

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.



Revitalizing the regional economy

Opening a new mall creates a source of stable employment for the region. This also leads to an increase in tax revenue and population. We do our best to have approximately one-third of specialty stores from the region in the entire mall. In addition, we order much of our work from local companies. This produces good results over a wide range.

Expansion of public services

As a commercial facility bearing a part of the regional infrastructure, we have widely introduced services with high public characteristics, such as a bank, post office, medical institution, and municipal administrative service corner.

Installed early voting places

We provided an environment for easier participation in the ordinary election for the House of Councilors conducted in July 2016 by installing early voting places in 29 AEON MALLs in Japan. In addition, AEON MALL Tsudanuma (Chiba Prefecture) was designated as a voting place for the voting day for the first time in our malls in response to the enforcement of the revised Public Offices Election Law.



Held a coming-of-age ceremony

In January 2017, AEON MALL Kyoto Katsuragawa (Kyoto Prefecture) held the coming-of-age ceremony of Muko City at AEON Cinema. It was selected as the event site on behalf of the currently closed civic hall, and 394 new adults participated in this Ceremony. AEON MALL Hinode (Tokyo Prefecture) also holds the coming-of-age ceremony of Hinode Town at AEON Hall every year, and 138 new adults participated in the coming-of-age ceremony in 2017.



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 part of our "Clean & Green" activity.



Cleaning a swimming beach

AEON MALL Futtsu (Chiba Prefecture) has been cleaning the Futtsu coast swimming beach for more than 30 times around the summer sea bathing season.



FY2016 Fund-raising Activity Results (AEON MALLs throughout Japan)

■ Tohoku restoration support Sky Station construction support funds (1)	(Mar. 14 - Apr. 1, 2016)	JPY 3,997,132
■ Myanmar school construction support funds	(Apr. 2 - Apr. 14, 2016)	JPY 1,285,367
■ The 2016 Kumamoto Earthquake emergency relief funds (1)	(Apr. 15 - Apr. 24, 2016)	JPY 47,921,000
■ The 2016 Kumamoto Earthquake emergency relief funds (2)	(Apr. 25 - May 31, 2016)	JPY 48,865,363
■ Tohoku restoration support Sky Station construction support funds (2)	(Jun. 1 - Jun. 10, 2016)	JPY 780,329
■ 24-hour TV program charity funds	(Jun. 11 - Sep. 4, 2016)	JPY 33,612,658
■ 10th typhoon damage emergency relief (Tohoku only)	(Sep. 5 - Sep. 20, 2016)	JPY 527,460
■ Hokkaido typhoon damage emergency support (Hokkaido only)	(Sep. 8 - Sep. 25, 2016)	JPY 118,880
■ Central Italy fund-raising emergency relief (except Tohoku, Hokkaido, Kyushu)	(Sep. 7 - Oct. 2, 2016)	JPY 3,523,484
■ AEON safe water campaign	(Oct. 4 - Oct. 30, 2016)	JPY 2,670,503
■ Central Tottori Prefecture Earthquake emergency relief	(Oct. 24 - Nov. 20, 2016)	JPY 122,762
■ Asia disabled person support funds	(Nov. 5 - Dec. 4, 2016)	JPY 3,154,696
■ Tohoku restoration support Sky Station construction support funds (3)	(Dec. 5, 2016 - Feb. 10, 2017)	JPY 3,566,637
■ Itoigawa big fire emergency relief funds	(Dec. 24, 2016 - Jan. 9, 2017)	JPY 85,756
■ Ground building project support funds	(Jan. 28, 2017 - Feb. 28, 2017)	JPY 379,361
Total		JPY 150,611,388

Mall's original project for enhancing the regional attractiveness

"Ultimate Localization 2016" for which young employees and flextime employees (part-time workers) of each mall as main members worked on the creation of a project for making the region more attractive in order to realize the "challenge toward ultimate localization" that is one of our management visions. 16 projects were carefully selected and executed from among 197 applications, surpassing the number from last year.

