

Aiming for AEON MALL that Can Further Contribute to Local Communities ①

Our aim is to create shopping malls that are always needed as an infrastructure base for local residents.



Muko-shi coming-of-age ceremony [AEON MALL Kyoto Katsuragawa]

Introducing strong public facilities and services

AEON MALL is dedicating efforts to improve life services by providing various facilities that local residents need, including not only shopping, food and beverage, and amusement facilities, but also medical institutions, government offices, banks, and post offices. In addition, we provide commercial facilities that are indispensable for local residents by encouraging the members of local governments and various organizations to use the multipurpose event spaces "AEON Hall" and "AEON Cinema" on the premises.



Post office
AEON MALL Zama [Kanagawa Prefecture]



General clinic
AEON MALL Makuhari New City [Chiba Prefecture]



Public library
AEON MALL Tsugaru Kashiwa [Aomori Prefecture]



Employment agency
THE OUTLETS HIROSHIMA [Hiroshima Prefecture]



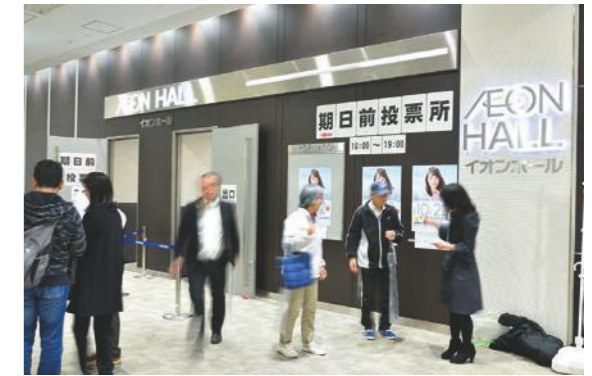
Government office
AEON MALL Higashiura [Aichi Prefecture]



Prayer room
AEON MALL Okinawa Rycom [Okinawa Prefecture]

Installation of polling stations

At the 19th nationwide local elections held in April 2019, we installed early polling stations at 44 AEON MALLs and AEON Shopping Centers in Japan (Some are also same-day polling stations). We provided a convenient voting environment not only for customers but also for employees working at our malls with easy access to buses stopping at the mall or to the large parking lot for those coming by car. At the election of Tsugaru city council members held in January 2019, the number of votes at the polling station installed in AEON MALL Tsugaru Kashiwa (Aomori Prefecture) was more than 50 percent of the total number of votes at all early polling stations, which attested to the convenience of the polling station and led to the improvement of the voting rate. We plan to actively promote the installation of polling stations for future elections.



Promoting the popularization and use of EV

Since 2008, AEON MALL has been advancing the installation of EV chargers at each shopping mall for environmental conservation and the realization of a sustainable society, and for promoting the popularization of CO₂ emission-free electric vehicles and plug-in hybrid vehicles. As of the end of February 2019, we have built a charger network with a total of EV chargers at 146 shopping malls in Japan, and have installed 503 EV chargers at 12 shopping malls in China. In 2017, we were the first Japanese company to participate in the international business initiative "EV100" the goal of which is for enterprises to popularize electric vehicles and promote environmental improvements.



Universal design

AEON MALL is working on continuous improvement by introducing quality universal design for our customers to lead a comfortable life and by listening to our customers such as conducting surveys periodically. Moreover, we are actively introducing cutting-edge technologies such as the installation of digital signages that have voice-recognition functions to understand customers' questions and provide suitable advice.



Promoting the use of public transportation

Some of our shopping malls within walking distance of stations are rewarding customers who visit malls by train. Also, we are working with railroad companies and transportation bureaus to create a better environment where customers can visit the malls by using public transportation including shuttle buses we operate to connect the mall and station or the mall and airport.



Aiming for AEON MALL that Can Further Contribute to Local Communities ②

We are creating shopping malls that can grow and develop with local cultures and regional industries. AEON MALL provides experiences for customers to rediscover local attractions and preserve cultural traditions.



Achieved Guinness World Record® based on relationships of trust built through "Ultimate localization"

The "Ultimate localization" plan started in 2015 to gather original plans for spreading the charms of the region from individual malls and carry out excellent plans that are selected. In the first year, AEON MALL Tendo (Yamagata Prefecture) that planned and executed "National Child Shogi Championship Match" has contributed to the development of shogi (Japanese chess) culture with Tendo City and relevant organizations since then. In October 2018, AEON MALL Tendo achieved Guinness World Record for the number of simultaneous games at "2,000 Shogi Tournament 2018" held at the mall as an event commemorating the 60th anniversary of Tendo City. After engaging in preparations with members of more than 40 organizations for over 8 months, players from across generations gathered from all over the country at the special venue in the parking lot of the mall, and about 4,700 players competed in games simultaneously, resulting in successfully breaking the record.

