

✖ Request for Donations

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

The AEON 1% Club Foundation supports youth education, promotes international exchanges, and preserves local culture. We would be grateful for your help in supporting our activities going forward.

How to Donate



Credit card



WAON POINT



Bank transfer

Please visit our donation page and select your payment method.

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

Go to the donation page



AEON1%CLUB FOUNDATION

1-5-1 Nakase, Mihama-ku,
Chiba City, Chiba, 261-8515, Japan
TEL +81-43-212-6023 FAX +81-43-212-6461 E-mail 1p@aeon.info
<https://aeon1p.or.jp/1p/>



Website



Youtube



Instagram



2026.7



Overview 2026-2027

Future with smiles

We are committed to the idea of using our profits to fund activities that benefit the environment and society focused on four core pillars.



Healthy Development of Youth

With the environment and society as themes, we nurture children's thinking skills by helping them learn social rules while proactively engaging with familiar issues in their local communities. We also work to expand educational opportunities across Japan and beyond.



Friendships with Other Countries

We provide students with opportunities for international cultural and people-to-people exchanges to deepen mutual understanding, foster global talent, and promote friendship and goodwill between Japan and other countries.



Contribution to Local Community Development

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 we tackle various issues in local communities.



Supporting Disaster Recovery

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 promptly when a disaster occurs and continue to provide support for the recovery and reconstruction of disaster-stricken areas.

Contents	03 Message from the Chairman / Our History
	<u>19 Contribution to Local Community Development</u>
	27 Participant Feedback

<u>05 Healthy Development of Youth</u>	<u>13 Friendships with Other Countries</u>
<u>23 Supporting Disaster Recovery</u>	25 History of AEON 1% Club
28 List of Directors, Auditors, and Councilors 2026	29 List of Supporting Companies 2026

Message from the Chairman

I would like to express my sincere appreciation for your ongoing understanding and support for the activities of the AEON 1% Club Foundation.

The AEON 1% Club Foundation was established in 1990 to turn the AEON Group's basic principles into tangible actions and fulfil its social responsibilities. Using an amount equivalent to 1% of the pre-tax profits of AEON Group, we engage in activities that benefit the environment and society, with a focus on the following principles: "Healthy Development of Youth," "Friendships with Other Countries," "Contribution to Local Community Development," and "Supporting Disaster Recovery."

In 2026, the AEON Cheers Club, one of our initiatives for the healthy development of youth, marks its 25th anniversary. Based at AEON Group stores and facilities, more than 7,000 elementary and junior high school students in 507 clubs nationwide are developing their ability to think independently through hands-on learning as members of the Cheers Club. This summer, we will hold a joint program in Okinawa for Cheers Club members and high school students from six Asian countries who are participating in the Asia Youth Leaders program. It will help young people who will lead the next generation acquire diverse values and the ability to take action by respecting one another and looking beyond differences in age and nationality.

In the Teenage Ambassadors program, high school students from Japan and other Asian countries visit each other's countries and deepen their understanding through courtesy visits to government offices and historical and cultural experiences. We will hold the program with Vietnam and Cambodia as partner countries and will continue the AEON Scholarship for university students studying in Japan and various other Asian countries. Regarding the AEON Scholarship, an alumni association was established last year, and a network of support for current scholarship students by alumni who serve as bridges between Japan and their home countries is also expanding.

To realize a future full of smiles, we will work together with our customers and a diverse range of stakeholders to promote initiatives that broaden the potential of the young people who will lead the next generation and contribute to the further development of local communities.

Hiroyuki Watanabe

Chairman
AEON 1% Club Foundation



Our History

The AEON Group 1% Club was established in 1990, a time when corporate social contribution activities were still largely undeveloped in Japan, under the initiative of Takuya Okada, the Representative Director and Chairperson of JUSCO Co., Ltd.

On JUSCO's 20th anniversary, we aimed 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 dates 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 this initiative, scholarships were awarded to five high school students. Affiliated companies later carried on this activity, and it became a catalyst for fostering a corporate culture of "starting with what can be done."

To consistently carry out such activities regardless of their corporate performance, each of the major AEON Group companies donates 1% of their pre-tax profits to the AEON 1% Club, which the AEON Group uses to tackle environmental and social issues.



Inaugural General Meeting (August 1, 1990)



Healthy Development of Youth



With the environment and society as themes, we nurture children's thinking skills by helping them learn social rules while proactively engaging with familiar issues in their local communities. We also work to expand educational opportunities across Japan and beyond.

