

Special
Feature

Creating Social Value Through Our Business

In fiscal 2017, AEON MALL began widescale Happiness Mall activities striving to offer spaces for community happiness.

Happiness Malls Embody the Utmost Attraction Offered by Physical Locations

The AEON MALL Group has been strengthening Health and Wellness initiatives that contribute to rich and varied lifestyles for customers through physical and mental health.

Each mall aims to be a Happiness Mall through programs offering value that can only be created in real-world facilities.

ハピネスモール

AEON MALL
strives to offer Happiness Malls.

The goal of AEON MALL is to provide spaces where customers find happiness.

We want members of the community to live in happiness and joy. In addition to daily shopping, we strive to create Happiness Malls that encourage joy through fun, engaging programs.

Four Components of the Happiness Mall

Every AEON MALL facility is engaged in initiatives supporting the four pillars of HEALTH, WELLNESS, COMMUNITY, and OPPORTUNITY.



Happiness Malls Respond to Market Demand in Japan

Changing customer lifestyles have given rise to demand for the convenience of e-commerce. At the same time, customers still want a real-world community space to experience, sense, and gather together.

Approach to Rolling Out Happiness Mall Promotions

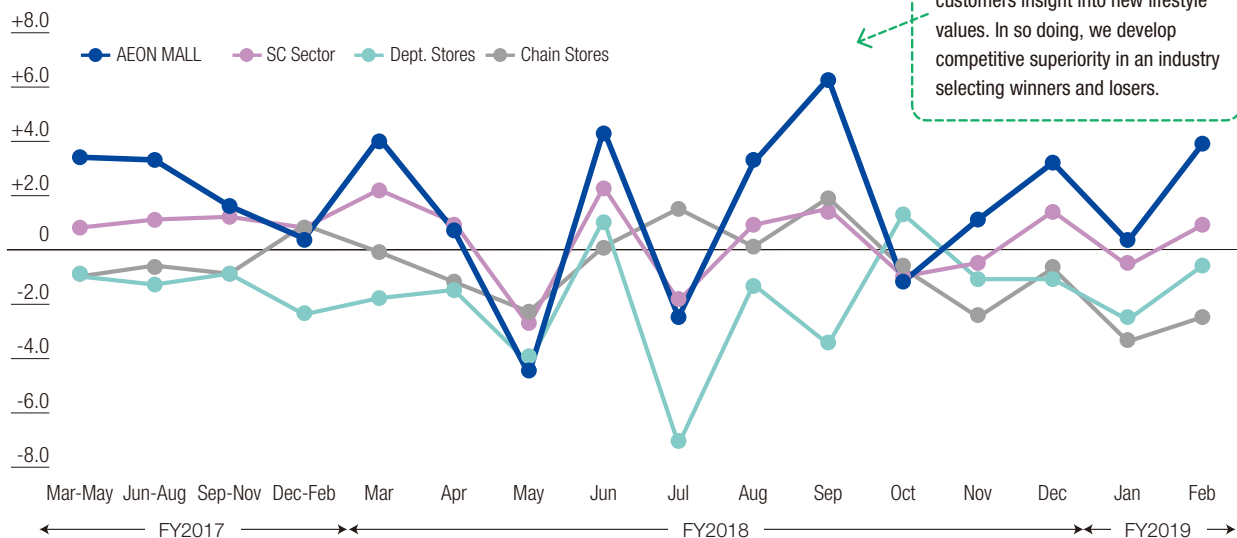
The consumer environment in Japan is transforming in major ways, affected by changing demographics, family structures, consumer behavior, and the information environment. While shopping centers are struggling in a clear survival-of-the-fittest

scenario in this retail distribution environment, we see these changes as an opportunity to build a firmer foundation for our business.



YoY Sales Comparisons: AEON MALL, SC Sector, Dept. Stores, Chain Stores

* FY2017 three-month averages for SCs, department stores, and chain stores, uses simple monthly averages.
* YoY Comparisons for AEON MALL are before calendar adjustments.
* Department store sales exclude the impact from overseas tourists visiting Japan.



Source: Japan Council of Shopping Centers, Japan Department Store Association, Japan Chain Stores Association

HEALTH

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WELLNESS

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COMMUNITY

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OPPORTUNITY

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Happiness Mall Initiative

HEALTH Making Physical and Mental Wellness Fun

AEON MALL Supports Daily Exercise and Healthy Bodies

AEON MALL Walking x FUN+WALK PROJECT

AEON MALL sponsors the AEON MALL Walking program, installing walking courses within our malls to contribute to community health. Customers can enjoy exercise while they shop, regardless of season, weather, or time.

We support the public-private FUN+WALK PROJECT of the Japan Sports Agency to make walking more enjoyable and make enjoyable activities healthier. This project is one more way in which we encourage customers to use our malls throughout Japan for exercise.

The September 2018 press conference was attended by Daichi Suzuki, commissioner of the Japan Sports Agency, Happiness Mall ambassador Kaya Kiyohara, and Akio Yoshida, AEON MALL president and CEO. At the press conference, Commissioner Suzuki said, “Customers can exercise easily as they shop, walking in comfort without worries of weather and regardless of whether they live in hot or cold regions. I hope everyone in Japan learns about AEON MALL Walking and how to get started close to home.”



Radio Calisthenics With 1,000 People!

