

A decorative green line starts from the bottom left, curves upwards and to the right, forming a large circle that frames the title. It then continues as a thin line with two leaves at the top right. Several colored circles are scattered around: a yellow circle at the top, a light blue circle to the right, a light green circle to the left, a small light green circle at the bottom left, a pink circle at the bottom right, and a large yellow circle at the bottom right.

2015 AEON Sustainability Magazine



We aim to achieve both sustained Aeon Group growth and social development as Asia's pre-eminent retailer.

Group CEO,
President of AEON CO., LTD.

岡田元也
Motoya Okada

Since its establishment, we at Aeon have continuously acted to fulfill our mission as a retailer. That mission is to support our customers' daily lives, strengthen relations with the people of local communities through our activities and contribute to community development.

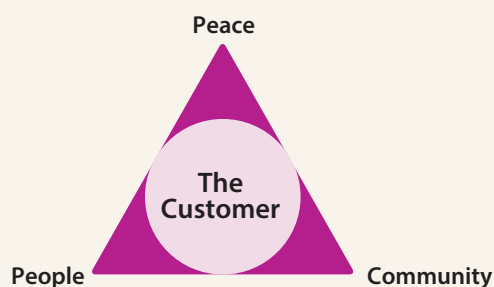
We have maintained our philosophy while responding to changing times in collaboration with like-minded companies aiming to keep up to date with the times technically and socially. The Aeon Group has today grown to 440,000 employees and over 7 trillion yen in operating revenue. Since fiscal 2014, management has executed the Medium-term Management Plan (FY 2014–2016), which positions the Aeon Group to address various social issues and to experience growth opportunities in the substantially changing market climates of Asia. Aeon is accelerating the four shifts carried out as a Group-wide strategy—Asia shift, urban shift, senior shift and digital shift—and implementing product-oriented reforms to strengthen the appeal of TOPVALU brand products.

In order to steadily promote such plans, Aeon must demonstrate its strength of diverse human resources, and all employees should share and practice Aeon Basic Principles of pursuing peace, respecting humanity and contributing to local communities, always with the customer's point of view as its core. I believe that the combination of wisdom and strength of the diverse Aeon people together with the Aeon Group's management philosophy will contribute both to the growth of the Aeon Group and the development of local communities to realize sustainable society. We will continue such efforts together with our three headquarter offices in Japan, China, and ASEAN and focus on achieving recognition by the local people of each region to become Asia's pre-eminent retailer.

AEON Basic Principles



Pursuing peace, respecting humanity and contributing to local communities, always with the customer's point of view as its core.



The word aeon (ÆON) has its origins in a Latin root meaning "eternity." The customers' beliefs and desires comprise the central core of our philosophy. At Aeon, our eternal mission as a corporate group is to benefit our customers, and our operations are thus customer-focused to the highest degree.

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

On the basis of the Aeon Basic Principles, Aeon practices its "Customer-First" philosophy with its ever-lasting innovative spirit.

Aeon Sustainability Principle

Aeon aims to realize a sustainable society with stakeholders based on our basic principle of pursuing peace, respecting humanity and contributing to local communities, always with the customer's point of view at its core. With realization of a low-carbon society, conservation of biodiversity, better use of resources and addressing social issues as core principles, we will think globally and advance activities locally.



Letting Forests Grow Plant, Nurture, Thrive

The Aeon Hometown Forests Program is a project to plan trees with customers at new store sites. Tree planting is the focus of the Aeon Environmental Foundation, a public interest incorporated foundation dedicated to the regeneration of forests worldwide, and includes tree planting in the Great East Japan Earthquake areas. The number of trees planted exceeded 10 million in 2013, after more than 20 years of tree planting together with 1 million customers. Aeon will continue to plant and nurture trees together with local communities.

The Origin of Tree Planting Activities

Around 50 years ago, in the 1960's, Takuya Okada, then president of JUSCO (present day Aeon) and currently Aeon Honorary Chairman and Advisor, noticed that the Nandina Heavenly Bamboo flowers in the garden of his home in Yokkaichi city, Mie prefecture has stopped blooming. He assumed that was a result of the earth's changing environment. He also felt a sense of crisis, realizing that the pollution accompanying economic growth would create social problems and that the loss of nature's richness would be connected with a loss of sources of wealth. As a retailer, we considered what we should do. Based on our reflection, we started the Aeon Hometown Forests Program in 1991.

Laying a Foundation for Peace

Environmental problems threaten to destroy the health and well-being of everyone on Earth. Aeon conducts business in close contact with the people of the community. Based on the idea that a peaceful society is the basis of Aeon's business, we are working to solve environmental issues through tree planting.

Creating a Space for Lively Communication

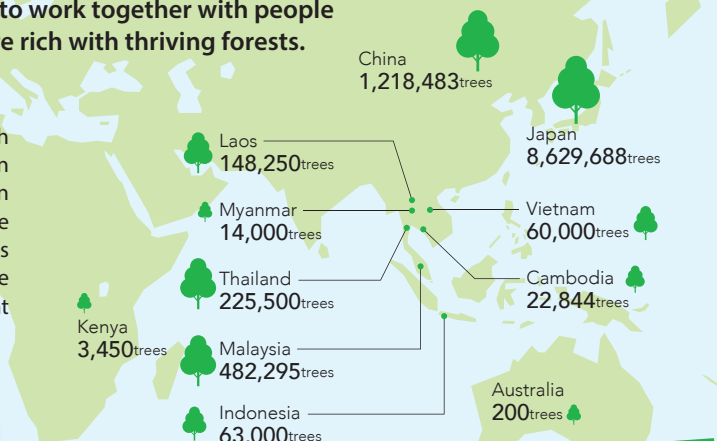
People of all ages, from children to senior citizens, enjoy getting together to plant trees and exchange conversation. It is Aeon's desire to expand opportunities for such occasions of exchange through tree planting.

Growing Together with Communities

Aeon is building forests rooted in the respective regions by planting native trees. Further, learning and sharing that occurs through the process of planting trees is also something Aeon wishes to continue to foster.

With our Customers towards the Next 10 Million Trees

We will continue in our mission to work together with people the world over to deliver a future rich with thriving forests.



Total **10,867,710** trees

As of February 28, 2015



Plant

Planting the Next 10 Million Trees —for the regions and for the future

During fiscal 2014, the Aeon Hometown Forests Program of the Aeon Environmental Foundation led the effort to plant trees in Vietnam, China, Myanmar, Malaysia, and Japan. Aeon will continue to plant trees together with customers and stakeholders throughout the world.



Nurture

Growth of Forests Enriches Lives

Aeon is working to strengthen, nurture and manage the trees planted at the existing stores. In fiscal 2014, Aeon launched the forestry-training course "Forest Transcend Project" together with Miyagawa Shinsengumi (NPO) in Mie prefecture. This project is based on the principle of saving the forest and enhancing the lives of the local residents through sustainable use of forest resources. Aeon is now working to develop forestry successors through these activities.



Thrive

Construction Materials and Products Made from the Lumber of properly-managed Forests

Ministop Co., Ltd. opened a Ministop store that used 100% FSC Japan certified materials in 2009, as the first FSC-certified convenience store in Japan. As of the end of February 2015, 108 Ministop stores are FSC certified. Going forward, we plan to actively increase the number of environmentally-friendly stores using FSC Japan certified materials.

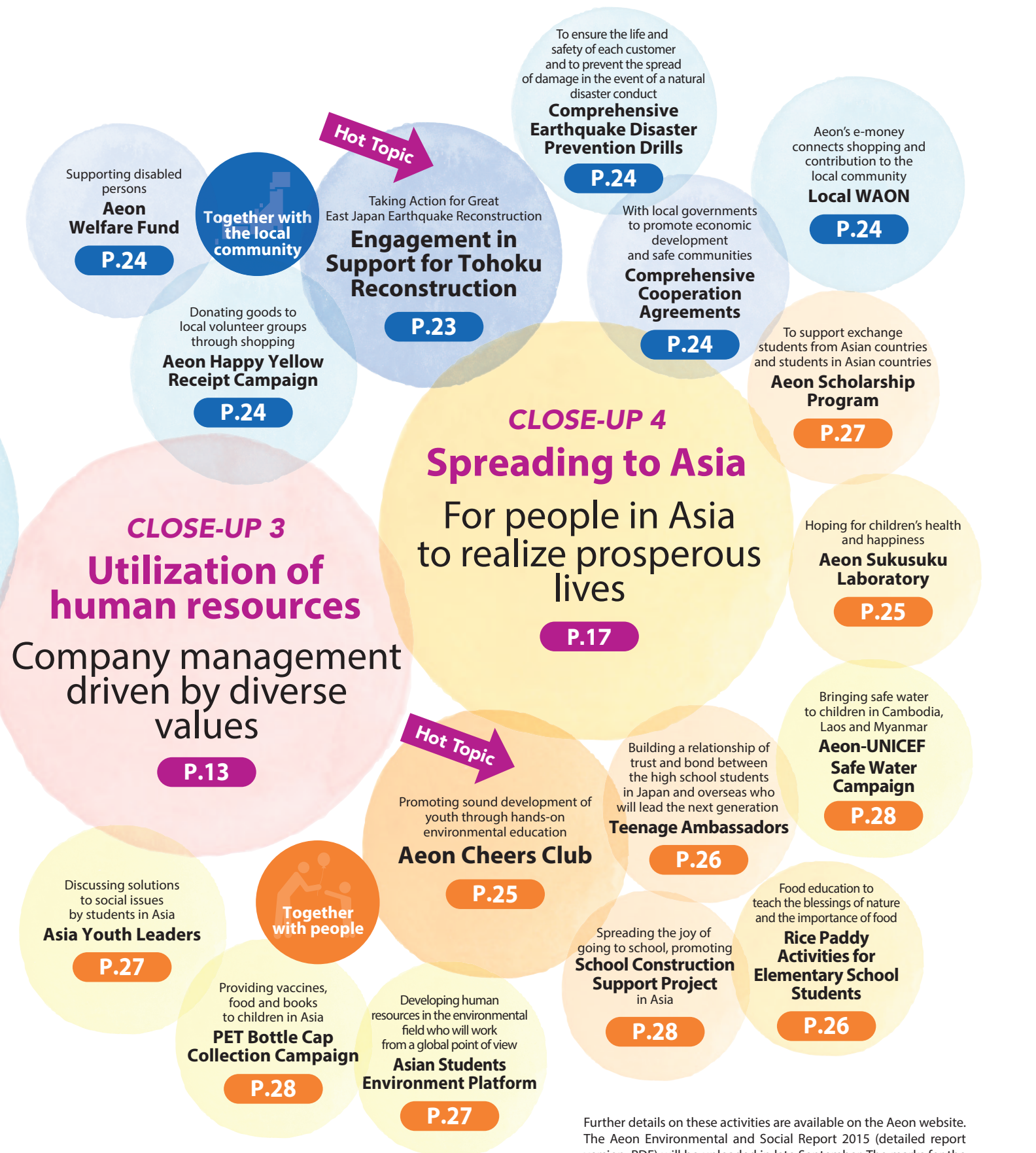


Initiatives for the Future



Column

- P.19** Aeon's Energy Advisor Program received the Grand Prize for Excellence in Energy Efficiency and Conservation.
- P.20** Aeon was honored for excellence in climate change information disclosure three years in a row.
- P.21** Aeon My Bag Design Contest



Further details on these activities are available on the Aeon website. The Aeon Environmental and Social Report 2015 (detailed report version, PDF) will be uploaded in late September. The marks for the activities of the public interest incorporated Aeon 1% Club Foundation and the public interest incorporated Aeon Environmental Foundation (P.29) are

Aeon 1% Club

Aeon Environmental Foundation



To provide more enriched lives for Grand Generation

Grand Generation (G.G). An increasing number of the lively elderly are becoming more active and aging gracefully in Japan. Aeon decided to review the position of the store in consideration of the current tendency for a stronger willingness to act and purchase by the G.G. We begin with what we can do for the ever admirable G.G.

