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November 30, 2012  
AEON CO., LTD.

Campaign to “put a smile on the faces of children the world over” using PET bottle caps  
**Presentation Ceremony to Be Held on Thursday, December 6**  
Donating proceeds from the sales of 180 million PET bottle caps to support children in Asia

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Aeon is pleased to announce that it will donate 1,848,729 yen, the proceeds from the sales of 184.87 million PET bottle caps collected from its customers across Japan, to international organizations that support children in developing countries in Asia.

In some developing countries in Asia, there are still many children who are not able to have nutritious meals or receive sufficient medical and educational services. In response to the voices of customers who wish to support the healthy growth of Asian children and those who want us to recycle PET bottle caps, in 2008 we launched a campaign to “put a smile on the faces of children the world over” using PET bottle caps (hereinafter; “the Campaign”) in collaboration with our partner, Fashion Service NANIWA. Thus far, a total of 704 million bottle caps have been collected through the Campaign for recycling, including those for the donation this year. Proceeds of the bottle cap sales have been used to promote the healthy growth of 92,000 Asian children through three international organizations.

Over one year from Monday, August 21, 2011 to Monday, August 20, 2012, we collected a total of 184.87 million PET bottle caps at about 850 Aeon Group stores and offices across the nation. We will donate 1,848,729 yen raised by selling these bottle caps, to three organizations: Plan Japan, Save the Children Japan, and Japan Committee “Vaccine for the World Children.” These organizations will use the donated funds to implement a variety programs to facilitate the healthy growth of 92,000 children in Asia.

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

#### **Details of the presentation ceremony**

1. Date and time: 14:00–15:00 on Thursday, December 6, 2012
2. Donated to:  
Plan Japan (distributes school supplies to Vietnamese children)  
Save the Children Japan (provides nutritious school meals)  
Japan Committee “Vaccine for the World Children” (vaccination of children in Myanmar, Laos, Bhutan, and Vanuatu)
3. Donation amount: Proceeds from selling 184.87 million PET bottle caps
4. Major participants:  
Mr. Ikuro Sato, Director-General, Plan Japan  
Mr. Koji Hyodo, Deputy Director-General, Save the Children Japan  
Mr. Noriyoshi Ooishi, Director and Secretary-General, Japan Committee “Vaccine for the World Children”  
Yukiyo Komatsu, Group Chief Environmental Officer, AEON CO., LTD.