

Request for Contributions

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

The AEON 1% Club Foundation 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.

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<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, following environmental and social themes, while learning about societal rules.



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 of Asian nations.



Local Development Contributions

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



Disaster Recovery Support

In order to help those affected by disasters both within Japan and overseas return to their normal lives as quickly as possible, we provide financial and material support quickly when a disaster occurs and continue to provide support for the recovery and reconstruction of disaster-stricken areas.



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Greetings

My name is Hiroyuki Watanabe. I was appointed as Chairman of AEON 1% Club Foundation this time. I would like to express my sincere appreciation for your ongoing understanding and support for our Foundation's activities.

AEON 1% Club Foundation was established in 1990 with the aim of transforming the AEON Group's basic principles into tangible actions and contributing to society. Using the equivalent of 1% of the pre-tax profits generated from our customers' patronage of the AEON Group, we work on environmental and social contribution activities organized on the principal themes of "Healthy Development of Children", "Friendships with Other Countries", "Local Development Contributions" and "Disaster Recovery Support", transcending regional and national borders. This year marks the milestone of our 35th anniversary since founding.

One of our signature activities, the AEON Scholarship, which we implement with the hope that university students of various Asian nations will actively build bridges between Japan and their home countries in the future, also celebrates its 20th anniversary this year. Until now, the program has enabled approximately ten thousand scholarship students to spread their wings into the world. This year, to commemorate the twentieth anniversary, we will expand scholarship support to Japanese university students and continue to support the nurturing of globally active human resources.

Going forward, we will further expand our activities as we aim toward a future full of smiles, while making maximum use of the network of program participants we have built up over the past 35 years, coordinating with regional and international society, and encouraging the participation of a diverse range of stakeholders, with our customers at the core.

Hiroyuki Watanabe

Chairman
AEON 1% Club Foundation



Founding History

The AEON 1% Club Foundation was established with the proposal by Takuya Okada, then Representative Director and Chairman of JUSCO Co. Ltd., in 1990 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

On-site 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 2024, 448 clubs carried out various hands-on activities, such as plant and animal surveys.



Number of clubs & members
448 clubs 6,061 members



Cumulative total number of members
112,340 members

*As of end of FY2024



Harvesting strawberries that members planted as seedlings and pollinated by hand (Koshigaya City, Saitama Prefecture)



Members join forces in a dragnet fishing experience (Futtsu City, Chiba Prefecture)



Harvesting sweet potatoes grown from seedlings (Sendai City, Miyagi Prefecture)



Apple-picking experience to learn about local industry (Minakami Town, Gunma Prefecture)

Cheers Farm

We currently operate Cheers Farms in three locations with the aim of allowing children to experience the hard work and joy of growing crops while learning about agriculture systematically, through seed-sowing and seedling-planting, weeding and other maintenance, as well as harvesting.



Miki Satowaki Cheers Farm (Miki City, Hyogo Prefecture)



Harvesting komatsuna (Japanese mustard spinach)



Receiving a lecture on lettuce varieties and harvesting methods

Previously-Opened Cheers Farms

April 2023

Ushiku City, Ibaraki Prefecture
"Ushiku Cheers Farm" opened

May 2024

Sendai City, Miyagi Prefecture
"Miyagi University Cheers Farm" opened

AEON Cheers Club Activities: Examples

Waku Waku Cashless Experience

Fun Learning: The Future of Money

This series of financial education events were held in cooperation with AEON Financial Service Co., Ltd. Through activities including a quiz on the history of money and experiencing the physical weight of money by picking up a case as heavy as 100 million yen in cash, children learned firsthand about the origin of money and the heaviness of carrying cash. The participants also experienced the convenience of cashless payment with facial recognition payment and other initiatives.



Prevention Education in Case of Emergency

Held in cooperation with AEON Delight Co., Ltd., children learned about disaster responses in everyday life as well as lifesaving and first-aid techniques such as using an AED (defibrillator). Participants experienced poor visibility caused by smoke in an artificial smoke house and learned about disaster evacuation methods and how to use a water fire extinguisher. In the AED-operating experience, children followed an automated audio guide to practice lifesaving and first-aid techniques.



