



April 6, 2016
AEON CO., LTD.

AEON Group Supports Mie Citizens Council for the Ise-Shima Summit

AEON Initiatives for G7 Ise-Shima Summit

Promoting charms of Mie nationwide and globally

The G7 Ise-Shima Summit (hereinafter “the Summit”) is held in the Ise-Shima region of Mie Prefecture, Japan on May 26-27, 2016. Aeon supports the Mie Citizens Council for the Ise-Shima Summit as well as Mie Prefecture, the host of the Summit.

(Please refer to the following website for details of Mie Citizens Council:

http://mie.summit-net.jp/contents/6-2_post.html)

Aeon Group takes initiatives to promote charms of Mie including rolling out the “Mie Ise-Shima Fair” at Aeon Group stores across Japan serially starting April 7, 50 days prior to the week of the Summit, issuing a commemorative “regional WAON” card to promote the region’s tourism and sustainable growth, and planning of special summer gift campaigns featuring the local products.

One of Aeon’s predecessor companies, Okada, was founded in 1758 in Yokkaichi, Mie Prefecture. Based on Aeon’s Basic Principles, “Pursuing peace, respecting humanity, and contributing to local communities,” Aeon has grown over the past 260 years as a corporate group with its ever-lasting innovative spirit through warm support of people in the region.

Aeon and Mie Prefecture have long collaborated on various initiatives, including the conclusion of a comprehensive partnership agreement, the issuance of a regional WAON card, the promotion of local production for local consumption, and Mie Prefecture product fairs at Aeon stores outside Japan, as well as tree-planting activities.

With its deep ties to Mie Prefecture, Aeon supports the success of the Summit, a prominent international conference, while bolstering the region’s economic development and enriched life by promoting Mie Prefecture’s uniquely beautiful natural environment, the perpetuation of its rich cultural heritage and traditional industries, and its leading-edge technologies.



Aeon’s “Mie Ise-Shima Fair” logo to commemorate the Summit

Aeon’s Support for Mie Citizens Council for the Ise-Shima Summit

1. “Mie Ise-Shima Fair”

Starting 50 days prior to the Summit, Aeon holds the “Mie Ise-Shima Fair” from April 7 through June 26. Some 400 Aeon stores across Japan divided into nine areas introduce the charms of Mie Prefecture in a caravan-style product promotion.



Mie Prefecture had been called “Miketsukuni” (a country offering food especially seafood to the imperial court) in ancient times as the Prefecture is known for its local seafood specialties such as Ise-ebi, or Japanese spiny lobster and oysters. The Prefecture is also known for “Matsusaka beef,” high quality marbled beef. Thus the Prefecture is famous for the richness of produce.

The fair highlights all the charms of Mie Prefecture through an abundant selection of clothing, food, and housewares from the region, including specialties and traditional arts and crafts.

Examples of fair products:

- Marine products: Ise red sea bream, Ise tuna, Mie-grown yellowtail, sea lettuce,
- Livestock products: Matsusaka beef, Mie pork
- Agricultural products: Mie-grown highly concentrated tomatoes “Tomarich”
- Processed products: Ise wheat noodles, Ise soy sauce, Ise tea, local beers
- Prepared foods: Stewed seaweed (using Ise seaweed), hand-formed sushi (using Ise soy sauce), Kameyama miso, stir-fried wheat noodles
- Clothing products: Yukata (traditional robes) made from Ise patterns, Ise cotton aprons, Ise-teko (long innerwear)
- Household products: Igaware earthen pots, Bankoware ceramic pots for sukiyaki
- H&BC products: Products containing pearl extract powders

<Participating Group companies and stores>

Aeon and Aeon Style stores across Japan: approximately 400 stores

<Period>

April 7-10 Kanto area (stores in Tokyo, Kanagawa, Chiba, Yamanashi)

April 8-10 Kanto and Niigata area (stores in Saitama, Tochigi, Ibaraki, Gunma, Niigata)

April 15-17 Chugoku and Shikoku area (May 20-23 exclusively to Aeon Style Okayama)

April 15-18 Tokai and Nagano area

April 20-24 Kinki and Hokuriku area

April 22-24 Tohoku area

May 13-16 Okinawa area
 May 27-29 Kyushu area
 June 24-26 Hokkaido area

***Stores holding special events**

The following stores will hold special events, including panel exhibitions explaining the history of the G7 summit and Mie Prefecture, and hands-on events to experience Ise tea and the Iga school of ninja arts. (Each store will have a separate schedule of events.)

