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See website for details of  
Foundation activities



Also check  
our Facebook page



2022.09

AEON 1% CLUB  
est.1990



## AEON1% Club Foundation 2022 Brochure

# Cultivating Children's Futures by Fostering Thinking Skills, Broad Perspectives, and Compassionate Hearts.



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# Chairman's Message

Thank you for your ongoing support and understanding of this Foundation's activities.

The AEON 1% Club Foundation was established in 1990 in order to embody AEON's unchanging fundamental principles of pursuing peace, respecting humanity, and contributing to local communities in the form of tangible actions, and to fulfill our corporate social responsibilities.

For over thirty years since our establishment, the major AEON Group companies have donated 1% of their pre-tax profits, and the Foundation has engaged in environmental and social contribution activities with three main themes: Sound Development of the Next Generation, Promotion of Friendship with Foreign Countries, and Sustainable Development of Regional Communities.

In recent years, the frequent occurrence of natural disasters in tandem with global warming, and the changes to society and human values wrought by the novel coronavirus (COVID-19) pandemic, have arisen in place of the development of civilization and comfortable lifestyles, due to the destruction of the global environment and ecosystems. Further action is needed in order to halt global warming and create a sustainable society. The AEON 1% Club Foundation believes that constructing relationships that transcend the boundaries of organizations is the key to solving these problems, and we continue to foster cooperation between people with various perspectives, including regional inhabitants, corporations, schools, and governmental authorities.

In fiscal year 2022, our specialization will be the Sound Development of the Next Generation, one of the Foundation's key pillars of activity, and through strengthened coordination with our partners including the AEON Group and the AEON Environmental Foundation, we will focus on creating spaces for enjoyable hands-on learning, where children can unconsciously learn about the environment, based at AEON stores.

In addition, we will place a heavier emphasis on activities at the regional level, with a focus on our domestic Japanese business, as well as enhancing our abilities to disseminate information overseas, with the aim of strengthening our human network.

This Foundation will continue in our endeavors to foster the sound development of the next generation, promote friendship with foreign countries, and contribute to the sustainable development of regional communities.

AEON 1% Club Foundation  
Yoshiki Mori, Chairman

*Yoshiki Mori*



# History of the Foundation

The AEON 1% Club Foundation was established at the proposal of Takuya Okada, then Representative Director and Chairman of JUSCO Co. Ltd. in 1990, at a time when corporate social contribution activities remained largely undeveloped in Japan. On the occasion of JUSCO's 20th anniversary year, the aim was to embody the newly-formed AEON Group's basic principles of pursuing peace, respecting humanity, and contributing to local communities, and to fulfill our social responsibilities as a constantly innovating corporate group.

In order to consistently carry out such activities regardless of corporate performance, it was determined that each of the major AEON Group companies would donate 1% of their pre-tax profits to the Foundation, and the themes of the Foundation's projects were set out as Environmental Protection, International Cult Interper Exchange, and Regional Cultures and Social Development.

The roots of the social contribution activities tackled in these projects can be traced back to the

era of Okadaya, one of AEON's forerunners as a company. In 1958, Okadaya organized a scholarship society for children orphaned by traffic accidents, named "Fujukai" after a traditional Chinese proverb, "The Grief of the Swaying Tree", which expresses the grieving of children who have lost their parents. Through "Fujukai" scholarship stipends equivalent to a month's tuition fees were awarded to five high school students every month. Affiliate companies subsequently continued this activity, and it became a key point in the inception of the AEON Group's corporate culture, in the sense of starting off first with what can be accomplished regardless of the scale of the company.

In 2017, Fujukai was revived as an allowance-based scholarship system by the Okada Cultural Foundation, of which Takuya Okada serves as Chairman, and provides support for the school expenses of high school students aiming to enter university.

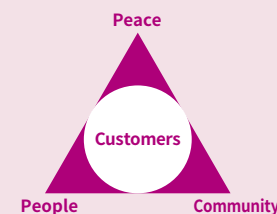
## AEON's Basic Principles

**Pursuing peace, respecting humanity, and contributing to local communities, always with the customer's point view as its core.**

The word aeon (AEON) has its origins in a Latin root meaning "eternity."

The customers' beliefs and desires comprise the central core of our philosophy. At AEON, our eternal mission as a corporate group is to benefit our customers, and our operations are thus customer-focused to the highest degree.

- Peace** : AEON is a corporate group whose operations are dedicated to the pursuit of peace through prosperity.
- People** : AEON is a corporate group that respects human dignity and values personal relationships.
- Community** : AEON is a corporate group rooted in local community life and dedicated to making a continuing contribution to the community.



**On the basis of the Aeon Basic Principles, Aeon practices its "Customer-First" philosophy with its ever-lasting innovative spirit.**



## AEON 1% Club Foundation Projects

The major AEON Group companies donate 1% of their pre-tax profits, and the Foundation engages in projects with three main themes: Sound Development of the Next Generation, Promotion of Friendship with Foreign Countries, and Sustainable Development of Regional Communities.



→See pages 37~38 for the List of Contributing and Sponsoring Companies



### Sound Development of the Next Generation

The Foundation cultivates children's abilities to think independently about issues in their own regions, on environmental and social themes, while learning about societal rules. Furthermore, we support the building of new schools in countries that lack sufficient educational facilities.



