

Aeon's

AEON Sustainability Magazine

Environmental and Social Initiatives

2012

Now and Forever, Together with Our Customers

Everyday Eco. An Ongoing Commitment.



Aeon is wholly committed to protecting the environment through encouraging My Bag and My Basket use, selling fresh unpackaged fish, recycling, and tree planting. Together with our customers we want to create pleasant, promising days, every day. The spread of Everyday Eco continues.

<http://www.aeon.info/environment/maieco/>



Please contact us concerning any inquiries or comments about this report or about our environmental and social activities.
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URL: <http://www.aeon.info/>

2012.05.15



Aeon – doing what we can for the safety and confidence of our customers, and contributing to society and conservation of the environment

To provide our customers with safe and reliable products and service
To protect our irreplaceable global environment and build a better society
Introducing the domestic and international activities of the Aeon Group of nearly 200 companies and 300,000 employees.

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With this philosophy, Aeon people are united in taking initiatives to save energy

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Cover Photo
Tree planting at AEON Town Shiogama (Miyagi Prefecture) on March 11, 2011, after the Great East Japan Earthquake. AEON Town Shiogama resumed operations in June 2011.

Editorial Notes

To responsibly explain our actions to our customers, suppliers, and other stakeholders, and to engage in interactive communication to promote our efforts to achieve a sustainable society, we began, in fiscal 1996, to issue the Aeon Environmental Report. It became the Aeon Environmental and Social Report in fiscal 2003.

As we moved forward with various initiatives, report content expanded, and the volume of detailed discussions requiring some level of expert understanding grew. We began to receive more and more customer requests for content to be expressed in easily understandable terms.

For 2012, therefore, we are presenting content according to different media, as follows:

● Brochure: Aeon Environmental and Social Initiatives 2012

This publication focuses on key topics and visuals to introduce in simple terms our initiatives for the most recent fiscal year.

● Website: Aeon Environmental and Social Report 2012

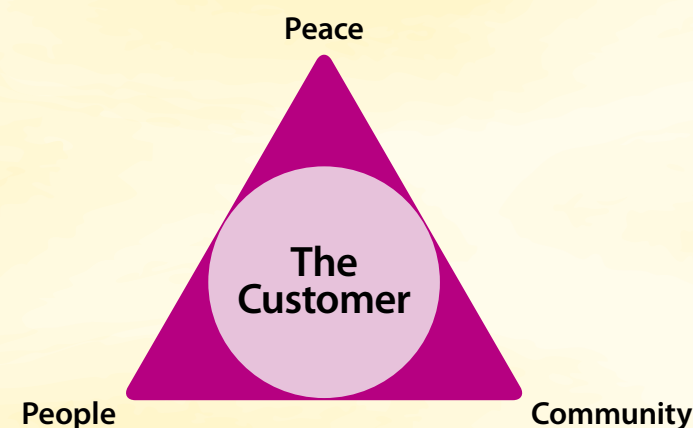
This is a report in PDF format that provides detailed explanations and performance data on our activities. The PDF file can be accessed from our website.

URL <http://www.aeon.info/environment/report/index.html> (PDF file scheduled for posting in September 2012)

Website Aeon Environmental and Social Report

This report provides information on Aeon’s environmental and social contribution activities, and other recent initiatives

Aeon environmental and social report Search



The word ÆON (Aeon) has its origins in a Latin root meaning "eternity."

Aeon abides by the unchanging principles of “pursuing peace, respecting humanity and contributing to local communities, with customer’s as its core.”
The "Aeon Commitment" was established to help us implement these principles and to guide us in our practice of our Customer-First philosophy.

- [Peace]:** Aeon is a corporate group whose operations are dedicated to the pursuit of peace through prosperity.
- [People]:** Aeon is a corporate group that respects human dignity and values personal relationships.
- [Community]:** Aeon is a corporate group rooted in local community life and dedicated to making a continuing contribution to the community.

Aeon Commitment

We hope to create a future of limitless promise by transforming daily life through our open, dynamic approach.

Aeon Sustainability Principle

Aeon aims to realize a sustainable society with stakeholders based on our basic principle of “pursuing peace, respecting humanity and contributing to local communities, centered on customers.”
With “realization of a low-carbon society,” “conservation of biodiversity,” “better use of resources” and “dealing with social matters” as core principles, we will think globally and advance activities locally.

Aeon is taking the initiative to find solutions to compelling needs and challenges facing the people and communities of local areas.

Member of the Board
President and Group CEO
AEON CO., LTD.


Motoya Okada



One year has passed since the devastating Great East Japan earthquake. We offer our sincere condolences to all who suffered from the disaster and pray for the community to recover as quickly as possible.

All members of the Aeon group have been working together towards the re-opening of stores affected by the earthquake, and we have been committed to relief activities such as raising funds and promoting goods produced in the stricken area. We have been focused on speedy provision of services and products appropriate to the changing needs of our customers as operations shifted from rebuilding to restoration.

The driving force behind such efforts was the sense of duty of retailers of daily life necessities, as well as Aeon’s basic principles of ‘pursuing peace, respecting humanity and contributing to local communities, with customer’s as its core.’ Tohoku suppliers and Aeon people (Aeon employees), despite having suffered damages themselves, worked towards the recovery of the community and delivery of a semblance of ‘normal life’ to our customers. This reinforced the resolve of Aeon people nationwide to pursue the Aeon principles. As the head of a company, my understanding intensified that my most important work and mission was to practice the principles of finding solutions to the compelling needs and challenges facing people and communities.

We are actively taking on such challenges and needs in our ‘4 shifts’ medium-term business plan, and we sincerely hope to share in helping people succeed.

Looking ahead to an aging and increasingly digital society, revolutionary changes are called for in shops, products, the sales floor and sales methods. It is my hope that by pursuing Aeon’s universal values we will be able to enhance changing lifestyles in Japan and in Asia with our ‘senior shift’ response to an aging society, ‘digital shift’ response to digitalization, ‘urban shift’ response to the need for shops and stores to reflect urban lifestyle changes, and ‘Asia shift’ response to rapid developments in Asian countries, including the call for “more reliable products and a richer lifestyle.”

By carrying out these plans, Aeon will be able to increase the number of stakeholders both in Japan and in Asian countries where we will be establishing stores, meaning that we will have a broader impact on people, society and the environment.

Aeon is strongly aware of current conditions and the company’s responsibilities, and intends to contribute to ‘confident, rich living’ through attractive and fair-minded business activities. The company is also redoubling efforts in community based environmental conservation and other social contribution activities. Further, as part of our efforts towards ‘localization,’ Aeon established a China Headquarters in December 2011, and we are envisioning an Asian Headquarters in the near future.

Aeon, in its social mission as a retailer, will continue to pursue the principles of contributing to people, the community and to peace in the world, and we will strive together with the community to realize ‘a future of hope.’

Call for Energy Saving Nationwide

In May 2011, following major damages sustained by plants of the Tokyo Electric Power Company (TEPCO) and Tohoku Electric Power from the Great East Japan Earthquake, the Japanese government called on businesses and households in the service areas of the two companies to reduce energy consumption during peak-time hours to 15% less than the previous year. In addition, considering the disaster at the Fukushima Daiichi Nuclear Power Station, nuclear power plants throughout the country were shut down one by one and, except for Okinawa, winter energy conservation guidelines were instituted nationwide. Aeon has been, even prior to the call, committed to higher energy saving goals, and also to cutting CO₂ emissions.

TEPCO Power Supply Capacity Following the Great East Japan Earthquake



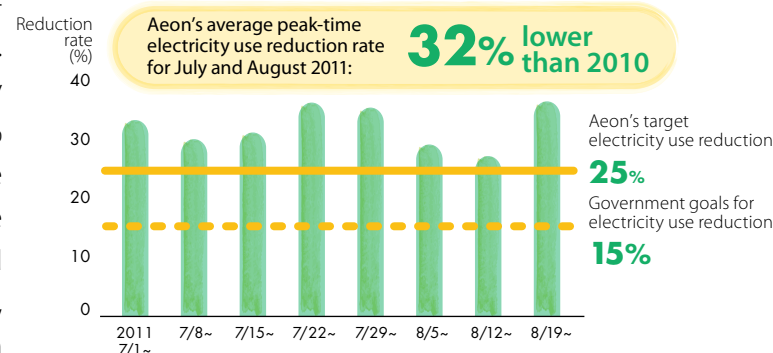
(Source: Ministry of Economy, Trade and Industry, "Energy White Paper 2011")

"Aeon – It is because we have so many stores that we should lead the way in energy conservation." With this philosophy, Aeon people are united in taking initiatives to save energy

"Summer" and "Winter" Energy Saving Initiatives

There are around 370 Aeon stores in the Tokyo Electric Power Company and Tohoku Electric Power service areas. These stores use large volumes of power for air conditioning and lighting, for freezers and refrigeration cases, etc. Aeon set a 25% regional summer season peak-time energy use reduction target, surpassing the government's 15% recommendation that was extended even to private households. A major consumer of electric power in the region, Aeon took it as its corporate responsibility to lead the community in energy use reduction. Various ideas, including switching to LED light bulbs or lowering room and beverage case temperatures, were put into practice. Some stores even instituted 'summer time' (daylight saving time) operations. The result was a 32% reduction of power use in comparison to 2010 for the two months of July and August. In the winter, the policy was changed, based on the summer experience, to reduce energy use with the least amount of customer discomfort. Everyone at Aeon is united to meet the company's future energy saving goals.

