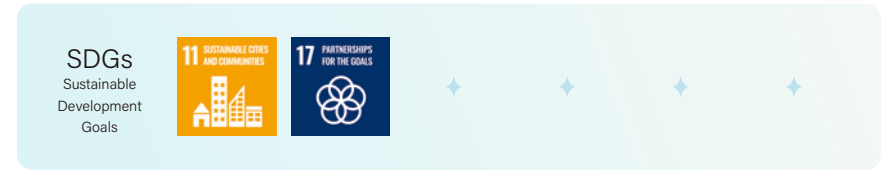


The future vision our Company should pursue ~ KGI/KPI set by employees ~

We face up to the Important Subjects (Materiality) that our Company should be committed to solving, and as a "Life Design Developer" create a better future for the local community and society.



In view of the 10 Important Subjects (Materiality) that the Company should be committed to solving, employees decided on KGIs (final goals) and KPIs (intermediate goals) through repeated discussions. We have set specific KPIs to be achieved by 2030 in accordance with the KGIs that are formulated as the ideal form of our company in 2050. We will contribute to local customers and a sustainable society by sharing the subjects throughout the Company and working together to solve them.

Decision making process

For the purpose of formulating KGIs/KPIs, a diverse group of 22 employees, ranging from veterans to young employees, including those from outside of Japan, were gathered through selection by the Executive General Managers of each division and through open recruitment. In about half a year starting from July 2020, we discussed about the ideal form of an enterprise in everyone's mind through four workshops. While obtaining advice from Makiko Akabane, the Japanese representative of CSR ASIA, we decided on KGIs/KPIs as the action indicators for all employees.

- July 14 : 1st Workshop
Sharing objectives and topics of the workshops
- August 27 : 2nd Workshop
Summarizing drafts of KGIs/KPIs through discussion
- November 27 : 3rd Workshop
Revising the drafts of KGIs/KPIs based on the opinions of experts
- January 28 : 4th Workshop
Determining KGIs/KPIs

In order to continue to be the "selected enterprise" of customers, specialty stores and employees, it is necessary to clearly put forward the specific policy of "what kind of company we want to be." Therefore, we set the Company's future vision (KGIs) and intermediate goals (KPIs) to serve as guideposts through employee discussions. Through free and vigorous discussions among employees of all kinds of positions, from veterans in important posts to young employees who put themselves up for the open recruitment, the workshops became an opportunity for everyone to think about the Company's future and listen to different opinions. As a company that provides solutions for issues of local community and society, we aim at further enhancing the awareness of all employees within the Company, such as requiring all employees to add content related to Important Subjects (Materiality) in their personal goals, and at the same time, we also actively pass on information to our customers and specialty stores.



Thoughts of young employees and employees from outside of Japan who attended the workshops

I attended the workshops because I had always wanted to contribute to solving social issues through urban construction. The workshops deepened my knowledge of SDGs, and I also reflected on the ideal form of our company. Setting the KGIs/KPIs isn't the end point. I think it's very important for us to convey the information and uniform our aims, in order for everyone to take these goals as their own business. It is exactly because our Company has a great influence on society that I hope that we can get our customers and stakeholders to participate and undertake part of the tasks for solving the Important Subjects.



Responsible Important Subjects
Cultural Preservation and Inheritance
Climate Change and Global Warming

I studied environmental science in college, and I always wanted to contribute to environmental protection. The workshops also included professional contents, but I made full use of the knowledge that I acquired in college and led the workshop while posing questions to other participants. I hope to make good use of the connection between colleagues formed during the workshops and, while our Company grows as a comprehensive developer, contribute to the construction of a city full of greenery that it becomes the city's green image.



Responsible Important Subjects
Cultural Preservation and Inheritance
Climate Change and Global Warming



Responsible Important Subjects
Production and Consumption Formats
Diversity and Work Styles

Since Omuta City in Fukuoka Prefecture where I am working has been selected by Japan Cabinet Office as a "SDGs Future City" because of its great potential for realizing sustainable development, I presented ideas using local initiatives as references at the workshops. I was given the task of leading group discussions, and things like this made the workshops an unprecedented opportunity for growth for me. I hope to apply the SDGs viewpoints I acquired in the workshops to my future work.



Responsible Important Subjects
Low Birth Rates and Aging Society
Protecting Biodiversity and Resources

It is a precious experience for me that the workshops brought people who "want to make the company better" together and allowed me to freely exchange opinions with veteran employees beyond the boundary of age. Through the workshops, I felt that there are indeed ways to make customers enjoy shopping experiences and meanwhile get the whole region working together to protect resources. The shopping mall where I work is also considering carrying out environmental protection activities, and my boss wants me to "feed what I have learned back into practice," so I want to promote this plan and make it a reality in the future.

AEON MALL Vietnam is planning on actively participating in social contribution activities, so I attended the workshop in order to have a deeper understanding of our Company's basic philosophy and initiatives implemented in Japan. Based on the knowledge and experience gained in the workshops, I hope to also set up a team in Vietnam in the future and set SDGs goals, improve the awareness of each employee, and promote activities towards the realization of KGIs/KPIs. I would also like to work with administrations and other organizations and groups to address issues together with the local community.



Responsible Important Subjects
Cultural Preservation and Inheritance
Climate Change and Global Warming