

## Request for Contributions

We would like to ask for your support for the children of the next generation.

The AEON 1% Club is working hard on our activities to support children's education and international exchange, and to preserve traditional culture.

We would be grateful for your understanding and support in order to further enrich our activities going forward.

### How to Contribute

Credit card  
payment

WAON POINT  
donation

Bank transfer

Please visit our contribution page and select  
your payment method.

<https://aeon1p.or.jp/1p/about/donation/>



\*The contents are provided in Japanese.

## AEON1% Club Foundation

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Tel : (+81) 43-212-6023 Fax : (+81) 43-212-6461

<https://aeon1p.or.jp/1p/>

Visit our website for details of our activities



**AEON1% Club  
Foundation**  
Brochure

# Creating a Future full of smiles

We engage in environmental and social contribution activities on the basis of our aim to utilize the profits we receive from our customers for the benefit of society.

## Healthy Development of Children

We nurture 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 schools in countries that lack sufficient educational facilities.

## Friendships with Other 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 global human resources through actions such as awarding scholarships to university students from Asian nations.

## Local Development Contributions

We support the succession of traditional events and culture firmly rooted in local regions, which need to be passed down to the next generations and tackles various issues in local communities.

## Disaster Recovery Support

We provide support for recovery and reconstruction following natural disasters, so that the survivors can resume normal daily life as quickly as possible. We carry out swift donations of emergency funds in order to assist with such recovery and reconstruction efforts in disaster-affected regions, both within Japan and overseas.



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## Greetings

We are sincerely grateful for your understanding and support of our foundation's activities. The AEON 1% Club was founded in 1990 and celebrating its 35th anniversary with the aim of transferring the AEON Group's basic principles of "pursuing peace, respecting humanity, and contributing to local communities with our customers as the starting point" to concrete actions and fulfilling our social responsibilities.

Using 1% of the profits generated from our customers' patronage of the AEON Group, we work on environmental and social contribution activities organized on several principal themes: "Healthy Development of Children", "Friendships with Other Countries", "Local Development Contributions" and "Disaster Recovery Support.". In addition to supporting the development of each stage of youth, from infants to university students, we and our supporting companies, who continue to expand their business activities across national borders, provide programs that encourage interpersonal exchange between the young people of Japan and other Asian countries.

"AEON Cheers Club", one of the projects in our "Healthy Development of Children" program, has grown to a cumulative total of 106,345 members since the club's commencement in 1996. At 420 clubs across Japan, we provide a space for members to instinctively develop interest in environmental issues and social contributions and cultivate the ability to think independently through hands-on learning. Furthermore, new activities continue to widen, including an agricultural experience program jointly developed by AEON Group companies and universities, as well as financial education and disaster preparation training activities.

We express our deepest sympathy for victims of the Noto Peninsula Earthquake 2024, which occurred on January 1, 2024. In the hope that the disaster-affected region will recover the earliest possible, our Foundation has enacted a donation of emergency funds to provide assistance with procurement of daily necessities for earthquake survivors and the reconstruction of local businesses, and we are continuing to carry out activities to support all those affected by the disaster.

Our Foundation will continue our activities with the aim of creating a future full of smiles. We are deeply grateful to receive your support.

Yoshiki Mori, Chairman  
Public Interest Incorporated Foundation  
AEON 1% Club

*Yoshiki Mori*



## Founding History

The AEON 1% Club Foundation was established at the proposal in 1990 of Takuya Okada, then Representative Director and Chairman of JUSCO Co. Ltd., at a time when corporate social contribution activities remained largely undeveloped in Japan.

On the occasion of JUSCO's 20th anniversary, our 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.

The origin of our social contribution activities can be traced back to the era of Okadaya, one of AEON's forerunners. In 1958, Okadaya organized a scholarship society for children orphaned by traffic accidents, named "Fujukai", through which scholarship stipends were awarded to five high school students. Subsequent affiliate companies continued this activity, and it became a key point in the inception of our corporate culture of "starting off with what can be done".

In order to consistently carry out such activities regardless of corporate performance, each of the major AEON Group companies donates 1% of their pre-tax profits to the AEON 1% Club, and on this basis, the AEON Group devotes our efforts to tackling environmental and social contribution activities.



