

Feature 1

Mall of "Happiness"

# ① "Happiness Mall" Project

New events of domestic malls in Japan



## To a place where wonderful memories are made

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ハピネスモ...ルへ

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| <p><b>Health</b><br/>Make mind and body happy and refreshed</p> | <p><b>Wellness</b><br/>Create excitement and healing spaces</p> | <p><b>Community</b><br/>Realize a place filled with local people's smiles</p> | <p><b>Opportunity</b><br/>Provide opportunity to experience goods and services for an affluent life</p> |
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Customers are excited whenever they visit and always smile when leaving – Such a commercial property is what we envision as a "Happiness Mall". Amid the rise of e-commerce, I hope our mall is a place where all customer can accumulate wonderful memories of actual experiences each time they visit AEON MALL, and hold a special place in their heart for the mall. With such hope, we started activities for realizing a Happiness Mall in FY2017 and they are in full swing.

Although each of our malls has implemented various projects so far to allow customers to enjoy themselves, all specialty stores and employees at the Happiness Mall, with the 4 pillars: "Health", "Wellness", "Community", and "Opportunity", work together as one toward further comprehensive approach-

es so that customers can feel happy with their experiences during their stay at the mall. Because customers are more health-conscious and want to be satisfied mentally in recent years, each mall holds various events using wide spaces and halls, and provides opportunities for local residents to deepen exchanges and expand their hobbies at workshops in cooperation with specialty stores. The whole company is working to realize a true Happiness Mall where all people who are involved in AEON MALL including local residents, administrative officers, and employees can become happy.



**Mamoru Hiyama**  
General Manager  
Marketing Department

### "Happiness Mall" model store

#### A new mall in pursuit of "happy time"

AEON MALL Matsumoto [Nagano Prefecture] Opened in September 2017

Matsumoto City in Nagano Prefecture is a mountainous, academic, and music city which is rich in nature and culture. AEON MALL Matsumoto that opened in the central urban area of Matsumoto City, Nagano Prefecture has been actively promoting its efforts to realize a Happiness Mall under the mall concept of "Happy time in the center of Shinshu" to realize an exchange space filled with unique character and activity.



#### Wellness "Music City Matsumoto Live" started

Matsumoto City and citizens' volunteer group cooperatively hold "Music City Matsumoto Live", which had been held in the square in front of Matsumoto Station in the past, now in the event space "Kirameki Court" in the mall on a regular basis. Customers of many generations can freely enjoy live music in a broad range of genres performed by local artists.

Our idea was to give many people the opportunity to listen to a street concert performed at AEON MALL. I hope these live performances will become an opportunity to enjoy various genres of music.

**Masanori Fukasawa**  
Secretary  
International Music festival  
Promotion Section  
Matsumoto City Culture  
and Sports Department



It is a blessed environment for performers to play music indoors in front of customers who are spending a relaxing time at the mall. We would be grateful for your continued cooperation.

**Hiroki Miyajima**  
Team Leader  
Music City Matsumoto  
Produce



I played music with woodwind instrument players for the first time here, and I could easily get customers' responses because distance from customers was close. I hope this event will be continuously held.

**Shuji Maruyama**  
Matsumoto  
Symphony Orchestra



#### Health Mall walking event



We hold a mall walking event every week by inviting a lecturer from "Matsumoto Health lab" established by Matsumoto City which is aiming to become a city with increased healthy life expectancy. In order to give people motivation to continue participating, we have been holding stamp rally events.

#### Community Child-raising event



In a tie-in with regional child-raising support magazine "IKUJII", we hold seminar-based events and cooking classes, where participants can learn how to raise children. These are also places where mothers can become acquainted with each other and broaden their exchanges.

#### Opportunity "Herbarium" workshop



This workshop was organized by the specialty store "Hana Glass" in the mall, and customers who participated in this event could enjoy herbarium where dried flowers and preserved flowers are dipped into preservative liquid and enjoyed as interior objects, and customers took home their works.

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## Health

Contribute to daily health habits, and support building healthy bodies.



Yoga class

## Wellness

Offer healing and excitement through culture and art experiences that enrich people's lives.



AEON MALL Rakugo

## Community

Create a place where people gather and connect with each other, to become an indispensable place.



National "Shogi" championship match

## Opportunity

Give opportunities and hints to enrich lifestyle.



Let's learn secrets of eye - Miruiku workshop

### New sense of yoga "Sup Yoga" trial event

We hold yoga classes in various places in Japan and carry out not only regular classes but also trial events such as "Sup Yoga" that cannot be experienced.

### AEON MALL Walking

We hold the "AEON MALL Walking" event at more than 140 malls for people to walk in the site for the purpose of promoting health. We hold lessons on how to walk on a regular basis by scheduling special courses and displaying distance and calorie consumption. This event has gained a good reputation because participants can exercise regardless of weather or season.



### Running class

We hold events of "Running attack" at multiple malls in cooperation with Japan Running Association and "Sports Authority". We provided support to make children think "running is fun".



### AEON MALL Rakugo

Since 2013, we have been holding an event where people can enjoy sign language rakugo (comic storytelling) and classical rakugo, both of which are performed by Fukudanji Katsura shisho (master) school. We held this event at 31 malls throughout Japan in FY2017.

### Opera appreciation event

AEON MALL Nagakute and AEON MALL Tokoname (both in Aichi Prefecture) held an opera appreciation event by using cinema complex in the building. Participants could enjoy opera, as well as videos in the same time.



### Premium Live & Beauty Fest

AEON MALL Okazaki (Aichi Prefecture) held an event for women combining a jazz band's live performance and a beauty experience in cooperation with specialty stores. This provided a healing time to more than 70 customers.



### National "Shogi" Championship Match

AEON MALL Tendo in Tendo City, Yamagata Prefecture, which is known as a famous production area of "shogi" (Japanese chess) pieces, held "The 1st AEON MALL Tendo Cup Battle National Shogi Championship Match". Recommended players invited from across Japan and players selected by Tendo City competed with each other. (Cosponsored by: Public Interest Incorporated Foundation AEON 1% Club)

### Promoted local production for local consumption

AEON MALL Shinkomatsu (Ishikawa Prefecture) promoted local production for local consumption by having each restaurant develop original menus drawn from locally produced Komatsu tomatoes as the campaign featuring health promotion.



### Local PR event

AEON MALL Hinode (Tokyo Metropolis), in cooperation with 8 neighboring municipalities, held the PR event "Discover! Nishitamatebako" crammed full of attractiveness of the region. This event became a venue for exchange between local residents and administrative officers while conveying attractiveness of rich natural environment in the Nishitama region to participants.



### Let's learn secrets of eye - Miruiku workshop

AEON MALL Chiba NEW TOWN (Chiba Prefecture) and AEON MALL Musashi Murayama (Tokyo Metropolis) held a joint project with JINS and Gakken Kids Net "Let's learn secrets of eye - Miruiku workshop -" for elementary school students to enjoy learning structure of eyes and good things for eyes. This event not only explained mechanism by which we can see things and eyesight and near-sightedness mechanisms, but also provided manual work experience on 3D glasses.

### Gift event

AEON MALLs throughout Japan strengthened events for gifts throughout the year under theme "Present, More!". During Christmas period, we launched a "Christmas special website for giving our good wishes" and provided wonderful shopping experiences through various Christmas gifts.

