

March 7, 2013
AEON CO., LTD.

**Saturday, March 9 to Monday, March 11: Special “Aeon Days” to Support Children in Tohoku
Holding the Aeon Happy Yellow Receipt Campaign at 1,600 Stores across Japan**

For three days from Saturday, March 9 to Monday, March 11, Aeon will implement the Aeon Happy Yellow Receipt Campaign at about 1,600 stores of the Aeon Group located across Japan, including Aeon general merchandise stores (GMSs) and Maxvalu supermarkets (SMs), with a view to supporting children living in the areas afflicted by the Great East Japan Earthquake. Through this campaign, customers will show their commitment to supporting the recovery of the afflicted areas through shopping, and Aeon will communicate this commitment to children in Tohoku in the form of donations.



Aeon has been conducting the Happy Yellow Receipt Campaign on the “Aeon Day” or the 11th of every month for 12 years since 2001 as a means to support local volunteer activities. On the Aeon Day, the color of the receipts at the stores of the Aeon Group change to yellow and customers can input the receipts into the collection boxes installed at the stores. These boxes are prepared for each of the local volunteer groups participating in the campaign. To the volunteer groups, Aeon donates the goods the total monetary value of which is equivalent to 1% of the total prices listed on the yellow receipts input into the boxes. Through this initiative to support local volunteer activities, Aeon has so far made donations equivalent to 1.9 billion yen in sum total to a total of 170,000 volunteer groups.

This March, as in March of the previous year, Aeon will exceptionally extend the period of this campaign to three days, hoping to support the healthy growth of children in Tohoku toward their bright future.

During the campaign period of last March, a lot of customers visited the stores and highly evaluated the campaign as a means to support the recovery of Tohoku through their shopping. The number of receipts input in the collection boxes was by 1.5 times larger than usual, and the total prices listed on the receipts exceeded 12 billion yen. Aeon donated 1% of the amount (about 120 million yen) to Save the Children Japan, a public interest incorporated association supporting children of the disaster-afflicted households.

Through the March campaign of this year, Aeon will make donations to the following three funds established to support the lives and education of children in Iwate, Miyagi and Fukushima Prefectures, while also making donations to the funds through the “WAON for Tohoku Restoration” initiative.

Under the slogan, “Making our wishes for recovery from the 3.11 disaster come true,” Aeon will continue conducting a range of initiatives toward the recovery of the afflicted areas and for the bright future of children in the areas, in cooperation with its customers across the country.

<Aeon Happy Yellow Receipt Campaign>

Period: Saturday, March 9 to Monday, March 11, 2013

Stores: About 1,600 stores of 25 Aeon Group companies, including the Aeon GMSs and Maxvalu, Marunaka and Kohyo supermarkets.

Donations: To be made to the following Great East Japan Earthquake-related funds:

Iwate Prefecture's fund for the education of children

Miyagi Prefecture's fund to support the education of children

Fukushima Prefecture's fund to make donations for children

* In the special March campaign, the receipt collection boxes will be placed only for the purpose of supporting recovery from the 3.11 disaster, but instead in April, the monthly campaign will be conducted for two days on Wednesday, April 10 and Thursday, April 11 for the ordinary purpose of supporting local volunteer activities.

Under the slogan, “Making our wishes for recovery from the 3.11 disaster come true,”
Aeon will continue to cooperate with local citizens.

In March 2012, one year after the occurrence of the Great East Japan Earthquake, which gave tremendous damage to a range of areas, Aeon upheld the slogan, “Making our wishes for recovery from the 3.11 disaster come true” to support the recovery of the afflicted areas for their bright future with the participation of all Aeon employees and in cooperation with local citizens. Since then, based on this strong commitment, we have been conducting various support initiatives through our business operations, including environmental conservation and social contribution activities, in collaboration with our customers, local governments, suppliers of our products and other companies.

We will continue to support local citizens of the affected areas, believing that these initiatives can allow them to redevelop their industries and revitalize their economy.

Participation in the restoration of daily lives and redevelopment of local communities

◆ Participating in the redevelopment of communities in Tohoku through our business activities

In the areas devastated by the disaster, people are beginning to redevelop their communities. Receiving support from local governments and citizens, Aeon is proactively participating in the redevelopment projects by fostering the opening of stores that can serve as a “lifeline” provider, including implementing the plans for the AEON MALL shopping center in Iwaki City, Fukushima Prefecture and AEON TOWN shopping facilities in Kamaishi City, Iwate Prefecture and in Sendai City, Miyagi Prefecture.