AEON Cheers Club



Junior High School Writing Competition



AEON Sustainability Action Award



AEON UNICEF Safe Water Campaign



Konno Education Fund



FY2026 Activity Schedule

AEON Cheers Club

- Jul. to Aug.** Application Period for the Shuri Castle Reconstruction Support Poster Competition
- Late Jul.** AEON Cheers Club Summer Camp (Okinawa)
- Late Nov. (tentative)** Shuri Castle Reconstruction Support Poster Competition Award Ceremony & Study Tour (Okinawa)
- Jan. to Mar.** Wall Newspaper Evaluation (Nationwide)
- Junior High School Writing Competition**
 - Jun. to early Sep.** Application Period
 - Late Nov.** Award Ceremony & Environmental Eco-Tour (Kanagawa)

AEON Sustainability Action Award

- Jul. to Aug.** Application Period
- Mid-Dec.** Final Evaluation & Award Ceremony & Environmental Eco-Tour (Tokyo)

AEON UNICEF Safe Water Campaign

- Apr. to May** Application Period
- Late Jul.** Donation Presentation Ceremony (Phnom Penh, Cambodia)

Konno Education Fund

- Apr.** High School Scholarship Application Period
- Jun.** Scholarship Certificate Presentation Ceremony (Yamagata)
- Early Aug.** Scholarship Student Seminar (Yamagata)
- Aug. to mid-Sep.** University Scholarship Application Period

*FY2026: April 2026 to March 2027



AEON Cheers Club

[Elementary & Junior High School Students]



Number of Clubs and Members in FY2025

507 clubs **7,173** members *As of the end of FY2025

On-Site Observation, Contact, and Thinking



Harvesting Sweet Potatoes at Miyagi University Cheers Farm

Since 2002, AEON Cheers Club (originally, the AEON Kodomo Eco Club) has provided hands-on learning opportunities at AEON Group stores and other facilities across Japan, where elementary and junior high school students develop an interest in environmental and social contribution activities and cultivate their ability to think independently. In FY2025, approximately 500 clubs nationwide took part in a variety of activities, including surveys of plants and animals. At Cheers Farms in particular, children were able to experience a series of farming activities, including sowing seeds, planting seedlings, weeding, other maintenance work, and harvesting, which gave them a real sense of the challenges and rewards of farming.

Wall Newspaper Competition



Wall Newspaper by AEON Cheers Club Hyuga

At the end of the fiscal year, we hold the Wall Newspaper Evaluation, where members look back on the year's activities, summarize their achievements on large sheets of paper, and then present them. By working together to create and present their wall newspapers, members develop their ability to think, organize, and communicate information. Clubs that pass the preliminary rounds in their regions advance to the final evaluations, held at 11 locations nationwide. Serving as the judges, local governments and media representatives evaluate the quality of the wall newspapers and the presentations. The winners participate in a summer camp held in Okinawa in July.

Examples of Cheers Club Activities



Experiencing Making Cashless Payments Fun Activities Learning About the Future of payments

In cooperation with AEON Financial Service Co., Ltd., we hold financial education events across Japan. Participants learn about the convenience of cashless payments through activities such as finding out how much 100 million yen in cash actually weighs, shopping with a smartphone, and comparing the time required to pay in cash versus electronic money.



Disaster Preparedness Education

In cooperation with AEON Delight Co., Ltd. and local fire departments, we provide disaster preparedness education on evacuation procedures during earthquakes and fires using a VR disaster prevention experience vehicle and a smoke experience house. Children also learn how to properly use fire extinguishers and key points for operating them through water fire extinguisher training, as well as gaining hands-on experience spraying water. These activities provide children with valuable opportunities to learn how to prepare for disasters.



Observing Orchestra Rehearsals and Trying Musical Instruments

In cooperation with the Pacific Music Festival Organizing Committee, a public interest incorporated foundation, we provide opportunities to meet members of the Pacific Music Festival Academy and observe orchestra rehearsals. Participants also have opportunities to play musical instruments such as the violin.



Junior High School Writing Competition [Junior High School Students]



Number of entries in FY2025

17,122 essays

Cumulative total number of entries

49,757 essays *As of the end of FY2025

Consolidate Thoughts, and Express Them in Writing

Nominal Support: Ministry of Education, Culture, Sports, Science and Technology; the Ministry of the Environment; The Asahi Shimbun Company; Asahi Gakusei Shimbun Company; Japan Library Association; and Japan School Library Association



Commemorative photograph with award winners, judges, and guests



Presentation of the MEXT Minister's Award



Exchange Session with the Judges

This competition has been held since 2003 to help junior high school students develop their writing skills and their ability to communicate ideas to others by organizing their own thoughts on environmental and social issues. In FY2025, entries were invited on the theme "My Eco Activities for the Future." A record 17,122 entries were received. In November, winners of the Minister of Education, Culture, Sports, Science and Technology Award, the Minister of the Environment Award, the AEON 1% Club Foundation Award, and other awards were invited to the award ceremony, and they were taken on the Eco-Tour the following day.

✖ Eco-Tour



Presenting the group discussion results

Participants toured the facility and viewed the exhibits at Ecoru Togoshi (an Environmental Learning and Exchange Center in Shinagawa Ward). They also attended a lecture titled "Building a Sustainable Society" by Katsunori Suzuki, the director of the Japan Council on Education for Sustainable Development (ESD-J). Afterward, the participants split into groups for a workshop, where they exchanged information on their environmental activities.