***The Grand Generation (G.G)** is a concept that replaces the traditional seniors group (advocated by Mr. Kundo Koyama). "Grand" respectfully means the top generation in life experience who are aging gracefully and enjoying their lives in a variety of ways while maintaining substantial knowledge and experience.

1

**From
"Products"
to "Experience"**

Welcome to the G.G floor, which is filled with information and ideas. Here, G.G can find many things to do.

**Creation of a store
to brighten
customers'
daily lives**

2

**Comprehensive
support
for daily lives!**

We respond to requests and queries from customers.

3

**Friendly and
convenient
for everyone!**

The store has dedicated concierges to respond to customer queries about shopping.

VOICE

From employees

We intend to create a place where "Products" and "Experience" are connected and expanded.

The Aeon Kasai Store was renewed in 2013 as the G.G Mall against the background where the G.G generation aged 55 and older was increasing rapidly. For G.G customers who can spend more time in the stores, we are trying to provide more enjoyable space to make their stay more meaningful.

In order to meet the wishes of G.G customers with a real discernment of value in their own way, such as trying new things, pursuing personal interests, absorbing new knowledge, having a relaxing time, and purchasing meticulously made products suited to a person's specific taste, we continue to evolve the store on a daily basis.



Tatsuya Kuwae
Store Manager
Aeon Kasai Store
AEON Retail Co., Ltd.

Creation of the Store with Three Focuses 1

From “Products” to “Experience”

In order for customers to further brighten up and to have a perfect time in their lives, we provide not only appropriate products, but also new places where they can experience things.

We propose fascinating leisure experiences through making dreams come true.

In order to meet wide-ranging wishes of G.G customers, such as staying healthy, looking younger and more beautiful, and having quality time, we are preparing a broad variety of product lineups and numerous events.

By taking a step beyond a store that just sells products, we are trying to create places where customers can experience other things.

The store offers places to experience things on every sales venue, and daily lives of the G.G become healthier, more enjoyable, more comfortable and more convenient. Aeon's proposals are to realize such affluent lifestyles.

Customers can have a fresh experience anywhere on the floor.

Hoping to offer a more productive time for G.G customers who actively enjoy free time, Aeon will create a store that G.G customers want to visit every day.

Aeon Kasai Store has been renewed and will dedicate the entire fourth floor as the G.G Mall. “Places” linking “Products” and “Experience” have been realized with the cafe, culture center, bookstore and so on. We consistently offer fascinating experiences in the store so that customers can experience daily lives filled with fresh surprises.



Aeon Kasai Store Grand Generation's Mall

Health promotion



Aeon Fitness Studio

Female-only fitness studio for beginners responds to the needs of customers who are reluctant to go to a full-fledged gym.

Culture



Pandora House

In addition to the sales of handcraft materials, Pandora House offers classes in leather craft and resin crafts in a workshop installed in the store as needed.

Event

Event Space

The name of the space is G.G Stage. There are wide range of things to do throughout the years, including events and seminars linked to products and presentations by students.

Culture



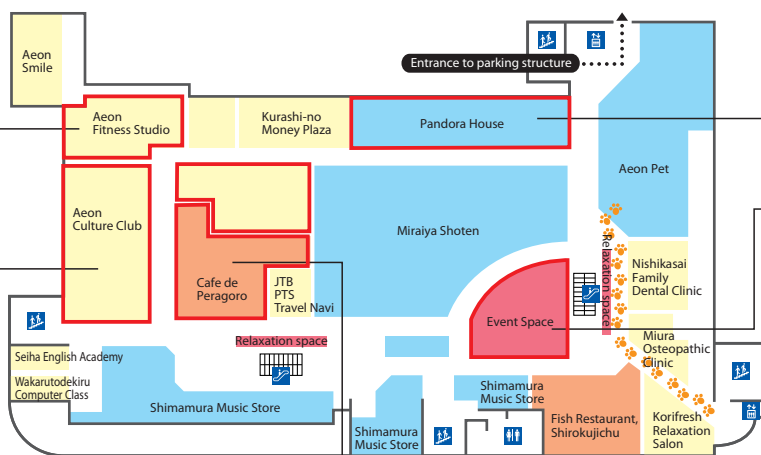
Aeon Culture Club

The Aeon Culture Club has two studios and six classrooms. The club features a wide selection of classes ranging from classroom lectures and physical classes to a cooking class, Igo, and a non-gambling mah-jongg salon.

Cafe de Peragoro

The cafe is a space where customers can relax with friends in their spare time before and after their culture lessons or fitness classes.

Communication





Creation of the Store with Three Focuses 2

Comprehensive support for daily lives!

Aeon Kasai Store responds to the comprehensive needs and queries of customers' daily lives.



● **Kurashi-no Money Plaza (4th floor)**

The plaza accommodates companies engaged in Aeon's Financial Service Business, including Aeon Bank, Ltd., Aeon Credit Service Co., Ltd. and Aeon Insurance Service Co., Ltd. The plaza offers comprehensive consultation services on financial issues that arise at various life stages and sponsors seminars as needed.

● **Kurashi-no Support Counter (3rd floor)**

In addition to taking orders for products, delivery services and repairs, the support counter provides consultation on all kinds of living-related issues, including interior coordination, renovation, housecleaning and much more.

● **Aeon's shoe store "GreenBox" offering shoe repair and foot measurement services (2nd floor)**

The store offers shoe repair and cleaning services, as well as foot size and pressure measurement services to help customers choose the right shoe.

● **Fashion zone comprising 13 shops with clear brand perspectives (2nd floor)**

Comprising 13 men's and ladies' brands for G.G customers, this area defies the conventional image of a clothing zone. Each shop is proposal-oriented with clear brand perspectives.

● **H&BC zone (2nd floor) to meet the needs of everyone who wishes to stay beautiful regardless of age**

This zone features a cosmetic store, wig store and a Chinese herbal store to a pharmacy. Each store responds to the health-related problems of G.G customers.

● **Food floor features an abundant variety of convenient and delicious small-portion products (1st floor)**

The food department opens at 7:00 a.m. to offer a wide assortment of convenient and delicious small-portion products at reasonable prices. On the other hand, national registered dietitians respond to queries from customers by proposing specific foods.

Creation of the Store with Three Focuses 3



Friendly and convenient for everyone!

The floor has the facilities and services that are convenient and friendly for customers of all ages, including the G.G.



● **Concierge**

At Aeon Kasai Store, a total of six concierges are available to respond to individual requests from customers. In addition, Supporters for People with Dementia and Care-Fitters (P8) provide support to customers needing help with shopping in the store.

● **Same-day Delivery Service**

As an enhancement of the functions of the same-day delivery service for purchased products to customers' homes on the same day as ordered, the store has extended delivery hours to 20:00 and, for the first time, offers delivery of refrigerated goods.

● **Loop Bus**

A free loop shuttle bus service circulates between the store and the neighborhood between 10:00 and 20:00 for customers coming to our stores more conveniently.

● **Introduction of Universal Design**

Comfortable chairs and couches, fitting rooms, and directory signs can be found all around the store so that customers of all ages have a pleasant, enjoyable shopping experience.

Customer's comments (male in his 70s)

Concierge

When I was not able to find a certain section, a concierge explained the features of products, which was a great help.

Customer's comments (female in her 60s)

Loop Bus and Same-day Delivery Service

Bringing rice and detergent back home is difficult, so I used to purchase one at a time in the past. Now, the delivery service sends them home on the same day, so it is very convenient.

In addition to Aeon Kasai Store as introduced this time, we are working to offer these services at Aeon Marinpia Store and Aeon Yagoto Store. In addition, we plan to expand the services in the future. We have also opened the shopping site Gra-Gene for the G.G who enjoys an affluent lifestyle.

More information
on the G.G Mall!

Diverse events are held almost every day

Including seminars, presentations, talk shows and entertainment. Something happens here almost every day.

Seminar Aeon Kasai Store
Lectures by a shoe specialty shop



Seminar Aeon Marinpia Store
Seminar by a food manufacturer



Seminar Aeon Yagoto Store
Wine seminar by a sommelier



Event Aeon Kasai Store
Presentation by a culture school



Event Aeon Marinpia Store
Rakugo show



Event Aeon Yagoto Store
Talk show by a beer manufacturer



+ Related topics

Aeon aims to make the stores much friendlier for customers! Expansion of the number of barrier-free stores to more than 750.

✓ Received the Eighth Minister of Land, Infrastructure, Transport and Tourism Award for Barrier-Free Design Contributor

Aeon Mall Co., Ltd. received the Eighth (2014) Minister of Land, Infrastructure, Transport and Tourism Award for Barrier-Free Design Contributor. The company strives to spiral up its universal design efforts by incorporating opinions from specialists or organizations for the handicapped in the process of planning.

✓ The only retailer among the prize winners! Received the Joint Grand Award in the Category of Public Space in the IAUD Award

Aeon Retail Co., Ltd. received the Joint Grand Award in the Category of Public Space in the IAUD Award 2014 from the International Association for Universal Design (IAUD). The company's initiatives for universal design in its facilities over the years have been rated highly.



✓ Care-Fitters*1

We encourage Aeon employees to acquire Care-fitter certification to help ensure that seniors and people in need of assistance can shop in our stores with total confidence. Certified Care-fitters in Aeon Retail Co., Ltd. numbered 8,197 as of the end of February 2015.

✓ Supporters for People with Dementia*2

Aeon joined the Caravan of Dementia Supporters in 2007, and the cumulative number of Supporters for People with Dementia at Aeon stores exceeded 50,000 as of March 2015. Aeon employees not only learn knowledge on dementia, but also do case study in order to understand dementia correctly and support the people with dementia appropriately.



Role playing and lectures in the dementia supporter training program



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

*1 Care-fitter : A certification administered by the Nippon Care-Fit Education Institute(a public interest incorporated foundation)

*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.

Change the future with everyday shopping

Consumers seek products with safety, quality and reliability in addition to attractive price and good taste. Public concern is growing also in the areas of international legal and regulatory product manufacture standards compliance, human rights and labor conditions of workers, and the issue of product procurement natural resource depletion. Aeon will fulfill our responsibilities to enable the everyday shopping to change the future of the earth for the better.



VOICE
From employees

TOPVALU Gurinai supports customers' organic lives.

Through TOPVALU, an Aeon brand, we are working to provide three values under the Aeon Sustainability Principle: health of the earth, health of society, and health of the human beings.

The TOPVALU Gurinai Organic Food Series are produced with reduced agricultural chemicals, chemical fertilizer and additives while paying attention to ecosystem integrity and sustainability. In order to help in the healthy daily lives of customers and future children, TOPVALU continues to support organic foods by providing a wide variety of products at reasonable prices.



Michie Unigame
Merchandising Division
AEON TOPVALU CO., LTD.

Sustainable use of natural blessings



Aeon's business depends on living products, such as agricultural and marine products. In February 2014, Aeon formulated the Aeon Sustainable Procurement Principle to combine the sustainability of natural resources and continuous business development. Under the principle, we promote a variety of approaches, such as offering of biodiversity-friendly products. These initiatives were recognized as a joint business with Japan Committee for UNDB in March, 2015.



Organic Products

A total of 137 organic products, one of the largest number as private brand label products in Japan (as of February 2015).

The TOPVALU Gurinai Organic Food Series offers a wider variety of environment-friendly items certified both nationally and internationally as organic food. In order to reflect consumer interest in healthy food, safety and security, as well as to respond to requests from customers for more organic products in our stores, we promote development and procurement of organic products in Japan and from other countries utilizing the Japanese Agricultural Standards (JAS) certification for importers of organic agricultural/processed food products, a certification issued by the Ministry of Agriculture, Forestry and Fisheries (MAFF) of Japan.



TOPVALU Gurinai Organic Food Series

Organic JAS logo



Operators certified by certification organizations registered by the MAFF are able to attach the organic JAS logo to their products. The logo is attached to agricultural, processed, or livestock products, as well as livestock feed, produced with a method of organic farming that uses natural power instead of pesticides or chemical fertilizers.

