

"Project Aeon Joining Hands" has reached the end of its first period of activities, and has entered its second period of contributing to disaster-hit areas based on the key concepts of "Interaction and Creativity."

In March 2012, Aeon took the decision to engage its entire organization in long-term measures to assist the recovery of disaster-hit areas, and launched "Project Aeon Joining Hands" based on three main activities. The company is committed to a 10-year plan of activities, running from FY2012 to FY2021. Given the need for a Medium- to long-term strategy as we progress with these activities, we have defined our "Medium- to Long-Term Plan," which divides activities as a whole into three-year cycles, and will run until FY2021.

First Period
Period of Establishing Initial Structures

Objective:
To ensure that everyone within the Group is aware of and understands the details of our project activities.

Details of Activities:

- Partnership with non-profit and other organizations, and support for planned activities that meet local needs, and encourage the recovery of people's lifestyles.
- Aeon people to periodically visit the same areas throughout the year, and build links with local people.

2012 / 2013 / 2014

AeonTohoku Reconstruction Hometown Forests Program

Outline of Measures Taken during the Period of Establishing Initial Structures

We have been planting trees along the coastline of Iwate, Miyagi and Fukushima Prefectures. We have spent three years experiencing the fact that "Once you begin to plant trees, you can begin to create a forest." Tree planting activities have enabled us to connect to local residents, and these connections will continue as we cultivate the forest, aiming for the recovery of a local community that benefits from the riches of nature.



Tree planting in Rikuzenakasaki Station


Support performance as of February 2015

The number of trees planted in the affected area
106,997

Dispatching of Volunteers

Outline of Measures Taken during the Period of Establishing Initial Structures

We have been active in Rikuzentakata city, Iwate prefecture, in FY2012, and active in Minamisoma city, Fukushima prefecture since FY2013. These activities continue today. Many Aeon people have visited the disaster-hit areas, and now, by experiencing life there more directly, and becoming involved in activities there, they are working to build strong relationships with local residents.



Bringing back a lost lawn

Support performance as of February 2015

Employees who participated in the disaster area as volunteers
Total 1,987

Support Activities by Each Region and Company

Outline of Measures Taken during the Period of Establishing Initial Structures

Each company within our Group has now allocated a person in charge of advancing these activities, and we are continually implementing local training in the disaster-hit areas. Each of our group companies, and each member of our management and workforce, has been developing their own unique activities. We have held "Tohoku Recovery Markets," and shown the documentary film "Utagokoro" nationwide, in order to promote the start of our project both within and outside the company.



Warm meal service (Maxvalu Tohoku)

Support performance as of February 2015

Employees who participated in volunteer activities in and around the Company
Total 138,053

*Includes number of full-time employees who participated in volunteer activities in the disaster-hit areas.

"Project Aeon Joining Hands"

● Basic Concept

Based on the three principles of Aeon, which are "Peace," "People" and "Community," Aeon people throughout the world are committed to utilizing the diverse resources made available through Aeon's business activities, exercising their creativity and contributing in creative ways to the recovery of the areas affected by the Great East Japan Earthquake disaster. For Aeon people, this is an opportunity to both realize and experience first hand Aeon's principles, as well as an opportunity for personal growth. By extension, it is also an opportunity for them to grow as business people.

● The Purpose of Supporting Recovery

We are supporting the sustainable recovery of local communities, in which people and industry coexist with nature, and where individuals feel connected with one another.

● The Project Vision

By combining the three principles of Aeon, which are "Peace," "People" and "Community," with the purpose of supporting recovery, we are able to objectively consider what we want to do and what we are able to do in order to achieve our aims. We will continue to contribute by being creative, engaging in activities, and walking alongside people living in disaster-affected areas, who are standing up to rebuild their communities.

Second Period
Expanding Independence

Objective:
Our Group companies, management and workforce will build relationships with different communities through interaction with local residents, supporting them over the long term, and implementing continuous support.

2015 / 2016 / 2017

Measures Working towards the Second Period "Expanding Independence"

Alongside local residents, who are active as a result of a desire to see the coastal woods restored in the Tohoku Area, people from various areas of Japan and different companies will come together to progress interaction between regions through tree planting activities. We aim to plant not only trees, but also fruit trees and flowers, in order to support the recovery of agriculture and tourism as well. In addition to this, we plan to work on the recovery of the wood in the village shrine, a favorite spot of local people, and plant trees in squares in front of stations, many of which were washed away.