Excellence prize "Ultimate Orange Competition - Wakayama vs. Ehime"

AEON MALL Wakayama (Wakayama Prefecture) / AEON MALL Imabari New City (Ehime Prefecture)

Wishing to enhance the promotion of both regions through the competition between oranges produced in Wakayama and oranges produced in Ehime. Such an unprecedented project was realized thanks to the support from Arita City and JA Ochi-imabari. On the day of the event, the first 1,000 customers enjoyed comparing the taste of these oranges in both malls, and local mascots livened up the event; thus, the event was a great success with about 1,500 people gathering in Wakayama and about 1,100 people gathering in Imabari New City. This event had become the topic of conversation prior

to the event because both regions have a special feeling for oranges, and it was covered by a lot of media. Everybody from Arita City and JA Ochi-imabari who cooperated in this event gave a high evaluation because it was a great public relations campaign.



Customers gave us their many impressions, "Very different when compared". I would like customers to be interested in local oranges and other prefectures' products, and feel it is "fun to choose" through this event.

Tomoko Kitagawa
Sales Division
AEON MALL Wakayama



Although the purpose of the event was to promote the attractiveness of both prefectures through food tasting, there were more customers than expected who seriously took the result of victory or defeat. Based on our experiences, we would like to make this project grow stronger.

Akira Ito
Sales Manager
AEON MALL Imabari New City



Excellence prize "The circle of Okazaki volleyball activity is growing!"

AEON MALL Okazaki (Aichi Prefecture)

We planned this event for the purpose of contributing to the health of residents in the region by further promoting Okazaki's volleyball culture that had flourished through the school club and mom's volleyball activities. We carried out support events in which the team members can communicate with customers, such as supporting the mom's volleyball team with an exclusive trainer of Sports Authority, fan meetings by inviting players of a women's team "Denso Airybees" of the V Challenge League I to the mall, and having people become

the shop manager for a day. We plan to resume games of brand-new regular members' team of the mom's volleyball that had been discontinued for 10 years as "AEON MALL Cup - Fresher's Tournament Memorial".



I planned this project in my first year of joining the company. I came up with the theme by thinking of what residents in the region like and can be fascinated with, and worked it out while consulting my boss and my seniors to carry out an event within the budget as I envisioned. I received words of appreciation, "We are glad to have been

supported with larger events than we imagined", from all members of Denso Airybees.

Fuyumi Nakamoto
Operation Division
AEON MALL Okazaki



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Activity assistance by AEON 1% Club

AEON 1% Club was established in 1989 under the philosophy of sustainably making the best use of profits obtained by the patronage of customers in the regions for societal development. We have been carrying out social contribution activities in cooperation with AEON group companies, no matter how small or how large, contributing one percent of the pre-tax profit. In 2015, this club became a Public Interest Incorporated Foundation, and has been developing activities to contribute to the whole society with the central pillars of "Sound development of the next generation", "Promotion of friendship with foreign countries", and "Sustainable development of regional communities". NPO and administrative bodies pay particular attention to AEON MALL

commercial facilities, among the AEON Group companies, because these complexes have places to communicate with customers directly, so we are assisting each mall's regional contribution activities that contribute to the public good. I expect that AEON MALL will continue to contribute to the disaster restoration support in Tohoku and Kumamoto as a leader of its group.

Yohsei Honda
Secretary General
Public Interest Incorporated Foundation
AEON 1% Club Foundation



Examples of regional contribution activities carried out under the assistance of AEON 1% Club Foundation

Uma-Ichi Festival in Tsugaru City

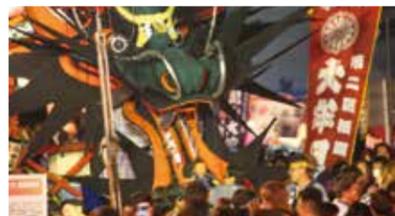
AEON MALL Tsugaru Kashiwa (Aomori Prefecture)
August 26 to 28, 2016

At the largest festival "Uma-Ichi Festival" in Tsugaru City, we participated in the parade of "Nebuta Horse" as a AEON MALL team with citizens. "Nitta Fire Festival" was held in the parking lot of the mall at night, and prayers were offered to the souls of farming horses with the lit up "Nebuta Horse".



Omuta Daijyama Matsuri Festival

AEON MALL Omuta (Fukuoka Prefecture)
July 16 to 24, 2016



The 55th Omuta Daijyama Matsuri Festival that is one of the most striking events in the Chikugo region attracted almost 400,000 people. We interacted with residents in the region by operating free shuttle buses between the port festival venue and our mall, and participating in "Dancing by 10,000 people" for the first time as the AEON MALL Omuta team.

