

October 20, 2020
AEON Co., Ltd.
AEON 1% Club Foundation
AEON Environmental Foundation
AEON Ryukyu Co., Ltd.

Standing Together with Everyone who Wishes to See Shuri Castle Again

"AEON Shuri Castle Restoration Support Project"

Acting in Unison to Support the Restoration

AEON launched the "AEON Shuri Castle Restoration Support Project" in response to the major damage caused to Shuri Castle, a World Heritage Site, by a large-scale fire that occurred before dawn on October 31. This project is motivated by our desire to provide continuous support for the restoration of cultural assets to be passed down to the next generation.

Now that we reach a year since the devastating fire, AEON announces a new slogan for the restoration, as we continue to support the project until the complete restoration of the castle's Main Palace in 2026.

"Umanchu nu Kukuru": Always in Our Heart, Shuri Castle

The pride of Okinawa, Shuri Castle is held in everyone's hearts.
Shuri Castle gives us the strength to look ahead, no matter what.
For everyone who wishes to see Shuri Castle again,
We stand together, our hearts as one.

Shuri Castle is the pride of Okinawa, as well as our heart and soul. We aim to connect the warm-hearted support received from all across Japan with the feelings of gratitude within Okinawa as we strive forward with unified, like-minded support. With this in mind, AEON Ryukyu staff have created this new slogan for the project.

御万人ぬうまんちゅ くくる 首里城

沖縄の誇り
みんなの心にある首里城

どんな時も
前を向くチカラを
与えてくれる首里城

首里城を再びと願う
みんなの心をひとつに

【イオンの首里城復興支援プロジェクト】

御万人ぬうまんちゅ くくる 首里城

Always in our heart, Shurijo castle

意味：みんなの心 首里城

沖縄の誇りであり心の拠りどころでもある首里城、全国からの温かい支援の心と沖縄からの感謝の心をつなげ、これからも心をひとつにして支援していきたい。そんな想いを込めて、イオン琉球の従業員でこのスローガンを考案しました。

AEON will continue to move forward in unison with the regional community, with the aim of passing down Okinawa's traditions and culture to future generations.

Initiatives of the "AEON Shuri Castle Restoration Support Project"

■ Donation of 100 million yen to the Shuri Castle Restoration Support Project



AEON launched the "AEON Shuri Castle Restoration Support Project" immediately after the fire of October 31 last year. As part of the project, the AEON 1% Club Foundation*¹ announced a plan to donate 500 million yen over a five-year period. As we now reach a year since the devastating fire, the first segment of this donation was presented to Okinawa Prefectural Government in order to assist with the restoration of the castle.

Date & Time: October 20, 2020 (Tue.), 15:30

Place: No. 1 Special Reception Room, 6th Floor, Okinawa Prefectural Office

Donation Recipient: Okinawa Prefectural Government

Donation Amount: 100 million yen

Attendees: Mr. Denny Tamaki, Governor of Okinawa Prefecture

Mr. Hiroshi Yokoo, Chairman of AEON 1% Club Foundation

Mr. Keiji Sagata, President and CEO of AEON Ryukyu Co., Ltd.

■ 1st "Shuri Castle Panel Exhibition" & "Shuri Castle Coloring-in Exhibition"



This exhibition, the first of its kind at an AEON Ryukyu store, is held in cooperation with the Okinawa Churashima Foundation. Panel exhibits will include the progress of restoration works on disaster-damaged artifacts that are held by the Foundation, with an accompanying exploration of Shuri Castle's long history.

At the same time, an exhibition of approximately 500 coloring sheets of Shuri Castle's Main Palace, brightly colored with the free-thinking sensibilities of local children, will be held at the same location.

Period: October 20 (Tue.) ~ November 15 (Sun.), 2020

Place: Installed exhibit at mallside Event Space, 1st Floor, AEON Haeburu Shopping Center

Shuri Castle Panel Exhibition

A panel-based exhibition of irreplaceable materials, supervised by the Okinawa Churashima Foundation, which manages Shuri Castle.

Also features playback of a Shuri Castle DVD, showing the splendor of the Ryukyu Kingdom.

