



## Community Involvement Making Contributions to Local Communities

### Aeon Happy Yellow Receipt Campaign

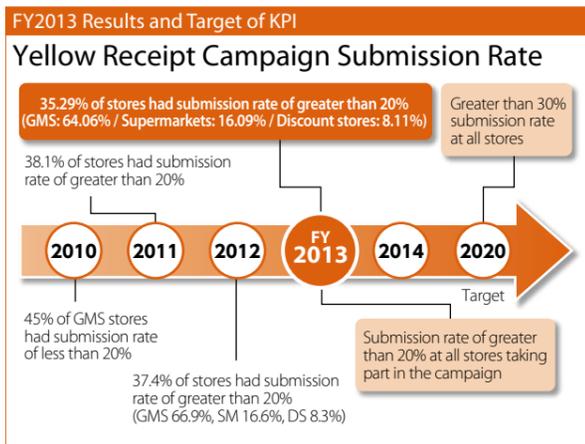
Countless volunteer organizations\* throughout local communities in Japan are in need of support. At the same time, countless Aeon customers would like to support organizations devoted to their local communities. Aeon, as a local community member, launched the Aeon Happy Yellow Receipt Campaign to link customers and volunteer organizations. 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 accordingly at a value of 1% of the total amount of the receipts.

In fiscal 2013, the Campaign had expanded to include 22 companies and 1,368 stores, and we contributed goods worth approximately 275.05 million yen to a total of around 22,500 organizations. Of participating stores, 35.29% had a submission rate of at least 20%, a target which has been established as a KPI.

Since the Campaign's inception in 2001, 195,000 organizations have received support totaling around 2,216.44 million 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 pursue new initiatives that will allow participation by as many of our customers as possible.

\* Volunteer organizations' activities should fall under one of the following five categories.  
 1. Activities to promote welfare  
 2. Activities to promote environmental preservation and environmental education  
 3. Activities to promote urban development  
 4. Activities to advance arts and culture  
 5. Activities to enhance the health and safety of children



### How Aeon Happy Yellow Receipt Campaign works



### Clean & Green Activities

Aeon is actively involved in community landscaping projects around its stores. Clean & Green Activities, conducted since 1991, consist of employees volunteering to clean up parks and rivers around stores and areas surrounding public facilities. These activities have been conducted every month on the 11th, Aeon Day, since 2001 at all General Merchandise Stores and supermarkets as well as head office and other business offices.

From fiscal 2014, as part of the Clean & Green Activities we began collecting garbage and removing weeds from the area where trees were planted for the Aeon Hometown Forests Program. The first of these activities, which was held on June 11, 2014, was attended by employees, people from the surrounding community and local volunteer groups.



Cleaning up around a store

### Supporting Local Traditional Events

Aeon 1% Club Foundation

We avidly support passing down cultural and historical heritage and revitalizing communities through participation in community and traditional events across Japan.

In fiscal 2013, Aeon employees took part in festivals and community events together with customers in 45 locations throughout Japan, including the Aomori Nebuta Festival, Akita Kanto Festival, and Morioka Sansa Odori Dance Festival, some of the largest summer festivals in the Tohoku region. We also provided event venues and various other forms of support.

We have held the "Daijobu" Campaign since 2010 to ensure the safety and security of local communities. As part of the Campaign, customers take part in live training drills for fires or major earthquakes. In fiscal 2013 we held four drills mainly in the Tokai and Southern Kanto regions, with some 18,000 people participating in total.



A group of customers that took part in the Hanagasa Festival



Learning how to use a fire extinguisher as part of the Daijobu Campaign

### Issuing Local WAON Cards

WAON is a system of e-money pre-paid cards available at over 176,000 participating stores throughout Japan. In the case of Aeon's Local WAON cards, a part of the proceeds from sales goes to social contributions for communities.\*

The social contributions that result from Local WAON card use are wide-ranging, and include community environment conservation efforts, promotion of tourism and sports, preservation of cultural assets, and animal welfare. As of the end of February 2014, there are 86 different Local WAON card programs featuring wonderful local color, and the contributions to local communities for fiscal 2013 topped 174 million yen.

A total of over 39 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

### Types of Local WAON Cards As of February 2013



**Kumamoto WAON**  
Part of the proceeds from sales goes to industrial promotion and community revitalization projects in Kumamoto Prefecture.

**Gunma Silk WAON**  
Part of the proceeds from sales is donated to Gunma Prefecture for use in preservation activities and World Heritage Site registration for the Tomioka Silk Mill.

**Chiba Kosodate WAON**  
Part of the proceeds from sales is used to fund projects that support children living in Chiba Prefecture.

### Concluding Comprehensive Cooperation Agreements

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 June 2014, we had agreements with 44 prefectural governments and 11 government-ordinance-designated cities.

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 products. In this way, we are also helping to stimulate local communities and improve daily life services.

### Supporting the revitalization of local industries and preservation of traditional food culture

Aeon actively contributes to local economies and the preservation of local traditions.

#### Direct Business Dealings with Fishery Cooperatives

Aeon has done business directly with fishery cooperatives since 2008 in an effort to raise customer satisfaction by providing even fresher fish while at the same time helping maintain cultural practices associated with consuming fish through a sustainable fishing industry. As of February 2014, we directly deal with five fishery cooperatives\*.

From July 2013, we started a program to sell fish caught early in the morning by the afternoon of the same day. Through this initiative we hope to encourage more families to enjoy fresh fish. We also began an initiative in which we will freeze freshly caught seasonal fish in order to ensure consumers can enjoy them during other times of the year.

Through dialogue with the National Federation of Fisheries Cooperatives Associations Aeon intends to continue conducting initiatives that benefit our customers, and to help to solve problems in marine products.

\* JF Shimane, JF Yamagata, JF Hiroshima, JF Ishikawa, JF Katase-Enoshima. Additionally, we engage in indirect business transactions with JF Ishikawa and JF Katase-Enoshima as well.



All fish caught by this fishing vessel is purchased by Aeon



Starting a program to sell fish caught early in the morning by the afternoon of the same day

● Promoting Food Artisan Project

Aeon has conducted the Food Artisan Project since 2001 with many producers across the country dedicated to preserving local flavors. The project seeks to preserve and build local culinary cultures as brands. Everyone involved pools their wisdom and works to publicize the ingredients and traditional techniques that support exceptional local culinary cultures.

As of June 2014, food artisan activities have covered 21 prefectures and 29 dishes, whose unique local flavors are being delivered to the dinner tables of people across Japan.



"Akatori" Tomatoes (Oita Prefecture)  
Akadori tomatoes, which are picked after they have ripened to a bright red color, are not only sweet, but also feature a fresh and juicy taste as if eating them straight from the field.



Banpeiyu (Kumamoto Prefecture)  
Banpeiyu is a citrus fruit and member of the pomelo family that can grow up to 25cm in diameter. These fruit are best enjoyed with the three senses of sight, smell and taste.

Aeon Welfare Fund Supporting Disabled Persons

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 50-yen monthly employee contributions matched by the employer. As of the end of February 2014, 58,000 Aeon employees are participating in this program.

In fiscal 2013, a total of four of these special vehicles were donated to nearby regional welfare facilities for those with disabilities as we launched new stores in Niigata city, Fukuoka city, Chiba city, and Inabe-gun (Mie Prefecture). This brings the total number of donated special vehicles to 42 since the inception of the Welfare Fund.

In addition, our volunteer activities included roughly 1,000 visits to welfare facilities, with events such as Christmas parties, in fiscal 2013. A total of around 9,800 facilities have been visited so far.



Donation of a welfare vehicle (Aeon Mall Makuhari New City)



Visiting children at a care center (Hanamaki city, Iwate prefecture)

Signing Disaster Prevention Agreements

Aeon strives to ensure that employees working at our stores constantly act as members of the community. The same applies during natural disasters. We continue to sign disaster prevention agreements with local authorities throughout Japan, pledging cooperation and support in the event of an emergency in an effort to be of use to people in the local community.

As of February 28, 2014, 734 Aeon Group stores and business offices have signed disaster prevention agreements with a total of 515 local governments and assist with local disaster prevention activities, including providing emergency supplies in the event of a disaster, providing car parks for use as evacuation points and organizing joint emergency drills.

Introducing Balloon Shelters

Aeon has promoted installation of "balloon shelters"—large tents for use in emergency evacuations—since 2004 to be ready in the event of an earthquake or other major natural disaster. The tents have been placed at a total of 29 locations, primarily shopping centers around the country (as of March 31, 2014). The tents are lightweight and easy to carry, so those stored close by can be brought to locations affected by disasters.



A balloon shelter  
Balloon shelters can be easily inflated with a special blower and be ready for use in around 40 minutes. They come two to a set and one set has room for around 100 people to lay down

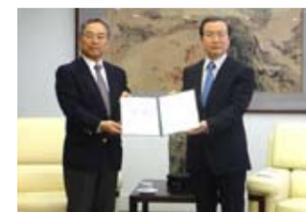
Supporting Disaster Recovery



The Aeon 1% Club Foundation carries out charitable activities at stores and presents disaster relief assistance money to areas in need following major natural disasters, supporting people affected by tragedy and providing hope for a speedy recovery. Aeon provides a matching donation that in most cases equals the amount of funds raised by the club.

In fiscal 2013, the club provided assistance following the Sichuan Earthquake in China's Sichuan Province that struck in April 2013 and for those affected by the typhoon that hit the Philippines in November 2013.

\* Please see page 55 for the amount of funds raised.



The presentation of relief aid

Initiatives Undertaken by Group Companies

Malaysian Aeon Foundation

Relief Supplies for Flood Damaged Areas

Flooding from torrential rain in early December 2013 in four states on the east coast of Peninsular Malaysia forced a large number of people to evacuate. Seeing this situation, the Malaysian Aeon Foundation dispatched 60 volunteers, from staff members at two stores, to deliver relief supplies to flood victims in the afflicted area. Rice, canned goods, toilet paper, blankets, electrical devices, and other relief supplies totaling 120,000 Malaysian ringgit were donated to representatives in each affected region.



Volunteer staff to deliver Relief Supplies

AEON Hokkaido Corporation

Employment Support for People with Disabilities through Outsourcing

Aeon Hokkaido has been supporting the employment of people with disabilities since April 2013 when Aeon Delight Co., Ltd., the business in charge of cleaning shopping baskets, began working with Aiwa Fukushi-kai Works-Kakeru, a social welfare service corporation that supports the hiring or continued employment of people with disabilities.

