

Where Culture Never Closes



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**In 1927, we changed
how the world shops —
and how people live.**

First to open early. First to stay open late.

First coffee to-go. First self-serve soda fountain.

For nearly a century, 7-Eleven has been
first in convenience and first in culture.

Who We Are

The Original 24/7 Brand.

From a Dallas icehouse to 86K+ stores across 19 countries, we've defined what convenience looks like.

Slurpee®, Big Gulp®, coffee to-go — everyday icons that became culture.

Today, we're still innovating turning everyday moments into something worth remembering.

We Don't Follow Culture; We Fuel It.



How We See Culture

7-Eleven lives at the intersection of everyday life and creative culture.

For nearly a century, we've shaped how people live, move, and connect from the parking lot to pop culture.

Fandoms & Communities

Where We Play

Every space we enter must mean something for both our brand and the people we serve.



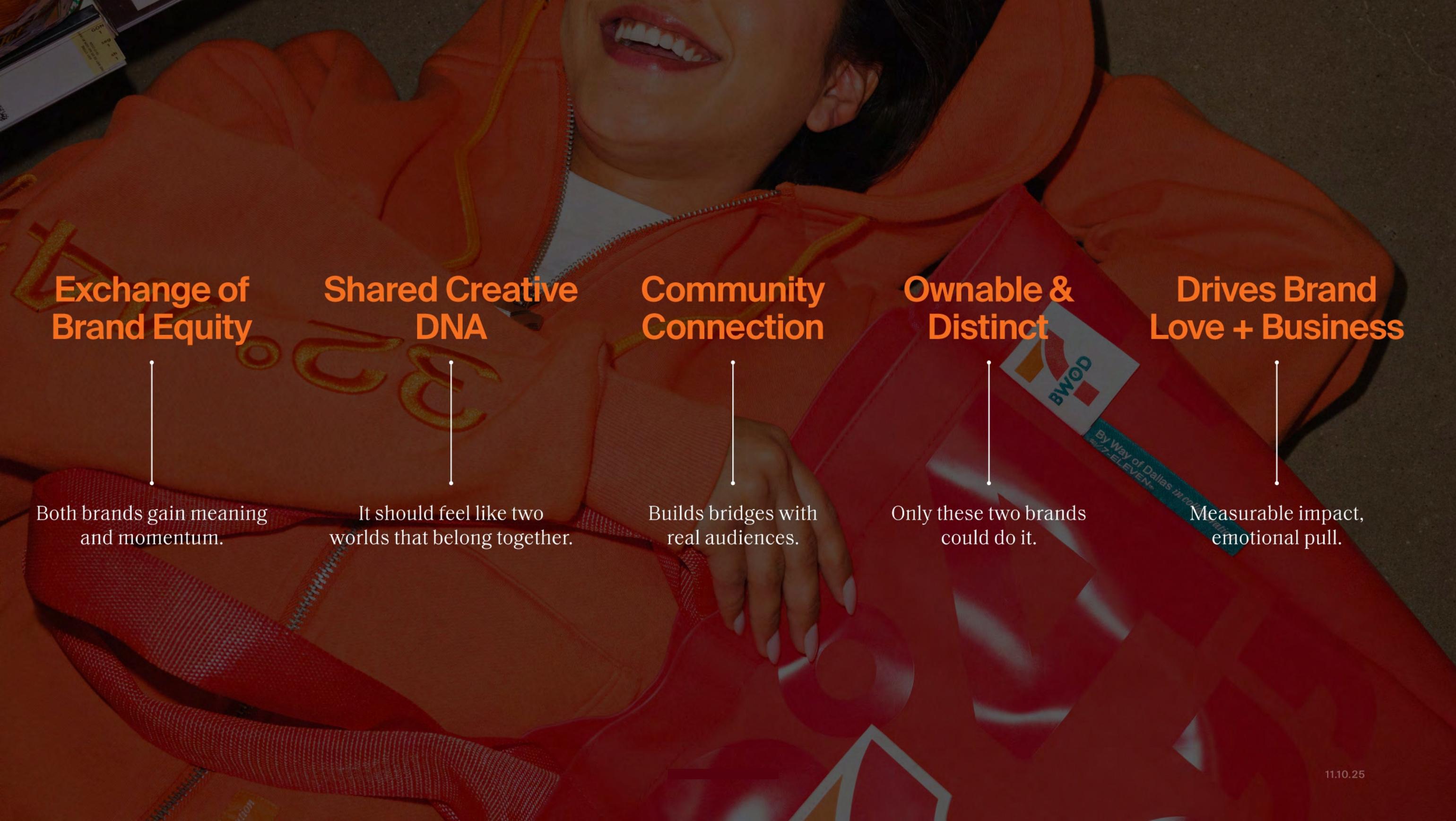
What We've Proven

Culture is built locally, then scaled globally.

We've proven that when 7-Eleven enters culture with credibility through creative partners, niche communities, and real-world experiences the results reach far beyond the moment.

These moments start small, earn credibility, and scale with intention.

BENIGNALS



**Exchange of
Brand Equity**

Both brands gain meaning
and momentum.

**Shared Creative
DNA**

It should feel like two
worlds that belong together.

**Community
Connection**

Builds bridges with
real audiences.

**Ownable &
Distinct**

Only these two brands
could do it.

