

Life Design Report 2024

Be Co-Creator for Sustainable Region as Life Design Producer

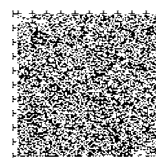


AEON MALL CO., LTD.

THIS BOOKLET INCLUDES UNI-VOICE, A VOICE CODE FOR THE VISUALLY IMPAIRED.

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- Notches are cut into the edges of the pages to allow the user to locate the audio code by touch.

*Uni-Voice is available in Japanese only.



Together With Local Communities, Giving Shape to Dreams for a Better Future.

AEON MALL aspires to be a Life Design Developer,
creating the future of community living.

Creating fun, comfortable malls.

Contributing to communities where all live in safety and security.

Creating environmentally sustainable societies.

Committed to our communities and building a future together,

Committed to making every day a happy day,

Committed to doing more, today and tomorrow.

We pursue all possibilities through creative thought,

Aiming to be an indispensable community member.

Basic Philosophy

Customer First

Management Philosophy

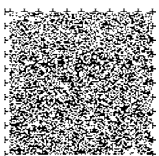
AEON MALL is a Life Design Developer
that works with communities and
produces ways of living for the future.

Management Vision

Becoming a company that touches the hearts
of 5 billion visitors throughout Asia

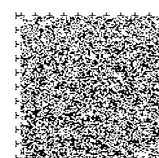
Corporate Slogan


Sharing a sense of
lively participation





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AEON MALL 2030 Vision

Be Co-Creator for Sustainable Region as Life Design Producer

We work together with like-minded stakeholders to co-create activities that lead to sustainable futures for our communities.

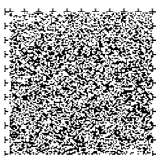
The work of community co-creation is a company-wide vision of sustainable futures and a vision of co-creation together with our partners and shared values of every AEON MALL employee.



Sharing Knowledge and Experience



Creating New Value



Together With Local Communities, Creating a Better Future.

As the social environment changes,
the role of shopping malls also changes in dramatic ways.

Collaborating with a wide variety of partners,
we pursue reform for more abundant living,
aiming to create sustainable communities through the work
of community co-creation.

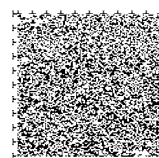
Many and diverse issues are close to our daily lives,
including social issues unique to each community.
Many of these issues are difficult to solve on our own.

We create deep connections with partners across industries and roles,
combining knowledge and experience to broaden the scope of our efforts
in our commitment to co-create better local communities.



President and CEO

大野 恵司



Our Partners in Community Co-Creation

AEON MALL forms cooperative partnerships
to engage in initiatives for community co-creation.



P8 Specialty Stores

Trying new approaches with specialty stores to address local issues.



P14 Local Governments

Gaining a deep understanding of local characteristics and issues and providing support for daily living.



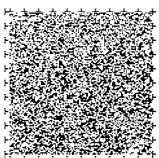
P20 Local Organizations

Refining the unique charms and character of a community, making connections for a brighter future.



P24 Customers

Expanding the circle of empathy and cooperation together with mall customers.





P32 AEON MALL Employees

The actions of each employee create a brighter future for our communities.



P36 Diverse Companies

Pursuing new possibilities inspired by perspectives from other industries.



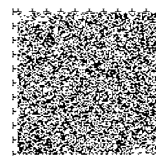
P40 Community Sports Organizations

Creating community hubs through the appeal of sports.



P44 Industry, Academia, and Research Institutions

Contributing to more abundant, healthier lifestyles with the help of professional, objective entities.

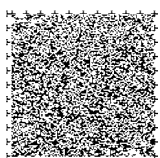


Fashion Ser

Trying New Approaches With Specialty Stores to Address Local Issues

Specialty stores offering a wide variety of products and services and specialty store employees are important AEON MALL partners in creating everyday mall experiences. We are building a variety of collaborative systems to evolve every corner of our malls into attractive spaces.

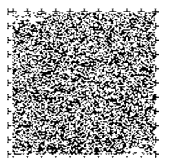
And these partnerships are not limited to shopping scenarios. We work together with specialty stores and employees to address local issues and support our shared communities through day-to-day mall operations.





AEON MALL works with specialty stores to offer ideas
in line with the diverse needs of each community.

Next Page ►



Creating a Joint Delivery Service Approaching the Challenges Faced by Specialty Stores and the Delivery Industry

#AEON MALL Joint Delivery #Logistics 2024 Problem #Streamlining Merchandise Delivery #Naniwa Co., Ltd.

Specialty Stores | Companies



AEON MALL

Reducing Delivery Costs for Specialty

The logistics industry faces a variety of challenges, known as the 2024 Problem. These resulting from work-style reform. We offer a joint delivery service in 24 prefectures product deliveries. Partnering with Naniwa Co., Ltd., we reduce costs and improve



PORTSTYLE, Inc.
General Manager,
Business Administration
Katsumasa Yashita

Specialty Stores

Attractive Service Quality and Cost

We operate hat specialty stores, *Ichiyon Plus*. Of our 38 locations in Japan, including locations at AEON MALL, 20 use the joint delivery service. Delivery cost had been an issue due to the large volume and variety of products involved. Using the joint delivery system has allowed us to optimize our operations. The delivery service is an important part of our infrastructure, ensuring service continuity and the availability of products as planned. We can maintain delivery service levels overall, which is great relief. Service quality and costs were straightforward and reasonable, while the startup was very smooth.

Deliveries run from specialty store warehouses to AEON MALL, other commercial facilities, stand-alone stores, and other locations. We also provide transportation between stores and returns to the warehouse.

Warehouse Area



Specialty Store
Warehouse Locations

1 Store delivery



(Naniwa CO., Ltd.)

3 Product returns

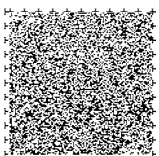


Naniwa Co., Ltd.
Manager, Sales
Masafumi Oku

Companies

Delivering in Bulk for Operational Efficiency

Our company is mainly involved in the delivery business for the apparel industry. The joint delivery service was an attractive proposal that might become a new pillar of our business. We can improve the overall efficiency of product delivery if companies such as AEON MALL and other commercial facility operators take the lead in creating systems for packages to be combined and transported to a single facility. The potential of this joint delivery service compelled us to participate. We have received positive feedback from existing clients, some expressing their hope that we continue with this and other initiatives. This service is truly groundbreaking and the first time we have been approached by a commercial facility operator to solve logistics issues.





Stores and Improving Delivery Efficiency

challenges include a potential shortage in delivery capacity with reduced driver work hours in Japan to help specialty store companies cope with logistics issues and the rising cost of delivery efficiency through joint pick-ups and deliveries from multiple specialty stores.



Read the full interview here.