Sustainable Clothing Cycle via Recycled T-Shirts "Sustainability Workshop"

Children participated in this workshop held in cooperation with OPA Co., Ltd., learning and thinking about the problem of clothing waste in a fun way. Participants learned about recycling by watching a movie showing how old Cheers Club T-shirts are reverted to cotton fiber in a recycling factory and transformed into notebooks and name-holders. In addition, the children experienced "upcycling" by decorating notebooks made from old clothing they brought with them.



Watching Orchestra Rehearsal & Instrument Performance Experience

With the cooperation of Pacific Music Festival Organizing Committee, children met with Academy Members of the Sapporo Pacific Music Festival and watched the orchestra's rehearsals. Participants also experienced playing instruments such as violins and trumpets.

Wall Newspaper Competition

We host the "Wall Newspaper Competition", where club members reflect on the year's activities and summarize and present the contents on poster-size paper at the end of the fiscal year. Members develop their thinking abilities by cooperating with each other to create wall newspapers and make presentations.



Wall newspaper by AEON Cheers Club Hashimoto, first prize-winner in the Minami Kanto region

AEON Cheers Clubs that passed the regional preliminary rounds went on to the final evaluations, held in 13 areas nationwide. With a panel of judges including representatives from the Asahi Gakusei Shim bun Company and regional governments, the wall newspapers were evaluated for their workmanship quality and presentation contents. Prize-winning clubs will participate in the National Competition to be held in August in two locations, Kanto and Hokkaido.



Wall newspaper presentation by AEON Cheers Club Hashimoto

Junior High School Writing Competition

Junior High School Students

Consolidate Thoughts,
and Express them in Words.



Winner of the Minister of Education, Culture, Sports, Science and Technology Award reading her essay aloud

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 2024, we received 7,512 essays on the theme of "Measures I Can Take Against Climate Change". Winners of the Minister of Education, Culture, Sports, Science and Technology Award and of other awards were invited to Tokyo in November, each accompanied by a parent or guardian, for the award ceremony and an environmental eco-tour. During the environmental eco-tour, the students visited the Meteorological Science Museum and deepened their mutual interaction through group work creating SDGs promotional posters, while learning from each other and enhancing their awareness of environmental protection.



Commemorative photo of judges and award winners at the award ceremony



The Minister of Education, Culture, Sports, Science and Technology Award was inaugurated in FY2024



Informal exchange event with members of the panel of judges



Special lecture by weather forecaster Mr. Tsukasa Yoda, one of the judges

Environmental Eco-Tour

After the award ceremony, participants attended the "environmental eco-tour", held within Tokyo. They visited the Meteorological Science Museum (Minato-ku, Tokyo), deepening their understanding of weather phenomena through hands-on experience of meteorological observation instruments, as well as studying the Earthquake Early Warning (EEW) system and other topics. The next day, the students visited Small Worlds Miniature Museum (Koto-ku, Tokyo), where they carried out group work creating SDGs promotional posters, and enhanced their awareness of environmental protection and the path to a sustainable future through an opinion-sharing discussion.



Creating SDGs promotional posters

AEON Eco-1 Grand Prix

High School Students

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 13th AEON Eco-1 Grand Prix held in fiscal year 2024, students from the 12 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 their regular initiatives, and strongly promoted their own activities by answering questions from the judges with confidence.



Number of applications in FY2024
111 schools, 127 applications



Cumulative total number of applications
1,687 applications



Commemorative photo with the judges
at the award ceremony



Activity by Prime Minister's Award-winning school
(Research & Technical Category)



Interacting with students from other schools
and the judges



Observing microplastics during
the Environmental Eco-Tour

Workshop

After the award ceremony, a workshop was held with the invited speaker Masahiro Ochiai, winner of the Prime Minister's Award at the 8th AEON Eco-1 Grand Prix. In his lecture, Mr. Ochiai spoke about the strengths of young people and gave encouraging words to the students. During the group work session, students tested their investigative and observational skills by investigating their surroundings. The participants were able to deepen their interaction with students from other schools.



