

## AEON1% Club Foundation

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

Please visit the homepage for activity details



## AEON1% Club Foundation Brochure

We aim for a future where children come into contact with nature and friends, cultivate their thinking abilities, and have many happy experiences.



### Healthy Development of Children

Children learn societal rules themed on the environment and society while independently perceiving regional issues and developing their thinking abilities. We also support the construction of schools in countries where there is a shortage of educational facilities.



### Friendships with Other Countries

We provide opportunities for students to experience international culture and personnel exchange. Friendships between Japan and other countries are deepened through greater mutual understanding. We also support the development of people from overseas, such as by awarding scholarships to Asian university students.



### Local Development Contributions

We support the succession of traditional events and cultures from regions that must be passed on to the children of the next generation, as well as the development of talent that will lead us into the future. We also support reconstruction and recovery in regions that have suffered from large-scale natural disasters.



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## Greetings

Thank you very much for your understanding and support of our foundation's activities. The AEON 1% Club was founded in 1990 through the participation of each of the AEON Group's companies with the aim of transferring our basic principles to specific actions and fulfilling our social responsibilities "by pursuing peace, respecting humans, and contributing to local communities with customers as the starting point."

For over 30 years, we have been working hard on environmental and social contributions on the pillars of "healthy development of children," "friendships with other countries," and "local development contributions" through the equivalent of 1% of profits that are generated thanks to customers choosing the AEON Group.

Rising societal tensions from the spread of Covid infections and the situation in Ukraine have led to a steep increase in the cost of resources due to damaged supply chains and so on, which has had an impact on all nations' economies and people's lives. In order to build a peaceful and sustainable society where everyone can live with a sense of security, it is necessary to take greater action. The AEON 1% Club is crossing borders between countries and organizations to have dialogue and cooperate with people from various standpoints.

In 2023, we will position the "AEON Cheers Club," which carries out experiential learning at stores in each region about nature and the environment for mainly elementary school students, as an important project and pour our efforts into the development of new activity programs where children can learn spontaneously about the environment.

I would also like for us to carry out projects in line with events that will become turning points, such as the 50th anniversary of diplomatic relations between Japan and Vietnam, as well as improve our external communication skills and develop our business.

Our foundation will continue to aim for a future full of happiness, healthy development of children, friendships with other countries, and contributions to local development.

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

*Yoshiki Mori*



## Founding history

The "AEON Group 1% Club" was founded in 1990 at the proposal of Takuya Okada, then Representative Director and Chairman of Jusco Co. Ltd., when social contribution activities from companies in Japan still weren't up to speed. On the occasion of Jusco's 20th anniversary, our aim was to fulfill our social responsibilities and realize the basic principles of the newly-formed AEON Group of "pursuing peace, respecting humans, and contributing to regional communities as a corporate group that always seeks to innovate."

In order to continue with our activities, it was decided that each of the group's main companies would donate 1% of their pre-tax profits to the foundation, regardless of business performance, and the pillars of the foundation were laid out as "environmental preservation, international culture, personnel exchange, development of talent, and promotion of local cultures and society."

The origin of our engagement in social contribution activities at each business traces back to the era of Okada, one of AEON's forerunners. In 1958, Okada organized a scholarship society for orphans of traffic accidents named "Fujyukai" after a famous Chinese proverb, "Fujyunotan," which expresses regret for not appreciating one's parents when they were alive. Every month, he provided the funds equivalent to one month's tuition fees to five high school students as stipends. This activity was taken on by subsequent affiliate companies and led to the cultivation of a company culture of "starting from where you can," regardless of the scale of the company.

In 2017, Fujyukai was revived as an allowance-based scholarship system by the Okada Cultural Foundation, where Takuya Okada serves as chairman, and supports the school expenses of high school students aiming to enter university.



→Please see p. 33 for a list of supporting companies



# Actually Observing, Coming into Contact with, and Thinking



Carrot harvesting experience

## AEON Cheers Club

Elementary students

Middle school students

We conduct experiential learning for elementary and middle school students at a total of 400 stores as places to hold an interest in nature and the environment and to cultivate the ability to think. Each club has its activities implemented in accordance with unique themes related to “environment and society,” and annual achievements are put together on wall newspapers. Presentation competitions for wall newspapers are held in nine areas every year from February to March, and the winning club is entered into the national competition.

