



February 22, 2016  
AEON CO., LTD.

Joining Hands with People to Spread a Ring of Recreation of Tohoku  
**“Nigiwai Tohoku - Join Hands and Foster the Power of Hometown”**

Nearly five years have passed since the Great East Japan Earthquake brought about devastation across wide areas of the Tohoku region.

During this time, Aeon has engaged in a variety of groupwide initiatives for the recovery and restoration of disaster-stricken areas to fulfill its mission of being a retailer that serves as a lifeline provider for customers and local communities, in keeping with Aeon's Basic Principle of “Pursuing peace, respecting humanity, and contributing to local communities, always with the customer's point of view as its core.”

Shortly after the earthquake struck, Aeon immediately sprang into action to rapidly restore operations at affected stores, and Aeon employees undertook united, all-out restoration activities out of heartfelt desire to help local residents return to their everyday lives as soon as possible. These activities included prompt supply of relief goods and daily necessities utilizing Aeon's global product procurement capabilities and supply chain, and provision of shopping malls as evacuation areas for those affected by the disaster.

Since March 2012, a year after the disaster, in cooperation with producers of Tohoku region, Aeon has developed products that use raw materials produced in the region, and held Tohoku Fairs at Group stores in Japan and overseas under the slogan “Making our wishes for recovery from the 3.11 disaster come true” to continuously support reconstruction and revitalization of the region's agriculture, fishing and livestock industries. In addition,

Aeon has implemented various initiatives for restoration of disaster-affected areas with the cooperation of customers and local residents, such as tree-planting and volunteer activities carried out by management and employees' cooperation, as well as conclusion of disaster agreements with local governments.

The Japanese government has declared an end to its designated intensive reconstruction period, and it has designated the next five-year period beginning in 2016 as a reconstruction and recreation period. The government has also indicated a course of action for promoting reestablishment of the independence of affected areas and creating models for regional recreation.

With the fifth anniversary of the Great East Japan Earthquake, Aeon shifts from the restoration support stage, and takes the next step toward regional (hometown) recreation with renewed determination expressed by the slogan “Nigiwai Tohoku — Join Hands and Foster the Power of Hometown.”

Aeon wishes to join hands with people to deepen ties among people and ties between people and regions, starting from the Tohoku region. Through converting the power of the region into a surge of tremendous growth, we strive to create a vibrant future for the Tohoku region. With this wish as a central theme, we endeavor to move forward in cooperation with people to achieve recreation of the Tohoku region on the basis of four policies.

**Nigiwai Tohoku - Join Hands and Foster the Power of Hometown**



Five years after the Great East Japan Earthquake

Shift from restoration to the next stage of growth and recreation.

With “vibrant” as a core theme, Aeon will begin to work toward a future filled with smiles.

Connect the producers of Tohoku with its customers.

Connect the power of Tohoku with people across Japan the world.

Connect the wish of customers in the region with future growth.

Expand the power of hometowns to the future and to the world.

Aeon is committed to join hands with people across Japan and around the world starting from Tohoku.

### **Four Policies toward Recreating Tohoku**

1. Revitalizing local industries through business activities
2. Creating job opportunities and worker-friendly environment
3. Environmental and social contribution activities to jointly shape the future of regions
4. Creating communities where people can live with peace of mind

### **Key Initiatives under the Four Policies of Nigiwai Tohoku**

Note: Details and timing are subject to change.

#### **1. Revitalizing local industries through business activities**

Aeon engages in product development together with producers of Tohoku region with the aim of increasing the number of product items and sales. Through fairs held at stores, Aeon strives to achieve both sales channel expansion for producers and its aspiration of connecting customers across Japan with the region and thus seeks to stimulate local industries and economies.

- **Increasing sales of Tohoku products and promoting local production for worldwide consumption, local production for regional consumption, and local production for local consumption through Nigiwai Tohoku Fair planned by Group companies in the region**

From March 4 to 6, Aeon holds the first Nigiwai Tohoku Fair at 41 stores in the Tohoku region and 70 stores in the Kanto region of Aeon Retail Co., Ltd. and at 21 stores of Aeon Supercenter Co., Ltd. Aeon aims to increase sales of Tohoku products with the aim of reaching 2,000 product items and sales of 100 billion yen by 2018.