Support targets by FY2021

300,000 trees

Measures Working towards the Second Period "Expanding Independence"

Activities in Fukushima prefecture's Hama-dori, which aim to regenerate the local community and bring people back from the places they dispersed to after the nuclear accident, give us the opportunity to share the importance of thinking about, and being active in regard to, social problems in the places where they are happening, and to apply this experience to their lives within society and their work. To date, our volunteer activities were largely physical, but these are gradually transitioning into activities focused more on interaction between people. Through this interaction, we will continue to promote a program of contact that allows local residents and Aeon to connect and stimulate one another creatively.



Support targets by FY2021

300,000 employees

Voice

Come and Show the People of Minamisoma Your Smiling Faces

We are so thankful to everyone involved in "Project Aeon Joining Hands." They have continued to visit us from all over Japan, and worked alongside us as we have tried to restore the lives of people in Minamisoma. It is now four years since the disaster struck, and we have our hospitals open once again, as well as some restaurants. Little by little we are moving back towards our old lives, but we are still only part of the way there. In order to ensure that our residents remain positive, we would like you to continue to come and show us your smiling faces. We are looking forward to meeting you.



Atsuko Suzuki
Director, Disaster Recovery and Reconstruction Volunteer Center Minamisoma city Social Welfare Association

In order to ensure that our recovery support activities continue over the long term, we need to connect with members of the local communities and ensure that our work is in line with what is needed in these areas. Our recovery work during the first three-year period (the Period of Establishing Initial Structures) has given rise to several good examples by Group companies based on engagement with the community and implementation of activities as a result. Based on this, we have defined the key concept for the second period as "Interaction and Creativity." Aeon is committed to supporting further recovery by visiting the disaster-affected areas and using our experience gained from interacting with the residents to stand alongside them and offer creative means of assistance.

Aeon continues its initiatives aimed at reconstructing and developing the Tohoku region by assisting in the development of towns conducive to secure living and the vitalization of the region's agricultural, fishery and livestock industries.

Since the Great East Japan Earthquake occurred, Aeon has assisted the local people in their daily living and dedicated itself to reopening stores in disaster-affected areas that potentially serve as those areas' economic infrastructure, including how the stores employ local people.

Yet, in municipalities that suffered tremendous damage, towns are in need of large-scale reconstruction that goes beyond reopening individual stores to include the redevelopment of peripheral infrastructure. Given that situation, Aeon has been striving to create employment by opening stores in the Tohoku area and providing goods and services that are convenient and help to enrich lifestyles.

Contributing to communities through our stores

In March 2013, Aeon concluded the "Agreement Regarding Installment of a Large-Scale Commercial Facility and Contribution to the 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 systems into consideration. Towards the realization of safe and prosperous living, Aeon opened 15 stores in the six prefectures of the Tohoku region during FY2014. We are also working together with government and regional organizations to conduct special projects for relaying cuisine and culture that is local to Tohoku.



Aeon Town Kamaishi
Opened in March 2014

Aizu Festival held with
Aizuwakamatsu 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. Additionally, in cooperation with Sanriku Tetsudo Railway and the Kuji city Fishery Cooperative in Iwate prefecture, we developed Japan's first "fast fish*" product. We initiated sales of that product in 2012, and have since been successively increasing our jointly developed product portfolio.

* Fish food that has been processed so that it can be casually but tastily enjoyed without taking time to prepare.



Memorial
ceremony



Catalog



Garlic flavored boneless
saury



Minami Riasu Line WAON
train

Promoting support efforts together with our customers all over Japan

In order to serve as a bridge that connects disaster victims and our customers, we continue to engage in support efforts together with those customers to leverage Aeon's unique infrastructure and initiatives. In FY2015, we donated a total of approx. 99,370,000 yen to foundations that support the "lives" and "education" of children in the prefectures of Iwate, Miyagi and Fukushima.

Aeon Happy Yellow Receipt Campaign

On the 11th of every month, which is Aeon Day, we conduct the "Aeon Happy Yellow Receipt Campaign." Beginning in 2012, we extended our March campaign to three days. Under this campaign, we donate one percent of the value of yellow receipts placed in a dedicated box by customers to initiatives for supporting children in the Tohoku region.



Tohoku Reconstruction WAON Card

We issue a special "Tohoku Reconstruction WAON" card through which Aeon donates part of the proceeds to support activities in disaster-affected areas.



Recipients: Iwate
Learning Hope Fund



Recipients: Fukushima
Donation for Orphans
affected by Great East
Japan Earthquake



Recipients: Great East Japan
Earthquake Miyagi Children's
Fund