- Hokkaido area: Aeon Sapporo Hiraoka Store
- Tohoku area: Aeon Morioka Store, Aeon Style Goshono
- Kanto area: Aeon Style Lake Town, Aeon Style Makuharishintoshin
- Tokai and Nagano area: Aeon Toin Sotro, Aeon Ise Store, Aeon Ago Store
- Kinki and Hokuriku area: Aeon Style Itami, Aeon Style Kahoku
- Chugoku and Shikoku area: Aeon Style Okayama
- Kyushu area: Aeon Fukoka Store
- Okinawa area: Aeon Sylte Rycom

2. Ise-Shima WAON 2016 card

Starting April 7, Aeon issues 50,000 limited-edition “Ise-Shima WAON 2016” cards to commemorate the Summit to promote tourism in the Ise-Shima region and support the region’s development.

The WAON card features the design “Ocean World” by copperplate engraving artist Kenji Yoshida, a resident of Ise-Shima, whose works often feature the Ise-Shima symbol of a traditional female diver. The design expresses ocean as the entryway into the universe and the source of all life, as well as female divers keep shining light of universe. Mie Prefecture and Aeon jointly chose this design to express their support of women as a thriving part of the coexistence between people and the planet, today and the future.



3. Ise-Shima special collection in Aeon summer gift catalogue

Aeon’s summer gift catalogue includes the “Ise-Shima Special Collection” with a wide selection of products from Mie Prefecture.

The cover of the summer gift catalogue features local copperplate engraving artist Kenji Yoshida’s design “Ocean World,” which also emblazons the Ise-Shima WAON 2016 card.

The special collection includes such marine products as



Ise-ebi, or Japanese spiny lobster, Matsusaka beef and other livestock products, local liquors, confectionaries, and arts and crafts from the Ise-Shima region.

Famous products from five areas with distinctive offerings

- 1) Marine products from the Ise-Shima area, long regarded as a special producer as “Miketsukuni” (a country offering food especially seafood to the imperial court)
- 2) Saury and free-range chicken from the Higashi-Kishu area, which celebrates the 10th anniversary of the designation of Kumano-kodo Roads as a world heritage
- 3) Matsusaka beef from the Chunansei area, a center of the regional history and culture as well as a production area of food
- 4) Ceramics, braids, and local liquors from the Iga area, also known for its ninja history and the travels of poet Basho
- 5) Clams, Bankoware ceramics, and Ise cloth patterns from the Kitase area of Kuwana, Yokkaichi, and Suzuka

<Period>

From the middle of May to August 8

<Participating Group companies and stores>

Approximately 4,000 places in 25 Aeon Group companies and business offices in Japan including Aeon, Aeon Style, Maxvalu, Aeon Supercenter, Marunaka, Ministop, and Aeon Shop which is a web store.

4. Environmental conservation activities

Aeon holds the “Aeon United Clean Campaign in Ugata” as part of the hospitality campaign being promoted by the Mie Citizens Council for the Ise-Shima Summit.

On April 8, the employees from eight Aeon Group companies operating around Shima City, including Aeon Co., Ltd., Aeon Retail Co., Ltd., and Maxvalu Chubu Co., Ltd., joined local citizens in a cleanup campaign around Kintetsu Railway Ugata Station, the gateway to Shima City. Altogether, approximately 400 volunteers cleaned roads and parks around the station.



(The photo is an image)

5. Support for 2016 Junior Summit in Mie

From April 22-28, the 2016 Junior Summit in Mie is held as part of the related program of events for the Summit.

The Junior Summit will gather teenagers from all summit countries to exchange ideas on the theme of “The Planet for the Next Generation – Environment and Sustainable Society.” The participants present the findings of their discussions to G7 government leaders.

As a commemorative event in the host site of Kuwana City, the Aeon Environmental Foundation holds an eco-bag workshop in which children can use crayons and stamps to make drawings of Mie Prefecture’s plants and animals then print the drawings on their eco-bags.

Additionally, the Cultural Foundation of OKADA and the Aeon 1% Club Foundation support the development of youths as the next generation. The Cultural Foundation of

OKADA supports the Summit-related youth programs in Mie Prefecture, while the Aeon 1% Club Foundation supports exchange programs in Tokyo with the Senior High School at Otsuka, the University of Tsukuba, the organizing school for Japan's Super Global High School program.

(*Super Global High School overview from the website of the Ministry of Education, Culture, Sports, and Science and Technology (MEXT))

Super Global High Schools are MEXT-designated high schools that nurture future leaders who can thrive in global environments. These schools provide curriculums in which students develop a deep interest in social issues, communications skills, and the ability to solve problems on an international stage.