P.07-P.16



### Promotion of Friendship with Foreign Countries

We provide students with opportunities for international cultural and interpersonal exchange, and strengthen the bonds of friendship between Japan and various countries by deepening mutual understanding. In addition, we support the development of internationally-minded citizens through actions such as awarding scholarships to foreign students in Japan.



P.17-P.22



### Sustainable Development of Regional Communities

The Foundation supports the transmission of traditional events and culture firmly rooted in local regions, which needs to be passed down to the next generations, and works to foster new talent who will shoulder the responsibilities of such activities. In addition, we provide support for the revival and reconstruction of regions damaged by large-scale natural disasters.



P.23-P.30



The Sustainable Development Goals (SDGs) agreed worldwide, looking ahead to 2030

# Thinking and Learning on Environmental and Society Themes



Experiencing leek harvest with the Utsunomiya Farmer's Program (Tochigi Prefecture)

## AEON CHEERS CLUB

The AEON Cheers Club was launched in 1996, inspired by the Foundation's support for the Junior Eco Club, a project of the Ministry of the Environment. The AEON Cheers Club provides opportunities for children from first grade of elementary school to third grade of junior high school to learn about social rules and manners through group activities, while cultivating their interest, awareness and ability to think about the environment and agriculture, through carrying out hands-on activities based at 420 locations nationwide. Each individual club selects its own specific theme based on regional characteristics related to the environment and society, and in fiscal year 2021, clubs carried out activities including agricultural experiences, wildlife surveys, and learning about local specialty produce. In addition, as a coronavirus pandemic measure, members conducted at-home activities such as observing the growth of vegetables using home growing kits, and taking part in poster and poetry contests with environmental themes.



### Planned Activities for FY 2021

Specific themes will be set by individual clubs in each region, including Reducing Plastic, Food Loss, etc. Activities will be implemented using a combination of in-person and online formats.

Hokkaido: 329 members

Hokuriku/Koshinetsu: 458 members

Kinki: 938 members

Kyushu/Okinawa: 512 members

Tohoku: 539 members

Kanto: 1,310 members

Tokai: 724 members

Chugoku/Shikoku: 396 members

Current Participating Members

**5,206**

Total Number of Active Clubs Nationwide

**420**

\* Accurate as of February 2022



Tree-planting experience at "Hometown Forest Creation" event, AEON Mall Kawaguchi Maekawa (Saitama Prefecture)



Wall Newspaper Contest in the Hokuriku/Koshinetsu region (Ishikawa Prefecture)



Online social meeting for the Hokuriku/Shinetsu region

# Expanding the Sphere of Eco-Activities



Students providing feed for Eisenia fetida worms, which are highly capable of breaking down tomato residue (Aichi Prefectural Anjo Norin High School)

## AEON ECO-1 GRAND PRIX

The AEON Eco-1 Grand Prix celebrates outstanding eco-activities by high school students. It provides an arena for high schools nationwide that are tackling environmental activities to present their achievements and share information. The Grand Prix was started in 2012 in the hope that it would provide young people, who will inherit the future of our planet, with an impetus to think about environmental issues and take action. At the Final Evaluation Committee for the 10th AEON Eco-1 Grand Prix, which was held online, two schools that conducted initiatives with awareness for “Local Production for Local Consumption” and “Recycling-oriented Society” were awarded the Prime Minister's Prize.



### Planned Activities for FY 2022

In coordination with the AEON Environmental Foundation, the scope of activities will be broadened through introduction of previous Grand Prix-winning schools' initiatives, interchange with regional environmental activist groups, and strengthening of the human network.

#### For further details



#### Official Website

<http://www.eco-1-gp.jp/>

AEON eco-1

Search

Hokkaido: 32 schools

Hokuriku/Koshinetsu: 28 schools

Kinki: 85 schools

Tohoku: 50 schools

Kanto: 94 schools

Tokai: 69 schools

Kyushu/Okinawa: 84 schools

Chugoku/Shikoku: 72 schools

Cumulative Total Number of Participating Schools

1,165



Eco-Ring Registered Schools

360



\* Accurate as of February 2022



Commemorative photo with prize certificate (Prime Minister's Prize, Dissemination & Education Category: Akita Prefectural Omagari Agricultural High School)



Presenting a crow deterrent project utilizing sulfur-derived resources



Commemorative photo with prize certificate (Prime Minister's Prize, Research & Technical Category: Aichi Prefectural Anjo Norin High School)



Opening speech by the Foundation's Chairman at the AEON Eco-1 Grand Prix

# Fostering the Skills to Collect and Express Ideas



Gold prize-winners holding their award certificates

## JUNIOR HIGH SCHOOL STUDENTS' ESSAY CONTEST

Using the theme of “Food”, which fosters a healthy body and mind and rich human characteristics, the Foundation holds the Junior High School Students’ Essay Contest, with the aim of fostering participants’ skills to collect their ideas and express them to others. Aimed at junior high school students nationwide, we endeavor to promote dietary education by celebrating and widely circulating outstanding entries. In 2021, we invited participants to write essays on the theme of “Food Loss: Let’s Reduce Waste”, and received 7,952 entries. In addition, a “Food Loss” documentary was streamed and a “Future of Food Meeting” was held, to provide opportunity for opinion exchange between gold prize-winners. By sharing their ideas with peers of the same age, we hope that participants will deepen their culinary understanding and connect the knowledge to their future actions.



