

History

# Basing Actions on our Company mission statement of "Supporting the Local Community through Commerce"

## The Origin of Aeon's CSR Activities Engaging in "Responsible Initiatives" while Expanding our Business

Aeon's predecessor company, JUSCO, Inc., came into being in 1969, as the result of a merger between three companies—Okada, Inc., Futagi, Inc., and Shiro, Inc. JUSCO expanded business with the mission statement at the time of 'Supporting the Local Community through Commerce.' Since that time, the Aeon Group has grown its business and partnered with companies that share its aspirations for moving retail into more corporate, modern, and industrial forms. In the past 40 years, sales have increased from 500 million yen to 7 trillion yen, the number of stores has expanded from 70 to 18,740, and the number of employees has increased from 4000 to 440,000.

While charting this course, Aeon has generated new strength for responding to changes in the times by bringing together a work force with a diverse array of skills. In order to continue providing safe and reassuring products, we have constantly increased our emphasis on and recognition of "responsible initiatives" along with business expansion. In alliance with our business partners and many stakeholders, we have remained aware of the importance of increasing value, such as the quality of products, and of the growing expectations from society for our role in providing employment and protecting the environment as the scale of our business increases.

## The Origin of Tree Planting Activities Carrying the Source of Wealth forward into the Future

In the 1960s, 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 had 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. The result was contemplation on how a retailer could improve the situation, and establishment of The Aeon Hometown Forests Program. By planting trees with local customers, the Company was able to work side by side with local residents, deepen connections, and share a peaceful sense of joy while recognizing the importance of nature. Mr. Okada's idea was to incorporate implementation of the Aeon Basic Principles in tree planting activities.

### 1989-2001 Building a CSR Promotion Framework and Launching New Initiatives

#### Starting with Trees—Embarking on Many Activities Leading to Today's CSR Initiatives

In order to carry out corporate activities befitting of a retailer representing Japan as well as Asia, and to continue to be a retailer consistently delivering vital value in the form of "richness," Aeon has proceeded to build a framework since the latter 1980s for engaging in CSR activities as an organization.

In 1989, the Aeon Group 1% Club (the present Aeon 1% Club Foundation) was established (see p.4) and in 1990 the JUSCO Earth-Friendly Committee was formed, along with the Aeon Group Environment Foundation, the present Aeon Environment Foundation (see p.4).

Building on this framework, the Aeon Hometown Forests Program was started in 1991, followed by the Bring Your Own Shopping Bag Campaign and the Collecting Recyclable Resources at Stores Campaign. In 2000, we received ISO 14001 certification for our environmental management system. In this way, Aeon has embarked on environmental conservation and many other activities leading up to today's CSR initiatives.

- 1989 Established the Aeon Group 1% Club Foundation
- 1990 Established the JUSCO Earth-Friendly Committee  
Established the Aeon Group Environmental Foundation
- 1991 Initiated the Aeon Hometown Forests Program  
Started Clean & Green activities  
Commenced the "Bring Your Own Shopping Bag" Campaign on a trial basis as well as launched the experimental "Collecting Recyclable Resources at Stores" Campaign.
- 2000 Acquired the international standard ISO14001 certification for environmental management
- 2001 Started the Aeon Happy Yellow Receipt Campaign

### 2002-2008 Expanding Activities from a Global Perspective

#### Launching Initiatives Incorporating the 10 Principles of the United Nations Global Compact

With a view to reinforcing its global perspective on CSR, Aeon in 2004 became Japan's first retailer to sign the United Nations Global Compact. Based on the 10 principles outlined in the United Nations Global Compact, Aeon formulated its "Aeon Supplier Code of Conduct" (CoC) (see p.75), and acquired SA8000 certification (see p. 77), an international standard related to human rights and labor conditions. Building on these activities, Aeon and three labor organizations, including the international labor body UNI Global Union, signed the Global Framework Agreement on labor practices, human rights, and the environment in 2014.

Since 2008, Aeon has participated in the Supply Chain Sub-Committee of the Global Compact Japan Network in order to promote CSR together with our supply chain partners. Dialog with member companies is ongoing.