### Activities Planned for FY2023

We will open Cheers Farms as places to experience farmwork, such as harvesting crops. We are also planning to continue from last year by holding financial education events where pupils can enjoy learning about money.

Hokkaido: 229 people

Hokuriku/Koshinetsu: 252 people

Kinki: 705 people

Tohoku: 479 people

Kanto: 1,267 people

Tokai: 648 people

Kyushu/Okinawa: 289 people

Chugoku/Shikoku: 340 people

Current number of members

4,209 people

Total number of clubs active throughout Japan

396 clubs

\*As of March 2023



River life survey (Hiroshima Prefecture)



South Kanto competition winning club wall newspaper (AEON Cheers Club Hashimoto)





## ■AEON Cheers Club Welcia Tsukuba

In September 2022, the new AEON Cheers Club Welcia Tsukuba initiated activities in cooperation with the 22 Welcia Pharmacy stores in the city of Tsukuba, Ibaraki Prefecture.

### Rice Harvesting Experience and Making Medicinal Curry

After experiencing rice harvesting using a sickle, pupils learned about the nutrients contained in rice. They also had an opportunity to make “medicinal curry” using the rice that had been cooked in an earthenware pot.



### Children's Pharmacist Experience

Pupils learned about working as a pharmacist at the Welcia Dispensing Pharmacy. After changing into some white coats, they had a go at packaging medicines made of sweets.



### Carrot Harvesting Experience

At a farm in the city of Tsukuba, pupils learned about things like the many nutrients contained in carrots and, following this, experienced harvesting carrots.



### Making Wall Newspapers

At the AEON Mall in Tsukuba, pupils learned about things such as how to write articles. After this, they put together all of their activities onto imitation Japanese vellum, created wall newspapers, and then presented them as a team in front of their families.





## ■Waku Waku Cashless Experience

In February 2023, a cashless payment experience was held at the AEON Mall Fukuoka and was attended by local children and AEON Cheers Club members. The activity aims to allow children to learn firsthand about the advantages of cashless shopping under the cooperation of AEON Financial Service Co., Ltd. and this was the second time it has been held since the initial event in August 2022.

### Learning about the Advantages of Cashless

Pupils learned about the convenient aspects of cashless, such as not needing to carry a wallet or purse, the hygiene of not having to directly touch coins and bills, and how cashless is a friendly method of payment for people and the environment since it can reduce the costs involved in the production of coins and bills and reduce the need for transport and distribution.



### Learning about Changes in Money and Payment Methods through Quizzes and Chronological Tables



### Mutual Experience for the Roles of a Customer Paying with E-money and a Shop Clerk



### Trying Payment Using Bioinformation from Palms and Faces





# Consolidating Thoughts and Developing Writing Abilities



Gold award winner representative reading composition aloud

## Junior High School Writing Competition Middle school students

Since 2003, we have been carrying out competitions that aim to have junior high school students consolidate their own thoughts about the theme of social issues and develop their writing abilities. The ten gold winners are invited to a nutrition education tour held in Tokyo over two days and one night. In 2022, we invited compositions themed on “Global Warming Considerations from Food.” We received many individual works from all over the country written about specific initiatives, such as reducing food loss and local production for local consumption. At the “nutrition education tour,” the coexistence of city and nature was observed at the “rooftop bee yard” that is installed on a building in the city center. Following this, a discussion and presentations were made on menus for school meals that consider the environment.

### Activities Planned for FY2023

We will invite compositions themed on the “environment.” We are planning to have the winners participate in an eco-tour.