Carrying out self-analysis work

AEON UNICEF Safe Water Campaign

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. To date, the campaign has provided safe water to approximately 640,000 people in Cambodia, Myanmar and Laos.

Amount of donated funds in FY2024
47.15 million yen

Cumulative total amount of donated funds
644.11 million yen



Right : Dr. Will Parks, Representative for UNICEF in Cambodia
Left : Yoshiki Mori, then AEON 1% Club Chairman



In depopulated areas,
safely managed water is unavailable



To fetch safe water,
these sisters travel a long distance 4-5 times a day

Amount of Donated Funds

2010	40.15 million yen	2018	28.41 million yen
2012	57.48 million yen	2019	32.55 million yen
2013	55.74 million yen	2020	33.66 million yen
2014	69.77 million yen	2021	39.61 million yen
2015	40.33 million yen	2022	55.05 million yen
2016	25.53 million yen	2023	51.93 million yen
2017	26.66 million yen	2024	47.15 million yen

Donation Utilization Examples



Construction and maintenance
of water purification facilities



Plumbing and water supply to
homes in depopulated areas



Training of engineers



Teenage Ambassadors

High School Students

A Circle of Friendship,
Connecting Asian Countries.



Teenage Ambassadors is an exchange program in which high school students from Japan and other nations visit each other's countries and strengthen international mutual understanding and friendship. Young people from the same generation who have different cultures, traditions, and lifestyle customs, act as junior ambassadors and interact through three activities: "Courtesy Visits", "Exchange Activities", and "History and Culture Activities". The program has been running since 1990, with participating high school students from 18 countries so far: Australia, Brazil, Bulgaria, Cambodia, China, Germany, Italy, Indonesia, Japan, Laos, Malaysia, Myanmar, Peru, the Philippines, South Korea, Thailand, the United Kingdom, and Vietnam (listed alphabetically).

In fiscal year 2024, a total of 80 high school students participated in the program, with 40 from four schools in China, and Japan respectively.



Courtesy visit to the Embassy of China in Japan

Students visit each other's 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.



Welcome party at the Chinese Embassy

2 Exchange Activities

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



Gathered around the dining table at a homestay in China

3 History and Culture Activities

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



Learning about society and culture in a visit to the Diet Building in Japan



Courtesy visit to Mr. Liu Jinsong, Director-General of the Department of Asian Affairs at China's Ministry of Foreign Affairs



Experiencing a Dragon Dance at a Chinese high school



Gaining a sense of history while walking on the Great Wall of China



Asia Youth Leaders

High School Students

Transcend Borders,
Learn about Diverse Values.



FY2024 Asia Youth Leaders

August 19 (Monday) to 23 (Friday), 2024

Theme: "Qualities Needed for Future Leaders"

Total of 80 high school student participants
from 8 countries: Indonesia, Cambodia,
Thailand, Laos, China, Japan, Vietnam, and Malaysia

Holding a discussion

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 aims to provide a space for high school students to deepen understanding and broaden their horizons toward different ways of thinking and opinions, as well as to develop the next generation of leaders. So far, a total of 1,296 students from 9 countries, Japan, Indonesia, Cambodia, Thailand, China, Vietnam, Malaysia, Myanmar and Laos, have participated.



