



AEON MALL 2030 Vision

Be a Co-Creator for Sustainable Regions as a Life Design Producer





Gathering, Connecting, and Living Together

Since ancient times, people have come together, forming villages, sharing what they hunted, passing down what they knew, and nurturing their cultures. Markets began to emerge as agriculture took root and settlements grew. These markets were more than places of trade. They became the heart of society, where people met, exchanged information, and supported one another.

In Europe, town squares became the center of civic life, where merchants passed through, theaters and parliaments arose, and everyday life and politics came together. In Asia, temple grounds and gate towns served a similar role in supporting everyday life at the intersection of commerce and faith. Across time and place, these gathering spaces have been vital to the economic, cultural, and social development of every era.

Now, in the 21st century, AEON MALL is evolving beyond a commercial facility into a new kind of modern town square. Our malls are places where people spend time with family and friends, learn, play, work, care for their health, and find safety as disaster prevention hubs and emergency evacuation sites. People do not just shop at our malls. They also contribute to shaping the future of their community. AEON MALL enables people to rediscover the appeal of local agriculture through local production for local consumption events, provides a venue for local athletes and artists to share their talents, fosters the creation of new culture, and offers children places to experience hands-on learning.

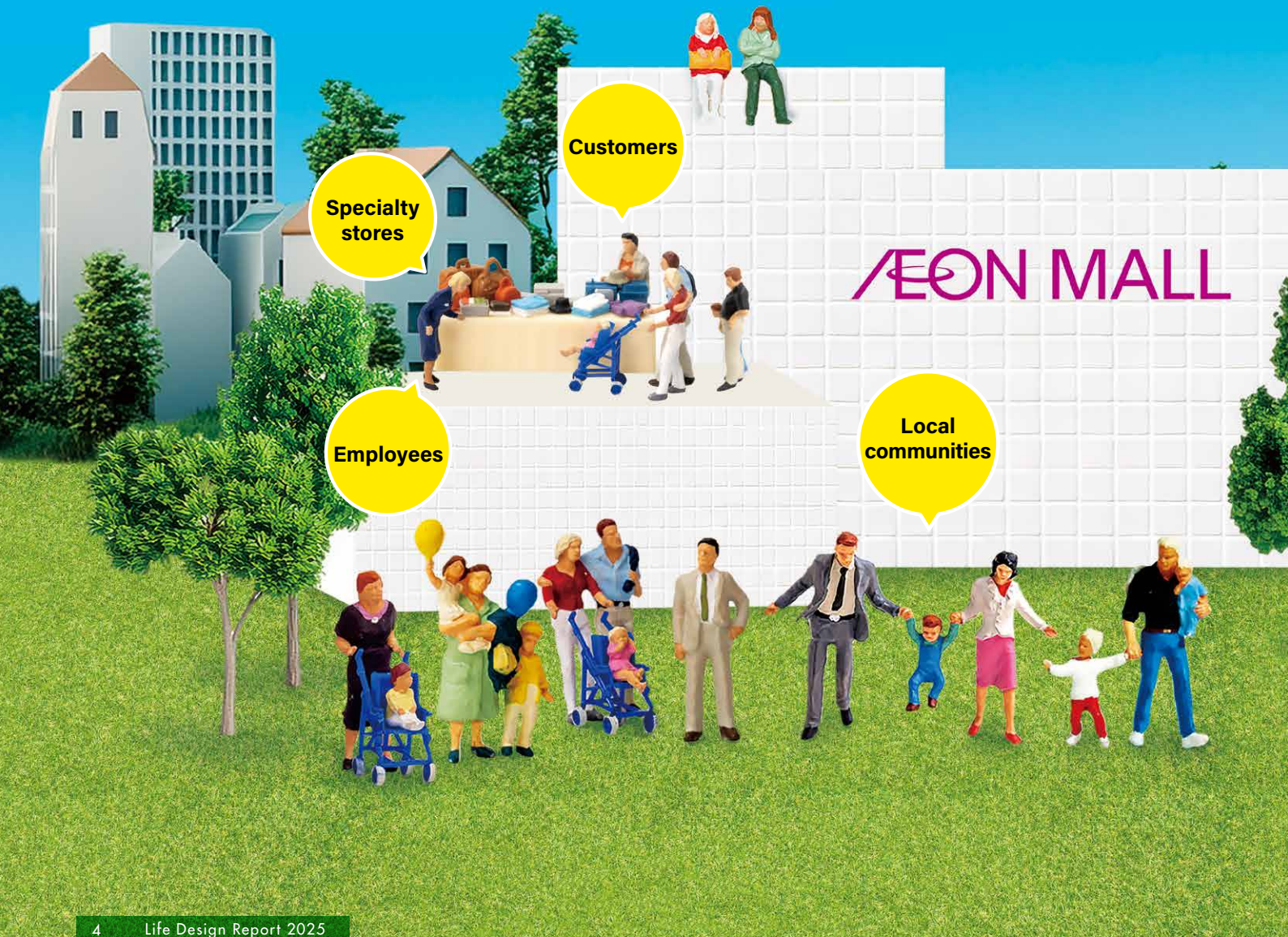
People have always built society around such gathering places. When people come together, new ideas emerge, businesses take root, and regions and communities grow. AEON MALL serves as the center of local communities. We carry forward the role of historic markets and town squares, providing spaces where people gather, support one another, create new value, and strengthen regions and communities.

