



Continuous Contribution to Local Society

We maintain close contact with local communities to share and solve issues through exchanges, and commit to meeting the needs of the local people.



"Clean & Green" activity (Vietnam)

We are promoting the health of local residents with events like Mall Walking (AEON LakeTown)

We have been holding a "Mall Walking" event every week in AEON LakeTown (Saitama Prefecture) over the approximately seven years since opening under the guidance of the walking doctor Duke Saraie and Duke's Walk instructors (support: Saitama Prefecture). Approximately 70 to 100 customers participate in this event every week by walking inside the mall for their health. There is a 90-year-old man who has participated every week for more than two years among the participants. Mall Walking with Duke's Walk is also held in six AEON MALLs across Japan.



An opportunity to have fun learning the correct way to walk



We provide guidance valuing the idea that the most important thing is for everyone to be able to participate enjoyably. We have been told that those who participate for a long time develop a good posture and also that many have seen an

improvement to the pain in their backs or knees. It is possible to walk in the mall comfortably regardless of the season or weather.

There are no obstacles such as steps. It is also safe because it is bright even at night. Therefore, the building of AEON MALL is the perfect environment for walking. AEON MALL always supports our operations. We would like to continue conveying the attractiveness of walking while having fun with everyone in the future.

Etsuko Inoue
Kirin Kubo
Walking Stylist
Approved by Duke Saraie

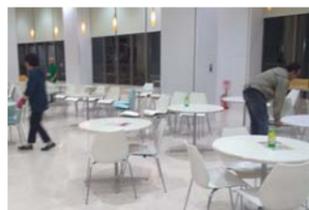


Initiative for reuse in cooperation with the local community (AEON MALL Morioka)

AEON MALL Morioka gave out 231 food court chairs, 20 cushion chairs and 17 round tables that were no longer needed and had planned to discard due to renovations in 2015 to the Morioka Citizen's Welfare Bank. The group cleaned those chairs and tables with the assistance of those who have physical disabilities and then sold them, allocating the proceeds for the improvement of the wages of disabled persons and their employment opportunities. Together with reducing our waste matter and disposal costs, we received a letter of gratitude from this group for our contribution to the local community.



We have effectively utilized the waste matter of the mall as resources



Our group has been repairing/polishing and selling unwanted goods collected from citizens in the town, and used the proceeds generated from welfare projects to create job opportunities for the disabled since our establishment in 1975. We

do not have many chances to receive such a large amount of

equipment at one time from one company. However, when everyone carefully polished up this equipment down to the rear side and sold it, we received a very favorable reception from welfare-related facilities and regular households. We were able to sell this equipment in a short period of time.

Toshiaki Sato
Executive Director and Secretary General
Social Welfare Corporation
Morioka Citizen Welfare Bank



Revitalizing the regional economy by opening a new mall

Opening a new mall creates stable employment for thousands of people in the region. This also leads to an increase in tax revenue and population. We give consideration so that it is possible to have approximately one-third of specialty stores from the region in the entire mall. In addition, we order most of our work from local companies. This has an effect over a wide range.

Expansion of public services

AEON MALLs have introduced the services of the post office, medical institutions, local government administrative service organizations, banks, currency exchange machines and more. We have done this to provide a high level of convenience to the local residents. In addition, the multi-purpose halls (AEON Halls) we have established in our malls are available to be used for coming-of-age ceremonies, final income tax return venues, election polling stations and other events.



Toward a beautiful local environment in the future

We clean up sidewalks, parks, tree-planting zones and other areas around our malls together with specialty store workers every month on AEON Day as a part of our "Clean & Green" activity.



