

Implementation of a Healthy and Good Partnership

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



To improve the working environment for employees



In June 2016, a "Diversity Promotion Working Group" was newly established in the "AEON Association Shops Committee" organized by specialty stores opened in commercial facilities of the AEON Group as a member. The purpose of this committee is to make commercial facilities of the AEON Group a workplace more comfortable to specialty stores' staff members, and create an environment that makes it easy for them to continue working even if their life stages change. Half of the committee members are elected from specialty stores and the other half from related departments of our company, and the working group meeting is held periodically.

Part of measures decided by the meeting was realized in AEON MALL Nagakute that was opened in December 2016.

Enhancement of the resting place



We have tables provided with USB jacks in lounges that have been partitioned so that people can have a meal or get refreshed even when they are alone.

Installation of powder rooms and relaxation rooms



Powder rooms for women and relaxation rooms by gender have been installed so that everyone can prepare his/her work in a leisurely way.

Day-care support



We installed "AEON Yume-mirai (Dreams for the Future) Day-care Center" where parents can work without worrying by leaving their little children in the same building. (Refer to page 35)

Provision of family benefits

A "Family Card" has been distributed to every employee so that our employees' family members can also receive discounts and various services.

A specialty store managed jointly by facilities for persons with disabilities opened

AEON MALL Sakai Teppoucho (Osaka Prefecture)



AEON MALL Sakai Teppoucho opened in March 2016. "PASSER", a welfare antenna shop in a corner of the mall, is jointly managed by about 30 facilities (offices) for persons with disabilities in Sakai City, and sweets, sewn products, accessories, small articles, and other products as well as general merchandise are sold in this shop.

We were having trouble because there was no place to sell vocational aid goods made in facilities for persons with disabilities in the region, but we could open a shop thanks to the invitation prior to opening AEON MALL Sakai Teppoucho. Because a base where customers can freely drop in and widely find out about our activities was established, everyone in the office is making products enthusiastically more than before. We are supported by AEON MALL in managing the shop from various aspects.



Keiko Kawase
Deputy Leader
Livelihood Promotion Section
Disabled People Support Division,
Disabled People Welfare Department,
Health and Social Welfare Bureau, Sakai City

We realized a brightly and softly colored shop suitable for a shop in the mall. Although it is not spacious, the sense of distance between customers and the stores is close. We encounter a wide range of customers such as mothers with children visiting to buy sweets which do not contain allergic ingredients, young women who come to find accessories, and high and junior high school students on their way home from school. By transmitting our activities to the outside, we hope to establish connections with firms.



Asuka Uda
Store Manager
PASSER

Aiming to improve customer service skills

As a developer familiar with the retail business, each of our malls provides various information and advice to the specialty stores, and all our malls are working on improving customer service skills. We are trying to raise the overall level by improving awareness of customer services and sharing excellent cases and know-how at the "Customer Service Role Playing Competition" as part of the above-mentioned efforts for specialty stores covering a wide variety of businesses. Contestants compete customer service skills they have been enhancing in their daily work and are commended through rigorous screenings.

The 6th Nationwide AEON Association Shops Role Playing Contest (November 9, 2016)

The Japan's largest role playing competition where employees representing about 29,000 AEON association shops and stores compete through presentation of their customer service skills, was held. This competition aims to improve customer service skills of specialty stores' staff members, thereby strengthening workplace capability.



Prize Winners

Highest Prize	Nozomi Tanabe [Tully's Coffee]	AEON MALL Asahikawanishi
Second Prize	Natsumi Masaoka [INGNI]	AEON MALL Kochi
Third Prize	Yoichi Takemoto [THE SHOP TK]	AEON MALL Itami
Fourth Prize	Hazuki Ueno [LEPSIM]	AEON MALL Choushi
Fifth Prize	Kouji Kiyomura [Tsukiji Gindako]	AEON MALL Ogaki



Held the first nationwide contest in China

In December 2016, we held "The 1st AEON MALL China Nationwide Customer Service Role Playing Contest" in AEON MALL Beijing Fengtai to further improve the service spirit of our employees. Targeting about 30,000 employees of 2,200 stores in 13 malls in China, 26 people in total consisting of two representatives of each mall who had survived the preliminaries took part in the contest.



Held the first contest in Cambodia

AEON MALL Phnom Penh that had opened as the first mall in ASEAN in 2014 held the first customer service role playing contest. With participation of 304 employees from 104 specialty stores, 10 people advanced to the finals in the final held in October 2016. A Japanese specialty store "Watami Japanese Dining" won the championship. Each specialty store is striving to further improve customer service awareness and skills for the next contest.



Creating attractive sales spaces

The purpose of the VP (visual presentation) contest held by the AEON Association Shops Committee is to commend excellent cases for each display and POP section to promote the creation of more attractive sales spaces by asking the specialty stores to take photos of their sales spaces and apply for the competition. These cases are shared by adding comments, and used to raise the overall level.



▲ Grand Prize in 2016 Display Section



▲ Grand Prize in 2016 POP Section
Josuian, AEON MALL Kashiihama