

# Ongoing assistance under the theme: 'Taking Action for Great East Japan Earthquake Reconstruction - Putting Ideas into Practice'

Although reconstruction efforts continue in the disaster affected areas, there are some obstacles due to the large scale and complexity of the projects and a decline in public interest. In view of that, the government needs to be concerned with creative reconstruction as well as recovery, and local governments need to team with the private sector to develop new attractions in Tohoku. Aeon is working together with communities to build stores to create new city infrastructures.

## March 11, 2011 – The Great East Japan Earthquake strikes

We exerted our best efforts and did everything possible as a member of the local community and as a provider of life style infrastructure in local areas

At 3:00pm, immediately after the Great East Japan Earthquake struck, Aeon set up a headquarters response team at the Makuhari head office, based on earthquake and disaster preparedness rules that lay out response protocol. Later in the day, an on-the-spot headquarters response team was established at the Tohoku Company (Sendai Office). Both of these teams took charge of efforts to help customers evacuate stores, confirm the safety of employees, and check damages to stores.

Information collected by these teams was in turn utilized to dispatch support teams and establish a system for delivering relief supplies based on disaster prevention agreements with local governments. We also took steps to ensure the safety of survivors by opening up the sales floor at certain stores as an evacuation site for the surrounding communities. To fulfill our role as an integral life style infrastructure for the local community, we reopened stores as quickly as possible, called on our customers across Japan to help the relief effort with donations, and conducted the Yellow Receipt Campaign. We also began mobile sales services to ensure access was available to our products and services.



Floors of a shopping center were open to disaster victims. Aeon pharmacists used store inventories to fill prescriptions for disaster victims



Operations were restarted on the first floor of Aeon Ishinomaki store on March 31, 2011



Hearing that people in temporary shelters were inconvenienced by stores being far away, Aeon dispatches trucks carrying goods.



Collecting cash donations in front of a store in Japan (March 12, 2011 – May 8, 2011)



"Gambaro (Go) Japan! Yellow Receipt Campaign" disaster-relief campaign (April 8-12, 2011)

## March 2012

We launched a variety of initiatives under the theme 'Taking Action for Great East Japan Earthquake Reconstruction - Putting Ideas into Practice'

In March 2012, one year since the earthquake and tsunami struck, Aeon confirmed the resolve of Aeon people to provide ongoing assistance to the reconstruction effort with the announcement of the "Taking Action for Great East Japan Earthquake Reconstruction - Putting Ideas into Practice" initiative. Under this, Aeon people from across Japan have taken the lead in independently promoting activities nationwide, including the 'Joining Hands Reforestation Program,' in order to replenish the trees in the disaster-affected area, and doing volunteer work together with local governments and NPOs. This 'Project Aeon Joining Hands' is slated to continue with its activities for the foreseeable future. In addition, we created the 'From Tohoku' initiative to deliver products from the Tohoku region to people across Japan via our stores and catalogues in order to help revitalize disaster-hit local economies.



In order to replenish the trees lost to the tsunami in the earthquake devastated areas, Aeon started 'Joining Hands Reforestation Program' to plant 300,000 trees in a 10 year.



Aeon Happy Yellow Receipt Campaign for Disaster Relief continues. The campaign was expanded to three days in March 2012-2013.

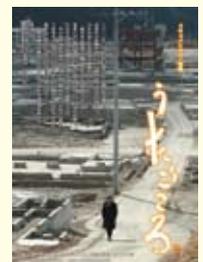
We are implementing efforts to convey the importance of forest and green.



Aeon employees have continued volunteer efforts to work along with local governments and NPOs.



The WAON for Tohoku Restoration card was issued in May 2012. 0.1% of the sales amount is donated to children in these disaster affected regions.



Aeon has been engaged in a charity project to screen the documentary film Utagokoro.



A delicious peach of Fukushima to the all over Japan

**March 2013**

We continue to work on urban development, and to re-open stores and create new stores.

In FY 2013, we continued our 'Taking Action for Great East Japan Earthquake Reconstruction' program and began a number of initiatives to work with the community over the long term for reconstruction of the disaster affected areas. Our customers throughout Japan could contribute to Tohoku economic stimulus by buying Tohoku products at

Aeon stores. Aeon people could also continue their support through tree planting and volunteer activities such as the "Project Aeon Joining Hands." As a business in the community, Aeon is working hand in hand with people in the affected areas.