FY2015 Fund-raising Activity Results (AEON MALLs throughout Japan)

■ Tohoku Restoration Support Sky Station Construction Support Fund	(Mar. 1 – Mar. 29, 2015)	JPY 2,372,111
■ Myanmar school construction support fund-raising	(Apr. 28 – May 10, 2015)	JPY 5,952,465
■ Myanmar school construction support fund-raising	(Apr. 4 – Jun. 7, 2015)	JPY 6,548,762
■ 24-hour TV program charity fund-raising	(Jun. 10 – Aug. 30, 2015)	JPY 30,555,301
■ Kanto/Tohoku District Torrential Rain Damage Emergency Support Fund-raising	(Sep. 11 – Sep. 30, 2015)	JPY 7,931,026
■ AEON/UNICEF safe water campaign fund-raising	(Oct. 1 – Nov. 15, 2015)	JPY 3,426,277
■ Disabled person support fund-raising	(Feb. 10 – Mar. 13, 2016)	JPY 3,876,003
Total		JPY 60,661,945

Examples of regional contribution by our malls

Matsuri Festival

AEON MALL Ota (Gunma Prefecture)

We held a festival that brought together various local festivals under one roof with nearby festival organizations and children's taiko (drum) groups. The parking lot in our mall served as the venue for this. There were about 2,000 local participants of all ages, genders and nationalities. The Yagibushi (a popular folk song and dance) was performed at the end of the festival by everyone at the venue to deepen regional interaction.



Parent and Child Bicycle Lesson

AEON MALL Urawamisono (Saitama Prefecture)

We used our parking lot to hold a lesson for parents and their children to learn how to ride a bicycle and about traffic rules/manners. This was held together with a traffic safety campaign at which the Saitama Prefectural Police gave information on traffic safety and distributed gifts to customers at the entrance to our mall. (AEON BIKE x Honda co-sponsorship/support: Saitama City)



Arts Festival WAKAYAMA SALONE: Taketoya

AEON MALL Wakayama (Wakayama Prefecture)

We hosted the traditional autumn "Taketoya" event that is held in Wakayama Castle and the surrounding area as the finale to this arts festival. Approximately 8,000 lanterns made from bamboo were set up. The magical sight created by the interweaving of the soft light of candles decorated the open water space in our mall.



Continuous Contribution to Local Society

Continuing support for disaster-affected areas (Higashimatsushima City, Miyagi Prefecture)

“Higashimatsushima Stitch Girls” Project

The “Higashimatsushima Stitch Girls Project” run by the Higashimatsushima Organization for Progress and Economy, Education, Energy began with an appeal by the entertainment personality Miri Okada in 2013. This is an initiative to promote new industries and create opportunities for women in the region to participate actively through the traditional cross-stitch embroidery of Denmark. This project was chosen as a “New Tohoku” leading model business by the Reconstruction Agency in June 2014. Currently, 73 women participate in the activities of this group as Stich Girls. We widely showcase the activities of this project to our customers, such as by holding workshops and exhibition & sales events in our malls in the Tokyo metropolitan area, in order to continue supporting Higashimatsushima City where people are continuing to recover from the earthquake.



Creating new industries in Higashimatsushima with cross-stitch



This project was first started with the idea that it would be great to revitalize everyone in the region without thinking about commercialization. After obtaining the cooperation of Miri Okada and the embroidery thread manufacturer DMC, we expanded our circle of activities little by little while providing mutual assistance by teaching each other the techniques required and the people with free time looking after the young children. We

then expanded our sales channels and entered into tie-ups with companies. Currently, 29 of our 73 members have an “embroidery mentor” instructor qualification. This project has been highly praised for creating opportunities for women of child-raising age to be active in society in addition to promoting industry. Now, we have opened the “DMC Shop Higashimatsushima Stitch Girls Café” as a base for business activities and information dissemination. Our members are now proactively involved in all areas of business in addition to production. I think it would be great to eventually develop into an industry in which “people think of Higashimatsushima when speaking of embroidery”.

Tomoko Haga
Masayoshi Fukushima
General Incorporated Association
Higashi Matsushima Future City Organization



Higashi Matsushima Future City Organization

I had liked cross-stitch since before. It makes me happy to think that the things I make are being handed over to people as products. I am now responsible for our café. This has allowed me to achieve the dream I have had since my childhood of being a handcraft artist.

I have been taking part in this project since last year and have honed my skills while learning from those more experienced than myself. I feel responsible for the quality and delivery deadline because this is work rather than items for myself. However, the atmosphere of everyone is so bright I can work happily.