Business Innovation
General Manager,
Operations
Takuya Kato



Manager,
Business
Co-Creation
Yu Masaki



AEON MALL

Meeting the Expectations of Specialty Stores and Solving Social Issues

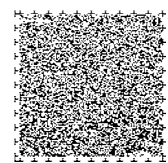
The joint delivery service is an initiative we launched as a commercial developer to support specialty stores. We hope the service helps solve the logistics issues that are becoming increasingly serious in society. We interviewed several specialty stores and approached the service from their point of view. Considerations included costs and adding commercial facilities of other companies as delivery destinations. Rather than generating profits from the joint delivery service, our aim is to solve issues faced by specialty stores, increase mall sustainability, and leverage the service as a factor for specialty stores in choosing AEON MALL for future locations. We will continue to tackle various related issues, even beyond product delivery.



Naniwa Co., Ltd.
Manager, Sales
Taro Higuchi

Companies A Three-Party Solution for Logistics Issues

For us, the joint delivery service leads to business with new companies. We also have the advantage of increasing the overall efficiency of our delivery operations by increasing the load capacity per truck. AEON MALL's launch of this service has been very beneficial since the service allows commercial developers, specialty store companies, and us, as a logistics company, to work together to address logistics issues. We already had an infrastructure for delivering products nationwide, from Hokkaido to Kyushu, so we were able to take advantage of this delivery network to expand the areas served by the joint delivery service.



Sharing Specialty Store Space With Students A Place to Learn, Bringing New Vitality to Our Malls

Opportunities for Students to Showcase Their Knowledge

Three Star Osaka (operated by Fiber cdm Co., Ltd.) is a secondhand clothing store located in Shinsaibashi OPA. The store agreed to host to the Sozo-ku satellite lab of the Osaka MODE GAKUEN vocational school. Osaka MODE GAKUEN is a comprehensive professional training college offering a number of specialties, including fashion design, hair and makeup, beauty, nail art, interior design, and graphics. Sozo-ku sponsors events such as hairdressing, fashion shows, apparel displays, and other activities to highlight student works.



#Industry-Academia Collaboration Project #Sozo-ku #Experience-Based Facilities #Shinsaibashi OPA

Specialty Stores | Schools



AEON MALL



Fiber cdm Co., Ltd.
Deputy General Manager, Retail
Keiji Seta

Specialty Stores

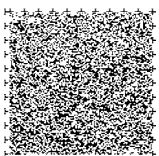
Specialty Store Space Offered for Student Learning

When we expanded the store, we offered space for students to use for learning and experience. We were happy to hear from students that they enjoyed the opportunity to use a realistic setting for learning through the Sozo-ku activities. We maintained close communications with the representatives from Shinsaibashi OPA, exchanging three-way opinions as we planned these activities.

AEON MALL

Opportunities to Work More Closely and

Each of the three parties involved offered their ideas for the project. We also provided promotional materials. Since Sozo-ku is a space within a store, proposals, plans, and other endeavored to build mutually beneficial relationships with the specialty stores operating in of each company.





Osaka MODE GAKUEN
Academic Affairs
Koji Kawano

Schools

Valuable Experience for Growing Into a Professional

Students have frequent opportunities to present their work and achievements within the school. While the efforts are appreciated by teachers and students, the works are rarely seen by the general public. Having the general public see the work and provide feedback is very stimulating for students to hone their skills. These are valuable experiences not available on campus.

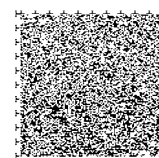


Read the full
interview here

Build Deeper Relationships With Specialty Stores

support in terms of driving customer traffic and advice on activities had to go through approvals from the store. We our mall, striving to understand the policies and strategies

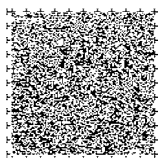
Shinsaibashi OPA
Manager, Sales
Maika Tahara



Gaining a Deep Understanding of Local Characteristics and Issues, and Providing Support for Daily Living

Local governments support the daily lives of community residents in every aspect. To offer solutions, AEON MALL must work closely with local governments that have an intimate understanding of the issues that communities face.

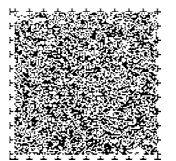
We work together to examine issues and offer answers most appropriate to each community, supporting public functions in response to disaster preparedness and aging demographics. We share the goal of making life better, contributing to regional development from multiple perspectives.





AEON MALL works together with local governments
to provide appropriate solutions for community issues.

Next Page ►





We Help Raise Safety Awareness in Our Area, Aiming to Create Safe, Comfortable Communities

Events for Strengthening Community Relationships

AEON MALL Aratamabashi sponsored *Aratama Tsunagari Week* to provide an opportunity for community interactions. In cooperation with eight organizations, including police stations, fire departments, schools, and local governments, the mall sponsored nine days of hands-on projects, displays, and stage events to highlight self-protection from accidents and disasters. The preparatory stages of the project helped build relationships with other organizations. In addition, the event provided an opportunity for many participating customers to become more aware of the dangers that lurk in their daily lives and how to think about safety.

#Local Community Relationships #Improved Awareness of Crime and Disaster Prevention #Safe Living #AEON MALL Aratamabashi

Public Agencies



AEON MALL



Aichi Minami Police Station
Lieutenant, Community
Affairs Section, Community
Affairs Division
Koichi Kamata

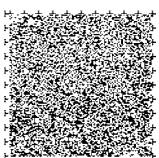
Public Agencies Well-Planned

We participated in self-defense other projects conducted by different public aware of accidents and crimes. that we encourage for protection. facility to communicate and raise the

AEON MALL

Opportunities to Create Community Relationships

The theme of the event was *tsunagari*, or relationships. The idea was to connect customers with the level of safety across the community. In the process of searching for cooperative organizations, people whom we met for the very first time. The unique role of AEON MALL is to foster relationships stores, and customers.





AEON MALL Aratamabashi

Aratamabashi Tsunagari Week Highlights

Aichi Minami Police Station

Self-defense seminars, criminal arrest demonstrations, performances by the Nagoya City Minami High School brass band, etc.

Aichi Prefecture Disaster Prevention and Safety Bureau

Earthquake simulation vehicle, etc.

Aichi Prefecture Minami-Ku Fire Company

Steps to prevent furniture falls

Japan AED Foundation, Aichi PUSH

Instructor-led CPR training

Nagoya City Minami Fire Station

Performances by the Pokka Lemon Firefighting Band and firefighting vehicle display

Nagoya City Miharashidai Archaeological Museum

Exhibit of earthenware excavated at Miharashidai, reproductions of shell mounds, etc.

Nagoya Minami-Ku Organizations (Six Organizations)

Stage events (sponsored by the Nagoya City Minami Ward Office)

Daido University, Daido University Daido High School

Isewan typhoon exhibition

AEON MALL Aratamabashi

Stamp rally to encourage visits to other event areas



The back of the event flyer featured a design for visitors to create their own hazard maps, filling in evacuation sites and other information.