Aeon Hokkaido has integrated the procurement and management of the approximately 40,000 shopping baskets used at its 31 Hokkaido stores, with the cleaning of the baskets outsourced to the cleaning facility Works-Kakeru has opened. This outsourcing program is a way for Aeon Hokkaido to contribute to society through its business activity.

# Community Involvement

## Develop the Human Resources of the Future

### Aeon Cheers Club

Aeon 1% Club Foundation

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 or once in two months to participate in Aeon Cheers Club environmental activities with the support of store employees.

The theme for fiscal 2013 was "Resources (Energy)." Around 430 clubs and around 7,500 students from all over Japan participated in the activities. In July 2013, the Aeon Cheers Club National Meetings were held in Okinawa and Hokkaido. A total of 50 clubs, representing the top clubs selected at regional meetings, and 233 awardees gathered, with each club reporting on learning outcomes for the year and participating in nature experience programs.

Since fiscal 2013, we changed the KPI for the Aeon Cheers Club from the number of clubs to the number of activities. The reason for this change was because Aeon Cheers Clubs had been established at nearly every one of our GMS in Japan as of the end of fiscal 2012 and there will likely not be a large number of new store openings until fiscal 2020.

In fiscal 2014, we will continue to enhance and increase the number of activities even more under the theme the sun and nature.



Field trip to study wind power



Presentation of learning outcomes at the National Meeting

#### FY2013 Results and Target of KPI

### Number of activities by the Aeon Cheers Club



### Conducted the Junior High School Student Environmental Essay Contest

Aeon conducts the "Junior High School Student Environmental Essay Contest" for junior high school students participating in Aeon Cheers Clubs. Contest winners are invited to attend a training program about environmental issues and nature. Training programs have been held in Germany, home to advanced environmental initiatives, and Tasmania Island in Australia, home to vibrant nature.

In fiscal 2013, 24 winners traveled to Tasmania Island where they took part in the Biodiversity Training Tasmania Island program.

In fiscal 2014, we will hold the contest once again and plan on holding the training program on Yakushima Island, a registered Natural World Heritage Site.



'Biodiversity Training Tasmania Tour'

### Agricultural Eco-experience Project for elementary and junior high school students

Since 2012, Aeon has held the Agricultural Eco-experience Project for children who are members of Aeon Cheers Clubs. As part of the project, children are given the opportunity to visit "TOPVALU Gurinai" production sites throughout Japan where they learn about harvesting and packaging fresh vegetables, among other farm related experiences. Through these experiences, children are able to learn about environmentally friendly ways to grow delicious and safe vegetables in a fun and exciting environment.

In fiscal 2013, 1,173 children from Aeon Cheers Clubs representing 71 stores across Japan took part in the 33 sessions held at 28 production sites.

In fiscal 2014, we will continue to offer this project and expand the number of production sites visited.



Harvesting asparagus and weeding (Abira Town, Hokkaido Prefecture)

### Aeon Sucusuku Laboratory

Aeon 1% Club Foundation

Aeon has been organizing the Aeon Sucusuku Laboratory yearly at Aeon shopping centers since 2007. This is directed to families raising children and includes seminars on childcare led by experts in the field, as well as singing of Japanese nursery rhymes and songs, with children and parents enjoying a meaningful chance to sing together.

In fiscal 2013, Aeon Sucusuku Laboratory was held in four cities across Japan. A total of 831 attended the four sessions, including 512 adults and 342 children.

In fiscal 2014, we plan on holding four sessions nationwide.



Ms. Saori Yuki and Ms. Sachiko Yasuda singing a nursery rhyme



Child-raising Seminar by Prof. Katsumi Tokuda, professor of the University of Tsukuba, Graduate School

### Aeon co-hosted the 'Gentle to the Earth Essay and Activity Report Contest'

Aeon Environmental Foundation

The Aeon Environmental Foundation, desiring to give children a chance to learn about the future of the global environment, implements the "Gentle to the Earth Essay and Activity Report Contest."

In fiscal 2013, we solicited essays and other works on the theme of "What each individual can do for the environment." We received 14,598 entries, including essays, activity reports, and posters on environmental protection. After stringent review, a total of 139 entrants were awarded. Additionally, from the schools that submitted large numbers of entries, five especially deserving elementary, junior, and senior high schools were recognized with the Aeon Environmental Foundation Prize (schools division).

Such activities are to be continued in fiscal 2014.



Awards Ceremony

#### Aeon's educational initiatives for the next generation

We provide a host of programs to support the learning development of youth in various life stages, from infants to university students.



## Teenage Ambassadors Program

Aeon 1% Club Foundation

High school students from Japan and other countries learn about the importance of a global perspective and diverse values by interacting with each other and through ambassador activities, classes at high schools and homestays in the Teenage Ambassadors program. This program has been ongoing since the Aeon One Percent Club was established and up to fiscal 2013, 1,296 high school students from 16 countries had participated. In recent years, a total of three programs have been held annually, comprising two for ASEAN countries and one for China.

In fiscal 2013, high school students from Myanmar, Vietnam, China and Japan participated.

In fiscal 2014, we plan on holding the program in the Philippines, Indonesia and China.

### Myanmar Teenage Ambassadors

In August 2013, 20 high school students from Naha City, Okinawa Prefecture traveled to Myanmar and met with high school students in Yangon. In October 2013 the same high school students from Myanmar came to Japan to reunite and deepen their exchange with one another.



A Japanese high school student trying on lungi (the Burmese native costume) and learning traditional dances during her home stay

This marked the first time that the Teenage Ambassador program was held with high school students from Myanmar.

### Vietnam Teenage Ambassadors

In January 2014, 20 high school students from Ho Chi Minh City, Vietnam traveled to Japan where they met with high school students in Morioka City, Iwate Prefecture. Later in March 2014 the same high school students from Morioka City visited their counterparts in Vietnam to deepen their friendship.



Vietnamese high school students experiencing a tea ceremony

This marked the second time that the Teenage Ambassador program was held with high school students from Vietnam.

### Japan-China High School Student Exchange Program (China Teenage Ambassadors)

This program was originally part of the Teenage Ambassador program, but branched off into its standalone exchange program called the Japan-China High School Student Exchange Program since 2010 after the People's Government of Beijing Municipality raved about the success of the program in 2009. In fiscal 2013, 60 high schools students from each country participated.



Welcome party at the Chinese Embassy in Japan. Students from both countries sing "The Sea is My Home" in Chinese

## Aeon eco-1 Grand Prix

Aeon 1% Club Foundation

With the goal of raising environmental consciousness through providing high school students who have engaged in daily environmental activities with a forum to report their achievements, and an opportunity to connect with other schools, Aeon instituted the Aeon eco-1 Grand Prix. In fiscal 2013, the second year of the Grand Prix, we continued the Research and Special Topics Category, which targets eco-activities that focus on regional characteristics or on a school's special area of expertise, and we newly added the Education and Awareness Category, which targets eco-activities that can be implemented at a large number of schools. In the two divisions, 154 entries were received from 141 schools throughout Japan.



Promotional poster

In fiscal 2014, we anticipate that the eco-activities will spread further and we plan to award high schools that attempt new projects while referencing the previous projects undertaken at other schools.



Prime Minister's Award, Education and Awareness Category, Gifu Prefectural Kamo Agriculture and Forestry High School, "Satoyama Revitalization"



Prime Minister's Award, Research and Special Topics Category, Akita Prefectural Omagari Agricultural High School, "Utilizing Mushrooms"



Environment Minister's Award, Tochigi Agricultural High School (Tochigi Water and Land Development Project)



Education, Culture, Sports, Science and Technology Minister's Award, Tokyo Metropolitan Tsubasa High School (Garbage Sorting)

## Aeon Scholarship Program

Aeon 1% Club Foundation

The Aeon Scholarship program was established in 2006 to provide financial support to university students, leaders of the next generation, in Asian countries.

In fiscal 2013, we continued offering the Scholarship Program in Japan, China, Thailand, Vietnam, and Indonesia, while newly adding two universities in Cambodia.

University students that received this scholarship have gone on to work in specialized fields after graduation as a bridge between Japan and their home country. Aeon is committed to continually assisting the development of human resources that will contribute to the future development of Asia. From fiscal 2014, Aeon plans to add universities in Myanmar.



Ceremony for presenting scholarship certificates at the National University of Management (Cambodia)

### Grants 2006-2013

country	universities	grantees
Japan	14	453*
China	8	2,470
Thailand	2	80
Vietnam	4	270
Indonesia	2	17
Cambodia	2	6
<b>Total:</b>		<b>3,296</b>

\* Privately funded exchange students from Asian countries

## Asia Youth Leaders

Aeon 1% Club Foundation

Aeon is carrying out the Asia Youth Leaders program where high school and university students in countries across Asia discuss regional issues from a local perspective and make proposals to their governments for solving the issues.

In fiscal 2013, courses were held in Indonesia in August (for high school students) and in November (for university students). Students participated from six countries: China, Indonesia, Japan, Malaysia, Thailand, and Vietnam. The theme of the courses was "waste management problems" in the host country of Indonesia. Summaries of the ideas discussed at each course were presented to the government of the Special Capital City District of Jakarta.

Through the Asia Youth Leaders program, it is hoped that the participants will independently act to solve the real issues studied and discussed, and that the interaction will lead young people in countries facing a host of challenges accompanying economic development to cooperate to build fruitful relationships.

For fiscal 2014, the program will be held in Vietnam with the theme of "Air Pollution."

\* This program was initiated in fiscal 2010 under the name "ASEAN University Students Environmental Forum." The High School Students Division was added in 2013.



Proposing solutions to Jakarta's government (University students)



Discussing Jakarta's waste management problems (High school students)

## The Asian Students Environment Platform

Aeon Environmental Foundation



The Asian Students Environment Platform was inaugurated in fiscal 2012, following the 2011 United Nations Decade on Biodiversity.

The purpose is to develop human resources with a global perspective in the environmental field. University students gather from various Asian countries and exchange opinions about biodiversity while studying the natural environments, histories, cultures, and differences in sensibilities in each other's countries.

The 2nd Platform was held in South Korea in fiscal 2013. 20 new students from Vietnam joined 60 university students from China, Japan, and South Korea who participated in the Platform in fiscal 2012. Following the theme of "The Environment and Humans," participants took part in fieldwork in South Korea and listened to lectures by experts in order to discuss the coexistence of people and the environment, and the conservation of and use of biodiversity.

