

# The Latest Domestic Mall Trends

We opened four new malls in Japan during FY2021. We strive to create malls that enrich lives by satisfying the needs of local communities and customers. Our efforts include taking on the challenge of developing new and unique business formats that look ahead to the next generation.

## Newly Opened Malls

### A New Mall Model Integrating Retail and Office Space

- AEON MALL Nagoya Noritake Garden (Aichi Prefecture)

This is the first of our malls in a business format that integrates commercial facility development with offices that support the growth of workers and companies. The neighboring BIZrium Nagoya, which is the first-ever AEON MALL office building, connects work and life seamlessly, offering more relaxed lifestyles and flexible work styles. Located in the heart of the city, yet blessed with abundant greenery, this complex provides space in which people can be themselves, spending time in a natural way, embodying the concept, *to be a place for nature and to be natural*.



Entrance to BIZrium Nagoya, a next-generation office complex located on the 4th through 6th floors.



The open terrace space can be used for a variety of occasions, such as chatting with colleagues or a change of scenery.



The office complex includes 40 meeting rooms, which can be reserved via an app.



### Offices That Reflect Worker Ideas and Lifestyles

We are pursuing the ideal office from the view of both corporate tenant and the people who actually work in the building, drawing on our own experience. In addition to using floor space efficiently through a number of common-use meeting rooms, we considered the functional integration of the offices with childcare, dining, shopping, medical care, etc., ensuring comfort at work and off work. The building received the WELL Certification, which evaluates buildings from the perspective of worker health. This lush green space encourages people from all walks of life to live with vitality. Numerous companies have already moved into the building, even in the midst of the COVID-19 pandemic, based on a shared vision for WORK LIFE BLEND OFFICE.

Manager, BIZrium Nagoya **Ryoga Sato**



SDGs  
Sustainable  
Development  
Goals



### A New Hub for Interchange in the Hokuriku Area

- AEON MALL Hakusan (Ishikawa Prefecture)

Opened in July 2021 in Hakusan City, Ishikawa Prefecture and conveniently accessible from three prefectures in the Hokuriku region, AEON MALL Hakusan offers 200 specialty retailers, 40% of which have opened for the first time in the Hokuriku region or Ishikawa Prefecture. *Kagayaki Street* runs along the center the building, creating a space where visitors can enjoy walking a tree-lined path. The gourmet zone, one of the largest in the area, offers cuisine produced by Japan's leading chefs. Our goal through the mall is to provide joy, surprise, and excitement to people of all ages and to serve as a community hub for the region.



Kagayaki Street

### Gaining a Deeper Understanding of the Community and its Needs

The most important aspect of creating a new mall is to understand the characteristics of the community. Two years prior to the opening, we held a series of dialogues with relevant departments at the Hakusan City Hall and spent a year visiting the municipalities in the prefecture to study the local cultures and lifestyles. We recruited a wide variety of restaurants when we learned of the tendency for residents to dine out. Since the surrounding area is subject to heavy rainfall, we installed amusement facilities and playgrounds inside the building, responding to requests from the local community. Together with *Kagayaki Street*, which has become a relaxing space to read books and enjoy quiet, we designed the facilities to be enjoyed regardless of weather. We will continue to make every effort to contribute to the development of the local community in cooperation with local residents.

General Manager, AEON MALL Hakusan **Kazuya Kodera**



### Becoming One of the Largest Entertainment Malls in Tohoku

- AEON MALL Shinriku South Wing (Miyagi Prefecture)

It is the first of its kind in the Tohoku region to offer state-of-the-art interactive amusement facilities, serving as a space for everyone from small children to multi-generational families to seniors. Together with the latest fashions and a wide variety of food, the mall provides fun and excitement for local residents under the concept of LIVE FULL DAYS.



### Evolving in Response to the New Normal

- AEON MALL Kawaguchi (Saitama Prefecture)

AEON MALL Kawaguchi temporarily closed operations in 2018 to respond to diversifying needs and digital societies. The reenvisioned mall was reopened in June 2021. The mall concept is *Kawaguchi Green Park*, and the mall offers a comfortable, pleasant environment, like a park overflowing with greenery. The mall also offers new services that fuse the real and digital worlds to meet the needs of the new normal.



### Other shopping malls that have undergone renovations in FY2021

- AEON MALL Shinriku North Wing (Miyagi Prefecture)
- AEON MALL Kawaguchi Maekawa (Saitama Prefecture)
- AEON LakeTown kaze (Saitama Prefecture)
- AEON LakeTown mori (Saitama Prefecture)
- AEON LakeTown outlet (Saitama Prefecture)
- AEON MALL Okazaki (Aichi Prefecture)
- AEON MALL Suzuka (Mie Prefecture)
- AEON MALL Kusatsu (Shiga Prefecture)
- AEON MALL Kyoto Katsuragawa (Kyoto Katsuragawa)
- AEON MALL Okayama (Okayama Prefecture)
- THE OUTLETS HIROSHIMA (Hiroshima Prefecture)