Projects Across Numerous Topics Within the Station

seminars, criminal arrest demonstrations, bicycle safety demonstrations, and departments within the station. The event was an opportunity to make the We also helped local residents understand the daily habits and other activities We hope to take greater advantage of AEON MALL and its spacious awareness of safety in the community.

participating organizations, raising we created relationships with many among the community, specialty

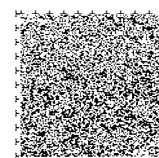
AEON MALL
Aratamabashi
Operations Lead
Momoka Tsuruwa



AEON MALL
Aratamabashi
Sales
Manami Okayasu



Read the full
interview here





Self-Expression Through Fashion to Foster Symbiotic Societies

Universal Fashion Show

Aiming to foster symbiotic societies, Yamanashi Prefecture sponsored a Universal Fashion Show at AEON MALL Kofu Showa. The show encouraged people of all abilities to experience the joy of fashion and self-expression. In 2023, 15 people with disabilities from around the prefecture participated as models after answering an open call for volunteers. In addition to walking down the runway in clothing made by specialty apparel stores, participants and guests enjoyed a dance performance by members of the University of Yamanashi Dance Club.



#Universal Fashion Show #Symbiotic Society #Transformation! #AEON MALL Kofu Showa

Local Governments | Specialty Stores



AEON MALL



Yamanashi Prefecture
Disability Welfare Section,
Welfare and Public Health
Department
Director (Community Life
Support)
Honami Yokomori

Local Governments

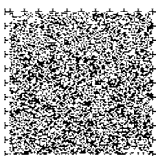
Creating Societies of Respect for Individuality

The Universal Fashion Show has been sponsored by Yamanashi Prefecture for the past five years. AEON MALL Kofu Showa has been a part of the event since 2022, doing our part to help more people attend the show. It is truly gratifying to see so many people attend the show in an open space that attracts diverse customers and promotes an understanding of people with disabilities. Many of the models' guardians commented that the experience gave the models themselves more confidence.

AEON MALL

Creating Societies for All to Shine

We share the Yamanashi Prefecture goal of creating symbiotic societies in which individual. The models responded positively to the cheers with body language. The event was another opportunity to understand what we can achieve when





AEON MALL Kofu Showa

Specialty Stores

Selecting Looks Most Flattering to the Model

We believe daily connections between people and society are important. We provided apparel for the event because we empathized with the objectives of the show. We selected apparel based on information about the models and requests about the kind of image the models wanted for themselves. Our coordinates reflected our hope that each look selected flattered and pleased each model.



IGA Co., Ltd.
axes femme
Manager, AEON MALL Kofu
Showa Store

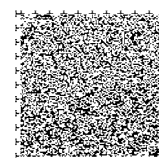
Sanae Kikuchi



Read the full
interview here

people of any ability can express their individuality and that every
and hand gestures, while everyone smiled and enjoyed themselves.
we are accepting and allow others to express their strengths.

AEON MALL Kofu
Showa
Sales
Natsumi Kaneko



Refining the Unique Charms and Character of a Community, Making Connections for a Brighter Future

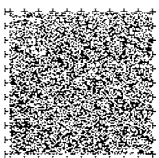
Key industries supporting their communities; a proud history of tourism resources and local specialty goods.

Unique cultures and traditions nurtured carefully from generation to generation.

In every region where an AEON MALL exists, we find unique attractions and features.

And we help preserve these important treasures for the future.

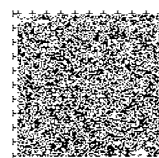
Through dialogue with local citizens, we pursue activities that make communities stronger and brighter, uniting hearts and minds.





AEON MALL is united in the desire to be a part of the local community, contributing to the development of culture and traditions rooted in daily life.

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Promoting a Centuries-Long Traditional Festival and Carrying On the Passion of Communities

Niihama Taiko Festival

For the past 20 years, AEON MALL Niihama has provided space in its parking lot as the venue for the Niihama Taiko Festival night taiko drum event. The October 2023 Taiko Festival was held completely free of restrictions for the first time in four years since the start of the COVID-19 pandemic. The festival featured ten enormous 5.3-meter-high taiko drum stands and 1,500 *kakio*, or drum carriers. A large audience gathered to watch the spectacular performance, highlighted by gorgeous, illuminated taiko drum stands.



#Niihama Taiko Festival #Three Major Festivals in Shikoku #Night Drums #AEON MALL Niihama

Local Organizations



AEON MALL



Niihama City
Kawanishi-Ku
Advisor, Taiko-Dai
Management Council
Kimio Kato

Local Organizations

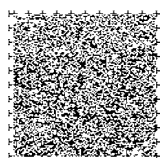
Continuing

Niihama residents regard the taiko O-Bon or New Year's events. Prior to the drum stands or for other events. AEON mall parking lot. I think everyone involved event, thanks to AEON MALL, everything

AEON MALL

An Entire Mall Contributing to Festival Excitement

To accommodate the festival schedule, AEON MALL extended regular hours of operation performances on the mall grounds, the mall held an anniversary festival with raffles and refreshments as part of numerous other efforts by the mall and tenants to create excitement, standing shoulder-to-shoulder with community members and meeting expectations as a local





AEON MALL Niihama

Taiko Festivals, an Important Community Tradition

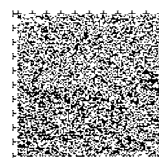
festival so highly, they would rather attend the festival than take part in opening of AEON MALL Niihama in 2001, there was no space for all the MALL approached the community, suggesting the event be held in the in the festival appreciated the gesture. Despite the very crowded 2023 concluded safely and peacefully, with no new outbreaks or incidents.



Read the full interview here

from 9:00 p.m. to 10:00 p.m. In addition to the nighttime taiko special sales. Specialty food and beverage stores sold festival AEON MALL Niihama aims to revitalize and develop the region, attraction and driver of excitement.

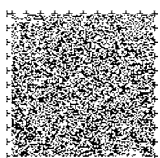
AEON MALL
Niihama
Sales
Yuko Furusho



Expanding the Circle of Empathy and Cooperation Together With Mall Customers

We ask AEON MALL customers to empathize with and participate in our community support activities, including waste separation, recycling, fund-raising, blood donation drives, and more.

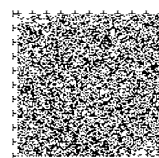
Every AEON MALL is a community space for customers living in the same area. We also host a variety of activities stemming from our daily work, offering opportunities to share in solving issues that the community faces.





AEON MALL draws the interest and excitement of customers, making positive contributions to the community and society at large.