AEON Sustainability Action Award AEON Eco-1 Grand Prix [High School Students]



Number of applications in FY2025

110 schools, **122** applications

Cumulative total number of applications

1,809 applications

*As of the end of FY2025

Spread the Word about Your Eco-Activities

Co-hosted by The Mainichi Newspapers Co., Ltd. and Nominal Support: Ministry of Education, Culture, Sports, Science and Technology and the Ministry of the Environment



Presentations at the final evaluation



Presentation of the Prime Minister's Award



Workshop on inquiry-based learning

The AEON Sustainability Action Award is a contest where high school students present the environmental protection and social contribution activities they have been 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 activities and improve their ability to express and convey themselves by listening to presentations from other schools. Applications were divided into two categories: Dissemination and Awareness, and Research and Specialized Activities. In FY2025, students from 12 schools that passed the second screening gave presentations in Tokyo on their activities. Winners were selected for the Prime Minister's Award, the Minister of Education, Culture, Sports, Science and Technology Award, the Minister of the Environment Award, and other awards. At the award ceremony, certificates and eco-activity grants were presented. After the ceremony, a past winner of the Prime Minister's Award gave a lecture and led a workshop. To commemorate the 15th edition, this year, the contest will be relaunched as the AEON Sustainability Action Award and will now address a diverse range of social issues, as well as the environment.

✖ Area Meetings



Sharing club activities and exchanging views with other schools

We hold Area Meetings to deepen learning through exchanges with other schools, enhance initiatives, and gain new insights. In FY2025, high schools engaged in environmental activities gathered in Tokyo, Saitama, and Osaka to share their achievements and challenges and exchange opinions.



AEON UNICEF Safe Water Campaign



Amount of donated funds in FY2025

63.62 million yen

Cumulative total amount of donated funds

777.4 million yen

*As of the end of FY2025

Examples of how donations are used Learn more



Providing Safe Water to Children



Dr. Will Parks, UNICEF Representative in Cambodia (right), and Hiroyuki Watanabe, Chairman of the Foundation (left)



Number of people given access to safe water

692,220



Children who gained access to clean water

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 had been unable to attend school because they had to spend time fetching water and others who had been using contaminated groundwater. On August 12, 2025, the presentation ceremony for the AEON UNICEF Safe Water Campaign 2025 was held in Phnom Penh, Cambodia, where donations received from supporters and contributions from our Foundation were presented to Cambodia and Laos.



Konno Education Fund



FY2025 Number of high school scholarship recipients

34 people



Total amount of high school scholarships awarded in FY2025

8.16 million yen

*As of the end of FY2025

We continue to plant seeds in each person's heart



Certificat presentation by the Chair of the Selection Committee

In August 2024, we took over the scholarship program for high school students in Yonezawa City from the Konno Foundation for the Promotion of Education, a public interest incorporated foundation based in Yonezawa, Yamagata Prefecture. Starting in FY2025, we have expanded the program to the Okitama region of Yamagata Prefecture to support outstanding high school students who will lead the future. We also launched a new scholarship for high school students in the Okitama region who plan to enter university, and we began supporting university students upon their enrollment in spring 2026.

✖ Scholarship Student Seminar



Group discussion on community activities

In November 2025, high school and university scholarship recipients participated in the Konno Education Fund Scholarship Student Seminar in Yonezawa City, Yamagata Prefecture. In the morning, they attended a lecture on local environmental issues, deepening their understanding of the current situation and challenges facing the Okitama region. In the afternoon, they exchanged views on how they would like to engage with and contribute to their communities in the future, providing an opportunity to reflect on their own career paths and roles.



Friendships with Other Countries



We provide students with opportunities for international cultural and people-to-people exchanges to deepen mutual understanding, foster global talent, and promote friendship and goodwill between Japan and other countries.



✿ AEON Scholarship 20th Anniversary Ceremony



Approx. 280 former and current scholarship recipients attended



Participants singing in unison "We Are the World"

To mark the 20th anniversary, approximately 280 people gathered at the venue to reflect on the program's history and expand the circle of support for the next generation. Attendees included former and current scholarship recipients active in various fields, university representatives, and guests from the Ministry of Foreign Affairs and embassies. Participants strengthened ties across generations and nationalities by discussing and presenting messages they wished to pass on to the next generation of scholarship recipients, and they sang "We Are the World" together. In addition, to mark the 20th anniversary, we launched the AEON Scholarship Alumni Association and will continue working to expand networks across national borders.

FY2026 Activity Schedule

Teenage Ambassadors

Vietnam	Mid-Jun.	Japan Program
	Late Oct.	Vietnam Program
Cambodia	Mid-Nov.	Cambodia Program
	Late Jan.	Japan Program

Asia Youth Leaders

Late Jul.	Held in Okinawa and Tokyo
-----------	---------------------------

AEON Scholarship

Mid-Jul.	Certificate Granting Ceremony
	Follow-up Seminar
Oct.-Dec.	Certificate Granting Ceremony
	Japanese Speech Contest (Asian countries)
Late Feb.	Completion Ceremony
	Follow-up Seminar

*FY2026: April 2026 to March 2027



Teenage Ambassadors

[High School Students]



Number of participants in FY2025

120 people

Number of participating countries and participants

18 countries **2,721** people

*As of the end of FY2025

A Circle of Friendship, Connecting Asian Countries

Nominal Support: Ministry of Foreign Affairs



Trekking in Selangor Forest Park

Teenage Ambassadors is an exchange program in which high school students from Japan and other nations visit each other's countries to strengthen international mutual understanding and friendship. Young people from the same generation who have different cultures, traditions, and customs act as junior ambassadors and deepen friendships through three activities: "courtesy visits," "exchange activities," and "history and cultural activities." The program has been held since 1990. In FY2025, the exchange partner countries were China and Malaysia.

