

February 17<sup>th</sup>, 2023

AEON MALL (CAMBODIA) Co., Ltd

AEON MALL Phnom Penh



## ~~The 4<sup>th</sup> “Blood Donation” drives is back~~

### AEON MALL and Japan Heart organized the 4<sup>th</sup> Blood Donation Event

AEON MALL (Cambodia) Co., Ltd. (hereinafter referred to as “Our Company”) organized the 4<sup>th</sup> Blood Donation event in collaboration with Japan Heart Children’s Medical Center (the “Japan Heart”) under the campaign “Blood of Kindness” which took place on the ground floor of Lively Plasa Sweet Zone of AEON MALL Phnom Penh from 09:00 to 16:30.

Our company has initiated organizing this blood donation event with Japan Heart three times already which received a total of **286 donors** from our generous golden heart customers. At this time, we received a total of **71 blood donors** which made making this blood donation event successful and meaningful

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 ]**

- Venue : AEON MALL Phnom Penh (Lively Plasa Sweet Zone)
- Donation Date : February 16<sup>th</sup>, 2023 from 09:00 -16:30
- No. of Donor : 1<sup>st</sup> Drive: 129 donor  
2<sup>nd</sup> Drive 95 donor  
3<sup>rd</sup> Drive: 62 donors  
4<sup>th</sup> Drive: 71 donors



**\*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 Patients 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.

