

# Company Profile

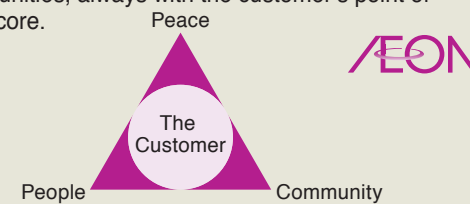
As the center firm within the AEON group, AEON MALL is engaged in the development and operation of shopping malls in places throughout Japan and Asian regions.



AEON MALL Okinawa Rycom

## AEON Basic Principles

Pursuing peace, respecting humanity and contributing to local communities, always with the customer's point of view as its core.



The word aeon (ÆON) has its origins in a Latin root meaning "eternity." The customers' beliefs and desires comprise the central core of our philosophy. At AEON, our eternal mission as a corporate group is to benefit our customers, and our operations are thus customer-focused to the highest degree.

AEON Basic Principles are the following :

**"Peace"**: AEON is a corporate group whose operations are dedicated to the pursuit of peace through prosperity.

**"People"**: AEON is a corporate group that respects human dignity and values personal relationships.

**"Community"**: AEON is a corporate group rooted in local community life and dedicated to making a continuing contribution to the community.

## Our Vision

### Basic Philosophy

### Customer First

### Management Philosophy

**AEON MALL is a life design developer that works with communities and produces ways of living for the future.**

\* What is Life Design?

Life Design involves producing ways for people to live in the future — work that drives AEON MALL to create and nurture opportunities for people to meet and engage in cultural activities. Beyond the development of commercial facilities, this work requires our company to expand ways for us to serve people throughout various stages of their lives.

### Management Vision

**Becoming a company that will touch the hearts of 5 billion people throughout Asia**

- Ultimately, our challenge is to be consistent in localization to enhance the attractive aspects of various regions by working in tandem with partners.
- As Life Design Producers, we will go beyond working in a conventional commercial context and keep our company growing by opening up business opportunities to produce future ways of living.
- We will solidify and strengthen our financial and business foundations by taking full advantage of our company's assets, including our worldwide malls and capabilities to continue our growth.
- We are a company of professionals that continue to innovate.
- We see and consider life from customers' perspectives so that we can share the best, most memorable moments of life with those customers.

### Corporate Slogan

Sharing a sense of lively participation

## Company Profile

**Company name** AEON MALL CO., LTD.  
**Established** November, 1911  
**Capital** 42,217.1 million yen (as of February, 2016)  
 Large scale community development and shopping mall development and operation Real estate sales, rentals, brokerage  
 [Minister of Land, Infrastructure and Transport (2) No. 7682]  
**Employees** 3,683 people (as of February, 2016)

### [Editorial Policy]

This report describes the objectives and performance results of the corporate social responsibility that AEON MALL Co., Ltd. should accomplish, reports on town development we are engaged in, and future challenges.

### [Scope of Report]

**Scope** AEON MALL CO., LTD.  
 As a rule it includes Group companies that belong to AEON MALL Co., Ltd. and the stores and facilities it manages, but with regard to Environmental Index, 69 malls AEON MALL Co., Ltd. is entrusted with by AEON Retail Co., Ltd., mozo wondercity, Otsu Shopping Plaza, Shopping Center soyoca Fujimino, and Kobe Harborland umie are excluded.  
**Target Period** **From March 1, 2015 to February 29, 2016**  
 Notice shall be given regarding information outside the reporting period in each case.  
 Positions for the employees are as of February, 2016.  
**Publication** **May 2016**

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