



March 9, 2021

AEON Co., Ltd.

AEON 1% Club Foundation

Details of the Presentation Ceremony of Recovery and Restoration Support Fund to Fukushima Prefecture

AEON Co., Ltd. and the AEON 1% Club Foundation* will jointly donate a support fund of 100 million yen to Fukushima Prefecture.

As a corporate group, AEON has continued to tackle initiatives for the reconstruction and recovery of Iwate, Miyagi and Fukushima Prefectures since the immediate aftermath of the Great East Japan Earthquake, which struck the Tohoku region on March 11, 2011. The phases of such initiatives have been categorized as follows: the "reconstruction" phase in 2011, the "recovery" phase from 2012~2015, and the "revitalization" phase, from 2016 onwards. AEON implements support within the respective regions, with initiatives that include volunteer activities, fundraising activities, provision of commodities, and tree-planting activities. In recent years, we are accelerating our efforts towards revitalization of the regional economy through support for local producers and employment creation, as well as new initiatives conducted in partnership with the people of each area of Tohoku, aiming at community planning that builds towns and cities with abundant natural environments and effective disaster-resistance.

Among these three prefectures, Fukushima Prefecture faces various ongoing issues from the Great East Japan Earthquake, the nuclear power plant accident, and the spread of negative rumors, in its path towards recovery and revitalization, and is promoting comprehensive solutions to these problems. While reconstruction of infrastructure, reduction of the designated evacuation zone, and maintenance of living environments are steadily advancing, new problems have arisen, such as major damage from Typhoon Hagibis, which struck East Japan in 2019, and countermeasures to the novel coronavirus pandemic. As a result, in Fukushima Prefecture the first stage of the Plan for Revitalization in Fukushima, which was due to end in fiscal year 2020, will continue

without cessation, and the prefectural government has embarked on the formulation of a second stage of the Plan for Revitalization in Fukushima, which will include responses to these new issues in addition to aiming towards further recovery and revitalization in the prefecture.

As part of the second stage of the Plan for Revitalization in Fukushima, the support fund donated by AEON will be used for initiatives aimed at promoting understanding of the safety and appeal of Fukushima's local specialty products, restoring consumer trust and cultivating new markets for local products, and the regeneration of the prefecture's fisheries industry as well as steady recovery of marine product yields.

AEON will continue to coordinate with the regional population in order to provide ongoing support to facilitate a new stage of the recovery of Fukushima Prefecture. As a corporate group, we will endeavor to contribute to recovery and revitalization of the region that progresses as swiftly as possible.

Details of the Presentation Ceremony of Recovery and Restoration Support Fund to Fukushima Prefecture

1. Date & Time: 11:30am, March 24, 2021 (Wednesday)
2. Venue: Reception Room, Fukushima Prefectural Government Office
3. Recipient: Fukushima Prefecture
4. Presented Amount: 100 million yen
(Details) AEON Co., Ltd.: 50 million yen
AEON 1% Club Foundation: 50 million yen
5. Attendees: Mr. Masao Uchibori, Governor of Fukushima Prefecture
Mr. Motoya Okada, Director, Chairman and Representative Executive Officer, AEON CO., LTD.
Mr. Masanobu Tsuji, President and Representative Director, AEON Tohoku Co., Ltd.

*AEON 1% Club Foundation: A 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.

Reference

AEON's Initiatives Towards Revitalization of Regional Economy in Fukushima Prefecture

As a corporate group, AEON has continued to tackle initiatives for reconstruction and recovery since the immediate aftermath of the Great East Japan Earthquake, which struck the Tohoku region on March 11, 2011. The phases of such initiatives have been categorized as follows: the "reconstruction" phase in 2011, the "recovery" phase from 2012~2015, and the "revitalization" phase, from 2016 onwards. AEON implements support within the respective regions in partnership with the local people, and is accelerating our efforts towards revitalization of the regional economy through support for local producers and employment creation, as well as aiming at community planning that builds towns and cities with abundant natural environments and effective disaster-resistance.

Stores

▶ **March 5, 2016 Hirono Town, Fukushima Prefecture** **AEON Hirono Store Opens**

In order to support the daily shopping needs of local residents who have returned to their homes in Hirono Town, a former evacuation zone, AEON Hirono Store was newly opened inside "Hirono Terrace", a prefectural publicly-funded commercial facility established in front of Hirono Town Office. To commemorate the opening of the



store, AEON planted 10,000 trees together with local residents during the "Hirono Town Disaster Prevention Green Space Tree-Planting" event, and the AEON Group companies Miraiya Shoten Co., Ltd. and AEON Retail Co., Ltd. jointly donated 200 books to Fukushima Prefectural Futaba Mirai Gakuen Senior High School, encompassing subjects such as sociology, literature, geography and history.

