing locations to not only be eye-catching but also energy efficient. It's a role well-suited to the energetic Dallas native and University of Texas at Austin graduate (B.A., Business Economics) who celebrates 24 years with the company in 2025.

#### Q Can you talk about your team's impact on sustainability and progress toward the Green Challenge 2050?

A Our EMS or energy management system monitors and manages our HVAC and heating, refrigeration vaults and cooling areas and lighting systems. EMS can remotely identify issues before they happen. For example, if a store's temperature falls below a threshold, then the EMS will pick that up, alert the store manager and even create a case for maintenance to come out. We also use EMS data to preemptively identify older units that, from a predictive analysis standpoint, will go down in three months and require replacing, which we'll do well in advance.

#### **Q** EMS can do all this remotely? How often does it reach out to the stores?

A About every 30 minutes, which is phenomenal considering the amount of data it brings back. And for remote operations, it can turn off a condenser by itself so that in some cases, the store personnel won't even know there's been a problem and that it was resolved. We are continuously working behind the scenes with our facilities team to resolve issues when they come up.



<sup>\*</sup>Implemented in some 7-Eleven® store locations

<sup>\*\*</sup>Audited greenhouse gas emissions data for FY2024 was not available as of the date of this report.

### O Can you give us an example?

One of our initiatives is for demand optimization. Our biggest energy user is air conditioning and heating. Typically, we have three HVAC units in a store for energy efficiency. The system uses technology to tell which units to run and when, so we're keeping the same temperature in the store. And when one cycles too much, we're going to run the other one and shut the other two off. So, it manages and extends the life of the assets and the units while also reducing redundancy and saving energy. Demand optimization is an added technology piece that we're going to do remotely without any interruption to the store.

# **Q** Is the EMS in all the stores, including Speedway® and Stripes® stores?

A The system is in some legacy 7-Eleven® and Speedway® stores now and will be rolling out to new stores going forward, as well as some of the Stripes® stores.

# **Q** What about monitoring other store equipment?

A There's food and beverage equipment, computers, digital devices, and they all use energy. Our engineering team is testing current transformers that connect to the store's electrical circuits to identify the energy consumption of every piece of equipment. We can then understand and quantify exactly how

much power a new coffee machine might use, for example, and then make business decisions based on that.

# **Q** What kind of sustainable store design elements are you incorporating in new stores?

A Lots of different elements, and we're tweaking them all the time. We use daylight harvesting sensors in our stores, which are part of a control system that reduces electric light in building interiors when daylight is available, in order to reduce energy consumption. We also have skylights to use more natural light in our stores and dim the lighting systems, thus reducing consumption. We use roof-based remote condensers to get excess heat out of stores and reduce noise. We use low-E glass windows with a transparent, microscopically thin coating that reflects heat and helps the EMS control ventilation, which is the coolest thing ever. These are just a few of the things we're doing to lower our carbon footprint.

#### • What's the best part of your job?

A When I get to the stores and actually see this all come to fruition. Especially when I get a chance to see customers react to some of the things that we had on paper. I was in Arizona and a kid came in and he said, "Wow, this store is awesome!" That was just the best day ever!



# • What does sustainability mean to you personally?

A My mom always stressed two things: Treat everyone like you'd like to be treated and leave the world a better place than you found it. To me, sustainability is just that. It's our responsibility to do everything that we can now to set up future generations to be successful and make their world even better. That may sound like an oversimplification, but for me, it encompasses a lot of things that we're doing from a sustainability perspective. I'm humbled by the idea that we're building and making decisions for the next generation. We all have a part to play because we all benefit from what we can achieve together.





# **Promoting Responsible Consumption**

Making sure our food products are at their peak of freshness is a top priority. So is making sure we do it in a way that's better for the planet. That's why we continue to increase our use of more sustainable materials in our private brand and other proprietary product offerings, from production and use to disposal, like packaging made entirely or partially from post-consumer recycled (PCR) content. Our goal is to cut down on resource use, waste and pollution, while elevating the deliciousness of our products.

# Packaging with Purpose

We're continuously seeking ways to improve product packaging with sustainable attributes that not only minimize environmental impact throughout its lifecycle (from production and use to disposal), but also ensure that the products on the inside are safe and tasty. 7-Eleven, Inc.'s goal is to use packaging with sustainable attributes for 50 percent of proprietary products by 2030.