#### **2. Creating job opportunities and worker-friendly environment**

Aeon aims to enable people to work locally in peace of mind by creating jobs through store openings in disaster-affected area as well as by creating a worker-friendly environment through opening childcare facilities.

- **March 5 opening of Aeon Hirono Store at Hirono Terrace, a publically operated commercial facility in Fukushima Prefecture**

On the grand opening day, the Store holds the Hirono Disaster Prevention Green Space Tree-Planting Ceremony and plants 10,000 trees together with local residents. On February 24, to commemorate the store opening, Miraiya Shoten Co., Ltd. and Aeon Retail Co., Ltd. donates 200 books on social science, literature, geography, history, and others to Fukushima prefectural Futaba Mirai Gakuen High School to enable local students to learn in a better environment.



- **Opening of childcare facility at Aeon Mall Natori (Miyagi Prefecture)**

Natori City, Miyagi Prefecture is experiencing increases in its population and the number of children waiting for admission to childcare facilities due to migration from other areas. Aeon is planning to open childcare facilities in the Tohoku region, including Miyagi, this year. By providing childcare facilities for use by local residents as well as employees, Aeon aims to create an environment in which people raising small children in disaster-affected areas can work in peace of mind.

### **3. Environmental and social contribution activities to jointly shape the future of regions**

Aeon contributes to recreate the Tohoku region and develop community through engaging in environmental and social contribution activities together with local residents.

#### **■ Implementing community interaction support program through the “Project Aeon Joining Hands”**

Aeon considers the revitalization of sustainable local communities to be a critical social priority in disaster-affected areas. To achieve the objective of “Supporting the restoration of sustainable local communities, in which people and industry coexist with nature, and where individuals feel connected with one another,” Aeon Group companies implement a community interaction support program in a number of disaster-affected areas to promote interaction with local communities.

#### **■ JR Joban Line “Let’s Make Flowers Bloom in Odaka, Minamisoma,” activity by employees of Tohoku Group companies**

On April 3, coinciding with the return home of evacuees from the Fukushima Daiichi Nuclear Power Plant accident and resumption of service between Odaka Station and Haranomachi Station on the JR Joban Line, local residents and approximately 150 newly hired employees of four Group companies in the Tohoku region engages in “Let’s Make Flowers Bloom in Odaka, Minamisoma,” an activity to bring cheer to local residents by planting moss phlox at JR Odaka Station.

#### **■ Aeon Happy Yellow Receipt Campaign for supporting Tohoku**

Aeon donates 1% of the total amount of sales receipts received from customers during the Campaign period from March 9 to 11 to provide livelihood and education support for children affected by the disaster in Iwate, Miyagi, and Fukushima Prefectures as a Tohoku support initiative. Approximately 4,700 stores participate in 2016 including approximately 2,200 Ministop convenience stores and 36 Red Cabbage supermarket stores.



#### **■ Posting messages of support for the Tohoku region by “Aeon Cheers Club”**

From March 9 to 11, the stores post messages of support for the Tohoku region written by approximately 7,800 children from about 440 Aeon Cheers Club nationwide.

#### **■ “Aeon Welfare Fund\*” to donate fully electric cars for the first time**

This year, “Aeon Welfare Fund,” operated through management and employees’ cooperation, donates a fully electric car to a welfare facility for persons with disabilities in the disaster-affected area for the first time. The fund has previously donated assistive vehicles nationwide as a way of supporting independence for persons with disabilities. The electric car donated is an environment-friendly vehicle that emits no CO<sub>2</sub>. It can be used both in day-to-day activities and as a power source during emergencies.

\*Aeon Welfare Fund: The Aeon Welfare Fund was established in 1977 to promote the welfare of persons with disabilities and to support their independent participation in society. Aeon has carried out various projects, focusing on donating special vehicles and contributing to volunteer activities, through 50-yen monthly employee contributions matched by the employer. Currently 89 Aeon Group companies are participating in this program.