### Winning Composition



Number of compositions in FY2022

**2,002** compositions

Cumulative total number of compositions

**16,062** compositions

\*As of March 2023



Certificate awarded by chairman of AEON 1% Club



Presenting individually considered menus that are friendly to the environment



Commemorative photo taken with families



©Ginza Honey Bee Project

Bee yard on roof of a building in Ginza



# Spreading Eco Activities



Prime Minister's Award Winning Schools (Left: Akeno High School, Mie Prefecture. Right: Ehime University Senior High School)

## AEON Eco-1 Grand Prix High school students

High school students present their environmental activities that they are regularly working on. 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 11th "AEON Eco-1 Grand Prix," the 12 schools that passed the second round of judging entered the final round held in Tokyo. All of the high schools were very enthusiastic about confronting environmental issues, and the presentations conveyed the image of everyone working hard to resolve regional issues. The judging resulted in awards for six schools, including the Prime Minister's Award ("Dissemination and Enlightenment Division" and "Research and Specialized Division"), the Minister of the Environment Award, the Minister of Education, Culture, Sports, Science and Technology Award, the AEON 1% Club Award, and the Judges' Special Award respectively. Honorable certificates and activity incentives were also awarded.

Scan QR for details

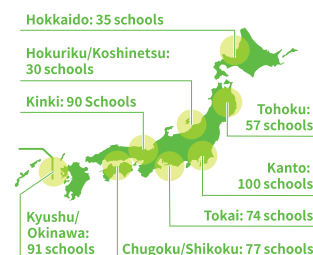


Official HP

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

AEON eco-1 Search

Number of successful school applicants



Number of applications in FY2022

**99 schools 112 applications**

Cumulative total number of applications

**1,426 applications**

\*As of March 2023



Question and answer session at judging event



Discussion between students who participated in the final round of judging



Presenters happy to receive awards (Left: Akeno High School, Mie Prefecture. Right: Ehime University Senior High School)



Commemorative photo with guests and judges



# Creating a Learning Space for Asian Children



Children studying at newly built schools



UNICEF Cambodia/2022/Kemal Gaitnazarov

Children washing their hands at a newly constructed water supply (Cambodia)

## School Construction Support Project



Since 2000, we have been supporting the construction of schools in five Asian countries where the development of educational facilities is lagging behind, with the thought that “Improving basic education is vital for realizing a peaceful society.” We utilize donations received from all over the country and from AEON 1% Club contributions, and to date we have completed 426 schools in Cambodia, Nepal, Laos, Vietnam, and Myanmar. Aside from building school buildings, installing water supply facilities, and supplying school supplies, we also provide support such as teacher training.

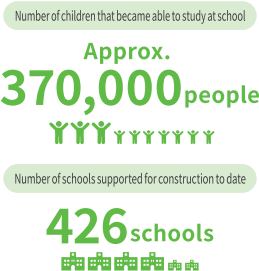
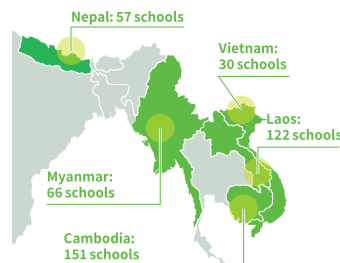
## AEON UNICEF Safe Water Campaign



In some regions of Cambodia, Laos, and Myanmar, it takes time to fetch water from far away, and there are children who are unable to study at school. It is also difficult to ensure sanitary water, so unsanitary pond water or underground water that contains harmful substances that may damage health is used as water in everyday life. Since 2010, the donations received from all over the country and the contributions from the AEON 1% Club have helped to establish the provision of safe water and water supplies, as well as supporting such children on both sides of education and health via the Japan Committee for UNICEF.

### Activities Planned for FY2023

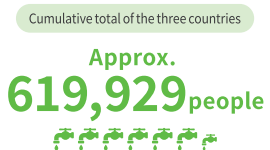
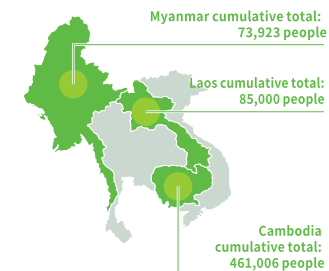
We plan to support the construction of schools and implement teacher training in Southeast Asia.



\*As of December 2022



Right: His Excellency Tuy Ry, Ambassador Extraordinary and Plenipotentiary of the Kingdom of Cambodia to Japan. Left: Chairman of AEON 1% Club Foundation, Yoshiaki Mori



\*As of December 2022





# A Ring of Friendship Connecting Asian Countries



Japanese high school student painting patterns onto a Vietnamese conical hat at a high school in Vietnam

## Teenage Ambassadors High school students

This is an exchange program that sees Japanese and overseas high school students pairing up, visiting one another's countries, and deepening international mutual understanding and friendships. The 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 every year since 1990, and so far 2,421 people have participated from 18 countries, including Japan.