Shuri Castle Coloring-in Exhibition

An exhibition of approximately 500 coloring sheets of Shuri Castle's Main Palace, brightly colored with the free-thinking sensibilities of local children.

Participants: (Listed in no specific order)

Okinawa Prefectural Haeburu Kaiho Kindergarten, Hanazono Nursery,

My Friends Nursery, Tiida Nursery, Nadeshiko Gakuen,

Nanohana Nursery, Yonaha Gakudo, AEON Cheers Club

■ Shuri Castle WAON Donation Amount Increased by Factor of 10



Shuri Castle WAON

With the aim of utilizing the regional promotional electronic currency “Shuri Castle WAON” to support customers across Japan and the reconstruction of Shuri Castle through shopping, AEON will increase the amount donated via "Shuri Castle WAON card" payments to the "Shuri Castle Fund" by a factor of 10, from 0.1% to 1%.

*The present campaign will be the second temporary increase in donation amount; the first increase was implemented from November 1, 2019 to February 29, 2020.

Applicable Card: Shuri Castle WAON

Applicable Period: Payments made from September 1 (Tue.) to November 30 (Mon.), 2020

Donation Amount: 1% of payments made via applicable card (usual rate: 0.1%)

Donation Recipient: "Shuri Castle Fund", Okinawa Churashima Foundation

*¹A Public Interest Incorporated Foundation, whereby each of the major AEON Group companies donate 1% of their pre-tax profits and activities are carried out with three main themes: Sound Development of the Next Generation, Promotion of Friendship with Foreign Countries, and Sustainable Development of Regional Communities.

■ Fundraising by AEON Group Companies

In response to the wishes of customers across Japan to help support the reconstruction efforts, a fundraising campaign will be held with the cooperation of respective AEON Group companies during the period from November 1 (Sun.) to November 30 (Mon.), 2020.

The received donations will be presented to the Okinawa Churashima Foundation's "Shuri Castle Fund".

1. Fundraising via AEON Bank Account

AEON Bank has set up a dedicated fundraising account, which is now open for receiving donations.

→ For details, please check the AEON Bank website.

Desktop site: https://www.aeonbank.co.jp/news/2020/1020_01.html

Mobile site: https://www.aeonbank.co.jp/sp/news/2020/1020_01.html

*The donations page is scheduled to launch on October 20 (Tue.), 2020.

2. Fundraising via AEON Card and Tokimeki Points

Donations can also be received through AEON Card's "Kurashi-no-Money Site".

→ For details, please check the following website.

https://www.aeon.co.jp/information/2020/11_shurijobokin/

*The donations page is scheduled to launch on October 30 (Fri.), 2020.

3. Fundraising via WAON Points

Donations can also be received through the "smart WAON" website and app.

→ For details, please check the following website.

<https://www.smartwaon.com/pc/#/point/share>

The donations page is scheduled to launch on November 1 (Sun.), 2020.

■ "Support Shuri Castle" In-store Fundraising at All AEON Ryukyu Stores



At all 55 AEON Ryukyu stores, the "Support Shuri Castle" in-store fundraising campaign will be held.

Implementation Period: November 1 (Sun.) to November 30 (Mon.), 2020

Implementing Stores: All 55 AEON Ryukyu stores

■ Foster a Seedling Project: Cultivating Inumaki Pine Trees Needed for the Restoration of Shuri Castle

As part of our efforts to support the reconstruction of Shuri Castle, the cultivation of Inumaki pine trees, to be used as essential timber in the reconstruction work, will be implemented as one of the AEON Environmental Foundation's*² cooperative environmental activities with regional residents, which have been held for more than 30 years across Japan. With the launch of the "Foster a Seedling Project", Inumaki pine seedlings will be cultivated by "foster parents" across the region, for a period of approximately one year. These seedlings will then be planted by the AEON Environmental Foundation and AEON Ryukyu Co., Ltd., with the cooperation of the Friends of Shuri Castle Park Association, so that the project will continue to foster the growth of new greenery. This initiative will be launched as an achievable activity within the new patterns of living prompted by the spread of the novel coronavirus (COVID-19), under which on-site tree-planting activities are currently difficult to carry out.

