

October 18, 2021
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"

Expanding Our Initiatives, For Okinawa's Future

In November 2019, AEON launched the "AEON Shuri Castle Restoration Support Project" in response to the major damage caused to Shuri Castle by a large-scale fire that occurred before dawn on October 31, 2019. This project, which now reaches the end of its second year, is motivated by our desire to provide continuous support for the restoration of cultural assets to be passed down to the next generation.



Artwork by 6th-grade student from Nishiarai AEON Cheers Club, selected as the top prize-winner of the AEON Cheers Club poster contest to promote the "Shuri Castle Restoration Support Project", hosted by AEON Retail Co., Ltd. Minami Kanto Company

Today, the AEON 1% Club Foundation presented a donation of 100 million yen to Okinawa Prefectural Government in order to assist with the restoration of the castle,

following on from last year. This donation is the second-year portion of our announced plan to donate 500 million yen over a five-year period, and is due to be utilized for initiatives aimed at restoration, in connection with the inheritance of Okinawan traditions and culture.

Since the launch of the project, donations from across Japan have reached a total of 87,854,222 yen*¹, which will be donated to the Okinawa Churashima Foundation's "Shuri Castle Fund", and used to support the reconstruction of the castle. In addition, we are expanding our initiatives to include the "Okinawa Specialty Products Fair"*², held by various member companies of the AEON Group, as well as promotion of use of the Shuri Castle WAON Card, and sightseeing tours to experience Okinawan attractions, in solidarity with everyone who wishes to see the castle restored. Furthermore, the project will be expanded to the entire domestic AEON Group from November 1, and fundraising activities will be implemented nationwide.

AEON will continue to coordinate with the regional population in the aim of supporting the inheritance of Okinawan traditions and culture.

*¹ Total amount of donations, comprising in-store fundraising held in 2019 and 2020, internet fundraising, and funds raised through the Shuri Castle AEON Card

*² Held at selected AEON stores, AEON Style Stores, and AEON Malls from May 2021



2021 Initiatives of the "AEON Shuri Castle Restoration Support Project"

■ Donation of 100 million yen by the AEON 1% Club Foundation

As part of the "AEON Shuri Castle Restoration Support Project", the AEON 1% Club Foundation*³ announced a plan to donate 500 million yen over a five-year period, and accordingly a donation was presented to Okinawa Prefectural Government in order to assist with the restoration of the castle.

Date & Time: October 18, 2021 (Mon.), 16:25

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. Yousei Honda, Secretary General of AEON 1% Club Foundation

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



*3 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.

■ 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.

Implementation Period: November 1 (Mon.) ~ November 30 (Tue.)

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



1. In-store Fundraising

At AEON Group stores across Japan, in-store fundraising boxes will be installed to receive donations.

2. Fundraising via AEON Bank Account

AEON Bank has set up a dedicated fundraising account for the AEON Shuri Castle Restoration Support Project to receive donations.

For details, please check the AEON Bank website.

https://www.aeonbank.co.jp/news/2021/1101_01.html

*The donations page is scheduled to launch on November 1 (Mon).

3. Fundraising via AEON Card and Accumulated AEON Card 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/2021/11_shurijobokin/

*The donations page is scheduled to launch on launch on November 1 (Mon).

4. 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 (Mon.).

In addition to in-store fundraising, AEON also plans to install fundraising boxes in respective AEON Group company (or store) offices, to facilitate the participation of AEON employees and trading partners.

■ Shuri Castle WAON Donation Amount Increased by Factor of 10 (3rd Time)

To support the reconstruction of Shuri Castle together with customers across Japan, through shopping using the electronic currency "Shuri Castle WAON", 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%.

Applicable Period: Payments made from October 1 (Fri.) to November 10 (Wed.)

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

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



Shuri Castle WAON Card

■ Commence Sales of Shuri Castle Goods (AEON Ryukyu Online Shop, AEON Style Rycom Churaon)

The official goods sold in Shuri Castle Park by the Okinawa Churashima Foundation will be sold by AEON Ryukyu. A portion of the sales proceeds will be donated to the Churashima Foundation's "Shuri Castle Fund".