Together with our customers

**Supporting the Children of Tohoku**

The Aeon "Happy Yellow Receipt Campaign" is carried out on the 11th day of every month. Starting in 2012, the campaign has been extended every March to three days, during which period 1% of the value of receipts in a specially designated box is earmarked to benefit the children of Tohoku. In fiscal 2014, along with donations from other companies, 111 million yen was donated to foundations that support the 'life' and 'education' for children in Iwate, Miyagi, and Fukushima.



Together with the people of Tohoku

**300,000 Trees Planted in 10 Years**

There is a plan for the planting of 300,000 trees in the Tohoku coastal area over a 10-year period, starting from 2012. In fiscal 2013, 17,870 trees were planted. In 2013, as part of this effort, Aeon started the 'Sapling Foster Parents Campaign of the Tohoku Reconstruction Hometown Forest Program,' inviting customers to take seedlings home to nurture and then return a year later for planting in the disaster affected areas of Tohoku. The seedlings that have been cared for by 'foster parents' are to be collected from all over Japan and planted with local volunteers in Tohoku.



Integrated Aeon Group

**Aiming for Participation of 300,000 Aeon People**

Since 2012, Aeon management and employees have been engaged together in a number of volunteer initiatives throughout Japan to support the disaster affected areas. In fiscal 2013, 63,274 people participated. In fiscal 2014 as well, we are planning 20 dispatches of volunteers to Rikuzentakata city Iwate prefecture, to help in the fields and villages, and to Minami Soma Fukushima prefecture, to mow grass and tidy up houses.



**Support performance of 2014 of February**

**Amounts of Contributions and Donations in Kind**

**Approximately 5.48 billion yen**

Donation amount inside, had you approach from customers 1.45 billion yen (As of May 2014)

**Employees who participated in the disaster area volunteer**

**Total 1,587 persons**

**Employees who participated in volunteer activities in the company and around**

**Total 68,011 persons**

**Total contributions of Aeon Happy Yellow Receipt Campaign for Disaster Relief**

**543 million yen**

(As of May 2014)

**The number of tree planted in the affected area**

**37,680 trees**

**"Tohoku Reconstruction WAON" issue number**

**71,000 cards**

**'Fast Fish' sales in Tohoku produced raw materials use**

**Pack more than 2 million**

**Close UP! Promoting New Town Planning and New Product Development in Tohoku**

**Creating Safe and Prosperous Living**

**Contributing to Communities with Stores**

Aeon has been supporting people's everyday living, including by serving as an economic base in employing local people, and has been committed to resumption of store operations in the affected areas ever since the occurrence of the Great East Japan Earthquake.

In cities, towns, and villages that suffered extensive damage, much more than simply reconstructing stores is necessary. Large-scale reconstruction, including surrounding infrastructure redevelopment is required. Aeon is creating jobs in stores opened in the Tohoku region, and offering products and services to support daily life. In addition, through the variety of Aeon stores, ranging from super markets to discount stores, convenience stores, etc., Aeon's is creating stores that are responsive to the needs of the community. In fiscal 2013, Aeon opened 33 stores in the six prefectures of Tohoku. In fiscal 2014, Aeon will go on opening stores and working together with local governments and local residents to build prosperous communities.

**Sendai, Miyagi Prefecture**



The Big Express Shogen Store was opened in March 2013. It is the Aeon Group's first urban commercial park store in Tohoku and it will play a key role in neighborhood infrastructure.

**Sukagawa City, Fukushima Prefecture**



Sunday Sukagawa Store, a home improvement shop, opened in October 2013. It offers home delivery and rental tools geared to local needs.

**Kamaishi City, Iwate Prefecture**



Aeon Town Kamaishi opened in March 2014. The buildings and facilities are reinforced against disaster. The new jobs it will create will contribute to the revitalization and development of Kamaishi City.

**Support Through Products**

Aeon is supporting reconstruction and revitalization of Tohoku agriculture and livestock industries mainly through TOPVALU product lines and other products containing Tohoku ingredients with a "From Tohoku" logo sticker and selling these items throughout Japan. The number of "From Tohoku" products increased five-fold in 2013 in comparison with 2012, to over 200 items. Aeon continues to work with Tohoku producers for product development in 2014.



Catalogue Sales of Tohoku Seasonal Foods

Joint Development with Sanriku Railways and Kuji City Fishing Cooperative

**VOICE Encouraging Aeon Employee Support**

It has already been three years since the Great East Japan Earthquake. Since 2013, we have received much encouragement and support from Aeon in the form of letters and volunteers who help with work in our fields. Strengthened by this, we sold eggs, vegetables, and flowers from our farm and felt energized and hopeful.



Hiroshi Kawamura Chief of Salad-noon President of NPO Jin Minami Soma, Fukushima Prefecture