



Feature 1

Diversifying Regional Contribution Activities

① Health & Wellness

For healthy lifestyles of residents in the region

"Health & Wellness" on which the AEON group works for customers' mentally and physically affluent lives. Our company has begun working on new initiatives that effectively utilizes wide commercial facilities.

Mall Walking for promoting health

The AEON group has been committed to the philosophy of "Health & Wellness" aiming to develop a town where people can live in affluently both physically and mentally, and our company is seeking a variety of approaches for healthy lives of residents in the region at our malls throughout Japan. In particular, we have been accelerating "Mall Walking" activities as an approach to effectively utilize a large-scale commercial facility.



AEON MALL as a health hub in the regions

As a hub for the health of local community, we have been implementing walking classrooms in the safe mall building that is not influenced by weather and town walking in a comfortable environment around the mall with a theme of "Walk" that is the basis of good health. We carried out these events in about 30 malls in FY2016, and we plan to fully expand "Mall Walking" activities to our malls throughout Japan in the future. The provision of "AEON Health Point" in cooperation with our group companies was held in 10 malls through collaboration with local governments in various parts of Japan in FY2016, and further expansion is expected in FY2017. We are working to verify the effect of the lifestyle-related disease preventive model through collaboration among industries, government and universities in Aomori Prefecture, and will continue various initiatives as a base for promoting the health of customers in the future.

Hiroyuki Ishii
Digital Promotion Project Leader and Health & Wellness Promotion Project Leader



Supporting health physically and mentally

We have been improving the environment from the viewpoint of hardware such as setting pedestrian-friendly courses inside and outside the building and installing signs indicating distances and calorie calculations at regular intervals, and we have also been supporting customers from the viewpoint of planning such as providing the opportunity for new customers to participate in walking events by inviting entertainers and athletes. To practice the Health & Wellness philosophy pursuing the feeling of mental well-being, we are promoting the advancement of culture and art, for example, by holding manzai (comical dialogue) and rakugo (traditional comic storytelling) to entertain customers (refer to page 16), and by holding an event for customers to listen to healing music at the AEON Hall where the illumination is darkened.

Sachiko Miyajima
General Manager
Event Planning Section
Marketing Department
& Creation Experience Project Coordinator



Held the "Dementia Nursing Supporter Training Course"

AEON MALL Inagawa (Hyogo Prefecture)

In September 2016, AEON MALL Inagawa held the "Dementia Nursing Supporter Training Course" for employees of the whole mall by inviting regional caravan mates. As Japan becomes an aging society, this course was held so that the customers can acquire the right knowledge about dementia which is a familiar yet misunderstood condition, and experience practical role-playing. Those employees who participated in this course newly became a dementia nursing supporter.



Social Welfare Service Corporation Inagawa Town Social Welfare Council Members of Inagawa Town Community General Support Center

Usually, I am invited by regional resident's associations, schools, etc. to hold training courses. I would like everybody to understand that dementia is not a disease; therefore, patients with dementia can live feeling secure if they can get the people around them to understand and support them, and the local community to watch out for them.

Tatsuo Yamashita
Manager of Community General Support Center
Assistant Manager of Regional Home Section



In recent years, the period when the symptom of dementia is mild tends to have increased in length. However, the fact is that a support system is not yet in place for this period. We would like to create a society where dementia patients can enjoy shopping or taking a walk with the help of neighbors and personnel of the stores they often visit.

Junko Sugano
Chief Care Manager



Although there are some people who try to conceal the fact that their family members are suffering from dementia, they will not be able to survive without the support and help from the people around them in the future. Persons with dementia will gradually become relaxed if we talk to them in a loud voice with a smile while maintaining eye contact with them at their level.

Yoshie Yamamoto
Nurse
Chief Care Manager



Working together to solve regional problems

Aging of the residents is one of the problems for which measures should be taken in as soon as possible for any local government. Even in Inagawa Town with a population of more than 30,000 people, cases frequently happen in which persons with dementia go out and go missing, and applications are submitted to the police for a search. Therefore, not only administrative bodies and social welfare councils, but also the whole town and community should cooperate to watch out for them and support

them. Under these circumstances, it is really encouraging that AEON MALL, the largest business operator in the town, is making such efforts. I was impressed by the staff's passion for trying to learn seriously.