Aeon's Peak-time power reduction rate comparison with Summer 2010, in the Tokyo Electric Power Company (TEPCO) and the Tohoku Electric Power operation areas



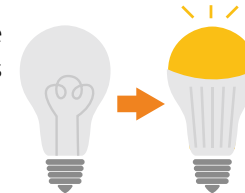
Aeon's Energy Use Reduction Project Team (from left)

Zhang Ye **Morito Imbe** **Saiji Motomatsu** **Masahiro Kobayashi**

Group Corporate Citizenship Dept. Aeon CO., LTD. General Affairs Dept. Aeon Retail Co., Ltd. Group General Affairs Dept. Aeon CO., LTD. Offering Ecological Solutions Aeon DELIGHT CO., LTD.

1200 Maxvalu and Aeon Stores Switching to LED In-store Lighting

With the shutdown of nuclear power plants, long-term power supply shortage is a concern across the nation. In November 2011, in order to achieve a 15% reduction of electricity use at each store, the 1200 Aeon general supermarkets and Maxvalu supermarkets announced a plan to switch to LED for their basic lighting and spot lighting. We are adjusting our lighting while making sure that we can continue to offer our customers a comfortable shopping space.



Lighting

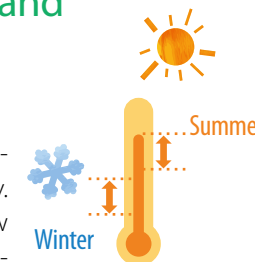


Air Conditioning



Balancing Energy Efficiency and Comfortable Air and Temperature Conditions

Each store can achieve good energy conservation results by using air conditioning wisely. Winter and summer temperature settings allow Aeon to fine-tune store air quality management and at the same time ensure a comfortable shopping environment.



Item-by-item Refrigerated Display Case Temperature Management

To coordinate quality management and energy conservation, Aeon has set item-by-item refrigerated display case temperature guidelines. In November 2011, we eliminated lighting and adjusted temperatures in refrigerated display cases for canned beverages and foods that need not be chilled. In addition, some stores are using refrigeration cases with doors, to save energy.



Refrigerated Display Case



Thermostat System

Introducing "Demand Controller" to Monitor Energy Use Levels

Aeon has introduced a 'demand controller' thermostat system to reduce energy use during peak hours. It monitors equipment and does not allow energy-use to exceed pre-set levels.

AEON DELIGHT CO., LTD. Awarded Energy Conservation Grand Prize in 'Excellent Example' Category.

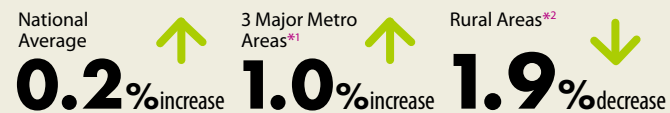


In February 2012, AEON DELIGHT CO., LTD. was awarded METI (Ministry of Economy, Trade and Industry) Minister Award Grand Prize for fiscal year 2011 in the Excellent Example category, and was recognized with the Ministry of Economy Trade and Industry Minister Award for success in achieving, both in its physical building and in its operation systems, maximum energy conservation results.

Revitalizing the Economy of Local Communities

Although movement of populations from rural areas to the three major metropolitan centers is now less than during high growth periods, to this day tens of thousands of people continue to move away from the countryside every year. In parts of Tohoku, many people were forced to move as a result of the Great East Japan Earthquake. Also, a continuing income gap between the countryside and urban areas makes economic revitalization of local areas a major issue in Japan. Aeon, in order to stimulate local economies and to offer better lifestyle services, has initiated local WAON cards.

Population Rates (2005-2010)



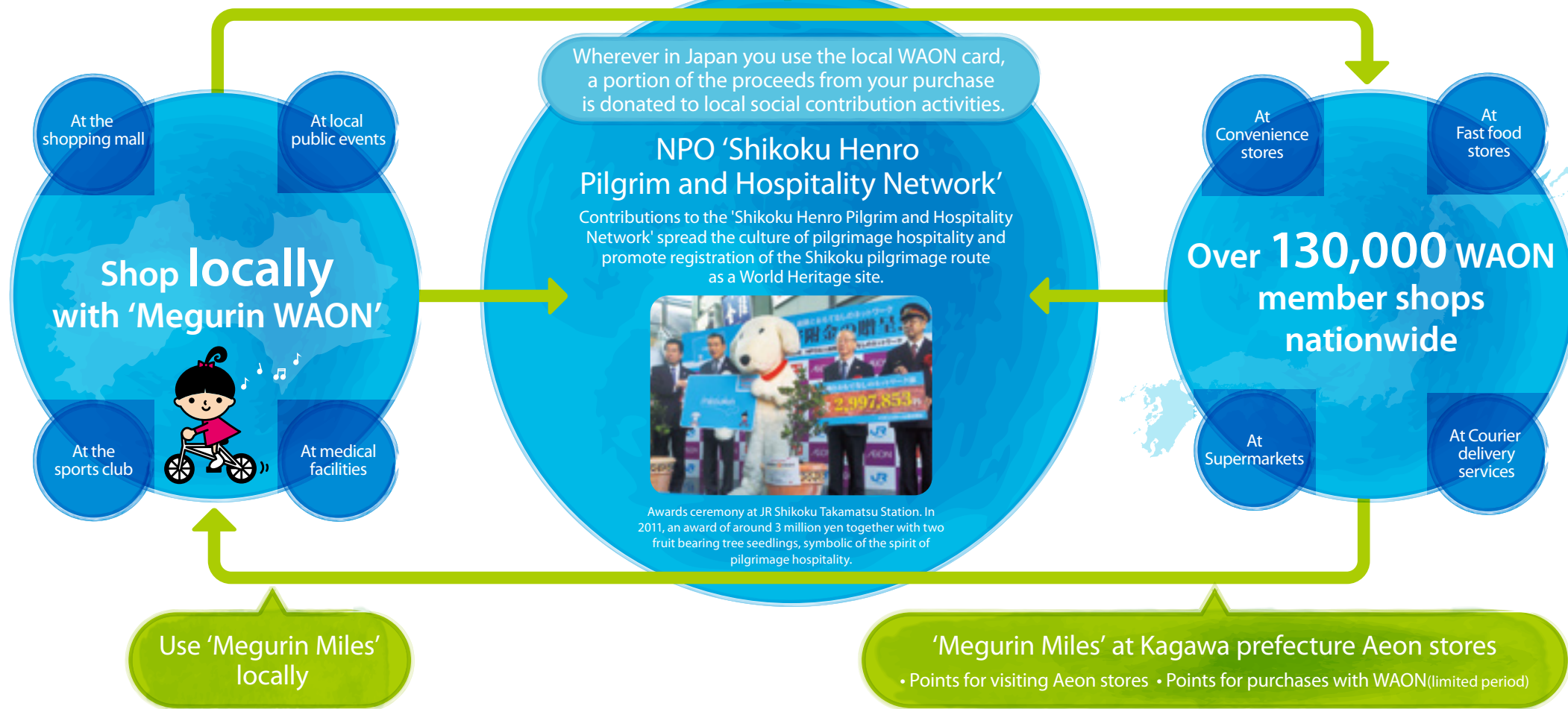
^{*1} Tokyo Region (Tokyo/Kanagawa/Chiba/Saitama); Chukyo Region (Aichi, Mie, Gifu), Kansai Region (Osaka, Hyogo, Kyoto, Nara)

^{*2} All areas other than the three metropolitan areas mentioned above

Source: Ministry of Internal Affairs and Communications, population by prefecture "Census"

IC Card Promotes a Prosperous Market

Aeon is issuing a 'WAON' e-money card in collaboration with prefectures throughout Japan. For the local WAON(p.24), a portion of sales proceeds is earmarked to revitalize local areas. The 'Megurin WAON' issued in Kagawa prefecture, for example, has a special tie-up with the local 'Megurin' card, an IC card popular all over Shikoku, particularly around Kagawa's Takamatsu city. The 'Megurin WAON' has over 130,000 member stores, and can be used for local sports clubs, medical facilities, and shops. It is also possible to accrue both 'Megurin Miles' and 'WAON Points' by using the WAON card. The 'Megurin Miles' from Kagawa prefecture Aeon stores can also be used for shopping in other local stores. Aeon is committed to creating new services that will enhance customer satisfaction and the prosperity of local communities, and is affiliating with prefectures throughout the country to make local contributions.