Safe and Reliable!

Tasmanian Beef

In 1974, Aeon set up a directly operated ranch in Tasmania, Australia, which is one of the regions blessed with the richest nature in the world. Because it is a directly managed ranch, Aeon pays special attention to the method of raising cattle and the quality of feed. The Black Angus breed is raised in a natural environment protected by strict quarantine with no transgenic feed or meat-and-bone meal nor with antibiotics or growth hormone. As for the safety of this method, Aeon underwent an audit by a third party and obtained SQF certification. Aeon sells not only the beef but also processed hamburgers and beef stews made from Tasmanian beef.



SQF certification

MSC-certified Products

A total of 23 MSC-certified products across 13 species, the largest number in retailers in Japan

The Marine Stewardship Council (MSC) is an international body overseeing a program that certifies the fishing industry's commitment to the environment and sustainable resources. The Marine Eco-Label seal of approval on marine products means the fish have been caught by certified fisheries. Aeon began to sell MSC-certified products in 2006, and offers 23 MSC-certified products across 13 species, the largest number in retailers in Japan, as of March 2015.



TOPVALU
MSC-certified
cod roe

ASC-certified Products

Start the first distribution in Asia

In Asia, Aeon started selling TOPVALU raw Atlantic salmon certified by ASC (the Aquaculture Stewardship Council) as marine products produced by sustainable and socially responsible aquaculture products in 2014, as the first ASC-certified product for the region. We now sell 7 ASC-certified products across 2 species as of March 2015.



TOPVALU
ASC-certified raw Atlantic salmon

FSC®-certified Products

Development of sustainable forests

The Forest Stewardship Council (FSC) certifies wood products and paper manufactured with timber from properly managed sustainable forests. Aeon has sold notebooks and other FSC-certified paper products since 2008. From fiscal 2011, we have used FSC-certified materials for price tags and other widely used markers.



Notebook made from FSC-certified paper



The Shopping with Three Focuses 2

Contribution of solutions to issues faced by international society

Responding to the desire to do something for the world's underprivileged through customer purchases, Aeon is working to develop and sell products that can help resolve issues faced by international society. Aeon began developing and marketing Fairtrade*-certified coffee, chocolate and other products in 2004 and is helping producers in developing countries sustain themselves.

Fairtrade Products

Increase the purchase of Fairtrade-certified cocoa up to ten times the current trade volume by 2020 (from 2012)

In 2014, Aeon's commitment to Fairtrade, which began by developing applicable products in response to customer requests, has continued for 10 years up to 2014. In the same year, we participated as the only Asian company in the International Fairtrade Sourcing Programs launched by Fairtrade International and announced a plan to increase the purchase

of Fairtrade-certified cocoa up to ten times the trade volume of 2012, by 2020. In addition, Aeon began visiting junior high and high schools across Japan so that younger generation has a better understanding of Fairtrade.



Left : FLO (Fairtrade International) certification mark
Right : Fairtrade Sourcing Program label (cocoa)

*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.



TOPVALU
Mild milk chocolate



TOPVALU
Bitter chocolate flavored with cocoa

The Shopping with Three Focuses 3

Reduction and effective use of raw garbage



Better use of resources is also an important issue for Aeon. We promote efforts to reduce waste and to construct a recycling-oriented society by recycling food waste from Aeon stores as a valuable resource.

Promotion of Food Recycling Loop

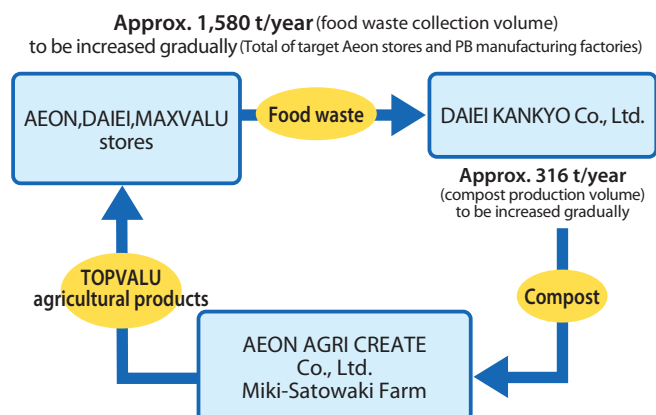
Store food waste to be recycled into compost, and then utilized at Aeon's directly operated farms.

Aeon Agri Create Co., Ltd., which manages Aeon's directly operated farms, and Daiei Kankyo Co., Ltd., engaged in recycling business, concluded an Agreement on the Promotion of Food Recycling Loop in September 2014. The two companies will establish the largest compost recycling loop in Japan by creating a cooperative network among Aeon Miki-Satowaki farm, Aeon stores and the compost processing facilities.

Daiei Kankyo processes food waste such as vegetables and meat dregs gathered from the stores. The produced compost is then used on the Aeon Miki-Satowaki farm. The vegetables grown and harvested using this compost will be sold in Aeon stores. In this way, Aeon's self-contained food recycling loop will be realized.



●Circulation Flow



VOICE



We continue to provide compost traceable to its source materials.

Fumio Kaneko
President and CEO
DAIEI KANKYO Holdings Co., Ltd.

Aeon's efforts toward a self-contained food-recycling loop have an impact not only as food recycling, but also as a mechanism for better use of resources, and thus we recognize the possibility of triggering a substantial change in society. While expanding the scale of recycling, we will bear the responsibility of supplying safe, reliable compost that is traceable to its source.

More information on
Aeon's products

TOPVALU Initiatives

Aeon's TOPVALU brand celebrated its 40th anniversary in 2014. Aeon is committed to responding to customer expectations and determined to continue socially responsible activities.

A New TOPVALU Brand System

TOPVALU 3-tier structure



Safe/Reliable, Sustainable



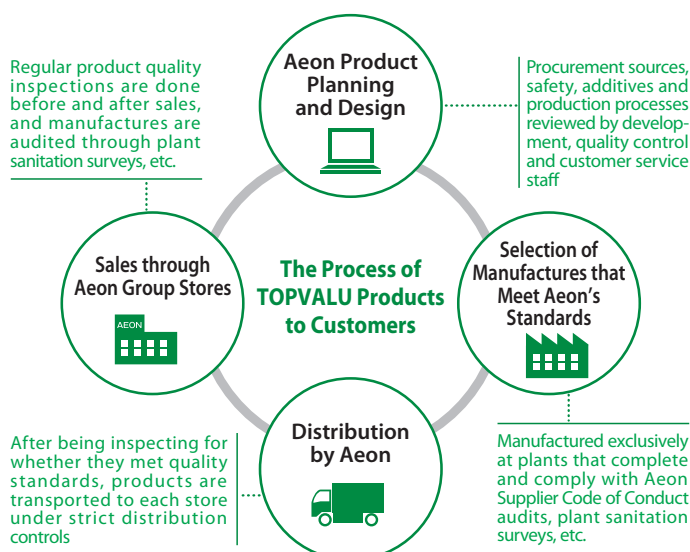
5 TOPVALU Commitments

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

The Process of TOPVALU Products to Customers

Aeon is creating TOPVALU products incorporating customer needs throughout the process of product planning and design, selection of manufacturers, finalization of product specifications, manufacturing management, and sales.

We use in-store monitors and at-home product monitors as measures to more accurately grasp customer needs. The product monitor program has customers try existing products in the store or at home as an evaluation. We are digitizing and compiling the evaluations from monitors in a product database.

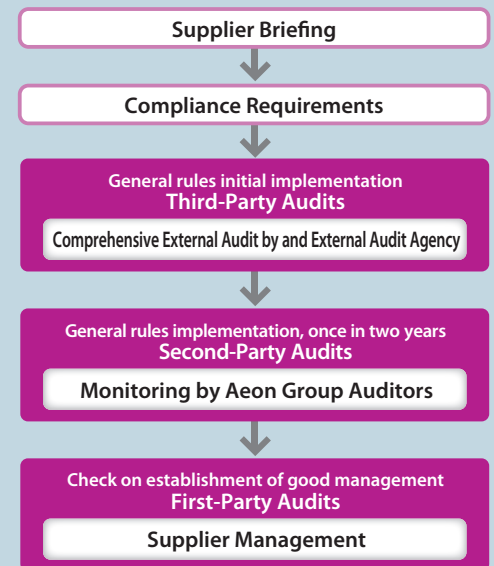


+ Related topics

We pursue a system to grow together with suppliers.

✓ Aeon Supplier CoC

Aeon formulated the Aeon Supplier CoC (Code of Conduct) in 2003 in order to insure appropriate business practice, working conditions, and fulfillment of social responsibilities among TOPVALU supply chain partners. Suppliers are asked to comply with 13 requirements, and we continue to audit and work together with suppliers to improve conditions so that we can grow together with suppliers.



Aeon Supplier Code of Conduct

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 Bargain:** Respect employee rights
5. **Discrimination:** Discrimination on the basis of place of origin or creed is prohibited
6. **Disciplinary Practices:** Cruel punishment of employee 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

Company management driven by diverse values

We create new value by respecting and encouraging differences in gender, age, nationality and each individual's sense of value. Nowadays, the ability to take advantage of the diversity of human resources is vital for company management. Aeon consists of a wide variety of business types and categories under the structure of three headquarter offices in Japan, China and ASEAN. While cultivating the diverse sense of value and beliefs of 440 thousand employees, we are accelerating our initiatives toward realization of diversity management to deliver new value to our customers.

Commitments for Diversity Management

Female manager ratio
Fiscal 2020 (targets)

50%

Group International People to People Exchange Programs
Fiscal 2020 (targets)

1,500 persons

The number of employees with disabilities
Fiscal 2020 (targets)

10,000 employees

Five Human Resources Principles

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



Basic principles on personnel

With the primary objective of management based on respect for human rights, the Aeon Group's basic principle on personnel revolve around listening to 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.

VOICE
From employees

Aeon aspires to be a company that employees can boast of to their families, and such family members can further boast of to others.

Aspiring to be a company that employees can boast of to their families, and such family members can further boast of to others, we compiled key initiatives to promote diversity in "Action Plan 10" based on analyses of employee surveys and proposals from participants in training for executive and manager candidates. In order to use the diverse human resources, we tackled the reform of the conventional work style, including working from home for handicapped employees on a company-wide level, which resulted in winning the Daimanzoku (great satisfaction) Grand Prize (P.14) in 2014. From now on, we will continue our efforts to encourage the diversity.



Masae Ehama
Department Manager
Human Resources
Development Department
AEON SUPERCENTER Co., Ltd.

Keyword is Daimanzoku (great satisfaction)

Aeon has set a numerical target of 50% for the female manager ratio in 2020. Toward the achievement, Aeon launched its Office of Diversity in 2013, and Group companies are now working together.

*Aeon's diversity promotion activity : **Daimanzoku** activity

Diversity brings about satisfaction of employees and their families, customers and company.

It is going forward! Aiming to be an excellent place for women to work, and a corporation that gives women exceptional opportunity

In order for Aeon to be an excellent place for women to work and a corporation that gives women exceptional opportunities, the group companies are working together to advance diversity. We have designated a person responsible for diversity promotion, a leader to realize a corporation offering exceptional opportunities for women, and a leader to achieve an excellent workplace for women in each of 65 Group companies. All Aeon companies are now analyzing their status, identifying issues, and implementing their own ideas to solve the issues.

The group as a whole is setting up an award to accelerate the diversity promotion, a conference to report activities of each company and to construct network, and a place of learning to solve common issues. At the same time, Group has opened in-house nurseries as part of activities to establish a superb workplace for women.

Aeon's Diversity Vision

Company that values its employees the most in Asia:
Realization of all three parties being happy
(employees and their families, customers and company)

Mission

As for work and life styles, break the conventional Aeon's way and the common practices in Japan, and create new standards.

Three Daimanzokus

Daimanzoku Summit

The person responsible for diversity promotion and related leaders from each group company participate in the summit quarterly to share information, input new knowledge and hold section meetings. In the kickoff summit in April 2014, approximately 180 persons from 65 Group companies gathered.