Yoshinobu Sawa
Superintendent
Welfare and Services Division
Life Affairs Department, Inagawa Town



All employees with the same point of view as customers

As we wanted all employees working in this mall to serve customers from the same point of view, we made plans about 3 months ago, and got not only employees of the specialty stores but also people in charge of cleaning, security, guidance, etc. to participate in this training course. It is of course important for them to make the best use of such an experience, and we called on them with the words, "Let's study for ourselves" because this problem will become more famil-

iar to anyone in the future. Although they were a little puzzled at the beginning, they smiled saying, "I am glad I took the training course" after the training course was finished. I am sure that increasing the number of dementia supporters continuously will lead to repaying the region.

Hiroko Nagaoka
General Manager
AEON MALL Inagawa





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Diversifying Regional Contribution Activities

② Becoming indispensable bases of promoting culture for local communities

We will meet local needs beyond the sphere of conventional commercial facility as a place not only for enjoying shopping and eating but also for getting people together and nurture tradition and culture.

Newly established the first city library in the mall AEON MALL Tsugaru Kashiwa (Aomori Prefecture)

Tsugaru City Library was opened at AEON MALL Tsugaru Kashiwa. It is the first city library for Tsugaru City, and opening the main public library in the AEON MALL building is the first case in Japan. As its sophisticated design became a big topic, about 4,600 people visited the library even on the opening day, and 200,000 visitors to the mall were achieved as of February 15, 2017.



▲A café is located adjacent to the entrance. Customers can, of course, use the café for resting, and bring in drinking bottles with a lid except in certain restricted areas of the building.



▲Wooden apple boxes local farmers use for delivery are utilized as display boxes, which blend in with the warm space.



▲Valuable local materials and an extensive range of materials relating to agriculture that is the key industry of Tsugaru City are available.

Tsugaru City Library

Citizens' long-awaited public library

Tsugaru City in Aomori Prefecture was born in 2005 through a merger of a town and 4 villages, and this is the first public library including towns and villages before the merger, for which the citizens were waiting for a long time. The library is more sophisticated than we imagined. By casually expressing local characteristics, for example, by arranging apple boxes around the pillars, it has gained a good reputation. We had students in local junior high school and high school create POPs with hand-written recommendation messages for the books recommended by the students. I hope the citizens will develop good reading habits, and work hard at their studies here. As AEON MALL is a place where citizens of all generations gather as a commercial facility that supports the people's lives, I expect that the mall will further demonstrate the function as an epicenter of culture.

Seiki Tsushima
Social Education Culture
Division Manager
Tsugaru City Board of
Education



Both the original function of library and convenience are achieved

I felt a new possibility in the idea of constructing a main library in the commercial facility. Although the population of Tsugaru City is less than 34,000 people, the card user's registration exceeded 5,000 in about one month after the opening. I believe, unlike a conventional library that tends to be oppressive, that the design and atmosphere where everyone can casually and easily walk in were widely accepted. The new style of the library such as the case where beverages can be brought in from the jointly located café tends to get the focus, but on the other hand, shelves are arranged based on the Japanese Decimal Classification, to value the library's original function that is useful for everyone through the provision of information, and materials concerning employment support including agriculture that is the key industry of the city, local materials, and other materials are gathered in abundance. In recent years, people want a library to take on the role as a third place that is a midway point between home and workplace/school so I hope that the library will be used as a relaxing place for everyone.

Sachiko Yamashita
Tsugaru City Library Designated
Administrator
TRC Library Service Inc.



As a place where customers interact with each other

The plan was brought into reality about one year before the opening. Initially, we were doubtful whether it would work or not because we could not create a specific image, but I gradually became convinced this would succeed by repeating in-depth discussions with Tsugaru City and the people concerned. We are considering the citizens' convenience by setting up a local office of Tsugaru City adjacent to the library. Although there were concerns about whether the bookstore and the library can coexist in the shopping mall, we reached the conclusion that it would be better to pursue ways where

a synergy effect is produced, for example by cooperating with each other. We have had various interactions with Tsugaru City. Although we have had various interactions with Tsugaru City, from now on we would like to develop the mall into a mall indispensable for the region through close communication with the citizens, for example by getting local schools and groups to present their activities here.

Hiroshi Kase
General Manager
AEON MALL Tsugaru Kashiwa



Public libraries are also set up inside the 2 mall buildings in the Kansai region

West Branch Office of Itami City Library AEON MALL Itamikoya (Hyogo Prefecture)



Opened in 2011. About half of the library collection are children's books. The library is also used conveniently as a drop-in spot for returning the books borrowed from the main library or the branch library, and receiving reserved books.

Ibaraki City Hozumi Library AEON MALL Ibaraki (Osaka Prefecture)



This library was opened in 2001 as the 5th library in the city. About 90,000 books and audiovisual materials are owned by the library on 2 floors. We have received a good reputation from customers who like the convenience of being able to easily use the library while shopping.