In fiscal 2014, the Platform is scheduled to be held in China, with participation by students from Malaysia as well as the four other countries, under the theme of "Water and Humans." We plan on increasing the number of participating countries each year, so that in 10 years the Platform will be hosting attendees from throughout East Asia and the ASEAN region.



The event being held in South Korea

## School Construction Support Project

Aeon 1% Club Foundation

In partnership with the Japan Committee for UNICEF, Aeon has been supporting, construction of schools in depressed parts of Asia since the year 2000. The aim of the project is to instill the joy of going to school in students who do not have access to sufficiently developed educational infrastructure. Through School Construction Support Project donations from customers in stores and other facilities operated by Aeon Group companies across Japan, and with funds added by the Japan Committee for UNICEF and the Aeon 1% Club Foundation, we have helped construct a total of 366 schools in Cambodia, Nepal, Laos, Vietnam, and Myanmar as of the end of February 2014.

In fiscal 2014, we aim to open 11 schools in Myanmar and plan to continue the project's support efforts.



Old school building in Myanmar with no walls



Children at the newly opened school at Gangaw

## The Aeon and UNICEF Safe Water Campaign

Aeon 1% Club Foundation

In some areas of Cambodia and Laos, an insufficient number of wells and poor water infrastructure means that children have to spend valuable time collecting water, and their attendance at school suffers. From 2010, we have been carrying out the Aeon and UNICEF Safe Water Campaign in order to support the health and education of children by building water supply infrastructure.

In fiscal 2013, customer donations were added to contributions from the Aeon 1% Club Foundation, plus 5-yen donations per 500 ml bottle of TOPVALU natural mineral water purchased throughout the duration of the campaign. Total efforts garnered approximately 55.74 million yen, to which the Japan Committee for UNICEF also added funds. Approximately 35,000 people a year have access to safe drinking water as a result of the campaign, while children are able to spend less time on tasks like fetching water and more time at schools.

In addition to Cambodia and Laos, we plan to add Myanmar to the campaign from fiscal 2014.



Children enjoying the availability of safe water



Aeon TOPVALU mineral water

## PET Bottle Cap Collection Campaign

Since 2008, Aeon has been collecting PET bottle caps from our customers. 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 2013, 3,465,558 yen from 346.35 million\*2 bottle caps was donated to these organizations. The funds will provide vaccines, nutritious food, and books to children in Asia.

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

\*2 Caps collected from August 21, 2012 through August 20, 2013.



Nutritious food for children in Vietnam  
© Save the Children Japan



A grant for library books and library furnishings was made for children in minority ethnic groups in Vietnam  
© Plan Japan



Vaccination of children in Madagascar  
© JCV, all rights reserved



## Fundraising Activities (FY 2013)

Activity	Activity period	Participating Companies	Funds raised from customers and employees	Aeon 1% Club Contributions	Total Amount	Donees
The AEON and UNICEF Safe Water Campaign	April 6, 2013 – June 9, 2013	7,000	¥26,568,791	¥29,175,791	¥55,744,582	The Japan Committee for UNICEF
Support China Sichuan earthquake disaster	April 22, 2013	—	—	¥10,000,000	¥10,000,000*1	Embassy of the People's Republic of China in Japan
Donation to the school establishment support in Myanmar	September 14, 2013 – November 12, 2013	7,000	¥35,699,909	¥40,882,591	¥76,582,500	The Japan Committee for UNICEF
Philippine Typhoon Emergency Relief Aid	November 11, 2013	—	—	¥10,000,000	¥10,000,000	Embassy of the People's Republic of China in Japan
Emergency reconstruction assistance for damages caused by Philippine Typhoon	November 13, 2013 – November 24, 2013	8,000	¥48,003,806	¥51,996,194	¥100,000,000*2	Embassy of the People's Republic of China in Japan
24-hour television	June 15, 2013 – September 1, 2013	11,234	¥397,647,629	—	¥335,229,142	Nippon Television Network Corporation "24-Hour Television Charity Committee"
Total			¥507,920,135	¥142,054,576	¥587,556,244	

\*1 Amount plus 1,495,965 yen sales of TOPVALU natural mineral water

\*2 Fundraising through WAOON point and Aeon card, accepted by ion bank ATM also performed further, fund-raising total was combined with the proceeds of such charity T-shirt

## Continuous Fundraising Activities

Activity	Activity period	Funds raised from customers and employees	Accumulated funds	Donees
Red Feather Community Chest	October 1, 2013 - October 31, 2012	¥15,718,033	¥238,377,936 (1983-2012)	The Central Community Chest of Japan

## Fair Business Practices

### Promoting the Aeon Supplier Code of Conduct (CoC)

#### ● Aeon Supplier Code of Conduct\*

The products we deliver to customers are procured and manufactured around the world and made after undergoing various processes. As the distributor, Aeon recognizes that it has a responsibility through the entire supply chain, from raw materials to commercialization. Based on this, we are working closely with suppliers to ensure the safety and security of the products we carry.

Based on the Aeon Supplier Code of Conduct (CoC) formulated in 2003, we check to make sure that the employees and workers of suppliers are working in sanitary workplaces and that suppliers are in compliance with all relevant laws as well as encourage improvements be made where necessary. Currently, we require suppliers of TOPVALU and TOPVALU Collection products to comply with the CoC.

As of February 28, 2014, approximately 900 suppliers have submitted documentation verifying they are in compliance with the CoC.

\* CoC: Code of Conduct

### Aeon Supplier Code of Conduct

(Business Code of Conduct) Requirements Conform with legally stipulated social responsibility standards in countries where manufacturing and procurement takes place  
Conform with national laws and regulations

#### Conform with national laws and regulations

- 1. Child labor:** Illegal child labor is prohibited
- 2. Forced labor:** Forced, prison and bonded labor are prohibited
- 3. Health and Safety:** Provide safe, healthy workplaces
- 4. Freedom of Association and Collective Bargaining:** Respect employee rights
- 5. Discrimination:** Discrimination on the basis of place of origin or creed is prohibited
- 6. Disciplinary Practices:** Cruel punishment of employees is prohibited
- 7. Working Hours:** Comply with laws related to working hours
- 8. Wages and benefits:** Comply with laws related to wages and benefits
- 9. Management responsibility:** Pledge compliance with the Aeon Supplier Code of Conduct
- 10. Environment:** Work to prevent environmental pollution and damage
- 11. Trade:** Comply with local laws on commercial transactions
- 12. Certification, Audit, and Monitoring and Renewal:** Accept certification, auditing and monitoring under the Aeon Supplier Code of Conduct
- 13. Ban on Gifts:** Gift-giving between Aeon and suppliers is prohibited

#### ● Auditing Our Manufacturing Partners

Aeon audits its manufacturing partners to make sure they are in full compliance with the requirements of the Aeon Supplier Code of Conduct (CoC). Audits include third-party audits carried out by professional auditing firms that objectively evaluate conformity with standards, second-party audits performed by Aeon auditors who monitor suppliers while encouraging dialogue, and first-party audits carried out by suppliers to maintain and improve their management systems. Different levels of audits are performed based on the results and we provide various forms of support to improve the management practices of suppliers.

Audits are essentially carried out once every two years, but this interval is sometimes accelerated if a supplier is determined to be of high risk.

The Aeon Supplier CoC does not call for surprise audits because its primary goal is to foster trust and cooperation with suppliers. Third-party audits are checked by an evaluation organization different from the auditing firm to ensure the objectivity and reliability of audit results.

In terms of raw materials, currently we have yet to begin confirmations using direct audits, but our manufacturing partners have been asked to require and check that their second and third tier suppliers comply with the CoC.

In this manner, the final goal of the Aeon Supplier CoC is to build a supply chain where management practices and competencies are continually improved.



#### Procedure of 'Aeon CoC' Certification and Audit



#### ● Developing Accredited Auditors for Second-Party Audits

Today there has been a rise in the number of labor issues overseas and the manufacturing plants for TOPVALU products are no exception. Second-party audits are carried out by Aeon Group employees both in Japan and overseas and the development of secondary-party auditors has become very important given the increasing number of risks overseas. Given this belief, Aeon has established the development of accredited auditors for second-party audits as a KPI.

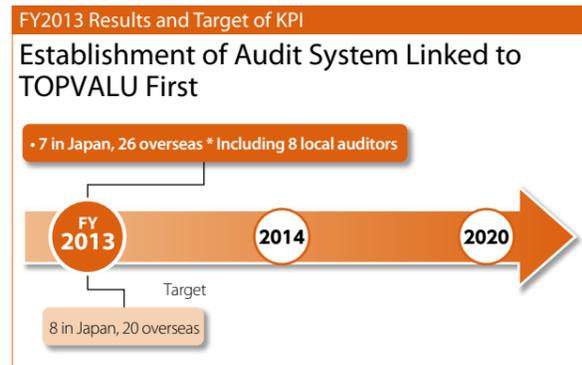
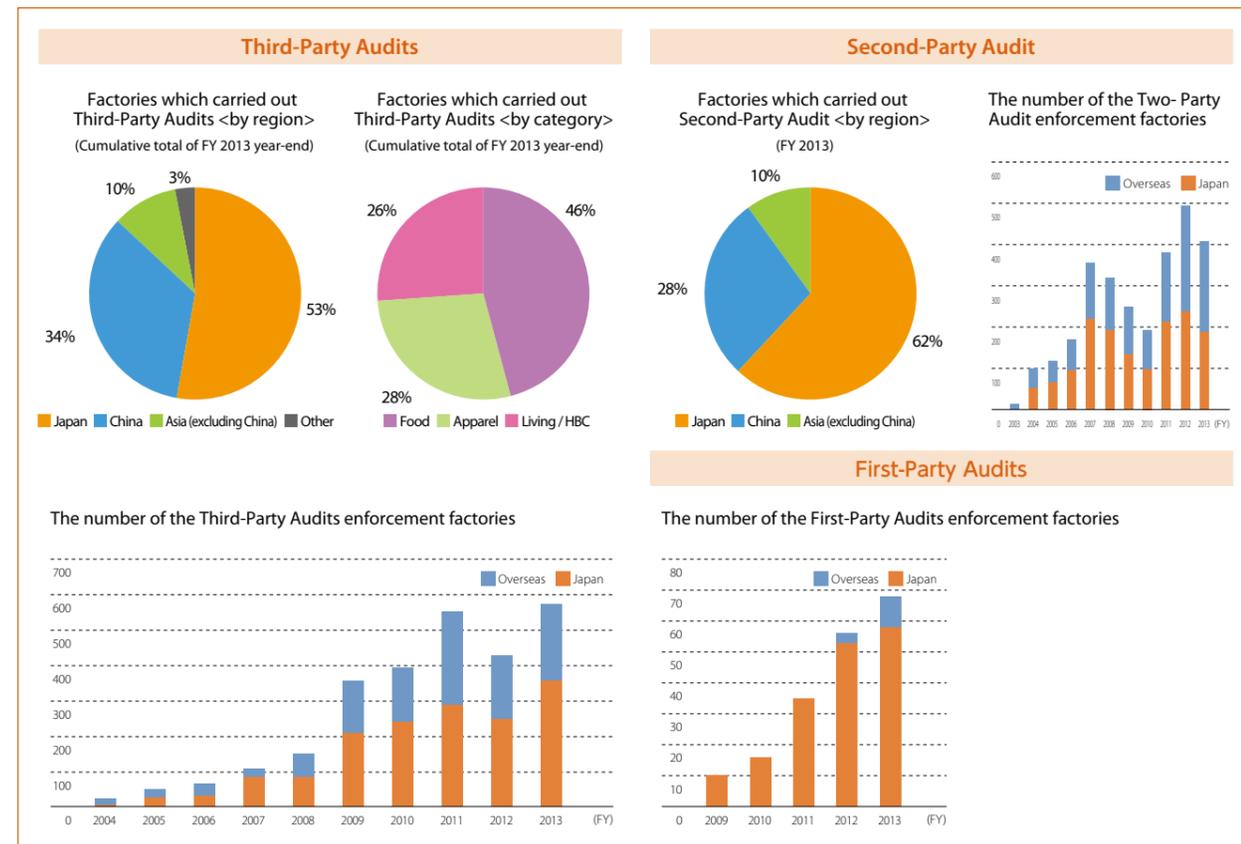
Auditors not only carry out audits and prepare reports, they also provide advice when improvements are necessary and continually provide support to ensure plants conform to the CoC. Depending on the region, we are expanding our local production and local sales of TOPVALU products, which has resulted in an increase in the number of audits performed. Second-party auditors are also asked to provide assistance when sales and business development staff select all new manufacturing partners, making their work wide reaching and requiring a high

