

Feature 1

Mall of "Happiness"

① "Happiness Mall" Project

New events of domestic malls in Japan



To a place where wonderful memories are made

イオンモールは
ハピネスモ...ルへ

<p>Health Make mind and body happy and refreshed</p>	<p>Wellness Create excitement and healing spaces</p>	<p>Community Realize a place filled with local people's smiles</p>	<p>Opportunity Provide opportunity to experience goods and services for an affluent life</p>
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Customers are excited whenever they visit and always smile when leaving – Such a commercial property is what we envision as a "Happiness Mall". Amid the rise of e-commerce, I hope our mall is a place where all customer can accumulate wonderful memories of actual experiences each time they visit AEON MALL, and hold a special place in their heart for the mall. With such hope, we started activities for realizing a Happiness Mall in FY2017 and they are in full swing.

Although each of our malls has implemented various projects so far to allow customers to enjoy themselves, all specialty stores and employees at the Happiness Mall, with the 4 pillars: "Health", "Wellness", "Community", and "Opportunity", work together as one toward further comprehensive approach-

es so that customers can feel happy with their experiences during their stay at the mall. Because customers are more health-conscious and want to be satisfied mentally in recent years, each mall holds various events using wide spaces and halls, and provides opportunities for local residents to deepen exchanges and expand their hobbies at workshops in cooperation with specialty stores. The whole company is working to realize a true Happiness Mall where all people who are involved in AEON MALL including local residents, administrative officers, and employees can become happy.



Mamoru Hiyama
General Manager
Marketing Department

"Happiness Mall" model store

A new mall in pursuit of "happy time"

AEON MALL Matsumoto [Nagano Prefecture] Opened in September 2017

Matsumoto City in Nagano Prefecture is a mountainous, academic, and music city which is rich in nature and culture. AEON MALL Matsumoto that opened in the central urban area of Matsumoto City, Nagano Prefecture has been actively promoting its efforts to realize a Happiness Mall under the mall concept of "Happy time in the center of Shinshu" to realize an exchange space filled with unique character and activity.



Wellness "Music City Matsumoto Live" started

Matsumoto City and citizens' volunteer group cooperatively hold "Music City Matsumoto Live", which had been held in the square in front of Matsumoto Station in the past, now in the event space "Kirameki Court" in the mall on a regular basis. Customers of many generations can freely enjoy live music in a broad range of genres performed by local artists.

Our idea was to give many people the opportunity to listen to a street concert performed at AEON MALL. I hope these live performances will become an opportunity to enjoy various genres of music.

Masanori Fukasawa
Secretary
International Music festival
Promotion Section
Matsumoto City Culture
and Sports Department



It is a blessed environment for performers to play music indoors in front of customers who are spending a relaxing time at the mall. We would be grateful for your continued cooperation.

Hiroki Miyajima
Team Leader
Music City Matsumoto
Produce



I played music with woodwind instrument players for the first time here, and I could easily get customers' responses because distance from customers was close. I hope this event will be continuously held.

Shuji Maruyama
Matsumoto
Symphony Orchestra



Health Mall walking event



We hold a mall walking event every week by inviting a lecturer from "Matsumoto Health lab" established by Matsumoto City which is aiming to become a city with increased healthy life expectancy. In order to give people motivation to continue participating, we have been holding stamp rally events.

Community Child-raising event



In a tie-in with regional child-raising support magazine "IKUJII", we hold seminar-based events and cooking classes, where participants can learn how to raise children. These are also places where mothers can become acquainted with each other and broaden their exchanges.

Opportunity "Herbarium" workshop



This workshop was organized by the specialty store "Hana Glass" in the mall, and customers who participated in this event could enjoy herbarium where dried flowers and preserved flowers are dipped into preservative liquid and enjoyed as interior objects, and customers took home their works.

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Health

Contribute to daily health habits, and support building healthy bodies.



Yoga class

Wellness

Offer healing and excitement through culture and art experiences that enrich people's lives.



AEON MALL Rakugo

Community

Create a place where people gather and connect with each other, to become an indispensable place.



National "Shogi" championship match

Opportunity

Give opportunities and hints to enrich lifestyle.



Let's learn secrets of eye - Miruiku workshop

New sense of yoga "Sup Yoga" trial event

We hold yoga classes in various places in Japan and carry out not only regular classes but also trial events such as "Sup Yoga" that cannot be experienced.

AEON MALL Walking

We hold the "AEON MALL Walking" event at more than 140 malls for people to walk in the site for the purpose of promoting health. We hold lessons on how to walk on a regular basis by scheduling special courses and displaying distance and calorie consumption. This event has gained a good reputation because participants can exercise regardless of weather or season.



Running class

We hold events of "Running attack" at multiple malls in cooperation with Japan Running Association and "Sports Authority". We provided support to make children think "running is fun".



AEON MALL Rakugo

Since 2013, we have been holding an event where people can enjoy sign language rakugo (comic storytelling) and classical rakugo, both of which are performed by Fukudanji Katsura shisho (master) school. We held this event at 31 malls throughout Japan in FY2017.

Opera appreciation event

AEON MALL Nagakute and AEON MALL Tokoname (both in Aichi Prefecture) held an opera appreciation event by using cinema complex in the building. Participants could enjoy opera, as well as videos in the same time.



Premium Live & Beauty Fest

AEON MALL Okazaki (Aichi Prefecture) held an event for women combining a jazz band's live performance and a beauty experience in cooperation with specialty stores. This provided a healing time to more than 70 customers.