**Drives Brand
Love + Business**

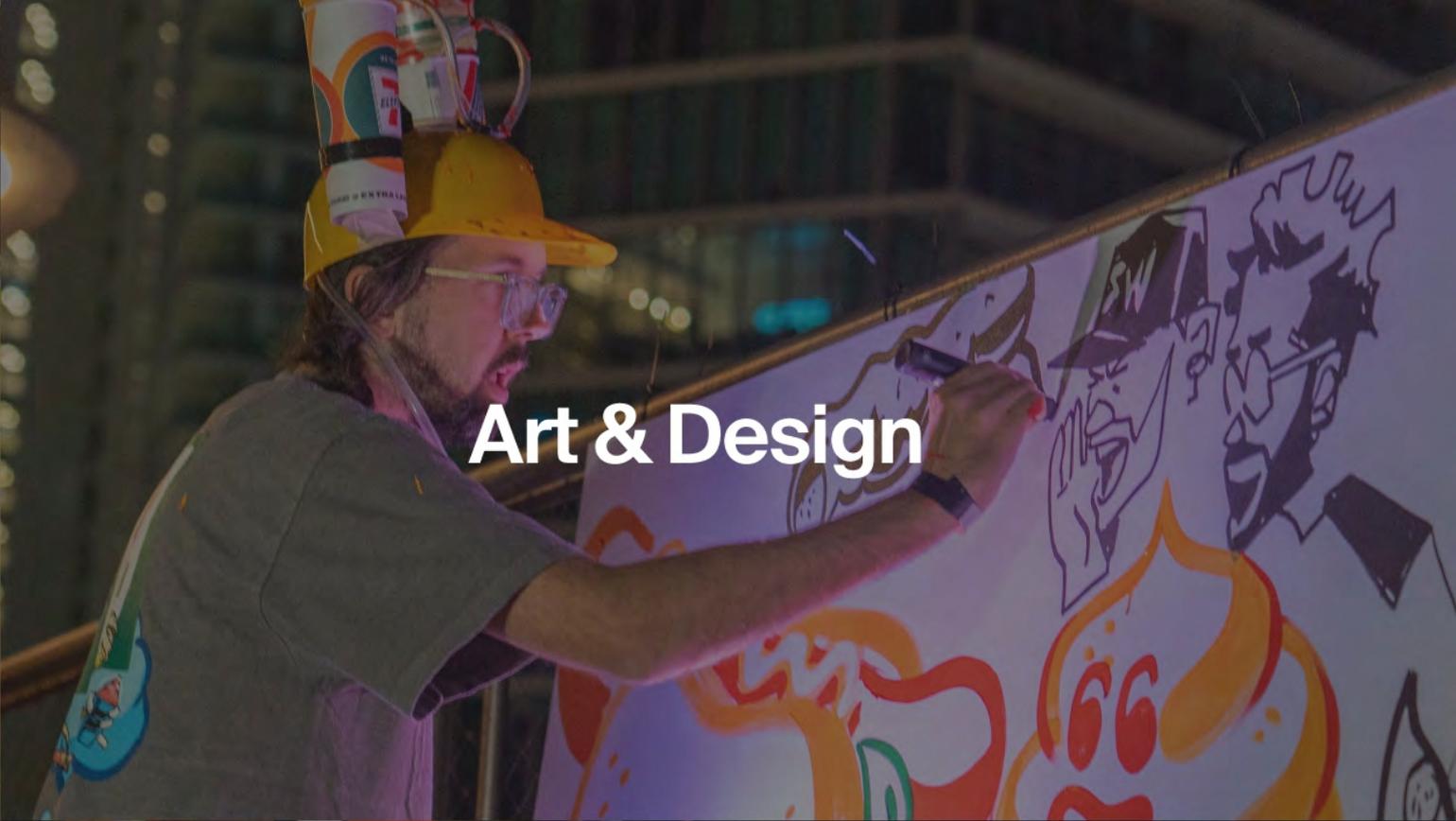
Measurable impact,
emotional pull.







Sports



Art & Design



Car Culture



Streetwear & Pop Culture

Our Ecosystem of Creation

Platforms

Where ideas become product — 7Collection, licensing, and storytelling channels that turn collaborations into commerce.

- 7Collection (e-comm & culture hub)
- Licensing Program (new categories & retail)
- Digital & Social Storytelling (owned + creator channels)

Our Ecosystem of Creation



Proprietary F&B

We own the product. We own the shelf.

- Developing exclusive 7-Eleven foods, drinks, and collaborations — from Ja'Marr Chase Replenish to Punk Bunny Coffee.
- Owning innovation end-to-end: product creation, distribution, and shelf presence.

Our Ecosystem of Creation

Experience

Where product meets people.

- Stores as cultural stages for drops & pop-ups
- Live Nation concerts, festivals, and large-scale experiences

Our Ecosystem of Creation

Media & Insights

Intelligence & scale.

- Intelligence and scale — 13M daily shoppers, 95M loyalty members, and data-driven platforms like Gulp Media Network and Brainfreeze Collective
- Loyalty Ecosystem – 95M+ active members across 7Rewards & Speedy



100 Years of Firsts — Still Just Getting Started

2026:
Slurpee is turning 60

2027:
7-Eleven Centennial — a nationwide celebration of innovation and cultural legacy.

Licensing Opportunities

THE B^RAND LIAISON

OPENING DOORS. CLOSING DEALS.

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