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May 21, 2013  
AEON CO., LTD.  
AEON (CHINA) Co., Ltd.

**Under partnership between Aeon and the National Tsinghua University**

**Aeon Tsinghua University School of Social Science Social Development Research Center is established**

**Starting with the launch of an education program, “Aeon Tsinghua Academy,” on May 24**

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Aeon Co., Ltd. and Aeon (China) Co., Ltd. (Aeon Group’s China Headquarters) agreed to establish the Aeon Tsinghua University School of Social Science Social Development Research Center in partnership with Tsinghua University School of Social Science in Beijing, China (“Tsinghua University”) as well as Tsinghua University Educational Foundation. Major objectives of the Research Center are to develop human resources and to promote industry-academia collaborative research efforts in the fields of social science. A signing ceremony of the agreement was held in the campus of Tsinghua University on Saturday, April 27, 2013. Based on the agreement, the Research Center will start to offer on Friday, May 24 its first education program, Aeon Tsinghua Academy, for future management leaders of Aeon.

The Aeon Tsinghua University School of Social Science Social Development Research Center aims to provide a forum where Aeon and the university will work together to conduct human resources development programs, communication and information dissemination programs, and interpersonal exchange promotion programs. As part of its human resources development program, the Research Center will offer Aeon Tsinghua Academy, an educational program for Aeon’s future management leaders. The program aims to produce more than 10 high-performing future managers each year for the next 10 years. Its original curriculum includes management strategy, marketing, IT and other subjects benefitting from Tsinghua University’s academic excellence. The program aims to help participants develop problem identification and solution skills and acquire knowledge necessary for general business management. By interacting each other, participants will also be able to build their multi-angle perspectives and a close network.

In addition to this program, Aeon and Tsinghua University will also promote collaborative and highly specialized research programs with the university’s professors and students. Aeon group companies will also offer necessary recruiting information and assistance to the university’s students.

In the future, Aeon is planning to expand Aeon Tsinghua Academy participants to include employees in Japan and ASEAN countries, actively promoting the development of employees who will be able to lead its growth strategy.

## **[Reference]**

### **Overview of National Tsinghua University**

The university was established in 1911, originally under the name of Tsinghua Xuetang. The school was renamed its current name, National Tsinghua University, in 1928. The motto is “self-discipline and social commitment” and the basic philosophy is to train students with integrity, who can strive for their own growth and possess benevolent attitude toward nature and humanity.

Tsinghua University, designated as a National Key University under direct management of the Ministry of Education of the People’s Republic of China, is a comprehensive university having 55 departments and 19 schools. Its alumni include many distinguished talents in many fields, particularly in engineering science.

President: Chen Jining

Address: Qinghuayuan 1, Haidan District, Beijing

Departments: 55 departments and 19 schools

Numbers of professors and students: Professors approx. 7,000

Students approx. 32,000

(Graduate students: approx. 20,000//undergraduate: approx. 12,000)

### **Aeon and Tsinghua University**

Through the Aeon Scholarship Program by the Aeon 1% Club<sup>1</sup>, Aeon supports Tsinghua University students: a total of some 800 students to date since 2008. In addition, the Asian Students Environmental Platform (ASEP), which will be offered by the Aeon Environmental Foundation<sup>2</sup> from 2012 to 2022, will also provide an opportunity for Tsinghua University students as well as Japanese and Korean students to contribute to environmental conservation and raise their awareness about biodiversity.

#### **1. AEON 1% Club (Chairman: Naoki Hayashi, Chairman of the Board, AEON CO., LTD.)**

The Aeon 1% Club was established in 1989. Its members, major group companies of the Aeon Group, contribute to one percent of their pretax profit and conduct various environmental and social contribution programs and initiatives under the three major objectives: environmental conservation; international cultural and interpersonal exchange and development of human resources; and promotion of regional culture and society. Among them is the Aeon Scholarship Program for Asian students. To date, about 2,300 future Asian leaders have received the scholarships.

#### **2. AEON Environmental Foundation (Chairman: Takuya Okada, Honorary Chairman and Adviser of AEON CO., LTD.)**

Aeon Environmental Foundation was established in 1990 to conduct various environmental protection activities and support like-minded organizations. Since then, the Foundation has worked with local communities to operate tree planting initiatives in Japan, China, Malaysia, Thailand, Indonesia, Vietnam, Cambodia, Laos and others to protect forests, home to many plants and animals.