### Activities Planned for FY2023

On the occasion of Japan and Vietnam reaching their 50th anniversary of diplomatic relations, we plan to carry out activities and hold a mutual exchange in Japan in November and in Vietnam (both Hanoi and Ho Chi Minh City) in January 2024.

### Overseas Program Japan Program



Number of exchange students to date

**18 countries**  
**2,421 people**  
✶✶✶✶✶

\*Including Japanese participants  
\*As of March 2023

### Exchange countries to date

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

### Program Details

The program (approx. one week) consists of three activities.

#### 1 Courtesy Visits

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

Japanese and Chinese high school students delivering a "Declaration of Future Friendship Between Japan and China"



#### 2 Exchange Activities

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



Japanese high school student having a meal with their homestay family

#### 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.



Commemorative photo of Japanese and Vietnamese high school students in front of archeological remains in Hanoi



# Crossing Borders and Learning about Diverse Values



High school students presenting their declarations of action to prevent global warming

## Asia Youth Leaders High school students

This 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 aim is to provide a space to students where they can deepen their understanding and broaden their horizons toward different ways of thinking and opinions with eight countries that have a different sense of values, including Indonesia, Cambodia, Thailand, China, Japan, Vietnam, Malaysia, and Laos, as well as develop the next generation of leaders. In 2022, an event was held online to connect all of the countries with a theme based on "Let's think about the environment from food."

### Activities Planned for FY2023

We will run a program where students consider, from the standpoint of food manufacturing and processing, the third year of a three-year plan about "CO2 emissions reduction that food manufactures should address."

Host Countries and Themes			
1st	Biodiversity(Vietnam)	9th	Consideration of eating habits in Indonesia(Indonesia)
2nd	Sustainable development(Vietnam)	10th	Food and health(Vietnam)
3rd	Water and economy(Japan)	11th	What we can propose experiencing COVID 19 related confusion in terms of education (Online)
4th	Waste management issue(Indonesia)	12th	Reducing food loss(Online)
5th	Air pollution(Vietnam)	13th	Let's think about the environment from food(Online)
6th	Waste management issue(China)		
7th	Water quality control/Management issue(Thailand)		
8th	Food and health(Japan)		

Number of exchange students to date

**1,136 people**

Number of FY2022 participants

**70 people**

\*As of February 2023

# Building Bridges Between Japan and Asian Nations



Commemorative photo of students from Kyoto University holding their certificates

## AEON Scholarship University students

The scholarship is implemented with the hope that Asian university students will be active in building bridges between Japan and their home country. Aside from granting both tuition fees and living expenses, we also provide opportunities for scholarship students to interact at events, attend training camps, and get involved in volunteer activities.

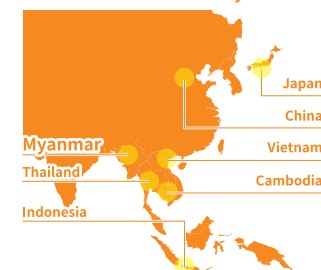
### Activities Planned for FY2023

Scholarship funds are provided to Asian students enrolled at 14 universities in Japan and 23 universities in Asia.



A Tsinghua University student making a speech about "My Dream" at a Certificate award ceremony

### Countries with University Links



Number of payments received to date

**7 countries**  
**38 universities**  
**8,305 people**

\*As of March 2023



# Connecting Regional Lives and Traditions to the Future



Oirase Dashi Float Festival

## Hometown Future Support

As members of the local community, we are working hard to disseminate traditional culture and historical landscapes that must be passed on to the children of the future. We also provide opportunities for people living locally to deepen their connections and assist in creating better communities.

### Regional Community Event Support

We aim to pass on local traditional culture and history by supporting festivals, traditional crafts, and so on all throughout Japan. In 2022, we supported local events that hadn't been held for a few years.