For example, through 7-Eleven's "Recycled Content Inclusion" program, in 2024 we increased the use of PCR content in the packaging for our value sandwich wedge from 20 to 25 percent since 2023. This 5 percent increase has resulted in approximately 19,700 pounds of additional virgin plastic avoided annually. Altogether, between the 2023 and 2024 improvements, the new 25 percent PCR value sandwich packaging now helps us avoid an estimated 98,500 pounds of virgin plastic each year.\*

Building on the improvements of our value sandwich wedge, in 2024, we also redesigned our premium sandwich packaging, increasing the PCR content from zero percent to 25 percent. The new 25 percent premium sandwich package will roll out nationally in 2025 and will help us avoid approximately 124,000 pounds of virgin plastic each year.\*

New Packaging Design Reduces Plastic
Waste by 104 Metric Tons

Combined, our new 25 percent PCR value and 25 percent PCR premium sandwich packages will help us avoid an estimated 222,000 pounds of virgin plastic annually.\*

By opting for PCR, we're helping reduce waste, promoting environmental sustainability and aligning with growing consumer and regulatory demands for greener practices — proof that convenience, fresh food and a cleaner environment are compatible goals.



Launched in 2019, the popular 7-Select™

Replenish® line of hydration beverages have quickly become a staple in the lives of our customers.

And with a new package design, customers can feel good knowing that sustainability and can go hand-in-hand.

The redesigned bottles for 7-Select Replenish offer a host of benefits, including less plastic, both in the bottle itself and in the wrapping, resulting in an estimated annual plastic waste reduction of 104 metric tons.

And by optimizing the packaging, 7-Eleven can now fit more cases per pallet, reducing the number of trucks required to keep stores supplied by nearly 25 percent annually.

The redesign is an innovative milestone in operating sustainably by reducing plastic usage and streamlining logistics, reflecting the company's dedication to providing customers with delicious products that align with their values.





# Punk Bunny Coffee Rocks 60 Years of 7-Eleven's To-Go Coffee with a Focus on Sustainability

If you know the band Green Day (and who doesn't?), you probably know that along with bold punk rock musical chops, they also have their own line of coffees. Branded as Punk Bunny, the organically grown coffee is handpicked and Fair Trade Certified™.

In August 2024, Punk Bunny Coffee teamed up with 7-Eleven to sell its products at 7-Eleven\*, Speedway\* and Stripes\* stores.

The collaboration kicked off by commemorating both the 60th anniversary of 7-Eleven's freshly brewed coffee in to-go cups, the 30th anniversary of Green Day's breakout album "Dookie" and the 20th anniversary of their album "American Idiot." In addition to the exclusive Anniversary Blend roast, Punk Bunny is bringing bagged blends and K-Cups of the Sound Check and Last Ride In roasts to stores.

"When we first came together as a band back in high school, the 7-Eleven in our hometown was our go-to spot," said Billie Joe Armstrong, front man of Green Day. "It's a full circle moment to have our coffee company Punk Bunny available at 7-Eleven stores."

Along with their commitment to sourcing only organically grown and Fair Trade Certified™ coffee beans, Green Day and Punk Bunny's "Fueled by Love" Initiative will take a portion of profits from every bag or pod of Punk Bunny Coffee sold and distribute it equally to these select charities: One Tree Planted, Oceana, Keep Memory Alive, Eat. Learn. Play. and the Ron Finley Project.

The addition of Punk Bunny to the already extensive 7-Eleven coffee lineup continues the company's commitment to bring new and exclusive items to stores.

# Saving Good Food From Going to Waste

Launched in 2023 as a pilot program, 7-Eleven Canada joined social impact company Too Good To Go to prevent "avoidable food waste," a category of foods that may be nearing their best-by dates.

When perfectly good food is tossed away, so is all the energy and water it takes to grow, harvest, transport and package it. In Canada, for example, approximately 35.5 million metric tons of food produced is lost or wasted every year; that waste also contributes approximately 25.7 million metric tons of CO<sub>o</sub>e emissions to the atmosphere each year.\*

That's where Too Good To Go and 7-Eleven Canada can help. A selection of items nearing their best-before dates are packaged up in daily discount-priced "Surprise Bags" at one of more than 440 participating 7-Eleven® stores in Canada. Too Good To Go's mobile app then sends notifications to customers who are happy to grab delicious, convenient food at a great value.

In addition to the program's positive environmental impact, it also helps address the growing challenge of food insecurity.

"An estimated 8.7 million Canadians, including 2.1 million children, live in households struggling to afford food," said Jeff M., Senior Director of Merchandising, 7-Eleven Canada. "The food items that are offered in our 'Surprise Bags' provide a budget-friendly option to both our sustainably minded customers, as well as those navigating food insecurity."



## **GET OUR SURPRISE BAGS**

# for 1/3 of the price!

Thank you for reducing food waste with us







In 2024, 7-Eleven Canada and Too Good To Go saved more than 167,000 meals.