To date, **high school students from 18 countries** have participated.

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



Courtesy visit to the Embassy of Malaysia in Japan



Chinese students presenting a commemorative gift to Mr. Akihisa Nagashima, Special Advisor to the Prime Minister (at the time), at the Prime Minister's Office

Students visit each other's countries and carry out three activities

1

Courtesy Visits

Courtesy visit to the Prime Minister's Office



Courtesy visit to the Malaysian Prime Minister's Office



As junior ambassadors representing their home countries, students make courtesy visits to national and local government offices, embassies, and other institutions.

2

Exchange Activities

Classroom experience



Homestay



Friendships are formed between student pairs as they experience each other's lives through classroom activities and homestays.

3

History and Cultural Activities

Malaysian Cooking Experience



Kumihimo Braiding Experience



Students learn about each other's history and culture through traditional cultural experiences and visits to historic sites and facilities.

Some highlights from the program are presented in the videos. Please have a look.

Kumihimo braiding experience (Japan and China Teenage Ambassadors)



Trekking in the Forest Research Institute Malaysia Forest Park Selangor (Japan and Malaysia Teenage Ambassadors)





Asia Youth Leaders

[High School Students]



Number of participants in FY2025

80 people

Number of participating countries and participants

9 countries **1,376** people

*As of the end of FY2025

Transcend Borders, Learn about Diverse Values

Nominal Support: Ministry of Foreign Affairs and the Ministry of Education, Culture, Sports, Science and Technology



Group discussions

To date, high school students from **nine countries** have participated.

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

The program aims to develop next-generation leaders by providing high school students with opportunities to deepen their understanding of perspectives and opinions different from their own and broaden their horizons. In this program, students from across Asia explore social issues through site visits and lectures by experts, and they then discuss them in English as a common language and propose solutions. In FY2025, 80 high school students from eight countries (Cambodia, China, Indonesia, Japan, Laos, Malaysia, Thailand, and Vietnam) participated under the theme “Actions We Should Take to Secure Safe Water.”

Host Countries and Themes

- | | |
|--|---|
| 1st Biodiversity (Vietnam) | 8th, 9th, 10th Food and health (Japan, Indonesia, Vietnam) |
| 2nd Sustainable development (Vietnam) | 11th Issues, areas for improvement, and breakthrough solutions |
| 3rd Water and economy (Japan) | in school education during the coronavirus pandemic (online) |
| 4th Waste management issues (Indonesia) | 12th Food loss (online) |
| 5th Air pollution (Vietnam) | 13th Thinking About the Environment Through Food (online) |
| 6th Waste management issues (China) | 14th CO ₂ Reduction Initiatives Food Manufacturers Should Pursue (Japan) |
| 7th Water quality management issues (Thailand) | 15th Qualities needed for future leaders (Japan) |
| | 16th Actions We Should Take to Secure Safe Water (Japan) |



Keynote address by a professor from the University of Tokyo



Announcing the winner of the Grand Prize winner at the award ceremony



AEON Scholarship

[University Students]



Number of scholarships awarded in FY2025

566 people

Number of participating countries
Number of scholarships awarded

8 countries **9,923** people

*As of the end of FY2025

Building Bridges between Japan and Their Home Countries



Scholarship Granting Ceremony (Thailand)