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High School Students Embrace a New Culture of Calligraphy, Inspiring AEON MALL Customers



#Calligraphy Performance Grand Prix #High School Students
#Inter-Regional Exchange

Partner 04

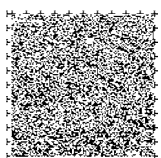


High School Students From All Over Japan Compete and Learn the Appeal of Japanese Calligraphy

AEON MALL hosted the 3rd National High School Calligraphy Performance Grand Prix, promoting the creation and development of a new calligraphy culture and artistic exchange among groups. The competition began in the Chugoku and Shikoku region in 2015, growing into a nationwide event in 2021. Accompanied by music, competitors drew their designs on enormous sheets of paper, creating an emotional experience for the many observers.

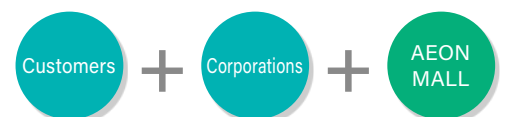


An Important Opportunity to Consider the Everyday Issue of Waste While Having Fun



#SUPO GOMI #Trash Pickup as Sport
#AEON MALL Higashiura

Partner 04



SUPO GOMI Event Combines Sports and Trash Pickup

SUPO GOMI events have been held at 16 AEON MALL locations since fiscal 2022. SUPO GOMI is an event that frames traditional trash pickup and environmental beautification as a competition. Teams vie to see how much and what kinds of trash they can pick up within a time limit. Since the rules are simple, people of all ages can participate in this opportunity for more people to become aware of local waste issues.



*SUPO GOMI is an initiative managed by the Social Sports Initiative.

Schools



AEON MALL

A total of 97 schools applied for the 3rd event, with 12 schools participating in the finals, including last year's winner and 11 others who won their regional preliminaries. AEON MALL Makuhari Shintoshin hosted the powerful performances in January 2024.



Read the full interview here

Finalists: Omagari High School (Akita Prefecture), Honjo Higashi High School (Saitama Prefecture), Hamamatsu Municipal High School (Shizuoka Prefecture), Kaiken High School (Kyoto Prefecture), Uenomiya High School (Osaka Prefecture), Ikawadani Kita High School (Hyogo Prefecture), Tottori Johoku High School (Tottori Prefecture), Kannabe Asahi High School (Hiroshima Prefecture), Takamatsu Nishi High School (Kagawa Prefecture), Tosa Girls High School (Kochi Prefecture), Kumamoto Chuo High School (Kumamoto Prefecture), [Previous year's winner](#): Sendai Ikuei Gakuen High School (Miyagi Prefecture)



3rd Annual Grand Prix Champion
Sendai Ikuei Gakuen
High School
Calligraphy Club

Schools

Inspired by Performances From Other Schools

The disappointing results in previous competitions served as a springboard for us to take on the challenge of the National High School Calligraphy Performance Grand Prix. We made it to the finals for a third consecutive year since the first event. In the preliminary rounds, we competed with other strong schools in our area. In the finals, we competed with strong schools from all over the country, and we grew through the amazing competition at all levels. We want to thank the competition organizers for their efforts and we look forward to competing again in the future.

AEON MALL

An Inspiring Space Created by Students and Customers

The students competed hard to the very end. Seeing the students holding up their calligraphy, many in the crowd were moved to tears by the excitement and pure expression of talent. Several students said that the support from the general public, standing close enough to smell the special *sumi* ink, was very motivating. The students and customers fed off each other's energy to create an inspiring event.

Sales Promotion
Tomoha Minami



Customers



AEON MALL

AEON MALL Higashiura hosted a SUPO GOMI event in June 2023. Participants included a total of 35 teams and 133 participants, representing customers, specialty stores, and local sports teams. Approximately 57 kilograms of trash was collected.



Read the full interview here

Customers



"A chance to **think about environmental issues.**"

"For the first time, I learned that **trash from streets can wind up in the ocean.**"

"**I want to support** more activities like this in the future."

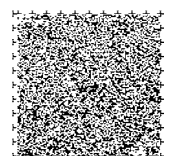


AEON MALL

An Opportunity to Contribute to Health and Consider Environmental Issues

The mall has conducted *kenkatsu*, or health- and exercise-related events, for some time. More recently, we have sponsored SUPO GOMI, which allows customers to participate in an environmental beautification activity while feeling like a sports competition. One of the best parts of SUPO GOMI is creating new relationships in the community. In hosting the event, our aim was to provide an opportunity for everyone to interact, learn more about their community and waste, and have fun.

Sales Manager,
AEON MALL
Higashiura
Mai Tanaka





Unique Community Projects in China

Hyper-Localization to Boost Local Appeal

As stated in our management vision, AEON MALL works together with our partners to take on the challenge of hyper-localization in continuing to refine the appeal of local communities. Hyper-localization is an initiative in which mall employees plan and implement unique projects to address local issues, aiming to fulfill our vision. Events were held in two malls in the Shandong Province of China in 2021, and extended to all malls in China beginning in 2022.

Innovating Malls for Community-Oriented Responses to Social Change

In recent years, China has seen a declining birthrate, an aging population, and intensifying competition. The environment and values are changing, as evidenced by the announcement by the Chinese Ministry of Commerce of 15-Minute Living Circles to build happy neighborhoods for easier living, work, and play. AEON MALL pursues hyper-localization projects amid a shift away from expanding the number of malls to creating unique malls optimized for each community. At first, mall managers seemed confused as to the best approach. But by researching the attractions and challenges of each community, and by imagining the ideal future of the community and the role of the mall in that vision, our malls gradually gained a deeper understanding. Finally, each mall came up with plans highly regarded by stakeholders and customers. Our desire is to create a happier future for our communities by combining the potential of the AEON MALL specialty stores and infrastructure with community resources. We want to connect people who share a common awareness of issues, supporting answers to issues and community development.



AEON MALL (China)
Investment Co., Ltd.
SC Operations
Department
Manager, ESG
Promotion Dept.
Yue Liu



Read the full
interview here

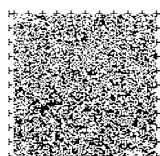
2021

2022

Providing Time for Seniors to Shine

AEON MALL Yantai Jinshatan

The demographics of Yantai City in Shandong Province has been aging since 1987, 13 years earlier than the national average in China. Nearly one in four persons living in the city are considered elderly. AEON MALL sponsored the *Ultimate Sunset, A Time for Seniors to Shine* projects to raise interest about the elderly in the community, as well as to provide the elderly with compassionate services and opportunities for self-expression. The events include free health checkups and a plaza dance for the many attendees.