#### **■ Planting a coastal disaster-prevention forest in Watari Town, Miyagi Prefecture**

Aeon Environmental Foundation assents and supports Miyagi Prefecture’s coastal forest restoration activities. On October 1 in Watari Town, Miyagi Prefecture, whose coastal forest incurred extensive tsunami damage. The Foundation engages in the first planting event of a three-year tree-planting plan. With the aim of restoring the coastal disaster prevention forests that protect the area from disasters, and growing verdant forests to hand down to future generations, the Foundation plans to mobilize 3,000 volunteers over a three-year period to plant 30,000 trees. At the first event, participants

will plant saplings that the children in the town grew from seed immediately after the earthquake disaster and carefully nurtured.

■ **Inviting children from Fukushima to experience a rich natural environment**

Aeon 1% Club Foundation launches the Fukushima Kids Forest Visit Project. The Foundation supports disaster restoration project conducted by Afan Woodland Trust (chairman: Mr. C.W. Nicol). To foster the dreams of children from evacuated areas of Fukushima Prefecture by putting them in touch with nature, over a three-year period, the Foundation will invite 1,000 children to Afan Woodland, located in Nagano Prefecture, and a school in the Woods scheduled for completion in December of this year in Higashi Matsushima City, Miyagi Prefecture.

**4. Creating communities where people can live with peace of mind**

Taking lessons from the experience of the Great East Japan Earthquake, Aeon aims to reinforce disaster preparedness systems and build communities where people can live in safety and security.

■ **Formulating the Aeon Group BCM Five-Year Plan in FY2016**

In business continuity management (BCM), Aeon focuses activities on five areas: 1) maintenance of information infrastructure, 2) reinforcement in safety and security measures at facilities, 3) supply chain reinforcement in products and logistics, 4) training plan formulation and implementation toward enhancement of BCP capabilities, and 5) reinforcement and systemization in cooperation with external organizations. We intend to promptly establish a PDCA cycle with a business continuity plan (BCP) as the starting point.

Note: A business continuity plan (BCP) is a plan to avoid interruption of important operations when a natural disaster or other risk occurs, and to strategically prepare for business continuity in advance in order to restore important functions within the recovery time objective, and also to minimize risks when business activities are interrupted.

■ **Increasing the number of disaster-prevention centers**

To prepare shopping centers for use as disaster-prevention sites in times of disaster, Aeon is strengthening safety measures in stores nationwide by means such as securing an energy supply system that includes onsite power generators. Disaster-prevention sites have been completed at 27 locations, and more to be completed by 2020 as many as 100 locations.



## Reference Information

### “Making our wishes for recovery from the 3.11 disaster come true”

#### Aeon's Key Initiatives from 2011 to 2015

With determination to “Making our wishes for recovery from the 3.11 disaster come true”, ever since the earthquake struck, Aeon has engaged in wide-ranging activities for people in their day-to-day lives as a lifeline in a community. Having reached the five-year milestone, Aeon renews its determination to continue working hand-in-hand with local residents to link the power of hometown to recreation of the Tohoku region.

#### Supporting recovery through products

##### ■ Holding Tohoku Support Fairs to introduce local products

Aeon cooperates with local governments and organizations to support the region by promoting purchases of products of Tohoku, and it has held Tohoku Fairs at Group stores nationwide since 2011. A ring of support is spreading, as indicated by visits by Prefectural governors from the Tohoku and other regions to stores holding these fairs all over Japan.



Iwate Sanriku Reconstruction Fair (2011)



Aizu Festival (2014)

##### ■ Developing appealing products of Tohoku

To continuously support the restoration and vitalization of agriculture, fishing and livestock industries in the region, Aeon stores nationwide sell products made with raw materials produced in Tohoku with the “Reach! The Hearts of Tohoku” logo. In 2012, Aeon developed Japan's first “Fast Fish\*” products in cooperation with Sanriku Railway and the Kuji City Fishery Cooperative in Iwate Prefecture.