Number of Scholarship Recipients in FY2025

Japan
70 people

Asia
496 people

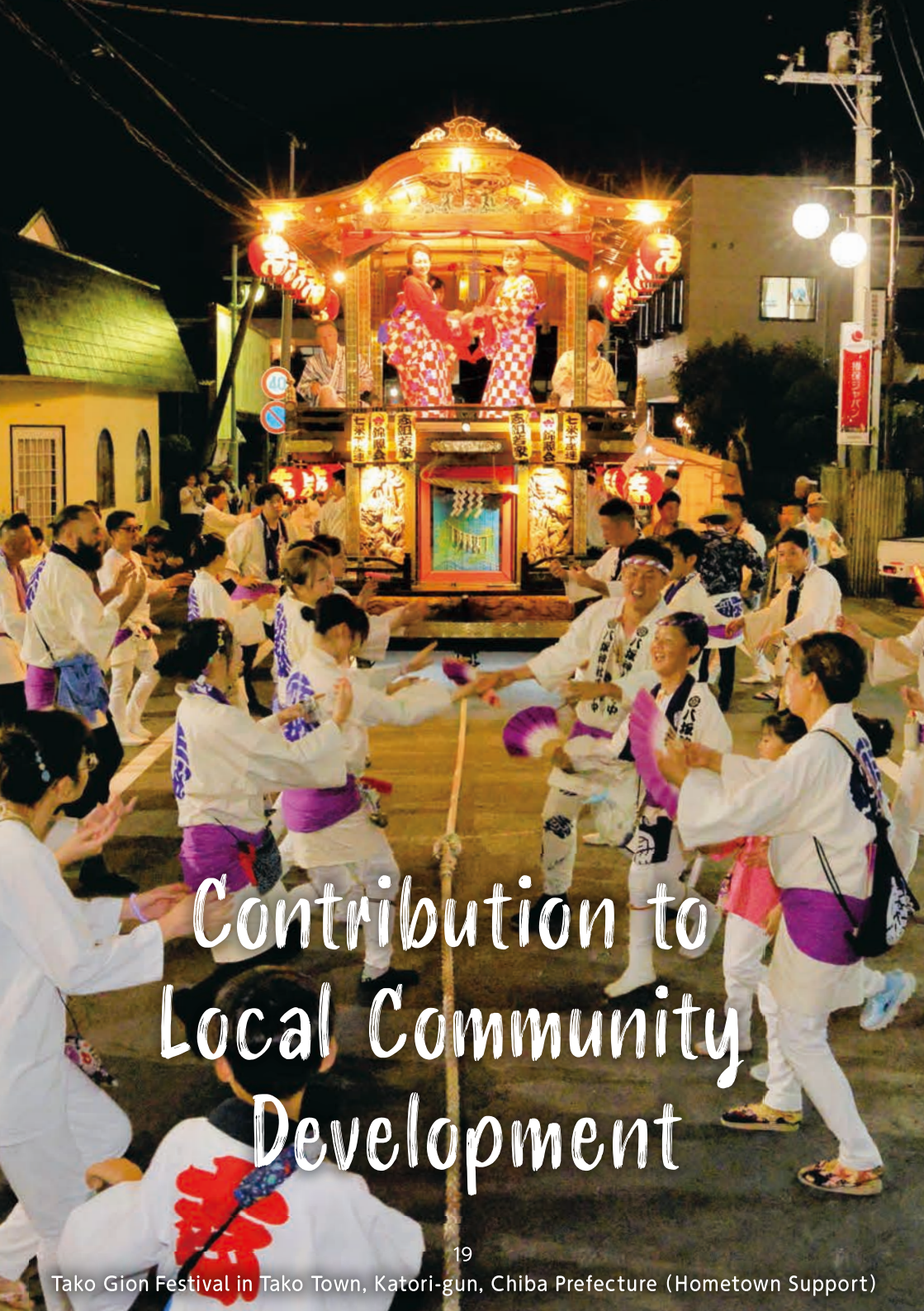
This program has been offered since 2006 to university students in Asia with the hope that they will go on to serve as bridges between Japan and their home countries in the future. In Japan, we award scholarships to Japanese university students and international students from other Asian countries. We also provide opportunities for scholarship students to interact with each other through networking events, follow-up seminars, volunteer activities, and other programs. Outside Japan, we award scholarships to local students and Japanese students studying abroad at universities in Cambodia, China, Indonesia, Malaysia, Myanmar, Thailand, and Vietnam. Every year, we hold a Scholarship Granting Ceremony in each country and provide opportunities for scholarship students from different universities to interact with each other and participate in activities, such as Japanese speech contests.

✖ Japanese Speech Contest



Nguyen of Hanoi University (Vietnam), a recipient of the Minister of Education, Culture, Sports, Science and Technology Award

We held a speech contest for university students studying Japanese in six Asian countries under the theme “Social Contributions I Can Make.” Twenty-four university students, selected through contests held locally, gathered at a venue in Tokyo and gave confident presentations in fluent Japanese about the social contribution activities they carry out in their daily lives and the challenges they wish to take on by utilizing their own experiences. Seven students were given awards, including one student who received the Minister of Education, Culture, Sports, Science and Technology Award.



Contribution to Local Community Development



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 we tackle various issues in local communities.

Hometown Future Support Project



AEON Sukesuku Laboratory



✕ Supporting Public Interest Corporations

As part of our efforts to contribute to regional development and foster the emotional development of children and young people, we support public interest corporations that are rooted in their communities and promote culture.

SEIJI OZAWA MATSUMOTO FESTIVAL

Since 2002, we have supported the Seiji Ozawa Matsumoto Festival, Japan's largest regional music festival, which is held in Matsumoto, Nagano Prefecture, by the Saito Kinen Orchestra.

Pacific Music Festival

We endorse the mission of the Pacific Music Festival, an educational music festival for young musicians founded by the late Leonard Bernstein, and have supported its activities since 2015.



Kawabata Public Interest Incorporated Foundation

To carry on the aspirations of Yasunari Kawabata, who was dedicated to discovering new talent in Japanese literature, we support the Kawabata Yasunari Foundation, a public interest incorporated foundation based in Kamakura, Kanagawa Prefecture, that works to promote Japanese literature and preserve its cultural heritage.

