

This is a translation of the original Japanese document and is provided for informational purposes only.
If there are any discrepancies between this and the original, the original Japanese document prevails.



February 28, 2013
AEON CO., LTD.

Aeon continues to plant trees in order to pass down the water and greenery planet Earth to the future.

The number of trees that Aeon and customers have planted will exceed
10 million this year

Since 1991, Aeon has conducted tree planting activities with customers, and the number of trees planted will exceed 10 million this year. A total of about 1 million people have participated in the "Aeon Hometown Forests Program" under which trees are planted on the premises of Aeon stores and other tree planting initiatives sponsored by the Aeon Environmental Foundation.

Nowadays, with the world's forests being destroyed due to natural disasters, economic activities, etc., harmonious coexistence of nature and humans is the global challenge. Regarding the 21st century as the century of the environment, Aeon has conducted tree planting activities inside and outside Japan for more than 20 years.

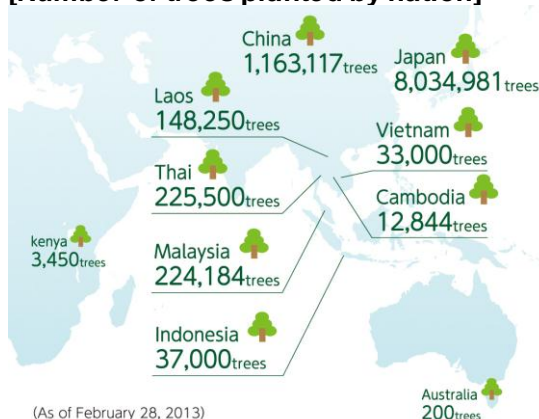
"Aeon Hometown Forests Program" is an activity conducted mainly by Aeon Group employees and customers, aiming at making Aeon stores rooted in the local area and become a verdant place for relaxation. Starting with JUSCO Malacca Store, Malaysia (present Aeon Malacca Shopping Center) in 1991, Aeon has planted trees that are native to the region on the premises of newly opening stores. A lot of children have participated in these tree planting activities, and the trees, just like those children, have grown tall to form forests that are loved by local residents. At the time of the Great East Japan Earthquake, "Aeon Hometown Forests" of some stores blocked the floating materials from Tsunami, and mitigated the damage.

Aeon Environmental Foundation, founded in 1990, has hosted tree planting initiatives mainly in Japan, China and ASEAN nations, aiming at the restoration of forests damaged by natural disasters, etc. It has implemented the Great Wall Tree Planting project in Beijing from 1998 to 2010, in which a total of 15000 volunteers from Japan and China have planted about 1 million trees in total.

This year, under the slogan "10 million trees with customers," Aeon will express appreciation for the cooperation so far and conduct projects that will make more people aware of the importance of nature. Starting with the tree planting festival held at Aeon Mall Tsukuba on Sunday, March 3, various projects will be implemented outside and inside Japan all through the year.

Aeon continues to plant trees with local residents, in order to pass down the beautiful water and greenery planet Earth to the children who will lead the next generation and to the generations far into the future.

[Number of trees planted by nation]



[Tree planting efforts by Aeon Group]

- 1965 Donated 1,000 cherry trees to Okazaki City when opening Okazaki Okadaya store.
- 1989 Launched the Aeon Group 1% Club (present Aeon 1% Club).
Established the club to promote environmental conservation and social contribution as a good corporate citizen, by using 1% of pre-tax profits of major Aeon Group companies.
- 1990 Founded the Aeon Group Environmental Foundation (the present Aeon Environmental Foundation)
- 1991 Started the Aeon Hometown Forests Program.
Starting with Jusco Malacca Store, Malaysia (present Aeon Malacca Shopping Center) in 1991, Aeon has planted trees that are native to the region on the premises of newly opening stores.
- 1998 Inaugurated the Great Wall Forest Rejuvenation Project.
Continued to plant saplings, which totaled 1 million in 2010.
- 2010 Established Aeon Biodiversity Principle.
Aeon has proactively reduced impacts of its business activities on the ecosystem and conserved the ecosystem by understanding the impacts and working with customers, governments and NGOs.
- 2011 Established Aeon Sustainability Principle.
Aeon has set the four key objectives for sustainability, realization of a low-carbon society, conservation of biodiversity, better use of resources, and dealing with social matters and managed their progress with the use of indicators set for each objective.
- 2012 Planting of 300 thousand trees started under the slogan "Making our wishes for recovery come true"
- 2013 The total number of trees planted will exceed 10 million
Main tree planting plans: Mukawa cho (Hokkaido), Urayasu City (Chiba Prefecture), Chita City (Aichi Prefecture), Kihoku cho (Mie Prefecture), Aya cho (Miyazaki Prefecture), Bago (Myanmar), Jakarta (Indonesia)



1991 The first "Aeon Hometown Forests" in JUSCO Malacca Store, Malaysia (present Aeon Malacca Shopping Center)



The first "Aeon Hometown Forests" in Japan
JUSCO Shin Hisai Store (present Aeon Hisai Store)

"Great Wall Tree Planting project in Beijing"
sponsored by the Aeon Environmental Foundation.
A total of 1 million trees have been planted over the project period of 12 years.