Number of events supported to date

**776** events

\*As of March 2023



Narita Makino Daikagura (Japanese traditional performing arts)



Morioka Hometown Traditional Craft Exhibition

### AEON Sukusuku Laboratory

The "AEON Sukusuku Laboratory" aims for the continued development of local communities. Along with activities that support the local generation raising children, we also provide opportunities to become familiar with Japanese nursery rhymes and songs. We hold a two-part structure with seminars from instructors who are highly knowledgeable about childcare and nursery rhyme concerts for infants aged 0-3 and preschoolers together with their families.

Number of participants to date

**10,158** people

\*As of March 2023



Saori Yuki and Sachiko Yasuda holding a nursery rhymes concert



Childcare seminar



# Wishing for Recovery of Affected Areas and Further Development



Affected area from the earthquake in southeast Turkey

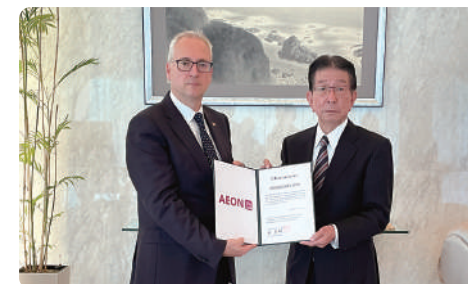
## Emergency Disaster Recovery Support

We support reconstruction and recovery so that people affected by large-scale disasters can resume a normal life as quickly as possible. We carry out prompt emergency support fund donations to aid our reconstruction and recovery activities in affected areas from disasters that occur in Japan and overseas.

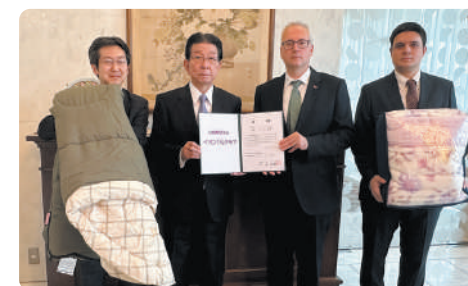
### Emergency Disaster Recovery Support for Victims of Southeast Turkey Earthquake

On February 14, 2023, we handed over emergency support funds of 10 million yen to Ambassador Korkut Gungen at the Turkish Embassy in Japan for the victims of the earthquake in southeastern Turkey. On that occasion, we heard that the reconstruction and recovery were taking time, and many people were forced to seek refuge in severely cold conditions.

Hence, we revisited the Turkish Embassy in Japan on March 10 to inform them that we would be donating 6,000 blankets and 2,000 sleeping bags. These relief supplies were transported by air from Haneda Airport to Turkey and are being put to use by the victims.



Presentation ceremony, February 14



Presentation ceremony, March 10



Relief materials being brought into Haneda Airport



# Together with the Hearts of Everyone Who Wishes to “Revive Shuri Castle”



Shuri Castle before being burned down

## Shuri Castle Reconstruction Support Project

In order to support the reconstruction of Shuri Castle from the serious damage it suffered in a fire at the end of October 2019, we announced that we would donate 500 million yen over a period of five years, so we are presenting Okinawa Prefecture with 100 million yen of support funds each year.

Along with repairs to the main temple building that began in the fall of 2022, a reconstruction memorial event that imitated the traditional event called “Kobikishiki” was held at the site, and the AEON 1% Club also participated.

In addition to the members from the AEON Cheers Club getting involved in the Okinawan traditional dance that was performed when the wood for the reconstruction was being transported, a woodworking experience workshop that reused wood from Shuri Castle was carried out, and an “AEON Cheers Club Shuri Castle Reconstruction Support Poster Competition” was held. The 169 prize-winning works of art were gathered from all over the country and exhibited, and an award ceremony was conducted in Shuri Castle Park.