FY2026 Activity Schedule

Hometown Future Support Project

Jun., Jul., Aug. Holding parenting seminars and workshops at AEON MALL Makuuri New City

AEON Sukesuku Laboratory **Oct.** Grant application period

*FY2026: April 2026 to March 2027



Hometown Future Support Project



Number of projects supported in FY2025

123 projects

Cumulative total number of supported projects

1,037 projects *As of the end of FY2025

Connecting Regional Life and Traditions with the Future



Akita Kanto Festival (Akita City, Akita)

We support organizations that preserve and promote traditional culture and craft techniques that have been passed down through local communities.



The Uhara Lion Dance (Shiso City, Hyogo Prefecture)



Wajima lacquerware (Ishikawa Prefecture)



AEON Sukusuku Laboratory



Number of participants in FY2025

572 people

Cumulative number of participants

11,202 people *As of the end of FY2025

Supporting Child-Raising in Local Communities



Experiencing Music and Movement with Scarves for Infants and Toddlers

To support sustainable regional development, this initiative provides seminars, consultations, and other programs for local families with infants and toddlers aged 0 to 3, as well as preschool children. The programs are led by instructors with extensive knowledge of childcare.



Parents and children participating together in traditional nursery song and rhythm activities for infants and toddlers



Childcare seminar by a lecturer



Supporting Disaster Recovery

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 promptly when a disaster occurs and continue to provide support for the recovery and reconstruction of disaster-stricken areas.

Emergency Disaster Recovery Support



Shuri Castle Reconstruction Support Project



Emergency Disaster Recovery Support

2025	Oct.	Typhoon No. 21 in Vietnam: USD 50,000 donated to Vietnam
	Dec.	Heavy rains in Thailand and southern Sumatra, Indonesia: USD 50,000 donated to each country
2026	May	A wildfire in Otsuchi Town, Kamihei District, Iwate Prefecture: 10 million yen donated



H.E. Mr. Pham Quang Hieu, Ambassador Extraordinary and Plenipotentiary of the Socialist Republic of Vietnam to Japan (right)
Chairman Watanabe of the Foundation (left)



Kozo Hirano, Mayor of Otsuchi Town, Kamihei District, Iwate prefecture (left)
Chairman Watanabe of the Foundation (right)

FY2026 Activity Schedule

Shuri Castle Reconstruction Commemorative Exhibition

Apr.	AEON MALL Fukuoka
May	AEON MALL Kyoto Katsuragawa AEON MALL Okinawa Rycom
Jun.	AEON LakeTown
Aug.	Haneda Airport Terminal 1
Oct.	Chubu Centrair International Airport FLIGHT PARK

Shuri Castle Reconstruction Support Poster Competition

Jul. to Aug.	Application Period
Nov.	Awards Ceremony & Recognition Trip (Okinawa)

*FY2026: April 2026 to March 2027



Amount of donated funds in FY2025

23 million yen

Cumulative total amount of donated funds

3.45 billion yen *As of the end of FY2025

Supporting the Reconstruction of Shuri Castle

In response to the extensive damage caused by a fire in October 2019 at Shuri Castle, a World Heritage site, we have donated 510 million yen through FY2024.



Restoration of Shuri Castle Seiden

We have held the Shuri Castle Reconstruction Support Poster Competition to encourage children to take an interest in the reconstruction of Shuri Castle and build momentum for its restoration. We also provide ongoing support by holding the Shuri Castle Reconstruction Commemorative Exhibition, where displays outlining reconstruction progress and entries from the poster competition are displayed at shopping centers and airports across Japan.