level of quality. The development of auditors has become an urgent task because of the extended period of time required to train them from auditor candidates all the way to independent second-party auditors.

Given this situation, we are enhancing our training programs led by our highly experienced second-party auditors, providing easier access to on-the-job-training opportunities, and creating training manuals. As a result, we have increased our team of second-party auditors from 10 in 2010 to 33 as of February 2014.

Going forward, we will increase the number of leaders and provide even more concentrated training, while building a framework to ensure that our head office can regularly evaluate the skill level of auditors.

#### Audit results of FY 2013 year-end



#### Acquiring and Maintaining SA8000 Certification

After establishing the Aeon Supplier Code of Conduct (2003), in 2004 we acquired SA8000 certification, an international standard, becoming the first Japanese retailer to do so. The standard establishes normative guidelines for protecting the human rights of workers on international labor markets. It requires compliance in eight areas that include protecting human rights and nondiscriminatory employment practices as well as development of a related management system and ongoing improvement to it.

SA8000 certification applies to head office processes and Aeon brand TOPVALU supplier management performed by Aeon Co., Ltd., Aeon Retail Co., Ltd. and Aeon Topvalu Co., Ltd. SA8000 certification is renewed after receiving a renewal audit every three years and a maintenance audit every six months.

Aeon will continue to pursue appropriate business processes together with suppliers on the twin basis of the Aeon Supplier Code of Conduct and SA8000.

#### Objectives of Aeon SA8000

- We will respect the basic human rights of employees at the workplace and establish comfortable working conditions by ensuring safety, security and health.
- Along with our suppliers, who are equal business partners, we will respect laws related to human rights and labor standards and will continue to make improvements to help build a society where universal human rights are protected and efforts are constantly made to improve working conditions.

#### Policies for Promoting Aeon SA8000

- We will respect international norms and laws related to human rights and labor standards and will make improvements on an ongoing basis.
  - Child Labor: We will prohibit child labor and take remedial measures.
  - Forced and Compulsory labor: We will reject forced labor in all its forms.
  - Health and Safety: We will ensure the health and safety of employees and provide healthy work environments.
  - Freedom of Association and Right to Collective Bargaining: We will ensure freedom of assembly and the right to collective bargaining.
  - Discrimination: We will not discriminate on the basis of nationality, race, sex, academic background, religion, physical disability or age.
  - Disciplinary Practices: We will not engage in corporate punishment, psychological or physical force, or verbal abuse.
  - Working Hours: We will observe laws and labor agreements related to working hours, breaks and days off.
  - Remuneration: We will observe laws related to payment of fair wages.
- We will conduct training programs to fully educate all employees in order to make this policy a reality, conduct regular reviews of this initiative and work to make improvements on an ongoing basis.
- We will encourage business partners (suppliers) to create and observe a code of conduct related to human rights and labor standards and to work together with Aeon to make improvements on an ongoing basis.
- We will work to broadly disclose this policy and provide appropriate information and we will practice corporate social accountability.

#### Practicing Fair Trade

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

Furthermore, as we continue to advance our product development, Aeon announced in January 2014 its plans to participate as the first and only Asian company in the Fairtrade Sourcing Programs, which will be launched by Fairtrade International. These programs aim to increase procurement volumes over the medium and long-term to allow increased trade to contribute to improving the livelihoods of product producers. Aeon plans to increase the purchase of Fairtrade-certified cocoa up to ten times more than the current trade volume (equivalent to 40 tons of cocoa beans) by 2020. We will use the cocoa thus purchased as a raw material to increase the number of products we sell.



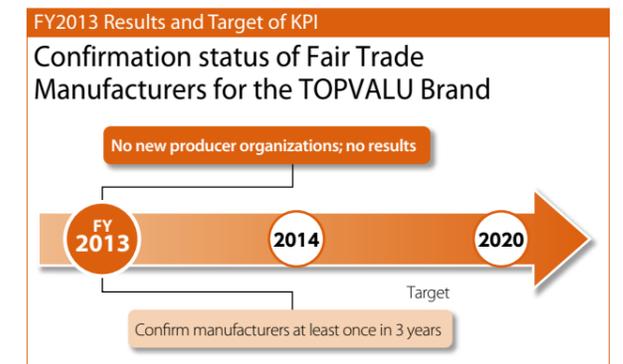
Aeon's efforts to promote Fairtrade mark their tenth anniversary this year. Aeon is committed to continuing its efforts to support developing countries through the development and sale of Fairtrade products.

\* Fairtrade: an initiative for 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.



FLO (Fairtrade International) certification mark

Setting the product packages for the two flavors side by side links Japan with the Dominican Republic, the source country for the cocoa



# Consumer Issues

## Safe Food and Reliable Products

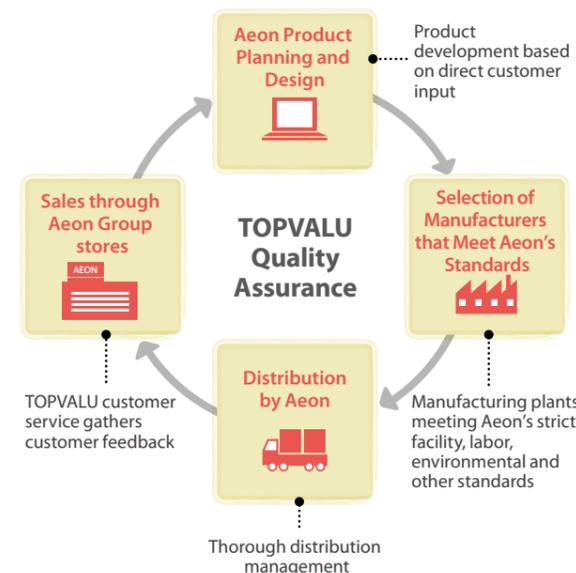
### Quality Management of TOPVALU Brand Products

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.

#### The Five 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 provide products at affordable prices.
5. We shall guarantee our customers' satisfaction.

#### TOPVALU Quality Assurance



#### Product planning and design

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.

#### Selection of manufacturers

We select manufacturers by first performing Aeon Supplier Code of Conduct (CoC) audits, product safety examinations, and plant hygiene inspections.

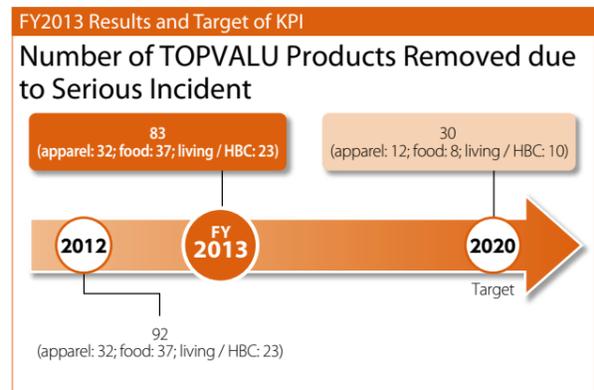
#### Determination of the product specifications

Customer monitors and Aeon employees evaluate the prototypes, considering matters such as raw materials, additives, and manufacturing processes.

#### Distribution and sales

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 are both safe and reliable.

In this way, we are implementing initiatives aimed at ensuring product safety and security from various perspectives. In case a defect or flaw is discovered in a product despite these initiatives, Aeon informs the public of the fact as quickly as possible and calls back and withdraws the product in question. In fiscal 2013, Aeon reported 83 serious product accidents.



#### Fiscal 2013 TOPVALU Product Accidents

- Food**  
**Strawberry Jam 3 items:** Residual pesticides exceeding the acceptable standard were detected in certain units. →Voluntary recall  
**Onigiri (rice balls) and Obento (Japanese box lunch):** Chinese grown rice was mixed in with the polished rice delivered by the wholesaler despite the product being labeled as made from Japanese grown rice. →Voluntary recall
- Living / HBC**  
**TOPVALU Pocket Coil Mattress:** Reports of injuries caused by the coils breaking through the top of the mattress. →Recall announced on the Aeon website and in stores  
**TOPVALU Oven Toaster with temperature adjustment function:** Product recall in light of accidents involving breakage of glass. Announced in newspapers, on the Aeon website and in stores as well as in direct mailout to Aeon cardholders.

Aeon will strive to prevent product accidents through efforts that include identifying problem areas based on customer feedback to avoid reoccurrence of an issue, strengthening relationships between related departments and reviewing problem areas at the production and shipment phases of a product.