Local WAON Cards- Collaborating with Local Merchants and Governments Contributing to Healthy Local Community Cycles

Aeon participates in Monster Bash - Shikoku's largest open-air live event, as part of a Comprehensive Agreement. Prefectural livestock and tourism merchants are also accepting purchases with 'Megurin WAON' cards.



May 2011, Comprehensive Cooperation Agreement with Kagawa Prefecture Government



Gymnasiums, Martial Arts Stadiums, and Prefectural Public Facilities accept 'Megurin WAON'

'Megurin' Revitalizing Kagawa

The 'Megurin' card was introduced in January 2009. With this one card, it is possible to garner points, coupons and tickets recognized throughout Japan. 'Megurin WAON' is the result of a tie-up with e-money 'WAON' in June 2009 for the purpose of giving customers increased benefits and convenience. We aim for improving service that will make the 'Megurin WAON' the one card people will not want to be without.

Zensho Kenji
Megurin Service Director



Cooperating with Local Communities

The relation between 'Megurin' and 'WAON' developed from local merchant and large-scale shopping center cooperation. Aeon wishes to continue working together with local merchants to stimulate improved services and community activities and to make social contributions to the community.

Hiroshi Hasegawa
AEON Retail Co., Ltd.
Chushikoku Company
Marketing Planning Dept.

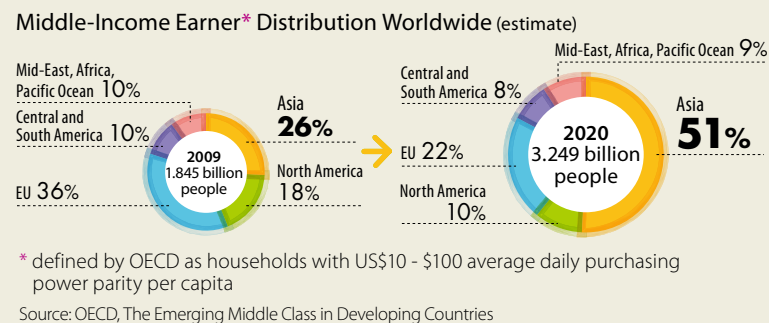


Takamatsu Five Arrows, a bj league (Basketball Japan League) team, is collaborating with 'Megurin'. A Takamatsu Five Arrows, team membership card can be used for a wide range of 'Megurin' services.

34 member shops in Takamatsu Hyogomachi, Kagawa Prefecture. For customer convenience, Aeon arranged for buses to operate from the shopping mall to the Aeon store.

Focus on Asia Development

GDP growth in major Asian nations is projected to outpace that of North America and Europe in the year 2020. Growing consumer demand and a growing class of middle-income earners are expected to stimulate the economy in the region. Expansion of the middle class is an important theme in the development of emerging economies. Aeon aims to make a contribution through our commercial activities to enrich the daily life of our customers in Asia.



Stores in Asia Making Social Contributions to Local Communities and Environment Projects

'Supra-regional Retailer' Contributing to Local Community sustainable Development

Aeon, early aware of Asia's potential, opened stores in Malaysia in 1985, and in China (Hong Kong) in 1987. Aeon develops stores in Asia by building on expertise gained in Japan while at the same time responding to local market conditions and customer needs. In addition, Aeon is contributing to local environment conservation and community development. The Asian region is projected to become the world's largest market by 2020, and Aeon intends to take its place as a 'supra-regional retailer' in this market. Aeon will continue to expand stores in Asia with the intention of enriching the various communities and the lives of customers in the region, and contributing to a peaceful and prosperous society.



AEON VIETNAM Co., LTD
Nguyen Hoang
Bao Khuyen

In ASEAN Countries

First Aeon Store in Vietnam and Ongoing Social Contribution Activities

AEON VIETNAM Co., LTD was established in March 2012, and we expect to open our first store in 2014. Our relationship with Vietnam, however, started in 2007 with our "Teenage Ambassadors Program"(p.28) of the AEON 1% Club* and later with our "School Construction Support Project"(p.27), "ASEAN University Students Environmental Forum"(p.28), "Aeon Scholarship Program"(p.28), and our partnership with the University of Social Sciences and Humanities, Vietnam National University, Ho Chi Minh City. These activities are widely recognized by the people of Vietnam. We will continue to work to meet the needs of the Vietnam local community, and to increase our efforts to make a social contribution there.

* The AEON 1% Club was established in 1989 with Group core companies contributing a sum equal to 1% of pre-tax profits for activities in three areas: 'Protection of the Environment,' 'Development of International Culture, Interpersonal Exchange and Personal Growth,' and 'Revitalization of Local Cultures and Communities.'



MaxValu Laksi Store (Thailand)

Thailand
29Stores

Vietnam
2Stores

Malaysia
28Stores



AEON Bukit Indah Shopping Center (Malaysia)



AEON Beijing International Mall Shopping Center (China)

South Korea
Korea
1,675Stores

China
41Stores
29Stores



JUSCO Supermarket
G5 Store (China)



JUSCO Teem Plaza Store (China)

Philippines
327Stores



MINISTOP Store (Philippines)

Aeon's History in the ASEAN-China Region

Enriching People and the Environment

Aeon aims to make a comfortable life a reality for our customers in Asia through our business activities and our contributions to the environment and society.

In China

1987
JUSCO opens its first store in China (Hong Kong), at Kornhill Plaza



1985
Jaya Jusco Dayabumi store, Aeon's first overseas store, opened in Malaysia



1991
Aeon Hometown Forests Program started
Jaya Jusco Dayabumi store (now AEON Co., (M) Bhd.) opened in Malacca

1996
Teenage Ambassadors Program invites Hong Kong high school students



1998
Great Wall Forest Rejuvenation Project inaugurated



2000
School Construction Support Project in Asia started in Cambodia



2010
Aeon Unicef Safe Water Campaign started

2008
Aeon Scholarship Program for Chinese Universities started

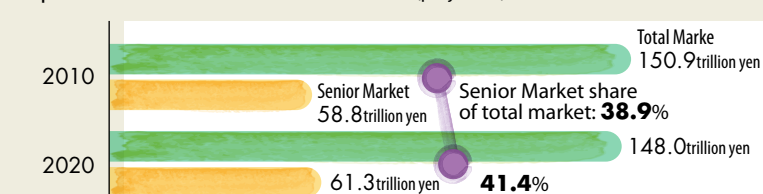
2012
Aeon Group's China Headquarters established

2012
Aeon ASEAN Headquarters to be launched

Need for Response to an Aging Society

The senior demographic in Asia, 280 million in 2010, is expected to increase by 40%, to 400 million by 2020. With 23% of its population currently in the senior demographic, Japan is obviously already a 'hyper aging society.' In the near future, the countries of Asia will share a common need to respond to an aging society. Aeon is committed to supporting the aging society with stores providing goods and services for our senior customers.

Japan's Total Market and Senior Market (projected)



Source: Ministry of Internal Affairs and Communications, "National Census," number of households/consumption per household

Revitalizing Japan through Stores, Products and Services for Customers of All Ages

Family target with more emphasis on seniors

Japan's senior demographic is expected to climb from 23% in 2010 to 29% by 2020. Seniors already represent 40% of a shrinking domestic retail market. Aeon is actively targeting the senior market and developing stores that support senior needs.



Daily Life Money Plaza



General Clinic

Specialty Stores

Specialty Stores for Total Lifestyle Support

Aeon is setting up specialized stores to support comfortable living, such as 'Daily Life Money Plaza,' offering financial services, loans, and insurance, or clinics and various types of medical facilities.

Culture School



Masataka Koizumi (left)
AEON Mall Funabashi Mall Manager



Hiroyuki Kotera (right)
AEON Funabashi Store Manager

Fine-tuning Our Response to the Tastes and Lifestyles of Different Generations

AEON Mall Funabashi opened in April 2012. In addition to targeting the traditional customer base of the family, this store is offering a place where seniors can enjoy shopping with confidence. Instead of simply focusing on the senior demographic, the store is making efforts to respond to the particular needs and lifestyles of different age groups and regions. We will be happy if our diversified approach to our diverse customers will in some way contribute to the revitalization of Japan.