### Planned Activities for FY 2022

Entries will be invited on the theme of "Sustainable Food", with an online lecture hosted prior to applications, and a follow-up seminar will be held for prize-winners.

### See Prize-winning Entries

<http://aeon1p.or.jp/1p/youth/sakubun/>



A prize-winning entry

Number of Entries in FY2021

**7,952** Essays



Cumulative Total Number of Entries

**14,061** Essays



\* Accurate as of February 2022



Hands-on seminar: "Enjoyable Activities at Home to Tackle Food Loss Today"



The "Future of Food" online meeting



Poster inviting entries for the 5th Junior High School Students' Essay Contest

# Providing Learning Spaces for Children in Asia



Children in Myanmar studying in a school building constructed through the project

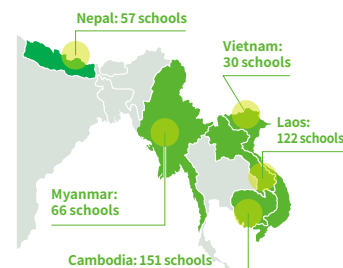
## SCHOOL CONSTRUCTION SUPPORT PROJECT

Based on the principle that basic education is indispensable for the realization of a peaceful society, since 2000 the Foundation has been supporting the building of schools in five Asian countries in which educational facilities are underdeveloped. We have utilized donations made by AEON customers nationwide, as well as the AEON 1% Club's contributions, to complete the construction of 426 schools so far, in Cambodia, Nepal, Laos, Vietnam, and Myanmar. This includes assistance for soft aspects, such as the training of teaching staff, in addition to the construction of school buildings, and the provision of water supply systems and classroom supplies.



### Planned Activities for FY 2022

Continuing to provide support for school construction and training of teaching staff in the Karen River region of Myanmar.



Number of Children Enabled to Attend School

Approx. **370,000**

Cumulative Total Number of Newly-built Schools Supported

**426**

\* Accurate as of February 2022



Children from Myanmar studying in their former school building



Class in the new school building



Newly-constructed school building (Copadu Primary School)

# Providing Safe Water for Children in Asia



©UNICEF/UNI266780/Santepheap

Cambodian child washing his hands at a newly-installed water facility

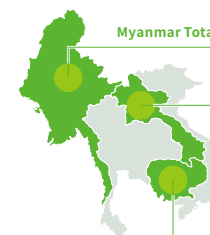
## AEON UNICEF SAFE WATER CAMPAIGN

In some parts of Cambodia, Laos and Myanmar, it is difficult to ensure hygienic water supply, and unhygienic pond water or groundwater which contains substances that may be hazardous to health is used as domestic water. In addition, many children are unable to attend school as their time is consumed by fetching water from far distances. The AEON UNICEF Safe Water Campaign was started in 2010 to support such children in both health and educational aspects. Through the Japan Committee for UNICEF, donations from AEON customers and the AEON 1% Club's contributions play a valuable part in the provision of safe water and construction of water supply facilities.



### Planned Activities for FY 2022

Support will target Cambodia and Myanmar. Donations will be collected nationwide between Sat. April. 9 - Sun. May. 9



Myanmar Total: 70,048 people

Laos Total: 85,000 people

Cambodia Total: 440,031 people

Number of People Given Access to Safe Water

Approx. **595,000**



\* Accurate as of February 2022



Cambodia ©UNICEF/UN0293246/Llaurado

Cambodian child using hygienic water



Donation presentation ceremony at the Embassy of Cambodia



Letter of Appreciation for support in Cambodia and Myanmar, from Japan Committee for UNICEF



# Circle of Friendship Linking Asian Countries



Learning during a classroom visit to a high school in Beijing

## TEENAGE AMBASSADORS PROGRAM

The Teenage Ambassadors Program is an exchange project in which high school students from Japan and other nations visit each other's countries and strengthen international mutual understanding and friendship. Young people of the same generation yet with differing cultures, traditions and lifestyles, interact via three activities: Ambassador Activity, Exchange Activity, and History & Culture Activity. This program has been held annually since 1990, with a cumulative total of 18 countries including Japan and 2,421 participants.



### Planned Activities for FY 2022

Mutual exchange between Malaysia and Japan will be hosted, with the theme of "Waste Issues (Plastic Waste)". Malaysian students will visit Japan in November, and Japanese students will visit Malaysia (two areas: peninsular and eastern) in January 2023.

#### Overseas Program

#### Japan Program



Cumulative Total Number of Exchange Participants

**2,421** People  
from **18** Countries

YYYYYY

\* Including Japanese participants

\* Accurate as of February 2022

#### Previous Exchange Nations

Italy, Indonesia, UK, Australia, Korea, Cambodia, Thailand, China, Germany, Philippines, Brazil, Bulgaria, Vietnam, Peru, Malaysia, Myanmar, Laos, Japan

### Program Contents

The program, around one week in duration, consists of three activities.

#### 1 Ambassador Activity

As young ambassadors representing their home countries, participants carry out courtesy visits to various national governments and embassies.