National "Shogi" Championship Match

AEON MALL Tendo in Tendo City, Yamagata Prefecture, which is known as a famous production area of "shogi" (Japanese chess) pieces, held "The 1st AEON MALL Tendo Cup Battle National Shogi Championship Match". Recommended players invited from across Japan and players selected by Tendo City competed with each other. (Cosponsored by: Public Interest Incorporated Foundation AEON 1% Club)

Promoted local production for local consumption

AEON MALL Shinkomatsu (Ishikawa Prefecture) promoted local production for local consumption by having each restaurant develop original menus drawn from locally produced Komatsu tomatoes as the campaign featuring health promotion.



Local PR event

AEON MALL Hinode (Tokyo Metropolis), in cooperation with 8 neighboring municipalities, held the PR event "Discover! Nishitamatebako" crammed full of attractiveness of the region. This event became a venue for exchange between local residents and administrative officers while conveying attractiveness of rich natural environment in the Nishitama region to participants.



Let's learn secrets of eye - Miruiku workshop -

AEON MALL Chiba NEW TOWN (Chiba Prefecture) and AEON MALL Musashi Murayama (Tokyo Metropolis) held a joint project with JINS and Gakken Kids Net "Let's learn secrets of eye - Miruiku workshop -" for elementary school students to enjoy learning structure of eyes and good things for eyes. This event not only explained mechanism by which we can see things and eyesight and near-sightedness mechanisms, but also provided manual work experience on 3D glasses.

Gift event

AEON MALLS throughout Japan strengthened events for gifts throughout the year under theme "Present, More!". During Christmas period, we launched a "Christmas special website for giving our good wishes" and provided wonderful shopping experiences through various Christmas gifts.



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Mall of "Happiness"

② Also a "Happiness" working place

Partnership with specialty stores



Rest space for employees (AEON MALL Nagakute)

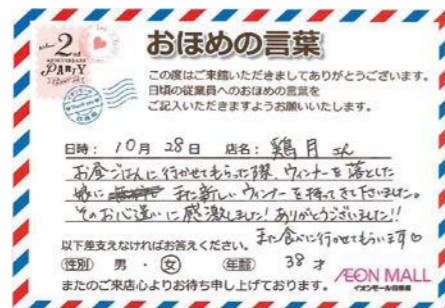
Nowadays, labor shortages have become a social problem in Japan, such as difficulty in hiring employees and higher employee turnover, so we are striving to improve ES (employee satisfaction) at specialty stores which joined AEON MALLs by improving work environment where staff can work long in malls.

Established best practice "ES Section"

AEON MALL has been giving awards to activities at each mall as the "best practice" and trying to expand them to other malls. The "ES Section" newly established in FY2017 selected following activities as an activity which lead to improvement of work environment for employees of specialty stores.

Collecting "compliments"

Believing that complaints lead to increase of motivation, AEON MALL Shijonawate (Osaka Prefecture) has been collecting "compliments" which were given to specialty stores in the mall. 94 heartwarming messages were gathered in ten days, for which staff members were very pleased.



Reducing work burden after closing of stores

AEON MALL Okazaki (Aichi Prefecture) has been improved work environment by adding money depositing machines, allowing use of cargo elevators, distributing bus timetables, and making clean work of restaurants consignable to malls, so that employees of specialty stores can leave the mall quickly after closing.

From Diversity Promotion Working Group

By holding working group's meeting on a regular basis, "Diversity Promotion Working Group" that is made up of specialty stores and related departments of each AEON group company has been creating a pleasant work environment incorporating opinions of the specialty store staff members who work at the property. When selecting the best practice "ES Section", committee members of Diversity Promotion Working Group also participated as a jury member.

At the work group's meeting in February 2018 (The man second from the right is Akio Mishima, Managing Director and General Manager of Sales Division.)



Focusing on ES for customers also

I have had many frank discussions since about 2 years ago as the committee representative of Diversity Promotion Working Group. Nowadays, the biggest problem of specialty stores is human resource shortage. Improving ES is important because customers can have a pleasant experience when employees are satisfied with their workplaces and proud of their works. We would like to continue making proposals also from view-

point of women so that everyone can feel rewarded and keep working in his or her own way.

Chieko Inoue
Vice President
Happiness & D Co., Ltd.



Working together as one

In the case of AEON MALL Shijonawate, I think it is wonderful that words of thanks from customers are visualized and pleasures of being engaged in customer service are shared. In the case of AEON MALL Okazaki, we evaluated that problems are identified from employees and speedily improved. I think that each mall has different issues and things it can do, and I hope that all staff members of the mall will work together to widely spread importance of working together as one.

Shinichi Sakaguchi
Managing Director
SEIHA NETWORK Co., Ltd.



Teamwork beyond border of stores

In the applied cases, there was a report that employees of mall and employees of specialty stores are engaged in club activities beyond border of stores such as futsal and English conversation lessons. Employees of specialty stores tend to suffer loneliness, for example, because days off from work do not match with their friends and colleagues, but there are actually many friends at the mall. I believe that it is possible to create an environment where everyone can work with more energy and vigor if people of various types of businesses gather and a sense of unity in the mall is obtained.

Akira Morita
President
Morita Co., Ltd.



Providing WAON points corresponding to work days

As one of the efforts in ES, we have started providing employees of the specialty stores with WAON points corresponding to number of work attendances (one WAON point per work attendance) at our 23 malls in stage since May 2017. This is well-received as staff of stores can obtain economic benefits. We will further increase the number of malls that introduce this system.