Feature 1

Diversifying Regional Contribution Activities

③ Together with local communities, we make events with global impacts

AEON MALL functioning as a base for transmitting information to the customers who come there. We will enrich the lives of residents in the region by creating chances for people to come in contact with the unknown world and new experiences.

Implementation of "AEON MALL Rakugo"

"AEON MALL Rakugo" that has been held since 2013 has attracted a lot of attention in various regions. The Fukudanji Katsura shisho (master) school performs classical rakugo (comic storytelling) and sign language rakugo and entertains customers at the events we put on at our malls throughout Japan. When we held "AEON MALL Rakugo" in AEON MALL Okinawa Rycom this fiscal year, rakugo in English was held for the first time by inviting Ms. Diane Kichijitu, a female rakugoka (traditional comic story teller) who was born in England, as a special guest. In addition, we visited 6 elementary schools and gave on-site public performances, providing an opportunity for children to experience the rakugo culture and sign language. We plan to expand the on-site public performances to about 10 schools in FY2017.



Toward a society where everyone can become familiar with sign language

The experience of having lost my voice temporarily due to vocal cord polyps became my motivation to learn sign language. I began sign language rakugo with the wish to make friends who are hard-of-hearing smile through my sign language rakugo (traditional comic storytelling), and the rakugo has gradually gained popularity and support. While I want hearing-impaired people to enjoy my rakugo, I also want to spread sign language to physically unimpaired persons, and I am very grateful to be invited to AEON MALLs in various

parts of Japan. I hope that a society would emerge where many people become interested in rakugo and can have the opportunity to use sign language as "seen words" as often as possible. My dream is to transmit the culture of sign language rakugo as a "Paralymptheater" at the Tokyo Olympics scheduled to be held in 2020.



The 4th Fukudanji Katsura

Held the "Traditional Handicrafts Exhibition"

"Traditional Handicrafts" specified by the Minister of Economy, Trade and Industry from among arts and crafts that have been made by hand and used in daily life. We held the "Traditional Handicrafts Exhibition" in the 4 malls so that customers will become more familiar with the attractiveness. Besides exhibition sales and video introduction, we gave customers

the opportunity to experience workshops to learn how to create a craft using 'yuzen chiyogami' (Japanese decorative paper) and pour Japanese tea.



Challenging the Guinness World Records® AEON MALL Neyagawa (Osaka Prefecture)

In AEON MALL Neyagawa that had been patronized for 38 years and was tentatively closed on August 31, 2016, we challenged the Guinness World Records® of "the largest star-shaped art of paper folding" with residents in the region for 4 days from July 28, 2016, and gained success.



Felt a sense of accomplishment with local residents

I was born in Neyagawa, so I have a special attachment to the region. I often played as a child here and when the temporary closure of AEON MALL Neyagawa was decided, I thought about something memorable I could do with residents in the region. I came up with the idea to challenge the world record by displaying the art of paper folding. As a result of my several visits to Neyagawa City Hall, the city and local group members and I established "Neyagawa City SAKURA Huge Art Executive Committee", and we were able to challenge the Guinness record while promoting cherry trees (the tree of the city). But when we started, it was unexpectedly difficult to fold 'origami' (paper folding) into accurate star shapes, and more than 80 percent of about 10,000 sheets of origami we prepared at the beginning failed in the screening. We were

very confused, and we turned pale for a time because the achievement of the record might not be possible. Even then, thanks to the cooperation of about 3,000 customers and residents in the region and volunteer staff members, we could somehow achieve the world record by completing the huge art made with 19,833 sheets of origami on the last day. As the temporary closure of AEON MALL Neyagawa was widely talked about and known to customers, a lot of customers visited our mall nostalgically. I am very thankful to our company which allowed me to challenge something that I would not have been able to accomplish on my own and to my boss who approved the project bearing the risk.

Shingo Iwatani
Sales staff
AEON MALL Neyagawa



With our feelings of gratitude of the last 38 years



Through in-depth discussions with people from various quarters, we have been preparing to temporarily close the mall. Although it was painful for me to inform our staff members, employees of the specialty stores and our staff members who live nearby of the closing, all members united to liven up the mall to the last minute. As we received a lot of memories and episodes from customers, I realized how much this mall was loved by residents in the

region. Most specialty stores continued their operation until the last day by extending the contract, and the building was full of customers' energy up to the last moment.

Naoto Takashiro
General Manager
AEON MALL Neyagawa

