



# Implementation of a Healthy and Good Partnership

Based on universally ethical practice, we will continue to build a sound and more solid cooperative relationship with our partners while considering business practices of various countries.



## Partnerships with specialty stores and subcontracting companies

Hundreds of specialty stores have been opened in our various AEON MALLs. We would not be able to realize safe and comfortable mall environments without our subcontracting companies to whom we entrust security, cleaning, facility management and other operations. We look to trade fairly with all our partner companies and aim to build trusting relationships through close communication.

### There is a sense of security in which we feel we can discuss things freely



Scramble Egg Co., Ltd. is an apparel company headquartered in Toyama City. We are supported by local customers and have developed our stores in commercial facilities mainly in the Hokuriku region. "odds.

We receive reports from the mall's sales manager as well as information about local school events and holidays. This is very useful for us. The AEON MALL staff frequently patrol the mall, providing a sense of security as it is possible to consult with them immediately if something comes up. At the Store Manager Meeting, there is sharing of information as well as positive feedback about things we should be doing now. This is an opportunity to come up with ideas about what we can try and do. AEON MALL has an environment where staff members can work at ease. I would like to continue increasing the number of customers who we can call fans of our products here in the Gosei area.

**Kayoko Tsuji**  
"Odds On Complex" Store Manager  
(Scramble Egg Co., Ltd.)  
AEON MALL Tonami



on.complex", which has opened in AEON MALL Tonami, is our first base in the western part of Toyama Prefecture called Gosei. I heard that it was common for three generations of the same family to visit the mall when I underwent training before we opened, and indeed, I often see seniors come with their grandchildren. I think that it really is a mall which understands the region.

### Valuing each and every one of our customers in security terms as well



I have been involved in the facility security of AEON MALL Takaoka for eleven and a half years and I currently serve as the person responsible for supervising 20 staff members. Of course, we make use of many security cameras, but there are

ample, we would be unable to provide appropriate security if we did not know about the weekend event activities. When there are changes, we have to take proper steps as the occasion demands. We received a report the other day that an elderly person was using an ATM with a mobile phone in one hand. We were able to prevent that person from almost becoming a victim of bank transfer fraud. We spoke to that person in the local dialect here, so they were able to listen to and trust us. When we hear the words of gratitude from a tearful mother because we were able to protect her child who had become lost in the building, it makes us want to work even harder. We will continue to do our best in order to ensure everyone's safety and security in the future.

**Suichi Echigo**  
SECOM Jastec Hokuriku Co., Ltd.  
AEON MALL Takaoka



also blind spots and hidden areas in this spacious building. We patrol the mall looking out for suspicious objects under the assumption that there is a possibility of terrorism. The disaster prevention center and mall office are directly connected. This means that we are constantly communicating and exchanging information with the staff of AEON MALL. For ex-

### Establishing a comfortable work environment for employees

Our malls strive to provide a pleasant work environment that allows all the workers in our specialty stores to work comfortably. In addition to setting up comfortably spacious rest areas, we are increasing the number of malls with convenience stores for employees and powder rooms over several phases.



Rest area



Convenience store for employees

## Education business through contests

### Role playing contest

On November 6, 2015, the AEON Association Shops Committee hosted and held the 5th Nationwide AEON Association Shops Role Playing Contest at TOKYO DOME CITY HALL. This is Japan's largest role playing contest, where employees representing about 28,000 AEON association shops and stores, so-called "Doyuten", compete through presentation of their customer service skills.



### Prize Winners

Highest Prize	Takuya Fukushi	[Right-on]	AEON Obihiro
Merchandising Category	First Prize	Akinori Inoue	[The Body Shop] AEON MALL Kakamigahara
	Second Prize	Miyuki Shinagawa	[212 KITCHEN STORE] AEON MALL Kyoto Katsuragawa
Food/Eating & Drinking/Service Category	First Prize	Akiko Kasajima	[SoftBank] AEON MALL Tsugaru Kashiwa
	Second Prize	Mitsuki Yatsushiro	[Gatten Sushi] AEON MALL Hinode
Special Recognition Prize	Chieko Suzuki	[THE SHOP TK]	AEON MALL Kisarazu
	Shiori Toba	[LOWRYS FARM]	AEON MALL Takaoka



### Fighting Spirit Prize (Entry number order)

Yoshie Koyama [ZELE] AEON Town Meisei / Akiko Watanabe [JTB Chugoku / Shikoku] AEON MALL Niihama / Minako Imai [QB House] AEON MALL Himeji River City / Masaru Ooguchi [Wakuwaku Park] Kobe Harborland umie / Hinako Toguchi [docomo Shop] AEON MALL Okinawa Rycom / Nozomi Yokota [Ryugetsu] AEON MALL Kushiro Showa / Seiko Kosuge [Saryou kikuisui] AEON MALL Tsukuba / Hidetsugu Kamata [BOOGIE-WOOGIE] AEON MALL Itamikoya / Yuuki Haruyama [THE SHOP TK] AEON MALL Miyazaki / Kanako Tamura [Toys "R" Us / Babys "R" Us] AEON MALL Niihama / Tomoko Takahashi [index] AEON MALL Odaka / Asami Moriguchi [UNITED ARROWS green label relaxing] AEON MALL Kyoto / Miki Kurihara [e.r.g\*] AEON MALL Takasaki / Rei Igarashi [E hyphen world gallery pd] AEON MALL Kawaguchi Maekawa / Akane Kojima [Samantha Vega] AEON LakeTown kaze / Akira Suzuki [Picasso Duo] AEON MALL Miyazaki / Rika Hoshino [EGAMI] AEON MALL Mikawa / Asami Takasu [LUSH] AEON MALL Miyazaki / Masuzu Suzuki [studio.s] AEON MALL Higashikurume / Miyuki Kon [STONE WORLD] AEON Niigata Aoyama / Chiharu Nikaide [E hyphen world gallery] AEON MALL Natori / Megumi Takano [Proportion Body Dressing] AEON MALL Kurashiki / Yuki Nakamura [M.deux] AEON MALL Higashiura



### VP Contest

To practice the creation of a more attractive sales floor, we also hold a VP (Visual Presentation) Contest every year. Separated into the "POP category" and the "Display category", applications with photographs are submitted from "Doyuten" participating shops and stores nationwide. Award winning shops and stores, which were determined by VP experts, with comments and explanations, are shared in the bulletin "DO YOU!" and on the website with all members of AEON Doyuten Committee, and thereby shops and stores greatly benefit in the creation of their sales floors.



Grand prize in FY2015 POP Category  
Romando Roll  
AEON Fukushima



Grand Prize in FY2015 Display Category  
COMME ÇA ISM  
AEON MALL Hiroshima Fuchu

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