In addition, Aeon works to promote local production for nationwide consumption and local production for overseas consumption of various products of Tohoku in cooperation with local producers. Two examples are sales of “Topvalu Select” *chuhai* (shochu-based beverage) made using blackcurrant from Aomori Prefecture and wild grapes from Iwate Prefecture offered for a limited time and sales of apples from Aomori Prefecture at Aeon stores in Hong Kong and Vietnam for promotion.

\*Food products processed to enable enjoyment of marine products without the time and effort of preparation



“Fast Fish,” “Honotori Sanma”  
launched in 2012



“Topvalu Select” *chuhai* (shochu-based beverage)  
made using raw materials from Aomori and Iwate  
(Limited time only)

■ **Holding a business meeting with business partners from the Tohoku region and expanding sales channels for Tohoku products**

Each year since 2011, Aeon has held the Tohoku Aeon Association Trade Fair, an initiative that enables business partners from the Tohoku region to display merchandise samples at a single venue so that buyers and employees from Aeon Group companies in Japan and overseas deepen their product knowledge and boost store sales by discovering appealing products. In 2015, 290 business partners participated in the fair, and a total of 5,000 persons, including Group company representatives, attended.

In January this year, Aeon inaugurated the Aeon Tohoku Restoration Business Support Meeting at which 130 representatives of 40 Tohoku business partners and approximately 70 buyers from Group companies in the Tohoku region held discussions aimed at expanding sales channels for products of Tohoku.



January 2016  
Aeon Tohoku Restoration  
Support Business Meeting

**Providing a Lifeline for Communities through Stores and Business Offices**

■ **Operating from food vans and temporary stores even after sustaining damage**

Out of desire to deliver products to customers as rapidly as possible following the disaster, Aeon Retail Co., Ltd., Aeon Supercenter Co., Ltd., Sunday Co., Ltd. and other Aeon Group companies operating stores in disaster-stricken areas commenced operations using food vans and temporary stores.

In October 2012, Aeon Supercenter Rikuzentakata Iryokan, a clothing store, was opened to assist people having trouble buying clothing. After operating the above-mentioned temporary store and the clothing store, the company opened Aeon Supercenter Rikuzentakata Store in 2014. The company later concluded disaster preparedness agreements with the cities of Rikuzentakata and Ofunato.

By October 2012, Aeon Co., Ltd. had concluded framework agreements concerning regional development and disaster preparedness with the six prefectures of the Tohoku region and Sendai City.



Aeon Supercenter Rikuzentakata  
Iryokan (clothing store)



Food vans

### ■ Opening of Aeon Town Kamaishi to build a community where people can live in peace of mind

In March 2013, Aeon concluded the Agreement Regarding Installment of a Large-Scale Commercial Facility and Contribution to the Local Community with Kamaishi City in Iwate Prefecture, which is undertaking post-disaster reconstruction. In 2014, Aeon opened Aeon Town Kamaishi responding to the city's request with the aim of working together to build a community that pays careful attention to disaster preparedness and evacuation systems.

A multipurpose hall within the facility is used as a public meeting place, and Aeon is contributing to building a community where people can live in well-being and peace of mind in ways such as holding the Toramai Festival, a local traditional performance art event, on the facility grounds in cooperation with the city.



Aeon Town Kamaishi



The Toramai Festival, held in the parking lot

### ■ Start of operation of the Aeon Komaki Crisis Management Center

In accordance with a business continuity plan (BCP) that assumes an earthquake with an epicenter directly beneath the Tokyo metropolitan area, the Aeon Komaki Crisis Management Center was established in 2014 within Aeon Komaki Store as a dedicated crisis management department. If the Makuhari head office is damaged in an earthquake and fails to function, the Center will function as a substitute crisis headquarters. Furthermore, having learned from the Great East Japan Earthquake, Aeon conducts group-wide disaster prevention and safety drills to ensure the safety of customers and employees, and conducts regional drills on an ongoing basis to enable a rapid initial response in the event of a disaster.



