

Build Community Relationships



Cultural Preservation and Inheritance

Pursue Localization

We endeavor toward deeper localization efforts to maximize the attractiveness of brick-and-mortar malls through customer experience (CX). In Japan, one of our management visions states that “we, together with our partners, will take on the challenge of ultimate localization to continue refining the appeal of local communities.” In 2015, we began plans to this end through malls nationwide collaborations in six

areas: (1) Industry; (2) Education; (3) Government; (4) Private Organizations; (5) Culture & History; and (6) Products. We launched a similar initiative in China beginning in 2021, and we intend to enhance the present value of AEON MALL facilities in the region through initiatives to communicate the attractiveness of local communities in regions overseas.

Localization Initiatives at Each Mall

Our Ultimate Localization 2021 program included 354 projects devised by employees working at malls throughout Japan. Of these, 11 were carried out in FY2021. For the first time

in China, we received submissions for 13 projects from two malls in the Shandong Province area, selecting three projects to implement.

■ Ultimate Localization 2021: Japan's Best Projects AEON MALL Hanyu “Sai x Hoku Nature Project”

Between October and November 2021, Hanyu City, Kazo City, Gyoda City, and Konosu City in northern Saitama Prefecture, together with various organizations active in each city, collaborated to hold an exhibition of plants native to the prefecture. The objective of this event was to introduce visitors to the lush natural attractions of the region. In addition to exhibits of the flowers, the event featured an area for astronomical observations, providing visitors with an opportunity to come into contact with living nature. Many families enjoyed the successful event with their children.



AEON MALL Narita “Hakko Festa in Narita”

This project, focused on the topic of *hakko* (fermentation), held virtual tours of soy sauce factories and sake breweries, as well as nutrition education workshops on homemade rice bran-pickled vegetables (*nukazuke*). Its aim was to bring the delight of Chiba's fermentation culture, which has been long enjoyed in Japan since ancient times, to the rest of Japan and the world, and to create opportunities for people to think about the food they eat every day. It also utilized a live shopping system attracting a number of participants, including many from overseas.



■ Initiatives in China

In Shandong Province's Yantai City, it is said that the elderly comprise nearly one in four persons living in the city. AEON MALL Yantai Jinshatan provides a place for elderly customers to express themselves with vitality. In cooperation with various organizations, including local governments and local communities, we offer free health checkups, anti-fraud lectures, hair-cutting services, and square dance competitions for the elderly.



Low Birth Rates, Aging Society

Initiatives at Each Mall

■ Work Experience Theme Park “Kandu”

AEON MALL Makuhari Shintoshin offers Kandu, a work experience theme park offering fun and education for children. Pilots, police officers, YouTube stars, and models are just a few of the careers that visitors can try for themselves at this theme park, which offers fun for the whole family. New Immersive Firefighter content launched in March 2022 combines the latest digital technologies such as augmented reality (AR) with immersive experiences, creating an exciting work experience for children. Visitors can experience the importance of the work of firefighters through a near-future firefighter experience.



Immersive Firefighter: New content at Kandu

■ A Mall Where Dementia Patients Can Visit with Peace of Mind

AEON MALL has been among the first companies to deal with the issue of dementia. Currently, 860 AEON MALL employees are registered as dementia supporters. Each mall holds regular dementia supporter training seminars for employees of specialty stores, as well as related educational events for customers.



A dementia supporter training seminar

■ Learning Spaces That Leverage Local Community Characteristics

In March 2021, AEON MALL Kobe Minami (Hyogo Prefecture) opened a study space called Minna no Manabiba. This space responds to the requests of local residents for a free place for children to study. With 40 seats for self-study and 18 seats for reading, anyone can come at any time to study or read. The space also hosts events such as multicultural exchange and picture book readings unique to Hyogo Ward. The interior was decorated with illustrations by Hyogo-based The Rocket Gold Star (Hideaki Yamazaki), and the space was created with a detailed focus on the character of the Hyogo Ward section of Kobe.



“Minna no Manabiba”

■ AEON MALL Walking

To support the healthy lifestyles of our customers, we offer AEON MALL Walking at nearly all malls in Japan. These malls feature a walking course in which customers can shop and casually exercise.

From September 2021 to March 2022, we carried out a joint research project on AEON MALL Walking and Health with the Center for Preventive Medical Sciences, Chiba University. Our aim with this project was to determine the impact of mall walking on the health and community of local residents. Analysis of this project revealed that the use of the walking program was associated with an increase in the number of steps taken and a stronger walking habit among users.

