

December 30, 2016  
AEON CO., LTD.  
AEON CO. (M) BHD.

## **Aeon Malaysia Wins the “Best Volunteer Initiative” Award at the Volunteer Malaysia Awards 2016**

Aeon Co. (M) Bhd. (hereinafter, Aeon Malaysia), which operates retail business in Malaysia, has been implementing the Aeon Hometown Forests Program since 1991. In recognition of this activity, the company was granted the “Best Volunteer Initiative” award, the highest award in the Private Sector category, at the Volunteer Malaysia Awards 2016 held by iM4U, an NPO of Malaysia.



A representative of Aeon Malaysia (left) was presented with the award at the ceremony held on Dec. 9



Award

The Volunteer Malaysia Awards is Malaysia’s first volunteer commendation system to grant awards to companies and organizations that have conducted volunteer activities to contribute to enriching people’s lives in Malaysia. This system was founded in 2016 under the suggestion of Prime Minister Najib Razak and is implemented by iM4U that encourages volunteerism among youth in Malaysia. Award winners are selected in 13 categories.

The Aeon Hometown Forests Program was launched in 1991 at the then Jusco Malacca Store (presently the Aeon Malacca Shopping Center).

Aeon has been conducting business based on its basic philosophy of “Pursuing peace, respecting humanity, and contributing to local communities, always with the customer’s point of view as its core.” In light of the fact that pollution, particularly, air pollution, was becoming a social issue against the backdrop of economic growth, and fearing that the loss of important natural resources would lead to the loss of the fundamental source of prosperity, Aeon looked for measures that it could take as a retailer laying down roots in local communities. The company then decided to implement the Aeon Hometown Forests Program starting with the Jusco Malacca Store. Under this program, Aeon conducts an activity to plant “hometown” (indigenous) trees with customers within the grounds of new stores that it opens all over the world. The number of trees Aeon planted in Malaysia including the trees planted by the AEON Environmental Foundation has exceeded 510,000.

Regarding the granted award, Rudy Malik, the CEO of iM4U, commented that the longstanding Aeon Hometown Forests Program had made great contributions to raising the environmental awareness of people in Malaysia and expressed his expectation that the number of companies engaged in similar volunteer activities would further increase in the future.

Aeon has planted a total of 11.17 million trees in 11 countries, with the number of

participants in the activity exceeding 1.11 million people in total. Aeon will further plant, nurture and utilize trees for local communities toward the future through a concerted effort across the Group, regarding the year from October 2016 as the “25th anniversary of Aeon’s tree planting activity.”

## Reference

### [Tree Planting Efforts Made by Aeon]

- 1965: Donated 1,000 cherry trees to Okazaki City when opening the Okazaki Okadaya store
- 1989: Launched the Aeon Group 1% Club (presently Aeon 1% Club)  
Established the Club to promote environmental conservation and social contribution activities as a good corporate citizen by using 1% of pre-tax profits of major Aeon Group companies.
- 1990: Established the Aeon Group Environmental Foundation (presently AEON Environmental Foundation)
- 1991: Launched the Aeon Hometown Forests Program  
Starting with the Jusco Malacca Store, (presently Aeon Malacca Shopping Center) in Malaysia in 1991, Aeon has been planting trees that are native to the local region within the grounds of its newly opened stores.
- 1998: Started the Great Wall Forest Rejuvenation Project  
The total number of trees planted reached 1 million in 2010.
- 2010: Established the Aeon Biodiversity Principle  
Understanding the impacts of its business activities on the ecosystem, Aeon has been proactively conducting activities to reduce such impacts and conserve the ecosystem in cooperation with customers, governments and NGOs.
- 2011: Established the Aeon Sustainability Policy  
Aeon has set four key objectives (realization of a low-carbon society, conservation of biodiversity, better use of resources, and dealing with social matters) and managed their progress with the use of indicators set for each objective.
- 2012: Started planting 300,000 trees under the slogan, “Making our wishes for recovery come true” in the areas affected by the Great East Japan Earthquake
- 2013: The total number of trees planted exceeded 10 million
- 2014: Started the Forest Circulation Program (“Plant,” “Nurture” and “Utilize”)
- 2016: 25th anniversary of Aeon’s tree planting activity