

October 7, 2024
AEON CO., LTD.

AEON Ranked No.1 **in Nikkei BP's 5th Annual ESG Brand Survey**

For the first time, AEON has secured the top spot in the 5th Annual ESG Brand Survey, which evaluates a company's brand image across four key ESG elements: Environment (E), Society (S), Governance (G), and Integrity, reflecting the perception of a reputable company.

The ESG Brand Survey gathers insights from approximately 21,000 respondents through an online evaluation of 560 major corporate brands, assessing how effectively their ESG-related activities are communicated to both the general public and business professionals.

AEON received high marks for its environmental efforts in areas such as "Reducing plastic usage and promoting resource efficiency," "Recycling and waste reduction," "Protecting nature and preserving biodiversity," and "Educating employees about environmental practices." Additionally, in the Integrity Image category, AEON was highly rated for "Contributing to the creation of a better society (achievement of the SDGs)," leading to its overall No. 1 ranking for the first time.

This achievement would not have been possible without the ongoing support and collaboration of our customers, business partners, and other stakeholders who have partnered with AEON over the years. We would like to take this opportunity to express our deepest gratitude to all of them.

As a corporate group committed to innovation with the customer at its core, AEON will continue to collaborate with customers and stakeholders to address and solve local challenges.

Sustainability at AEON: Working with Customers



AEON Hometown Forests Program



AEON In-store Resource
Collection



AEON Happy Yellow Receipt
Campaign



AEON Cheers Club



AEON Hometown Forest
Living Creature Survey



AEON Heartful Volunteer

■ AEON Hometown Forests Program (since 1991)

We are cultivating forests with native tree species around our stores to foster community interaction and spread a spirit of environmental stewardship. In fiscal 2023, a total of 735 customers from 87 AEON stores participated in the "AEON Hometown Forest Living Creature Survey," where over 1,042 species of plants, insects, birds, and other wildlife—including rare and exotic species—were identified.

https://www.aeon.info/en/sustainability/environment/shokuju/aeon_furumori/
<https://www.aeon.info/en/sustainability/environment/shokuju/ikimono/>

■ AEON Bring Your Own Shopping Bag Campaign (since 1991)

In 2007, we discontinued the distribution of free plastic shopping bags in our Food section. By April 2020, ahead of legal requirements, we eliminated free plastic shopping bags across all sales floors, and now over 80% of our customers bring their own bags. In 2023, we will stop providing plastic shopping bags in the Apparel and Home Furnishing sections and will begin offering eco-friendly paper bags for customers who need them.

<https://www.aeon.info/en/sustainability/environment/mybag/>

■ AEON In-store Resource Collection (since 1991)

We partner with customers and local governments to collect paper cartons, food trays, aluminum cans, and PET bottles at our stores, ensuring these valuable resources are recycled rather than discarded. Additionally, some of our locations have installed collection machines for used paper and PET bottles, rewarding customers with WAON points for their participation in resource collection*.

<https://www.aeon.info/en/sustainability/environment/reuse/>

*The program is being promoted mainly at stores in municipalities where the frequency of resource waste collection is low, and as of the end of February 2024, the program had been introduced at approximately 380 locations.

■ AEON Cheers Club (since 1996)

In fiscal 2023, 4,467 children across 420 clubs in Japan had the opportunity to study local plants and animals and engage with their regional culture. Additionally, we established "Cheers Farm" to create a dedicated space where children can learn about agriculture through hands-on experiences, from sowing seeds to harvesting crops.

https://aeon1p.or.jp/1p/wp-content/uploads/2023/08/gaiyousho_2023_en.pdf

■ AEON Happy Yellow Receipt Campaign (since 2001)

As a committed member of the local community, AEON connects volunteer groups in need of support with customers who wish to contribute to these community initiatives. AEON China has been implementing this initiative since 2012, followed by AEON Thailand and AEON Cambodia starting in 2015.

<https://www.aeon.info/en/sustainability/social/yellow/>

■ AEON Heartful Volunteer (since 2022)

AEON participates in the "AEON Heartful Volunteer" program, where employees collaborate with local residents to address area-specific challenges, drawing on their experience in social problem-solving from the Great East Japan Earthquake reconstruction efforts. We are also actively promoting marine litter cleanup activities in 10 regions across Japan to combat marine plastic waste, alongside volunteer initiatives to support local farming.

<https://www.aeon.info/en/sustainability/social/heartful-v/>

■ "Choose Today for a Sustainable Tomorrow" Fair (since 2024)

AEON, as a business deeply connected to people's daily lives, collaborates with its suppliers to highlight the value of environmentally friendly products and services across Group stores nationwide. In partnership with our stakeholders, we promote environmental initiatives that encourage customer participation through their everyday shopping.

https://www.aeon.info/wp-content/uploads/news/pdf/2024/05/240523R_3.pdf (Japanese only)

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