



Nigiwai Tohoku

- Join Hands and Foster the Power of Hometown



March 3, 2017

AEON CO., LTD.

AEON Retail Co., Ltd.

AEON COMPASS CO., LTD.

**Six years after the Great East Japan Earthquake,  
Aeon delivers attractive products from Tohoku available throughout Japan  
for the recreation of Tohoku.**



Join Hands and Foster the Power of Hometown

Nigiwai Tohoku Fair

Nearly six years have passed since the Great East Japan Earthquake hit the Tohoku region in March 2011.

A year after the disaster, in March 2012, Aeon began providing continuous support to reconstruct and revive the agriculture, fisheries and livestock industries in Tohoku, upholding the slogan "Making our wishes for recovery from the 3.11 disaster come true." In collaboration with local producers, Aeon Group has undertaken various support initiatives, including the development of new products using ingredients produced in Tohoku, as well as holding Tohoku Fairs at the Group's domestic and overseas stores.

This year Nigiwai Tohoku Fair also takes place at 175 Aeon and Aeon Style stores in Tohoku, Kanto and other regions, starting on Friday, March 3, under the new slogan "Nigiwai Tohoku - Join hands and foster the power of hometown" adopted in March 2016. To encourage not only local production for local consumption but also local production for regional and nationwide consumption, a variety of made-in-Tohoku products are to be offered at the Fair, such as fleshy scallops grown in Mutsu Bay in Aomori Prefecture, high-lycopene tomatoes from the Iwaki Onahama Saien farm in Fukushima Prefecture, and Miyagi-grown fresh and creamy oysters certified by the ASC (Aquaculture Stewardship Council). In addition, a ceremony is planned at some stores, inviting governors and representatives from Iwate, Miyagi and Fukushima Prefectures, who promote their local specialties directly to customers.

Aeon has been mobilizing its Group-wide efforts to expand the sale of products made in Tohoku. In FY2016, we marketed around 1,000 items, including Aeon's private brand Topvalu products as well as collaborative products developed with business partners, and achieved sales amounting to 50 billion yen.

By FY2018, Aeon aims to offer around 2,000 items and achieve 100 billion yen in sales. Furthermore, Aeon Compass Co., Ltd., the Group's travel agency, will launch the new tour "Nigiwai Tohoku 'Spring in Full Bloom'" for enjoying cherry blossoms in Tohoku.

In cooperation with people, Aeon will step up efforts to recreate Tohoku by introducing the region and its attractive products to customers in and outside the country.