

June 30<sup>th</sup>, 2022

AEON MALL (CAMBODIA) CO.,LTD.

AEON MALL PHNOM PENH

## **“Blood of Kindness Donation”** **AEON MALL and Japan Heart organized Blood Donation Event**

AEON MALL (Cambodia) Co., Ltd. (the “Our Company”) had organized the Blood Donation event in collaboration with Japan Heart Children’s Medical Center (the “Japan Heart”) under the campaign “Blood of Kindness” which took place from 09:00 to 16:00 on the ground floor of Lively Plaza of AEON MALL Phnom Penh.

In this event, our company offered its premises in AEON MALL Phnom Penh to launch the blood donation drive which is initiated by our company and Japan Heart with the support of the National Blood Transfusion Center (NBTC) to source donors from the general public and supporter to help acute the Blood shortage and the Children who have cancer. With the total of 129 donors from our golden heart customers, that made this blood donation event was hosted successfully with meaningfully.

In an effort to respond to this issue, our company had decided to conduct this blood donation drive with Japan Heart regularly. As we know these difficulties in sourcing the necessary blood for surgeries in Cambodia are very challenging, therefore, our company will continue to contribute to raising this awareness for the public on the importance of blood donation in Cambodia. Based on the basic principle **“Perusing peace, respecting humanity, and contributing to local communities,** always with our point of view as its core.

### **[Overview of the Blood donation event ]**

- ✓ Location : AEON MALL Phnom Penh
- ✓ Event date : 29<sup>th</sup> June 2022 - 09:00 -16:00
- ✓ No. Donor : 129 donors



**Blood Donation's Photos**

\*About Japan Heart Children's Medical Center:

Japan Heart is an international medical NGO that originated in Japan and was established in 2004. And in 2008, they come to Cambodia as a non-profit medical organization that provides sincere care for Patents as well as treatment for children who has cancer

## SUSTAINABLE DEVELOPMENT GOALS

Our company is actively working company-wide toward the 17 global goals "SDGs" that should be worked on by 2030. The development goals to which this initiative applies are as shown in the figure on the right.

