

August 12, 2013  
AEON Environmental Foundation

## **1,600 volunteers to plant 24,000 mangrove trees**

### **Third Jakarta Tree-planting to be Held on Sunday, August 25**

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The Aeon Environmental Foundation (Takuya Okada, Chairman of the Foundation and Honorary Chairman and Advisor of Aeon Co., Ltd.; hereinafter, "the Foundation") will implement third tree-planting activity in Jakarta, the capital of the Republic of Indonesia (hereinafter, "Indonesia"), on Sunday, August 25.

In Indonesia, where the economy is growing steadily, mangroves and other trees that act as a tide-water control forest are dying under the influence of the rapid development of the coastal areas, posing a serious environmental problem. Amid this threat, the Foundation launched a three-year project in 2011 to plant mangroves in the marshland in the northern part of Jakarta in order to protect the highway and nearby residences from floods and other possible disasters as well as to restore lush greenery to the coastal area. Together with a total of 2,700 volunteers, the Foundation has planted 39,000 mangroves in the last two years.

This year, the third and final round of the project, a planned total of about 1,600 volunteers will plant about 24,000 mangroves. The team will include Japanese and local volunteers as well as high school students from six countries (China, Indonesia, Japan, Malaysia, Thailand, and Vietnam) who will be attending the Aeon Asia Eco-leaders forum held in Indonesia around the same time.

The total number of trees planted by the Foundation and through the Aeon Hometown Forests in which trees are planted on-site at Aeon stores in cooperation with local customers will reach 10,000,000 this year. Aeon will continue planting trees in order to pass this priceless, beautiful planet onto our children and their future.

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| 1. Date and time | 25 <sup>th</sup> August, 2013 8:30-10:30<br>*The press counter will open at 8:00.  |
| 2. Location      | Tol Sedyatmo KM24 in Jakarta   |
| 3. Host          | AEON Environmental Foundation  |
| 4. Cooperation   | DKI Jakarta Government<br>PT AEON INDONESIA<br>PT AEON CREDIT SERVICE INDONESIA<br>PT AEONMALL INDONESIA<br>AEON Co., (M) Bhd.   |
| 5. Attendee      | Prof. Dr. Emil Salim, SE., Chairman Indonesian Presidential Advisory Council<br>Ir. H. Joko Widodo, Governor of DKI Jakarta (tentative)<br>Mr. Yoshinori Katori, Ambassador Extraordinary and Plenipotentiary of Japan to the Republic of Indonesia<br>Takuya Okada, Chairman of AEON Environmental Foundation |

**About Aeon**

Aeon is a retailing group of over 250 companies united by a strong management base and globally advanced merchandizing and logistics processes. With retailing as its core, the Group operates lifestyle-enhancing retail and a variety of other services, from general merchandise stores and supermarkets, to fashion-conscious specialty stores, financial services and amusement facilities.

In our home market of Japan and in a growing network in China and Southeast Asia, Aeon stores, goods and services are characterized by customer partnerships at the community level, and our commitment to total customer satisfaction at all times.

<http://www.aeon.info/en/>

**About the AEON Environmental Foundation:**

The Foundation was established in 1990 to bring solutions to environmental issues, pushing forward its own environmental conservation activities as well as supporting groups and organizations that work to preserve the environment. Since its establishment, the Foundation has continued to implement tree-planting, support environmental NGOs and NPOs, and organize international congresses in an effort to conserve biodiversity.

<http://www.aeon.info/ef/en/>

**About Aeon's CSR activities in Indonesia**

Aeon is implementing a wide range of CSR programs besides tree-planting

**(1) Teenage Ambassadors Program**

The program, started in 1990, is an international exchange project aiming for an international mutual understanding between the youth. In 2002, 24 high school students in Jakarta visited Japan. As the latest program, 20 students of each country made a mutual visit to promote exchanges.

**(2) Aeon Scholarship Program**

Since 2007, Aeon has supported Indonesian students studying in Japan through Aeon Scholarship Program. From last year, we also support local Indonesian students studying in Indonesia.

**(3) Aeon Asia Eco-leaders**

The program is an activity to cultivate deeper insights among students on the diversity in value. The leaders of the next generation, from both Japan and other Asian countries gather to observe social conditions at the host site and discuss environment and economy. Jakarta hosts the forum this year, bringing together high school students from Japan, Thailand, Vietnam, Indonesia, Malaysia and China.