Number of participants in FY2024

8 countries, 80 students



Cumulative total number of participants

9 countries, 1,296 students



Themes to date

- | | | | |
|-----|--|------|--|
| 1st | Biodiversity (Vietnam) | 9th | Food and health (Indonesia) |
| 2nd | Sustainable development (Vietnam) | 10th | Food and health (Vietnam) |
| 3rd | Water and economy (Japan) | 11th | Issues, areas for improvement, and breakthrough solutions in school education during the coronavirus pandemic (Online) |
| 4th | Waste management issues (Indonesia) | 12th | Food loss (Online) |
| 5th | Air pollution (Vietnam) | 13th | Let's think about the environment from the standpoint of food (Online) |
| 6th | Waste management issues (China) | 14th | CO ₂ emissions reduction that food manufacturers should address (Japan) |
| 7th | Water quality management issues (Thailand) | 15th | Qualities Needed for Future Leaders (Japan) |
| 8th | Food and health (Japan) | | |



Commemorative photo of the judges, special guests, and participants



Team who won the 1st place at the presentation session



Experiencing Japanese culture through Bon-Odori dance



AEON Scholarship

University Students

Building Bridges between Japan and Asian Nations.



Commemorative photo of scholarship program graduates and special guests at the AEON Scholarship Completion Ceremony



Students at the Scholarship Granting Ceremony in Indonesia

Since 2006, we have implemented the AEON Scholarship with the hope that Asian university students to be active in building bridges between Japan and their home countries in the future. Within Japan, in addition to granting the scholarship, we also provide opportunities for scholarship students to interact at events, attend training camps and seminars, and to participate in volunteer activities. Overseas, for our scholarship students studying at universities in Indonesia, Cambodia, Thailand, China, Vietnam, and Myanmar, we host a Scholarship Granting Ceremony in each country and provide opportunities for scholarship students from different universities to interact, as well as a Japanese speech contest.



Number of scholarships
awarded in FY2024
536 students



Cumulative total number
of scholarships awarded
9,357人

*As of February 2025

Number of Scholarships Awarded in FY2024 by Country

Japan	69	Indonesia	24	Cambodia	23	Thailand	32
China	250	Vietnam	98	Myanmar	40		



Student giving a speech about her future dreams (Cambodia)



Scholarship Granting Ceremony (Japan)

Japanese Speech Contest

We host a speech contest where university students from Asian nations who study Japanese express their own ideas in Japanese, following a set theme. Performing in this contest, together with other students, generates opportunities for stimulation and friendly rivalry. In February 2025, we received 277 entries on the theme of "What We Can Do Now for the Global Environment", and 50 students who won the preliminary round in their respective countries were invited to Japan to compete in the final evaluation.



Prize-winners received a certificate and a commemorative gift

Konno Foundation for Education

From August 2024, we inherited the scholarship program of the Konno Foundation for the Promotion of Education, a Public Interest Incorporated Foundation located in Yonezawa City, Yamagata Prefecture. From fiscal year 2025, we are expanding the program to cover the surrounding Okitama region of Yamagata Prefecture, providing scholarship support to outstanding high school students in the area who will be leaders of the future generation. We have also launched applications for a new scholarship aimed at university students in the Okitama region.



Hometown Future Support



Our Hometown Future Support program aims to support groups that work to preserve, maintain and disseminate traditional culture and craftsmanship that are inherited in regional communities and should be passed down to future generations, in order to ensure that such activities and events are continued in future. We provide support to groups that plan, organize or participate in activities aimed at preserving, maintaining and disseminating traditional culture such as events, festivals, rituals and performing arts, as well as craftsmanship such as ceramics, dyeing and weaving, and lacquer art.



Wajima-nuri lacquerware



Awa-Odori dance, Tokushima

AEON Sukusuku Laboratory



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. In fiscal year 2024, we carried out various new initiatives for young children to enjoy, incorporating "Lala-chan", the original mascot character of AEON Fantasy Co., Ltd.



Child interacting with Lala-chan, AEON Fantasy's mascot



Lecturer giving a childcare seminar

Disaster Recovery Support

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



Restoration of Shuri Castle's main structure in progress (November 2024)

Our Disaster Recovery Support program continues support activities aimed at revival and reconstruction following natural disasters both within Japan and overseas, in addition to delivering emergency funds and relief supplies speedily after the occurrence of disasters so that the survivors can resume normal daily life as quickly as possible.

Through our 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 October 2019, we donated 510 million yen over a period of five years ending in fiscal year 2024.



