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AEON CO., LTD.

Public-Private Cooperation for the Promotion of Renewable Energy
**Aeon to Participate in the Green Power Project Implemented by
the Ministry of Economy, Trade and Industry**

Aeon will participate in the Green Power project, which is the campaign implemented by the Agency for Natural Resources and Energy of the Japanese Ministry of Economy, Trade and Industry to increase the public awareness and promote the use of renewable energy.

Following the first anniversary of the start of the feed-in-tariff system for renewable energy in Japan, the Agency for Natural Resources and Energy launched the Green Power project as an initiative to foster national movement toward the expanded use of renewable energy. Under the project, a range of events will be held across the country to encourage both providers and purchasers of renewable energy to contribute to the creation of green industries and markets in Japan.

In 2012, Aeon formulated the Aeon Eco Project to set the Aeon Group's environmental targets, and aims to create 200,000 kW of electricity from renewable energy sources by 2020, which is equivalent to the annual amount of electricity consumed by about 45,000 general households. Aeon will newly install solar power generation facilities and provide electric power companies with eco-friendly electricity generated by the facilities through the feed-in tariff system. The proceeds from the sales will be used to make environmental investments, including funding the expansion of EV charging stations and the introduction of highly energy-efficient equipment toward a further reduction in environmental impact.

Aeon has decided to participate in the Green Power project with a strong commitment to expanding the use of renewable energy. Under the project, Aeon will hold an energy quiz championship for elementary school children by making use of the network of its shopping centers located across Japan and will also hold a range of events jointly with related NPOs to introduce renewable energy more widely to customers.

Aeon will continue to make efforts to promote the use of renewable energy to conserve nature for a bright future of children, who will be next-generation leaders.

◆ **Energy quiz championship for children:**

At some of the Aeon shopping centers located across the country, Aeon will hold a qualifying round for the renewable energy quiz championship. Elementary school children who have gotten through the round will compete in the final to win the first championship.

Dates and venues for the qualifying round:

September 28 and 29: AEON MALL Sapporo Hiraoka (Hokkaido)

October 5 and 6: AEON MALL Natori (Miyagi)

October 13 and 14: AEON MALL Tsurumi Ryokuchi (Osaka)

October 19 and 20: AEON MALL Kisogawa (Aichi)

November 2 and 3: AEON LakeTown mori (Saitama)

November 9 and 10: AEON MALL Fukuoka (Fukuoka)

November 16 and 17: AEON MALL Kurashiki (Okayama)

Final: To be held in Tokyo in December