Sapling Distribution Period: From Early December, 2020

Number of Saplings: 100

Sapling Fostering Period: Approx. 1 year (planned maximum)

*Collection date may vary depending on timing of tree-planting.

Tree-Planting Location: Planned for vicinity of Benoki Dam, Kunigami, Okinawa

Tree-Planting Period: From November 2021

*² The AEON Environmental Foundation was launched in 1990, established on the basis of AEON's fundamental principles of "pursuing a peaceful society with our customers as the starting point, respecting humanity, and contributing to local communities". The Foundation continuously carries out projects in response to environmental issues that change as the years progress. At present, activities are conducted in cooperation with various stakeholders in four major fields: the AEON Forest Program, Aid, Environmental Education, and Partnership.

References

Previous Shuri Castle Restoration Support Activities by the AEON Group

□ Launched the "Shuri Castle Restoration Support Project", announced donation plan of 500 million yen over 5-year period



Presenting the Letter of Intent

Date & Time: November 6, 2019 (Wed.) 15:20

Place: Executive Office of the Governor, Okinawa Prefectural Government Office

Donation Recipient: Okinawa Prefectural Government

Donation Amount: 500 million yen (Presentation of Letter of Intent to donate the said amount over five years)

Attendees: Mr. Denny Tamaki, Governor of Okinawa Prefecture

Mr. Hiroshi Yokoo, Chairman of AEON 1% Club Foundation

Mr. Keiji Sagata, President and CEO of AEON Ryukyu, Co., Ltd.

□ AEON Group's "Fundraising for Shuri Castle Restoration Support"

Implementation Period: November 1 (Fri.) to November 30 (Sat.), 2019

Implementing Stores: Approx. 2,100 AEON Group stores and offices nationwide*

Raised Amount: 39,414,093 yen

Date of Presentation of Funds: April 7, 2020 (Tue.)

Donation Recipient: Shuri Castle Fund, Okinawa Churashima Foundation

*Start and end dates of the emergency fundraising period vary between stores.

□ AEON Ryukyu's "Fundraising for Shuri Castle Restoration Support"



Fundraising at AEON stores

Implementation Period: November 1 (Fri.), 2019 to February 29 (Sat.), 2020

Implementing Stores: All 51 AEON Stores in Okinawa Prefecture (number of implementing stores as of end of Feb. 2020)

Raised Amount: 8,216,228 yen

Date of Presentation of Funds: April 7, 2020 (Tue.)

Donation Recipient: Shuri Castle Fund, Okinawa Churashima Foundation

□ AEON Kyushu & MaxValu Kyushu: Donation Gift with Kyushu's 21 "Regional WAON" Cards



Donation Presentation Ceremony

Campaign Contents: 0.1% of payments made via Kyushu's 21 "Regional WAON" cards was donated to Shuri Castle Restoration Support

Implementation Period: December 1 (Sun.) to December 31 (Tue.), 2019

Date of Presentation of Funds: February 1 (Sat.), 2020

Donation Amount: 3,597,027 yen

Donation Recipient: Shuri Castle Fund, Okinawa Churashima Foundation

□ "Shuri Castle WAON" Donation Gift



Donation Presentation Ceremony

Campaign Contents: The following proportions of payments made via "Shuri Castle WAON" cards during FY 2019 were donated.

- March 1, 2019 ~ October 31, 2019: 0.1% of payment amount
- November 1, 2019 ~ February 29, 2020: 1% of payment amount (Donation gift × 10 period)

Donated Amount: 14,567,357 yen

Date of Presentation of Funds: April 7, 2020 (Tue.)

Donation Recipient: Shuri Castle Fund, Okinawa Churashima Foundation

Cumulative Total Donated Amount: 44,515,489 yen

(Payments made between March 1, 2019 ~ February 29, 2020)

The total amount donated through in-store fundraising and the Shuri Castle WAON donation campaign has reached **65,794,705 yen**.

We are deeply grateful for the warm-hearted support received from customers not only within Okinawa, but across the whole of Japan. We will continue to endeavor together with our customers for the future of Shuri Castle.