### Labelling and Disclosing Product Information

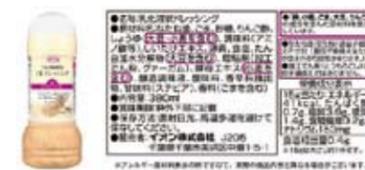
Aeon is working to label and disclose information necessary for consumers to choose TOPVALU brand products in a clearer and easier manner to ensure they can be used and consumed by customers with peace of mind.

#### Labeling of Food Allergens

Aeon uses standardized icons to on the outside of all food product packaging to ensure consumers can easily identify nutritional information and food allergens contained in products\*1.

The information covers use of seven officially designated ingredients that by law must be displayed on the outside of product packaging\*2. The back label of products also contains the 20 secondary items recommended for inclusion in product labeling, bringing the total number shown to 27 ingredients\*3. We also strive to include, where possible, food allergens that are handled in the manufacturing process and therefore could be found in trace amounts in the product. Inspections are also conducted every year on applicable products to confirm labeling accuracy.

- \*1 Icons are not used yet on certain products.
- \*2 The seven officially designated ingredients, which are the most common and most serious allergens and must be displayed according to law, are eggs, milk, wheat, prawns, crab, buckwheat and peanuts.
- \*3 The 20 secondary items: the 20 secondary items recommended by the national government for inclusion on labeling are abalone, squid, salmon roe, oranges, cashew nuts, kiwi fruit, beef, walnuts, sesame, salmon, mackerel, soy beans, chicken, bananas, pork, matsutake mushrooms, peaches, yams, apples, and gelatin.



Labeling of Food Allergens

#### Labeling of Genetically Modified Ingredients

In April 2001 legislation in Japan enacted a labeling system for genetically modified ingredients, but even before this, in September 2000, Aeon began labeling TOPVALU brand products that contain genetically modified ingredients in response to urging from our customers. We have expanded the scope of items labeled and strive to provide labeling even for items not mandated by law. Additionally, in order to confirm label accuracy, products subject to labeling (separate items) undergo testing for genetically modified DNA every year.

#### Labeling of Place of Origin of Ingredients for Processed Foods

The labeling of the place of origin of 24 food items, including dried mushrooms, green tea, and konjac, among others, has been required by law in Japan since October 2006. In order to address customer requests and inquiries, for TOPVALU brand products, Aeon strives to provide the place of origin for products as much as is possible and not just for those food items required by law. In addition, we have established clear quality standards for ingredients irrespective of their place of origin and investigations that include testing of ingredient standards and residual pesticides. At the same time, we sign agreements with manufacturers and carry out our own verifications when necessary.



Labeling of Place of Origin of Ingredients

#### Disclosing Information on Domestic Beef

Aeon established the Domestic Beef Safety Confirmation System in 2002, prior to enforcement of the Beef Traceability Act\*, in order to provide peace of mind to customers buying beef. The system allows customers to find out information about beef products from cattle raised in Japan, including where the cow was raised, who raised it and what feed it was raised on. The system is available via a website.

\* Enforced in December 2004, the law's formal name is the Act on Special Measures concerning the Management and Relay of Information for Individual Identification of Cattle.

### TOPICS

#### TOPVALU renews package design to make it more intuitive for customers

Aeon's TOPVALU brand is now celebrating its 40th anniversary. In February 2014, we restructured and renewed the package design this private brand, as part of efforts for meeting customer needs that are constantly changing along with the times. In renewing the labeling and packaging, we strove for more enhanced communication of product information and simpler, more intuitive design.

#### "AEON" Logo and "TOPVALU Ribbon"

As a way to more expressly convey that the TOPVALU brand represents the values promoted by Aeon, the "AEON" logo was added to the packaging, while the "TOPVALU" logo color was changed from its previous red to magenta, the color used for the "AEON" logo. Also, the "TOPVALU Ribbon" was incorporated in the logo design. The ribbon is intended to convey our commitment to customer service, which is symbolized by the image of a gift wrapped in ribbon.



#### Product Stories

With the intention of effectively communicating the value and merit of each product to customers, Aeon is summarizing background information in the form of a "product story" printed on the package.

#### Indication of Allergens and Nutritional Components

As a measure that helps customers more easily understand the information of allergens and nutritional components contained in each product, relevant icons will be unified across the entire food product range to be indicated on the package.

● **Disclosing Information on Agricultural Product Producers**

In 2003 we established the Producers Data Search System for AEON's TOPVALU Gurinai products to give customers online access to information on producers. Since 2004, we have also added a barcode function that allows customers to access producer data by reading the QR code. The data includes the place of origin as well as the commitment of the producer and how the item was grown.

In fiscal 2013 a cumulative total of approximately 74 agricultural products were labeled with QR codes.

\* Products that differ by prefecture and that have more than one type are counted as a single product.



Products labeled with QR codes

● **Disclosing Information Related to Radioactivity and Radioactive Material**

Following the Great East Japan Earthquake, there were increasing questions from customers about product place of origin. In response, Aeon has been publishing the results of radiation testing on its website.

● **Search System for Manufacturing Plant Codes**

Aeon is ultimately responsible for all aspects of TOPVALU brand products, from planning to designed and marketing and this is why Aeon Co., Ltd. is labeled on all product packaging as the distributor\*1.

Consumers can check the manufacturing plant and its address for food items or food additives using a unique code comprising numbers and letters labeled on the product and reported to Japan's Consumer Agency\*2. This system can be accessed from the TOPVALU website. Consumers can find the exact name and location of the manufacturing plant simply by entering the code on the online form.



Search screen of the Search System for Manufacturing Plant Codes

\*1 The code is found on the cap of PET bottles and other beverages. The location of the code differs for each product. Consumers are asked to check the packaging directly.  
\*2 Manufacturing plant code: When fully responsible for the safety of food, the distributor must report and receive approval for unique codes assigned to the manufacturing plant of foods or additives to Japan's Consumer Agency in accordance with Article 10 of the Cabinet Order on Labeling Standards based on Article 19-1 of the Food Sanitation Act. The country of origin and address of importer must also be labeled when importing foods or additives in accordance with the Food Sanitation Act and JAS Act.

**Food Sanitation Control**

Under the Aeon Food Sanitation Certification System established in 1995, Aeon engages in a variety of activities to prevent the occurrence of food-related incidents such as food poisoning and contamination.

At the end of February 2014, 23 companies and 1,305 stores from our GMS Business and SM business have implemented the

Aeon Food Sanitation Certification System, while a total of 8,086 workplaces had obtained certification.

● **Quality Keepers**

Aeon has assigned "Quality Keepers" at stores to verify store sanitation levels and product quality. Quality Keepers check store products and food preparation areas at stores, and if a problem is found, they order improvements. In addition, sales staff inspect a list of items related to sanitation and quality management, including a temperature management chart that is used to record temperature management for display cases, refrigerators and freezers, sell by dates that are set for each product, and to check the freshness of fresh produce.

● **Sanitation Training for Employees**

Employees in the food departments of Aeon stores must undergo sanitation training at least once a year. Employees review basic sanitation knowledge and rules for food preparation areas. Practical skills tests are also conducted for each person based on a test booklet.

● **Audits of Food Preparation Areas**

Food preparation areas are audited at least twice a year. Audits are continued until certain established standards are met.

● **Sanitation Contests**

We hold a sanitation contest once a year and honor stores recognized as excellent in audits of food preparation areas.

## Store Safety and Security

**Improving the Earthquake-resistance of Stores**

During the Great East Japan Earthquake many of our store buildings suffered extensive damages, which in some cases even caused loss of life. For this reason, Aeon is moving forward with improving the safety and earthquake resistance of its stores, giving utmost priority to protecting people's lives and those stores in areas where a major earthquake with seismic intensity of at least upper 5 is expected to strike, in accordance with its own set of standards that are even stricter than those required by law.

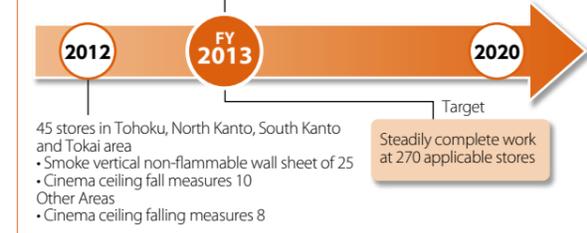
The number of Aeon Retail Co., Ltd's stores that will be receiving safety and earthquake resistance work is 279. As of the end of fiscal 2013, work had been completed at 78 of these stores. In fiscal 2014, we plan on completing work at 35 more stores based on a new plan based on changes made by the national government's latest earthquake scenarios.

In addition, there were 32 Aeon Mall Co., Ltd's stores that required this same work, with work being completed at all locations during fiscal 2013. Going forward, we will examine and implement work at Aeon Kyushu Co., Ltd., and Aeon Hokkaido Corporation.

**FY2013 Results and Target of KPI**

**Safety and Security Infrastructure Development**

- Of the 279 applicable Aeon Retail stores, safety reinforcement construction was completed at 78 of the 118 stores on property owned by Aeon
- Construction was completed at all 32 applicable Aeon Malls
- Expanding the scope to Aeon Kyushu and Aeon Hokkaido stores was taken under consideration



**Fire Prevention and Disaster Preparedness**

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

● **Group-wide disaster prevention and safety drills**

Taking lessons from the experience of the Great East Japan Earthquake, Aeon has been conducting Group earthquake disaster drills twice a year to ensure quick action for the safety of employees and customers in the event of a disaster.

In fiscal 2013, the drills were conducted in July and November. In the drills held in November, Group-wide training was carried out based on our Business Continuity Plan (BCP) assuming an earthquake in the Nankai Trough. These drills were the first opportunity for us to use the Headquarters Disaster Prevention Room, established at the end of 2012.

In March 2014, we established the Aeon Komaki Crisis Management Center at the Aeon Komaki Store in Komaki City, Aichi Prefecture, based on our business continuity plan that envisions a major earthquake striking directly underneath Tokyo. The Center will serve as the head of Aeon's operations in case the Makuhari Headquarters is damaged so badly during an emergency that it cannot function. In July 2014 a disaster drill was held including the Center for the first time. Going forward, we will hold recurring drills while adjusting our predictions in order to swiftly respond during disasters and emergencies.



Disaster drill (Disaster Prevention Room inside the Makuhari Headquarters in Chiba Prefecture)



Disaster drill held at the Aeon Komaki Crisis Management Center

● **Fire Prevention Drills at Stores**

Aeon stores check safety and disaster preparedness measures on a daily basis, while security staff and store managers also conduct a final inspection after stores are closed.