◆ Increasing convenience for daily lives

Not a few people living in the collective temporary housings established in the afflicted areas are facing inconvenience due to the lack of nearby stores. In response to comments from such residents, Aeon is operating food vans mainly in Ofunato City and Rikuzentakata City in Iwate Prefecture and Kesennuma and Ishinomaki Cities in Miyagi Prefecture. Also in Rikuzentakata City, Aeon’s employees visit the large temporary housing area for the sales of clothes and other items.

In response to changes in the needs of customers who were in the recovery process, Aeon promptly opened the Sunday Ofunato Nonoda store in May 2012 and Aeon Supercenter Rikuzentakata Iryokan (cloths store) in October of the same year by adopting the building structures that could be constructed within a shorter period.

Moreover in six Prefectures in Tohoku, we have expanded the delivery area of our Internet supermarket service to include all the areas in the Prefectures, aiming to help local citizens lead more convenient lives.



The food van service provided in Rikuzentakata City is very popular among local citizens.

Supporting Recovery through Products and Services

◆ Delivering foods produced in Tohoku to customers all across the country in cooperation with local governments, producers and companies in Tohoku

Tohoku is one of the leading producers of fresh foods in Japan. Aeon is delivering safe and secure foods produced in Tohoku to customers across Japan in cooperation with local producers and suppliers in the region, hoping to help the industry in Tohoku recover from the disaster damage.

<Proactively selling foods produced in Tohoku at stores across Japan by labeling them “From Tohoku”>



In order to support the agricultural, fisheries and livestock industries in Tohoku and help local companies in the region conduct their business activities in a stable manner, Aeon has been labeling foods produced in Tohoku “From Tohoku,” mainly targeting the products sold under the Topvalu private brand and selling those products at the Aeon Group stores across Japan. A total of 40 food items, including fresh salmon produced in Onagawa, “midi tomatoes” produced in Ishinomaki in Miyagi Prefecture, peaches produced in Fukushima Prefecture have been sold at Aeon stores across the country. We will continue

this initiative on a larger scale toward the future.

<“Fast Fish” products developed in cooperation with producers in Tohoku becomes a big hit>

In August 2012, Aeon released Japan's first “Fast Fish” labeled products developed in cooperation with the fisheries cooperative in Kuji City in Iwate Prefecture and Sanriku Railway Company under the name “Honetori Ajitsuki Sanma” (seasoned fillets of Pacific saury whose bones have been removed). Following the great hit of this first “Fast Fish” product, Aeon released “Honetori Saba (mackerel)” in February 2013 again in cooperation with the fisheries cooperative and the railway company. We have so far developed a total of nine “Fast Fish” items in cooperation with local governments and producers in Tohoku, and more than 1 million packs of “Fast Fish” fillets have already been sold.



First “Fast Fish”, “Honetori Sanma”



“Fast Fish”, “Honetori Saba” newly released in February 2013

<Delivering seasonal Tohoku foods to customers across Japan through catalogue mail order>

Since August 2012, Aeon has been delivering local specialties of Tohoku, such as fresh Pacific saury from Sanriku and persimmons from Aizu to customers across the country. In this service, consumers can choose what they want from the order catalogue available at about 1,300 stores of the Aeon Group and also at the online Aeon Shop. This service is highly evaluated by users.

◆ Supporting people's daily lives through financial services

Capitalizing on the Aeon Group's comprehensive strength, we have been supporting the lives of people living in the afflicted areas through special financial services, including the provision of emergency housing/refurbishment loans. We have also resumed the operation of our financial service stores, where the staff provides local people with consulting services to help them put their lives back in order.

Environmental and Social Contribution Activities

◆ Environmental and social contribution activities conducted by Aeon Group employees in Tohoku

Through the “Project Aeon Joining Hands,” in which labor and management cooperate for local volunteer activities as well as through the activity to plant trees in Tohoku to recover green space in the region, Aeon has been supporting people in Tohoku in redeveloping their hometowns.