Visiting China's Ministry of Foreign Affairs

#### 2 Exchange Activity

Ties of friendship between student pairs are strengthened by experiencing each other's daily lives, through activities such as participating in lessons at local schools and homestay visits.



#### 3 History & Culture Activity

Participants learn about the history and culture of partner countries through hands-on experiences of traditional culture, visits to local historic sites and facilities, and more.



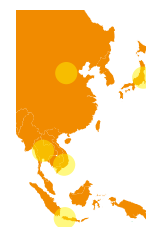
# Transcend Borders, Learn about Diverse Values



Student participants sorry to see the program come to an end

## ASIA YOUTH LEADERS

Asia Youth Leaders is a program in which high school students from various Asian countries take part in observation and attend lectures by specialists on the theme of common social issues, followed by substantial debate and searching for solutions to problems, using English as a common language. Students with different cultural values from eight countries, Indonesia, Cambodia, Thailand, China, Japan, Vietnam, Malaysia, and Laos, deepen their understanding of ideas and opinions different from their own and broaden their perspectives, with the aim of fostering the young leaders of the next generation. In 2021, students from various countries were connected online via Zoom to discuss the issue of food loss reduction, under the three-year overall theme of "Creating the Future of Sustainable Food to Contribute to the Realization of a Decarbonized Society".



### Host Country & Theme

1st Event	Biodiversity (Vietnam)	8th Event	Food and Health (Japan)
2nd Event	Sustainable Development (Vietnam)	9th Event	Food and Health (Indonesia)
3rd Event	Water and Economy (Japan)	10th Event	Food and Health (Vietnam)
4th Event	Waste Issues (Indonesia)	11th Event	Issues, Areas for Improvement, and Breakthrough Solutions in School Education during the Coronavirus Pandemic (Online)
5th Event	Air Pollution (Vietnam)	12th Event	Food Loss (Online)
6th Event	Waste Issues (China)		
7th Event	Water Quality Problems (Thailand)		

Cumulative Total Number of Participants

**1,066 People**  
from **9 Countries**  
👤👤👤👤👤👤👤👤👤

\*Accurate as of February 2022



Commemorative photo with Certificates of Participation in hand



Holding a team discussion



Making a presentation

### Planned Activities for FY 2022

As the second year of the three-year theme of "Creating the Future of Sustainable Food to Contribute to the Realization of a Decarbonized Society", the program will be held from the perspective of "Consumption".



# Supporting the Dreams of Asian Students



Students after receiving their Scholarship Certificates (International University of Japan)

## AEON SCHOLARSHIP

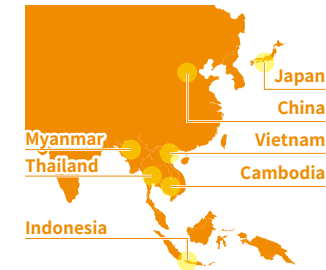
The AEON Scholarship is an allowance-based scholarship for university students in various Asian countries and self-financed Asian students studying in Japan. The project was started in 2006 in the hope that recipients will play an active role in the future connecting their home countries with Japan in their respective specialist fields. In addition to year-round financial support, the project offers opportunities for various study curriculums and volunteer activities aimed at scholarship students studying in Japan, and provides support for students aiming to develop into global talent. At the Scholarship Certificate Granting Ceremony held in the respective countries, scholarship students give speeches on their personal dreams and goals.



### Planned Activities for FY 2022

Scholarships will be provided to Asian-national students studying at 14 universities in Japan. Eligibility will be expanded to students in China and ASEAN nations who have received prior scholarships, in addition to selection of applicants prior to arrival in Japan.

### Countries with Participating Universities



Cumulative Total Number of Scholarship Recipients

**7,818** Students  
At **38** Universities  
in **7** Countries  
👤👤👤👤👤👤👤

\*Accurate as of February 2022



The "AEON Cup": Japanese-language speech contest held at Peking University



Students holding up their Scholarship Certificates (Hanoi)



Scholarship Certificate Granting Ceremony at Qingdao University

# Hoping for Recovery and Enhanced Development of Disaster-Related Areas



Medical questionnaire prior to coronavirus (COVID-19) vaccination

## DISASTER RELIEF ASSISTANCE

The Foundation provides support for disaster relief and reconstruction so that people affected by large-scale natural disasters can resume their normal daily lives as quickly as possible. The Foundation carries out swift donations of emergency funds in regions affected by disasters, both in Japan and overseas, to be used for reconstruction activities.

### Donations to ASEAN Governments to Support COVID-19 Vaccinations

Aiming towards a swift end to the novel coronavirus (COVID-19) pandemic, the Foundation donated a total of 70 million yen to the governments of respective ASEAN countries: Malaysia, Vietnam, Indonesia, Thailand and Cambodia, as support funds to assist COVID-19 vaccination programs.



Presentation ceremony of support fund for COVID-19 vaccinations (Indonesia)



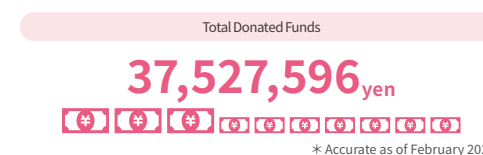
Presentation ceremony of support fund for COVID-19 vaccinations (Malaysia)



Presentation ceremony of support fund for COVID-19 vaccinations (Thailand)

### Support Fund for COVID-19 Medical Workers

The Foundation donated a total of 37,527,596 yen to the domestic regional governments of 22 prefectures and 6 cities, from our desire to support the many medical workers, who are responding at the front lines of the pandemic in order to help those infected by the novel coronavirus (COVID-19).