Aiming for a mall having roots in the local community through the accumulation of regional contributions

We feel that having built relationships of trust with local residents through various community contribution activities such as continuing to hold "National Shogi Championship Match", led to the success of the "2,000 Shogi Tournament 2018". We wanted to succeed in activities to which local residents have strong devotion so we took the lead in participating in Executive Committee meetings and holding repeated discussions. Many players participated from all over Japan as a result of proactive PR activities such as handing out fliers at the qualifying competition venue for "National Child Shogi Championship Match" held at our nationwide shopping malls. As a venue with a capacity of 5000 people, we were relieved to finish the match without any trouble by adjusting the date of the championship match in consideration of shoppers, improving efficiency of admissions on that day, and pursuing smooth and safe operations. Through the "2,000 Shogi

Tournament 2018", I believe that we were able to deepen our bonds with the people of Tendo City and evolve into a mall rooted in the local community. In the future, we will cooperate in the birth of a professional shogi player from Tendo City, which local residents are waiting for, and revitalize Tendo City by making the best use of many outstanding attractive tourist attractions.

Kazuya Kodera
General Manager
AEON MALL Tendo
Nanami Seino
Sales Representative
AEON MALL Tendo



Working with citizens on cultural development

We requested cooperation from AEON MALL for the "2,000 Shogi Tournament 2018", knowing their past proactive effort toward the dissemination of shogi culture, and received various kinds of support from AEON MALL including the use of the venue. To have more fun with the citizens on the occasion of Tendo City's 60th anniversary, we took on the challenge of holding the "2,000 Shogi Tournament 2018" with the desire to increase the number of people who can play shogi. We had difficulty attaining results because it was hard to gather participants; however, thanks to AEON MALL's advertising capabilities and the local residents' affection for shogi, the number of participants exceeded our expectations. Because of the sense of accomplishment that the local community united to break the record, each individual's attachment to shogi was deepened. Above all, I am happy that we were able to promote the shogi culture throughout Japan beyond Tendo City. I hope that AEON MALL will continue to provide us with various supports including dissemination and promotion of shogi.

Hidekazu Murayama
Division manager
Commerce and Tourism Division
Economy part, Tendo city



Project to spread of "shogi" culture

In order to live up to the reputation of Tendo City as the city of shogi, we had a strong wish to make "2,000 Shogi Tournament 2018" a success. To achieve the record, we took various measures such as holding temporary classes in cooperation with relevant administrative organs in various places in the city to teach rules including the way of moving shogi pieces. There were many people who hesitated to play because they had never played shogi before to lower the bar we allowed people to decide the game opponent beforehand and participate with their families and friends. The "2,000 Shogi Tournament 2018" provided a great opportunity to disseminate the culture of Tendo City, with the participation of many children and people who had not been interested in shogi, thanks to AEON MALL's efforts of holding a pre-event before the actual performance. We will pass on the tradition, in cooperation with AEON MALL, of playing shogi games and making shogi pieces to future generations, and make the tradition known not only in Japan but overseas as well with Tendo City serving as a base.

Yoshimi Oizumi
Tendo Branch President
Japan Shogi Association
(Public Interest Incorporated Association)



Continuing efforts to disseminate the shogi culture throughout Japan

● National Child Shogi Championship Match

The "National Child Shogi Championship Match" has been held once a year. With the full support of AEON MALL, qualifying competitions for this 4th championship match were held with the participation of 1,132 players. Participants are continuing to expand. And 12 finalists gathered at AEON MALL Tendo : to participate in the final match held in October 2018.



The National Child Shogi Championship Match provided an opportunity to make Tendo City better known as the city of shogi because qualifying competitions were held in various places throughout Japan. I am happy if many people become aware of Tendo City as a place that is the goal for elementary schoolchildren who play shogi across the country. I hope the finals will continue to be held in Tendo City in the future too. Tendo City has a variety of tourist attractions other than shogi-related attractions. We will further promote the revitalization of regional communities in cooperation with AEON MALL.

Masayoshi Takahashi
Managing Director
Tendo City Tourism Products Association
(General Incorporated Association)

