

August 25, 2014  
AEON CO., LTD.

**Aeon to Expand its Disaster Relief Efforts for Hiroshima Landslide, with 2,300 Group Stores Nationwide to conduct Disaster Relief Donation Campaign**

Aeon hereby announces that, adding to the ongoing Emergency Donation Campaign that has been conducted in Hiroshima-City from August 21, Aeon expands the Campaign scope to the 2,300 Group stores nationwide considering the worsening conditions of the affected areas.

The record severe rainfall left serious damage in Asaminami Ward and Asakita Ward in Hiroshima City. The disaster relief support in the area is still under way, and Aeon has been delivering supply of relief goods including 1,200 of underwear, 1,200 of towels, 300 pairs of slippers, 50 pairs of long boots requested by the City.

We would like to express our deepest sympathy to all those who passed away and prays for the earliest recovery of those who affected. To the collected donation will be added the approximately the same amount of contribution by Aeon 1% Club Foundation to be used for the City's recovery efforts.

We hope to receive your warmest cooperation for the Campaign.

**【Disaster Relief Donation Campaign】**

- 1 . Campaign Period : 2014 August 26 to September 7
- 2 . Conducted at : about 2,300 Group stores nationwide including AEON, daiei, AEON SUPERCENTER, Maxvalu, Gourmet City, Peacock Store, The BIG, Marunaka, AEON Mall, AEON Town
- 3 . Donated to : Hiroshima City

**【Aeon 1% Club Foundation】**

Aeon 1% Club Foundation was established in 1989 through major Group companies contributing 1% of their pre-tax income to organize and operate a variety of social contribution activities. The foundation has implemented initiatives globally centered on “environmental conservation,” “international cultural and interpersonal exchange and development of human resources,” and “promotion of regional culture and society.”