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

Local communities today face many challenges, including declining populations and the preservation of traditional culture. Such challenges are why we believe a new approach to life design is needed. We will drive this design by combining our strengths and transcending barriers to join forces with businesses, governments, educational institutions, and other organizations. As a Life Design Developer, AEON MALL will continue to co-create the future of living with local communities.

Co-Creation Partners

Working together to give voices to our communities





Industry,
academia,
and research
institutions

Diverse
companies

Government
and local
municipalities

Disaster
prevention
professionals

Healthcare
and welfare
professionals

Community
sports
members

Creating the Future of Living

AEON MALL's Expanding Community Initiatives

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A Future of Shared Childrearing and Culture, Rooted in Local Nature and Traditions

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- TOKI MEKKU Childcare Support Facility | AEON MALL Toki
- Collaboration with Morioka University and Morioka Daigaku Junior College | AEON MALL Morioka
- Awa Odori Special Performance | AEON MALL Tokushima
- AEON MALL Hakusan Nature School | AEON MALL Hakusan

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A Future Where People Can Enrich Mind and Body Through Art and Sports and Envision a Hopeful Tomorrow Anywhere in the World

[Activity Overview]

- Bringing Intangible Cultural Heritage Into Daily Life in Jiangxia | AEON MALL Wuhan Jiangxia
- Joint information session on employment in Ningxi Street | AEON MALL Guangzhou Xintang
- Vietnam National Muay Thai Championship 2024 | AEON MALL Binh Duong Canary
- Initiatives to promote culture and the arts in collaboration with the Royal University of Fine Arts in Cambodia | AEON MALL Mean Chey
- Community classes offering cultural learning and sports experiences | AEON MALL Jakarta Garden City



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[Activity Overview]

- Building and learning about wildlife habitats | AEON MALL Tokoname
- Tsunagaru Garden Project -Rice Paddy Biotope- | AEON MALL Shinrifu
- Children's Satoyama Project | AEON MALL Tamadaira Woods
- Sustainability Drive | AEON MALL Takaoka

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[Activity Overview]

- Attending HOKKOKU Honey Bee ISHIKAWA home games | AEON MALL Shin Komatsu
- Fuso Town Running Event | AEON MALL Fuso
- Joint initiatives with Saiseikai Takaoka Hospital of the Saiseikai Imperial Gift Foundation in Toyama | AEON MALL Takaoka
- Everyday Life Quest | AEON MALL Hanyu
- Walking Posture Check: On-the-Spot Feedback | AEON MALL Kusatsu
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[Activity Overview]

