“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 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.

### 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.

### Dispensing 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.

### 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 “Kugayakko” nationwide, in order to promote the start of our project both within and outside the company.

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**Aeon’s Response to the Great East Japan Earthquake: “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. 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.

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**Outline of Measures Taken during the Period of Establishing Initial Structures**

- **Objective:** To present 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 livelihoods.

**Aeon’s support to the disaster-hit areas**

- Aeon people to periodically visit the same areas throughout the year, and build links with local people.

**Outline of Measures Taken during the Period of Establishing Initial Structures**

- **Objective:** To provide a unique activity for people to periodically visit the same areas throughout the year, and build links with local people.

**Details of Activities:**

- **Objective:** To periodically visit the same areas throughout the year, and build links with local people.

**Support performance as of February 2015**

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

**Support targets by FY2021**

- **Support targets by FY2021**

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**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 not just 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 still are only part of the way there. In order to ensure that our residents remain positive, we would like you to come and show us your smiling faces. We are looking forward to meeting you.

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**Atsuko Suzuki**

Director, Disaster Recovery and Reorientation Center, Minamisoma Youth Association
Aeon has been striving to create employment by opening stores in the Tohoku area and providing goods and services 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 reinventing individual stores to include the redevelopment of peripheral housing. Given the 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.

Supporting through products

Aeon is supporting revitalization and reconstruction 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 Sannin Tsubuho Railway and the Kuri city Fishery Cooperative in Iwate prefecture, we developed Japan’s first “fast fish” product. We initiated sales of that product in 2012, and since have been progressively increasing our jointly developed product portfolio.

* Fish food that has been processed so that it can be safely and tastily enjoyed

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 communities. In FY2014, we donated a total of approx. 99,370,000 yen to foundations that support the “live” 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.

Aeon Reconstruction WAON Card

We issue a special “Aeon Reconstruction WAON Card” through which Aeon donates part of the proceeds to support activities in disaster-affected areas.