Inaugural General Meeting (August 1, 1990)

# AEON Cheers Club

Elementary &  
Junior High School Students



Harvesting corn grown from seed

## Real-life Observation, Contact, and Thinking.

The AEON Cheers Club provides opportunities for children, focusing on elementary school students, to cultivate their interest and awareness of environmental and social issues and thinking skills through carrying out hands-on activities related to the environment and society, based at AEON Group stores and facilities nationwide. In fiscal year 2023, 420 clubs carried out various hands-on activities, such as plant and animal surveys. In addition, in April 2023 we opened the “Cheers Farm”, where members can experience the whole process of growing crops such as corn and sweet potato, from planting seeds or seedlings to harvesting.

Number of Clubs  
& Members **420** **4,467**  
clubs members

Cumulative total  
number of members **106,345**  
members

\*As of end of FY2023



Cheers Farm Opening Ceremony (Ushiku City, Ibaraki Prefecture)



Sea Turtle Observation (Cheers Club Hamamatsu Nishi)



Children's Pharmacist Experience (Cheers Club Welcia Shizuoka)



Selling rice grown by the club from seedlings (Cheers Club Kasumi Tsukuba)

## Wall Newspaper Competition

We host the “Wall Newspaper Competition”, where club members summarize and present the contents of their year’s activities on poster-size paper at the end of the fiscal year, with the objective of developing their ability to organize and convey information. Members demonstrate the results of their everyday initiatives via presentations that incorporate a range of creative methods. In fiscal year 2023, we invited an external panel of judges, and held final evaluations in 12 areas nationwide.



Presentation by Hokkaido Area 1st-place club members





## AEON Cheers Club Activities: Examples

### Prevention Education in case of emergency

Held with the cooperation of AEON Delight Co., Ltd., the objective of learning about responses to earthquakes, fires, and other disasters that may occur in the course of daily life. Participants deepened their knowledge of disaster prevention through a program that included checking evacuation routes using a shopping mall floor map, learning via a card game, and hands-on experiences such as simulated firefighting using water fire extinguishers, an earthquake simulation vehicle and an artificial smoke house.



### Waku Waku Cashless Experience

Held in cooperation with AEON Financial Service Co., Ltd., the objective of allowing children including AEON Cheers Club members to learn firsthand about the convenience of cashless payment. The program promoted understanding of finance and the value of money through activities including a quiz on the history of money, comparing the speed of cash payments to cashless payments, and experiencing the physical weight of money by picking up large amounts of coins and paper notes that are rarely handled in daily life.



### Concert Hall Exploration Tour

With the cooperation of the Public Interest Incorporated Foundation Pacific Music Festival Organizing Committee, we held an exchange event with the orchestra of the Sapporo Pacific Music Festival. During the mini-internship, participants took part in handing out pamphlets at the concert hall entrance and guiding audience members to their seats, as well as voice-over announcements. In the Concert Hall Exploration Tour, in addition to visit backstage and meet with members of the orchestra, also listened to a close-up musical performance.



An introduction to respective Club activities is also available on our website.

\*The contents are provided in Japanese.



## AEON Cheers Club Participant Feedback

### From Participating Members



In our Cheers Club activities, we go on study tours connected to relatable environmental and social issues, where we learn and make new discoveries. I've really learned a lot. Most of all, I'm glad that it makes me think about what's important for us to do in future, as well as what I can do right now.

### From Participant of Prevention Education in case of emergency

Today I tried doing things I can't normally experience, like the earthquake simulation vehicle and the smoke house, which were fun. If an earthquake actually happens, I think I'd panic because I wouldn't know how to move, so I understood that it's important to have prior knowledge of how an earthquake will feel. There might be a big earthquake here sometime soon, so I realized that I need to be ready.

### From Parents/Guardians



By taking part in the Cheers Club's activities, my children come in contact with nature, and they've been taught how to think and learn by themselves. I've watched them trying their hardest, and I've often noticed how much they've developed. Through interaction with other Cheers Clubs, and the way the older kids take care of the younger ones, they've learned the importance of mutual support. All of us, the children and myself too, are glad we joined the Cheers Club.