Presentation ceremony of support fund for COVID-19 medical workers (Chiba City)

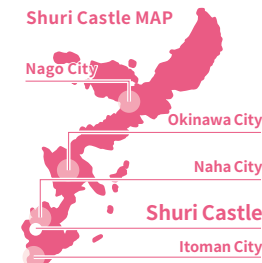
# "Umanchu nu Kukuru": Always in Our Hearts, Shuri Castle



Shuri Castle's Houshinmon Gate, now restored

## SHURI CASTLE RELIEF ASSISTANCE PROJECT

The Foundation endorses the "Shuri Castle Relief Assistance Project" implemented by AEON Co., Ltd. in response to the major damage caused to Shuri Castle (Naha City) by a large-scale fire, and is donating 500 million yen over a period of five years, starting from 2020, to the restoration of the castle. We wish to provide support, together with our customers, for the restoration of this cultural asset in order for it to be passed down to the next generation. In 2021, we presented 100 million yen to Okinawa Prefectural Government as the second segment of our donation.



Preparations for restoration works in progress at Shuri Castle



Initiatives towards the restoration of Shuri Castle



Presentation of donation to Okinawa Prefectural Government

# Connecting Regional Life and Traditions to the Future



Local children experiencing Hiroshima Children's Kagura (Shinto music and dance)

## PRESERVATION OF HOME TOWN CULTURE

As a member of regional communities, we are working to disseminate traditional culture and historical landscapes, which need to be passed down to the children of future generations. The Foundation also provides opportunities for people who live in such regions to strengthen mutual connections, and supports the creation of further enriched communities.

### Supporting Regional Community Events

By supporting festivals and local events nationwide, the Foundation aims toward the transmission of traditional events and culture that is firmly rooted in local regions. In 2021, although many events nationwide were canceled due to the pandemic, the Foundation supported events that were held with infection control measures, enabling children to experience traditional arts and tangibly perceive traditional culture.

Cumulative Total Number of Events Supported

693

\*Accurate as of February 2022



Awa Dance Festival performed by local people in Tokushima



Exhibition of Takaoka Copperware, a nationally-designated traditional craft

### Fundraising for Support for People with Disabilities in Asia

The Foundation endorses the activities of the NPO Association for Aid and Relief, Japan (AAR Japan), which actively implements educational and employment support for people with disabilities in Cambodia, Laos and Myanmar, where provision of social welfare systems remains underdeveloped in comparison to other countries, and we have been conducting fundraising activities since fiscal year 2016.



Donating wheelchairs to children in Cambodia



Supporting small-scale businesses via mushroom cultivation (Laos)

# PRESERVATION OF HOME TOWN CULTURE



Hosting an AEON Hometown Discovery event

## ■ 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.



Junior high school students listening to narration of a local folktale

## ■ AEON Parenting Laboratory

AEON Parenting Laboratory is an activity that supports regional members of the child-raising generation, as well as providing opportunities for participants to become familiar with Japanese nursery rhymes and songs. Aimed at young children aged 0-3 and their families, the Laboratory has been held nationwide, mainly at AEON Malls, since 2008. The program consists of two parts: an advice seminar on child-raising by Professor Katsumi Tokuda from the Faculty of Medicine, University of Tsukuba, who is known as a leading authority on child-raising, and a concert of nursery rhymes by singing sisters Saori Yuki and Sachiko Yasuda, sung together with children in the audience.



Nursery rhyme concert by Ms. Saori Yuki and Ms. Sachiko Yasuda



Seminar on child-raising

# History of AEON 1% Club Foundation

Since its establishment in 1990, the Foundation has taken advantage of AEON's qualities as a retailer to tackle a wide range of social contribution activities, built on the cooperation of the customers who visit AEON stores. From here on, we will continue to support the future of the children who will lead the next generation.

- 1989 ● Establishment of "AEON Group 1% Club" is announced
- 1990 ● First "Little Ambassadors" is held (Now called "Teenage Ambassadors")
- 1996 ● Support for the Ministry of the Environment's Junior Eco Club activity commences
- 2000 ● School Construction Support Project starts in Cambodia
- 2005 ● "AEON Junior Eco Club" changes name to "AEON Cheers Club"
- 2006 ● AEON Scholarship commences
- 2007 ● Preah Norodom Sihanouk-Angkor Museum is completed
- Support for regional events commences
- 2008 ● AEON Parenting Laboratory commences
- "Little Ambassadors" changes name to "Teenage Ambassadors"
- 2009 ● "Teenage Ambassadors Reunion" event is held
- First Asian University Students Environmental Forum is held (Now called "Asia Youth Leaders")



Takuya Okada, then Representative Director and Chairman of JUSCO Co. Ltd., announcing the Foundation's establishment



Exchange program held with Malaysia



Junior Eco Club



New school building nicknamed the "Coconut School"



AEON Scholarship



Support for museum construction with the aim of preserving Cambodia's Khmer culture for future generations