The top work from the AEON Cheers Club Shuri Castle Reconstruction Support Poster Competition



Children getting involved in the traditional dance in front of the wood for the reconstruction of the main building



AEON Cheers Club members who participated in the poster competition award ceremony

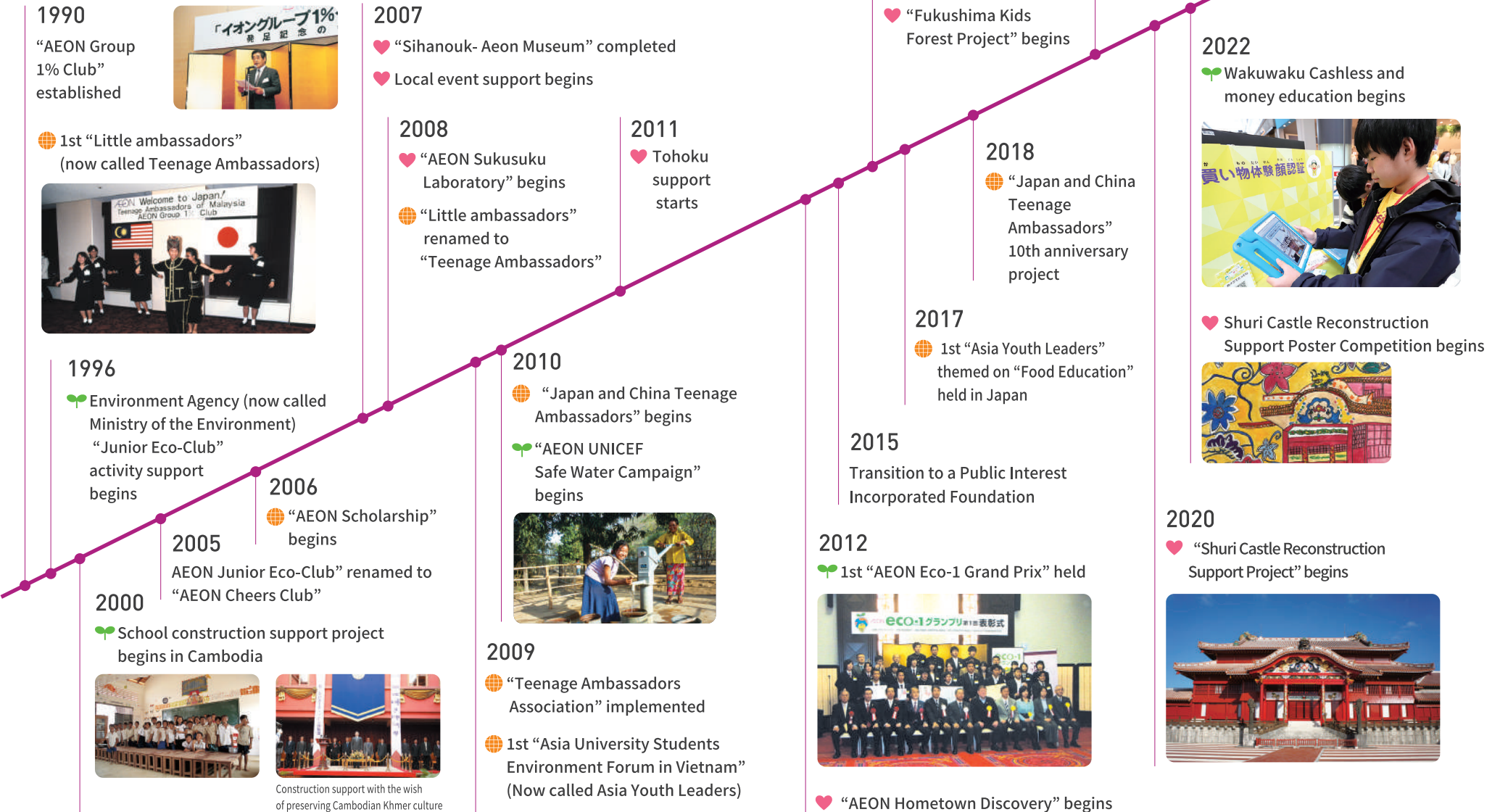


Reconstruction Support Fund Presentation held at the Okinawa Prefectural Office



# History of AEON 1% Club

Since our founding in 1990, we have made the most of the characteristics of the retail trade and worked on many activities that contribute to society with the cooperation of many people. We will continue to support the future of children who bear the responsibility for the next generation.





# AEON Cheers Club Participants' Comments

## Store Observation Tour and Making Original Burgers

### Members

It was my first time joining, so I felt nervous, but thanks to the various staff members, I was able to have a fun time!

When I visited the store, I found out about plant-based meat that is made from beans. When I found out that the hamburger meat was made from beans, I was so surprised.