One in four citizens of Yantai City (Shandong Province) is elderly; the mall must meet lifestyle needs

Provide compassionate service and a place for self-expression

Support more abundant lifestyles for the elderly





2023

Students Broadcast Live to Highlight Local Agriculture

AEON MALL (Hubei) Business Management Co., Ltd., Sales Division

AEON MALL (Hubei) Business Management sponsored the Agricultural Support LIVE Commerce Entrepreneurs Convention to help develop local agriculture. About 200 students live-streamed the event to promote sales of local agricultural products, including tea and mandarin oranges. Many viewers purchased products in real time. In addition to supporting local farmers, students tried their hand at online sales—an experience that will help them launch their own businesses and find employment.

Supporting Local Farmers by Expanding Sales Channels for Agricultural Products

AEON MALL Tianjin TEDA

AEON MALL Tianjin TEDA supports activities for the development of local agriculture. One activity is designed to promote sales, as sales channels have been limited to local rural areas and rural development has been an emerging issue. In addition to tasting events where customers could reserve products they liked for purchase online, the mall collaborated with local media to provide farming experiences for children. In this way, the mall helped raise the profile of agricultural products in the community and expand sales channels.

A wide variety of agricultural products, but limited sales channels

Promote the attractiveness of agricultural products and provide opportunities to purchase

Increased brand strength, as customers recognize the high quality of products, etc.



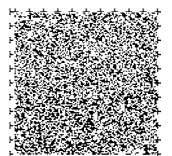
The development of local agriculture in Hubei Province is lagging

Use live commerce to highlight agricultural products

100,000 Viewers

500,000 Likes

Area-wide support for local agriculture





Solving Community Challenges in ASEAN



Gaining Wider Recognition



Celebrating Friendship With Japan and Promoting an Understanding of the SDGs



A UN co-sponsored event was held at AEON MALL Sen Sok City in November 2023 to commemorate the 70th anniversary of diplomatic relations between Japan and Cambodia. Panel discussions addressed topics of deplasticization, fintech, food safety, traffic congestion, and women's empowerment. The event invited local government officials, experts, and representatives of related companies to participate in the panel. The event also hosted mini live performances by artists active in both countries to deepen the sense of partnership.

Raising Awareness of the SDGs Related to Everyday Activities

Cambodian staff chose the topics of the panel discussions from the perspective of the customer, asking the question of what problem would the customer want to solve. The event also hosted mini live concerts to encourage attendance, responding to a request from the United Nations to encourage young people to take an interest in the SDGs.



AEON MALL Cambodia
Corporate Management Division
Senior General Manager
Kazuki Sugyo



Student Pre-Spreading Awareness of

University students and students from through high school) presented their SDGs. Presentations included topics nations and employment, as well as Elementary school students sang formances.

The Energy of Students and an Become More Familiar With

Since the mall has a particularly large customers, we wanted to convey to a wider SDGs are actually closer to everyday life, to present what they learned in simple customers seeing the presentations it was the first time they had ever heard equality and other issues related to the



Cooperating With the Cambodian Government, Solving Logistics Issues Through the First Bonded, Non-Resident Inventory Warehouse



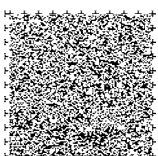
AEON MALL Cambodia Logi Plus Sihanoukville FTZ Logistics Center is located at the Port of Sihanoukville, which boasts cargo volume in Cambodia. At this center, customs duties are suspended for a certain period of time, while non-residents of are now allowed to store inventory for the first time ever. We aim to grow this center into a new hub in Southeast Asia as efficient logistics structure to monitor inventory status and issue shipping instructions from anywhere in the world.



Leveraging Long-Standing Relationships for National Projects

The Sihanoukville Port is the Cambodia's only deepwater port. The Cambodian government had a vision of turning this port port to serve as an ASEAN hub. As the project ran into difficulties, we entered the picture to help, even though logistics is area of expertise. Because of the trust and experience we have built in Cambodia, we have been entrusted with government projects, including issuing the country's first license to handle non-resident inventory.

AEON MALL Cambodia Logi Plus, Director and Senior General Manager Takashi Matsuo





Read the full
interview here

of the SDGs in Three ASEAN Countries

presentations the SDGs



the international school (kindergarten
research and initiatives on the topic of the
close to students' hearts, including exami-
environmental issues learned in class.
and used sign language in music per-

Opportunity to the SDGs

number of young
audience that the
asking students
language. Some
commented that
about gender
SDGs.



AEON MALL Ha Dong
Marketing Senior Executive
Yuuki Onozawa



Indonesia

Trash Pickup x Sports, Raising Awareness of the Trash Issue



The mall hosted a variety of SDGs projects over the course of one week.
In addition to panel displays by companies and workshops on recycling plastic
waste, the mall featured a new sport from Japan called SUPO GOMI. In this sport
teams competed in the quantity and quality of trash picked up. Twenty-six teams
and a total 121 people from 15 companies and organizations participated, collecting
76.8 kilograms of trash in one hour.

Providing Greater Attention to the Trash Issue

SUPO GOMI is a terrific way to
provide an opportunity to not only
learn about the trash issue, but also
participate in the solution. Indonesia
has yet to make much progress in
waste separation. Therefore, the
mall used the event to emphasize to
the community the importance of
separating waste for recycling.



AEON MALL Indonesia
New Business Department
General Manager
Wulan Dharmajati



AEON MALL Indonesia
New Business Department
Supervisor
Bertha Monica



the largest
the country
part of an



Indonesia

Reducing Waste by Reusing Food and Beverage Leftovers

We aim to create circular malls where by recycling waste at our facilities. AEON MALL BSD
CITY reduces waste by fermenting fruits, other food scraps, and sugars from restaurants
and food specialty stores to create a natural cleaning detergent.

Working With Specialty Stores to Use Food Waste Effectively

Certain fruit peels are not suitable for detergent
making. The mall asks food and beverage specialty
stores to sort their waste, and 72 stores have
responded favorably. The mall intends to continue
these activities and spread the importance of
resource recycling to customers.



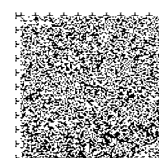
AEON MALL BSD CITY
Manager
Mall Operation
Johannes Ivan Kristani



AEON MALL BSD CITY
Assistant Manager
Mall Operation
Wilibald Yodestiro



Read the full
interview here

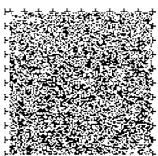


into a free
not our
national

**The actions of each employee
create a brighter future for our
communities.**

Every one of our nearly 6,000 employees strives to create new communities in Japan and overseas, contributing solutions to local issues and building more abundant lifestyles for all.

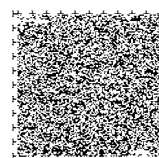
The company is united in our desire to transcend the borders of seniority and job title. We develop and operate malls leveraging our expertise and experience, taking on business in wide-ranging fields involving diverse partners to answer the expectations of our communities.





We examine the ideal future of our company and employees to grow together with our communities.

Next Page ►





Involving the Entire Company in the Pursuit of Our Vision, and Taking Actions Indicating Our Future.