Support for regional events



AEON Parenting Laboratory



Current Asia Youth Leaders

- 2010 ● Japan-China Teenage Ambassadors commences
- AEON UNICEF Safe Water Campaign commences
- 2011 ● Support for Tohoku region commences
- 2012 ● First AEON Eco-1 Grand Prix is held
- AEON Hometown Discovery commences
- 2015 ● AEON 1% Club becomes a Public Interest Incorporated Foundation
- 2016 ● Support for Future Agriculture Days commences
- Forest Spirit Healing Project for Children in Fukushima commences
- 2017 ● First Asia Youth Leaders is held in Japan, on the theme of "Food and Health"
- 2018 ● Japan-China Teenage Ambassadors 10th Anniversary Memorial Program
- 2019 ● 30th Anniversary Memorial Program
- 2020 ● Shuri Castle Relief Assistance Support Project commences
- Foundation endorses AEON Children's Cafeteria Support



After receiving high acclaim from Government of Beijing Municipality and participating students, it is confirmed that the event will be held annually



AEON UNICEF Safe Water Campaign



Various support projects are developed, including a program to encourage the dreams of Tohoku children, in addition to fundraising activities, tree-planting activities etc.



AEON Eco-1 Grand Prix



AEON Hometown Discovery



Children from Fukushima Prefecture are invited to Afan Woodland in Kurohime, Shinano town, Nagano Prefecture



Supporting Future Agriculture Days



Asia Youth Leaders



Japan-China Teenage Ambassadors 10th Anniversary Memorial Program



Previous Teenage Ambassadors gather in Tokyo



Shuri Castle Relief Assistance Support Project



# Planned Activities for FY 2022

In addition to fundraising activities carried out with the cooperation of AEON customers, the Foundation will implement various activities within Japan and overseas, including support for school construction in Myanmar, the Teenage Ambassadors program, an international exchange project for high school students, and the AEON Parenting Laboratory, which supports regional members of the child-raising generation.

## Sound Development of the Next Generation

### AEON Cheers Club

Jul.~Aug.: To be held in single areas, in accordance with the coronavirus pandemic situation

### Essay Contest for Junior High School Students\* Reorganized as a tutoring project activity, on the theme of "Food and Industry"

Jun.: Online Lecture

Jul.~Aug.: Application Period ★

Late Nov.: Award Ceremony

### AEON Eco-1 Grand Prix

Apr.~Sept.: Application Period ★

Oct.: Primary Selection (Document Evaluation)

Nov.: Secondary Selection~Final Evaluation Committee

Dec. 3: Award Ceremony, Outstanding Entries, Presentations

### School Construction Support in Myanmar

Sept. 17~Oct. 16: Fundraising ☺

Early Nov.: Presentation Ceremony

Late Mar.: Social Exchange with Locals (Online)

### AEON UNICEF Safe Water Campaign

Apr. 9~May 8: Fundraising ☺

Early Aug.: Presentation Ceremony

Late Mar.: Social Exchange with Locals (Online)

## Promotion of Friendship with Foreign Countries

### Teenage Ambassadors (China)

Oct. 3~9: Invitation (if postponed: Dispatch in Early~mid March)

### Teenage Ambassadors (Malaysia)

Nov. 7~13: Invitation

Jan.: 16~22: Dispatch

### Asia Youth Leaders

Aug.: Japan(if postponed: Dec. 19~21)

### AEON Scholarship (Japan)

Early Jul.: Certificate Granting Ceremony & Seminar

Jan. 14: Job-hunting Seminar

Feb. 17: Completion Ceremony

### Overseas Scholarship (China)

Early Jun.: Speech Contest

Early Aug.: Japan Study Tour

Nov.~Dec.: Certificate Granting Ceremony

Jan.: Joint Event

### Overseas Scholarship (ASEAN)

Nov.~Dec.: Certificate Granting Ceremony

Jan.: Joint Event

## Sustainable Development of Regional Communities

### Shuri Castle Relief Assistance Project

Late Oct.: Donation Presentation Ceremony (3rd of 5)

Nov.: Fundraising at AEON stores ☺

### AEON Parenting Laboratory

Event schedule and locations currently under review

### AEON Hometown Discovery

Sept.~Oct.: To be hosted once (location currently under review)

### Fundraising for Support for Persons with Disabilities in Asia

Jan. 11~Feb. 10: Fundraising ☺

Mid-Mar.: Presentation Ceremony



#### Request for applications

Details will be released in stages via the AEON 1% Club website



#### Request for cooperation

Fundraising activities will be conducted at AEON Group stores nationwide

# Participants' Comments

## AEON Cheers Club



The first time I tried rice-planting, my feet got stuck in mud and it was hard to plant the seedlings. When we harvested the rice, it was difficult to tie the rice bundles with straw. I thought it was amazing that the seedlings we had planted ourselves in May had grown so big and strong. I was happy when I received the Certificate of Completion. (2nd-grade elementary school student)

Over the three events, I learned about the nature of Minakami Town, energy initiatives, and so on. I realized what a wonderful place Minakami Town is. Thank you for teaching me the great things about Minakami Town. (6th-grade elementary school student)

## Asia Youth Leaders



I wanted to learn about food preservation and environmental conservation, and decided to apply to participate in this program when my teacher mentioned it in September. I learned about several methods of preventing food waste and food loss. Also, I understood the importance of teamwork. From now on, I want to communicate to the people in my community about how food loss and waste is a serious global problem, and that we should not waste food. (1st-grade high school student)