Amount of donated funds in FY2024
137 million yen



Cumulative total amount of donated funds
Approx. 3.4 billion yen

Emergency Disaster Recovery Support

September 2024 Typhoon Yagi (Typhoon No. 11, 2024) Donated 50,000 USD to Vietnam

October 2024 2024 Heavy Rainfall in Noto Peninsula Donated 10 million yen to Ishikawa Prefecture

February 2025 Ofunato Forest Fire Donated 10 million yen to Ofunato City, Iwate Prefecture

April 2025 Myanmar Earthquake Sent relief supplies equivalent to 10 million yen to Myanmar



Left: Mr. Masahiro Sakai, then Director of the Department of Commerce, Industry and Labor, Ishikawa Prefecture
Right: Mariko Sasaki, Secretary General of AEON 1% Club Foundation

Shuri Castle Reconstruction Support Project

With the restoration of Shuri Castle's main structure scheduled for completion in 2026, we are providing continuous support such as holding the AEON Cheers Club Shuri Castle Reconstruction Support Poster Competition and the Shuri Castle Reconstruction Commemorative Exhibition, a panel exhibition showing the reconstruction's progress, at 10 locations nationwide.



AEON Cheers Club members learning about the restoration of Shuri Castle



At the Shuri Castle Reconstruction Commemorative Exhibition

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 asset. In fiscal year 2024, we held an award ceremony for the prize-winning entries, selected from 794 artworks received from across Japan, at Shuri Castle Park at the same time as the Shuri Castle Reconstruction Support donation presentation ceremony. Posters created by children were displayed at the Shuri Castle Reconstruction Commemorative Exhibition, allowing people all over Japan to see these colorful, accomplished artworks strongly conveying children's hopes for the restoration of the castle.



Competition judge Professor Tadashi Akamine with a prizewinner

FY2025 (April 2025 to March 2026) Activity Schedule

Healthy Development of Children

■ AEON Cheers Club

Early Aug. AEON Cheers Club National Meeting
Early Nov. Shuri Castle Reconstruction Support
Poster Competition Award Ceremony
Shuri Castle Study Tour
Jan. to Mar. Wall Newspaper Evaluation

■ Junior High School Writing Competition

Jun. to Sept. Application Period
Late Nov. Award Ceremony & Environmental Eco-Tour

■ AEON Eco-1 Grand Prix

July to Aug. Application Period
Mid-Dec. Final Evaluation, Award Ceremony & Environmental Eco-Tour

■ AEON UNICEF Safe Water Campaign

May to Jun. Public Donation Period
Aug. Donation Presentation Ceremony

■ Konno Foundation for the Promotion of Education

Apr. to May High School Scholarship Application Period
Mid-July High School Scholarship Granting Ceremony
Early Aug. Start of University Scholarship Application Period
High School Scholarship Student Seminar

Friendships with Other Countries

■ Teenage Ambassadors (China)

Mid-July Invitation
Late Oct. Dispatch

■ Asia Youth Leaders

Mid-Aug. Host in Cambodia

■ Teenage Ambassador (Malaysia)

Mid-Nov. Invitation
Mid-Jan. Dispatch

■ AEON Scholarship

Late Jun. Certificate Granting Ceremony
Mid-Sept. 20th Anniversary Event
Early Nov. Follow-up Seminar
Nov. to Dec. Certificate Granting Ceremony (Host in respective Asian nations)
Late Feb. Completion Ceremony

Local Development Contributions

■ AEON Sukusuku Laboratory

May Host in Hamamatsu & Asahikawa
Aug. Host in Kyoto

*5 events planned for Sept. onwards

■ Hometown Future Support

Autumn Application Period for FY2026 Support Recipients

Participant Feedback

■ AEON Cheers Club

Until I joined the Cheers Club, I didn't have opportunities to interact with nature in my daily life. Through my activities at the Cheers Farm, I learned how enriching it is to prepare the soil, sow seeds, and put my heart into taking care of plants. I realized that we should treasure the natural world more, since it gives us so many blessings. (Elementary school student)