<sup>\*</sup>Research by Second Harvest and Value Chain Management International

By embedding Green
Challenge 2050 principles
into our everyday
operations, we're setting
new industry standards.
The road ahead will require
continued collaboration,
innovation and commitment
across business lines. With
every step, we're proving
that sustainability and
business success go hand
in hand.

NANCY L. SENIOR MANAGER SUSTAINABILITY

# Unlocking Sustainability Breakthroughs: A Report from Our Innovation Summit

7-Eleven, Inc.'s Innovation Summit brought together cross-functional leadership from across the company to advance sustainability while also accelerating business growth in 2025 and beyond.

#### THE GOAL

Continue refining and adapting the road map that guides our Green Challenge 2050 journey to sustainable retail leadership around three pillars:



PEOPLE

Building thriving communities



PLANET

Protecting the environment



Promoting responsible consumption

During the October 2024 workshop, the team brainstormed specific ways to more thoroughly embed sustainability management practices into our operational business practices, thus reducing our environmental footprint across the entire store network and supply chain.

Priorities from the workshop include growing the volume of renewable fuels that we sell throughout our network and increasing renewable fuel use in our company vehicles and third-party transport fleet — both of which play a critical role in reducing CO<sub>2</sub>e emissions.

The team also identified additional opportunities to support our plastic reduction and food waste reduction initiatives, including expanding our Too Good To Go engagement into U.S. markets and enhancing sustainable initiatives in our procurement of goods.

"When we talk about sustainability in 7-Eleven's quick service restaurant businesses, we are considering opportunities around sourcing commodity products such as beef, chicken, sugar, dairy, coffee and eggs," said Chris S., Senior Director, Restaurants. "Factors such as quality, availability, and cost have traditionally impacted sourcing decisions and increasingly, sustainability is a big part of the equation. We not only want to do our part, but today's consumers are also expecting more sustainable options."

Coffee, for example, makes up a significant portion of of 7-Eleven's proprietary portfolio. Increasingly, we aim to procure sustainably sourced and certified coffee beans grown using environmentally and socially responsible farming practices.

Chicken makes up another significant portion of the company's portfolio, which means Switzer's team is regularly talking with suppliers about sourcing poultry that is raised and produced in a way that minimizes environmental impact and promotes animal welfare.

In addition, we're committed to working with suppliers toward a goal of sourcing 100 percent cage-free eggs for all U.S. and Canada stores by 2025, based on available supply.\*

"By embedding Green Challenge 2050 principles into our everyday operations, we're setting new industry standards," concluded Nancy L., 7-Eleven Inc.'s Senior Manager, Sustainability. "The road ahead will require continued collaboration, innovation and commitment across business lines. With every step, we're proving that sustainability and business success go hand in hand."



<sup>\*</sup>At the time of publication, 2024 year-end cage-free egg data verification and goal evaluation is underway. We expect to complete this process during the summer of 2025. Visit our website this summer to learn more about our progress.

We're proud of the impact we made in 2024 and are excited about the future.

We're focused on building thriving communities, protecting the environment and promoting responsible consumption, as well as making it easier for customers, Franchise Owners, business partners and employees to contribute to a sustainable and socially responsible future. To learn more about our 7Impact commitment, please visit our website.











Forward-looking statements are generally identified through the inclusion of words such as "aim," "anticipate," "aspire," "believe," "commit," "endeavor," "estimate," "expect," "goal," "intend," "may," "plan," "seek," "strive," "target," "will" and "work," or similar statements or variations of such terms and other similar expressions. The forward-looking statements in this Report and the materials or websites cross-referenced concern 7-Eleven's goals or expectations with respect to corporate responsibility, sustainability, employees, environmental matters, policy, procurement, philanthropy, data privacy and cybersecurity, and business risks and opportunities. Forward-looking statements inherently involve risks and uncertainties that could cause actual results to differ materially from those predicted in such statements. Forward-looking statements are not guarantees or promises that goals or targets will be met. 7-Eleven undertakes no obligation to update any forward-looking or other statements, whether as a result of new information, future events, or otherwise, and notwithstanding any historical practice of doing so. In addition, historical, current, and forward-looking sustainability-related statements may be based on standards for measuring progress that are still developing, internal controls and processes that continue to evolve, and assumptions that are subject to change in the future. The information included in, and any issues identified as material for purposes of, this document shall not be considered material for Securities and Exchange Commission ("SEC") or other similar reporting purposes. In the context of this Report, the term "material" is distinct from, and should not be confused with, such term as defined for SEC reporting purposes. Website references and hyperlinks throughout this Report are provided for convenience only, and the content in the referenced websites is not incorporated by reference into this Report, nor does it constitute a part of this Report.