Kickoff of Daimanzoku summit in April 2014

Daimanzoku College

Aeon launched Career Design Course in fiscal 2014. The course is targeted at female aged around 25 years and aimed to reduce retirement of young employees. Approximately 540 employees from 42 Group companies took the course.

In fiscal 2015, two courses, Career Up Course and Management Course, will open.



Planning careers and sharing with colleagues

Daimanzoku Award

Aeon has set a Daimanzoku award to recognize the company with the most promoted diversity among the Group. The first award winner, Aeon Supercenter Co., Ltd., was recognized mainly for the effectiveness of their action plans.



Award ceremony on November 5, 2014

Establishment of In-house Nursery

In December 2014, a nursery for Group companies, Aeon Yumemirai Nursery opened in Aeon Mall Makuhari New City. For the purposes of an employee's smooth return to work from childbirth and subsequent child rearing, and of support for employees working while raising children, the nursery opens from 7:00 to 22:00 basically every day, including Saturdays, Sundays, national holidays, and year-end and New Year holidays. The childcare fees are calculated from hours of care regardless of the day or time period in order to reduce the burden on employees of paying additional fees or arranging secondary childcare. Along with Aeon employees, workers from mall tenants and local residents can leave their children safely in the nursery. We are planning to expand nursery facilities to other Aeon Malls nationwide.



Opening ceremony of Aeon Yumemirai Nursery

Aiming to create a workplace suitable for everyone

In addition to encouragement of women's active roles in the company, Aeon promotes to create a workplace suitable for everyone.

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

Aeon is actively hiring young talent who will shoulder the future in the Asian countries of Japan, China, Malaysia, Thailand, Indonesia, and Vietnam. Ever since our three-year medium-term management plan and strategy of shifting to Asia started, we hired approximately 10,000 people (7,700 in Japan and 2,700 overseas) in three years from fiscal 2011 to the end of fiscal 2013, and around 5,000 (3,600 in Japan and 1,350 overseas) in fiscal 2014. While proactively hiring talent that can take active roles on the global stage and beyond borders, Aeon encourages greater international exchanges within the Aeon Group with a target of exchanging 600 people as the accumulated total between fiscal 2013 and 2016.



Training overseas
(India)



Training overseas
(Myanmar)



Training overseas
(China)

Workshop on LGBT



Responding to increasing attention to human rights of sexual minorities (LGBT: Lesbian, Gay, Bisexual, and Transgender), Aeon held a workshop on LGBT to provide the latest knowledge on human rights and to create a workplace where individual employees can work in their own ways. We invited Ms. Maki Muraki, the chairperson of Nijiirō Diversity, an incorporated non-profit organization, to give a lecture, and a total of 125 employees including personnel assigned to human rights enlightenment promotion and human resource managers, from respective Group companies, participated in it in fiscal 2014.

Improving System for Employing the Elderly

Aeon Retail Co., Ltd. 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 the needs of the workers, who want to continue working in a stable environment utilizing their knowledge and experiences. As of the end of February 2015, approximately 20,000 employees (including part-timers) were working taking advantage of the experiences, skills, and knowledge acquired in the past. In addition, the number of consolidated subsidiaries that have instituted a mandatory retirement age of 65 has now reached 43.

Employment of People with Disabilities Utilizing Homeworking System

Aeon is working to establish conditions that allow people with disabilities to work with a sense of purpose (the employment rate of persons with disabilities was 2.05% as of the end of June 2014).

Abilities JUSCO Co. Ltd. established in 1980 run 10 Scrum CD/DVD & Books stores in the Tohoku region, where people with disabilities are working alongside able-bodied staff. Furthermore, Aeon Supercenter Co., Ltd. has adopted a home and mobile working system for people with disabilities in cooperation with Abilities JUSCO.

Toward a Company Where Work and Child Rearing Can Be Balanced

Aeon is a strong advocate of helping employees balance work life with child raising needs. Specifically, we strive to encourage employees raising children to reduce their overtime work, take childcare leave, including fathers, and take annual paid leave.

Continuing on from fiscal 2013, in fiscal 2014 we promoted initiatives at each Aeon Group company, of our general business action plan developed under the Act for Measures to Support the Development of the Next Generation. As a result, as of April 30, 2015, a total of 13 companies* have been certified to display the Kurumin logo.

Going forward, we will continue to implement measures aimed at achieving a balance between work life and child rearing.



Children visiting their parents' workplace

*Aeon Group companies certified as of the end of April 2015: AEON CO., LTD., AEON Retail Co., Ltd., The Dalei, Inc., SUNDAY CO., LTD., AEON CREDIT SERVICE CO., LTD., AEON Mall Co., Ltd., AEON RYUKYU CO., LTD., Maxvalu Chubu Co., Ltd., Maxvalu Nishinoh Co., Ltd., ORIGIN TOSHU CO., LTD., CFS Corporation, AEON GLOBAL SCM CO., LTD., KASUMI CO., LTD.

Received external recognition!

Received the Grand Prize in the Basic Achievement of the J-Win Diversity Award



Award ceremony on March 6, 2015

Aeon received the Grand Prize in the Basic Achievement of the 2014 J-Win Diversity Award. The Prize celebrates a company that views diversity and inclusion as a management strategy, and sets encouragement of female workers' active roles as an important issue. Aeon was recognized as a company whose efforts are most expected to make further progress among companies that have prepared a practical system to promote diversity & inclusion, and have begun creating a mechanism to continuously promote female leaders.



VOICE

Expecting further promotion of diversity

The award recognized the initiatives that involve 65 Group companies through summit meetings, college programs, and Group Awards under the concept of Daimanzoku, aiming to be an excellent place for women to work, and a corporation that gives women exceptional opportunity and is the most popular among women as a workplace. In addition, the company has achieved visible results such as the dramatic reduction of turnover rate of young female workers in two years, which was the most serious issue before, by closely analyzing the present status to identify the issues and by implementing appropriate measures. The results also include the establishment of foundation for female pipelines.

Going forward, we expect the company to continue even stronger promotion, and achieve the numerical target of 50% for the female manager ratio in 2020.



Yukako Uchinaga

Board Chair
NPO J-Win

Selected in Diversity Management Selection 100

Aeon was selected in the 2014 Diversity Management Selection 100 hosted by the Ministry of Economy, Trade and Industry, as one of companies that achieved results in the creation of innovation and improvement of productivity by utilizing diverse human resources.



Aeon was recognized for the announcement of the target ratio of female managers by 2020, the successful cases of females' active roles, and the good effects on the management brought about by retention and cooperation with foreign workers.

+ Related topics

Aeon creates new value for customers by encouraging labor-management conversations and improving training system.

✓ Global Framework Agreements

In November 2014, Aeon Co., Ltd. signed the Global Framework Agreement on labor, human rights, and the environment with UNI Global Union, which is an international labor organization, UA zensen, and Federation of Aeon Group Workers' Union. The agreement is a commitment negotiated by a multinational enterprise and an international industry labor union before the enterprise expands the business globally. Over 100 companies around the world concluded the agreement, and Aeon became the third company in Japan. On the occasion of signing the Global Framework Agreement, the four parties will jointly promote their efforts on labor, human rights, and the environment so as to become a role model for the labor-management relationship in Asia.



Interview on conclusion of Global Framework Agreements

✓ 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. In addition to an education program where basic skills can be acquired and Aeon Business School where knowledge necessary for future jobs learned, Aeon sets up Internal Certification Systems.

For example, Sengyo-shi (qualification to handle fresh fish), which used to be recognized within Aeon, is now certified by the Ministry of Health, Labor and Welfare, so the qualification is all the more encouragement for employees to learn about fish. Aeon is attempting to improve the employees' skills by enhancing the employee education programs including the unique and practical qualification system, various competitions, and training.



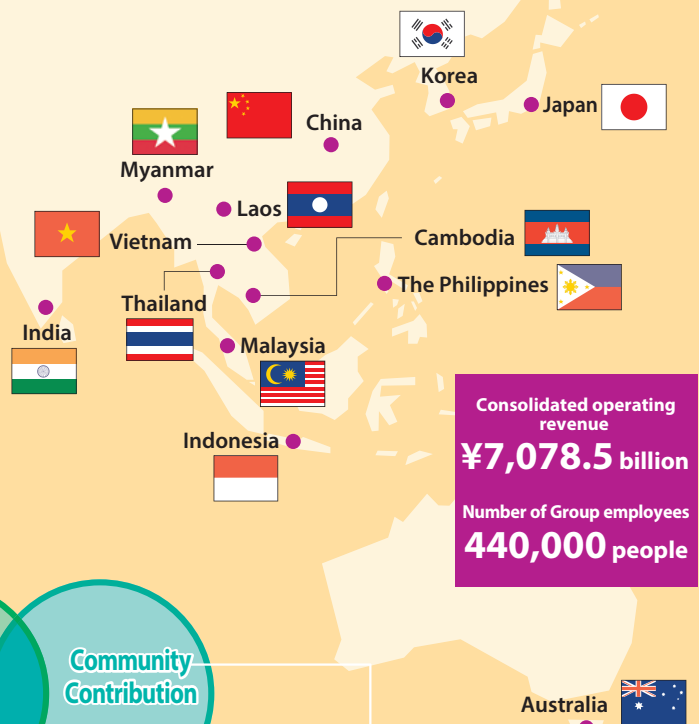
Sengyo-shi skill competition

For people in Asia to realize prosperous lives

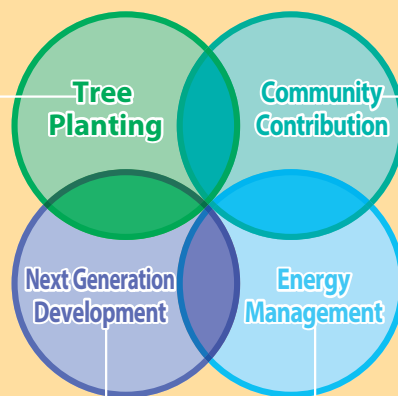
Asian economies have rapidly grown in recent years. Meanwhile, growth brings with it air pollution and other environmental problems, as well as widening income gaps. Along with the contributions to the more prosperous lifestyles of our customers in the Asian region through our business, Aeon's development of relationships of trust with local communities where the stores are located allows us to contribute to social and environmental initiatives.

Aeon Group Expanding over 13 Countries

Aeon established a headquarters office in China and an ASEAN headquarters office in Malaysia and expanded various businesses in each country. Aeon promotes business through communication with local residents based on the knowledge and experience of providing environmental and social programs developed in Japan throughout the Aeon Group. In this way, Aeon continues to contribute to the sustainable development of local communities as the company focuses on activities that correspond to the unique needs and social issues of the local communities.



Aeon Group's Share Social and Environmental Initiatives



Aeon Hometown Forest Program
(AEON VIETNAM Co., LTD.)



Aeon Cheers Club
(AEON Co.(M) Bhd.)



Aeon Happy Yellow Receipt
Campaign
(Aeon Group companies
in China)



Promotion of Energy Management
(Aeon Group companies
in China)



Indonesia

Together with Indonesian people so far and from now on

Aeon has adopted the Asia shift as one of the Group-wide strategies in the Medium-term Management Plan. In 2015, Aeon Mall BSD City opened as the first store in Indonesia.

First store in Indonesia Aeon Mall BSD City

Opened on May 30, 2015



The Mall offers total financial services and specialty stores, along with the core store Aeon BSD City. At the same time, the Mall intends to be a new community hub with diverse activities related to environmental conservation and social contribution.

VOICE From employees



A better life for Indonesian people

Ade Rahmani Syafri

Group Leader
SSM Produce Department
Aeon BSD CITY Store

I was a student on an Aeon Scholarship and joined Aeon Indonesia in 2014 after graduating from university.

Aeon means "eternity". I would like to continue my efforts to create a store that can help enrich the lives of customers and contribute to the local economy, society and culture based on our Customer-First philosophy. The store will provide customers with the best services and high-quality products at reasonable prices so that Aeon will help realize a better life for the Indonesian people.

