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NEWS RELEASE

Planting Seeds of Growth
We are AEON

March 6, 2026

AEON CO., LTD.

Tree-Planting Initiative “AEON Home-town Forest Program” 35th Anniversary

Accelerating Efforts Toward Nature Positive

AEON’s “AEON Home-town Forest Program” initiative, a cornerstone of the company’s environmental activities, marks its 35th anniversary this year, since its launch in October 1991.



Photo (left): “Jaya Jusco Stores Malacca,” opened in October 1991 in Malacca State, Malaysia (now AEON Malacca Shopping Centre). Together with customers, we planted 20 species of saplings suited to Malaysia’s natural environment on the store grounds. This marked the start of AEON Home-town Forests.

Photo (right): “Jusco Shin-Hisai,” opened in April 1992 in Hisai City, Mie Prefecture (now AEON Hisai). In the first AEON Home-town Forests initiative in Japan, we planted 18,257 saplings native to the area together with customers.

AEON positions this milestone as a turning point toward Nature Positive. Building on its biodiversity conservation efforts centered on tree planting, AEON will accelerate practical actions to halt and reverse nature loss. AEON will also reaffirm and make visible the value of “AEON Forests,” while taking specific steps to achieve the desired future state of these forests.

The “AEON Home-town Forest Program” aims to create greener environments by planting trees with local communities at AEON Group shopping centers in Japan and overseas, helping restore the “*Chinju no Mori* (traditional shrine forests)” that once symbolized the coexistence of people and nature. Using a method that plants a diverse mix of native seedlings to encourage competitive growth, the cumulative number of trees planted reached about 12.76 million as of the end of February 2025, with an estimated total of about 1.28 million participants. Shopping centers surrounded by thriving forests continue to expand across Japan.

AEON will continue to promote initiatives toward Nature Positive through “AEON Home-town Forest Program” contributing to a society that lives in harmony with nature.

<AEON Home-town Forest Program: Key Initiatives for the 35th Anniversary>

1. Formulating a New Biodiversity Policy

AEON has consistently worked to reduce biodiversity impacts from its business activities while advancing conservation. Going forward, AEON will develop these efforts further, evolving them into initiatives that proactively support nature restoration through business. The new policy seeks to maximize “benefits” while minimizing “harm.” Because biodiversity impacts vary by region, AEON will promote initiatives tailored to local conditions.

2. Implementing Concrete Actions for the Next Stage

(1) Strengthening Global Communication

AEON will share past results and future direction with the international community. Building on global discussions, AEON will fulfill its role as a company in achieving Nature Positive. In 2026, AEON will participate in the “Global Nature Positive Summit 2026 (GNP 2026),” a key international forum, to present its initiatives and strengthen its practices in line with global trends.

(2) Urban Nature Restoration Demonstration

AEON will launch “AEON Small Forest Creation” (tentative name) to restore ecosystems in urban areas. As opportunities to open large-scale stores decline compared with the past, AEON will explore tree-planting approaches suited to existing store sites and smaller spaces, advancing its forest-creation initiative—an emblem of AEON’s environmental activities—to the next stage. By creating spaces where diverse species can coexist, AEON aims for more effective nature restoration.

(3) Regenerating and Using Home-town Forest Through Co-Creation with Local Communities

Home-town Forest landscapes—shaped by the interaction of human life and nature—support local ecosystems and culture. Yet more areas are struggling to maintain these landscapes due to factors such as fewer people engaged in their care. AEON will work with local governments, related organizations, and community members to regenerate and use Home-town Forest as resources that create local value.

3. Reaffirming and Showcasing the Value of “AEON Forests”

(1) Advancing Wildlife Surveys and Visualizing/Using Biodiversity Value

Building on accumulated wildlife survey data, AEON will standardize methods and expand target areas to track biodiversity changes continuously and quantitatively. AEON will visualize and assess results in line with international goals such as the Kunming-Montreal Global Biodiversity Framework and translate findings into initiatives that contribute to nature recovery.

(2) Strengthening Ongoing Engagement Through Tree Care

AEON will promote long-term engagement by working with local communities to monitor and nurture forest growth after planting.

(3) Enhancing Employee Awareness and Action

Through employee education, AEON will embed the Nature Positive concept into business activities and promote company-wide implementation.

4. Establishing a 35th Anniversary Icon for “AEON Home-town Forest Program”

The design uses motifs of diverse wildlife and natural cycles to express AEON’s journey to date and its future toward Nature Positive. It comes in two versions: forest green, and aqua blue representing nature’s broad flow to rivers and seas. It is produced in three languages: Japanese, English, and Malay (the origin of this initiative).



<Reference>

● AEON Forest Program

AEON Forest Program is built on three pillars: (1) tree planting by customers on new store sites at openings; (2) global projects led by the AEON Environmental Foundation (a public interest incorporated foundation) to restore forests devastated by natural disasters in collaboration with local communities; and (3) the “AEON Tohoku Recovery Forest Creation” project to restore greenery lost in the earthquake disaster. To date, about 1.28 million people have participated across 11 countries.

	Estimated Total Trees Planted	Estimated Total Participants
New Store Forest Creation	9,791,429 trees	approx. 980,000 people
Environmental Foundation Forest Creation	2,613,731 trees	approx. 980,000 people
Other (including Tohoku Recovery Forest Creation)	361,727 trees	approx. 40,000 people
Total	12,766,887 trees	approx. 1.28 million people

(As of end of February 2025)



“AEON Forest Creation” video

<https://www.aeon.info/en/sustainability/pv/>



● Full Text of the “AEON Biodiversity Policy”

<Basic Policy>

We will act based on the following five principles to understand the impacts on biodiversity arising from our business activities and to maximize its “benefits” while minimizing its “harm.”

1. We recognize that biodiversity impacts differ by region and will respond to the specific characteristics of each region’s challenges.
2. For negative impacts on biodiversity from our business activities, we will implement measures in the order of avoidance, reduction, and compensation, contributing to recovery and restoration.
3. As part of climate change action, we will promote resource circulation and low-impact nature-based solutions.
4. We will regularly review biodiversity issues and targets, manage progress, and continuously advance our efforts.
5. We will communicate our activities.

<Action Guidelines>

Products

We procure sustainable products and materials that consider environmental and social impacts.

1. We advance procurement free from deforestation and land conversion linked to raw material production.
2. We work to prevent pollution of soil, oceans, freshwater, and air, and to reduce waste.
3. We use natural resources fundamental to biodiversity, such as water and minerals, appropriately.

Stores

We contribute to maximizing local biodiversity through greening that harmonizes with the surrounding environment.

1. We minimize land-use impacts from store development and create green spaces designed with local ecological networks in mind.
2. We use building materials that prioritize sustainable procurement in store construction.
3. We appropriately manage wildlife and invasive species.

Together with Our Customers

We contribute to regenerating forests, rivers, Home-town Forest, and oceans through the “AEON Forest Cycle Program.”

1. We promote the “AEON Forest Cycle Program*” and, together with customers, communicate the value of biodiversity to society.
2. We promote Home-town Forest regeneration activities under the concept of “One Mall, One Home-town Forest.”
3. We actively share information with customers to expand participation.

*AEON Forest Circulation Program: Ongoing conservation activities for Home-town Forest and forests through the cycle of “Plant,” “Nature,” and “Thrive.”

(Revised March 2026)

AEON Sustainability Website

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