Fire prevention drills have been conducted twice a year and earthquake response drills run once a year. Following the Great East Japan Earthquake that struck in March 2011, however, we have decided to increase the number of earthquake response drills to two per year. We strive to make these drills as realistic as possible by changing the scenario for each based on a variety of possible disasters. Full store employees as well as temporary, part-time and tenant employees participate in the drills. They are conducted to help us respond quickly and ensure the safety of customers in the event of a fire or earthquake.

● **Crime Prevention Measures**

There have been a number of incidents at supermarkets over the past several years involving food products with needles or other dangerous objects. Aeon has therefore installed security cameras in food departments and begun using needle detectors at its stores. If a needle were to be discovered, it would be promptly delivered to the police or healthcare center and customers as well as local Group company stores would be informed through an in-store display or announcement in order to prevent additional injury or damage.

We are also conducting crime prevention drills to ensure the safety of customers in the event an incident or accident occurs in a store.

● **Measures to Combat New Flu Viruses**

Aeon formed a project team in 2006 as a measure to address risks from the outbreak of infectious diseases such as the global spread of highly pathogenic H5N1 avian influenza in humans. We established Rules for New Flu Viruses in September 2006 and have since been readying infection prevention measures in order to ensure the safety of customers and employees.

In 2010, we established the Aeon New Influenza Integrated System and a framework for ascertaining the extent and spread of the virus at Aeon Group stores and business sites across Japan. In November 2010, we established the Attenuated Virulence New Influenza Rules to clearly separate our response based on the virulence of the new influenza virus.

From the end of fiscal 2013 to the second half of fiscal 2014 we will apply for recognition as a registered business requiring flu vaccines under the Act on Special Measures for Combating New Flu Viruses and strive to build a system that ensures operations can be continued during an epidemic.

## Raising Safety Levels of Store Facilities and Fixtures

Aeon works to enhance safety for facilities and fixtures used in its stores to prevent accidents involving customers.

### ● Safety Measures for Escalators

There has been an increase in recent years in accidents involving children getting caught in the gap between an escalator and the wall at shopping malls and department stores. Aeon stores work to prevent escalator-related incidents by setting up barriers or dividers to prevent exposure to such gaps.

In addition, at our new stores we have reduced the speed of down escalators from 30 meters per minute to 20 meters per minute as a means to preventing falls by senior citizens.



Safety Measures for Escalators

### ● Establishing Parking Lot Guardrails

Accidents often occur in the parking lots of retail complexes caused by drivers mixing up the gas and brake pedals. We have therefore established parking lot guardrails in order to prevent cars from crashing into stores and ensure the safety of customers.



Parking Lot Guardrails

### ● Installing Automated External Defibrillators (AED)

Automated external defibrillators, or AED, administer an electric shock to people experiencing sudden cardiac arrest as a way to resuscitate them. As of the end of February 2014, Aeon has installed a total of 1,639 AED units at 967 stores and shopping centers. In addition, store management, security guards and other staff members are trained in emergency lifesaving techniques.

In fiscal 2014, we plan on expanding this coverage to include small supermarkets that typically do not have many AED onsite.

## Creating a Convenient and Comfortable Store Environment for Everyone

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 2014, over 720 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, also known as the Heartful Building Law, was revised and renamed the Barrier Free Law in December 2006.



Step-free entrance (AEON LakeTown)

## "Care Fitters" and "Supporters for People 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 10,407 as of the end of February 2014.

Also, to allow a proper understanding of dementia and to enable employees to provide proper assistance, a training course is being offered to employees so they can earn approval as "Supporters for People with Dementia"\*2.

In November 2013, approximately 800 of the employees of the Aeon Makuhari New City store attended the training in preparation for their store's opening. As of the end of February 2014, there are 43,662 Dementia Supporters, the largest number among companies in Japan, and 832 "Caravan Mate" instructors for the training course.

\*1 Care-fitter: a certification administered by the non-profit Nippon Care-Fit Service Association (which changed its name to the Nippon Care-Fit Education Institute (a public interest incorporated foundation) in April 2014).

\*2 Supporters for People with Dementia: people certified through a prescribed curriculum course implemented by municipalities and other groups. Supporters have an understanding of dementia and are able, within their abilities, to give care to, watch over, and give support to people with dementia and their families.



Care-fitter Training Session



Supporters for People with Dementia Makuhari New City



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

## Consumer Issues

Serving as a form of life style infrastructure that protects the local community

### Establishing local temporary shelters [Aeon ECO Project: Protection Strategy]

Aeon has established a goal to set up 100 disaster-prevention facilities across Japan by the end of fiscal 2020 as part of the Aeon ECO Project (see page 27).

The role of a disaster-prevention facilities is to provide a temporary refuge during a disaster, to serve as a hub for rescue and first-aid activities, and to provide access to daily essentials. To fulfill this role, stores serving as a local temporary shelter feature back-up generators and water tanks to prepare for a power outage and/or water stoppages that will likely occur during and after a disaster.

In fiscal 2013, we established disaster-prevention facilities at 5 stores, including Aeon Mall Yahatahigashi, Aeon Mall Tsukuba, Aeon Mall Makuhari New City, Aeon Mall Toin and Aeon Mall Osaka Dome City.

In fiscal 2014, we plan on establishing disaster-prevention facilities at an additional 14 stores, with the goal of reaching more than 100 by 2020.



Private power generation equipment installation

### TOPICS

#### Agreement concluded with the Japan FM Network for building a comprehensive disaster preparedness network

In November 2013, Aeon and the Japan FM Network (JFN), including FM Tokyo, concluded an agreement on building a comprehensive disaster preparedness network in case of a disaster. Under this agreement, Aeon, which is aspiring to serve as a disaster-prevention facilities for communities during a disaster, and JFN's network of 38 radio stations will work together to build a disaster preparedness network that spans from confirming peoples' safety to providing supplies and information during a disaster.

Aeon stores will be connected to their local FM station from the prefecture by satellite phone to share information and convey information to people seeking temporary refuge at Aeon stores. Also, information on the store's hours, services and supplies will be provided through the location radio station and shared with the rest of Japan through nationwide broadcasts.

### FY2013 Results and Target of KPI

#### The number of local temporary shelters



## Consumer Issues

### System of Dialog with Customers

#### System for Listening to the Opinions of Customers

Aeon puts the customer's perspective at the heart of management. We strive to create conditions in which customers feel free to provide suggestions and to promptly incorporate customer comments into product lineup and service improvements, environmental conservation activities and other areas.

#### ● Suggestion Boxes and Communication Boards

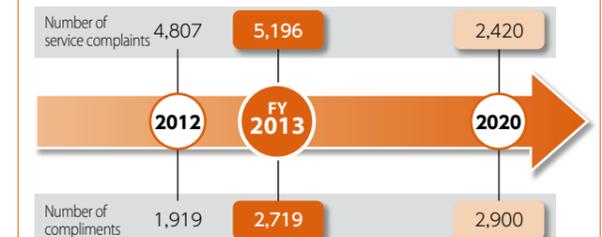
Each Aeon store has set up a box for customers to put their opinions in and a board disclosing the opinions and Aeon's response. Comments and suggestions provided by customers are replied to directly by a store representative and posted for others to see. We receive many suggestions from customers about things that are difficult for stores and employees to notice. The suggestions are utilized to improve product lineups and services and in environmental conservation activities and other initiatives.



Suggestion Box and Communication Board

### FY2013 Results and Target of KPI

#### Number of Complaints and Compliments Received



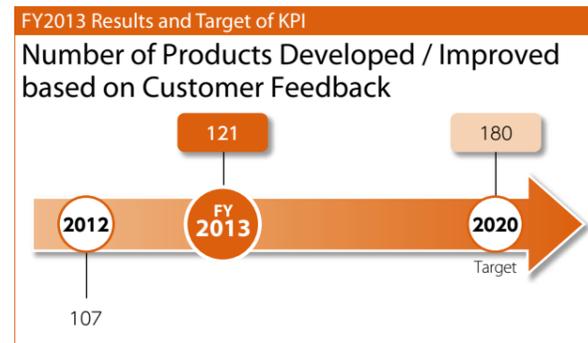
**Customer Service Department**

The Customer Service Department at Aeon headquarters receives product and service related comments and requests from customers that visit our stores. Comments and requests, which come in via the phone, Internet, letters and other channels, are responded to after checking with the relevant departments. In addition, for TOPVALU products, we have set up a call center and collect customer suggestions. This information is reported to directors and executive officers, as well as shared with employees of relevant departments through systems that manage customer feedback.

A total of 97,504 opinions (service complaints) were received in fiscal 2013 from our customers, marking a 12.9% increase compared to fiscal 2012 (21,908 opinions). This is because the number of product inquiries increased in proportion to the expansion in TOPVALU product lineup and sales.

The number of service complaints stood at 5,196, which was 108% of fiscal 2012, or an increase of 389 complaints. The number of compliments received was 2,719, which was 141.7% of fiscal 2012, for an increase of 800.

Going forward, we intend to listen carefully to the opinions of each and every customer to provide them with better services and products and to help us attain our targets for the year 2020.



**Customer Monitor Program**

Aeon has established two customer monitor programs to create products that customers want and to improve quality.

First is the in-store monitor program where customers who visit the store to shop are asked to become monitors who assess the flavor and texture of food products without being told anything about the product itself. Second is the home use monitor program where customers test out a product in their own home. This program was newly launched in fiscal 2013 and assessment criteria include not only taste, but also quantity, price and ease of use.

In fiscal 2013, nearly 100,000 customers participated in either of our monitor programs, evaluating over 2,000 products. In a "product database," we are digitizing and compiling the evaluations from monitors, including categories such as quality, packaging, and inclination to purchase.

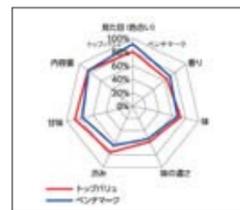
Going forward, we aim to fully employ the product database to continue refining the appeal of the TOPVALU brand and to further satisfy customers.



At-home product monitors



In-store monitors



Product database (Excerpt)

**TOPICS**

**Examples of Product Development and Improvements Made Based on Customer Feedback**

**Food**

**BARREAL**

The pull tab was modified by the manufacturer in January 2014 after reports that the pull tab fell off when opened. In 2013, there were on average 18 reports a month, but in January and February 2014 this number had declined to 4.