Aeon Komaki Crisis Management Center

## “Project Aeon Joining Hands” and environmental conservation activities

### ■ Planting of 300,000 trees over 10 years (“Aeon Joining Hands Project”)

Aeon Group employees have joined together in various forms of environmental and social contribution activities in the Tohoku region. Since 2012, the Group has implemented the “Aeon Joining Hands Project,” which promotes management and employees cooperation in volunteer activities to support the restoration effort. Aeon aims to plant 300,000 trees in damaged coastal areas, and more than 144,000 trees have been planted to date.

In addition, since 2013 the Group has conducted the Sapling Foster Parents Campaign, an initiative in which customers and employees spend a year growing saplings at home provided at Group stores and business offices nationwide. The saplings are then transported to damaged coastal areas and planted with the help of local residents. A total of 18,900 saplings have been grown by “foster parents” since 2013 and planted along the coast of Kesennuma City, Miyagi Prefecture.





Sapling Foster Parent Campaign participants returning saplings they grew

### ■ Voluntary participation by 300,000 employees over 10 years ("Aeon Joining Hands Project")

In the "Project Aeon Joining Hands," Aeon has set a target of voluntary participation in restoration activities by 300,000 employees over 10 years. To date, more than 186,000 employees of Group companies nationwide have volunteered for various activities in disaster-affected areas in Iwate, Miyagi, and Fukushima Prefectures.



Employee volunteers removing rubble



Distributing presents to children in temporary housing dressed as Santa Clause

### ■ Planting 15,000 trees in Ishinomaki City, Miyagi Prefecture



In November 2012, Aeon Environmental Foundation, together with 1,500 volunteers from Ishinomaki City and the local community and Aeon Group employees, held a tree-planting event to plant approximately 15,000 trees indigenous to the area at Kamikama Fureai Park in Ishinomaki, where trees were dead due to tsunami damage.

### ■ Supporting organizations engaged in environmental activities in disaster-affected areas

Aeon Environmental Foundation confers honors and provides subsidies to support organizations that actively and continuously engage in activities for biodiversity conservation and sustainable use.

The Foundation inaugurated the Japan Awards for Biodiversity program in 2009. NPO Tambo (Miyagi Prefecture), which aims to scientifically analyze tsunami-devastated rice paddies and restore them using the resilience of the ecosystem, won the Grand Prix in 2013. Kesenuma City Ohya Junior High School (Miyagi Prefecture), which engages in the Ohya Hummingbird Project, an activity in which the local kindergarten, primary school, and junior high school cooperate to study the agriculture, forestry, and fishing industries and protect nature, won the Grand Prix in 2015.



The Foundation has provided subsidies for environmental activities each year since 1991. In 2016, the 25th year, it provides subsidies to Public Interest Incorporated Foundation Great Forest Wall Project and NPO Watari Greenbelt Project, organizations that plant trees in Miyagi Prefecture.



NPO Tambo



Kesennuma City Ohya Junior High School

### ■ Commemorative tree planting in a disaster-affected area by university students from China and Korea

Following the 2011 United Nations Decade on Biodiversity, Aeon Environmental Foundation has held “Asian Students Environment Platform (ASEP)” since 2012 for the purpose of developing human resources with a global perspective in the environment field. At this platform, university students gather from various Asian countries and learn about biodiversity while learning about natural environment through fieldwork and differences in history, culture, and sense of value of each other’s countries. In the 2012 program, whose theme was “Considering the environment from a cultural perspective,” sixty students from Japan, China, and Korea engaged in commemorative tree planting and listened to stories at a tsunami storytelling meeting in the disaster-affected village of Tanohata, Iwate Prefecture.

### ■ Supporting regeneration of “Shrine Grove Restoration” within shrine precincts or on shrine land

Since 2012, AEON 1% Club Foundation has supported restoration of groves on the shrine-owned land as the groves give protection of local citizens against disasters. In the Tohoku region, 776 local residents have participated to date, planted a total of 15,085 trees in eight locations.