### From Parent/Guardian of AEON Cheers Club Kasumi Tsukuba "Wall Newspaper Activity" Participant

My child recalled the rice-selling experience activity, telling me about it in a lively way, such as "I felt nervous back then!" or "People bought it when we did this", and so on. A while had passed since the factory tour, so my child had difficulty remembering it, but looking back at the materials triggered their feelings of the trip, such as "That reminds me, I was surprised when I saw that part". Although my child had trouble choosing the right words, the Wall Newspaper activity was a great experience, since they don't often have opportunities to summarize events into text like this.

## Registration Guide for New Members

Zero Registration Fee or Annual Fees!

Activities are held on non-school days (Saturdays, Sundays, or national holidays) at members' local clubs, and consist of hands-on learning based around the themes of environmental and social issues, including those related to mountains and farmland, with the cooperation of local organizations. If you are interested in joining the AEON Cheers Club, please apply via the New Member Registration Form. \*The form is available in Japanese only.



# Junior High School Writing Competition

Junior High School Students



Gold award winner reading her essay aloud

## Consolidate Thoughts, and Express them in Words.

The Junior High School Writing Competition has been held since 2003 with the aim of fostering junior high school students' abilities to consolidate their own thoughts on social issues connected to the environment and express them in writing. In fiscal year 2023, we received 7,787 essays on the theme of "What We Can Do Now to Protect the Global Environment". We invited ten junior high school students who were selected as gold award winners to Tokyo in November for the award ceremony and an environmental eco-tour, which took place the next day. During the environmental eco-tour, the students deepened their awareness of environmental protection through activities such as holding a discussion on "What We Want to Tell People to Protect the Global Environment", and dining at a restaurant with a plant factory that uses 100% artificial light.

Number of entries in FY2023 **7,787** essays

Cumulative total number of entries **25,123** essays

### Featured in the Asahi Student Newspaper!

Essays written by the ten gold award winners of the fiscal year 2023 competition were published in full in the Asahi Student Newspaper. In addition, messages from the judges and a report of the environmental eco-tour were also featured. We hope you will read the essays written from the hearts of junior high school students, who have considered what they can do to protect the global environment.

\*The contents are provided in Japanese.



Commemorative photo of judges and award winners at the award ceremony



Taking part in the 2-day environmental eco-tour after the award ceremony



Discussion about actions to protect the environment during the environmental eco-tour



Observing vegetables grown by 100% artificial light cultivation during the environmental eco-tour



# AEON Eco-1 Grand Prix

High School Students



Receiving a certificate of merit from the AEON 1% Club Chairman

## Spread the Word about Your Eco-Activities.

The AEON Eco-1 Grand Prix is a contest where high school students present the environmental protection or social contribution activities they have been regularly working on with the future of the Earth in mind. The event, which has been running since 2012, aims to allow students to seize opportunities for new actions and improve their ability to express and convey themselves by listening to presentations from other schools. In the 12th AEON Eco-1 Grand Prix held in fiscal year 2023, students from the 14 schools that passed the second round of judging competed in the final round, which was held in Tokyo. Presenters from each school used photos and videos to present the results of their regular initiatives in front of the other schools and the judges, and strongly promoted their own activities by answering questions from the judges with confidence.

Number of applications in FY2023 **121** schools **134** applications

Cumulative total number of applications **1,560** applications

### Activity reports from award-winning schools can be viewed on our website!

Activity reports from six schools that received Eco-1 Grand Prix awards, including the Prime Minister's Award, the Minister of Education, Culture, Sports, Science and Technology Award, and the Minister of the Environment Award, are available on a dedicated webpage. Their environmental protection activities and social contribution activities are introduced in detail, demonstrating the type of flexible thinking that is characteristic of high school students. We hope you will enjoy watching the students speak enthusiastically about their motivations for starting and continuing their activities, as well as their future goals.

\*The contents are provided in Japanese.



Activity by Prime Minister's Award-winning school



Answering questions from the judges



Commemorative photo with the judges at the award ceremony



Exchanging opinions at the after-party



# School Construction Support Project



Commemorative photo of children in front of their new school building

## Creating a Learning Space for Children.

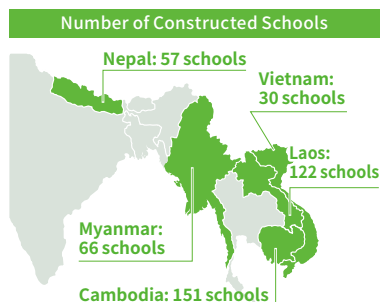
Since 2000, we have been supporting the construction of schools in five Asian countries where the provision of educational facilities remains in need based on the principle that improving basic education is vital for the realization of a peaceful society.