Although all members of my team did not necessarily share the same viewpoint, everyone actively listened to each other with an open mind, and spoke using positive words. Through this process, I learned that it is possible to reach a consensus through cooperation. My goals are to improve my English skills and to broaden my knowledge about the world. I want to use my own experiences, knowledge and abilities to revitalize my region and country. I also want to keep in touch with my teammates, and maintain good relationships with them. (2nd-grade high school student)

## AEON Parenting Laboratory



I was very interested to hear the topic about students entering the same university regardless of whether they did extra-curricular learning or not. The Professor's talk was extremely enjoyable and interesting, and the time flew by. I'd like to hear him speak again. (Parenting seminar participant)

Many of the specific examples were relevant to my family, and the seminar encouraged me to rethink the way I interact with my child. (Parenting seminar participant)

After hearing the Professor's talk and his advice today, I've decided that I want to change the way I relate to my child, starting immediately. Also, I've decided that I want to enjoy child-raising more from now on. (Parenting seminar participant)

Everything he said is a valuable reference for parenting from now on. I want to be able to "scold" children in a way that helps their development. I decided that I want to change my methods. (Parenting seminar participant)

# Founder, Board of Directors, and Councilors

\*Accurate as of July, 2022

Founder	Occupation
Takuya Okada	Honorary Chairman and Advisor of AEON CO., LTD.
Chairman	Occupation
Yoshiki Mori	Advisor, AEON CO., LTD.
Director	Occupation
Takamitsu Ikeno	Chairman and Representative Director, WELCIA Holdings
Yukie Osa, Ph. D.	Professor, Graduate School of Social Design Studies, Rikkyo University
Yoshinori Katori	Special Assistant to the Minister for Foreign Affairs, Inspector General
Akira Kojima	Member of the Board of Trustees, Adjunct Professor, National Graduate Institute for
John Gathright	President, Tree Climbing World Ltd., Co.
Katsumi Tokuda, Ph. D.	Professor, Faculty of Medicine, University of Tsukuba
Yoshiharu Nishitani	Former Executive Officer, AEON Co., LTD.
Ryoichi Yamamoto	Chairman, Tokyo Metropolitan Public University Corporation
Akio Yoshida	Director, President and Representative Executive Officer AEON Co., Ltd.
Auditor	Occupation
Hideo Seto Attorney	Chairman, LM Law Office
Masakatsu Mori, CPA	Honorary Professor, Special Advisor, International University of Japan
Shinya Wako	Former Executive Vice President, AEON Co., LTD.
Councilor	Occupation
Motoya Okada	Director, Chairman and Representative Executive Officer, AEON CO., LTD.
Eiji Shibata	Counselor, AEON CO., LTD.
Yoshinori Tsuji	Tsuji Management & Consulting Office
Akira Tokioka	Former President and CEO, AEON Marche Co., LTD.
Ichiro Fujisaki	President, THE AMERICA-JAPAN SOCIETY, INC.
Miki Muraki, Ph. D.	Professor, Graduate School of Engineering, Chiba University
Harufumi Mochizuki	President and CEO, Tokyo Small and Medium Business Investment & Consultation Co., Ltd.
Akinori Yamashita	Counselor, AEON Co., LTD.
Hiroshi Yokoo	Former Chairman of the Board, AEON., Co. LTD.
Yoshiaki Watanabe	President, Niigata Agro-Food University

# Making Social Contributions with the AEON 1% Club

## — Special Feature: Messages from Contributing and Sponsoring Companies —

Welcia Holdings has been fully participating as a member of the AEON Group in various spheres for around a decade now. In order to support the healthy and comfortable lives of regional citizens, we have carried out a range of environmental and social contribution activities, such as supporting the child-raising assistance activities implemented by Shimada City in Shizuoka Prefecture, the “Disaster Relief Higher Education Scholarship” initiative (FY 2013~2020) aimed at those affected by the Great East Japan Earthquake, and the “Let’s Choose! 3R Campaign” (hosted by the Ministry of the Environment). Meanwhile, when we take a look at the progress made by AEON’s environmental and social contribution activities over the past thirty years, we are reminded that further and more arduous efforts are needed in order to answer the question “How should we relate to the world, and nurture both humanity and the environment?” .

The activities of the AEON 1% Club Foundation encompass a broad range of sectors, and are, I believe, unparalleled in depth of content by any other corporate group in terms of corporate social contribution activities. However, I also consider there to be room for improvement in the areas of coordination with activities implemented by regional communities and the respective Group member companies, and in the level of visibility of the Foundation’s work. For example, even though the survival of Japan’s agriculture, forestry and fishery industries is in danger due to declining birth rates, aging society and increasing depopulation of rural areas, I have been told that the graduates of agricultural high schools are choosing not to seek employment in farming. If the AEON 1% Club Foundation were to coordinate with us, the Group member companies, in order to support the cultivation of human talent in such industries, not only would the visibility of the Foundation’s work increase, but our nation would also benefit as a whole. And then, if a large number of people begin to envisage their futures in agriculture, and take just some small actions toward that goal, this would, in my opinion, become a source of great pride and loyalty for the employees and clients of the AEON Group companies that support the AEON 1% Club Foundation. This year, Welcia Holdings will take active steps in order to further deepen our relationships with the AEON 1% Club Foundation, the respective AEON Group companies, and regional society.



