

2030 Vision

09 Be a Co-Creator of a Sustainable Region as a Life

11 studio LIFE DESIGN

2030 Vision

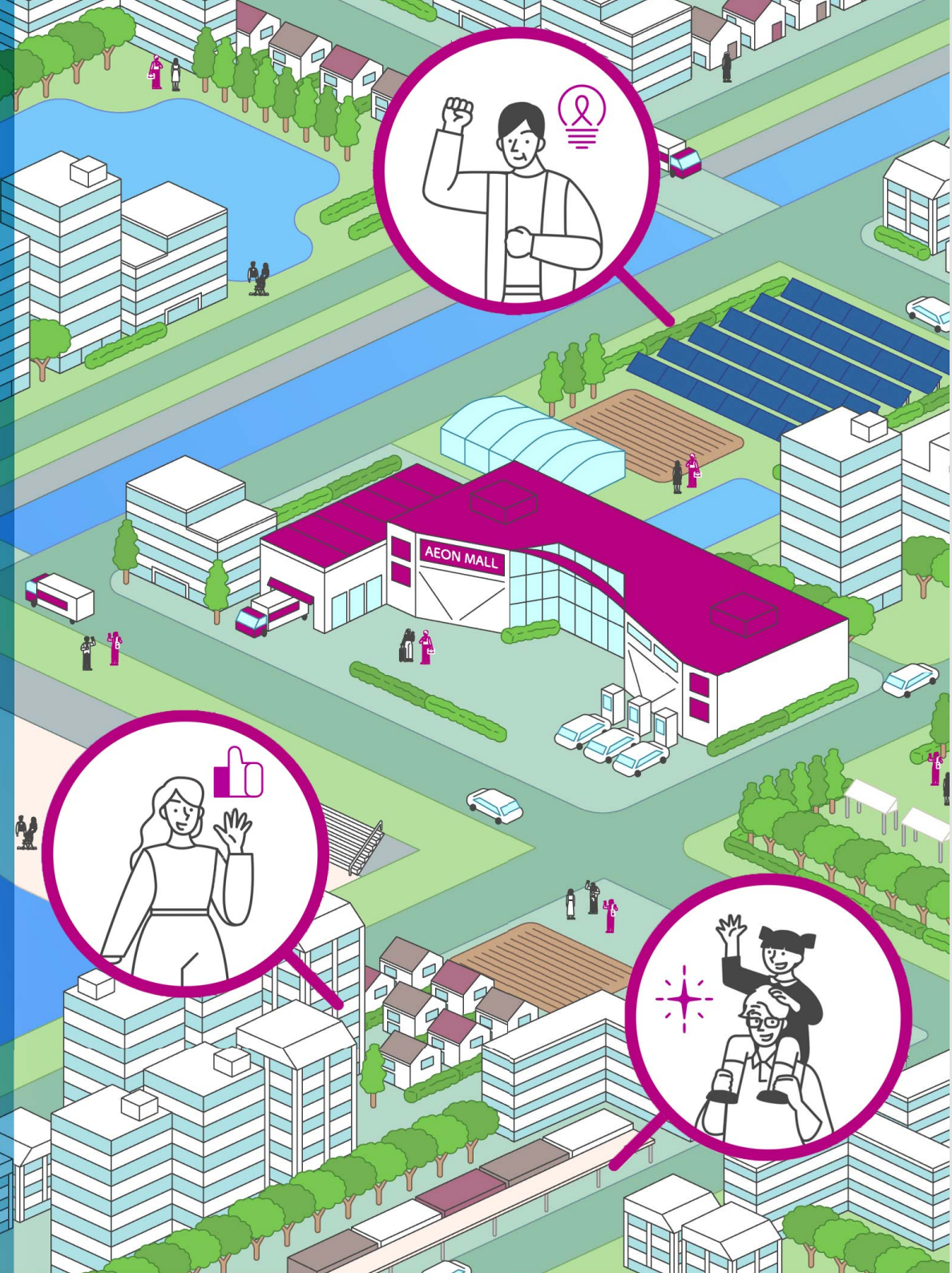
Be a Co-Creator of a Sustainable Region as a Life

AEON MALL, Co-Creating With Our Communities.

Brand Statement



We call our initiatives to contribute to and revitalize communities and society *Heartful Sustainable*. We pursue these initiatives to offer sustainable societal development as a good corporate citizen under our management philosophy as a Life Design Developer. We strive to create a better society, not only on our own, but also in partnership with our customers, communities, companies, shareholders, and investors.



2030 Vision

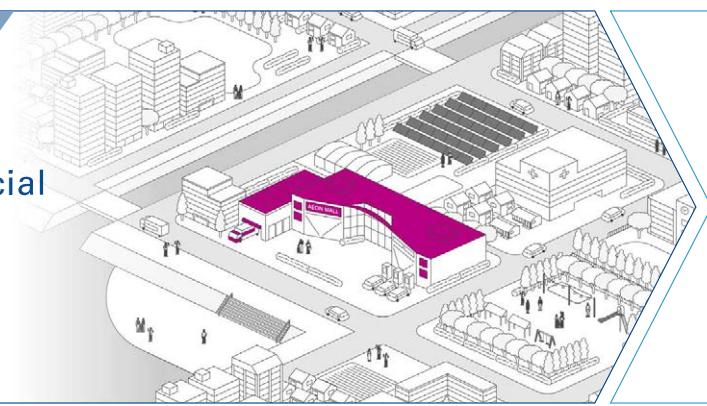
2030 Vision AEON MALL, Co-Creating With Our Communities.