- Digital evacuation drill using generative AI and real-space metaverse technology | AEON MALL Iwaki Onahama
- Joint evacuation drill at Shikama Elementary School: Protecting lives through self-help and mutual aid | AEON MALL Himeji River City
- Lake Town Disaster Prevention Fair 2024 | AEON Lake Town
- Hiroshima City Danbara Community Support Center | Hiroshima Danbara Shopping Center
- Sano Shintoshin Administrative Service Center | AEON MALL Sanoshintoshin
- Ogaki City South Service Center | AEON MALL Ogaki
- Tsugaru City Library | AEON MALL Tsugaru Kashiwa
- Futtsu City Library | AEON MALL Futtsu

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People

A Future Where Everyone Can Work Authentically, Grow Continuously, and Build a Career With Confidence

[Activity Overview]

- AEON MALL Alumni Network | AEON MALL Recruitment and Human Resource Development Department
- Second career hiring for athletes | AEON MALL Recruitment and Human Resource Development Department
- Employee break rooms | AEON Lake Town kaze and AEON MALL Iwaki Onahama

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Nationwide AEON MALL Locations

A Future Where Local Movements Transcend Regions and Resonate Across Japan and Beyond

[Activity Overview]

- Children's Shogi Championship
- National High School Calligraphy Performance Grand Prix
- AEON MALL Cool Share and Cooling Shelter designation and registration
- Machi no Hatsudensho (Mall Power Plant)
- AEON MALL Walking

P.55 Message From the President

Corporate Profile

まちの ACTION!

お客さまとつくる、サステナブルストーリーを。

Initiatives to Tackle Local Challenges
Together With AEON MALL Customers

イオンモール まちの発電所 Mall power plant

Machi no Hatsudensho (Mall power plant) is an initiative to generate our own electricity for our malls using locally produced, locally consumed renewable energy.

イオンモール まちの資源循環 Circular mall

Machi no Shigenjukkan (Circular mall) is an initiative to solve environmental challenges and create a society that utilizes garbage as a resource rather than as waste.

イオンモール まちのいきもの+ Nature mall

Machi no Ikimono+ (Nature mall) is an initiative to build green, environmentally friendly facilities and working toward a rich future in which all living things co-exist in harmony

イオンモール まちのコミュニティ Regional community mall

Machi no Community (Regional community mall) is an initiative to work together with local communities to preserve unique regional charms and characteristics for the future.

イオンモール まちの防災 Resilient mall

Machi no Bousai (Resilient mall) is an initiative that enables our malls to fulfill their roles as disaster-relief facilities. This initiative also enables malls to serve as recovery centers in the event of regional disasters.

イオンモール まちの健やか+ Health & Wellness mall

Machi no Sukoyaka+ (Health & Wellness mall) is an initiative to build a health and wellness platform that provides continuous support for fulfilling lifestyles fostering mental and physical health.

01

Community | Partnerships, Culture, and Community

A Future of Shared Childrearing and Culture, Rooted in Local Nature and Traditions

[Activity Overview]

- **Meiwa Dai Bon Odori Festival and Industry–Academia–Government–Community Collaborative Nighttime Disaster Drill** | AEON MALL Meiwa (Meiwa Town, Taki District, Mie Prefecture)
- **TOKI MEKKU Childcare Support Facility** | AEON MALL Toki (Toki City, Gifu Prefecture)
- **Collaboration with Morioka University and Morioka Daigaku Junior College** | AEON MALL Morioka (Morioka City, Iwate Prefecture)
- **Awa Odori Special Performance** | AEON MALL Tokushima (Tokushima City, Tokushima Prefecture)
- **AEON MALL Hakusan Nature School** | AEON MALL Hakusan (Hakusan City, Ishikawa Prefecture)





Meiwa Dai Bon Odori Festival and Industry-Academia-Government-

Community Collaborative Nighttime Disaster Drill

イオンモール
まちのコミュニティ
Regional community mall

Strengthening the town as a whole
community through tradition and
disaster awareness

Project Overview

We collaborated with Meiwa Town, the Meiwa Town Fire Department, the Meiwa Town Council of Social Welfare, and Mie Prefectural Akeno High School to hold a festival and a disaster drill on the same day.



