

First Tree Planting to be held in Greater Phnom Penh, Cambodia, on Saturday, June 27
Planting a total of 7,000 trees together with 730 volunteers

Aeon Environmental Foundation (Takuya Okada, Chairman of the Foundation and Honorary Chairman and Advisor of Aeon Co., Ltd.; hereinafter, “the Foundation”) will conduct the first tree planting activity in the outskirt of Phnom Penh Capital, the Kingdom of Cambodia (hereinafter, “Cambodia”), on Saturday, June 27.

The Phnom Tamao Zoological Park and Wildlife Rescue Centre, where the tree planting will be implemented, is the largest wildlife reserve in Cambodia located about forty-five kilometers south of the capital city of Phnom Penh. In addition to protecting 1,200 animals of 98 different species, some of them currently endangered, the Centre also serves as a relaxation space for the citizens. However, the woodland areas of the Centre, shattered by civil conflicts and lumbering, require immediate steps for regeneration.

In order to help regenerate these woodlands and preserve biodiversity in the Centre, the Foundation has launched a three-year tree-planting project starting this year. For the first year of the project, the Foundation will plant 7,000 native trees together with 730 volunteers from both Cambodia and Japan.

Tree planting efforts in Cambodia by the Foundation began in 2002, planting trees along the road approaching the World Heritage Site of Angkor Wat (2002,2004,2005) as well as around the ancient ruins of Chau Srei Vibol (2010, 2011), together with more than 1,220 people. Including this year's project, the number of trees will have reached more than 18,000.

The Foundation will further endeavor to implement environmental conservation efforts, including tree planting in order to deliver a lush natural environment for the youth of the next generation.

Note

Date and time:	June 27, 2015 (Sat)	9:00-12:00
Location:	The Kingdom of Cambodia, Phnom Tamao Zoological Park and Wildlife Rescue Centre	
Participants:	730 volunteers (250 from Cambodia, 480 from Japan)	
Number of trees:	7,000	
Area:	1.5 ha	
Hosts:	Forestry Administration, Ministry of Agriculture, Forestry and Fisheries, AEON Environmental Foundation	
Cooperation:	Phnom Tamao Zoological Park and Wildlife Rescue Centre, AEON (CAMBODIA) CO., Ltd., AEON MALL (CAMBODIA) CO., LTD., AEON MICROFINANCE (CAMBODIA) PRIVATE COMPANY LIMITED	
Prospective Attendees:	H.E. Dr. Say Samal, Minister of Environment H.E. Dr. Ouk Rabun, Minister of Agriculture, Forestry and Fisheries H.E. Dr. Chheng KimSun, Delegate of the Royal Government, Head of Forestry Administration Takuya Okada, Chairman of the AEON Environmental Foundation (Honorary Chairman and Advisor of AEON Co., LTD.)	

Reference [Aeon's environmental/social contribution effort in Cambodia]

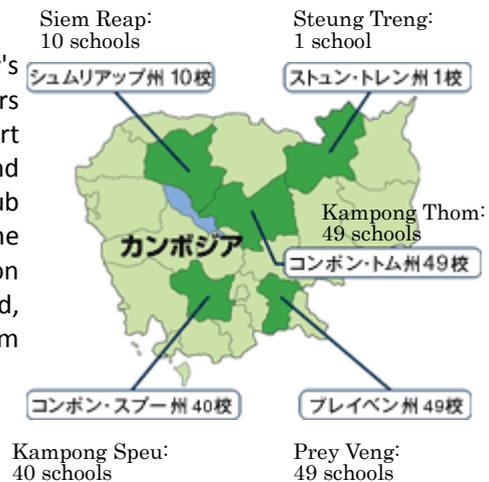
■Battambang Prosthesis Center support campaign (1998-2000)



In a partnership with the Japanese Red Cross Society, Aeon 1% Club Foundation (hereinafter, "Aeon 1% Club") provided support for the Battambang Prosthesis Center in Cambodia for three years beginning in 1998. The Center provides landmine victims with artificial limbs and encourages their social recovery through rehabilitation. Aeon 1% Club collected donations at Aeon Group stores and offices as well as contributions from Aeon 1% Club to provide a total of over 173.6 million yen to support the Center.

■Support for school construction (2000-2003)

With hopes for the swift recovery of the country's educational system that has been eroded by long years of civil war, Aeon 1% Club has conducted a support project collecting donations at Aeon Group stores and offices as well as contributions from Aeon 1% Club since 2000. The total amount of the donation to the Japan Committee for UNICEF has reached 300 million yen. 150 schools in the region have been constructed, and more than 203,000 children have graduated from these schools so far.



■Tree planting at Angkor Wat/Angkor Empire ruins of Chau Srei Vibol (2002,2004,2005)/ (2010, 2011)

■Aeon Hometown Forests Program (2014)

Over the three years of 2002, 2004 and 2005, the Aeon Environmental Foundation worked with more than 880 volunteers to plant 7,100 trees along the road approaching the World Heritage Site of Angkor Wat. In 2010 and 2011, the Foundation planted 3,260 trees with 340 volunteers in the area surrounding the ancient Angkor Empire ruins to protect them from wind and rain.

In June 2014 ahead of the grand opening of Aeon Mall Phnom Penh, Aeon Hometown Forests Program was held and planting approximately 10,000 trees with 1,500 participants from the region.



2005



2010

■Preah Norodom Sihanouk Museum(2007)

Through contributions from the Aeon 1% Club and the cooperation by a team lead by Professor Yoshiaki Ishizawa of Sophia University, as well as the APSARA organization, the Preah Norodom Sihanouk Museum was established to preserve and exhibit Angkor Empire-era Buddha statues that were excavated by the Sophia Asia Center for Research and Human Development between 2000 and 2001. The Museum was donated to the Cambodian government to allow the people of Cambodia to be the ones to research and preserve these cultural artifacts. The inauguration ceremony was held in November 2007 and was attended by His Majesty King Norodom Sihamoni.

■Aeon and UNICEF Safe Water Campaign (2010 onwards)



In some regions of Cambodia, Laos, and Myanmar, children are burdened with a large share of housework duties, resulting in decreasing school attendance. Children spend a substantial amount of time fetching unsanitary water for daily use, causing problems concerning both hygiene and education. In order to support the sound education of children in these areas, the Aeon 1% Club implemented the Aeon and UNICEF Safe Water Campaign in 2010 to set up water supply facilities in villages and towns. Thus far, the campaign has provided safe water to a total of 175,000 people.

■Teenage Ambassador/Aeon Scholarship

Since 1990, the Aeon 1% Club has hosted the Teenage Ambassador Program, an international exchange initiative that aims to provide the children of the next generation with diversity in values and a global outlook. 1,852 high school students from 18 countries have participated in the program, 80 of which experienced exchange with Cambodia.

In addition, the Aeon Scholarship Program, which grants scholarships to students from other parts of Asia studying in Japan as well as students at other universities in Asian countries, has granted scholarships to 3,841 university students from seven different countries, 19 of which were Cambodian students studying in Japan or students in Cambodia.

■Chairman Takuya Okada awarded the Cambodian Royal Order of Sahametrei Grand Cross (2010)



Chairman Takuya Okada was honored with the title of Le Grand Officer in 2007 and the highest honor of the Royal Order of Sahametrei Grand Cross in 2010 in appreciation of his contribution to the development of Cambodia's economy and cultural exchange through years of environmental and social contribution endeavors.