<Launching the initiative to plant 300,000 trees>

Aeon launched the 10-year initiative to plant a total of 300,000 trees in the areas devastated by the disaster to recover green space in the areas. Last year, which was the first year of the initiative, we planted 19,200 trees in three coastal areas seriously damaged by the tsunami. This year we are planning to plant another 50,000 trees through multiple events, including the planting festival held at Aeon Supercenter Ishinomaki-Higashi on Saturday, March 9, 2013.



Aeon conducted a tree planting to create a local forest with the participation of 1,500 citizens in Ishinomaki City, Miyagi Prefecture.

Tree Planting conducted in 2012:

Sunday, March 11: Planted 1,200 trees in Shiogama City, Miyagi Prefecture

Sunday, October 7: Planted 3,000 trees in Kesennuma City, Miyagi Prefecture

Saturday, November 17: Planted 15,000 trees in Ishinomaki City, Miyagi Prefecture

<Launching the activity to grow saplings to be planted in Tohoku in cooperation with customers across Japan>

To recover green space in Tohoku, it is necessary to grow a lot of saplings. To this end, since the beginning of this year we have been conducting the activity to ask customers and employees across the country to grow saplings to be planted in Tohoku. In this project, participants grow saplings for one to two years as their “foster parents” and then they will bring the grown saplings to Aeon stores nearest to their homes. The saplings will then be planted with the participation of Tohoku people in local coastal forests. In the planting festival held at AEON MALL Tsukuba in Ibaraki Prefecture on Sunday, March 3, 2013, as many as 745 citizens volunteered to become the “foster parents” of the saplings, agreeing with the purpose of the project.



At the planting festival held in AEON MALL Tsukuba, a lot of customers volunteered to become the “foster parents” of the saplings and took them to their homes.

◆ “Project Aeon Joining Hands” implemented jointly by labor and management

<Aeon employees visiting Tohoku from across the country>

Aeon, based on labor-management cooperation, has been supporting employees who want to participate in the volunteer activities to make contributions to citizens of the afflicted areas. A total of 581 Aeon Group employees have participated in volunteer activities in Rikuzentakata City in Miyagi Prefecture, which were conducted in consideration of the recovery level of the local communities.



Employees and their families participated in the volunteer activities, including shelling rapeseeds, in response to the current needs of the local industries.



Various volunteer activities, including recycling dead trees into firewood, were conducted in response to changes in local needs.

<Charity screening of a documentary film that communicates the messages from the disaster victims>

Aeon screened the documentary film “Utagokoro” at Aeon shopping centers located across Japan. Utagokoro was a film showing senior high school students in Minamisanriku Town in Miyagi Prefecture, who were overcoming difficulties caused by the disaster through the activities of a chorus group. The film communicates the importance of not forgetting the disaster and continuing to give support to the afflicted areas. Audience gave comments on the film and enhanced their commitment to supporting recovery from the disaster, including the comment, “I felt it necessary to continue giving support to the afflicted areas, although the topics about the areas have been less reported by media recently.”

This year Aeon will screen the sequel of the film across Japan to encourage people to continue supporting the afflicted areas without forgetting the tragedy.

◆ “Supporting Children’s Dreams in Tohoku” program

The Aeon 1% Club, which comprises major Aeon Group companies, is implementing the “Supporting Children’s Dreams in Tohoku” program for the healthy growth of children in the afflicted areas, in cooperation with people active in various fields, including sports, literature, and music. In this program, athletes participating in the London Olympics visited schools in the devastated areas, and Ms. Atsuko Asano, a famous Japanese actress read to children a book that communicated the importance of their hometowns. Moreover the Vienna Opera Ball Orchestra was invited to play in Tohoku as part of the program. A total of more than 2,000 elementary and junior high schools students living in Miyagi Prefecture participated in the activities held under the program.

◆ Supporting children in Tohoku with customers across Japan through the “WAON for Tohoku Restoration” initiative

The “WAON for Tohoku Restoration” e-money cards can be used across the country. Aeon will donate a part of the proceeds gained from the transactions with the cards to each of the funds that Iwate, Miyagi and Fukushima Prefectures have established to support the lives and education of children in the affected areas.



The “WAON for Tohoku Restoration” cards can be used at about 15,700 locations across Japan.