▶ **June 15, 2018 Iwaki City, Fukushima Prefecture AEON MALL Iwaki-Onahama**

This "Disaster Prevention Mall" was opened to safeguard the region and serve as a symbol of revitalization in Iwaki. Based on the experience of the Great East Japan Earthquake, the mall is designed to have the function of temporarily accommodating evacuees in the event of an earthquake or other disaster, and the mall's interior walkways, which connect to a pedestrian



bridge, and roof area are kept open at night. Furthermore, the first floor is constructed raised on pillars, in order to protect against flood damage from tsunami. By ensuring that key facilities are placed at a higher elevation than the maximum estimated tsunami height, the functions of the facilities can be maintained. AEON aims for this mall to serve as a base of regional revitalization, and as a place of safety where local residents can gather with peace of mind.

▶ **July 14, 2019 Namie Town, Fukushima Prefecture AEON Namie Store**

AEON Retail Co., Ltd. and Namie Town's local government entered into the "Memorandum on Provision of Commercial Environment in Namie Town" to facilitate various cooperative efforts including provision of a commercial environment, as part of service improvement, in order to encourage people from Namie Town to



return to their homes after evacuation. On the basis of this memorandum, AEON opened the AEON Namie Store, as the only supermarket in the municipality, so that townspeople who wish to return home can buy groceries, daily necessities, and medical supplies. Inspired by AEON's desire to utilize the advantages of supermarket retail to provide local customers with fresh fish, the store sells freshly-caught fish from the nearby Ukedo Port, Soma, Onahama, and other coastal areas in the prefecture.

Products

▶ **Fukushima Fresh Fish Delivery**

AEON Retail Co., Ltd., in coordination with Fukushima Prefectural Government and the Fukushima Prefectural Federation of Fisheries Co-operative Associations, is expanding the "Fukushima Fresh Fish Delivery" service, which has provided permanently-available sales of marine products from Fukushima Prefecture in the Tokyo Metropolitan Area since June 2018. At present, the service has been expanded to a total of 13 AEON and AEON Style stores in Tokyo, Saitama Prefecture, Gunma Prefecture, and Miyagi Prefecture, and further trial expansion to stores in Aichi and Osaka Prefectures is being implemented from 2020, where sales of Fukushima Prefecture's marine products are being hosted one weekend per month.

PR posters featuring marine producers, displayed between March 4~14 this year in stores where the "Fukushima Fresh Fish Delivery" service is available



▶ **"Kizuna Bento: Connected by Hokkigai (Surf Clams)", Launched for Sale in Collaboration with High School Students from Minamisoma City**

The "Kizuna Bento: Connected by Hokkigai (Surf Clams)" lunchbox, launched in collaboration with Fukushima Prefectural Odaka Industrial Technology and Commerce High School, was sold at 248 AEON, MaxValu, Ministop, The Big, and other AEON Group company stores in the Tohoku region, in addition to 120 AEON and AEON Style stores in the Tokyo Metropolitan Area. *Limited-period sale



ホッキ飯ちらし(南相馬市産天のつぶ使用)
豆腐いりつくねのシラスのせ(福島県産シラス使用)
相馬きゅうり漬け、菜の花お浸し、かぼちゃ煮



Members of Odaka Industrial Technology and
Commerce High School's Commercial Research Club

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考えました

▶ **Sale of Fukushima Beef at Selected Stores**

In March 2018, regular sale of Fukushima-produced beef was launched at five stores within Fukushima Prefecture, and one store within the Tokyo Metropolitan Area. Currently, regular sale is also implemented at AEON Yono Store in Saitama Prefecture. In March this year, during the "Eat and Support! Delicious Tohoku" promotion, the number of participating stores was expanded to a total of 122 stores, where high-quality Fukushima beef is available for purchase.



Together with Local People

▶ **Donations from AEON Customers and Contributions from AEON Group Companies Reach a Total of Approximately 6.3 Billion Yen**

The amount raised so far by AEON, through fundraising activities implemented at AEON stores, the contributions made by respective AEON Group companies, and the relief supplies delivered through disaster-prevention accords formed with each prefectural government, has reached a total of 6,336,850,000 yen, which is being used to support the recovery and reconstruction of the disaster-affected regions. Within this amount, 1,585,780,000 yen was raised via the donations made by AEON customers. Furthermore, the total amount of aid donated to Fukushima Prefecture* has reached

1,496,520,000 yen.