'Yuu Yuu WAON'

Service

A Money Saving and Convenient Way to Shop

Aeon issued the Yuu Yuu WAON card for customers 65 years and over, giving special services and same-day delivery, within a specified area.

Grand Generation's Collection in Tokyo

Aeon Group's 26 companies took part in this event held at Tokyo International Forum in April 2012, presenting a wide variety of goods and services. We will be considering feedback we received from the event visitors and putting suggestions into practice.

* **Grand Generation** refers to seniors enjoying a positive and enjoyable life after retirement. Koyama Kundo calls this generation 'the best time of life.'



Event at Tokyo International Forum



Enlarged fonts on displays and large signboards



Hand rails in fitting rooms



Same day 'Opt-Valu' bi-focal glasses



Products in Various Sizes and Quantities



Aeon's fashion brand 'Otonagi Collection' targeted to adults

Products

Product Line for Senior Life Style

Aeon's TOPVALU brand is responding to the needs of an increasing number of single-person senior households, with products reflecting issues such as increased health consciousness and eating alone. We are also looking to increase clothing choices, combining and functionality geared to active seniors.



Rest areas

On the Store Floor

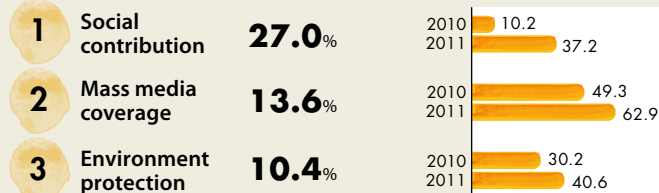
Supporting Our Customers' Needs

So that our customers can shop in comfort, we are using easily legible Universal Design in our products and for signage in our stores, and have also set aside various rest area spaces. We are also able to provide care-fitters (p.22) and are training supporters for people with dementia (p.22).

Working to Speedily Reconstruct

It has been one year since the Great East Japan Earthquake, but concentrated recovery and reconstruction activities continue in the affected area. Due to the unprecedented complex situation that compounded the large-scale earthquake damage with the even greater destruction and devastation of the tsunami and radioactive contamination that followed, plans for recovery are sometimes difficult to carry out. Everyone is pitching in to accomplish reconstruction at the earliest possible date. Aeon is seriously committed to efforts for the recovery of the affected area.

Ranking of increase in activity prior to and after the Great East Japan Earthquake (top three)



Source: Hakuhodo Institute of Life and Living report, May 2010, May 2011.

10 More Years of Tree-planting Activities Yellow Receipt Campaign Directed to Reconstruction Aeon Remains Focused on Great East Japan Earthquake Reconstruction



Aeon's Ongoing Reconstruction Support

As an enterprise with local stores, Aeon was positioned to give immediate assistance to the people in the affected area just after the Great East Japan Earthquake. With donations from our customers and employees and fundraising throughout the Aeon Group companies, we were able to give financial support, including material goods, totaling over 5 billion yen. A total of around 320 people, our employees and their families, took part in 10 volunteer events as of December 2011. In support of essential local industry, Aeon initiated tie-ups with Tohoku coastal fisheries and is promoting their local products in Aeon stores.

Taking Action for Great East Japan Earthquake Reconstruction

One year after the earthquake, March 2012, 300,000 Aeon employees remain committed to long-term assistance and are initiating various programs under the banner of "Taking Action for Great East Japan Earthquake Reconstruction". For the next 10 years, more than 300,000 trees are going to be planted in the earthquake affected area, Aeon's Yellow Receipt Campaign, usually carried out for one day per month, was extended to three days from March 9th - 11th. Twenty-one volunteer events, with 700 people participating, were organized. Aeon people continue to be concerned and are working together towards reconstructing the area affected by the Great East Japan Earthquake.

Aeon Yellow Receipt Campaign

Aeon's Yellow Receipt Campaign, set up to be carried out on the 11th of every month, was expanded to three days. During the period, 1% of the total sales receipts, around 121.92 million yen, was donated to Save the Children, an organization supporting education and benefitting children in the earthquake area.



Aeon Joining Hands Reforestation Program

Aeon is working together with NPOs and local government agencies to replenish forests lost to the tsunami. The first step was the planting of 1200 trees at AEON Town Shiogama (Shiogama City, Miyagi Prefecture) with customers in the area.

Volunteer Activities

Aeon teamed with the Ishinomaki City Volunteer Center in fiscal year 2011. From March 2012, Aeon, in conjunction with an NPO of Iwate Prefecture's Tono city, started carrying out volunteer activities centered in Rikuzentakata City.

Message on Reconstruction

Encouraged by Volunteers

We were at first pessimistic, but now we can accept the reality with a positive outlook. The tragedy has allowed us to reconfirm the importance of family, friends and the support of organizations. The work of volunteers has been a major source of strength for me personally. We are grateful for the reconstruction support we are receiving from people throughout the world.



Kiyoko Sakashita
Nonbirmura Inn
(Aeon employees
volunteered at the Inn)

What I Learned from the Earthquake

I participated as a volunteer in August 2011. I was horrified to see the mud and rubble of destroyed houses, but Ms. Sakashita and the local staff, despite the damages they themselves had experienced, were working cheerfully. That gave me courage. I will never forget it and I will continue to share my experience with others.

Misao Uehara
AEON RYUKYU CO., LTD.

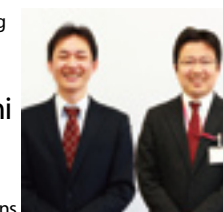


Aeon People United in Reconstruction Efforts

Aeon people - employees and management - are united in doing 'Project Aeon Joining Hands' to bring relief as soon as possible to the areas affected by the earthquake. We continue to dispatch people to the affected area, plant trees, give support to subsidiary companies, and cooperate with various agencies and organizations.

He Shu Rong
'Project Aeon Joining
Hands' Organizing
Office

Kenji Takeuchi
Social Contributions
Office
Federation of AEON
Group Workers' Unions



Environmental Conservation Conservation of Biodiversity

Aeon's business would be impossible without agricultural and marine products – gifts from nature. Understanding this, we created the Aeon Biodiversity Principle, providing fundamental guidance for our development of products and stores that reflect concern for biodiversity, and for tree-planting and other eco-activities.

Passing Thriving Forests on to Future Generations Aeon Tree Planting Activities

With Customers

Aeon, since the launch of our Hometown Forests Program in 1991, has been integrating new stores and encouraging local residents in the greening of their communities. Under this program, we join with our customers to plant trees on new store sites. The AEON Environmental Foundation works with national and local governments as well, planting trees to rejuvenate forests ravaged by natural disasters.

As of February 29, 2012, 9,675,858* trees had been planted through these activities. Aeon is working to restore verdant forests in locations throughout the world.

* Combined total for the Aeon Hometown Forests Program and AEON Environmental Foundation

Aims of the Aeon Hometown Forests Program

- Planting native trees**
Aeon is planting native trees best suited to the local natural environments.
- Planting a variety of species**
A mixture of 10-20 species of native trees, allows the planted trees to compete and grow naturally.
- Local Customers Take the Lead**
At each location, local customers plant trees one by one.

Total **9,675,858** trees



Planting trees in Jakarta, Indonesia



Planting trees in Chita City, Aichi Prefecture, Japan



Planting trees AEON Mall Itamiko, Hyogo Prefecture, Japan



Planting trees at AEON Mall Omuta, Fukuoka Prefecture, Japan

China
1,153,117 trees

Japan
7,865,313 trees

Laos
148,250 trees

Vietnam
29,000 trees

Thai
225,500 trees

Cambodia
12,844 trees

Malaysia
224,184 trees

Indonesia
14,000 trees

Australia
200 trees



Planting trees at Hue, Vietnam



Planting trees at Angkor, Cambodia

Selling MSC-Certified Products to Ensure Wild Fish Continue to Reach Dinner Tables

On Products

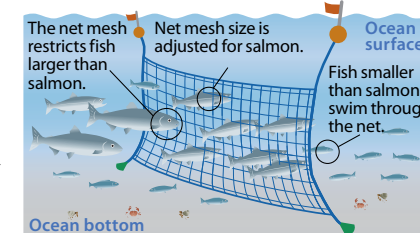


MSC-certified TOPVALU salted wild salmon



The Marine Stewardship Council (MSC) certification assures consumers marine products harvested through properly managed fishing practices. The MSC certification aims to help protect limited marine resources. The Marine Eco-Label is placed on marine products caught by certified fisheries.

Aeon has been selling Alaskan red salmon, salmon roe and other MSC-certified seafood since 2006 and recently added salted mackerel and seasoned cod roe to the list of products available. In total, as of the end of February 2012, we offer customers 12 MSC-certified products across 26 species—more than other retailers in Japan.