### Guardians

I want my children to know about the importance of eating, so I applied. I wish for them to have a keen interest in food and the environment through experiences in nature. It will be great to see them cooperate with friends and develop.

It was different from when I usually go shopping, as it was great to see the kid's eyes sparkle while they searched for various marks.

They weren't so enthusiastic when the morning came, but when entering the venue, there was a great atmosphere and lots of children of the same age, so they were overjoyed.



# Activities Planned for FY2023

We will run various activities in Japan and overseas, such as the "AEON Cheers Club," an experiential learning program where elementary and middle school students come into contact with nature and the environment, the "Teenage Ambassadors," an international exchange project for high school students, and "Shuri Castle Reconstruction Support."

## Healthy Development of Children

### AEON Cheers Club

Late July – early August: National Competition (4 days)

February – March: Wall Newspaper Presentation Competition (9 districts)

### Junior High School Writing Competition

July – September: Writing Application ★

September: Screening (compositions judged)

November: Award Ceremony

### AEON Eco-1 Grand Prix

Early July – Late September: Eco Activity Application ★

October: Preliminary screening through judging of compositions

November: District Competition

Early December: Final judging and award ceremony

### School Construction Support Project

Mid September – mid October: School Construction Support Fundraising ☺

Early November: School Construction Support Fundraising Ceremony

### AEON UNICEF Safe Water Campaign

Mid April – mid May: AEON UNICEF Safe Water Campaign fundraising period ☺

Mid June: AEON UNICEF Safe Water Campaign support fund presentation

## Friendships with Other Countries

### Teenage Ambassadors (Japan and Vietnam)

Mid November (6 days): Vietnamese high school students arrive in Japan

Mid January (6 days): Japanese high school students pay a visit

### Asia Youth Leaders

Late August: (5 days): Held in Japan

### AEON Scholarship (Japan)

Mid July (1 night, 2 days): Certificate Award Ceremony and Seminar

Late January: Finding Employment Support Seminar

Late February: Graduation Ceremony

### AEON Scholarship (Overseas)

April – May: Japanese Speech Contest

Late July: Japanese Speech Contest Training Program for Visiting Award Winners

November – December: Certificate Award Ceremony

## Local Development Contributions

### Shuri Castle Reconstruction Support

Late October: Reconstruction Support Fund Presentation ☺

### AEON Sukusuku Laboratory

Held four times annually: May, August, November, and January

### AEON Hometown Discovery

September – October: Held once



#### Please apply

Details will be announced in due course on the AEON 1% Club homepage



#### Please cooperate

We have implemented fund-raising activities at AEON Group stores throughout Japan



# List of Directors, Auditors, and Councilors

\*As of June 2023

Founder	Occupation
Yoshiki Mori	Advisor of AEON CO., LTD.
Directors	Occupation
Takamitsu Ikeno	Chairman and Representative Director, WELCIA Holdings CO., LTD.
Kotaro Ono	President, International Civil & Commercial Law Centre
Yoshinori Katori	President, The Japan-Korea Cultural Foundation
Akira Kojima	President, Center for International Economic Collaboration
John Gathright	Founder, Tree Climbing World Ltd., Co.
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	Chairman, LM Law Office
Masakatsu Mori	Honorary Professor, 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	President and CEO, 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	President, Niigata Agro-Food University

# Together with the AEON 1% Club

## — Messages from Supporting Representatives —

Our company is responsible for the developer business of the AEON Group, and focuses mainly on the development and operation of shopping malls. In addition to all over Japan, we have expanded business to China, Vietnam, Indonesia, and Cambodia, operating a total of approximately 200 facilities. We carry out business activities in accordance with our management vision, which has each employee act as a “life design producer” through business activities that support the creation of a future for living together with communities. We also aim to realize a sustainable society, and in order to connect each of our business activities to a sustainable future, we implement various initiatives and pursue what we can for regional communities, such as “ensuring facilities that are safe and secure at all times, supporting lives that are healthy and active, sharing traditions, culture, and so forth that are unique to a certain region, coexisting with nature, and caring for the environment.” The requirements for a sustainable company in an uncertain era are to be agile in perceiving signs of societal changes by “continuing to create new value for markets and customer value, as well as continuing to be a company that not only increases economic value but also societal value that meets the expectations of regional communities.” Under such a concept, we are working on “contributions to regional development,” one of the pillars of business for the AEON 1% Club, through the preservation and succession of unique local cultures that must be passed on to later generations. In 2022, we utilized the scale and strength of our malls to carry out approximately 40 local traditional events at approximately 20 malls, which created the opportunity to connect with many of our customers. Together with the AEON 1% Club, the AEON Group, and all of our stakeholders, we will grow again this year and endeavor to work hard on activities that contribute to society.