- 2003 Formulated the Aeon Supplier CoC (Code of Conduct)
- 2004 Endorsed the United Nations Global Compact  
Acquired the international standard SA8000 certification for evaluating work environments

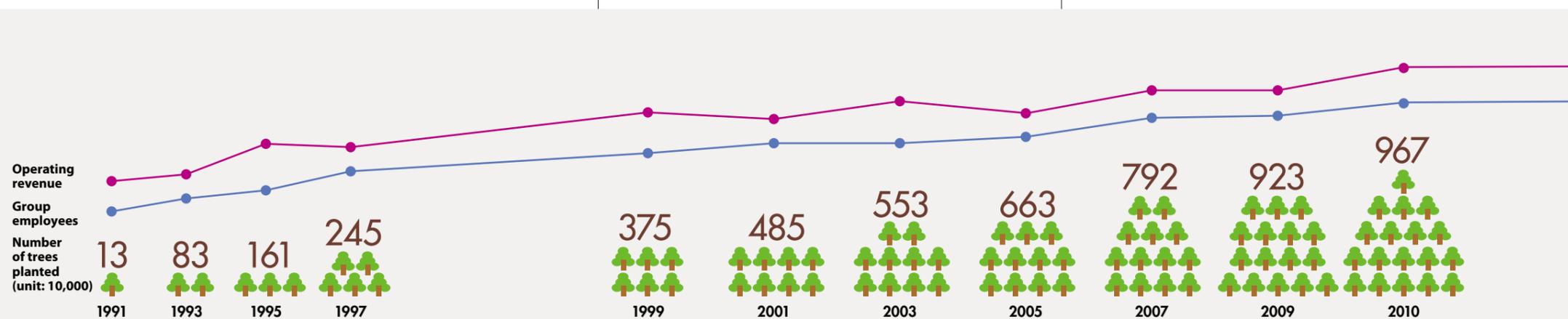
### 2008-2010 Promoting More Group-wide and Planned Activities

#### Formulating Aeon Group Principles Concerning Biodiversity and the Prevention of Global Warming

In 2008, we announced the Aeon Manifesto on the Prevention of Global Warming, the first Japanese retailer set specific targets for CO<sub>2</sub> emission reduction. Through initiatives in our stores (developing Eco Stores, etc.), in our products (conserving resources used in packaging materials and changing transportation methods), and with our customers (planting trees at Aeon stores), we were able to achieve the FY2012 reduction target of a 30% (1.85 million tons-CO<sub>2</sub>) cut, in comparison with FY2006 levels, one year early in FY2011. At present, we are moving forward not only with environmental conservation initiatives, but have also added the Aeon Eco Project (see p.39), as part of our effort for stores to be emergency lifeline centers.

Furthermore, we formulated the Aeon Biodiversity Principle in 2010, the year that COP10 (the 10th Meeting of the Conference of the Parties to the Convention on Biological Diversity) was held in Japan. Aeon continues to develop and sell biodiversity-responsive products with MSC (Marine Stewardship Council), ASC (Aquaculture Stewardship Council), and FSC (Forest Stewardship Council) certifications, and creates stores conscious of protecting and rejuvenating ecosystems.

- 2008 Formulated the Aeon Manifesto on the Prevention of Global Warming
- 2010 Formulated the Aeon Biodiversity Principle



\* Combined total for the Aeon Hometown Forests Program and Aeon Environmental Foundation

Now and Future  
Forward  
2020

# Stepping Up Key Issue Initiatives Based on the Aeon Sustainability Principle

2011-2013 Striving for Group Growth and Societal Development

## '4 Key Issues' for Sustainable Management

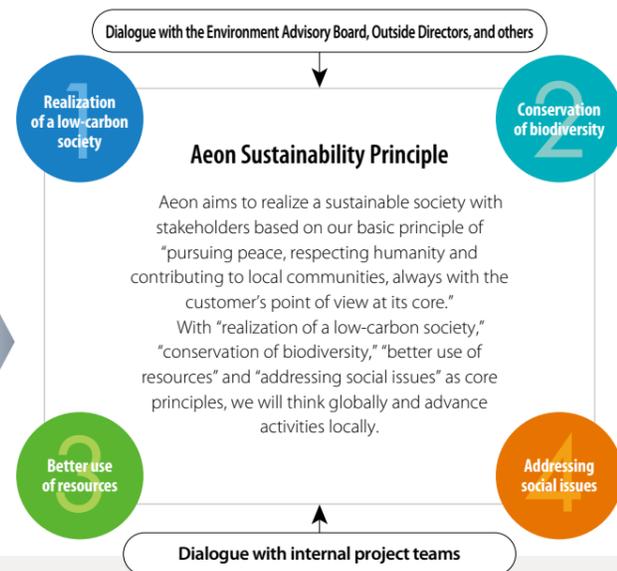
As the globalization of our business continues to make great strides and our impact on the environment and society rise to new levels, we are more actively promoting CSR initiatives Group-wide. In March 2011, we formulated and announced the Aeon Sustainability Principle seeking to achieve sustainable management that satisfies both group growth and societal development.