We utilize donations received from across Japan and AEON 1% Club's contributions, and to date we have completed the construction of 426 schools in Cambodia, Nepal, Vietnam, Myanmar, and Laos. In addition to the construction of school buildings, installing water supply facilities, and providing school supplies, we also provide support for soft aspects such as the training of teaching staff.

Number of children enabled to attend school **370,000 children**  
Total number of newly-built schools supported **426 schools**



Children studying in their new school building



# AEON UNICEF Safe Water Campaign



Children washing their hands using newly-installed domestic water supply

©UNICEF Cambodia/2023/Antoine Raab

## Providing Safe Water to Children.

The AEON UNICEF Safe Water Campaign supports the provision of safe water to children in Cambodia and other countries using donations received from across Japan and AEON 1% Club's contributions, via the Japan Committee for UNICEF. By installing water facilities, the campaign supports children in both health and educational aspects, including children who are unable to attend school classes due to spending time fetching water from far distances, and children who use groundwater containing substances that may be hazardous to health as domestic water.

Amount of donated funds in FY2023 **51.93 million yen**  
Cumulative total amount of donated funds **556.96 million yen**

Amount of Donated Funds			
2010	40.15million yen	2018	28.41million yen
2012	57.48million yen	2019	32.55million yen
2013	55.74million yen	2020	33.66million yen
2014	69.77million yen	2021	39.61million yen
2015	40.33million yen	2022	55.05million yen
2016	25.53million yen	2023	51.93million yen
2017	26.66million yen		

Number of people given access to safe water	
Cumulative total:	626,263 people
Cambodia	462,300
Myanmar	78,963
Laos	85,000





# Teenage Ambassadors

High School Students



High school students enjoying traditional Vietnamese sweets

## A Circle of Friendship, Connecting Asian Countries.

Teenage Ambassadors is an exchange program in which high school students from Japan and other nations visit one another's countries and strengthen international mutual understanding and friendship. Young people from the same generation who have different cultures, traditions, and lifestyle customs, interact through three activities: "Courtesy Visits", "Exchange Activities", and "History and Culture Activities". The project has been running since 1990, and so far 2,521 students from 18 countries, including Japan, have participated. In fiscal year 2023, in commemoration of the fiftieth anniversary of establishment of diplomatic relations between Japan and Vietnam, a total of 100 high school students, comprising 50 students from five schools in Vietnam and 50 students from five schools in Japan, participated in the program. In fiscal year 2024, the program will be held with China as the exchange partner country.

Number of participants in FY2023 **100** students

Cumulative total number of participants **2,521** students



Courtesy visit to Prime Minister Kishida in the FY2023 Japan program

Exchange countries to date

**18** countries

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

\*Listed alphabetically

### Students visit mutual countries and carry out three activities.

#### 1 Courtesy Visits

As teenage ambassadors of their home countries, students make visits to each country's government, embassy, and so forth.



Courtesy visit to the Office of the Prime Minister of Vietnam

#### 2 Exchange Activities

Friendships are formed between student pairs by experiencing each other's lives in classroom experiences at school, homestays, and the like.



Gathering around the dinner table at a homestay in Vietnam

#### 3 History and Culture Activities

Students experience each country's traditions and culture. Also learn about their history and culture through visiting historic sites and facilities that are unique to that country.



Taking a walk with traditional dress and experiencing local culture







# Asia Youth Leaders

High School Students



Students presenting their discussion results in English

## Transcend Borders, Learn about Diverse Values.

Asia Youth Leaders is a program themed on social issues, with high school students from Asian countries using English as a common language to hold various discussions and propose solutions for issues, based on observation and lectures from specialists. The program's aim is to provide a space for students to deepen understanding and broaden their horizons toward different ways of thinking and opinions, from eight countries: Cambodia, China, Indonesia, Japan, Laos, Malaysia, Thailand, Vietnam, as well as to develop the next generation of leaders.