The net mesh size ensures that only salmon are caught.

Selling FSC® certified products Protecting the forests and nurturing living organisms

On Products



FSC certification on a TOPVALU KYOKAN SENGEN A4-size notebooks



The Forest Stewardship Council certifies wood products and paper manufactured with timber from properly managed sustainable forests.

Aeon has been selling notebooks and other FSC-certified paper products since 2008.

From fiscal 2011, we have been using FSC certified materials for frequently used price tags and care labels.

Aeon has been developing stores with attention to eco-system conservation. MINISTOP CO., LTD. for example, uses 100% FSC Japan certified materials. The Koshigaya Lake Town East store was the first convenience store in Japan to acquire FSC certification. As of the end of February 2012, 25 Aeon stores are FSC certified, and we are aiming to increase this number.

Building Biodiversity Responsive Stores Expanding use of eco-friendly FSC® Japan certified wood materials

At Stores



MINISTOP store



Store under construction

(FSC-JPN-0036 ©FSC, A.C. All rights reserved.)

The 2nd Japan Awards for Biodiversity

On the occasion of the 10th Conference of Parties to the Convention on Biodiversity (COP10) in Japan in 2010, The AEON Environmental Foundation inaugurated the Japan Awards for Biodiversity, honoring excellence in promotion of biodiversity conservation and sustainable use of biodiversity. For the 2nd Japan Award for Biodiversity, 5 Excellence awards and a Grand Prize were presented.



Grand Prize Awards Ceremony, October 21, 2010, Miyagi prefecture, awarded to Japanese Association for Wild Geese Protection

Environmental Conservation Global Warming Prevention and Resource Saving

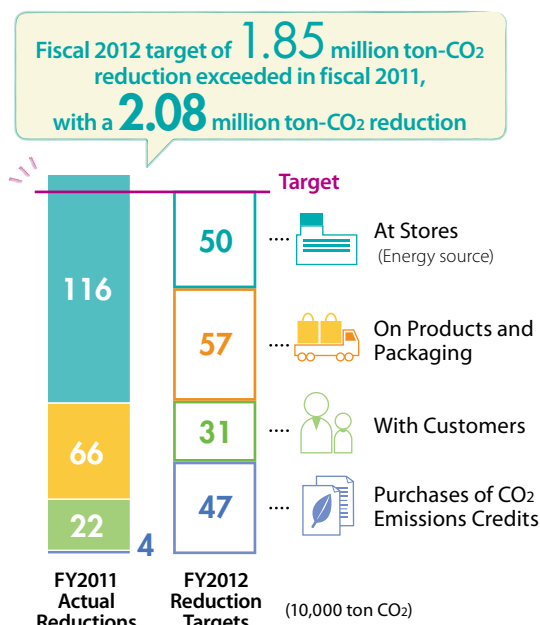
The Aeon Manifesto on the Prevention of Global Warming guides us in efforts to reduce CO₂ emissions. We are creating low negative impact environmental stores and developing environment-friendly products, Together with our customers, we are pursuing resource-saving activities.

A Year in Advance, Aeon Achieved Goals of the Aeon Manifesto on the Prevention of Global Warming

In March 2008, we announced a fiscal 2012 total carbon dioxide emission reduction target of 1.85 million tons-CO₂ less in comparison with fiscal 2006 levels, and the Manifesto on the Prevention of Global Warming, a specific plan to achieve this.

The Manifesto has three main platforms. The first centers around development of eco-stores, eco-efficient store facilities and systems. The second concerns products and logistics, switching to alternative packaging materials and transportation methods. The third involves customer cooperation to reduce plastic bag consumption.

In fiscal 2011, Aeon stores made substantial CO₂ emission reductions, exceeding 2012 reduction target levels at 2.08 million ton-CO₂.



12th Eco Store with 30% CO₂ emissions cut target



Aeon's Eco Stores generally aim for 20% lower CO₂ emissions targets in comparison with conventional stores. Our 12th Eco Store, the AEON Mall Funabashi (Funabashi City, Chiba Prefecture) opened in April 2012.

97.6% of the lights at AEON Mall Funabashi, including Aeon operated stores, SC Mall, and all parking areas have been replaced with LED. In anticipation of our customers becoming increasingly eco-aware, and a growing number of electric powered cars, we are installing three sets of car battery recharge stations in the parking area.

Through such technologies and innovative approaches, Aeon aims to achieve CO₂ emissions 30% lower in comparison with stores to date.

Awarded "Best of the Best" 2011 Shopping Center Award

In May 2011, AEON Lake Town was awarded the "Best of the Best" top prize in the sustainability category of the 2011 Shopping Center Awards hosted by the International Council of Shopping Centers. The shopping mall was recognized for its eco-friendly local community initiatives for environment conservation and sustainability.



May 2011 Awards Ceremony

TOPVALU KYOKAN SENGEN

—Aeon's Eco Products Brand promotes CO₂ Emission Reduction and Resource Saving



On Products



TOPVALU KYOKAN SENGEN LED light bulbs



TOPVALU KYOKAN SENGEN herbal fragrance concentrated laundry detergent

TOPVALU KYOKAN SENGEN is a brand Aeon began developing and marketing in 2000. It is a line of eco-products emphasizing "4Rs" – reduce, reuse, recycle, return. Through this brand, Aeon aims to provide customers products that attractively combine high quality and reasonable prices, showing that environmentally friendly products need not cost more.

We have introduced LED lights in new types and shapes, including reflector types and ball shapes, in response to customer demand, and have also introduced low-cost LED light bulbs for less than 1000 yen.

Reducing Plastic Bag Use "Bring Your Own Shopping Bag" Campaign

With Customers

In 1991, Aeon embarked on efforts to conserve petroleum, the raw material of plastic bags, and at the same time cut CO₂ emissions from the production of plastic bags by calling on customers to use their own shopping bags. This was the beginning of the "Bring Your Own Shopping Bag" campaign. It was expanded with the "My Basket" campaign in 2000. In 2007, we became the first national retail chain to begin the "Stop Free Plastic Shopping Bags" program. By the end of February 2012, this program covered 773 stores throughout Japan.

Aeon has been donating the proceeds from plastic bag charges* to environment conservation projects since 2009.

We are planning to donate 111 million yen from fiscal 2011 profits to local governments and citizen groups. In June 2011, we started charging for plastic bags made from plant derived material and since then the use of plastic bags has gone down, while the bags themselves, because of their composition, contribute to reduction of CO₂ emissions.

Stores eliminating free plastic bags

Total number of stores (2007 to 2012.02)

773 stores (Total for 24 Aeon Group companies)

1,661.55 million reduction

1,392.2 million reduction

767.14 million reduction

424.50 million reduction

16.4%

48.0%

60.0%

61.5%

Reduction in the number of plastic bags

1,738.9 million reduction

Percentage of customers declining plastic bags

60.4%

2007

2008

2009

2010

2011

* Plastic bag income = Sales price – (consumption taxes + material cost)

Paper packaging, food trays, and used clothing are recycled or broken down into raw materials for new products or bio-fuel

With Customers



Collection bins



SELF+SERVICE clothing collection Poster

Paper packaging

approx. 123.53 million

2011 (tons) 3,706 t

Food trays

approx. 308.90 million

2011 (tons) 2,162 t

Aluminum cans

approx. 207.86 million

2011 (tons) 3,326 t

PET bottles

approx. 106.81 million

2011 (tons) 6,730 t

Totals for 21 Aeon Group Companies

Based on the following weight estimates: Paper packaging (100 ml) = 30 g, Food tray = 7 g, Aluminum can (350 ml) = 16 g, PET bottle = 63 g

Commitment to Safety and Confidence

We are taking initiatives to ensure that customers enjoy shopping in our stores with confidence, and that Aeon locations offer comfort and convenience to people of all ages and to people with handicaps.

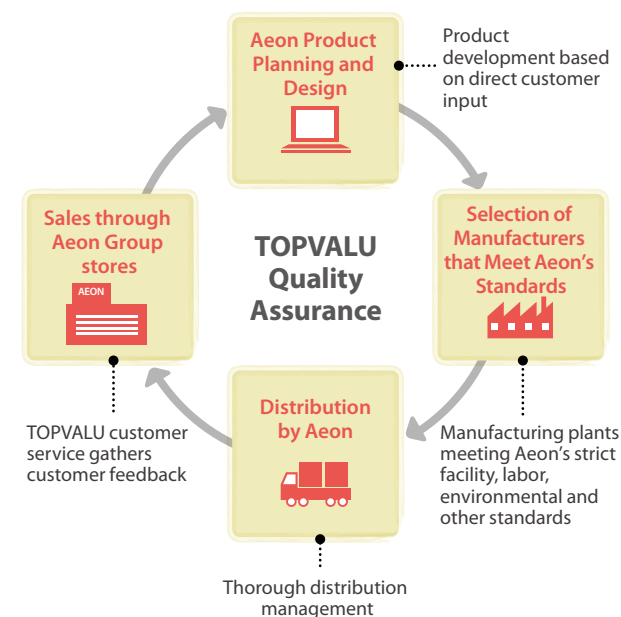
TOPVALU's Commitment to Safety and Customer Confidence

Aeon developed its own TOPVALU brand of products to improve our customers' daily life. In product planning and design, selection of manufacturers, finalization of product specifications, manufacturing management, and sales, we are creating products with our customer's needs in mind.