Tokoname Ware/Beckoning Cat Festival

AEON MALL Tokoname (Aichi Prefecture)
September 17 to 19, 2016



We held the 1st event appealing for the attractiveness of "Tokoname-yaki (Tokoname ware)" that is one of the 6 old kilns of Japan, and "Beckoning Cat" produced in Tokoname, which has the highest production volume in Japan, at eight places in the mall building. Through experiences and demonstrations, more than 100,000 customers over the course of 3 days touched and felt the attractiveness of handicrafts representing the region.

Niihama Taiko Festival

AEON MALL Niihama (Ehime Prefecture)
October 15 to 18, 2016



"Niihama Taiko Festival" is one of three major festivals in the Shikoku region, in which more than 50 gorgeous drum (taiko) stands parade through the city. We held "AEON MALL Night Drums" where a soul-stirring beating competition was held with many drums from the Kasai district forming a line in the parking lot of the mall. More than 50,000 people came to the competition.

Examples of each mall's regional contribution activities

Karaage (Japanese-style fried chicken) Festival

AEON MALL Sankoh (Oita Prefecture) September 17 and 18, 2016

"Karaage Festival" held every year in AEON MALL Sankoh in Nakatsu City, Oita Prefecture, the so-called "mecca" of deep-fried chicken. In order to create an exciting, unique food culture with about 60 deep-fried chicken stores only in Nakatsu City and Usa City, the event AEON MALL Sankoh started cooperatively has drawn attention upon achieving the Guinness World Records® for the deep-fried chicken supply volume in 2011. The 9th competition with participation of 26 stores mainly from Nakatsu City and Usa City was held as the 20th anniversary of AEON MALL Sankoh, and approximately 30,000 customers enjoyed comparing the taste during those 2 days.



Foods are served in the hot season, so we paid attention to the safety management from a hygiene perspective. To prevent such a fun event from being discontinued if an accident arises, we held the festival after holding careful consultation with the jurisdictional fire station, and thoroughly installing fire extinguishers.

Kou Irifune
General Manager
AEON MALL Sankoh



I have been raised in Nakatsu City, a mecca of deep-fried chicken since I was 8 years old, and I buy deep-fried chicken at my favorite store whenever my friends or relatives gather together. Having been engaged in this festival since the 1st event, we have held the festival every year to help Nakatsu Deep-fried Chicken become a nationwide brand. We will further work to mark our 10th anniversary, the 2017 festival a great success.

Taemi Kawano
Sales Manager
AEON MALL Sankoh



Workshop of wooden play equipment "Mie Toy"

AEON MALL Toin (Mie Prefecture)



We held workshops with the collection of play equipment made of wood grown in Mie Prefecture (Mie Toy) as part of "Mokuiku (wood education)" so that children can understand the charm of real wood, and they fully experienced the pleasures of Mie Toy.

Izumo City Inasanohama Beach cleanup activities

AEON MALL Izumo (Shimane Prefecture)



Inasanohama Beach known as a stage of the myth of giving away control of the land is located approximately 1 km west from Izumo-taisha Shrine. In October 2016 when the sea-bathing season ended, 82 employees of the mall carried out cleanup activities and collected a lot of garbage.

Held the Red Cross activity "AEON SANO FESTA" experience event

AEON MALL Sanoshintoshi (Tochigi Prefecture)



In June 2016, with the cooperation of the Japanese Red Cross Society, we held an event where customers can experience the use of AED (Automated External Defibrillator) and the creation of useful goods in case of a disaster. About 700 customers participated in this event.

Implementation of disaster-prevention drills for employees of specialty stores

AEON MALL Phnom Penh (Cambodia)

To secure customers and my own safety in case of an emergency, we held a training in the use of a fire extinguisher by actually using fire and a joint training with emergency rescue team members and firefighters who had received Japanese style training.



Installed a rental cycle spot for customers

AEON MALL Beijing Fengtai (China)

We installed a self-rental cycle spot on the west side of the mall to provide services convenient to customers. Bicycles can be rented with an identification card and a traffic IC card.

