



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Office of the Secretary

November 10, 2021

Public Comment No. 3

RE: *In the matter of Seven & i Holdings Co., Ltd., Docket No. C-4748*

Dear Anonymous Commentor:

Thank you for commenting on the Federal Trade Commission's proposed consent order in the above-referenced proceeding. The Commission has placed your comment on the public record pursuant to Rule 4.9(b)(6)(ii) of the agency's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

We understand from your comment that you support the proposed consent agreement. You specifically state that the proposed consent agreement is a reasonable settlement to preserve competition in the fuel industry given 7-Eleven and Marathon are both significant competitors. You also encourage the Commission to require that the divestitures occur in a timely manner to protect competition in smaller markets. The Decision and Order in this matter resolved Commission concerns about 7-Eleven's acquisition of various Marathon assets. The Decision and Order requires 7-Eleven to divest a significant number of assets to three buyers to preserve competition in local markets for the retail sale of fuel. The Commission determined that the consent agreement is an effective mechanism to fulfill the purpose of the Decision and Order.

The Commission welcomes public input on competition and consumer protection issues, including the comments submitted in this matter. After carefully considering your comment, along with the others submitted in this proceeding, we conclude that the public interest is best served by issuing the proposed order in this matter in final form without alteration, save for the removal of a single proposed divestiture location that is exiting the market. The final Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. It helps the Commission's analysis to hear from a variety of sources in its work, and we thank you again for your comment.

By direction of the Commission, Chair Khan not participating.

April J. Tabor
Secretary



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November 10, 2021

Public Comment No. 4

RE: *In the matter of Seven & i Holdings Co., Ltd., Docket No. C-4748*

Dear Anonymous Commentor:

Thank you for commenting on the Federal Trade Commission's proposed consent order in the above-referenced proceeding. The Commission has placed your comment on the public record pursuant to Rule 4.9(b)(6)(ii) of the agency's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

We understand from your comment that you support the proposed consent agreement. You specifically state that preserving competition is important to the public interest and consumers in general, and that the proposed consent agreement is important in resolving the competitive concerns raised by 7-Eleven's illegal acquisition by keeping the divested assets independently priced. The Decision and Order in this matter resolved Commission concerns about 7-Eleven's acquisition of various Marathon assets. The Decision and Order requires 7-Eleven to divest a significant number of assets to three buyers to preserve competition in local markets for the retail sale of fuel. The Commission determined that the consent agreement is an effective mechanism to fulfill the purpose of the Decision and Order.

The Commission welcomes public input on competition and consumer protection issues, including the comments submitted in this matter. After carefully considering your comment, along with the others submitted in this proceeding, we conclude that the public interest is best served by issuing the proposed order in this matter in final form without alteration, save for the removal of a single proposed divestiture location that is exiting the market. The final Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. It helps the Commission's analysis to hear from a variety of sources in its work, and we thank you again for your comment.

By direction of the Commission, Chair Khan not participating.

April J. Tabor
Secretary



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November 10, 2021

Chacha A.
United States

RE: *In the matter of Seven & i Holdings Co., Ltd., Docket No. C-4748*

Dear Chacha A.:

Thank you for commenting on the Federal Trade Commission's proposed consent order in the above-referenced proceeding. The Commission has placed your comment on the public record pursuant to Rule 4.9(b)(6)(ii) of the agency's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

We understand from your comment that you support the proposed consent agreement. You specifically state that you hope the Commission votes on the proposed consent agreement quickly to help settle violations of federal antitrust laws. The Decision and Order in this matter resolved Commission concerns about 7-Eleven's acquisition of various Marathon assets. The Decision and Order requires 7-Eleven to divest a significant number of assets to three buyers to preserve competition in local markets for the retail sale of fuel. The Commission determined that the consent agreement is an effective mechanism to fulfill the purpose of the Decision and Order.

The Commission welcomes public input on competition and consumer protection issues, including the comments submitted in this matter. After carefully considering your comment, along with the others submitted in this proceeding, we conclude that the public interest is best served by issuing the proposed order in this matter in final form without alteration, save for the removal of a single proposed divestiture location that is exiting the market. The final Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. It helps the Commission's analysis to hear from a variety of sources in its work, and we thank you again for your comment.

By direction of the Commission, Chair Khan not participating.

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November 10, 2021

John Singh
El Monte, CA

RE: *In the matter of Seven & i Holdings Co., Ltd., Docket No. C-4748*

Dear Mr. Singh:

Thank you for commenting on the Federal Trade Commission's proposed consent order in the above-referenced proceeding. The Commission has placed your comment on the public record pursuant to Rule 4.9(b)(6)(ii) of the agency's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

We understand from your comment that you object to the proposed consent agreement. You specifically state that you believe 7-Eleven is actively hiding the 7-Eleven logos on its stores to mask its true market presence. The Decision and Order in this matter resolved Commission concerns about 7-Eleven's acquisition of various Marathon assets. The Decision and Order requires 7-Eleven to divest a significant number of assets to three buyers to preserve competition in local markets for the retail sale of fuel. The Commission determined that the consent agreement is an effective mechanism to fulfill the purpose of the Decision and Order.

The Commission welcomes public input on competition and consumer protection issues, including the comments submitted in this matter. After carefully considering your comment, along with the others submitted in this proceeding, we conclude that the public interest is best served by issuing the proposed order in this matter in final form without alteration, save for the removal of a single proposed divestiture location that is exiting the market. The final Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. It helps the Commission's analysis to hear from a variety of sources in its work, and we thank you again for your comment.