During product planning and design, our development, quality control, and customer service people scrutinize potential raw material suppliers, investigate possible safety concerns, examine the use of additives, research manufacturing processes, and consider other key issues to ensure that the final product is safe and without any health or safety risks. We select manufacturers by first performing Aeon Supplier Code of Conduct* audits, product safety examinations, and plant hygiene inspections. Customer monitors and Aeon employees evaluate the prototypes, considering matters such as raw materials, additives, and manufacturing processes. Following that, Aeon finalizes product specifications and then inspects production and sends only products that meet the criteria to stores. Thereafter, regular product quality evaluations, plant hygiene inspections and other types of audits are conducted to make sure that the products we offer pose no safety or other issues.

Following the Great East Japan Earthquake, there were increasing questions from customers about product place of origin. In response, Aeon has been publishing place of origin information on-line for the most asked about products since April 2011.

* Aeon Supplier Code of Conduct: Aeon has developed a manufacturers code of conduct to ensure that suppliers comply with national and local laws, operate safe and hygienic work environments, respect human rights and guarantee appropriate working conditions and wages.



5 TOPVALU Commitments

- 1 We shall reflect the voices of customers in our products.
- 2 We shall offer safe, reliable and environmentally friendly products.
- 3 We shall present product information in an easily understandable way.
- 4 We shall offer products at affordable prices.
- 5 We shall guarantee our customers' satisfaction.

8 TOPVALU brands



AEON AGRI CREATE Co., Ltd. Joins TOPVALU

In order to ensure reliable supplies of safe and fresh vegetables, Aeon engages directly in farmland management through AEON AGRI CREATE Co., Ltd. Since its establishment in July 2009, the company has been cultivating various kinds of vegetables, and these have been on sale as TOPVALU products since May 2011. Aeon embarked on similar direct agriculture management ventures in Oita prefecture in 2011 and in Shimane prefecture in 2012, and will be providing fresh and delicious vegetables to our customers throughout Japan.



Aeon's direct management agriculture (Ushiku City, Ibaraki Prefecture)

TOPVALU Komatsuna

Aeon developed its own building standards based on the Heartful Building Law of 1994 (revised December 2006 as the Barrier Free Law*). We use these standards when building new stores or remodeling existing locations. As of the end of February 2012, over 650 of our facilities had been certified as compliant with the Barrier Free Law.

We are also committed to incorporating universal design elements, to strengthen store function and design.

Recognizing that the number of seniors among our customers is increasing, we aim to incorporate universal design concepts in all of our stores.

* The Act for Buildings Accessible to and Usable by the Elderly and Physically Disabled Persons, or Heartful Building Law, was revised and renamed as Barrier Free Law in December 2006.

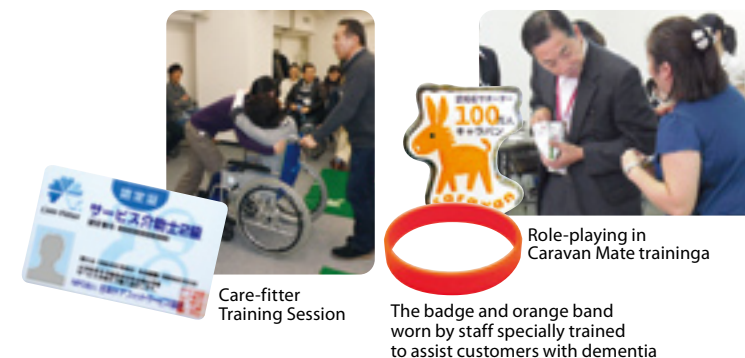
Making stores convenient and comfortable for everyone



Step-free entrance

(AEON LakeTown)

"Care Fitters" and "Supporters for People with Dementia," in Response to People with Disabilities and an Aging Society



Care-fitter Training Session

Role-playing in Caravan Mate training

The badge and orange band worn by staff specially trained to assist customers with dementia

We encourage Aeon employees to acquire Care-fitter*1 certification to help ensure that seniors and people in need of assistance can shop at our stores with total confidence. Certified Care-fitters numbered 9,028 as of February 29, 2012.

To allow a proper understanding of dementia, a training course is being offered to employees. As of February 2012, there are 28,201 Supporters*2 and 661 'Caravan Mate' trainers.

*1 Care-fitter certification is administered by the non-profit Nippon Care-Fit Service Association

*2 Supporters for people with dementia are certified through a specified curriculum course to give care to people with dementia and support to their families.

Aeon, as a commercial enterprise with large numbers of customers, is implementing disaster prevention measures for quick action to ensure the safety of our customers and employees in disaster.

Taking lessons from the experience of the March 11, 2011 Great East Japan Earthquake, our Group-wide disaster prevention drills were increased from once to twice a year, starting in fiscal 2011. The drill conducted on March 8, 2012 assumed simultaneous large-scale earthquakes with epicenters in three metropolitan areas in the Tokai, Tonankai and Nankai regions and damage at Aeon's Chiba headquarters building that would require preparation of an alternate tsunami evacuation control center and an alternate system for confirming employee safety. Aeon is committed to preparation for possible disasters in these earthquake-prone regions.

Earthquake Disaster Training to Ensure Safety and Prevent Damage from Spreading

Aeon is conducting group-wide disaster prevention and safety drills



Training in information gathering (AEON Komaki Store, Aichi Prefecture)

Tsunami warning and evacuation drill on the store roof (AEON Nanyo Store, Aichi Prefecture)

Contributions to Society

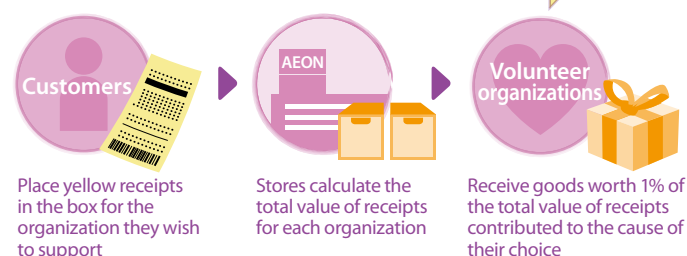
To create a richer society, we are promoting initiatives with our customers and with local communities, to stimulate regions and support people locally and internationally for a better life.

Supporting Local Communities through Customers' Purchases Aeon Happy Yellow Receipt Campaign

In the Community

Countless volunteer organizations throughout local communities in Japan are in need of support. At the same time, countless Aeon customers would like to support organizations devoted to their local communities. Aeon, as a local community member, launched the Aeon Happy Yellow Receipt Campaign to link customers and volunteer organization. Customers participate in the Campaign simply by taking the yellow receipts they receive when making purchases on "Aeon Day," the 11th of every month, and placing them in a box labeled with the name of an organization or a particular activity. Aeon then contributes goods or items accordingly at a value of 1% of the total amount of the receipts.

In Fiscal 2011, the Campaign had expanded to include 22 companies and 1,219 stores, and we contributed goods worth approximately 325 million yen to a total of around 21,700 organizations. Since the Campaign's inception in 2001, 150,600 organizations have received support totaling around 1.67 billion yen.



We encourage our customers to participate in the Aeon Happy Yellow Receipt Campaign. Among other efforts, we offer volunteer organizations a chance to come into stores to talk about their activities. We plan to actively encourage participation by as many of our customers as possible.

Aeon Welfare Fund Supporting Disabled Persons

In the Community



Donation of a welfare vehicle

"Mochitsuki" rice cake making at a welfare facility



The Aeon Welfare Fund was established in 1977 to promote the welfare of persons with disabilities and to support their independent participation in society. Aeon has carried out various projects, focusing on donating special vehicles and contributing to volunteer activities, through matching of employee 50 yen monthly contributions. As of the end of February 2012, 52,000 Aeon employees are participating in this program.

Two vehicles each were donated to the welfare facilities of persons with disabilities in Iwate, Miyagi and Fukushima prefectures, areas all severely damaged by the Great East Japan Earthquake, and one vehicle to the facility in Akita prefecture. A total of 32 vehicles have been presented so far from the Aeon Welfare fund. Volunteer activities included roughly 900 visits to welfare facilities, with events such as Christmas parties or New Year's 'mochitsuki' rice cake making. A total of around 7,800 facilities have been visited so far.