■ AEON Cheers Club

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 Cheers Club members from other schools, 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. (Parent/guardian)

■ Teenage Ambassadors (China Program)

I could feel the wonderful hospitality of the Chinese people, who did their best to make us happy. I also gained a renewed sense of Japanese politeness, which I feel is a positive aspect of Japan that can't be replicated in other countries. Seeing a different culture in person helps us to deepen our understanding and to actively take part in interactions that promote friendship. (Student)

■ Teenage Ambassadors (China Program)

I believe that each student's sense of the value of confronting cultural differences will bring significant results in future, both for the students themselves and this program's aim of friendship with other countries. I think my students truly felt the importance of seeing information with their own eyes. (Teacher)

■ Shuri Castle Reconstruction Commemorative Exhibition

The chance to interact with the specialist carpenters actually restoring the castle was not only fun, but also a very educational and valuable experience. I have been to Shuri Castle before the fire occurred. I want to visit again in 2026 when the restoration is completed. (Customer)

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 future full of smiles.



Founding of AEON 1% Club in 1990

1990	<ul style="list-style-type: none"> ● “AEON Group 1% Club” established ● 1st “Little Ambassadors” held (now called Teenage Ambassadors)
	<ul style="list-style-type: none"> ● Support for the Environment Agency (now called Ministry of the Environment)’s “Junior Eco Club” activity begins
1996	<ul style="list-style-type: none"> ● “School Construction Support Project” begins
2000	<ul style="list-style-type: none"> ● “Junior High School Writing Competition” begins
2003	<ul style="list-style-type: none"> ● “AEON Junior Eco-Club” renamed to “AEON Cheers Club”
2005	<ul style="list-style-type: none"> ● “AEON Scholarship” begins
2006	<ul style="list-style-type: none"> ● “Sihanouk-AEON Museum” completed ● “Support for Local Events” begins (now called Hometown Future Support)
2007	<ul style="list-style-type: none"> ● “AEON Sukusuku Laboratory” begins ● “Little Ambassadors” renamed to “Teenage Ambassadors”
2008	<ul style="list-style-type: none"> ● 1st “Asia University Students Environment Forum” held (now called Asia Youth Leaders)
2010	<ul style="list-style-type: none"> ● “AEON UNICEF Safe Water Campaign” begins
2011	<ul style="list-style-type: none"> ● “Support for Tohoku” begins (held until 2021)
2012	<ul style="list-style-type: none"> ● “AEON Eco-1 Grand Prix” begins
2015	<ul style="list-style-type: none"> ● Transition to a Public Interest Incorporated Foundation (AEON 1% Club Foundation)
2016	<ul style="list-style-type: none"> ● “Future Farming Days” begins (held until 2020)
2019	<ul style="list-style-type: none"> ● “Shuri Castle Reconstruction Support Project” begins
2024	<ul style="list-style-type: none"> ● Succession of scholarship program from the Konno Foundation for the Promotion of Education, a Public Interest Incorporated Foundation
2025	<ul style="list-style-type: none"> ● “AEON Scholarship” support expanded to Japanese university students

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

List of Directors, Auditors, and Councilors

*As of June 2025

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

List of Supporting Companies (2025)

AEON Co., Ltd.

AEON Financial Service Co., Ltd.

AEON Mall Co., Ltd.

Welcia Holdings Co., Ltd.

AEON Delight, Co., Ltd.

Maxvalu Tokai Co., Ltd.

AEON Kyushu Co., Ltd.

My Basket Co., Ltd.

Fuji Co., Ltd.

United Supermarket Holdings Inc.

AEON Big Co., Ltd.

AEON Hokkaido Co., Ltd.

AEON IBS Co., Ltd.

Big-A Co., Ltd.

AEON GLOBAL SCM Co., Ltd.

AEON Pet Co., Ltd.

AEON Entertainment Co., Ltd.

AEON Town Co., Ltd.

Origin Toshu Co., Ltd.

AEON Ryukyu Co., Ltd.

AEON Reit Management Co., Ltd.

KOHYO Co., Ltd.