History of Interaction Between Aeon and Indonesia

Teenage Ambassadors (P.26)

In January and March 2012, under the interaction program, 20 students from AL-IZHAR High School in Jakarta, Indonesia, and students from Tokyo Metropolitan Nishi High School visited each school to get to know each other better. The exchange program was implemented between the two countries in January and March 2015 again.



Japanese high school students paid a courtesy visit to the president of Indonesia.

Asia Youth Leaders (P.27)

In 2013, the Asia Youth Leader Program event was held in Indonesia in August (for high school students), and in November (for university students). Students from six countries participated in discussions about waste management problems and presented improvement and solution plans to the government of Jakarta.



Proposing improvement and solution plans to Jakarta's government

Aeon Scholarship Program (P.27)

Since 2007, Aeon has supported privately funded Indonesian students in Japan. In 2012, Aeon began the Aeon Scholarship Program in Indonesia to provide financial support to students from the University of Indonesia and Padjadjaran University.



A scholarship student talking about his dream

Tree Planting Activities (P.2)

From 1996 to 1998, Aeon supported tree-planting activities through the Japan-Indonesia Friendship Forest Program in the wastelands of Lombok Island. From 2011 to 2013, we planted mangrove saplings in marshlands in northern Jakarta to prevent disasters including flooding.



Tree planting in Jakarta, Indonesia



Malaysia Aeon Malaysia received brand award.

In May 2014, Aeon Malaysia received the Corporate Branding award for retailers in the Brand Laureate Award 2013-2014, the most prestigious award in Malaysia. The award celebrates major, listed, multinational and government companies in Malaysia, which are widely recognized nationally and globally.



Corporate Branding Award ceremony

Thank you!



The risk of global environment, such as global warming, destruction of nature and depletion of resources, has increased more and more. Realization of a low-carbon society, conservation of biodiversity and better use of resources are important issues in order to sustain our business activities. Aiming to carry on better global environment for the future, Aeon is involved in environmental protection activities with our customers.

Hot Topic

Smart Aeon



Working to build environmentally friendly stores, Aeon has defined Eco Stores as outlets that achieve at least 20% lower CO₂ emissions in comparison with conventional stores, and a CASBEE ranking of A* or higher. Since the opening of our first Eco Store, the Aeon Chikusa Shopping Center (present day Aeon Town Chikusa), in May 2005, 12 such stores had been opened by February 2013.

In September 2012, we started working on further developments for Next-Generation (Smart Aeon) Eco Store. In addition to building stores with lower environmental impacts than in the past, we also formulated five criteria, such as energy efficiency and disaster prevention measures, from the perspective of civic and community-building efforts carried out in cooperation with local regions. As of February 2015, we opened seven Smart Aeon stores as part of our efforts to achieve the environmental targets for the Aeon Eco Project (P20).

The 5 Smart Aeon Criteria

- Smart Energy
- Integration of E-Money and Internet
- Traffic Situation (Smart Mobility)
- Biodiversity and Landscape
- Disaster Prevention and Regional Infrastructure

*CASBEE: Environmental performance evaluation system architecture that was developed in 2001. It is used as an index to evaluate and display objectively the performance whether you are conscious how the global environment and surrounding environment, that there is no waste in running costs, such as, or comfortable for the user.



Aeon's Energy Advisor Program received the Grand Prize for Excellence in Energy Efficiency and Conservation.

The Energy Advisor Program is a qualification adopted by Aeon Retail Co., Ltd., in 2012 as part of its efforts to achieve the group's environmental targets for the Aeon Eco Project, which aims to enhance the company's energy management system. The Program will nurture experts who will take the initiative in planning and promoting efficient energy use, as well as supervising energy use in the stores. As of the end of February 2015, 450 employees have been certified as Energy Advisors.

Aeon's energy-saving efforts through the Energy Advisor Program in about 340 general merchandise stores in Japan were highly recognized when the company received the Grand Prize for Excellence in Energy Efficiency and Conservation (Director-General's Prize, the Agency for Natural Resources and Energy) in FY 2014 the Successful Case of Energy Conservation Category sponsored by the Energy Conservation Center, Japan (supported by the Ministry of Economy, Trade and Industry). Aeon was the only retailer among the winners.

While fostering new Energy Advisors, Aeon will develop course menus to improve the Advisors' abilities and expand the program to the Group companies here and abroad.



Aeon Eco Project

The company started the Aeon Eco Project in September 2012, reflecting the environmental targets for fiscal 2020 that had been set in response to the increasing needs for energy use efficiency and power conservation, as well as for power supply shortages.

In addition to reducing energy use and actively generating renewable energy, we aim to be a lifeline center protecting the community during disasters and emergencies.

Focusing on three strategies of reduction, generation, and protection, Aeon is working to achieve the targets by taking full advantage of the Group's comprehensive strength.



Reduction Strategy

Targets 50% reduction in energy consumption

Results FY 2014 energy consumption Expected reductions of 22% (compared to 2010)

Generation Strategy

Targets 200,000 kW from renewable energy sources

Results Stores installed with solar panels 1,044 stores Electricity generation capacity 55,868kW (Total up to FY 2014)

Protection Strategy

Targets 100 disaster-prevention facilities across Japan

Results Disaster-prevention 21 locations across Japan (Total up to FY 2014)

Examples of Initiatives



Transition to LED lighting



Solar panel installation



Private power generation equipment installation

ISO 50001

ISO 50001 is an international standard specification that defines the requirements to be met by business operators when they establish an energy management system. It is adopted around the world as a guideline to establish an energy management system based on PDCA (Plan-Do-Check-Act) cycle. In July 2013, Aeon Co., Ltd., acquired ISO 50001 certification as the first retailer in Japan and is now promoting the Aeon Eco Project.



ISO 50001 certificate

Aeon Natural Refrigerants Declaration

In 2009, Aeon became the first retailer to start introducing freezers and refrigerators that use natural refrigerant* (CO₂). As of the end of February 2015, we have continued verification experiments in 28 stores. We are planning to switch to the natural refrigerant in existing 3,500 stores gradually in the future.

Aeon will continue to work for increased use of natural refrigerants in cooperation with the government, manufacturers and other retailers, thereby contributing to preservation of the ozone layer and global warming.



Refrigerator showcase using natural refrigerant (CO₂) installed at Aeon Makuhashi New City Store

*Natural refrigerants: Substances known as natural refrigerants include ammonia and carbon hydride as well as CO₂.

Reducing CO₂ in Products and Logistics

Aeon is also tackling CO₂ reduction during product transportation. As part of these efforts, we are working to implement a modal shift that is highly effective in reducing CO₂ emissions. Aeon Global SCM Co., Ltd., which is responsible for the Aeon Group's logistics operations, has organized the Aeon Railway Transportation Research Council to determine better approaches to railway transportation jointly with the Council member companies in order to reduce CO₂ emissions.

As such effort, Aeon Global SCM and seven member manufacturers* are providing a freight train service between Tokyo and Osaka with the cooperation of Japan Freight Railway Company. The number of containers transported by Aeon's railway transportation has significantly increased to 36,692 annually (twelve-foot equivalent unit).

We will continue our efforts to reduce CO₂ emissions while actively promoting a cross-industrial modal shift.



*Asahi Breweries, Ltd., Ajinomoto Co., Inc., Ezaki Glico Co., Ltd., Kao Corporation, Sapporo Breweries Ltd., Nestle Japan Ltd., and the Procter&Gamble Company of Japan Ltd. (In Japanese alphabetical order)



Freight train service by Aeon Railway Transportation Research Council

Aeon was honored for excellence in climate change information disclosure three years in a row.

For three years in a row, Aeon has been honored for excellence in the Climate Disclosure Leadership Index (CDLI) 2014 by the NGO CDP* that conducts international environment research. Furthermore, in the same year, Aeon was honored for the first time for excellence in the Climate Performance Leadership Index (CPLI) 2014. Aeon is the only company in the Japanese retail business sector to be honored in either index.

*CDP: Abbreviation of the Carbon Disclosure Project. The single global system measuring, managing, disclosing and sharing important urban and industrial environment related information. CDP's worldwide survey covers 500 largest companies in Japan.



Bring Your Own Shopping Bag Campaign

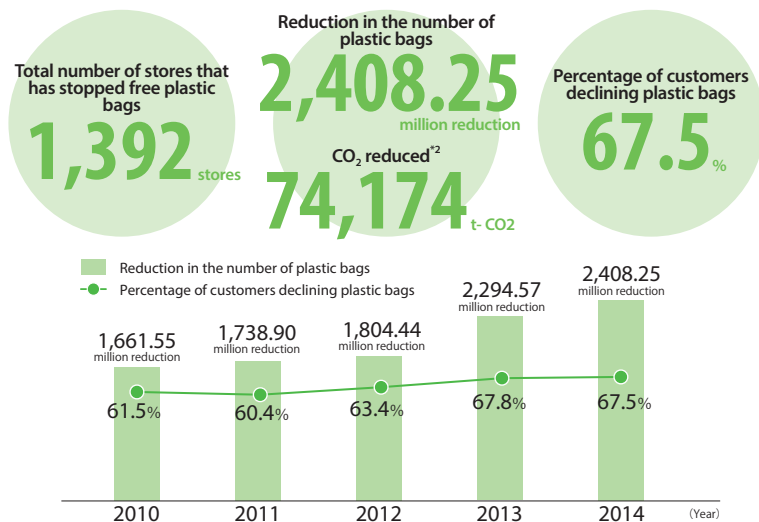
Aeon has proactively promoted the Bring Your Own Shopping Bag Campaign since 1991. The campaign encourages customers to bring and use their own baskets or bags instead of the plastic bags available in the stores. Through this initiative, Aeon is trying to cut CO₂ emissions that are the cause of global warming, reduce waste, and conserve petroleum, the raw material for plastic bags. In 2013, the "Stop Free Plastic Shopping Bags" program was expanded to grocery item floors at all Aeon general supermarkets nationwide. For customers that desire them, we offer plastic bags for a fee. We donate the profit*¹ toward local environmental conservation through local governments, etc. The profit in fiscal 2014 was approximately 5.35 million yen.

We will continue to advance the initiative toward further reductions in plastic bags in the future.



*1 Plastic bags profit = Sales price - (consumption taxes + material cost)

Results for FY2014 (Total for 26 consolidated subsidiaries)



*2 CO₂ reduction rate index: 30.8 g-CO₂ per plastic bag declined by customers (treated as 6.8g of unused HDPE plastic bags).
Source : Ministry of the Environment's "Tools for Visualizing 3R Activities"

Bio My Baskets

In 2013, Aeon attained the biomass certification mark for plastic shopping bags for a fee and dedicated take-home baskets "My Baskets." We obtained the mark as part of the plant-derived content certification program carried out by the two international certification agencies SGS SA and UL Inc. Aeon is the first company around the world to acquire the biomass certification mark from the two agencies.

Furthermore, Aeon is participating in the Donguri Campaign* conducted by the Ministry of Economy, Trade and Industry, and since March 2014 has been selling "Bio My Baskets" which display the acorn mark. Choosing items with the acorn mark when purchasing goods or services can contribute to mitigating global warming.



Bio My Baskets



The acorn mark

*The Donguri Campaign: a campaign to effectively eliminate CO₂ emissions from products through the carbon offset system (use the amount of reduced CO₂ to make up for emitted CO₂). Zero-emission products can display the acorn mark.

Aeon My Bag Design Contest

Aeon held the Aeon My Bag Design Contest in June, the Environment Month, as part of the Bring Your Own Shopping Bag Campaign and collected designs under the theme of "nature that you want to leave to the future". Among around 3,900 designs submitted, three designs were awarded grand prizes (one from the elementary and junior high school student category and two from the high school student and general public category) after careful consideration by the judges. The designs were featured on My Bag products, which were sold in about 1,200 Aeon Group stores nationwide. As an additional prize, the award winners were invited to an overseas tree-planting tour hosted by Aeon.