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November 10, 2021

Tarlochan Ranghi
Rialto, CA

RE: *In the matter of Seven & i Holdings Co., Ltd., Docket No. C-4748*

Dear Mr. Ranghi:

Thank you for commenting on the Federal Trade Commission's proposed consent order in the above-referenced proceeding. The Commission has placed your comment on the public record pursuant to Rule 4.9(b)(6)(ii) of the agency's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

We understand from your comment that you object to the proposed consent agreement. You specifically state that the Commission should investigate the acquisition because it will be harmful for consumers and franchisees. The Decision and Order in this matter resolved Commission concerns about 7-Eleven's acquisition of various Marathon assets. The Decision and Order requires 7-Eleven to divest a significant number of assets to three buyers to preserve competition in local markets for the retail sale of fuel. The Commission determined that the consent agreement is an effective mechanism to fulfill the purpose of the Decision and Order.

The Commission welcomes public input on competition and consumer protection issues, including the comments submitted in this matter. After carefully considering your comment, along with the others submitted in this proceeding, we conclude that the public interest is best served by issuing the proposed order in this matter in final form without alteration, save for the removal of a single proposed divestiture location that is exiting the market. The final Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. It helps the Commission's analysis to hear from a variety of sources in its work, and we thank you again for your comment.

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November 10, 2021

Gorge Singh
Covina, CA

RE: *In the matter of Seven & i Holdings Co., Ltd., Docket No. C-4748*

Dear Mr. Singh:

Thank you for commenting on the Federal Trade Commission's proposed consent order in the above-referenced proceeding. The Commission has placed your comment on the public record pursuant to Rule 4.9(b)(6)(ii) of the agency's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

We understand from your comment that you object to the proposed consent agreement. You specifically state that 7-Eleven is converting acquired gas stations to its own brand, and that 7-Eleven should be prohibited from converting or building new gas stations for a period of time to prevent 7-Eleven from controlling the market. The Decision and Order in this matter resolved Commission concerns about 7-Eleven's acquisition of various Marathon assets. The Decision and Order requires 7-Eleven to divest a significant number of assets to three buyers to preserve competition in local markets for the retail sale of fuel. The Commission determined that the consent agreement is an effective mechanism to fulfill the purpose of the Decision and Order.

The Commission welcomes public input on competition and consumer protection issues, including the comments submitted in this matter. After carefully considering your comment, along with the others submitted in this proceeding, we conclude that the public interest is best served by issuing the proposed order in this matter in final form without alteration, save for the removal of a single proposed divestiture location that is exiting the market. The final Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. It helps the Commission's analysis to hear from a variety of sources in its work, and we thank you again for your comment.

By direction of the Commission, Chair Khan not participating.

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November 10, 2021

Public Comment No. 42

RE: *In the matter of Seven & i Holdings Co., Ltd., Docket No. C-4748*

Dear Anonymous Commentor:

Thank you for commenting on the Federal Trade Commission's proposed consent order in the above-referenced proceeding. The Commission has placed your comment on the public record pursuant to Rule 4.9(b)(6)(ii) of the agency's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

We understand from your comment that you object to the proposed consent agreement. You specifically state that the acquisition will be harmful for consumers and small businesses, as it gives 7-Eleven more control over fuel prices and in-store sales. The Decision and Order in this matter resolved Commission concerns about 7-Eleven's acquisition of various Marathon assets. The Decision and Order requires 7-Eleven to divest a significant number of assets to three buyers to preserve competition in local markets for the retail sale of fuel. The Commission determined that the consent agreement is an effective mechanism to fulfill the purpose of the Decision and Order.

The Commission welcomes public input on competition and consumer protection issues, including the comments submitted in this matter. After carefully considering your comment, along with the others submitted in this proceeding, we conclude that the public interest is best served by issuing the proposed order in this matter in final form without alteration, save for the removal of a single proposed divestiture location that is exiting the market. The final Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. It helps the Commission's analysis to hear from a variety of sources in its work, and we thank you again for your comment.

By direction of the Commission, Chair Khan not participating.

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November 10, 2021

Public Comment No. 94

RE: *In the matter of Seven & i Holdings Co., Ltd., Docket No. C-4748*

Dear Anonymous Commentor:

Thank you for commenting on the Federal Trade Commission's proposed consent order in the above-referenced proceeding. The Commission has placed your comment on the public record pursuant to Rule 4.9(b)(6)(ii) of the agency's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

We understand from your comment that you object to the proposed consent agreement. You specifically state that you believe that 7-Eleven has a monopoly over the retail sale of gasoline and that this acquisition – like other large acquisitions you have observed previously – will lead to higher prices for consumers. The Decision and Order in this matter resolved Commission concerns about 7-Eleven's acquisition of various Marathon assets. The Decision and Order requires 7-Eleven to divest a significant number of assets to three buyers to preserve competition in local markets for the retail sale of fuel. The Commission determined that the consent agreement is an effective mechanism to fulfill the purpose of the Decision and Order.

The Commission welcomes public input on competition and consumer protection issues, including the comments submitted in this matter. After carefully considering your comment, along with the others submitted in this proceeding, we conclude that the public interest is best served by issuing the proposed order in this matter in final form without alteration, save for the removal of a single proposed divestiture location that is exiting the market. The final Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. It helps the Commission's analysis to hear from a variety of sources in its work, and we thank you again for your comment.

By direction of the Commission, Chair Khan not participating.

April J. Tabor
Secretary