Planting trees at Kesennuma Ikkejima Shrine in Miyagi Prefecture (2013)

## Support Together with Customers from All Parts of Japan

### ■ Aeon Happy Yellow Receipt Campaign for supporting Tohoku



Aeon expanded the time period of the Aeon Happy Yellow Receipt Campaign, conducted to enable customers nationwide to support disaster-affected people in Iwate, Miyagi, and Fukushima Prefectures. In addition to the eleventh of each month, the Campaign is now conducted from March 9 to 11 of each year. During the Campaign period, Aeon donates 1% of the total amount of receipts customers place in collection boxes to disaster-affected areas. The cumulative amount donated through the Campaign reached 626.03 million yen in FY2015.

“Aeon Happy Yellow Receipt Campaign” for supporting Tohoku (2014)

### ■ Supporting children through “WAON for Tohoku Restoration” initiative

In May 2012, Aeon began issuing “WAON for Tohoku Restoration” cards. Aeon donates 0.1% of the proceeds from purchases paid for using the cards to an educational scholarship fund that provides support for living and learning of children in disaster-affected areas of Iwate, Miyagi, and Fukushima Prefectures.

A total of 13,230,721 yen was donated to FY2014 (3,953,922 yen for Iwate Prefecture, 4,424,825 yen for Miyagi Prefecture, and 4,851,974 yen for Fukushima Prefecture).



### ■ Supporting the establishment of and sales in vocational facilities for persons with disabilities through fund-raising to support them

Since 2012, Aeon 1% Club Foundation has engaged in fund-raising activities nationwide to help establish facilities where persons with disabilities affected by the Great East Japan Earthquake engage in production (vocational facilities) and support the sale of their products. Through the authorized NPO Association for Aid and Relief, Japan, the Foundation has provided more than 118 million yen in support to 96 vocational facilities in Iwate, Miyagi, and Fukushima Prefectures.



Making donuts at a vocational facility in Iwaki City, Fukushima Prefecture



A charity bazaar to support production by persons with disabilities

## Initiatives by Group companies

### ■ Interaction with local residents through participation in local festivals

Since 2012, Kasumi Co., Ltd. has participated in Tanabata or star festivals held in Rikuzentakata City, Iwate Prefecture together with children from each neighborhood where its store is located. The company deepens ties with local residents by joining them in pulling a float at the festivals. Furthermore, the company holds study sessions on disaster preparedness to enable participants to see, hear, and feel the current situation in the disaster area. Four sessions held to date have drawn a total of more than 670 participants.



Participation in the Kenka Tanabata Festival (2015)

### ■ Supporting Tohoku through developing and purchasing prepared dishes made using ingredients from the Tohoku region

Since 2014, Origin Tosho Co., Ltd. has conducted the Think, Prepare, and Eat Food from Tohoku Support Project. The company develops products by encouraging employees to contribute recipes based on ingredients and local cuisine from the region and sells the products to employees. A portion of the proceeds are donated for purchasing work implements in short supply in disaster-affected areas. In this way, employees can easily participate in supporting the region.



Donation of a work implement to Minamisoma Social Welfare Council (2014)



## ■ Ono-Kun Project



Sock monkey Ono-Kun

Aeon Group companies such as Aeon Mall Co., Ltd., Aeon big Co., Ltd, Kohyo Co., Ltd. Aeon Integrated Business Service Co., Ltd., Branshes Co., Ltd. play a key supporting role in the production and sales of monkey sock puppets made from new socks by housewives living in temporary housing in Higashimatsushima City. The product concept is to place the monkeys, named Ono-kun, with purchasers as “foster children” as a way of linking the purchasing “foster parents” with the housewives.

## ■Holding a meeting to listen to a storyteller

Seeking to foster understanding of the current situation in disaster-affected areas and seeking for what employees can do to help, Aeon Hokkaido Corporation, Aeon Kyushu Co., Ltd., The Daiei, Inc., Aeon Credit Service Co., Ltd. and other Aeon Group companies held storytelling meetings at which disaster victims told their stories. The meetings provide an opportunity to hear accounts about the devastation caused by the disaster not found in the news, such as stories from someone who started up and operates an evacuation center in Rikuzentakata City.