In fiscal year 2023, Asia Youth Leaders was held in Tokyo with the theme of "CO<sub>2</sub> emissions reduction that food manufacturers should address". During the first half of the program, students attended lectures such as "Carbon Neutral" and "CO<sub>2</sub> Emissions Reduction Initiatives by Food Manufacturers", and held group discussions with the aim of reaching a conclusion as a team while respecting the opinions of others. In the second half of the program, each group made preparations to present the results of their discussions. Their presentations, based on what they learned through the lectures and observations, were richly inventive and incorporated devices such as video clips or comedy sketches, resulting in a lively presentation session.

Number of participants  
in FY2023

**8** countries  
**80** students

Cumulative total num  
ber of participants

**9** countries  
**1,216** students

### Themes to date

- 1st Biodiversity
- 2nd Sustainable development
- 3rd Water and economy
- 4th Waste management issues
- 5th Air pollution
- 6th Waste management issues
- 7th Water quality management issues
- 8th Food and health
- 9th Food and health
- 10th Food and health
- 11th Issues, areas for improvement, and breakthrough solutions in school education during the coronavirus pandemic
- 12th Food loss
- 13th Let's think about the environment from the standpoint of food
- 14th CO<sub>2</sub> emissions reduction that food manufacturers should address

### Participating countries to date

**9** countries

Cambodia, China, Indonesia, Japan, Laos, Malaysia, Myanmar, Thailand, Vietnam

\*Listed alphabetically



Team who achieved 1st place at the presentation session



Commemorative photo together with the judges





# AEON Scholarship

University Students



Commemorative photo of scholarship students and guests at the Scholarship Award Ceremony in Thailand



Commemorative photo of scholarship students at the Scholarship Granting Ceremony in Indonesia



## Building Bridges between Japan and Asian Nations.

The AEON Scholarship is implemented with the hope that Asian university students will be active in building bridges between Japan and their home countries in the future.

In addition to granting both tuition fees and living expenses to students from Asia studying at Japanese universities, we also provide opportunities for scholarship students to interact at events, attend training camps and seminars, and to participate in volunteer activities. In fiscal year 2023, we granted scholarships to 57 students studying abroad at Japanese universities, and organized events such as a seminar on sustainability and a tree-planting volunteer activity.

Furthermore, for our Asian scholarship students studying at universities in Cambodia, China, Indonesia, Myanmar, Thailand and Vietnam, we host a Scholarship Granting Ceremony in each country, providing opportunities for scholarship students from different universities to interact. In fiscal year 2023, we hosted these ceremonies between November and March, and granted scholarships to 444 students.

Number of scholarships awarded in FY2023 **501** students

Cumulative total number of scholarships awarded **8,821** students

\*Total of Japan & overseas

### Scholarships granted to date

Cambodia	221 students
China	4,849 students
Indonesia	198 students
Japan	1,127 students
Myanmar	687 students
Thailand	400 students
Vietnam	1,339 students

\*Listed alphabetically

\*Number of granted scholarships are listed by country where universities are located; in the case of Japan, number refers to international students.



Student giving a speech at the Scholarship Granting Ceremony in Indonesia



Tree-planting volunteer activity by scholarship students (Ishinomaki City, Miyagi Prefecture)



Commemorative photo of scholarship students studying abroad at Japanese universities, together with guests



# Hometown Future Support



## Connecting Regional Life and Traditions to the Future.

We support groups that work to preserve and disseminate traditional culture and craftsmanship that are inherited in regional communities and should be passed down to future generations. We aim to ensure that such activities and events are continued in future.

### Groups Eligible for Support

Groups that continuously carry out activities for the preservation or promotion of intangible cultural property or intangible folk cultural property

Number of projects supported in FY2023 **72** projects Cumulative total number of supported projects **848** projects



Traditional craft Kutani-yaki pottery



Traditional craft Wajima-nuri lacquerware

# AEON Sukusuku Laboratory



## Supporting Child-raising in Local Communities.

AEON Sukusuku Laboratory aims for sustainable development of local communities by supporting regional members of the child-raising generation. Aimed at infants and preschool children aged 0-3 and their families, we host seminars given by lecturers with expert childcare knowledge, as well as advice sessions.