AEON Global Merchandising Co., Ltd.

AEON TOPVALU Co., Ltd.

AEON Marketing Co., Ltd.

AEON Liquor Co., Ltd.

Reform Studio Co., Ltd.

AEON Fantasy Co., Ltd.

CAN DO Co., Ltd.

Research Institute For Quality Living Co., Ltd.

MEGA PETRO Co., Ltd.

AEON Group companies each donate 1% of their profits.

GMS
(General Merchandise Store)
Business

SM (Supermarket)
Business

DS (Discount Store)
Business

Health &
Wellness Business

Financial Services
Business

Shopping Center
Development
Business

Services & Specialty
Store Business

Functional
Company

¥ 1% of profits

AEON1% Club

Messages from Supporting Company Representatives

We are a supermarket chain that operates stores in seven prefectures, Shizuoka, Aichi, Mie, Gifu, Shiga, Kanagawa and Yamanashi, with the corporate philosophy of "prioritizing benefit to the customer above all else". We promote a community-based business model as we strive to fulfill a role as an indispensable presence in each local community, through initiatives such as Chanto Gohan ("proper food"), offering delicious, nutritious meal ingredients and locally-sourced specialty products that support healthy diets and lifestyles.

In April 2024, we established our Basic Sustainability Policy with the aim of integrating sustainability into our business activities by proactively tackling environmental conservation and social contribution activities as well as enhancing employee satisfaction, alongside our efforts to expand our core business in the supermarket sector. The concept of our Basic Sustainability Policy is to "Connect heartfelt intentions and bring them to life. Co-create local communities filled with smiles, vitality, and happiness". In line with this, we are working to embody our brand message, "Making intentions reality and creating connections through delicious food." On the basis of this mindset, we donate a portion of our profits to the AEON 1% Club Foundation and carry out various social contribution activities. In particular, we focus our efforts on supporting the Healthy Development of Children program. In addition to holding in-store fundraising for the AEON UNICEF Safe Water Campaign, in fiscal year 2024 we launched an AEON Cheers Club at our Maxvalu Grand Meisei Store, providing children with a place to learn about the environment and social contribution through various activities themed around food.

Going forward, we will strive to realize our goals of co-creating local communities filled with smiles, vitality and happiness together with our diverse stakeholders, and to balance the sustainable growth of the AEON Group with a sustainable society.

Masaaki Tsukurimichi

President and Representative Director, Maxvalu Tokai Co., Ltd.



We are a core company of the AEON Group in the Kyushu region, operating 335 stores (*as of June 2025) in the GMS (general merchandise store) and supermarket sectors across the seven prefectures of Kyushu as well as Yamaguchi Prefecture in Honshu. We are advancing business reforms by harnessing synergies from integration of business practices and maximizing our economies of scale, and in 2022 we formulated our corporate purpose, "Kyushu, Our Treasure: More Than Ever". We aim to grow together with our stakeholders with this purpose as our central axis, as we strengthen our stores' regional connections and further expand our business. In addition, our management practices are driven by our purpose and materiality, and we define the attainment of mutual growth of individuals and the company as the ideal form of sustainable management. In 2023, we formulated action plans and KPIs for implementing materiality under three respective task forces: Environmental, Social, and Governance. We will continue to advance our activities toward achieving these aims.

With this mindset, we are cooperating with various social contribution activities through the AEON 1% Club Foundation, and in particular, we are focusing our efforts on nurturing children who will lead the next generation, in order to support the transition of Kyushu, our "treasure", into the future.

Among our initiatives with local government in 2025, we launched activities aimed at the opening of the Cheers Farm, related to a "food waste recycling loop model". We hope to see children who engage with this initiative learn about the importance of food and various cycles, as they undergo personal growth while building connections with people in the communities they live in.

Going forward, we will strive to share the connections we value with all of our stakeholders, including the AEON Cheers Club, as we proactively engage in social contribution activities.

Isei Nakagawa

President and Representative Director, AEON Kyushu Co., Ltd.