For realization of a sustainable society, Aeon will continuously engage in various environmental conservation activities along with customers.



Prize winners and judges



Decrease Products Packaging Materials

It is an important responsibility of retailers to take care of the environment in manufacturing packaging materials. Aeon is working to develop and market packaging products that help reduce the environmental burden by reflecting the measures of reducing material use, expanding refillable products, and shifting to reusable materials, while satisfying the necessary functions of packaging.

For example, for the TOPVALU BESTPRICE Buttered Roll, we tried to save materials by eliminating the closure mechanism and shortening the length of the product bag. As a result, we were able to cut the bag weight to approx. 50% of the benchmark national brands.



TOPVALU BESTPRICE
Buttered Roll

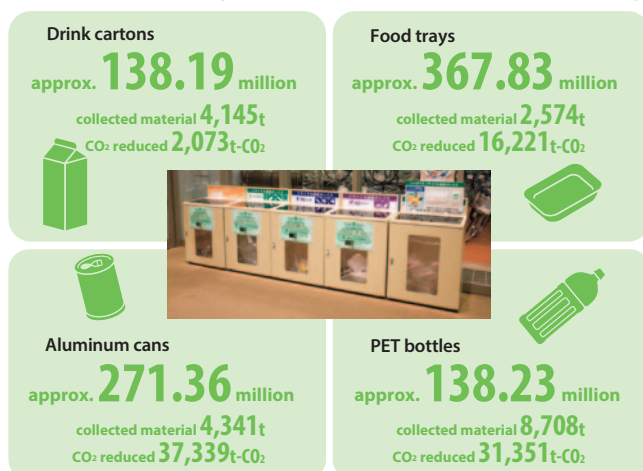
Collecting Recyclable Resources at Stores

For recycling valuable resources, Aeon has collection bins for drink cartons, food trays, aluminum cans, and PET bottles in the stores. Drink cartons and aluminum cans are used as raw materials for TOPVALU brand products. Through these efforts, Aeon is moving forward to the creation of a recycling society.

In the delicatessen sections in the stores, 100% of used oil is collected and recycled for soaps, feed, and fertilizer.

Clothing and sundry goods shop SELF+SERVICE is working for fiber recycling in a proactive manner by selling products bearing the Ecomate mark, which ensures the commitment to fiber recycling, and by collecting all clothing items sold in stores (including shoes, hats and caps, and other fiber products).

Results for FY2014 (Total for 23 consolidated subsidiaries)



*Weight estimates: Drink carton (1000ml)=30g, Food tray=7g, Aluminum can (350ml)=16g, PET bottle=63g

*CO₂ reduction rate index (per 1kg of collected material): 0.50kg-CO₂, food trays: 6.3kg-CO₂, aluminum cans: 8.6kg-CO₂, PET bottles (material recycling): 3.6kg-CO₂
Source: Ministry of the Environment's "Tools for Visualizing 3R Activities"

Biodiversity Award

Aeon
Environmental
Foundation

The Aeon Environmental Foundation inaugurated the Japan Awards for Biodiversity to promote biodiversity conservation and sustainable use of biodiversity in Japan, as well as the MIDORI Prize for Biodiversity, which is an international prize. The two awards honor recipients in alternate years.

In fiscal 2014, we sponsored the third awards ceremony for the MIDORI Prize for Biodiversity and presented the awards to Dr. Kamal Bawa from India, Dr. Alfred Oteng-Yeboah from Ghana, and Dr. Bibiana Vilá from Argentina. In fiscal 2015, we will hold the fourth awards ceremony for the Japan Awards for Biodiversity.



The third awards ceremony for the MIDORI Prize for Biodiversity

Assisting Environmental Activities

Aeon
Environmental
Foundation

Since its establishment in 1990, the Aeon Environmental Foundation has awarded grants for activities related to sustainable use and the preservation of biodiversity in Japan and developing countries.

In fiscal 2014, 99.74 million yen was awarded to 102 organizations throughout the world that are engaged in tree planting and forest improvement, anti-desertification, regeneration of mountain villages and the nearby woodland and ocean, clean-up of lakes and rivers, wildlife protection, and endangered species conservation. The total number of organizations awarded reached 2,565, and the total amount reached 2,306.13 million yen. We will continue in 2015 to call for grant applications.



Tree-planting event by NPO Shirakami Mountain Preservation Society (Aomori Prefecture)



Maintenance of forest fire prevention region by NPO GONGOVA Grassroots Overseas NGO Volunteer Activity Programme (Thailand)

Donating Solar Systems

Aeon
Environmental
Foundation

The Aeon Environmental Foundation is donating solar power systems to junior high schools with the aim of promoting and spreading renewable energy, and providing students with the opportunity to utilize the systems for environmental studies.

This activity started in fiscal 2009 as a five-year project to commemorate the 20th anniversary of the founding of the Foundation.

As of the end of fiscal 2014, we have donated systems to 35 junior high schools, including 15 in Japan, 10 in Malaysia, and 10 in Vietnam.



Tan Nhut Junior High School in Ho Chi Minh City, Vietnam

To address issues that are specific to local conditions, companies are expected to face them sincerely as a member of the local community.

In order to create a better society, Aeon contributes to the local and international communities. Together with customers and people in the region, the company works on activities that leads to revitalization of local communities and promotes support measures to the people in the world.

Hot Topic

Engagement in Support for Tohoku Reconstruction

Aeon is working on the "Taking Action for the Great East Japan Earthquake Reconstruction" program, such as building stores to create new city infrastructure, selling Tohoku products, employees participating in volunteer activities, and planting trees.

Contributing to communities with stores

In March 2013, Aeon concluded the "Agreement Regarding Installation of Large-Scale Commercial Facility and Contribution to Local Community" with Kamaishi city in Iwate prefecture which is working hard toward reconstruction. Together with the city, Aeon opened Aeon Town Kamaishi in March 2014 to create a city that takes disaster prevention and evacuation system into consideration. Towards the realization of safe and prosperous living, Aeon opened 15 stores in the six prefectures of the Tohoku region during fiscal 2014.



Aeon Town Kamaishi

Aiming for participation of 300,000 Aeon people

Since 2012, Aeon management and employees have been engaged together in a number of volunteer activities throughout Japan to support the disaster affected areas. In fiscal 2014, 884 people went to Minami Souma city in Fukushima prefecture and Rikuzentakata city in Iwate prefecture to respond to local needs, which are cleaning out ditches, cleaning around the houses and helping in the fields. Also, 67,741 employees in the Aeon group supported Tohoku region on their own through purchase of Tohoku products or cooperation with NPOs. Total of 138,053 people have participated in volunteer activities so far. We will continue our activities and hope that 50,000 people will join us during fiscal 2015.



Holds a meeting to listen to a storyteller

Group companies held a meeting to listen to the storytellers of disaster victims, wishing to understand the current situation of disaster area and work on "what we can do." We hold this activity and learn the reality that is not reported by the media, such as a story of a person who prepared and operated a refuge in Rikuzentakata city.



Supporting through products

Aeon is supporting reconstruction and revitalization of Tohoku agriculture, fishing and livestock industries mainly through TOPVALU product lines and other products containing Tohoku ingredients with a "Reach! The Hearts of Tohoku" logo sticker and selling these items throughout Japan.



Garlic flavored boneless saury, developed together with Sanriku Railway and the fisheries cooperation in Kuji city.



Planting 300,000 trees in 10 years

In 2012, we have made a commitment to plant 300,000 trees in 10 years in the Tohoku coastal area. In fiscal 2014, we planted 69,317 trees, which brings the total to 106,997 trees. Also, Aeon started the Sapling Foster Parents Campaign of the Tohoku Reconstruction Hometown Forest Program, inviting customers to take seedlings home to nurture. We collected the grown seedlings and planted them together with local volunteers. In fiscal 2015, we plan to plant 50,000 trees.



Supporting the children in the three Tohoku prefectures together with our customers nationwide, Aeon Happy Yellow Receipt Campaign

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 total value of receipts in a specially designated box is earmarked to benefit the children of Tohoku. In fiscal 2015, along with donations from other projects, about 99.37 million yen in total was donated to foundations that support the life and education for children in Iwate, Miyagi, and Fukushima.



Aeon Happy Yellow Receipt Campaign



The Aeon Happy Yellow Receipt Campaign is carried out on the 11th day of every month. Customers participate in the campaign by taking the yellow receipts they receive 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 2014, 1,572 stores ran the campaign and we contributed goods worth approximately 277.9 million yen to a total of around 23,600 organizations. Since the campaign's inception in 2001, 218,600 organizations have received support totaling around 2,494.35 million yen.

We will continue to promote this campaign so that more customers will participate, and link volunteer organizations in need of support and customers wishing to support them.

Comprehensive Cooperation Agreements

Aeon has entered cooperation agreements with local governments to effectively combine respective resources for disaster preparedness, social welfare and environmental conservations, and, through Local WAON cards, to stimulate commerce and tourism. The first agreement was concluded in June 2010 with the Osaka prefectural government. At the end of February 2015, we had agreements with 44 prefectural governments and 15 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 aim to contribute to the stimulation of local economies and the improvement of daily life services.

Local WAON

WAON is a system of e-money pre-paid cards available at over 213,000 participating stores throughout Japan. Aeon issues Local WAON cards together with the regional and local governments nationwide.

A part of the proceeds from sales goes to social contributions for communities, such as community environment conservation efforts, promotion of tourism, preservation of cultural assets, promotion of sports and animal protection (with some exceptions). As of the end of February 2015, a total of 3.6 million cards had been issued. The contributions to local communities for fiscal 2014 were 243 million yen, and the aggregate amount comes to 597 million yen.

Through this convenient e-money "Local WAON" cards, we will actively promote local contributions.

Sample of Local WAON cards issued in fiscal 2014



Aeon Welfare Fund

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 2015, 59,000 Aeon employees are participating in this program.

Since the inception of the Welfare Fund, total of 51 welfare vehicles were donated, and visited around 10,800 facilities for volunteer activities.



Donation of a welfare vehicle (Aeon Supercenter Rikuzentakata Store)

Comprehensive Earthquake Disaster Prevention Drills

Aeon Komaki Crisis Management Center was established in March 2014 within Aeon Komaki store, in Komaki city, Aichi prefecture, based on the Business Continuity Plan (BCP) assuming Tokyo metropolitan earthquake.

In case of an emergency, it will operate as temporary headquarters if the head office in Makuhari is affected and loses its function.

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



Aeon Komaki Crisis Management Center

We believe that development of the next generation who will support the prosperous future is not just the challenges for the country and local community. As a local retailer, it is one of our responsibilities to support the growth of children in the region.

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

Hot Topic

Aeon Cheers Club

Aeon 1% Club

The Aeon Cheers Club provides various opportunities for first through ninth-grade students to participate in environmental activities. It is aimed for the students to take an interest in environment, develop the ability to think and learn social rules and manners by working in groups. In fiscal 2014, around 430 clubs and around 7,600 students from all over Japan participated in the environmental studies and hands-on programs under the theme "Sun and Nature."

At the end of the year, the members will create a wall newspaper to present at regional meetings. A total of 50 clubs, representing the top clubs selected at regional meetings, participated in the National Events held in Okinawa and Hokkaido, and shared their learning outcomes.

Also, Agricultural Eco-experience Project started since 2012. The students of Aeon Cheers Club visit the farm land of TOPVALU Gurinai products around the country, and learn about eco friendliness and the connection between the nature and agriculture. At the end of fiscal 2014, total of 3,268 students have participated the project in 70 production lands.

Moreover, Aeon conducted the Environmental Essay Contest for junior high school students. In April 2015, 34 of the contest's winners participated in the Biodiversity Training held in Yakushima. Also, 4 junior high students in Aeon Cheers Club in Malaysia have also participated the training.

In fiscal 2015, we will be working on activities under the theme "Plants."



Study on the next-generation solar battery



Experience harvesting of taros



Presentation of the learning outcome at the National Event



Conducting the biodiversity training tour at Yakushima

Aeon Sukusuku Laboratory

Aeon 1% Club

Aeon has been organizing the Aeon Sukusuku 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. This event has been held for the total of 38 times as of the end of February 2015, and we plan to continue this program in fiscal 2015 as well.