Cumulative number of events **56** events Cumulative number of participants **10,192** people

Video of a seminar given by our guest lecturer is available.

\*The video audio and subtitles are provided in Japanese.



Lecturer giving a childcare seminar



Enjoying a parent-and-child gesture game





# Emergency Disaster Recovery Support



## Hoping for Recovery and Enhanced Development of Disaster-Affected Areas.

Our Emergency Disaster Recovery Support program provides support for revival and reconstruction following large-scale natural disasters so that the survivors can resume normal daily life as quickly as possible. In order to assist with such revival and reconstruction efforts in regions affected by disasters that occur in Japan and overseas, we carry out swift donations of emergency funds and deliveries of supplies, as well as continuous support activities that aim toward the recovery of the affected regions.

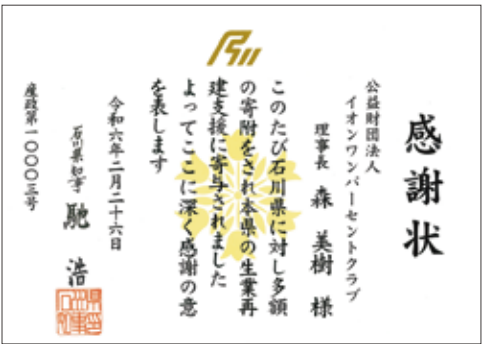
Amount of donated funds in FY2023 **235 million yen**

Cumulative total amount of donated funds **Approx. 3.3 billion yen**

### Donation of Funds & Support for Survivors of the 2024 Noto Peninsula Earthquake

We donated a total of 200 million yen, comprising donations made to Ishikawa Prefecture on February 26, to Toyama Prefecture on February 27, and to Niigata Prefecture on March 6, 2024. The donated funds were used by each local government to provide support to all those affected by the earthquake. In addition, we hosted mini piano concerts at four evacuation shelters in Wajima City, Ishikawa Prefecture, with the aim of supporting local recovery.

- Total Donated Funds: **200 million yen**
- Donation to Ishikawa Prefecture **160 million yen**
- Donation to Toyama Prefecture **20 million yen**
- Donation to Niigata Prefecture **20 million yen**



Letter of thanks from Ishikawa Prefecture

### Donation of Funds & Supplies after the Turkey and Syria Earthquake

We donated a total of 99 million yen for people affected by the major earthquake that occurred close to the border between Turkey and Syria on February 6, 2023, in the hope that the survivors can return to healthy, safe daily life as quickly as possible.

- Total Donated Funds: **99 million yen**
- Funds donated in February 2023 **10 million yen**
- Supplies sent in March 2023 (6,000 blankets, 2,000 sleeping bags) **54 million yen**
- Funds donated in May 2023 **35 million yen**

\*Support provided in February and March 2023 forms part of our FY2022 activities.



Loading relief supplies onto a truck to be transported

Piano Concert by the sibling piano duo “Les Frères” held in an evacuation shelter in Wajima City



# Shuri Castle Reconstruction Support Project



## Restoring Shuri Castle is Everyone's Wish.

We announced the Shuri Castle Reconstruction Support Project in response to the major damage caused to the UNESCO World Heritage Site Shuri Castle by a large-scale fire in late October 2019, pledging to donate 500 million yen over a period of five years, and we are continuing to provide this support. In 2023, which was the fourth year of our five-year donation plan, we presented a donation of 100 million yen to Okinawa Prefecture at Shuri Castle Park on Friday, November 3. Restoration of the castle's main structure has been progressing since November 2022, utilizing this Foundation's donations as financial support. We also hold the AEON Cheers Club Shuri Castle Reconstruction Support Poster Competition in encouragement of restoration of the castle. In fiscal year 2023, we invited children from all over Japan who were awarded for their outstanding entries to visit Okinawa, where we provided an opportunity to learn about Shuri Castle and local traditional culture.

