

Aiming for AEON MALL that Puts More Smiles on the Faces of Customers ①

To make each and every customer happier we keep on trying new challenges to provide a fulfilling time and experience.



ハピネスモ...ルを目指して。

Health

Make mind and body happy and refreshed

We help and support people to acquire healthy habits for their physical well-being.

Wellness

Create exciting and relaxing spaces

We provide relaxation and excitement through experiences of culture and art that enrich people's lives.

Community

Create a place filled with the smile of people in the local community

To become the hub for local community where people can gather and connect with each other.

Opportunity

Providing customers with the opportunity to experience goods and services for a fulfilling life

We offer opportunities and suggestions on rich lifestyle.

Taking on challenges that uniquely applies to the mall by focusing on the regional characteristics

We have been working hard for the past 2 years and we feel the ideal image of Happiness Mall has steadily spread to customers as a new value of commercial facilities.

Besides activities that are commonly carried out by all our shopping malls like "AEON MALL Walking" which promotes a healthy lifestyle by walking inside the building, we also hold many events and festivals unique to each shopping mall with an emphasis on regional characteristics and customer needs. This is a great opportunity for employees who are still new to the company and part-time employees to realize original projects, and they are working hard to get the cooperation of the relevant administrative organs and various organizations with their enthusiasm to contribute to the local regions.

It is important to develop projects by continuously involving more people, and to not only be satisfied with giving shape to the project. From now on, we would like to take on the challenge of making activities across all areas, for example, holding qualifying competitions for certain competitions all over Japan, by utilizing our nationwide network of 150 shopping malls in Japan.

Akio Mishima
Managing Director and
General Manager of Sales Division



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Health

AEON MALL Walking x Fun + Walk Project

To support customers' healthy lifestyles, AEON MALL offers AEON MALL Walking through which anyone can enjoy shopping and physical exercise without being influenced by season, weather, or time. We endorse "FUN + WALK PROJECT", a public and private partnership project, "Make walking more enjoyable, make fun things healthier" promoted by Japan Sports Agency. Towards this end, our shopping malls all over Japan are working on the creation of mechanisms capable of motivating people to walk indoors. Mr. Daichi Suzuki who is Director General of Japan Sports Agency, Ms. Kaya Kiyohara who serves as an image character of "Happiness Mall", and Akio Yoshida who is President of AEON MALL attended the press conference held in September 2018. Director General Daichi Suzuki commented, "Anybody can easily take a walk while shopping without being influenced by season or weather and enjoy a comfortable walk even in a hot region or a snowy region. I would like people all over Japan to learn this AEON MALL Walking and become aware of walking in a familiar place."



On January 25 and 26, 2019, AEON MALL Hiroshima Fuchu (Hiroshima Prefecture) held an event "FUN + HEALTH FESTA" in cooperation with three ministries and agency: Ministry of Health, Labor and Welfare, Ministry of Economy, Trade and Industry, and Japan Sports Agency. We made a concerted effort to increase customers' health consciousness by creating a "Healthy Gourmet Guide" booklet which includes healthy menus of restaurants collected in collaboration with local university students, and exhibiting "FUN + WALK STYLE" commuting shoes and clothes focused on walkability with the cooperation of specialty stores.

Wellness

Illuminated picture book exhibition "POUPELLE OF CHIMNEY TOWN"

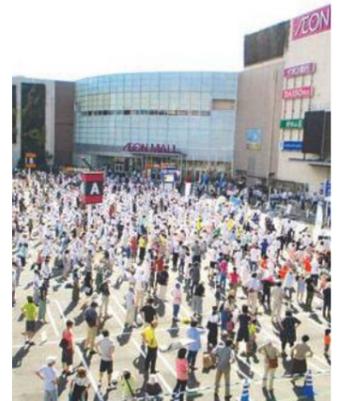
"POUPELLE OF CHIMNEY TOWN", a picture book of Akihiro Nishino who is also active as a comedian, displaying the original pictures of "POUPELLE OF CHIMNEY TOWN" and the panels of his past works at our malls in various places since 2017. In 2018, exhibitions were held at AEON MALL Kurashiki (Okayama Prefecture), AEON MALL Fukutsu (Fukuoka Prefecture), AEON MALL Kofu Showa (Yamanashi Prefecture), and AEON MALL Morioka (Iwate Prefecture). By displaying the pictures illuminated by LEDs of "POUPELLE OF CHIMNEY TOWN", we gave many customers an opportunity to discover the attraction of the works.



Community

Let's do radio gymnastic exercises with 1,000 people!

At AEON MALL Higashi Kurume (Tokyo Metropolis), around 1,300 local customers did radio gymnastic exercises in the parking lot of the mall at 8 o'clock in the morning. In 2018, because it was a milestone year marking the 90th anniversary of the radio gymnastic exercise broadcasting, we conducted the exercises by expanding the scale of the event that Higashi Kurume City Radio Gymnastic Exercise Club had been holding up until then. The Governor of Tokyo and the Mayor of Higashi Kurume City also participated in this event. All participants enjoyed and got refreshed under clear skies, and a multi-generational crowd interacted with each other. (Organizer: Lively Health Bonding Association)



Opportunity

AEON MALL Cup High School "Calligraphy Performance" Grand Prix Chugoku-Shikoku Contest

"Calligraphy Performance" Grand Prix is carried out to create and develop new culture through calligraphy and promote interregional exchange of artistic culture. At the 4th contest, 44 high schools from 9 prefectures in the Chugoku and Shikoku regions participated and competed in calligraphy performance. Qualifying competitions had been conducted since September 2018, and the final contest was held with the participation of nine schools that won the contests at AEON MALL Okayama (Okayama Prefecture) on January 12, 2019. We created opportunities for many customers who visit AEON MALL to encounter new experiences by providing members of participating schools with a place to present their everyday activities.