*This amount does not include donations made to Save the Children Japan in 2012, or donations made via the "Support for Manufacturing by Persons with Disabilities" project implemented by AEON 1% Club Foundation (Recipient: NPO Association for Aid and Relief Japan).

▶ Continuous Support for Children: "Daily Life" and "Learning"

Together with our customers, AEON provides continuous support for the daily life and learning of children in Iwate Prefecture, Miyagi Prefecture, and Fukushima Prefecture. AEON's donations to the "Iwate Learning Hope Fund" in Iwate Prefecture, the "Great East Japan Earthquake Miyagi's Children Education Fund" in Miyagi Prefecture, and the "East Japan Earthquake Funds for the Orphaned Children of Fukushima" in Fukushima Prefecture, have been used to supply scholarship funds and textbooks to children affected by the disaster, as well as supporting sports clubs and cultural activities. The total amount donated between 2013 and 2020 has reached a cumulative total of 885,650,000 yen*. Within this amount, the total amount of aid donated to Fukushima Prefecture has reached 296,520,000 yen.

*This amount is included in the above-mentioned total of 6,336,850,000 yen.



▶ AEON Tohoku Reconstruction Hometown Forest Program

In order to restore the greenery of Tohoku that was lost in the tsunami, AEON has implemented the "AEON Tohoku Reconstruction Hometown Forest Program", whereby a total of 300,000 trees will be planted, chiefly in coastal areas, over a period of ten years from 2012. Since 2015, the program is not limited to woodland, but also includes the planting of fruiting and flowering trees, as an initiative towards revitalization of industry and tourism. The program aims to create a place of emotional support for the local populace, in a recreation of the traditional "grove of the village shrine". At the "Minna-no-Mori" tree-planting event held in the Arahama district of Sendai in March

2019, the target of 300,000 trees was achieved, and the cumulative total number of trees planted as of the end of February 2020 has reached 316,419 trees in 109 locations. Among these, 80,195 trees were planted within Fukushima Prefecture, at 24 locations.

Examples of Tree-planting Activities



March 11, 2012

AEON Town Shiogama Tree-planting



March 27, 2016

3rd Minamisoma Citizens' Tree-planting Festival, dedicated to the repose of disaster victims' souls and reconstruction



March 5, 2019

"Minna-no-Mori" Tree-planting in Arahama District, Sendai

AEON 1% Club Foundation: Major Initiatives in Fukushima

▶ Forest Spirit Healing Project for Children in Fukushima

Since the Great East Japan Earthquake, there have been concerns that the children of Fukushima Prefecture do not have enough access to outdoor play or experiences of nature. The Foundation invites such children to Afan Woodland in Kurohime, Shinano town, Nagano Prefecture, and to Shinano town itself, which is renowned as a prominent region in the field of forest therapy. The program provides children with opportunities to be physically active and develop a sense of familiarity with nature. Hosted 33 times since 2016, a cumulative total of 1,025 children have taken part in the program.



▶ Donations of Funds to Support Recovery after the Great East Japan Earthquake & Reconstruction after Damage from 2019's Typhoon Hagibis

The Foundation provides support for reconstruction and recovery, in order to assist people affected by damage from large-scale disasters such as earthquakes and torrential rain to return to their normal daily lives as soon as possible.



1st Presentation of Funds to Support Recovery after the Great East Japan Earthquake
April 13, 2011



2nd Presentation of Funds to Support Recovery after the Great East Japan Earthquake
June 21, 2011



Presentation of Funds to Support Recovery after Damage from Typhoon Hagibis
December 17, 2019

▶ **AEON Hometown Discovery**

The Foundation holds storytelling events of regional folktales read by actress Atsuko Asano at shrines and historic sites nationwide, with the hope that children, the leaders of the next generation, will gain a renewed understanding of the value of “Furusato” (hometown culture), and feel affection and pride for their hometowns. Since this activity began in 2012 as part of the Tohoku revival support project, its area has been expanded and local junior high school students in regions nationwide are now invited to attend.



At Aizu Clan School Nisshinkan, Aizuwakamatsu City
October 29, 2019



Tensho Shinmeigu Shrine, Date City
October 30, 2018