**Apparel**

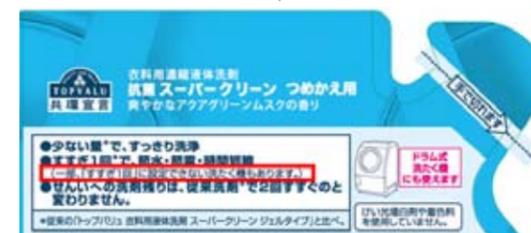
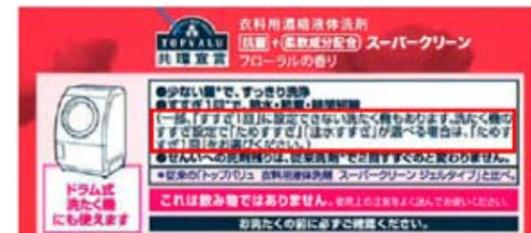
**TOPVALU Baby Underwear**

The design was improved after reports that the label was scratchy.

**Living / HBC**

**TOPVALU Super Clean**

The product use label on the packaging was changed.



**Human Rights / Labor Practices**

**Promoting Diversity**

Amidst business globalization and the requirement to respond rapidly to differences, Aeon established the Diversity Promotion Office in July 2013 to continually create new value by leveraging its diverse pool of human resources and respecting the unique traits of each individual employee. As the first step in this process, we have launched efforts to reach our goal of becoming recognized as the best employer for females in Japan and the company where female workers most want to work.

Fiscal 2014 has been designated as year one of Aeon's diversity efforts and we will create a roadmap to formulate the Aeon Diversity Declaration as well as define and achieve our future vision for 2020.

**Basic principles on personnel**

With the primary objective of management based on respect for human rights, the Aeon's basic principles on personnel revolve around listening to employees' aspirations, understanding employees' feelings and making the most of what employees have to offer, based on the guiding philosophy of ensuring that all Aeon people lead a full life at work, at home and in the community.

**Basic approach to personnel**

- Creating a corporate environment in which human resources can continue to grow as they work over the long term.
- Dealing with personnel based on ability and achievement, not nationality, age, gender or category.

**Five Human Resources Principles**

1. Fairness
2. Respect
3. Openness to change
4. Rationality
5. Ability Development



**Appointment of Female Managers**

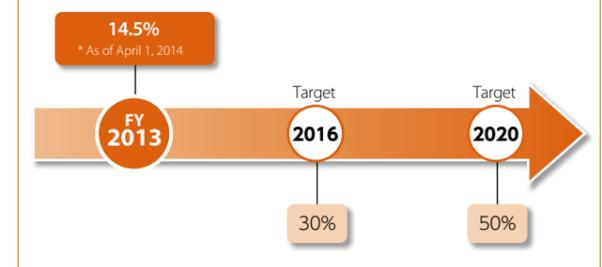
Aeon is proactively working toward appointing more female managers based on its KPI for the ratio of female managers.

As of April 1, 2014 our ratio of female managers was 14.5% (including consolidated subsidiaries).

Moving forward, we will continue to promote initiatives aimed at our goal of boosting this ratio to 30% in fiscal 2016 and 50% by fiscal 2020.

**FY2013 Results and Target of KPI**

**Female Manager Ratio**



**Hiring Employees of Foreign Nationality, Group International People to People Exchange Programs**

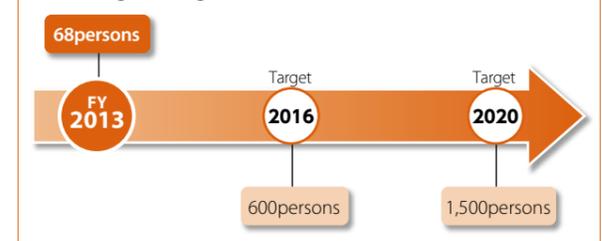
To meet the goal to expand our presence in Asian countries outlined in our three-year medium-term management plan, which started in fiscal 2011, Aeon plans actively hiring young human resources, who will form the cornerstone of future management not only in Japan, but also in China, Malaysia, Thailand, Indonesia and Vietnam.

Ever since our three-year medium-term management plan and strategy of shifting to Asia started in fiscal 2011, we have worked to hire a multinational workforce of people that will help us realize our dream and goal of becoming Asia's pre-eminent retailer. Our hiring goal for the three years between fiscal 2011 and fiscal 2013 was approximately 10,000 people (7,000 in Japan and 3,000 overseas), and by the end of fiscal 2013 we had hired 7,700 people in Japan and 2,700 people overseas, for a total of more than 10,000.

Going forward, Aeon will do its utmost to hire human resources in Japan, China and the ASEAN region that can take active roles on the global stage, beyond borders, and to encourage greater international exchange within the Aeon Group.

**FY2013 Results and Target of KPI**

**Group International People to People Exchange Programs**





## Formulating a Medium and Long-Term Action Plans for the Advancement of Women

Aeon has taken the lead in establishing diversity promotion systems at all Group companies, with such systems now in place at 10 business divisions and 14 companies and quantitative analysis and hearings performed on every company. As a result, we have set six initiatives aimed at finding solutions to the four priority themes shared across the entire Aeon Group. In April 2014, we established implementation systems at around 60 Group companies and convened a kick-off meeting involving corporate leaders and diversity managers. In addition to a keynote address, the kick-off meeting featured a discussion on the future approach to the advancement of women. Going forward, we plan on creating and executing specific initiatives and measures after the current situation of each subsidiary is fully understood.



Kick-Off Meeting with Planning Leaders from 60 Aeon Companies

### Four priority themes/ Six Initiatives

#### Four priority themes

- 1 Work-life management
- 2 Advancement of women
- 3 Corporate culture reform
- 4 Management consciousness reform

#### Six Initiatives

1. Effecting ongoing management priorities
2. Establishing a group-wide planning and promotion structure
3. Reforming mid-management consciousness
4. Evaluating and revising current operation criteria and processes
5. Expanding women's self-awareness and change based on experience and education
6. Creating systems to balance work and life events

### Establishment of Nurseries at Shopping Centers

Aeon is promoting the establishment of nursery facilities at shopping centers as a way to help women balance work and childcare after giving birth and to smoothly re-enter the work force. The nurseries support Aeon people working at the shopping center, as well as shop employees and shoppers, and are open from early morning to nighttime 365 days a year.

The system was instituted at Aeon Mall Makuhari New City, and we plan on establishing nurseries in every prefecture by 2020, giving priority to where we have large numbers of employees and there are a large number of waitlisted children.



Nursery facilities (image)

### VOICE

#### Diversity benefits customers, employees, and companies

From the time of the establishment of JUSCO, Aeon's predecessor, the organization was committed to an equal opportunity employment policy of nondiscrimination on the basis of gender, nationality, education, previous employment, age, etc. Aeon's Diversity Office is currently carrying out initiatives to assure that an environment to maintain these concepts continues. Our aim is to link customer, employee, and company satisfaction with a diverse climate in the business organization.



Emi Tanaka  
Office of Diversity  
Manager  
AEON CO., LTD.

### ● Employment for People with Disabilities

Aeon is working to establish conditions that allow people with disabilities to work with a sense of purpose.

As of June 2014 the employment rate of people with disabilities for Aeon and all consolidated Aeon Group companies was 2.05%, which exceeded the statutory requirement of 2.0%.

At Abilities JUSCO Co., Ltd., a special subsidiary established in 1980, people with disabilities take on the challenge of realizing their own potential, working at 10 Scrum CD stores in the Tohoku region alongside able-bodied staff (as of February 28, 2014).

From fiscal 2014, we established the employment rate of persons with disabilities as a KPI in order to make further efforts toward hiring persons with disabilities. Moving forward, we will continue to encourage the hiring of persons with disabilities and be a company where everyone finds it easy to work.

### FY2013 Results and Target of KPI

#### Employment of People with Disabilities

2.05%, 4,829 employees  
\* As of June 1, 2014



### ● Promoting Equal Opportunities for Part-time Employees

We have developed various programs that allow part-time employees to thrive at the workplace.

For example, Aeon Retail Co., Ltd. has a system that makes it possible for all employees to utilize the same training and hiring programs. It instituted the Community Employee\* Program in 2004 to eliminate differences in roles, expectations and treatment depending on employee classifications (full employee or parttime employee) and to enable the continued growth of all employees depending on ability, performance and motivation. The program eliminates differences in educational and hiring opportunities. It also makes it possible for anyone to take on the challenge of a higher position, including willing Community Employees if they fulfill certain conditions set by the company.

\* Community Employee is a collective designation for Aeon Retail employees working in a specific location and not subject to geographic transfer. There are both hourly wage positions and monthly salaried positions.

### ● Improving System for Employing the Elderly

Aeon Retail instituted a mandatory retirement age of 65 starting in 2007 in order to meet the needs of the company, which wants to continue employing people over the age of 60 that are highly motivated and hard working, and the needs of the worker, who want to continue working in a stable environment. In addition, today the number of consolidated subsidiaries that have instituted a mandatory retirement age of 65 has now reached 41.

As of April 2014, more than 1,600 employees (full-time) across the Aeon Group were over the age of 60. Their broad range of

experience, skills and knowledge are being fully utilized in our businesses.

### Training Programs Supporting the Growth of Employees

Aeon believes that the greatest form of welfare is education. This phrase embodies the thought that education, in addition to wages and benefits, is key to enriching the lives of its employees.

Given this, we have created a wide range of training programs that support the growth of employees and their desire for advancement.

### ● Aeon Fundamental Education

This is provided for the first three years following employment with the same content Group-wide. Besides sharing Aeon's basic philosophy and set of values, the education aims to get employees to completely master the corporate culture and basic skills as Aeon people.

### ● Aeon Group Self Declaration Form System

This system encourages transfer within the Aeon Group beyond the framework of the company amid the many different business domains covered by the Aeon Group. In fiscal 2013, a total of 538 forms were submitted from employees of 41 different companies.

### ● Sending Personnel to Graduate Schools in Japan

Under this system, Aeon selects employees from Group companies to enter graduate school in Japan (MBA course) as a means to develop human resources that will take charge of managing the Aeon Group in the future. The aims are for them to learn specialized knowledge related to management and build networks outside of the company.

### ● Management Trainee System

Under this system, exceptional personnel are dispatched to Group companies across borders in Japan, China and the ASEAN region. The aims are to get the employees to learn new knowledge and skills through business experience and training overseas and to develop candidates for management at each company through employee exchange.

### ● Aeon Business School

The Aeon Business School provides courses for personnel to learn the knowledge necessary for the jobs they aspire to. The system supports self-actualization of motivated personnel. 22 courses were held in fiscal 2013 and up to 583 people attended.