On August 25, 2018, AEON MALL Higashikurume (Tokyo) hosted an 8:00 AM group radio calisthenics event in the mall parking lot. The event was attended by nearly 1,300 people from the local community. The event was an extension of similar events held by the Higashikurume City Radio Calisthenics Club, celebrating 2018 as the 90th year of radio calisthenics in Japan. Both the governor of Tokyo and the mayor of Higashikurume City attended the early-morning event. Under clear skies, participants—from young children to senior citizens—took advantage of the opportunity to work up a gentle sweat while interacting with each other. (Sponsor: *Iki-Iki Kizuna no Kai*)



Happiness Mall Initiative

WELLNESS Inspiration and Healing in an Expansive Space

Offering Healing and Inspiration Through Uplifting Culture and Arts

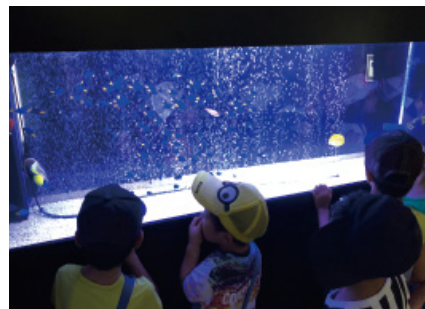
Opera de AEON MALL

Since 2017, AEON MALL has worked cooperatively with the Japan Opera Foundation to sponsor *Opera de AEON MALL* events, the goal of which is to make traditional opera more accessible to the people of Japan. AEON MALL held events at 21 malls throughout Japan during fiscal 2018, attended by more than 7,000 customers in total. These events contributed to spreading an awareness of art and culture in Japan, with nearly half of all attendees mentioning that this was their first-ever experience with opera.



Iyashi Aquarium -Dance of a Hundred Flowers

AEON MALL sponsored a mobile aquarium, *Iyashi Aquarium -Dance of a Hundred Flowers-*, at AEON MALL Kurashiki (Okayama Pref.), AEON MALL Kobe Kita (Hyogo Pref.), and AEON MALL Kobe Minami (Hyogo Pref.). Numerous customers took advantage of the aquarium to spend a calming time in a fantastical atmosphere, experiencing the healing effects of watching gently floating jellyfish, a myriad of brightly colored fish, and more in an artistic underwater display.



AEON MALL Rakugo

In 2013, we began sponsoring AEON MALL *Rakugo* performances (traditional comedic storytelling) aiming to provide more people with the experience of enjoying this cultural art. During fiscal 2018, we sponsored performances at 38 malls throughout Japan, attended by more than 4,500 customers. Performances included Kansai style rakugo by the Katsura Fukudanji (master) school and rakugo with sign language by the Katsura Fukudanji school. Sign language performances ensured that even hearing-impaired customers could enjoy the show.



Special Feature

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Happiness Mall Initiative

COMMUNITY An Abundance of Smiling Faces From the Local Community

Serving as an Essential Lifestyle Home Base, Gathering People and Fostering Relationships

Omuta *Karuta* Festival at AEON MALL Omuta

AEON MALL Omuta hosted the Omuta *Karuta* (traditional Japanese card game) Festival on December 8 and 9, 2018. The festival featured a jumbo-sized card tournament, a special version of the traditional card and poem game, a *karuta* quiz rally, and more fun activities. The festival also included an exhibit of original art work from the comic series *Chihayafuru*.

Omuta is known as the birthplace of *karuta*, and AEON MALL made the most of the opportunity to attract community citizens while spreading the excitement and interest of one of Japan's most traditional games.



AEON Contributed to the *Shogi no Machi* Commemorative Project, Helping the Community Set a Guinness World Record

Tendo City in Yamagata Prefecture is known as the largest producer of *shogi* (Japanese chess) pieces in Japan. Opened in 2014, the AEON MALL Tendo has been a promoter of the game of *shogi*, hosting the AEON-sponsored Tendo Cup Battle National *Shogi* Championship Match. Recognized for our contribution to the local culture, AEON MALL Tendo was

selected as the site to host the world-record attempt commemorating the 60th anniversary of Tendo City. In all, nearly 4,700 people participated in the event, dubbed *2,000-Match Shogi Conference 2018*. *Shogi* matches started promptly at 10:00 AM, setting a new Guinness World Record of 2,362 simultaneous matches.



Happiness Mall Initiative

OPPORTUNITY Experiencing Product and Services for More Abundant Living

Offering Opportunities and Insights for a More Abundant Lifestyle

8th Annual AEON Store Association Customer Service Role-Playing Contest

AEON MALL sponsors a customer service role-playing contest to encourage the type of customer service skills and mindset that have customers wanting to come back. The contest is an opportunity for representatives from the 30,000-member AEON Store Association to display their skills and learn from other outstanding customer service professionals.



VP Contest

Visual Presentation, or VP, is the process of coordinating and/or displaying products for better appeal to the customer after analyzing sales in terms of customer numbers and unit price per customer to understand a store's strengths and issues. The AEON VP Contest accepts more than 5,500 entries from around Japan, sharing best practices among the members of the AEON Store Association.



Attracting Specialty Retailers From Overseas

AEON MALL is active in recruiting specialty retailers from overseas to deliver new experiences and discoveries to our customers. In November 2018, AEON MALL welcomed first-ever Japanese location of Hotel Chocolat to the AEON Lake Town mall. Hotel Chocolat is the No.1 chocolate brand in London, known as the largest area for chocolate consumption in the world. Besides Hotel Chocolat, AEON MALL has successfully attracted several other popular overseas retailers from China and ASEAN, leveraging our network overseas to bring Japanese customers new and interesting experiences.



KOI Thé
KOI Thé is the overseas brand of 50 Lan, a popular tea-based beverage café chain in Taiwan. The café has 397 locations across 12 countries in China, ASEAN, and other regions (as of May 2019).