Sale Details: From October 29 (Fri.), AEON Style Rycom Churaon Shop

From November 1 (Mon.) AEON Ryukyu Online Shop

<https://shop.aeon-ryukyu.com/shop/category/category.aspx?category=a113>

Available Items: 10 products, including "Yomigaere! Shurijo" T-shirts, Pin badges, Original cloth masks, etc.



(From left) "Yomigaere! Shurijo" pin badge, letter paper (set of 16 types), "Yomigaere! Shurijo" T-shirt, Art model of Shuri Castle's Main Palace

■ 2nd "Shuri Castle Panel Exhibition" & "Shuri Castle Outline Art & Coloring-in Exhibition"

This exhibition at an AEON Ryukyu store, in succession to last year's event, 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 230 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 (Wed.) ~ November 3 (Wed.)

Place: Mallside Event Space, 2nd Floor, AEON Gushikawa 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 Outline Art & Coloring-in Exhibition

An exhibition of approximately 230 coloring sheets of Shuri Castle's Main Palace, brightly colored with the free-thinking sensibilities of local children. (Approx. 180 outline art paintings by children of the AEON Cheers Club of AEON Retail Minami Kanto Company, and approx. 50 coloring sheets by children of Okinawa's AEON Cheers Clubs.)

■ For Shuri Castle of 100 Years From Now: "Foster an Inumaki Seedling Project"

The AEON Environmental Foundation*⁴ launched the "Foster a Seedling Project" to cultivate Inumaki pine trees, to be used as essential timber in the reconstruction work, as a cooperative initiative with regional "foster parents" to support the restoration of Shuri Castle. Distribution of the Inumaki pine seedlings was completed in December 2020, and the seedlings have already been cultivated by their "foster parents" for a period of approximately one year. These seedlings will 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.

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

Tree-Planting Period: From January 2022 (Provisional)



*⁴ A Public Interest Incorporated Foundation 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". Activities are conducted in four major fields: the AEON Forest Program, Aid, Environmental Education, and Partnership.

Reference: Progress of the AEON Shuri Castle Restoration Support Project

FY 2019

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

Date & Time: November 6, 2019

Donation Recipient: 500 million yen to Okinawa Prefectural Government (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.



Presenting Letter of Intent to Okinawa Prefectural Govt.

❑ **AEON Group's "Fundraising for Shuri Castle Restoration Support"**

Implementation Period: November 1 to November 30, 2019

Implementing Stores: 2,087 AEON Group stores and offices nationwide

Raised Amount: 47,630,321 yen*5

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

❑ **AEON Ryukyu's "Fundraising for Shuri Castle Restoration Support"**

Implementation Period: November 1, 2019 to February 29, 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*5



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

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 to December 31, 2019

Donation Amount: 3,597,027 yen*5

❑ **"Shuri Castle WAON" Donation Gift**

Campaign Contents: A portion of payments made via Shuri Castle WAON Cards during FY 2019 were donated

Donated Amount: 14,567,357 yen*5



Donation Presentation Ceremony

*5 The donation recipient of all indicated campaigns was the Okinawa Churashima Foundation's "Shuri Castle Fund".

FY 2020

❑ **AEON's "Shuri Castle Restoration Support Project" donates 100 million yen to Okinawa Prefectural Government**

Date & Time: October 20, 2020

Donation Amount: 100 million yen

Donation Recipient: Okinawa Prefectural Government

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.



Donation Presentation Ceremony

❑ **AEON Group's "Fundraising for Shuri Castle Restoration Support"**

Implementation Period: November 1 to November 30, 2020

Donations raised at all 51 AEON Stores in Okinawa Prefecture (number of implementing stores as of end of Feb. 2020), via AEON Bank, use of AEON Card and Tokimeki Points, and use of WAON Points

Raised Amount: 18,690,517 yen

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

❑ **"Shuri Castle WAON" Donation Gift**

Campaign Contents: A portion of payments made via Shuri Castle WAON Cards during FY 2020 were donated

Donated Amount: 20,187,238 yen

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

Total Cumulative Donated Amount: 64,702,727 yen (Payments made between July 1, 2010 and end of February, 2021)

❑ **YouTube Video: Sending the message "Thank You from Okinawa"**

AEON Ryukyu has created the YouTube Video *Okinawa kara Arigato* (Thank You from Okinawa) to convey our sincere gratitude for all the support and voices of encouragement the project has received so far from across the whole of Japan.



QR Code for "Thank You from Okinawa"

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.