A storytelling session

## ■ Participating in “orgabits” project



“Orgabits” is a social contribution project whose aim is to encourage people to contribute to the global environment bit by bit through organic cotton promoted by the specialized fiber trading company Toyoshima & Co., Ltd. The Self-Service Division of Aeon Retail Co., Ltd., which operates “SELF + SERVICE,” and Cox Co., Ltd., which operates “ikka”, endorse this initiative and participate in the Sakura Namiki Project. This project is an activity to plant cherry trees to mark the farthest points inland reached by the tsunami to ensure that the tsunami damage from the Great East Japan Earthquake is not forgotten and to serve as an evacuation landmark in the event of a future tsunami. This initiative is supported by a donation of 10 yen to NPO Sakura Namiki Network for each eligible product purchased.

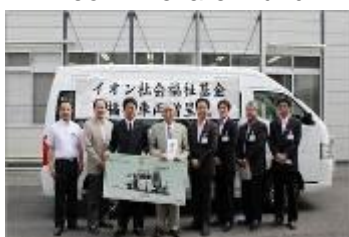


COX employees planting a tree



Aeon Retail employees planting a tree

## ■ Donating special vehicles to facilities for persons with disabilities through “Aeon Welfare Fund”



“Aeon Welfare Fund” has carried out various projects, focusing on donating special vehicles and contributing to volunteer activities, through 50-yen monthly employee contributions matched by the employer. Since the inception of the Welfare Fund, total of 63 special vehicles have been donated to facilities for persons with disabilities in regions including Tohoku. In addition, the Fund interacts with community residents through volunteer activities such as Christmas parties and *mochitsuki* (rice cake pounding) events at facilities.

## Supporting children's future with dreams

### ■ “Dreams from Tohoku Region” (Children's Dreams Support Program)

Aeon 1% Club Foundation inaugurated “Children's Dreams Support Program” in 2012 and has conducted various programs for children who love sports, music, and literature. The first program activity was “Dreams from Tohoku Region,” a sports class conducted for the students of Shiomi Elementary School in Shichigahama Town, Miyagi Prefecture by Mr. Kohei Uchimura, a gymnast who competed in the London Olympics to convey the importance of having dreams. When he took a victory lap after winning a gold medal in the gymnastics competition at the London Olympics, Mr. Uchimura ran with a Japanese flag filled with handwritten messages from the students draped on his back.



Handwritten messages  
from the children



Kohei Uchimura's victory lap

### ■ “Aeon Hometown Discovery” (Children's Dreams Support Program)

Since 2012, Aeon 1% Club Foundation has held storytelling sessions in the hope of fostering renewed awareness of and love for their hometowns among junior high school students by having actress Atsuko Asano tell them local folktales to be handed down to future generations. Approximately 2,100 junior high school students from Miyagi Prefecture have participated in a total of five sessions to date, making the most of this opportunity to rediscover the appeal of their hometowns.



Actress Atsuko Asano  
telling a story



Kesenuma City Osaki Shrine

### ■ Dream Concerts (Children's Dreams Support Program)

Since January 2013, Aeon 1% Club Foundation has held Dream Concerts for the purpose of conveying to children the splendor of music and the importance of having dreams. Through the Program, the Vienna Opera Ball Orchestra, an orchestra based in Vienna, the music capital of the world, that performs worldwide, has offered performance instruction while inviting junior and senior high school brass band club members from earthquake-stricken areas to the concerts. Other activities include joint performances by the orchestra and the children of the Sendai Junior Orchestra for disaster victims living in temporary housing and enjoying live performances from Vienna.

In addition, in June 2013 top prize winners in the Violin Section and Piano Section of the Sendai International Music Competition visited two elementary schools in Miyagi Prefecture to hold mini-concerts and conduct music classes.



Joint performance by the  
Sendai Junior Orchestra and  
members of the Vienna Opera  
Ball Orchestra



A violin instruction class at  
Tagajo Higashi Elementary  
School (2013)