Meiwa Dai Bon Odori Festival

Participants danced the Meiwa Ondo, a traditional regional dance. The mayor and neighborhood association leaders also took part in the festivities, which continued into the night.



Location: Meiwa Town, Taki District, Mie Prefecture

Meiwa Town, home to 22,000 residents, lies along Ise Bay on the gently sloping Ise Plain. Agriculture and fishing have long supported the local economy. Meiwa Town aims to be a place where people want to live and stay, rooted in history and culture fostering a strong sense of community. At the heart of this vision is a commitment to building the town together.

Unique Features

We fostered a sense of unity through the traditional local Bon Odori and leveraged the strong turnout as an opportunity to raise disaster awareness among younger generations.



Facility: AEON MALL Meiwa

Since opening, the mall has valued working with the local community to help make Meiwa Town feel like one united community.

Basic market area : 140,000 households and
300,000 people within a
25-minute drive

No. of stores : 82 (specialty stores)

Land area : Approx. 140,000 m²

Parking spaces : Approx. 3,100

Opening : July 21, 2001

Meiwa Town × Meiwa Dai Bon Odori Festival and Industry-Academia-Government-Community Collaborative Nighttime Disaster Drill Executive Committee × AEON MALL Meiwa



Masahiro Ushitani

Operations Manager,
AEON MALL Meiwa

Mai Takahashi

Chairperson,
Executive Committee

Takanori Araki

Chief Manager, Disaster Prevention
and Safety Division, Meiwa Town

Rika Oishi

Operations Lead,
AEON MALL Meiwa

Giving Children in Meiwa Town a Chance to Experience Bon Odori

Mr. Araki: The Disaster Prevention and Safety Division is in charge of disaster prevention, crime prevention, traffic safety, public transportation, and neighborhood associations. The coastal area of Meiwa Town is particularly at risk of tsunami damage. To address this issue, we focus on strengthening disaster prevention and mitigation across the entire town. However, we noticed a decline in disaster drill participation. That's when Ms. Takahashi presented me with an unprecedented project.

Ms. Takahashi: I'm originally from Meiwa Town, where I run a takoyaki stand and serve as the head of the volunteer organization Koko Tsuna -Share Hearts-. Meiwa Town hosts the Saio Festival, a traditional event closely tied to Ise

Jingu Shrine. The festival takes place once a year and attracts around 30,000 attendees, including local residents and visitors from outside the town. Our town should be home to a community united through traditional culture. But my own children, despite growing up here, had never heard of Bon Odori or participated in the dance. I realized something had to change. That moment became the starting point for planning the Meiwa Dai Bon Odori Festival.

Mr. Ushitani: So the event started with your desire, as a mother, to have your own children experience the Bon Odori dance in summer.

Takahashi: First, I formed the Executive Committee with five other members. One committee member came up with the idea of adding a disaster prevention event to the Bon Odori dance, which

would attract younger generations and convey the importance of disaster prevention. We loved this idea, and presented it to the Disaster Prevention and Safety Division of Meiwa Town.

Araki: I found the idea highly interesting when I first heard about the proposal. Combining a disaster drill with the festival enables visitors to experience disaster prevention while having fun at the fair booths. Conducting disaster drills at night is another challenge we face. This proposal tackled this issue by conducting the drill during the Bon Odori. This idea struck me as the perfect way to get people actively involved in disaster drills. At the same time, I had my doubts. I wondered whether Bon Odori would actually attract that many people. (laughs)

Meiwa Town × Meiwa Dai Bon Odori Festival and Industry-Academia-Government-Community Collaborative Nighttime Disaster Drill Executive Committee × AEON MALL Meiwa

Bon Odori at AEON MALL?! Four Months of Trial and Error

Takahashi: We began searching for a location for the event based on our vision of making the event one that welcomed people of all ages, offered a firsthand experience of Meiwa traditions and culture, and fostered new connections. An acquaintance of mine had just so happened convey our plan to AEON MALL, which agreed to host the event. I was surprised that the event could actually take place at AEON MALL. *(laughs)* I was confident in the project itself, but I didn't expect a corporation like AEON MALL to support a local event.

