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January 22, 2013  
AEON CO., LTD.

## **Aeon Makes Christmas Charity Donations Helping UNICEF to Support Children Affected by the disaster**

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Aeon will donate the funds raised under its Christmas Charity campaign held during the period from December 10 to 25, 2012, in the Group's stores, mainly Aeon Mall and the Aeon, General Merchandise Stores (GMS) operating nationwide, to the Japan Committee for UNICEF (UNICEF Japan).

The year-end donation campaign was launched in 2005 by Aeon Mall Co., Ltd., Japan's largest retail developer, in an effort to support children to develop with bright hopes for the future. Since then, the event has been expanded through the participation of other chain stores within the Group, specifically, shopping centers (in 2011) and GMS (in 2012), both run by Aeon Retail Co., Ltd.

Our recent campaign collected a total of 53,491,161 yen from our customers. These generous donations will be sent to UNICEF Japan and used to help support the lives of children and their families affected by the Great East Japan Earthquake that occurred in March 2011.

Aeon will continue to implement a variety of initiatives to support children's development and help them to envision a bright future.

### **Details of the Aeon Christmas Charity Donation**

1. Date/time: Friday, January 25, 2013, 15:00
2. Venue: Aeon Mall Ishinomaki, Green Hall (1F)  
170 Shin-kananuma, Hebata, Ishinomaki-shi, Miyagi
3. Donated to: Japan Committee for UNICEF
4. Total donations: 53,491,161 yen
5. Donation ceremony attended by:  
Ms. Eiko Igarashi Secretary-general of Miyagi Committee for UNICEF  
Mr. Paradise Yamamoto Santa Claus authorized by the Greenland International Santa Claus Association  
Noriyuki Murakami Chief Representative to Tohoku, Executive Vice President of AEON CO., LTD.

Reference: Total Donations to the Christmas Charity Campaign (2005–2011)

Year	Total donations (yen)
2005	2,640,116
2006	8,205,973
2007	18,879,692
2008	17,337,041
2009	18,152,944
2010	15,960,604
2011	22,156,490