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November 12, 2012
AEON 1% Club

Aeon Offers Donations under the AEON UNICEF Safe Water Campaign Offers Donation

Aeon will offer a total of 57,483,987 yen in donations raised under the AEON UNICEF Safe Water Campaign, including contributions from our customers, to the Japan Committee for UNICEF (UNICEF Japan) on Wednesday, November, 14, 2012.

The donations are intended to be used to improve water access conditions in Cambodia and Laos, where Aeon has been implementing school construction support programs. In these countries, water supply infrastructure is not well developed in some areas and people are generally forced to use unsanitary pond water, which is often located a long distance from their homes. Many families depend on children to share in the housework, particularly to travel long distances to fetch water, which is one reason why school attendance for disadvantaged children is so low. In an effort to remedy such hygiene and education-related problems caused by poor access to clean water, AEON launched the above campaign in cooperation with UNICEF Japan in 2010. Since then, water supply units and systems have been installed in the two countries to help a sizeable number of people (specifically around 75 thousand) gain better access to safe water, thereby contributing to an improved educational environment.

The recent donation campaign was held in around 7,000 Aeon Group stores and offices nationwide from September 4 to October 21, 2012. A total of 57,483,987 yen was collected via the following three channels:

- (1) Cash donations from customers: 27,994,011 yen
- (2) Matching donations from the Aeon 1% Club: 27,994,011 yen
- (3) Donations from part of the sales of Topvalu Natural Mineral Water 500 ml: 1,495,965 yen (5 yen from each of the 299,193 bottles sold)

The fund is planned to be used to introduce facilities to provide an additional 40,000 people with access to safe water, thereby freeing more children from the burden of collecting water and other housework so that they can attend school.

Aeon will continue to implement a variety of initiatives in cooperation with its customers to support children to develop with hope for the future.

Details

Date: Wednesday, November 14, 2012

Donated to: Japan Committee for UNICEF

Donation ceremony attended by:

Mr. IEM Puthiro, Counsellor, Royal Embassy of Cambodia to Japan

Bounneme Chouanghom, Minister-Counsellor, Embassy of the Lao People's Democratic Republic in Japan

Takehiro Shimada, Director of Cultural Affairs and Overseas Public Relations Division, Ministry of Foreign Affairs

Ai Kawashima, musician; campaign spokesperson

Ken Hayami, Executive Director of the Japan Committee for UNICEF

Naoki Hayashi, Chairman of the Board of Directors, AEON CO., LTD.; Chairman of the AEON 1% Club

Sachiyo Komatsu, Chief Environmental Officer, AEON CO., LTD.

About the AEON 1% Club

The AEON 1% Club was established in 1989 to promote a variety of environmental and social contribution activities, focusing on three themes: "environmental conservation," "international culture and interpersonal exchange and development" and "revitalization of local cultures and communities." The organization comprises major Aeon Group companies that donate funds equivalent to 1% of their pre-tax income annually.

Activities conducted for "international culture and interpersonal exchange and development" include school construction support programs implemented in Asian countries. Since its launch, a total of 149 schools have been built in Cambodia and 120 in Laos under this program.