



## Root in the community and contribute to building a vibrant city

### Become a base for daily life, a shopping mall that can meet everyone's expectations

In response to the spread of COVID-19, we are working to create a mall where not only customers but also staff of specialty stores and our Company can feel safe and secure. At the same time, in order to ensure that our customers can have a pleasant time even when their activities are restricted, we are holding events that are designed to fit the new lifestyles. As a commercial facility rooted in the local community and that allows people to visit in a relaxed and happy mood, we consider the mission of our Company to be sticking close to the lives of local residents and contributing to solving various issues. As a base for the daily life of local residents, we will continue to create all kinds of values that only physical stores can provide from now on.



Managing Director, General  
Manager, Sales Division  
Akio Mishima

### Initiatives to contribute to the local community (outside of Japan)

#### Experience Japanese culture through Summer Festival (China)

Shopping malls in China hold Summer Festival every year as a regular event. In 2020, we were sponsored by the government that aims at revitalizing the declining economy due to the spread of COVID-19 and scaled up Summer Festival. We also invited Japanese companies to participate in the event, providing an opportunity to experience Japanese culture at a time difficult to travel overseas through activities such as wearing yukata, scooping goldfish and tasting gourmet.



AEON MALL Suzhou Xinqu  
Sales manager  
Yi Li

#### Spreading the charm of domestic crops (Vietnam)

The agricultural fair was well received when it was first held in 2019. Therefore, in 2020, we expanded the scale of the event, holding activities for 5 days in AEON MALL Long Bien and AEON MALL Ha Dong, respectively. Customers could try out and buy agricultural products at many booths run by agricultural practitioners. In addition, we also shared agriculture-related professional knowledge and technologies through seminars, contributing to Vietnam's agricultural development.



AEON MALL Vietnam  
Mall Operation Department  
General Manager  
Dương Hoàng Nguyên



### 3 companies join forces to support Hokkaido's food business owners Smile Marche project

AEON MALL Around Asahikawa Station (Hokkaido)



In order to support Hokkaido food business owners who are experiencing difficulties with surplus stocks due to the spread of COVID-19, we have launched the Smile Marche project in collaboration with Sousei Marche, a food select shop that has a branch in AEON MALL Around Asahikawa Station, and Yamato Transport Co., Ltd. We have opened a special store, Smile Marche, that specializes in local products from Hokkaido in the shopping mall, as well as an online shopping site, Online Hokkaido Produce Exhibition. As for the Hokkaido Food Business Owner Supporting Sets filled with goods such as meat, fish, and cheese from various business owners, although customers will not know the contents of the sets until delivered, we still received a large number of orders from all over Japan, contributing to increasing sales for food business owners while widely spreading the appeal of the ingredients.

#### Utilizing our experience of marché operations to collaborate

While I was thinking, "Is there anything I can do to help food business owners?" I received the consult from AEON MALL. I utilized my experience and knowledge of planning and operating marchés and drew up a business proposal within the same day. The concept of this project is "Pay It Forward," which connects goodwill from one person to another. Responses from all over Japan completely exceeded our expectations; we received many heart-warming comments, and the project became an opportunity for us to once again fully realize the potential of Hokkaido-produced food ingredients. We will not remain satisfied with the smiley faces of the customers who bought the products and the business owners who sold the food ingredients and will continue to spread the smiles in the future as well.



Kabushikigaisha  
AgriInnovationDesign  
Representative Director  
Mr. Masato Wakisaka

#### Lower freight rates and spread our enthusiasm for the program throughout Japan

We heard many urgent voices like "we may go out of business if the current situation continues" from our business clients who were facing overstock problems due to declining demand. While we were thinking about what we could do for them, our thought of "wanting to help local customers" aligned with that of AEON MALL, so we started this project together. The Online Hokkaido Produce Exhibition attracted a lot of customers to buy products because we were able to lower the relatively high shipping costs to outside of Hokkaido and sell the products at special prices, which led to the success of the project.



Yamato Transport Co., Ltd.  
Hokkaido Branch  
Corporate Solutions  
Development Office  
Manager  
Mr. Ryohei Minato



AEON MALL Around Asahikawa  
Station  
Sales staff  
Katsuya Kobayashi

#### 3 companies play to their respective strengths

We had difficulties with packing and shipping because the number of orders from the online shop exceeded our expectations, but we overcame these difficulties with the help of Yamato Transport. I was also impressed by Mr. Wakisaka's speedy and action-oriented work style, and I feel very happy to have been involved in this project. I hope that we can continue to play to our respective strengths and build good relationships with each other to take on new challenges in the future as well.

#### Conclusion of agreements on regional revitalization

We are promoting the conclusion of agreements with local governing bodies in order to collaborate with the local community to develop together. In Okazaki City, Aichi Prefecture, we have signed a Comprehensive Collaboration Agreement on Revitalizing the Region. We have also signed an agreement with Okazaki City on health promotion and support in case of disaster, and we will

further strengthen our partnership this time. In addition, in Indonesia, we signed the Agreement on Regional Revitalization, with the aim of turning AEON MALL Sentul City, which opened in October 2020, into a community base that offers more convenience for local residents.