Child-raising Seminar by Prof. Katsumi Tokuda, professor of the Faculty of Medicine, University of Tsukuba



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

Earth-friendly Essay/Activity Report Contest

Aeon Environmental Foundation

Desiring to give children a chance to learn about the future of the global environment, Aeon has been implementing the "Earth-friendly Essay/Activity Report Contest" since 2012. We invite essays, activity reports, and posters on environmental protection, and every year we receive a large number of entries from a wide range of people. The theme for fiscal 2014 was "What each one of us can do for the environment," and received a total of 21,470 entries nationwide. After stringent review by the experts in the board of review, 139 entrants were awarded. Additionally, from the schools that submitted ten or more entries, Suita Municipal Minami Yamada Elementary School, Osaka prefecture was recognized with the Aeon Environmental Foundation Prize (Schools Award).



Prize winners

Aeon Eco-1 Grand Prix

Aeon 1% Club

Aeon Eco-1 Grand Prix praises high school students who are engaged in daily environmental activities, and awards successful projects in two categories ; Education and Awareness Category, which targets eco-activities that can be implemented at any region, and Research and Special Topics Category, which targets eco-activities that focus on regional characteristics. The best project will be given a Prime Minister's Award. Moreover, to further spread our initiatives, and to expand opportunities to consider and practice ecological activities, we compile and distribute information on various projects.

In fiscal 2014, the third year of the Grand Prix, we newly added "Eco-Ring's Prize", which targets eco-activities that were initiated based on previous Aeon Eco-1 Grand Prix projects as well as those that became a model for other schools.

In fiscal 2015, we will establish "Environmental Ring" school registration system to promote co-operation of high schools all over the country and exchange of information.



Aeon Eco-1 Grand Prix promotional poster



Prime Minister's Award, Education and Awareness Category, Aomori Prefectural Nakui Agricultural High School, "Environment purification activities through plants"



Prime Minister's Award, Research and Special Topics Category, Iwate Prefectural Tono Ryokuho High School, "Research and spread of Japanese paper using recycled hop"



Minister of the Environment Award, Osaka Prefectural Engei Senior High School, "Development of a city where butterflies flutter and Revitalization of children fond of endangered insects"



Minister of Education, Culture, Sports, Science and Technology Award/Best Presentation Award, Hyogo Prefectural Sasayama Shinonome High School, "GOOD★LIFE with green curtain of Japanese yams"

Teenage Ambassadors

Aeon 1% Club

The Teenage Ambassadors program, the international exchange program for high school students have been implemented since 1990 for the young people who will lead the next generation to deepen mutual understanding and friendship internationally. By the end of fiscal 2014, 1,456 high school students from 17 countries had participated.

In fiscal 2014, mutual exchanges with students in Philippines and Japan were conducted. Students from Japan visited Manila and students from Philippines visited Tokyo and Sendai city. Students of both countries made a courtesy visit to the government officials, made historical/cultural activities, and held gatherings. Students from both Sendai and Manila deepened their mutual understandings by attending to classes and going on homestays. Also, mutual exchanges with students in Indonesia have been conducted as well (P18). In fiscal 2015, we plan to conduct exchanges with students in Laos.

For the Japan-China High School Student Exchange Program, held every year since its launch in fiscal 2009, 721 high school students from Japan and China have made exchanges so far. In fiscal 2015, we plan to conduct mutual exchanges with students in Beijing, Suzhou and Wuhan.



Students from the Philippines attend class in Japan



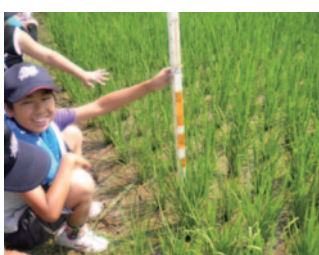
Students from Japan experience homestay in China

Rice Paddy Activities for Elementary School Students

Aeon promotes the Rice Paddy Activities for Elementary School Students hoping to teach children about nature blessings and importance of food. This is an effort undertaken with local agricultural cooperatives and NPOs to teach children about food and sustenance by letting them experience the production process from planting

through harvest, and, ultimately, the sale of rice at a retail store.

In Shiga prefecture, students also learn the importance of protecting and raising the lives of living creatures, by raising juvenile nigoro-buna fish (Lake Biwa's endemic crucian carp) in rice paddies.



Rice planting experience (Akamatsu Elementary School, Saga prefecture)



Rice planting experience (Hayami Elementary School, Shiga prefecture)



Rice harvesting experience (Kyowa Elementary School, Akita prefecture)



Rice retail marketing experience (Shibutani Elementary School, Iwate prefecture)

Asian Students Environment Platform

Aeon
Environmental
Foundation

Following the 2011 United Nations Decade on Biodiversity, The Asian Students Environment Platform was inaugurated in fiscal 2012 for the purpose of developing human resources with a global perspective in the environmental field.

At this platform, 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. Also, they learn how to look and think multilaterally. By the end of fiscal 2014, 220 students from five countries have participated.

In fiscal 2014, students of Tsinghua University (China), Waseda University (Japan), Korea University (South Korea), University of Malaya (Malaysia) and Vietnam National University, Hanoi participated in the platform held in China. Under the theme "Water-Human," 80 students from five countries learned about biodiversity through fieldworks in the marshland, desert and the World Heritage site, Dujiangyan Irrigation System, and presented the results. Also, they maintained the trees planted at the Great Wall during 1998 -2009 by Aeon Environmental Foundation.

In fiscal 2015, the platform is scheduled to be held in Vietnam, with participation by students from Royal University of Phnom Penh in Cambodia, under the theme of "Biodiversity and Human."



Visit to Tianjin Planning Exhibition Hall, China

Asia Youth Leaders

Aeon 1%
Club

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 issues, make proposals to the governments for solving the issues, and learn diversity of values through discussions.

In fiscal 2014, students from Indonesia, Japan and Vietnam gathered in Hanoi and discussed about air pollution.

In the high school students section, awareness campaign to improve air pollution was proposed, and specific regulations and policies for the improvement was suggested in the university students section. In proposing the campaign and suggesting regulations to the Ministry of Natural Resources and Environment in Hanoi, they observed the situation about air pollution, inspected air pollution measuring facility, held hearings to local citizens, and visited public transportation institution.

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.

This program was initiated in fiscal 2010 under the name "ASEAN University Students Environmental Forum," and total of 417 students from six countries have participated to this date. For fiscal 2015, the program will be held in Tianjin, China with the theme of "Trash problems."



Students measuring concentration of PM2.5 in Hanoi



The winning team (high school students section) proposing air pollution awareness campaign



Proposal of campaign to improve air pollution made by high school students

Aeon Scholarship Program

Aeon 1%
Club

We have been conducting the Aeon Scholarship Program since its establishment in 2006, to provide financial support to exchange students from Asian countries and university students in Asian countries, based on the idea to "connect the future of Asian countries and Japan." In fiscal 2014, we newly added two universities in Myanmar, which are Yangon Institute of Economics and Yangon University of Foreign Languages.

Grants FY 2006-2014

country	universities	grantees
Japan	14	522*
China	8	2,730
Thailand	2	112
Vietnam	4	390
Indonesia	2	25
Cambodia	2	18
Myanmar	2	40
Total	34	3,837

*Privately funded exchange students from Asian countries



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

School Construction Support Project

Aeon 1% Club

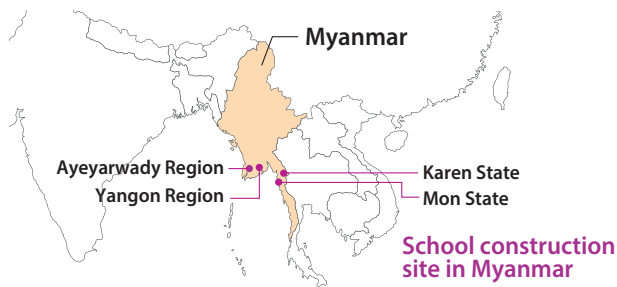
In order to respond to children who wish to go to school, Aeon has been working on school construction support project in Asian countries, which lack educational facilities. With the cooperation from customers, we have helped construct at total of 379 schools in Cambodia, Nepal, Laos, Vietnam and Myanmar by the end of March 2015.

In Myanmar, three-year support program has begun in 2012 with the partnership of the Japan Committee for UNICEF. By the end of March 2015, 22 schools were opened and around 5,000 children are learning there. Aeon 1% Club Foundation* have added the same amount of the donations collected through "Myanmar School Con-

struction Support Project" in 2014, and sent the added amount to the Japan Committee for UNICEF. At the opening ceremony held in March 2015 in Yangon Region, local children and some guests invited from Japan shared the joy of opening together.

Furthermore, in fiscal 2014, the new project in cooperation with Myanmar government has begun and a new school was opened in Ayeyarwady Region.

*Since April 1, 2015, general incorporated foundation Aeon 1% Club Foundation has become public interest incorporated foundation.



New schoolhouse (Aeon PADAUK School, Yangon Region)



Children studying in the new schoolhouse

Aeon-UNICEF Safe Water Campaign

Aeon 1% Club

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-UNICEF Safe Water Campaign in order to support the health and education of children by building water supply infrastructure.

Customer donation were added to contributions from the Aeon 1% Club Foundation, 5-yen donations per 500ml bottle of TOPVALU natural mineral water purchased throughout the duration of the campaign and the Japan Committee for UNICEF.

From fiscal 2014, support to Myanmar has begun as well. We are working on this campaign to supply safe water, so the children can go to school after the burden of water collecting is reduced.



Campaign promotional poster for the fiscal 2014

Donation presentation ceremony (Donation made to the Japan Committee for UNICEF; the public interest incorporated foundation) Representatives of the Ministry of Foreign Affairs, Embassies of Cambodia, Laos, and Myanmar participated



PET Bottle Cap Collection Campaign

Since 2008, Aeon has begun the "Smiles on children in the world with PET bottle caps" campaign. We collect the caps at stores, have them bought by recycling company, and donate that amount to organizations^{*1} working on support activities for children suffering from poverty.

In fiscal 2014, 6,324,053yen from 527.13million bottle caps^{*2} was donated to these organizations. The funds will provide vaccines, nutritious food and books to children in Asia.