Connecting all like-minded stakeholders and co-creating activities that lead to the future of sustainable communities

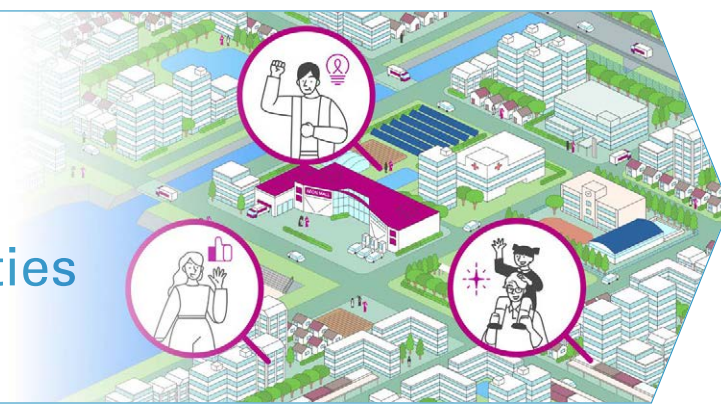


Activity Fields

Commercial Facilities



Beyond Commercial Facilities to Local Communities



Performing Entity

Solving Regional Issues on Our Own



Co-Creation With Like-Minded Partners



Vision Video https://www.aeonmall.com/en/ir/movie_01.html

Local Co-Creation Initiatives (Japanese Only) <https://www.aeonmall.com/sustainability/articles/>

09 Be a Co-Creator of a Sustainable Region as a Life

11 studio LIFE DESIGN

studio LIFE DESIGN

studio LIFE DESIGN envisions, explores, and discusses our future consumers and societies. This project plays a pioneering role in indicating what direction the Company aims to take through our actions.



2030 Vision

WHY Why take on this project?

The Generation Responsible for Future Growth will Determine the Our Future

We founded studio LIFE DESIGN to question what our Company needs to continue to grow from the bottom up, rather than waiting for a top-down policy to take effect. As one way to solve this problem, we established a system in which members of the generation responsible for the Company in the 2030s take the lead to explore and propose their own vision of what they want the future Company to be. We openly recruit members regardless of department, position, generation, or age, and we foster a sense of ownership throughout the Company under the slogan *free ideas with no rules*.

Becoming an Open and Transparent Company

To prevent projects ending before employees have the chance to participate, studio LIFE DESIGN's mission is to indicate what direction the Company aims to take and discloses the details of each discussion to the Company. We also relay information to employees other than project members by creating summaries for every milestone reached.

WHAT What have we achieved?

Verbalizing the 2030 Vision and the Ideal Company

What are the future lifestyles indicated in our management philosophy? What will the values and behaviors of society and consumers look like going forward from 2030? We studied the thoughts of our employees and verbalized our vision for the Company through backcasting from the future. The 2030 Vision is not as distant as the management philosophy or as close as the management plan, nor is it a specific measure. It is a mountain to be climbed by the entire Company.

Pioneering the Exploration and Implementation of Actions

Project members will understand the meaning of the vision better than anyone else in the company, put it into practice, and pioneer its implementation. We are exploring a few ideas to create something from nothing and others that transform our existing value we provide, anticipating changes in society.

Future Research and Forecasts From 2030

Verbalizing our vision and exploring actions is essential. As such, we are advancing our own research and projections on future communities and consumers. These future projections are passed on to all employees and imply the future.

FUTURE What will we do going forward?

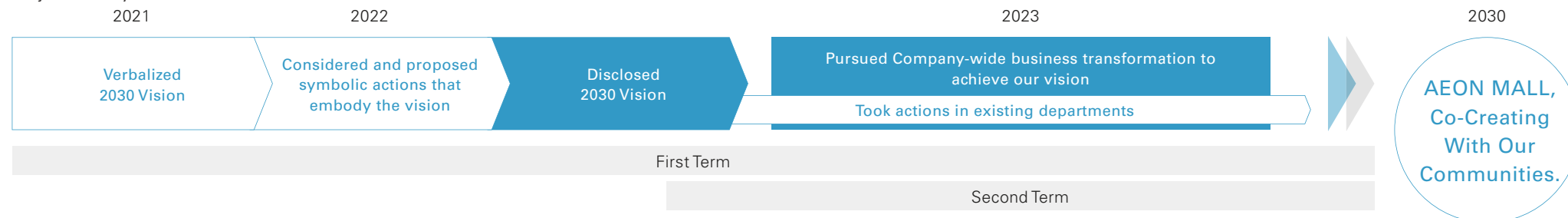
Creating Opportunities for All Employees to Think About and Co-Crete With Our Communities

Together with each employee and all other like-minded individuals, we strive to create, expand, and foster deeper connections, creating opportunities to co-create activities that lead to sustainable futures for our communities from various angles.

Achieving Co-Creation Through the Actions of studio LIFE DESIGN that Impact the Entire Company

We will convey enthusiasm, spread the transformation for growth, and form a sustainable internal structure and culture throughout the Company through the pioneering initiatives of studio LIFE DESIGN. At the same time, we will connect like-minded companies, organizations, local governments, and sometimes individuals, to generate human resources that will create new value to provide. To this end, the topics discussed at studio LIFE DESIGN change with the management issues of each fiscal year.

Project History



Introduction

Top Message

2030 Vision

Value Creation

Value Creation Strategy

Corporate Governance

Corporate Data