Contributing to Environment Conservation and Tourism Expanding Local WAON

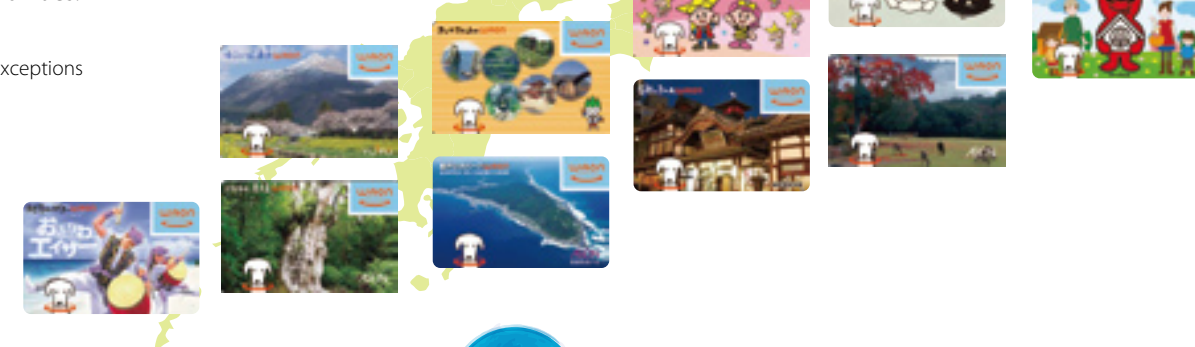
In the Community

WAON is a system of e-money pre-paid cards used at 130,000 participating stores throughout Japan. In the case of Aeon's local WAON cards, a part of the proceeds from sales goes to local social contributions.*

The social contributions that result from local WAON cards use are wide-ranging, and include community environment conservation efforts, promotion of tourism and sports, preservation of cultural assets, and animal welfare. As of February 2012 there were 66 different local WAON cards, and the contributions for fiscal 2011 topped 50 million yen.

As of February 2012, a total of over 24 million cards had been issued since the start of the WAON system in April 2007, and the use of WAON cards continues to spread. Aeon can offer customers the convenience of an e-money pre-paid card while at the same time actively contributing to the support of local communities.

* with some exceptions



66 different types of local WAON

Comprehensive Cooperation Agreements Governments to Promote Economic Development and Safe Communities

In the Community

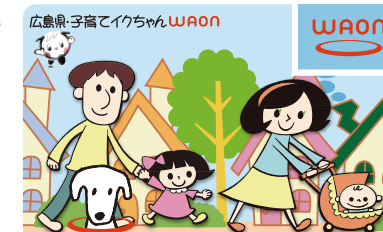
Aeon has entered cooperation agreements with local governments to effectively combine respective resources for disaster preparedness, social welfare and environmental conservation, and, through Local WAON cards, to stimulate commerce and tourism. The first Agreement was concluded in June 2010 with the Osaka Prefectural government. At the end of February 2012, we had agreements with 37 prefectural governments.

Through these agreements, we are, providing emergency supplies and emergency shelters for times of disaster, holding local product fairs and promoting local tourism through our stores, and working with local governments to plan and market boxed lunches made with local agricultural products. In this way, we are also helping to stimulate local economies and improve daily life services.

Case of Hiroshima Prefecture



Comprehensive Agreements with Hiroshima Prefecture



Hiroshima parenting support 'Iku-chan' WAON issued following the Comprehensive Agreement. A portion of the proceeds from sales go to support activities for education of children in Hiroshima prefecture.

BUY HIROSHIMA sales of Hiroshima products



Some Aeon Hiroshima stores have opened 'Ai Ai Kids' Hiroshima parenting support centers.

Administrative divisions:
37 prefectural governments

Agreements with Prefectural Governments, as of the end of February 2012

- | | | | | |
|-------------|------------|-------------|-------------|-------------|
| ● Hokkaido | ● Tochigi | ● Yamanashi | ● Osaka | ● Kagawa |
| ● Aomori | ● Gunma | ● Nagano | ● Nara | ● Ehime |
| ● Iwate | ● Saitama | ● Gifu | ● Hyogo | ● Kochi |
| ● Miyagi | ● Chiba | ● Shizuoka | ● Tottori | ● Kagoshima |
| ● Akita | ● Kanagawa | ● Aichi | ● Shimane | ● Okinawa |
| ● Yamagata | ● Niigata | ● Mie | ● Okayama | |
| ● Fukushima | ● Toyama | ● Shiga | ● Hiroshima | |
| ● Ibaraki | ● Ishikawa | ● Kyoto | ● Yamaguchi | |

Contributions to Society

Supporting Disaster Recovery throughout the World

Around the World



Donation Presentation to Wakayama Prefecture

Donation Presentation to Support Red Cross Cambodia



Aeon stores are contributing to allowing people who have experienced extensive damage from natural disasters to return to normal life as quickly as possible. In addition, Aeon is matching funds donated by our customers and employees.

In fiscal 2011, at the time of the tremendous damage caused by the Great East Japan Earthquake, Aeon and Aeon customers additionally contributed at Aeon stores for flood damage relief in Cambodia and Thailand. Aeon contributed emergency funds to relief and reconstruction efforts following Typhoon No.12 in Wakayama and Nara prefectures, the earthquake in Turkey, and the typhoon in the Philippines.

Total funds awarded amounted to 4.04 billion yen, including 1.48 billion yen from customer contributions. Aside from cash, Aeon also made material donations.

Promotion of Fairtrade Goods to Support Producers in Developing Countries

Around the World

Responding to customers' desire to do something through their purchases for the world's underprivileged, Aeon began developing and marketing Fairtrade* coffee, chocolate and other products in 2004.

In fiscal 2011, Aeon took part in the 'Fairtrade Month Campaign' in Tokyo, Osaka and Nagoya. This activity to promote fairtrade is carried out annually in May by NPO Fairtrade Label Japan (FLJ), together with students, organizations and corporations. A Fairtrade event at AEON Mall Dainichi in Osaka, displayed and offered tastings of fairtrade products, and games simulating trade between developing and developed countries, as well as a variety of other events to help advance an understanding of Fairtrade.

* Fairtrade means doing business with producers in need of support in developing countries and setting product prices at levels appropriate to the labor involved. The initiative helps producers attain economic and social autonomy and also supports environmental conservation.



TOPVALU Drip Coffee Fair Trade Blend



FLO(Fairtrade Labeling Organizations International) certification logo



TOPVALU Fairtrade Chocolate



Production of cacao beans in the Dominican Republic

Event at AEON Mall Dainichi



MINISTOP Fairtrade Laboratory Established to Promote Fairtrade

MINISTOP CO., LTD. has been working to spread knowledge of Fairtrade since it started selling Fairtrade products in 2005. In 2010, the company started handling the first Fairtrade certified bananas in Asia. In October 2011, the company established the MINISTOP Fairtrade Laboratory. A Facebook® page was started at the same time to encourage communication on the subject.



MINISTOP Fairtrade Laboratory 'Fairtrade Banana' logo.



For the Development of the Next Generation

Aeon supports education, international exchange, and other youth programs, domestically and internationally, to make a better future based on sound development of young people, the leaders of tomorrow.

Aeon Cheers Club - Promoting Sound Development of Youth through Hands-on Environmental Education

In the Community



Aeon Cheers Club National Meeting at Lake Toya



Presentations on the year's activities

The Aeon Cheers Club provides hands-on opportunities for first through ninth-grade students to learn about the environment. Young people living near Aeon stores can come together once a month to participate in Aeon Cheers Club environmental activities with the support of store employees.

Each year one of six themes in 6 year cycle of annually rotating themes is taken up. The theme for 2011 was 'refuse.' Approximately 6000 children in 400 clubs nationwide participated, taking part in cleaning parks and beaches, visiting waste disposal and recycling plants. In July 2011, the Aeon Cheers Club National Meeting was held at Lake Toya, Hokkaido. The top winners of local club contests, 180 children from 30 clubs attended. Each club made a presentation about its performance of the previous year using printed reports to share the information with other clubs. In addition, there were practical exercises to gain understanding about the environment, including, for example, getting rid of the troublesome crayfish in Lake Toya, or trying coastal dragline fishing.

Year 1	Refuse	Year 4	The sun and nature
Year 2	Recycling	Year 5	Plants
Year 3	Resources (energy)	Year 6	Animals (including fish, birds, insects, etc.)