Araki: I felt the same way. We had rented space at AEON MALL for prior events, but I never expected them to engage with the local community to that degree.

Ushitani: AEON MALL entered a disaster prevention agreement with Meiwa Town and had conducted joint evacuation drills, so I thought this was a really great plan.

Araki: We established the Meiwa Dai Bon Dance Festival and Industry-Academia-Government-Community Collaborative Nighttime Disaster Drill Executive Committee in May and began preparations for the August 18 event. We asked retired members of the fire department for their input on the disaster prevention portion of the event.

Ushitani: Finding the right balance was difficult. We wanted to raise awareness

of disaster prevention, but we did not want to set a high bar for participation. Everyone brought ideas for things they genuinely wanted to do, and we shaped the event around those ideas.

Araki: We wanted to keep the event fun, after all!

Ushitani: At first, we were worried that no one might show up. But as the day approached, that concern turned into the opposite kind of urgency. We started thinking this might actually turn into a major event. Every time I spoke with local residents, the conversation quickly turned to the festival. *(laughs)* Ensuring safety was our top priority, so we also reviewed and strengthened our security measures to make sure nothing was overlooked.

4,000 Attendees: Strengthening Community Ties Through Bon Odori and the Disaster Drill

Ushitani: A total of 4,000 people ended up attending the event. I was deeply moved that so many people were looking forward to the event. Nearly 500 people stopped by the disaster prevention booths, which included a knockdown game using a fire extinguisher with the local fire department and a disaster prevention quiz and cardboard maze by the Social Welfare Council. About 50 community members participated in the evacuation shelter experience training held in conjunction with the event.

Araki: The rooftop parking lot of AEON MALL is designated as a tsunami emergency evacuation site. Some participants during the nighttime drill expressed concern about how dark parts of the slope would be in a power outage and realized the need for flashlights along the way. The drill proved to be a meaningful experience since we never know when disaster will strike.



Ms. Oishi: AEON MALL specialty stores also set up booths and participated in the festival. The stores were pleased to witness the community's enthusiasm firsthand, which far exceeded their expectations. The event presented us at AEON MALL an opportunity to learn that our specialty stores have a strong desire to connect more with the community. This experience made me feel that, going forward, AEON MALL could serve as a bridge and create initiatives with our specialty stores that help build stronger connections with the community. The event also gave staff from outside Meiwa Town a chance to better understand the area and its people, leading to a shift in how these employees approached their daily work.

Takahashi: I'm extremely happy to hear that the festival had been meaningful not only to the residents of Meiwa Town, but also to those that commute here for work. The Meiwa Ondo played on repeat throughout the Bon Odori that day. *(laughs)* We told the Meiwa Ondo Preservation Society that it would be fine to just dance for the first hour that day because of the heat, but they stayed and danced the whole time. Seeing a large circle of dancers sharing the moment across generations was incredibly rewarding.



Meiwa Town × Meiwa Dai Bon Odori Festival and Industry-Academia-Government-Community Collaborative Nighttime Disaster Drill Executive Committee × AEON MALL Meiwa



Preserving a Sense of Hometown for Children Amid School Consolidations

Takahashi: Elementary schools in the area are being consolidated, and school districts are undergoing reorganization. One school closed in 2023, with three more to shut down by the end of March 2026, including one in the area where AEON MALL is located. Meiwa Town originally had six elementary school districts. But the children who attend school there now may no longer see those areas as their hometown. I'm truly glad we were able to hold the event here at this time to give the children a chance to build a sense of pride in their local community.

Araki: From coastal areas to inland, each district in Meiwa Town has its own characteristics. We want students to take pride in the district where they were born and raised, regardless of the elementary school consolidations.

Takahashi: With this in mind, we held a campaign on the day of the festival in which people could receive a district sticker for each time they danced the Meiwa Ondo. We invited children to collect stickers for all six districts and place them on a special Meiwa Dai Bon Odori fan. Once they completed the set, they could enter a raffle to win high-value prizes. Many children took part.