Takamitsu Ikeno, Chairman and Representative Director, Welcia Holdings Co., Ltd.

As a member of the AEON Group and an integrated financial services company, we endeavor to create social contributions through our business activities as we expand our financial services in eleven nations and regions in Asia, including Japan, with the aim of making our customers’ lives more comfortable. Domestically, we are working to improve financial literacy by providing financial education to high school and university students, who will be the leaders of the next generation. In addition, in overseas regions with a focus on Southeast Asia, as a “financial inclusion” initiative, we are providing microfinance services aimed at people in unstable economic circumstances, who are excluded from regular financial services due to poverty, discrimination, or other reasons.

As a member of the AEON 1% Club Foundation since its establishment in 1990, we have donated a portion of our profits annually ever since, and we carry out various social contribution activities both domestically and overseas, including financial support and fundraising for disaster relief, the School Construction Support Project, and more. At present, as the members of the integrated financial group, AEON Credit Service, AEON Bank, and AEON Insurance Service are all fellow participants in the Foundation, social contribution activities that are difficult for us to carry out as a single company have become possible to achieve through coordination within the AEON Group, allowing us to create results for a greater number of stakeholders. This provides a major sense of accomplishment.

We will continue to venture forward together with the AEON 1% Club Foundation for the realization of a sustainable society, and endeavor to further promote social contribution activities to support our stakeholders.



Kenji Fujita, President and CEO, AEON Financial Service Co., Ltd.

# List of Contributing and Sponsoring Companies

Your Shopping with AEON is Connected to Social Contribution Activities

Company Name	Main Business Operations
AEON CO., LTD.	Pure holding company
AEON HOKKAIDO CO., LTD.	Operates general retail business in Hokkaido region
AEON RETAIL CO., LTD.	Operates general retail business nationwide
AEON KYUSHU CO., LTD.	Operates general retail business in Kyushu region
AEON RYUKYU CO., LTD.	Operates general retail business in Okinawa region
SUNDAY CO., LTD.	Operates home centers in northeastern Japan, based in Aomori Prefecture
United Super Market Holdings Inc.	Holding company for Maxvalu Tokai Co., Ltd., Kasumi Co., Ltd., and The Maruetsu, Inc., which operate food supermarkets in the Kanto region
Maxvalu Tokai Co., Ltd.	Operation of supermarkets centered on groceries
Maxvalu Nishinihon Co., Ltd.	Operates MaxValu and The Big food supermarket chains in west Japan
KOHOYO CO., LTD.	Operates supermarket chain in Kansai urban area
My Basket CO., LTD.	Operates urban retail food supermarket "My Basket"
ORIGIN TOSHU CO., LTD.	Operates mainly sales of lunchboxes and ready-made dishes
WELCIA HOLDINGS CO.,LTD.	Holding company that includes subsidiary companies such as WELCIA YAKKYOKU Co., Ltd., which operates drugstores with integrated dispensing pharmacies
AEON Financial Service Co., Ltd.	Globally operates financial services, focusing on credit-card business
AEON CREDIT SERVICE CO., LTD.	Operates settlement services, focusing on credit card and e-money businesses
AEON BANK, LTD.	Operates retail banking combining commerce and finance

Company Name	Main Business Operations
AEON INSURANCE SERVICE CO., LTD.	Operates life insurance and indemnity insurance agencies
AEON REIT Management Co., Ltd.	Company that manages the assets of AEON REIT Investment Corporation through the acquisition of commercial facilities operated by AEON for contributions to the local community
AEON Product Finance Co., Ltd.	Company that provides the guarantee of credit purchases for individual
AEON HOUSING LOAN SERVICE CO., LTD.	Company that provides housing loan for investment
AEON MALL CO., LTD.	Commercial developer of multifunctional compound commercial facilities
AEON TOWN CO., LTD.	Commercial developer operating NSC (Neighborhood Shopping Centers) nationwide
AEON DELIGHT CO., LTD.	Operates IMF (Integrated Facility Management) projects
AEON PET CO., LTD.	Sales of pet food and accessories, in addition to operation of pet trimming salons, veterinary hospitals, pet hotels, pet training classes, and pet nursing care
MEGA PETRO CO., LTD.	Operates "Petras" gasoline stations at shopping centers, currently expanding automobile care service (tires, coating, etc.)
MIRAIYA SHOTEN CO., LTD.	Operates bookstores in Aeon Shopping Centers mainly
AEON LIQUOR CO., LTD.	Operates specialist liquor stores, and develops online sales and commodity supply business
AEON Integrated Business Service Co., Ltd.	Development and management of IT infrastructure systems for AEON Group companies, in addition to operation of shared back-office services
AEON GLOBAL MERCHANDISING Co., LTD.	Company that procures foods, household goods, liquor and some others all over the world
AEON FOOD SUPPLY Co., Ltd.	Operates manufacturing, processing and delivery of livestock, marine products and delicatessen products
AEON MARKETING Co., Ltd.	Manages the multi-service point system "WAON POINT", and operates high added-value marketing solutions

\*Based on information published in July, 2022