Aeon began the Rice Paddy Activities for Elementary School Students project in 2008. This is an effort undertaken with local agricultural cooperatives and NPOs to teach children about food and sustenance by giving them the opportunity to experience the production process from planting through harvest, and, ultimately, the sale of rice at a retail store.

In fiscal 2011, we expanded this project to include Akita, Iwate, Shiga, and Saga prefectures. The children wanted to do something to help people who suffered from the Great East Japan Earthquake, so the rice they harvested was donated to schools in the affected areas.

The rice that is being cultivated by children in Shiga, Iwate and Akita is labeled 'Specially Cultivated TOPVALU Gurinai Rice.' It is cultivated with a minimum of pesticides and chemical fertilizers. (The children of Saga prefecture produce 'TOPVALU Kyushu Hinohikari' rice.)



Rice Paddy Activities for Elementary School Students Learning through Rice Cultivation about Sustenance and Our Place in the Natural World

In the Community

Morioka City Shibutani Elementary School, Iwate Prefecture



Saga City Akamatsu Elementary School, Saga Prefecture



Daisen City Kyowa Elementary School, Akita Prefecture



Nagahama City Hayami Elementary School, Shiga Prefecture

For the Development of the Next Generation

School Construction Support Project

Around the World

In partnership with the Japan Committee for UNICEF, Aeon is supporting construction of schools in places in Asia where they are needed. We collect donations for the School Construction Support Project from customers in stores and other facilities operated by Aeon Group companies across Japan. Through 2009, we helped construction of a total of 326 schools in Cambodia, Nepal, and Laos, giving around 230,000 children a chance to go to school.

Aeon has started to support construction of educational facilities in Hue, Vietnam, in 2010. For the three-year period beginning in 2010 and extending through 2012, we are planning to support the construction of 30 schools. Within 2011, construction of 10 schools was accomplished.



Children learning at a new schoolhouse

New schoolhouse in Vietnam



Water supply facilities in Laos

Event at an Aeon Shopping Center

The Safe Water Campaign Bringing Clean Water to Children in Cambodia and Laos

Around the World

Aeon is implementing a 3 year plan, started in 2010 as the Aeon UNICEF Safe Water Campaign, for setting up facilities in Laos and Cambodia to provide safe water and free the children from walking long distances to fetch water.

In fiscal 2011, Aeon donated 40 million yen to the Japan Committee for UNICEF. As a result of this program, the number of people with access to safe water is increased by 40,000 yearly.

PET Bottle Cap Collection Campaign

Providing Vaccines, Food, and School Supplies to Children in Asia

Around the World

Since 2008, Aeon, in collaboration with our partner Fashion Service NANIWA, has been collecting PET bottle caps from our customers at our stores. The caps, as recyclable resources, are sold for cash that is (in turn) contributed to three international organizations*1 that support children in Asia's developing countries.

In fiscal 2011, cash from 364,890,000*2 bottle caps was donated to these organizations. The funds provided vaccines, nutritious food, and school supplies to children in Vietnam, Myanmar and other countries.



Nutritious food for children in Vietnam

Save the Children JAPAN

School supplies for children in Vietnam

Plan Japan

*1 The three international organizations are:
Japan Committee Vaccines for the World's Children (JCV)
Save the Children Japan
Plan Japan

*2 Caps collected from August 21, 2010 through August 20, 2011.

Teenage Ambassadors Program Building Friendship Through International High School Student Exchanges

Around the World



Japanese high school students paying a courtesy visit to the President of Indonesia



Japanese high school students learn a traditional dance at a high school in Beijing.

The Teenage Ambassadors Program brings overseas students to Japan for high school classes and workshops on the environment. By the end of 2011, 803 high school students from 15 countries have participated.

In fiscal 2011, high school students from Jakarta, Indonesia were invited for home-stays and classes at a high school in Tokyo, Jakarta's sister city. At the same time, high school students from Japan visited Indonesia, and paid a visit to the Presidential Palace in Jakarta.

The Japan-China High-school Student Exchange Program started in response to the Teenage Ambassador program in Beijing, China in 2009. Through fiscal 2011, 217 Japanese and Chinese high school students have had a chance to deepen cultural ties through arts and sports exchanges.

ASEAN University Students Environmental Forum Young people leading the way on understanding diversity

Around the World

The ASEAN University Students Environmental Forum started in 2010. It provides an opportunity for university students in the ASEAN region to gather and foster mutual understanding through discussions and to share observations on social issues.

For the 2nd Forum, in fiscal 2011, 30 university students from Japan, Thailand, and Vietnam gathered in Ho Chi Minh City, Vietnam, to discuss the theme 'The Environment and the Economy.'

The Forum for 2012 will take place in Japan with around 100 participating students from four countries – Japan, Thailand, Vietnam and Indonesia.



Discussing the Theme 'The Environment and the Economy'

Commemorative tree planting at the University of Social Sciences and Humanities, Vietnam National University, Ho Chi Minh City, Vietnam



Aeon Scholarship Program to Support Asian Exchange Students in Japan and University Students in Asian Countries

Around the World

The Aeon Scholarship Program was established in 2006 to provide financial support to Asian students in Japan and in Asian countries, leaders of the next generation in Asia.

In fiscal 2011, the Aeon Scholarship was awarded to university students in Vietnam. In previous years, it was awarded to university students in Japan, China, and Thailand. In September 2011, a ceremony was held to award certificates to grantees from two universities in Vietnam.

A partnership was also formed with the University of Social Sciences and Humanities, Vietnam National University, Ho Chi Minh City, Vietnam, to study 'Employee Recruitment' and 'Joint Research of Retail Sales Development.' Aeon is planning to promote similar partnerships with universities in China, Malaysia, Thailand and other countries.



Certification Ceremony, Vietnam

Grants 2006-2011

country	universities	grantees
Japan	14	197 *
China	7	1,538
Thailand	2	16
Vietnam	2	60
Total:		1,811

* Privately funded exchange students from Asian countries

Aeon's Businesses

Aeon has nearly 200 subsidiaries and over 300,000 employees who are united in providing pleasant and convenient shopping to our customers. Aeon supports daily life needs with a broad array of functions to make life more comfortable for our customers.

Service Business

Services that facilitate safe and pleasant experiences at our shopping centers.



GMS (General Merchandise Store) Business

Stores offering lifestyle ideas to support customer clothing, food and home needs.



Drugstore & Pharmacy Business

Promoting better health through expert knowledge and caring service.



E-commerce Business

Using the Internet to offer a new way to shop.



Specialty Store Business

Developing stores specialized in fashion, sporting and other goods.



Financial Service Business

Providing financial services geared to retail shopping needs.



DS (Discount Store) Business

Stores providing a rich selection of reasonably priced daily life necessities.

Shopping Center Development Business

Creating shopping centers in harmony with local communities.



Strategic Small Size Store Business

Providing daily life necessities in neighborhood locations.



SM (Supermarket) Business

Supporting daily shopping activities with stores tailored to local needs.

ASEAN Business

Developing local stores and financial services in harmony with Southeast Asian communities.



China Business

Aeon Group companies are cooperating for comprehensive services and activities in China.



To Our Readers



Yukiyo Komatsu
Group Chief
Environmental Officer
AEON CO., LTD.

One year has passed since the Great East Japan Earthquake. We extend our condolences to the people of the affected area and pray that reconstruction be achieved as quickly as possible.

As the Group Chief Environmental Officer, I would like to take this opportunity to report on Aeon's environmental and social initiatives for fiscal 2011 and directions for the future.

The Great East Japan Earthquake and Aeon's Social Responsibilities

Reconstruction following the Great East Japan Earthquake is an important part of Aeon's corporate responsibility efforts and is based on the company's core principles of 'peace,' 'people,' 'community.'

Following these principles, 300,000 Aeon Group people are committed to working together for long-term support activities. The announcement in March 2012 of a 'Taking Action for Great East Japan Earthquake Reconstruction' initiative confirmed this resolve. In the same spirit, Aeon employees and management are now carrying out 'Project Aeon Joining Hands,' planting trees in the affected area, and doing volunteer work individually and with their families. Aeon people are working together to realize 'a future with hope.'

Sustainable Management

Aeon believes that corporate growth has to go along with the development of practices that promote a sustainable society and conserve the environment.

In light of this, in March 2011 we instituted the "Aeon Sustainability Principle" with four priorities: 1) realization of low carbon society, 2) conservation of biodiversity, 3) better use of resources, 4) dealing with social matters. To ensure a sustainable society, all of these objectives must be achieved. Aeon is committed to taking on even greater responsibility for achieving these objectives.

A system has been established to quantitatively assess the degree of achievement on each priority issue. For the current fiscal year, we are planning to show the progress in each area on our website, starting from September 2012.

Aeon will continue to address the social and environmental issues related with our operations, and to meet the needs of our diverse community.