Employee-Led Project, Indicating the Future of Our Company

In 2021, we launched an internal project called studio LIFE DESIGN. The aim of this project is to transform ourselves into an organization that anticipates the future of living, envisioning our communities, society, and the future beyond the framework of commercial facilities, backcasting from this future ideal. We recruited like-minded employees, bringing members from all departments, regardless of position or seniority, to come together under a guiding slogan of free ideas and no rules to define our 2030 Vision, *Co-Creating With Our Communities*. To achieve this vision, project members act and demonstrate as pioneers in the pursuit of transformation.

#Internal project #The future of AEON MALL #Involving the entire company

AEON MALL Employees



AEON MALL

AEON MALL Employees

Building a Strong Corporate Structure, Supported by

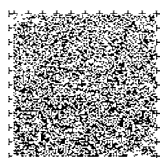
For our company to grow and fulfill our management philosophy, we must action between management and employees. To this end, we developed a preview of the near future. That system is studio LIFE DESIGN. Actions create solutions for the future of living together with our communities must just certain departments or people. I want to communicate the employee DESIGN more widely for AEON MALL to become a company that co-our local communities.

In FY2023, We Envisioned a Future for Our Communities,

AEON MALL Employees

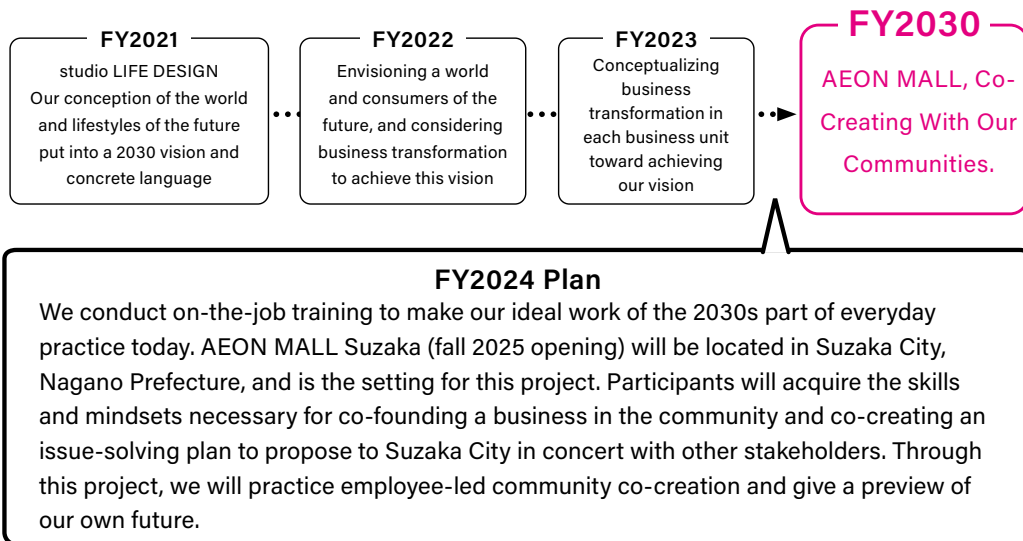
Aiming for Community Co-Creation to Become a

Speaking with people from other departments gave me new perspectives, the issues facing our mall and the community. A three-person team came transportation, and proceeded with the project by visiting town halls and co-create community malls, we must go out and become more deeply we can do to help. Becoming a familiar presence is important. We want the have a problem.





Top-Down and Bottom-Up, Aiming for Corporate Transformation



Independent Employees

create a consistent state of thought and system for employee-led actions to offer that involve the community and co-become the norm for all employees, not actions arising from studio LIFE creates the future of living together with

Strategy Department
Manager, Strategy Group
studio LIFE DESIGN Secretariat
Yuko Ohwa



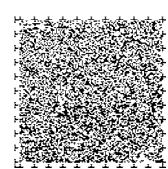
Read the full interview here

Discussing Solutions to Potential Issues

Familiar Part of the Community

as well as an opportunity to rethink together under the topic of public conducting interviews. As we aim to involved in the community, asking what community to call on us first when they

AEON MALL Okinawa Rycom
Operations Lead
Kosuke Fujima

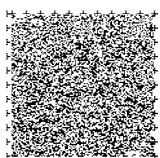


Pursuing New Possibilities Inspired by Perspectives From Other Industries.

Values and lifestyles have become more diverse in recent years. Many social issues have emerged as challenges for AEON MALL—challenges we cannot solve as a commercial developer on our own.

We cooperate with other like-minded companies to contribute more broadly to our communities, as businesses have very different areas of expertise.

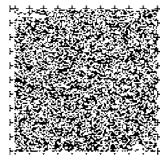
By taking advantage of the unique characteristics of each company, we solve problems from multiple perspectives and create new value.





AEON MALL leverages expertise and experience from other companies and local governments to engage with issues from multiple perspectives.

Next Page ▶





Companies From Across Industries and Local Government Come Together to Create a Lively Town Atmosphere.

Creating a Comfortable, Walkable Town in Toyosuna, Makuhari

The Makuhari Toyosuna Station of the JR Keiyo Line opened in March 2023. With the new station came an agreement with companies in the area and the local government to conduct a social experiment to make the Toyosuna area of Makuhari a walkable town. The organizing committee for the project launched with the aim of improving the value of the area by creating a town center to attract foot traffic. Artificial turf areas and the installation of benches create an inviting environment, while events make integrated use of public and private public spaces, offering a comfortable walking experience.



Permanent benches enhance the enjoyment of visitors

#Makuhari Toyosuna Walkable Promotion Association Experiment #Making a Walkable Town #AEON MALL Makuhari Shintoshin

Companies | Local Governments



AEON MALL



East Japan Railway Company
Chiba Branch, Community
Co-Creation Department
Community Relations Unit

Takashi Ito

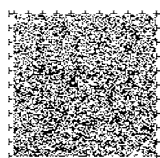
Companies Realizing the Importance of Cooperation With Other Companies and Local Governments

We see the revitalization of the city as an issue we must address. We were part of an event that attracted a large number of visitors and delighted our customers, not only because of our company, but also because of the cooperation of the members of the organizing committee. We saw firsthand the great benefits of collaboration.

AEON MALL

Driving Mall Traffic by Highlighting Local Attractions

The organizing committee, which was made up of like-minded people who want to make the that we drive more mall traffic by revitalizing the surrounding area and increasing the satisfaction of





In March 2024, AEON MALL Participated in a Two-Day Event to Celebrate the Opening of the Makuhari Toyosuna Station.



Parade featuring neighborhood school students and the police band



Displays included fire trucks, police cars, and other vehicles popular with children

Local Governments

Public-Private Partnerships are Indispensable for the Future of Town Development

To encourage walkable community development in the Toyosuna area of Makuhari, we proposed that companies establish an organizing committee and conduct social experiments in collaboration with the public and private sectors. The public and private sectors each had their areas of expertise to bring to the project. Companies planned and promoted events, while the local government took on coordinating and infrastructure development in using public spaces.