Encore! New Day, New Preparations



Araki: One of the most meaningful outcomes of this Bon Odori festival was seeing children learn about the history of Meiwa Town and build connections with residents across generations. We were also grateful to have raised disaster awareness among so many participants. The event led to broader impact as well, with nighttime drills becoming a topic of discussion in disaster-related meetings. I'm impressed that a strong sense of purpose, shaped by the desire to support the community, built momentum and led to real results. I don't want this to be a one-time event.

Takahashi: In my mind, preparations started the day after the event!

Ushitani: I immediately received an e-mail asking me to confirm the date for 2025. *(laughs)* This first event stemmed from Ms. Takahashi's strong desire to make it happen. Having seen her take a leading role in other community events, I had complete confidence in her from the

start. People often say that communities are becoming more disconnected, but this event reminded me just how strong the bonds in Meiwa Town really are. The event this year allowed me to build new relationships with key local figures, and I hope we can continue working together on more future community initiatives.

Araki: AEON MALL is the largest gathering place in Meiwa Town and a landmark of the community. This experience showed me how deeply AEON MALL cares about the local community. I plan to spread the word at work so others know the extent of the mall's commitment.

Takahashi: I also grew up thinking that of AEON MALL as the big city of Meiwa Town. *(laughs)* The event took place in the middle of summer, so it was helpful from a safety standpoint to be able to tell people to take breaks and cool off inside the mall to avoid heatstroke.

Oishi: Working together with the community to accomplish a shared goal was a valuable learning experience. I was also able to learn how much the participating specialty stores appreciated the event. I hope to continue activities that build connections not only with AEON MALL employees, but also between specialty stores and the community.



TOKI MEKKU Childcare

イオンモール
まちのコミュニティ
Regional community mall

Support Facility

Project Overview

AEON MALL united with Toki City and a non-profit organization to strengthen childcare support. Together, we opened TOKI MEKKU, a childcare support facility in AEON MALL Toki. The facility is the first of its kind in Gifu Prefecture and serves 20,000 people annually.

No one parents alone
Creating places to support those
that support others



TOKI MEKKU

A place for parents and children to casually gather, socialize, and play. TOKI MEKKU provides a picture book corner where parents and children can read stories and books together, as well as a play zone for small children and babies to play. The facility also offers childcare counseling by professional staff and childcare information.



Location: Toki City, Gifu Prefecture

Toki City was developed as the City of Mino ware. The city is located at a junction point of the expressway network, bringing an influx of large-scale commercial facilities and companies continue into the area. As a result, visitor traffic has increased significantly. Celebrating its 70th anniversary of its municipal organization in 2025, the city is working to create a community where people can truly feel a sense of happiness, guided by its vision of becoming a cultural and exchange-driven city rooted in harmony between people, nature, and the land.

Unique Features

We also hold the Picture Book Drives and the Family Base event alongside TOKI MEKKU operations. Approximately 6,000 people attended Toki City Family Base 2024, a single-day event on child-rearing support held in October 2024.