President and CEO **Yasutsugu Iwamura**  
AEON Mall Co., Ltd.



We are one of the core companies in the AEON Group and operate general supermarkets, such as AEON and AEON Style. We listen carefully to each of the regional communities and customer opinions, as well as work to create “community-based” stores. As part of this, we are proactive in the “AEON Cheers Club,” an activity implemented by the AEON 1% Club that aims for healthy development for the next generation of children. The AEON 1% Club started the “Junior Eco-Club” activities in 1996, and has been carrying out an environmental learning and experience program as the “AEON Cheers Club” in regions since 2005. There are currently around 2,950 children registered at 300 of our stores, and employees at each of the stores support the activities in the respective regions. In 2022, we held our first online learning themed on “local food.” Children deepened interaction with clubs in other prefectures, and by experiencing the appeal of food from other regions, it served as an opportunity for them to know about local food cultures. They also participated in a poster competition for the “Shuri Castle Reconstruction Support,” and their fantastic works of art, which were painted while learning about the history of Shuri Castle, were assembled. We also support the “AEON Scholarship,” which aims to cultivate global talent. This is a system that supports university students from Asian countries and privately funded Asian students studying in Japan. Graduates are active in a whole host of specialist fields. From here on, we will continue to contribute to the development of local communities through activities based at our “AEON” and “AEON Style” stores together with the AEON 1% Club.

President **Takemi Ide**  
AEON Retail Co., Ltd.





## List of Supporting Companies (2022)

WELCIA HOLDINGS CO., LTD.	AEON KYUSHU CO., LTD.
AEON Mall Co., Ltd.	AEON TOWN CO., LTD.
AEON CO., LTD.	United Super Markets Holdings Inc.
AEON DELIGHT CO.,LTD	KOHO Co., Ltd.
AEON Bank, Ltd.	AEON Reit Management Co., Ltd.
AEON Financial Service CO., LTD.	AEON PET CO., LTD.
Maxvalu Tokai Co., Ltd.	SUNDAY CO., LTD.
AEON CREDIT SERVICE CO., LTD.	AEON FOOD SUPPLY CO., LTD.
AEON Product Finance Co., Ltd.	AEON LIQUOR CO., LTD.
AEON HOKKAIDO CO., LTD.	AEON INSURANCE SERVICE CO., LTD.
Maxvalu Nishinohon CO., LTD.	AEON GLOBAL MERCHANDISING Co., LTD.
AEON HOUSING LOAN SERVICE CO., LTD.	AEON MARKETING CO., LTD.
My Basket CO., LTD.	AEON RYUKYU CO.,LTD
AEON IBS Co., Ltd.	MEGAPETRO CO., LTD.
ORIGIN TOSHU CO., LTD.	MIRAIYA SHOTEN CO., LTD.

## Request from AEON 1% Club

**We kindly ask for your support for the children of the next generation.**

The AEON 1% Club is working hard on activities such as children's education, international exchange, and preserving local cultures.

In order for us to enhance the content of our activities, we kindly ask for donations if you are able to understand and support us.

How to donate


Donate  
by cash banktransfer

Donate  
by credit cardpayment

Donate  
by WAON points

Please scan this this code or use the link below to access the donation page screen and choose a preferred payment method.

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



In addition, we have received certification from the prime minister as a "Public interest incorporated foundation," so income tax (individual) and corporate tax (corporate) deductions are available for donations made to us. We will send receipts for donations, so please use these when making a declaration.

\*A final income tax return is currently necessary for individuals to receive a tax deduction, even for those who are making year-end adjustments. Please ask your nearest tax office for more details, or check the National Tax Agency (Japan) website.