**● Group Recruitment System**

This system enables personnel to challenge the business and job position they aspire to without being restricted by the domain or company they belong to. In fiscal 2013, recruitment was conducted for the junior employee overseas dispatch program and other opportunities at various new businesses within Kajitaku Co., Ltd., Aeon Culture Co., Ltd., and Aeon Reit Management Co., Ltd.

**● Internal Certification Systems**

Aeon has established a wide array of internal certification systems for specific jobs. Eight of these certifications have been accredited by the Ministry of Health, Labour and Welfare and recognized for their high quality.

**Aeon's in-house qualifications Number of qualifications holders\* (As of February 28, 2014)**

◎ Fresh fish master (grade 1)	12	◎ Cycle advisor	1,296
◎ Fresh fish master (grade 2)	1,678	- Senior cycle advisor	215
◎ Fresh fish master (grade 3)	3,301	- Beauty advisor	748
- Baby advisor	669	- Handcraft advisor	193
- Fashion advisor	929	- Senior care advisor	75
- Liquor advisor	521	◎ Hot deli master	2,474
- Fish advisor	418	◎ Sushi master	2,414
- Digital advisor	313	◎ Farm product master	1,201
- Home appliance advisor	93	◎ Greenery master	568
- General appliance advisor	68	◎ Gardening master	338

◎ denotes qualifications accredited by the Ministry of Health, Labor and Welfare.

\* Total for Aeon Retail Co., Ltd., AEON SUPERCENTER Co., Ltd., Aeon Hokkaido Corporation, AEON KYUSHU CO., LTD., AEON RYUKYU CO., LTD., Maxvalu Hokkaido Co., Ltd., Maxvalu Tohoku Co., Ltd., Maxvalu Chubu Co., Ltd., Maxvalu Kyusyu Co., Ltd., MAXVALLU KITA TOHOKU CO., LTD., MAXVALLU MINAMI TOHOKU CO., LTD., MAXVALLU KANTO CO., LTD., MAXVALLU NAGANO CO., LTD., MAXVALLU HOKURIKU CO., LTD., Maxvalu Nishinohon Co., Ltd., AEON BIG CO., LTD., TAKIYA Co., Ltd., KOHYO CO., LTD. (18 companies)

**TOPICS**

**Partnership Concluded with the Kanda Gaigo Group for Developing Human Resources that will be Leaders in the International Community**

In June 2013, Aeon and the Kanda Gaigo Group/ Kanda University of International Studies concluded a partnership agreement. This agreement is based on the shared awareness of the need to master the local language, values, culture and customs for providing the best possible products and services to customers in Asia.

Under the agreement, Aeon will host internships, Aeon employees will receive language and cultural training by instructors of the Kanda Gaigo Group, and Aeon will organize public lectures on the university's campus for students and local community members.

This industry-academia partnership will play an important role in developing human resources that will be leaders in the international community as well as enhancing the knowledge and qualifications required of next-generation human resources.

**● Aeon DNA University**

In September 2012, Aeon instituted the Aeon DNA University to train the next generation of Aeon management by instilling the philosophy and values of the company passed down since its founding. Group CEO Motoya Okada himself is an instructor at the university. In fiscal 2013 the first and second session of the university were held in August 2013 and February 2014, respectively, and today the third session is currently started. Students will receive in-depth instruction into Aeon's DNA and will contribute to Aeon's future growth as the next-generation of managers.



DNA University Class

**TOPICS**

**"Aeon Tsinghua Academy" Launches its First Training Program**

Aeon and the Aeon Group's head office in China, through a partnership with Tsinghua University and the Tsinghua University Education Fund, have established the Aeon Tsinghua University School of Social Science Social Development Research Center, with the goal of promoting industry-academia cooperation in human resource development and research in the field of social sciences. In May 2013, the Center started its first training program, "Aeon Tsinghua Academy", for next-generation management resources of the Aeon Group.

This training program, which comprises unique curriculum on management strategy, marketing, IT and other fields that leverage the expertise of Tsinghua University, will be held for the next 10 years involving classes of at least 10 management personnel each year.

**Human Rights-related Training**

Aeon respects the human rights of all people and does not discriminate on the basis of nationality, race, sex, academic background, religion, mental or physical disability, or any other attribute. Each and every Aeon employee strives to listen closely to co-workers and make the company a place where people respect one another as equals.

To accomplish this Aeon holds training programs to facilitate correct understanding and deepen awareness of a variety of issues, among all employees including issues pertaining to social discrimination, foreign residents, abuse of power, diversity, people with disabilities and work-life balance.

The Aeon Group as a whole trains employees on human rights issues at training for new executive officers, training for new employees of the Aeon Group, Aeon Business School (personnel training course), and meetings held for human resource managers across the Aeon Group. At training for new employees of the Aeon Group, participants acquire basic knowledge related to human rights that is required of employees.

At the individual company level as well, efforts are made to raise human rights awareness through a variety of in-house training programs.

**Creating Pleasant, Comfortable Workplaces**

Aeon has been a strong advocate of helping employees balance their work life with their child raising needs. Specifically, we strive to encourage employees raising children to take childcare leave, including fathers, to reduce their overtime work, to take annual paid leave, and to take time off to participate in parents' days at their child's school.

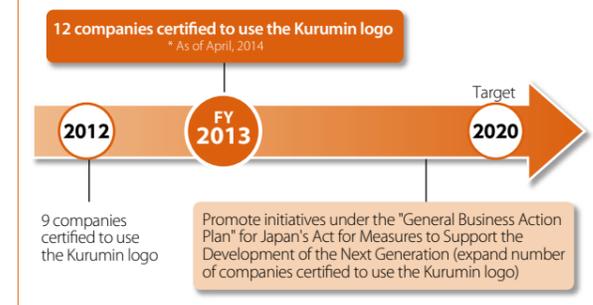
Continuing on from fiscal 2012, in fiscal 2013 we implemented initiatives at each Aeon Group company based on our general business action plan based on the Act for Measures to Support the Development of the Next Generation. As a result, as of April 30, 2014, a total of 12 companies\* have been certified to display the Kurumin logo.

Going forward, we will continue to implement measures aimed at this KPI.

\* Aeon Group companies certified as of February 2014: AEON CO., LTD., AEON Retail Co., Ltd., The Daiiei, Inc., SUNDAY CO., LTD., AEON CREDIT SERVICE CO., LTD., AEON Mall Co., Ltd., AEON RYUKYU CO., LTD., Maxvalu Chubu Co., Ltd., Maxvalu Nishinohon Co., Ltd., ORIGIN TOSHU CO., LTD., CFS Corporation, AEON GLOBAL SCM CO., LTD.

**FY2013 Results and Target of KPI**

**Creating Pleasant, Comfortable Workplaces**



**● Employee Satisfaction Survey**

In October 2013, an employee satisfaction survey on morale was conducted targeting all Aeon Group employees.

The results of this survey and employee feedback will be utilized to develop our organization and systems to improve motivation and make our workplaces more employee-friendly, while also enhancing employee and customer satisfaction. The results will also enable us to improve business performance by identifying the strengths and weaknesses of each company.

The results of the survey in fiscal 2013 will be used to propose new measures for fiscal 2014 and beyond.

**Securing Work-Life Balance**

**● Four Career Paths for Employees [Aeon Retail Co., Ltd]**

Aeon Retail Co., Ltd established four career paths in 2004. Under this system employees may choose to take on the challenge of a different career path. Also, there are no differences in opportunities for acquiring qualifications or applying for new positions depending on the path, and employees are able to participate in various training programs regardless of the path.

Going forward, we will further develop our programs and systems so that female employees in particular have a workplace environment where they can thrive professionally, while achieving a work-life balance between their job and marriage or childcare.

**The four career paths available to Aeon Retail Co., Ltd. employees (As of February 28, 2014)**

- National (N) staff: Can essentially be transferred anywhere in Japan or overseas
- Regional (R) staff: Can be transferred anywhere within a specific regional block
- Community-based staff: No transfer requiring relocation. Option of daily/monthly salary or hourly wage.
- Contract workers: No transfer requiring relocation. Part-time only

● **Childcare and Nursing Care Support Programs**

**[Aeon Retail Co., Ltd]**

Aeon Retail Co., Ltd. makes childcare leave available for up to April 20 of the year the child enters middle school. While the legal requirement under Japan’s Child Care and Family Care Leave Act is to attempt to make this available until the child enters elementary school, we have provided extra time because workers often want to take time off after that for other events in their child’s life.

For employees with families for which nursing care is deemed necessary, we have established a nursing care leave program and a nursing care work program that provide time off or shortened working hours.

The following chart contains data on the number of employees taking childcare or nursing care leave in fiscal 2013.

(Unit: person)

	Childcare leave	Nursing care leave
AEON Retail Co., Ltd.	965 (2)	97 (6)
Aeon Group	1,646 (5)	133 (10)

\* Numbers in parentheses indicate the number of male employees taking childcare/nursing care leave

● **Welfare Programs**

The Aeon Good Life Club, in which some 200,000 Aeon Group employees are enrolled, administers various benefit programs to help members and their families live life to the fullest. Programs include the payment of gift money for celebratory occasions or condolences (mutual assistance), subsidies for childcare and nursing care, various forms of insurance (self-help support), and support for leisure activities and health (motivational assistance).

**Health and Safety Committees**

Health and Safety Committees are organized at the store and business office level in order to ensure the safety and health of employees and promote the creation of pleasant, comfortable working conditions.

For example, at Aeon Retail, store managers, managers of personnel and general affairs departments, employee representatives and labor union representatives attend the committee meetings, which are held once a month.

**Labor Union Status**

Aeon emphasizes dialogue between labor and management, and discussions are held with the labor union through Safety and Sanitation Committees and the labor-management council. The labor union has encouraged part-time employees to become members, and as of the end of May 2014, the labor union had 215,000 members, including 171,000 part-time employees. We actively work to incorporate employee feedback through workplace meetings participated in by union members.

**Helping Employees Maintain or Improve Their Health**

Aeon is working to ensure that all of its employees receive regular health exams and that it thoroughly conducts followup, which includes recommendations for additional medical screenings and work schedule adjustments based on the results of the exams, in order to properly manage employees’ health in compliance with the provisions of Japan’s Industrial Safety and Health Act. To help employees maintain or improve their health, we also have developed an insurance program to provide more comprehensive health exams to employees over the age of 40 that are enrolled in Aeon’s corporate health insurance society. A counseling office is provided to support good mental health. It is one of the member services of the Aeon Good Life Club, a general foundation run by the Aeon Group.