I work on the items in the daytime when my family is not around. However, there is always someone around when I come to the café. This means I can enjoy talking about things other than work. I was surprised at the fact that our scale of activities expanded before I became aware of it. For example, we now have members taking business trips to Tokyo.



Yuka Minagawa



Yoshiko Suzuki



Kazumi Okuda

Revitalizing the regional economy by opening a new mall

We have received generous support from AEON MALLS throughout Japan in creating sock monkeys “Onokun” by mothers in emergency temporary housing in front of Ono Station in Higashi Matsushima City, and constructing “Sky Station”, a base for continuation and development of activities toward the reconstruction. We thank you for your continuous support. At the emergency temporary housing where many opportunities with people have been created through “Onokun”, new housing sections for all residents have been determined, and we are proceeding with preparations for moving into new houses. On May 30, 2015, we constructed prefabricated houses with a sign saying “Sky Station” in time for the resumption of operations of JR Senseki Line, and we have received approximately 20,000

visitors a year including residents in temporary housing. We hope to further deepen exchanges between visitors and residents by constructing “Sky Station” where farm products and marine products can be tasted. We would appreciate your continued support.

Fumiko Takeda
Hayato Shinjo
Joint Representative
Ono-ekimae Go Project



My participation in volunteer activities

In the AEON Group’s “Project that connects hearts” aimed at restoration and reconstruction from the Great East Japan Earthquake, we dispatched a total of 566 volunteers over ten times to Minamisoma City, Fukushima Prefecture, and other places in fiscal 2015. We also dispatched volunteers to Joso City, Ibaraki Prefecture, which suffered damage due to the collapse of a levee from the heavy rainfall in September 2015.



I have always been interested in our group's volunteer activities; therefore, I participated in such activities when I was transferred to the headquarters. In Joso City, I ripped up the floors of houses flooded above floor level and applied varnish to the surfaces. Witnessing the serious damage made me re-think about how we should ensure customer’s safety in case of emergency.

Hiroyuki Nakagawa
Manager
General Affairs Department
Administration Division



Although my daughters who were elementary and junior high school students worried about me when I said that I was going to Fukushima, the work environment was safe because the place where I worked was equipped with a dosimeter. The sight of the difficult-to-return zone I saw from the bus was appalling, and I realized just how fortunate it is to lead an ordinary life. I think it was good for me to have participated in the activities with the courage to take a step forward.

Mari Shimizu
Planning Development Department
Construction Planning Management Department
Development Division



I visited Joso City about two months after the flood, and found that the landlord who was working on recovery efforts every day after finishing his routine work was exhausted. Instead of thinking about what I can do, I felt that I should just participate and do what I can do. For other social contribution activities, I began to think that I would like to do what I can do without any hesitation.

Minori Hosotani
CSR Promotion Group
Management Planning Department
Administration Division



I was living in the Netherlands at the time of occurrence of the earthquake; therefore, I conducted volunteer activities from there. I felt the seriousness of the nuclear accident when I visited the disaster-stricken area for the first time and actually worked in a house in Minamisoma, Fukushima Prefecture. As requested by the local people, I hope to relate what I have seen there to as many people as possible.

Nanae Nasu
General Affairs Department
Administration Division



I was a little worried about whether or not I can be trusted by the local people after meeting them for the first time. However, they felt comfortable by saying, “You are from AEON!” when they looked at the bib I was wearing. Feeling the social trust people have for the company made me want to try my best so that I can feel and further enhance that trust.

Mutsumi Hasegawa
Education Department/Personnel
Management Department
Administration Division



As I had not had an opportunity to participate in volunteer activities individually, I was pleased to answer the company recruitment and participate as part of the company’s activity. I cleaned up plastic houses and fields that had been neglected since the earthquake, which was physically demanding work for me. I reported on my activities to my department after I returned to the company, and my boss and colleagues listened enthusiastically to me.

Miwa Kaneko
Planning Development Department
Construction Planning Management Department
Development Division