Amount of donated funds in FY2023 **100** million yen

Cumulative total amount of donated funds **410** million yen



Right: Mr. Denny Tamaki, Governor of Okinawa Prefecture  
Left: Yoshiki Mori, Chairman of AEON 1% Club Foundation



"Shuri Castle Reconstruction Support Poster Competition 2023" Award Ceremony



Chanting a message of support to Okinawa Prefecture at the Award Ceremony



Learning about history during a Special Study Tour of Shuri Castle Park

## AEON Cheers Club Shuri Castle Reconstruction Support Poster Competition

We host this competition so that children can express support for the restoration by drawing Shuri Castle as well as learning about this historical and cultural heritage, and held the award ceremony at the same time as the donation presentation ceremony. At the award ceremony venue, 49 posters including prize-winning entries were displayed, from among the 465 richly imaginative and colorful artworks received from across Japan.



Display of 49 posters, including prize-winning entries



# History of AEON 1% Club

Since our founding in 1990, we have continued to carry out our activities for more than 30 years, with the cooperation of many people. We will continue to move forwards, aiming toward a joyful future.



Founding of AEON 1% Club in 1990

1990	<ul style="list-style-type: none"> <li>● “AEON Group 1% Club” established</li> <li>● 1st “Little Ambassadors” held (now called Teenage Ambassadors)</li> </ul>
1996	<ul style="list-style-type: none"> <li>● Support for the Environment Agency (now called Ministry of the Environment)’s “Junior Eco Club” activity begins</li> </ul>
2000	<ul style="list-style-type: none"> <li>● “School Construction Support Project” begins</li> </ul>
2003	<ul style="list-style-type: none"> <li>● “Junior High School Writing Competition” begins</li> </ul>
2005	<ul style="list-style-type: none"> <li>● “AEON Junior Eco-Club” renamed to “AEON Cheers Club”</li> </ul>
2006	<ul style="list-style-type: none"> <li>● “AEON Scholarship” begins</li> </ul>
2007	<ul style="list-style-type: none"> <li>● “Sihanouk-AEON Museum” completed</li> <li>● “Support for Local Events” begins (now called Hometown Future Support)</li> </ul>
2008	<ul style="list-style-type: none"> <li>● “AEON Sukusuku Laboratory” begins</li> <li>● “Little Ambassadors” renamed to “Teenage Ambassadors”</li> </ul>
2009	<ul style="list-style-type: none"> <li>● 1st “Asia University Students Environment Forum” held (now called Asia Youth Leaders)</li> </ul>
2010	<ul style="list-style-type: none"> <li>● “AEON UNICEF Safe Water Campaign” begins</li> </ul>
2011	<ul style="list-style-type: none"> <li>● “Support for Tohoku” begins (held until 2021)</li> </ul>
2012	<ul style="list-style-type: none"> <li>● “AEON Eco-1 Grand Prix” begins</li> </ul>
2015	<ul style="list-style-type: none"> <li>● Transition to a Public Interest Incorporated Foundation (AEON 1% Club Foundation)</li> </ul>
2016	<ul style="list-style-type: none"> <li>● “Fukushima Kids Forest Project” begins (held until 2021)</li> <li>● “Future Farming Days” begins (held until 2020)</li> </ul>
2019	<ul style="list-style-type: none"> <li>● 30th Anniversary Project held</li> <li>● “Shuri Castle Reconstruction Support Project” begins</li> </ul>
2024	<ul style="list-style-type: none"> <li>● Succession of scholarship program from the Konno Foundation for Education, a Public Interest Incorporated Foundation</li> </ul>

- All Programs
- Healthy Development of Children
- Friendships with Other Countries
- Local Development Contributions
- Emergency Disaster Recovery Support