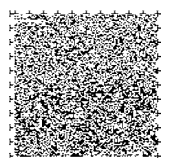
Chiba City Hall
Chief, Urban Policy Division,
Bureau of Urban Affairs
Makoto Tanaka



AEON MALL Makuhari
Shintoshin
Manager, Sales
Shuntaro Azuma



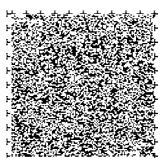
**Read the full
interview here**



Creating Community Hubs Through the Appeal of Sports.

We aim to create local communities facilitating human connection, and we have high hopes that the power of sports will create a whirlwind of excitement and enthusiasm involving numerous people.

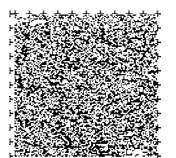
Through public exhibitions in collaboration with local sports organizations, we share the joy of soccer, rugby, basketball, and other sports, creating relationships and fostering a sense of community.





AEON MALL offers an environment for people to be passionate about sports and revitalize communities.

Next Page ►





Working With Community Soccer Teams to Deepen Community Ties.

THE OUTLETS SHONAN HIRATSUKA signed an official club partnership agreement with the Shonan Bellmare professional soccer club. The outlet mall plans to increase opportunities to experience the appeal of soccer and the team, together making the community more vibrant.

#Shonan Bellmare #Official Club Partner #Public Viewing #THE OUTLETS SHONAN HIRATSUKA

Community Sports Organizations

Bellmare



AEON MALL



Community Sports Organizations

Aligning With Local Communities, Aiming for Growth Together

Specified Nonprofit Corporation
Shonan Bellmare Sports Club
Executive Director

Takeshi Kuroyanagi



THE OUTLETS SHONAN HIRATSUKA is located in the Okami district, where Bellmare based their activities until 2006, so we have a special attachment to this area. We want to be a club that is an essential part of the community. We very much share AEON MALL's desire to be an entity that grows together with the community. We would love to join forces to help promote health and sports, and we look forward to working together to make the community a better place to live. We want to generate even more excitement by involving specialty stores and other businesses in AEON MALL in our community, creating a positive cycle throughout the region.

Shonan Bellmare is proud the J.LEAGUE to community coaches from the Bellmare classes for teachers who are education and for children. These classes are conducted every year. This program is moving, and the philosophy encourages community co-

AEON MALL



THE OUTLETS
SHONAN HIRATSUKA
Manager, Sales
Yusuke Nakata

Partnerships for Enhancing the Attractiveness of the Community

The initiative with Shonan Bellmare embodies one of the values of THE OUTLETS, a community-creating commercial facility: Harmony with the local community. By supporting the club, THE OUTLETS fosters a sense of unity between customers and the facility. Hiratsuka has attracted attention as a desirable place to live, and we want to work together with others to enhance the attractiveness of the community.

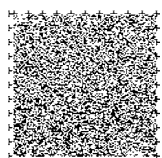
SPORTS & FUTURE

—スポーツの魅力を、地域と未来へ—

We conduct initiatives in cooperation with various sports teams and organizations. In fiscal 2023, we collaborated with 53 sports teams and held more than 611 sporting events across the country, providing local customers with space to have fun times.

We also work with local sports teams at AEON MALL facilities around the country.

[For more information] <https://online-event.aeonmall.com/sports/>



Rugby

On December 1, 2023, AEON MALL became a regional co-creation partner with JAPAN RUGBY LEAGUE ONE.



地域共創パートナー



Clubhouse attached to the courts



Large futsal court area adjacent to the mall

Community Sports Organizations

A Soccer Club With a More Than 20-Year History of Community Service

Shonan Bellmare
Sales Department

Yoshiaki Tenjin

to be the most committed club in service activities. For example, Football Academy conduct not skilled at teaching physical who dislike physical exercise. at nearly 170 elementary schools for all children to learn to enjoy is similar to AEON MALL, who creation.

Community Sports Organizations

Futsal Courts for Youth Development and Health Promotion for Adults

Shonan Bellmare Okami Futsal Court Manager
Sports Science Director

Tomohiro Shimizu



Adjacent to the mall are three futsal courts. Removing the dividing net creates an area large enough for adult seven-a-side soccer matches (*socaichi*). High-quality artificial turf enhances safety and reduces the risk of injury. Thanks to these features, the facility is used for a wide range of purposes, including soccer schools for children and exercise programs for health-conscious adults. The clubhouse attached to the court offers changing rooms and showers, as well as displays of photos and uniforms from the club's history for supporters to enjoy.

AEON MALL

Creating Encounters Through the Joy of Sports

Public exhibitions of Shonan Bellmare matches at the facility have been a great success, attracting many visitors and providing an opportunity for people not generally interested in soccer to experience the joy of the sport. We want to continue making contributions to the community for everyone to live happily here.

THE OUTLETS
SHONAN HIRATSUKA
Sales
Igarashi Rui



Read the full
interview here

Collaborations With Sports Leagues and Teams (Partial Examples)

Soccer



THE OUTLETS
SHONAN
HIRATSUKA



AEON
MALL Iwaki
Onahama

Basketball



AEON MALL
Ota



AEON MALL
Okinawa Rycom

Baseball

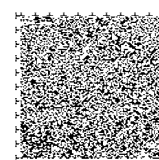


AEON MALL Fukuoka
AEON MALL Chikushino
AEON MALL Fukutsu

AEON MALL Nogata
AEON MALL Omuta
AEON MALL Yahata Higashi



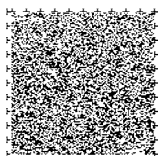
AEON MALL
Hiroshima Fuchu
AEON MALL
Hiroshima Gion



Contributing to more abundant, healthier lifestyles with the help of professional, objective entities.

We ask third-party organizations (from industry, academia, and research institutions) to analyze and evaluate our activities, including health promotion, measures against infectious diseases, and environmental preservation, from the perspectives of specialists in their respective fields.

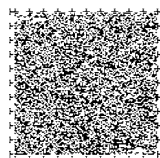
By verifying the progress and results of our initiatives beyond a simple implementation with no review, we identify accurately what we must do to solve the issues facing local communities and contribute to a better future.





AEON MALL leverages the expertise of special entities knowledgeable in different fields to create facilities that contribute to improved lives.

Next Page ►





Working With Academic Institutions to Investigate Changes Brought by Mall Walking.

Collaborating With Professional Organizations to Examine the Health Impact of Mall Walking

Mall walking supports healthy customer lifestyles using walking courses inside malls. Customers easily exercise while shopping, regardless of weather or time, and can even record walking data in a dedicated app. Using data collected from this app, the Center for Preventive Medical Sciences at Chiba University and AEON MALL conducted a joint research project to identify the impact of mall walking efforts on the health of local residents and the community.