We are committed  
to fostering the  
habit of physical  
activity and  
promoting the  
health of the local  
community,  
supporting fulfilling  
lifestyles for all.



## Stay close to people's daily life and enhance health awareness

### The evolving AEON MALL Walking

To help customers maintain a healthy lifestyle, we have set up walking routes in almost all of our shopping malls in Japan, where customers can easily enjoy exercising through the AEON MALL Walking while shopping, regardless of season, weather or time. In AEON MALL Shinrifu South Building (Miyagi Prefecture), which opened in March 2021, we adopted a space design that encourages people to become aware of their health from the perspective of primordial prevention. We have installed Balance Walking (a walking speed and posture detection system) that helps customers understand their walk age and focus on their health, and Climb Walking (a program to stimulate memory and imagination), a staircase that uses design and sound to make it fun to use. We support health promotion and contribute to the local community.

### Conclusion of a cooperation agreement aiming at improving the health of local community

We have entered into a mutual cooperation agreement with Japan Conference For Health Promotion, a general incorporated association that provides comprehensive health management services nationwide, with the aim of improving the rate of medical checkups for local residents and contributing to health promotion. In addition to the traveling medical checkups that include screening for gynecological diseases at 19 shopping malls, we also implemented cancer screening for women at AEON LakeTown kaze (Saitama Prefecture), so that customers could easily get checkups done when they went for shopping. We will continue to contribute to healthy lifestyles of the local community and specialty store staff from now on.



### Strengthen blood donation activities at shopping malls throughout Japan

Japanese Red Cross Society

Due to the COVID-19 pandemic, people are required to refrain from going out, which led to the reduction of opportunities to donate blood at enterprises and schools, and the lack of blood has become a serious issue. For the sake of many patients who are in need of blood, our Company has strengthened the organization and arrangement of donation activities starting from the shopping malls that resumed business after the temporary suspension of business due to the declaration of state of emergency in April 2020. From May to June 2020, 45,123 customers collaborated on blood donation in 121 shopping malls.



Top left: AEON MALL Kochi (Kochi Prefecture) Top right: AEON MALL Tsugaru Kashiwa (Aomori Prefecture)  
Bottom left: AEON MALL Natori (Miyagi Prefecture) Bottom right: AEON MALL Around Nagoya Dome (Aichi Prefecture)

### I appreciate everyone's help for blood donation activities during these difficult times

With the spread of COVID-19, blood donation activities using blood collection buses have been suspended successively since February 2020. In addition, due to the government's request to avoid unnecessary and nonurgent outdoor activities, the number of people going to blood donation stations has decreased, and the impact of this situation on (the stock) of blood for transfusion is very worrying. Normally, AEON MALLs throughout Japan have been providing blood donation venues for us, but in response to the fact that many venues have suspended blood donation activities, we asked AEON MALL for collaboration and ensured blood donation venues. We gradually strengthened blood donation activities starting from shopping malls that resumed business in May. From February to June, the number of blood donors at AEON MALLs increased to 133% of the same period last year, which has given us great help. It is precisely because the shopping malls are places where customers come on a regular basis, so it can be expected that many people will come to donate blood repeatedly. For those who help us in blood donation, there is also the advantage of being able to enjoy shopping while waiting for their turn.



Japanese Red Cross Society  
Assistant General Manager,  
Management Planning  
Department, Blood Service  
Headquarters  
Mr. Yoshihiro Matsuda

### Social contribution activities of the Company

#### ■ AEON Happy Yellow Receipt Campaign

On the 11th of every month, customers will get yellow receipts when shopping at AEON MALL specialty stores. If customers put a receipt into a dedicated BOX that has the name of a regional welfare organization or such, AEON will

donate to that organization a gift card of a value equivalent to 1% of the total payment of the receipt. In FY2020, the donation amount (AEON MALL total) is JPY 22,255,091.

#### ■ Results of fundraising activities in FY2020 (total amount of all AEON MALLs in Japan)

As a part of the social contribution activities of AEON group, fundraising activities always receive lots of support from many customers every year.

• Myanmar School Construction Support Fundraising 2020/4/1 - 4/28	JPY 1,370,327	• Asian Disabled Person Support Fundraising 2020/11/1 - 11/30	JPY 3,418,392
• COVID-19 Children's Aid Fund Emergency Relief Fundraising 2020/4/28 - 5/24	JPY 451,440	• Fundraising for Supporting Health Care Workers for COVID-19 *Only in the Kinki region of Japan 2020/12/14 - 2021/2/28	JPY 2,799,710
• Kyushu Rainstorm Disaster Emergency Aid Fundraising 2020/7/6 - 8/2	JPY 1,766,825	• National Children's Cafeteria Support Fundraising 2020/12/15 - 2021/1/17	JPY 6,955,092
• 24 HOUR TELEVISION Charity Fundraising 2020/7/10 - 8/30	JPY 18,442,969	• Disabled Person Manufacturing Support Fundraising 2020/2/6 - 3/7	JPY 3,760,700
• AEON UNICEF Safe Water Campaign Fundraising 2020/10/1 - 10/31	JPY 3,068,746		

Total JPY 42,034,201