# List of Directors, Auditors, and Councilors

\*As of June 2024

Founder	Occupation
Yoshiki Mori	Advisor, AEON Co., Ltd.
Directors	Occupation
Takamitsu Ikeno	Representative Director, Chairman and Chief Executive Officer, Welcia Holdings Co., Ltd.
Kotaro Ono	President, International Civil & Commercial Law Centre
Yoshinori Katori	President, The Japan-Korea Cultural Foundation
Akira Kojima	Advisor, Japan Center for Economic Research
John Gathright	Founder, Tree Climbing World Co., Ltd.
Katsumi Tokuda	Honorary Professor, University of Tsukuba
Yoshiharu Nishitani	Former Executive Officer, AEON Co., Ltd.
Akio Yoshida	Director, President and Representative Executive Officer, AEON Co., Ltd.
Auditors	Occupation
Hideo Seto	Attorney, STLM Law Offices
Masakatsu Mori	Honorary Professor and Special Advisor, International University of Japan
Shinya Wako	Former Executive Vice President, AEON Co., Ltd.
Councilors	Occupation
Motoya Okada	Director, Chairman and Representative Executive Officer, AEON Co., Ltd.
Eiji Shibata	Advisor, AEON Co., Ltd.
Yoshinori Tsuji	Director, Tsuji Management & Consulting Office
Akira Tokioka	Former President and CEO, AEON Marche Co., Ltd.
Ichiro Fujisaki	President, The America-Japan Society, Inc.
Miki Muraki	Professor, Graduate School of Engineering, Chiba University
Harufumi Mochizuki	Special Advisor, Tokyo Small and Medium Business Investment & Consultation Co., Ltd.
Akinori Yamashita	Advisor, AEON Co., Ltd.
Hiroshi Yokoo	Former Chairman of the Board, AEON Co., Ltd.
Yoshiaki Watanabe	Honorary President, Niigata Agro-Food University

# List of Supporting Companies (2024)

Welcia Holdings Co., Ltd.	AEON Town Co., Ltd.
AEON Financial Service Co., Ltd.	AEON Pet Co., Ltd.
AEON Mall Co., Ltd.	Big-A Co., Ltd.
AEON Co., Ltd.	ACS Credit Management Co., Ltd.
AEON Delight, Co., Ltd.	KOHYO Co., Ltd.
Maxvalu Tokai Co., Ltd.	AEON Entertainment Co., Ltd.
AEON Bank, Ltd.	AEON Global Merchandising Co., Ltd.
AEON Hokkaido Co., Ltd.	AEON Ryukyu Co., Ltd.
My Basket Co., Ltd.	AEON Reit Management Co., Ltd.
AEON Big Co., Ltd.	AEON Food Supply Co., Ltd.
AEON Kyushu Co., Ltd.	AEON Liquor Co., Ltd.
AEON TOPVALU Co., Ltd.	Reform Studio Co., Ltd.
AEON Housing Loan Service Co., Ltd.	Research Institute For Quality Living Co., Ltd.
Fuji Co., Ltd.	AEON Insurance Service Co., Ltd.
AEON IBS Co., Ltd.	ACS Leasing Co., Ltd.
AEON Fantasy Co., Ltd.	MEGA PETRO Co., Ltd.
United Supermarket Holdings Inc.	AEON Retail Co., Ltd.
Origin Toshu Co., Ltd.	



## Messages from Supporting Company Representatives

AEON Delight has expanded our facility management business across Japan, China, and the ASEAN region, built on the management philosophy of “constantly creating environmental value for our customers and local communities”. We aim to serve as a creator of environmental value that offers solutions to social issues in Asia. What we mean by “creation of environmental value” is the realization of an environment in which people can enjoy living in peace and fulfillment. AEON Delight’s vision is to keep creating such environmental value through our business, to contribute to sustainable development of society, and to strive to be a company that continues to be needed by our customers and local communities.

To strengthen our momentum toward solving social issues as a company, it is crucial that we reinforce our corporate management to incorporate the environment and society at an equal level to our business. For this purpose, we formulated our “Basic Policies for Sustainability” in August 2021. One of these policies is “As a corporate citizen, we will engage in social contribution activities that aim for a better environment and society”.

On the basis of such ideas, we are cooperating with various social contribution activities through the AEON 1% Club. In March 2024, we co-hosted the “Just in Case: Disaster Preparation Training” program at AEON Mall Makuhari New City together with the AEON 1% Club. The aim of the program was to help local children who are members of the AEON Cheers Club to deepen their knowledge of disaster prevention. Our specialist staff, who are responsible for the everyday safety and security of our facilities, took on the role of instructors, and the children were able to experience various disaster response measures for use in “just in case” scenarios.

As we strive to be a company that is continually needed by our customers and local communities, AEON Delight will continue to implement social contribution activities together with the AEON 1% Club and all our stakeholders, working toward the realization of a joyful future.

**Kazumasa Hamada**  
President and CEO, AEON Delight Co., Ltd.