Nutritious food for children in Vietnam © Save the Children Japan



Children receiving training on handling of library books © Plan Japan



Vaccination to children of Akha people in Laos © JCV, all rights reserved

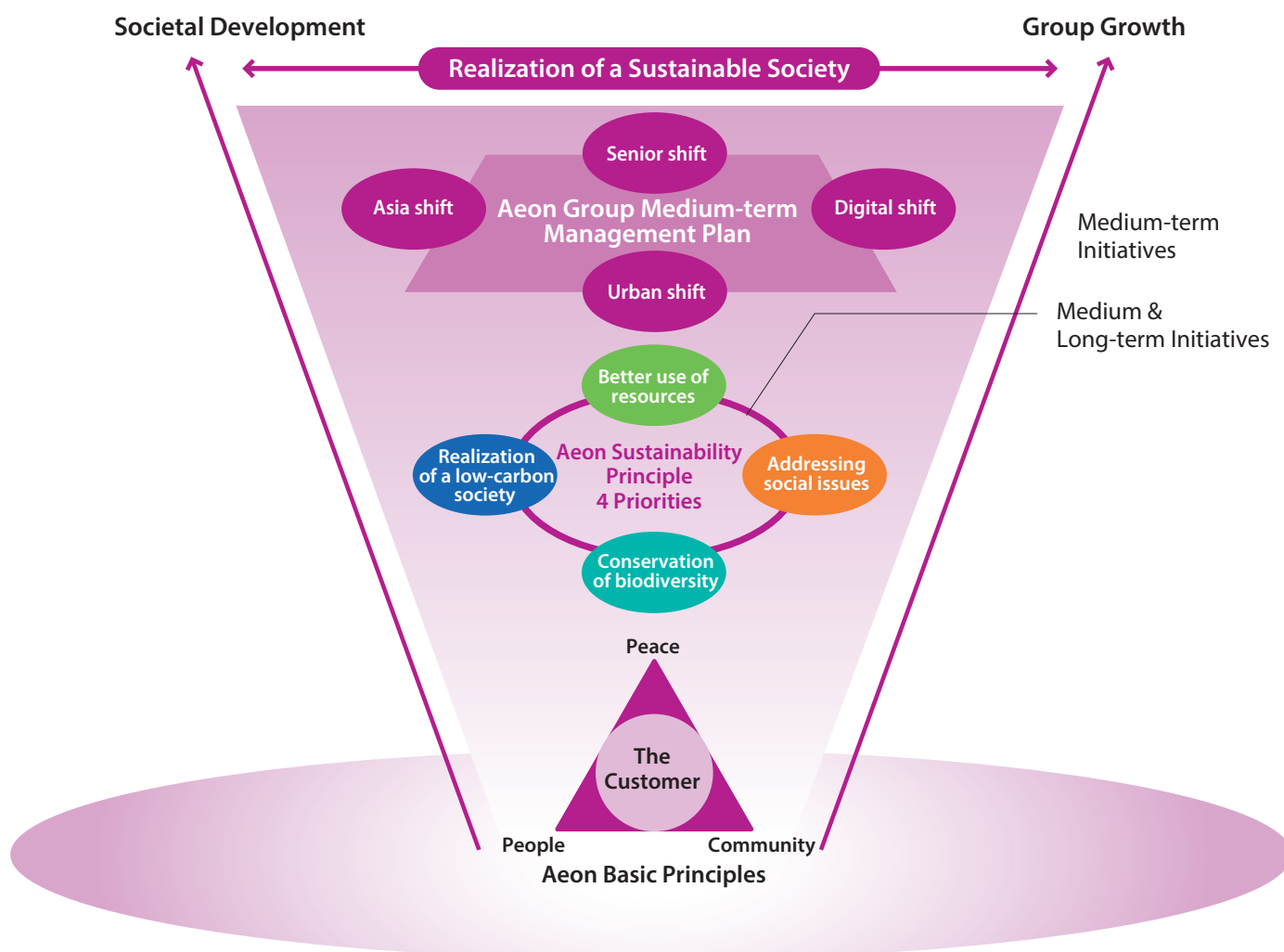


^{*1} The three international organizations:

- Plan Japan
- Save the Children Japan
- Japan Committee Vaccines for the World's Children

^{*2} Caps collected from August 21, 2013 through February 28, 2015 (Changed the donation cycle in accordance with the fiscal year)

Aeon Basic Principles and Sustainable Business



Aeon's Businesses

There are about 440,000 employees in the Aeon Group, which has over 300 companies in Japan, China and ASEAN, strive as one to contribute to the convenient and comfortable living of our customers.



General Merchandise Store (GMS) Business



Supermarket (SM) & Discount Store (DS) Business



Small-Sized Store Business



Drugstore & Pharmacy Business



Financial Services Business



Shopping Center Development Business



Service & Specialty Store Business



Digital Business



International Business

Aeon is contributing environmentally and socially through business operations, and also through promoting initiatives of the Aeon 1% Club Foundation and the Aeon Environmental Foundation.

AEON 1% Club Foundation

The Aeon 1% Club Foundation was established in 1989 with the philosophy that Aeon is a company that makes proper use of the benefits received from customers for the future and for the community. Our activities are centered around the sound upbringing of children who will lead the next generation, the promotion of international friendship and goodwill, and sustainable development of the local community. Major companies in the Aeon Group contribute 1% of pre-tax profits.

AEON Environmental Foundation

The Aeon Environmental Foundation was founded in 1990 to provide support to like-minded groups actively developing projects to protect the global environment.

The Foundation has planted trees around the world and promoted a variety of joint environmental protection initiatives, such as the development of human resources in the fields of the environment and conservation of biodiversity.



Aeon's Sustainable Business

Hirokazu Yamanashi

Vice President
Chief Corporate Planning Officer
AEON CO., LTD.

Aeon has promoting "sustainable business" that contributes both to the growth of the Aeon Group and to the development of a sustainable society.

As the first phase, Aeon initiated a variety of different environmental conservation and social contribution activities based on the Aeon basic principles. Currently, the second phase has begun to address the four key issues of the Aeon Sustainability Principle (formulated March

2011): realization of a low-carbon society, conservation of biodiversity, better use of resources, and addressing social issues. Aeon has set indices and medium & long-term goals for each key issue and aims to achieve the goals.

In addition to the above activities, the third phase of sustainable business began in fiscal 2014. The intention is to solve both the operational and social issues through the "Big Challenge 2020" campaign that ties the improvement in the value of both the corporation and stakeholders by providing products to support customer health, and offering more fair trade products, and promotion of diversity.

From fiscal 2015, Aeon reformed the organization and integrated sections responsible for management strategies, environment and social contribution, public relations, and investor relations into Corporate Planning Section.

Aeon plans to continue dialogue actively with our stakeholders to intensify sustainable business and realize a sustainable society.

Primary environmental conservation and social contribution activities

- 1965** Donation of 1,000 cherry trees to Okazaki city at the opening of the Okazaki Okada Store
- 1977** Established the JUSCO Company Welfare Fund (present day the Aeon Welfare Fund)
- 1979** Established Cultural Foundation of Okada
- 1989** Aeon Group 1% Club (present day Aeon 1% Club Foundation) was established
- 1990** Launched the JUSCO Earth-Friendly Committee
Aeon 1% Club started the Small Ambassadors (present day Teenage Ambassadors) Program
Established the Aeon Group Environmental Foundation (present day the Aeon Environmental Foundation)
- 1991** Launched the Aeon Hometown Forests Program, at JUSCO Malacca Store (present day Aeon Malacca Store) in Malaysia as its first store
Started Clean & Green activities
Commenced the Bring Your Own Shopping Bag Campaign on a trial basis (Began trial operation of the food tray collection and recycling campaign)
- 1992** Planted trees at JUSCO Shin Hisai Store (present day Aeon Hisai) — the first store in Japan under the Aeon Hometown Forests Program
- 1993** Started development of organic and other agricultural produce as the Gurinai (present day TOPVALU Gurinai) private label
- 1994** Formulated the independent Aeon Heart Building Design Standards based on the Heart Building Law (the Barrier Free New Law from December 2006). Opened JUSCO Minamikata Store as the first building in Japan certified under the Heart Building Law
- 1995** Introduced returnable food container and reusable hanger systems
- 1996** Launched the Environment Committee
- 1997** Founded the JUSCO Children's Eco Club (present day the Aeon Cheers Club)
- 1998** Aeon Environmental Foundation conducted the 1st tree planting project to revitalize the forests at the Great Wall of China
- 2000** Launched the My Basket and My Bag Campaigns
Commenced development of SELF+SERVICE ecology shops
Acquired ISO 14001 certification across the entire company
- 2001** Changed company name to Aeon Co., Ltd. and started the Aeon Day
Started the Aeon Happy Yellow Receipt Campaign
Aeon 1% Club started support for the construction of schools
- 2002** Started Aeon Clean Road Activities in partnership with the Volunteer Support Program of the Ministry of Land, Infrastructure, Transport and Tourism
- 2003** Began use of biomass packaging materials
Formulated the Aeon Supplier Code of Conduct
- 2004** Formulated the Basic Policy for the Prevention of Global Warming
Announced participation in the Global Compact advocated by the United Nations
Achieved SA8000 certification for TOPVALU supplier management and Aeon headquarters operations
Commenced sales of TOPVALU Fairtrade Coffee under the TOPVALU label

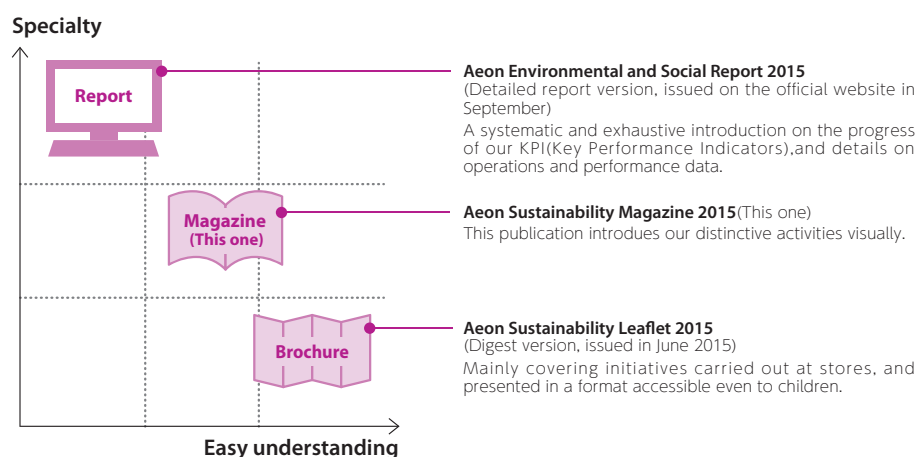
- 2005** First Eco Store, Aeon Chikusa SC (present day Aeon Town Chikusa), opened
- 2006** Stores and shopping centers acquired chain of custody certification for processing and distribution of MSC-certified products (MSC-CoC), the first such certification by a general retailer in Japan
Aeon 1% Club started Aeon Scholarship Program
- 2007** Stop Free Plastic Shopping Bag Program began with the JUSCO Higashiyamanijou Store
Aeon Co., Ltd. became the first company in the general retailing industry to sign an agreement on initiatives towards the establishment of a recycling-oriented society with the Japanese Ministry of the Environment
Aeon 1% Club started Aeon Sukusuku Laboratory
- 2008** Aeon Co., Ltd. formulated the Aeon Manifesto on the Prevention of Global Warming, becoming the first retailer in Japan to name a specific goal for reducing output of CO₂
Started Aeon Clean Japan Campaign
Started PET Bottle Cap Collection Campaign
Started Rice Paddy Activities for Elementary School Students
- 2009** Trial sales of Carbon Footprint product labeling for nine varieties across seven TOPVALU products
Aeon Environmental Foundation established Japan Awards for Biodiversity
Participated in Japan Climate Leaders' Partnership as a founding member
Opened a FSC® certified store for the first time as a convenience store in Japan
- 2010** Established Aeon Biodiversity Policy
Aeon 1% Club started ASEAN University Students Environmental Forum (present day Asia Youth Leaders) and Aeon-UNICEF Safe Water Campaign
The Tree planting project to revitalize the forests at the Great Wall of China by the Aeon Environmental Foundation, the number of seedling planted reached one million
The MIDORI Prize for Biodiversity established by the Aeon Environmental Foundation
- 2011** Established Aeon Sustainability Principle
Announced Aeon Natural Refrigerants Declaration
- 2012** Developed KPI System
Aeon Environmental Foundation started Asian Students Environment Platform
Aeon 1% Club started Aeon Eco-1 Grand Prix
Twelfth Eco Store, Aeon Mall Funabashi, opened
Established the Sustainable Management Committee
Started Aeon Eco Project
Started Project Aeon Joining Hands
- 2013** The first store of Smart Aeon, Aeon Mall Yahata Higashi, opened
Obtained ISO 50001 for the first time in the Japanese retail industry
Total number of tree planting exceeded 10 million
- 2014** Formulated the Aeon Sustainable Procurement Principle / Aeon Sustainable Seafood Procurement Policy
Started sales of Aquaculture Stewardship Council (ASC) certified products
Seventh Smart Aeon, Aeon Mall Kisarazu, opened

Editorial Notes

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

As we moved forward with various initiatives, report content expanded and discussions became more detailed and specialized. We began to receive more and more customer requests for content to be expressed in easily understandable terms.

Therefore, we are presenting content according to different media since 2011, as follows.



Please visit our website!

AEON, Environmental and Social Initiatives

SEARCH

Please contact us concerning any inquiries or comments you may have on this report or our environmental and social activities.

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