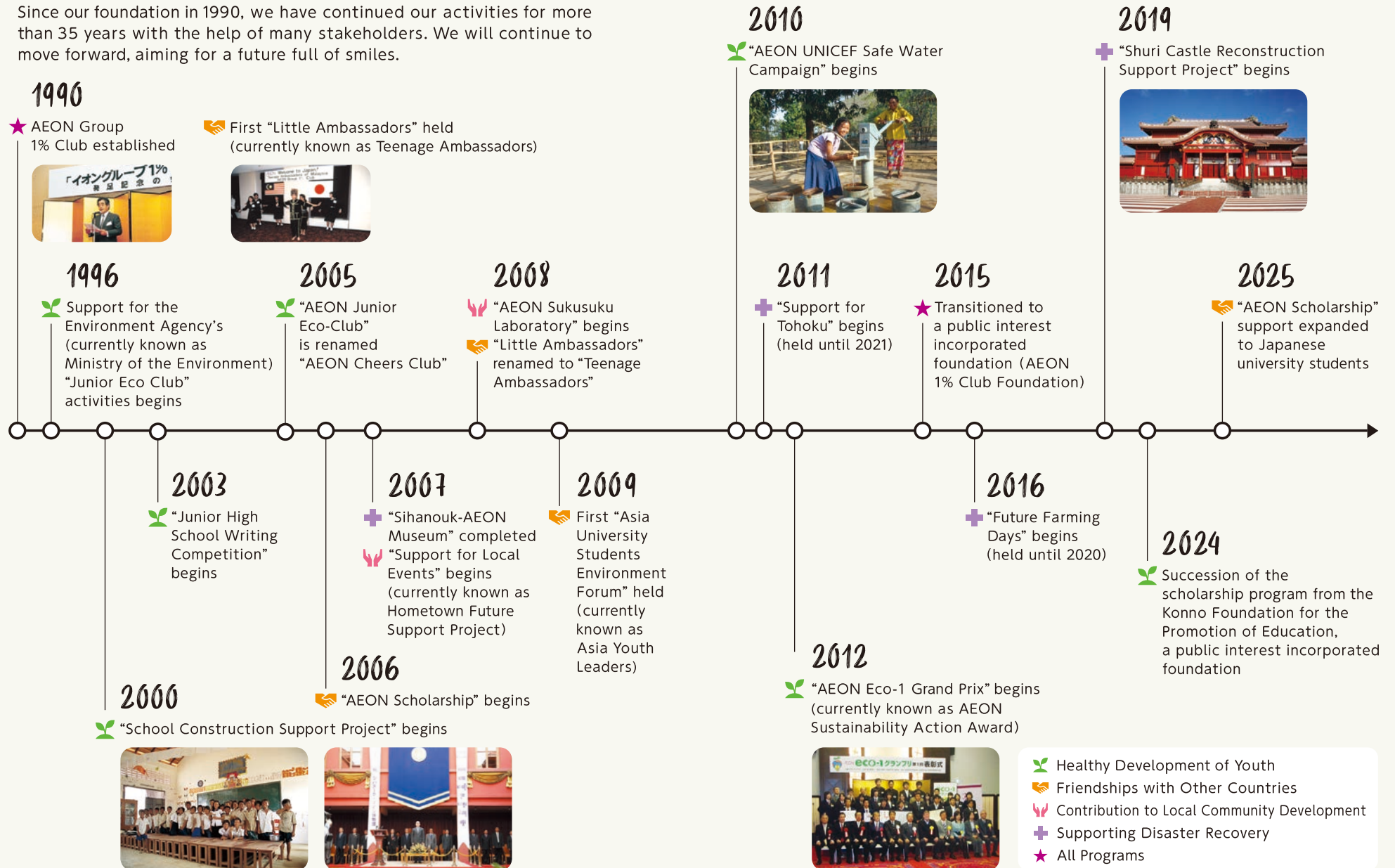
Exhibition of award-winning entries from the poster competition



Making key rings from Shuri Castle timber offcuts at the Shuri Castle Reconstruction Commemorative Exhibition

History of AEON 1% Club

Since our foundation in 1990, we have continued our activities for more than 35 years with the help of many stakeholders. We will continue to move forward, aiming for a future full of smiles.



Participant Feedback

✿ AEON Cheers Club

A member

Until I joined the Cheers Club, I did not have opportunities to interact closely with nature in my daily life. Through activities at the Cheers Farm, I learned how challenging and how rewarding it is to grow plants by preparing the soil, sowing seeds, and caring for them wholeheartedly. I want to cherish nature even more from now on because it gives us so many blessings.

Parent / Guardian

By participating in the Cheers Club's activities, my child has had opportunities to interact with nature and learned the importance of "thinking and learning for themselves." During these activities, I often see my child working hard and am frequently struck by how much they have grown. They have also learned the importance of helping one another through interactions with members from other schools and through older children looking after younger ones. I am truly grateful that my child joined the Cheers Club, both for my child's sake and for my own as a parent.

✿ Teenage Ambassadors

A high school student from China

Through the program, I experienced Japanese etiquette and daily customs firsthand, which helped me develop the ability to understand cultural differences. I also feel that my communication skills have improved. At first, I was too shy to speak, but now I can have everyday conversations fairly smoothly. I also learned how to solve various small problems I encountered in a foreign country on my own. Through my activities as an ambassador, I believe I have gained confidence and developed a sense of responsibility and initiative.

Parent / Guardian

Hosting a high school student from the partner country was a valuable experience for not only my son but also for our entire family. In the process of preparing to welcome the student into our home, we had the opportunity to learn a great deal about differences in religion and culture. I believe that for my son, it was a major step toward reexamining his own culture and discovering the wider world.

✿ AEON Scholarship 20th Anniversary Ceremony

2024 recipient

What left a particularly strong impression on me during the ceremony was a performance by a theater troupe. It told the story of a female student who came to Japan, received an AEON Scholarship, and grew through her efforts. Parts of the story overlapped with my own experience, and I was deeply moved.

2013 recipient

After the ceremony, I gathered with Vietnamese alumni to exchange views on a plan to create our own fund to support children in Vietnam. Until now, we have been the recipients of support, but going forward, I would like to provide support in whatever ways I can.

✿ Shuri Castle Reconstruction Commemorative Exhibition

Workshop participant

I really enjoyed the workshop using timber offcuts from the actual restoration work at Shuri Castle. Through the exhibits and workshop, I was able to learn about the progress of the restoration, which made me want to visit Okinawa this autumn, when Shuri Castle Seiden (the main hall) is scheduled to be completed.

List of Directors, Auditors, and Councilors 2026

✿ Chairman

Hiroyuki Watanabe

Advisor, AEON Co., Ltd.

✿ Auditors

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.

✿ Director

Takamitsu Ikeno

Chairman, Welcia Holdings Co., Ltd.