In formulating the Principle, we took into account worldwide megatrends, the changing values of people, social issues addressed in the UN Millennium Development Goals, initiatives and guidelines regarding social responsibility, such as ISO 26000, as well as the basic content of our new Medium-term Management Plan. Deliberations took place by stakeholders inside and outside the company, such as our Environmental Advisory Board, outside Directors, and Aeon

people involved with CSR activities. Along with determining the 4 Key Issues for the Aeon Group, we set Medium- and long-term key performance indicators (KPI) for each Key Issue, and continue to publicize our progress every year in our Aeon Environmental and Social Report.

- 2011 Developed the Aeon Sustainability Principle
- 2012 Started the Aeon Eco Project
- 2014 Formulated the Aeon Sustainable Procurement Principle  
Signed the Global Framework Agreement  
Joined forces with the United Nations Industrial Development Organization (UNIDO) to extend CSR programs in Malaysia

- Issues of stakeholder interest**
- ISO26000
  - Global Reporting Initiative (GRI) Guidelines
  - United Nations Global Compact
  - Japan Ministry of the Environment (Environmental Reporting Guidelines)
  - Customer inquiries and feedback to all Aeon companies
- Issues important to Aeon's growth**
- Aeon Basic Principles
  - Medium term management plan



2014-2020 Putting sustainability management into practice

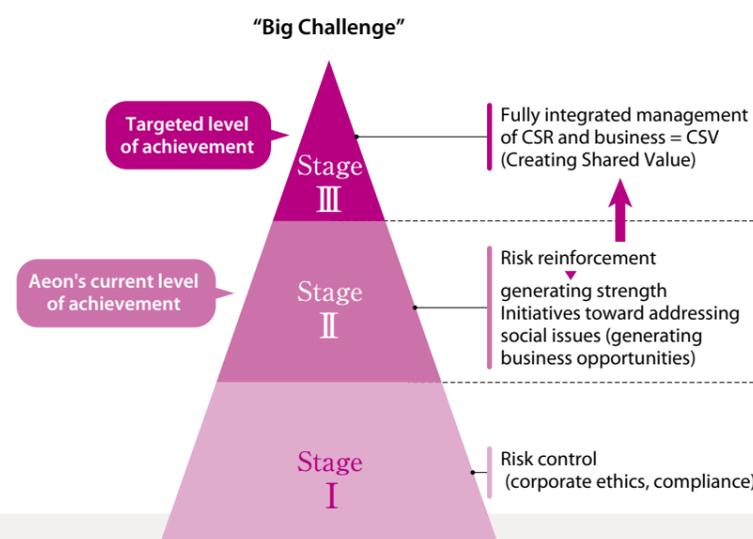
## Launching "Big Challenge"—Our Targets for 2020

In order to further advance our sustainability management while responding to the changes in the social environment and the business environment, Aeon assessed the results of its current CSR activity level as "Stage II" in ----- 2014. This refers to a three-stage classification system where Stage I denotes business management that controls risk in social, environmental, and economic terms; Stage II denotes CSR activities as functioning to solve social issues and providing the opportunity for growth; and Stage III denotes CSR activities and business activities being managed in a fully integrated fashion. Aeon announced its "Big Challenge" comprising 10 categories

that need to be achieved in order to reach a target of Stage III by 2020.

In 2015, we held dialogues (see p.11) with our stakeholders (including external experts), discussing our progress on these activities and receiving advice on how to proceed going forward.

Aeon will continue to promote dialogue with stakeholders inside and outside the Company. While not settling for the status quo, we will endeavor toward responsible corporate conduct befitting Asia's pre-eminent retailer.

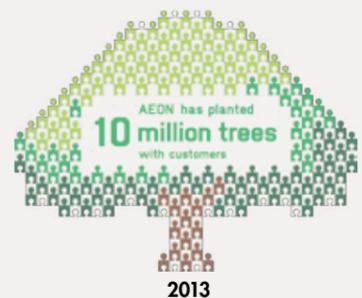


### 10 categories "Big Challenge 2020"

- 1 Realization of a low-carbon society**
  - Promoting the Aeon Eco Project
  - Implementing the Aeon Natural Refrigerants Declaration
  - Reducing CO<sub>2</sub> in our products and services
- 2 Conservation of biodiversity**
  - Sustainable procurement
  - Letting Forests Grow—Plant, Nurture, Thrive
- 3 Better use of resources**
  - Zero waste
- 4 Addressing social issues**
  - Proposing ideas for healthy lifestyles
  - Building a social brand
  - Expanding employment of non-Japanese employees
  - Raising our female manager ratio

● 7.785 trillion yen in revenue  
● Approx. 440,000 employees

● 10.86 million trees



10 million trees

2013

2014