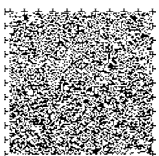
#AEON MALL Walking #Health #Chiba University



Universities



AEON MALL



Universities

Improving Community Health

Shopping malls are spaces where people often walk for shopping and other purposes. Offering a program that supports health through walking is an important initiative. We also see potential in the diversity of the app users, since improving the health of an entire community requires the participation of all, even those not generally interested in exercise routines.

Masamichi Hanazato
(Chiba University Center for
Preventive Medical Sciences)

AEON MALL

Considering New Data-Based Initiatives

Of course, collecting and analyzing data is important. But using, outputting, and communicating information to popular, driven by objective research results. Eventually, we want to collaborate with local governments and related



Survey of Mall Walker Walking Habits

As a result of analyzing app-based data from approximately 23 million days of walking recorded by approximately 210,000 people over the course of 2021, researchers concluded that participation in the mall walking program encourages walking in everyday life.

- Total number of steps (mall walking vs. non-mall walking days)

<Mall Walking Day>  + 1,200 steps

<Non-Mall Walking Day> 

- Habits during mall walking days

Likelihood of a significant increase in steps at urban, suburban, and large malls, particularly among women and the elderly

The results of this study were published on January 30, 2024, in JAMA Network Open, the international medical journal of the American Medical Association

The study revealed that mall walking programs encourage people to walk in their daily lives.

Universities

Walking-Friendly Building Environments

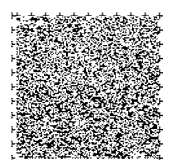
We observed an increase of approximately 1,200 steps on mall walking days. I find that the shopping mall environment offers various advantages for walking, including less risk of accidents, less susceptibility to weather and temperature, and plenty of places to rest.

Yoko Matsuoka
(Chiba University Center for
Preventive Medical Sciences)

CX Creation Unit
Sales Management
Department
Yuki Kitashita



**Read the full
interview here**



customers is also important. We hope to make the mall app functions more widely organizations to implement these types of initiatives.



Opening

- Providing a relaxing space in Jiyugaoka
- A comfortable place where people can put busy daily lives on pause



Jiyugaoka de aone
Manager
Hiroiyuki Hasegawa

A Space Dear to the Community

Our aim was to provide a facility where people put their daily busy lives on pause for a moment, just shopping or spending time with friends. The third floor terrace hosts events and other activities tailored to the needs of local residents, including events that highlight the attractions of cities overseas. As the concept suggests, we aim to create relaxing spaces where people can spend free time on the terrace or rest on comfortable benches.



Leasing

- Specialty stores enrich the daily lives of neighborhood residents
- Six specialty stores opened for the first time in the Tokyo metropolitan area, creating new encounters



Development Planning and
Management Department
New Business Development Team
Shigeru Kihara

Specialty Stores Unique to Urban Areas

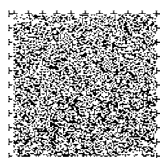
Unlike the large suburban malls we have opened in the past, Jiyugaoka de aone is an urban facility on a smaller scale. Our main customers are people who live in the neighborhood. Opening in the nationally prominent Jiyugaoka area, we expanded the range of companies we do business with. Our hope is to use these new connections in future mall construction.



Special Feature

The Making de aone

In October 2023, we aone, the first such mall in The concept of the facility and spontaneously. This new facility, along with the helped create Jiyugaoka



Attention to Detail



A Space to Stroll Through the Town of Jiyugaoka

With the exception of the first floor, Jiyugaoka de aone is designed as an outside mall. We designed an environment that blends in with the Jiyugaoka neighborhood, envisioning a street where people can walk through a green urban environment.



of JIYUGAOKA

opened JIYUGAOKA de
the 23 wards of Tokyo.
is a place to relax naturally
is the story behind the
thoughts of those who
de aone.



Development

- Leveraging the assets of AEON MALL Group companies for development as a catalyst for change in the community
- Creating local community hubs to add and offer new value

Facilities That Enhance Local Value

This development project is a scrap-and-build of the Peacock Store Jiyugaoka, which was patronized by customers for about 52 years. The new JIYUGAOKA de aone facility leverages the assets of AEON MALL Group companies. Our priority in this development project was to provide new value to the Jiyugaoka area, while fostering the local community and respecting the history of the area. One local issue was a lack of a local gathering space. In response, we wanted to create a place where people could rest and relax while walking around town.



Area Development Division
General Manager, Metropolitan
Area Development Department
Katsuya Kono



Planning and Construction

- A terrace hosts events that foster community interaction
- Environmentally friendly construction materials



Development Planning and
Management Division
Construction Planning Department
Manager
Michiko Kuroe

Creating a Space for Communication

Development team members discussed the scenery they hoped to see in the finished facility. The building concept was based on the desire that the facility would emerge as a place inspiring appreciation for a day well spent. We wanted the space to encourage customers and specialty store employees to interact beyond business, offering a facility that coexists with the insects and birds living in a natural environment.

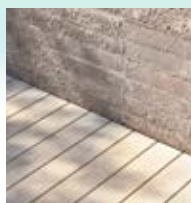


Read the full
interview here



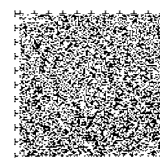
Spacious Terrace

A spacious third floor terrace provides an area for rest and relaxation where visitors enjoy seasonal plants and regular events.



Environmentally Friendly Building Materials

Wood decks on each floor are made of Tama timber, a tree that grows naturally in Tokyo. Using natural materials, we contribute to the prevention of global warming and encourage local production for local consumption.

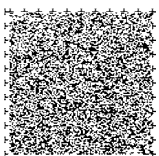


Together With Our Partners Creating a Future of Smiles.

AEON MALL works with the local community to solve local issues
beyond what we featured in this publication.

We strive to create a more abundant society and foster the
happiness of every person. With this future firmly in mind, we
continue to move forward as a united group.

And we will continue to work with our partners to create new value
and a better future for our communities.





AEON MALL Corporate Website

Sustainability Website

We update our website to highlight our community co-creation efforts.

<https://www.aeonmall.com/en/sustainability/index.html>



Full Interviews Here

The full text of the interviews featured in this publication can be found at the following link.

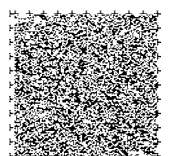
<https://www.aeonmall.com/sustainability/ldr2024/>



AEON MALL Materiality

See the following for more information about materiality and the value creation model at AEON MALL.

<https://www.aeonmall.com/sustainability/materiality/>



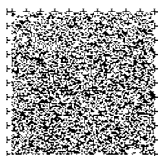


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