Chisa Enomoto

Trustee Meiji University

Kotaro Ono

President, International Civil &
Commercial Law Centre

Yoshinori Katori

President, The Japan-Korea Cultural Foundation

Akira Kojima

Advisor, Japan Center for Economic Research

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.

✿ Councilors

Atsunobu Agata

Former Senior Executive Officer, AEON Co., Ltd.

Motoya Okada

Director, Chairman and Representative
Executive Officer, AEON Co., Ltd.

Eiji Shibata

Advisor, AEON Co., Ltd.

Miki Sugimura

President, Sophia University

Aiji Tanaka

President, Waseda University

Ichiro Fujisaki

President, The America-Japan Society, Inc.

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

As of June 2026.

List of Supporting Companies 2026

- AEON Financial Service Co., Ltd.
- AEON Co., Ltd.
- AEON MALL Co., Ltd.
- Welcia Holdings Co., Ltd.
- AEON DELIGHT Co., Ltd.
- Maxvalu Tokai Co., Ltd.
- AEON Kyushu Co., Ltd.
- FUJI Co., Ltd.
- My Basket Co., Ltd.
- AEON Big Co., Ltd.
- AEON Fantasy Co., Ltd.
- AEON Hokkaido Corporation
- AEON Entertainment Co., Ltd.
- AEON TOWN Co., Ltd.
- AEON RYUKYU Co., Ltd.
- AEON Marketing Co., Ltd.
- AEON Pet Co., Ltd.
- AEON Reit Management Co., Ltd.
- CAN DO Co., Ltd.
- AEON Global Merchandising Co., Ltd.
- AEONLIQUOR Co., Ltd.
- AEON FOOD SUPPLY Co., Ltd.

- AEON TOPVALU Co., Ltd.
- ORIGIN TOSHU Co., Ltd.
- Reform Studio Co., Ltd.
- Research Institute for Quality Living Co., Ltd.
- MEGA PETRO Co., Ltd.

(27 companies in total)

AEON Group Companies

- GMS Business (General Merchandise Store)
- SM Business (Supermarket)
- DS Business (Discount Store)
- Health & Wellness Business
- Financial Services Business
- Shopping Center Development Business
- Services & Specialty Store Business
- Functional

1% of profits

**AEON1%CLUB
FOUNDATION**

✂ Messages from Representatives



Hiroshi Yamaguchi

President &
Representative
Director
FUJI Co., Ltd.

As the number one super-regional retailer in Chugoku, Shikoku, and Hyogo, we operate 498 stores across the 10 prefectures of the region as of May 2026. Guided by our corporate philosophy of “proposing richer lifestyles,” “contributing to the development of local communities,” and “valuing people,” we work to provide products and services that support the daily lives of our customers.

To promote sustainability, we actively work with residents on community-based activities across various environmental and social fields to create a sustainable society. In our social initiatives, we work to revitalize local communities through supporting regional sports, cultural activities, disaster prevention, and welfare.

Based on this approach, we donate a portion of our profits to the AEON 1% Club Foundation to fund activities that benefit society. In particular, our initiative “Hometown Support,” which contributes to the development of local communities, helps preserve and pass on valuable traditional cultures and performing arts that have long been cherished by our customers, such as the Ushioni Festival in Uwajima City, Ehime Prefecture, and the Yamaguchi Prefecture Traditional Performing Arts Preservation Society. Our employees also actively participate in these activities, which deepens their local cultural connections with residents and future generations.

As a company that remains attentive to the needs of its customers, we will further promote activities that benefit society toward the realization of a sustainable society while working with the AEON 1% Club Foundation.



Kinya Iwashita

President &
Representative
Director
My Basket Co., Ltd.

Founded in 2005 in Yokohama City, Kanagawa Prefecture, we operate compact-sized supermarkets. Guided by our mission to “stay close to your daily life with a smile and create a fulfilling lifestyle in local communities,” we currently operate 1,337 stores in Tokyo, Kanagawa, Chiba, and Saitama Prefectures, as of the end of May 2026. Even in urban areas, many people face difficulties purchasing daily necessities. Therefore, based on our desire to help everyone lead convenient, secure, and comfortable lives, we uphold the concept of a “Nearby, Affordable, Clean, and Friendly” store.

In line with our Basic Sustainability Policy, we work together with customers, business partners, and employees to address environmental and communal issues, and we promote activities that balance a more convenient shopping environment with a sustainable society. To further enrich people's lives, we continue to advance our environmental and communal contributions through our daily operations, guided by My Basket's three principles of “Creating Sustainable Stores,” “Building a Sustainable Food System,” and “Living Together in Our Community,” which are executed by six policies. We also donate a portion of our profits to the AEON 1% Club Foundation as part of our commitment to supporting the sustainable development of local communities.

Thanks to our customers and everyone involved in our operations, we surpassed 1,000 stores in 2021, and now, we are advancing toward our target of 2,000 stores. Enriching the lives and hearts of all people living in cities and building communities with everyone—this is our mission and the driving force behind our growth.

We will work closely with residents to ensure that beautiful smiles bloom in the neighborhoods where we operate.