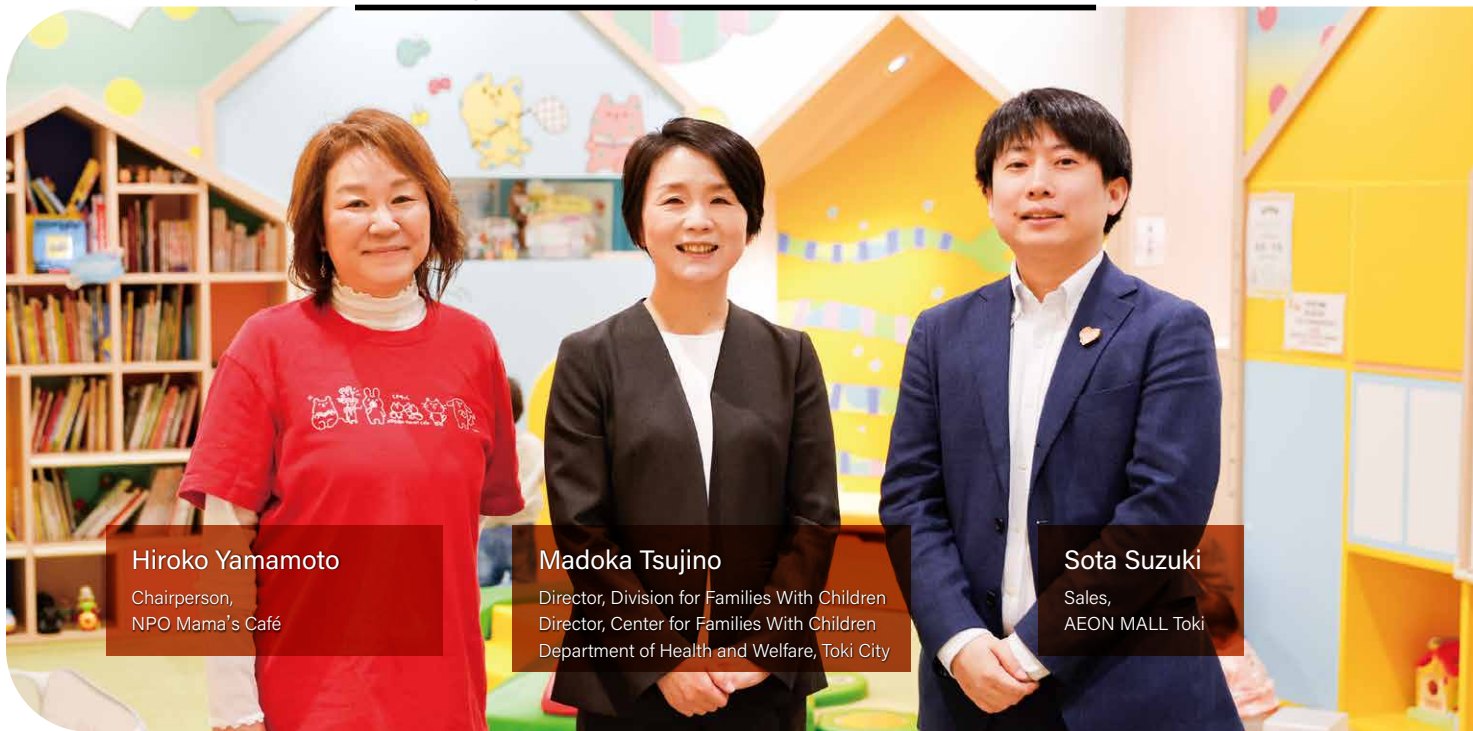


Facility: AEON MALL Toki

AEON MALL Toki is located 2 km north of the Toki Minami Tajimi Interchange, offering easy access from inside and outside the city. The mall features a lawn area with terrace seating, a hot spring bath, and a large-scale entertainment facility, aiming to create a new bustling atmosphere that people will want to visit again and again.

Basic market area	: 110,000 households and 350,000 people within a 30-minute drive (approximately 10–12 km radius)
No. of stores	: 140 (specialty stores)
Land area	: Approx. 203,000 m ²
Parking spaces	: Approx. 3,600
Opening	: October 7, 2022

Toki City × NPO Mama's Café × AEON MALL Toki



Hiroko Yamamoto

Chairperson,
NPO Mama's Café

Madoka Tsujino

Director, Division for Families With Children
Director, Center for Families With Children
Department of Health and Welfare, Toki City

Sota Suzuki

Sales,
AEON MALL Toki

Establishing a Multifunctional Child-Rearing Support Center in the Mall in Response to Caregiver Feedback

Ms. Tsujino: The birthrate is declining and the population is aging rapidly in Toki City, making it urgent to create an environment where younger generations in particular can marry, give birth, and raise children with peace of mind. The Division for Families With Children strives to support child-rearing to ensure that children feel glad to have been born in Toki City, and their parents feel glad to have raised them there.

Mr. Suzuki: When we opened AEON MALL Toki, we submitted several proposals to Toki City aimed at supporting child-rearing through community-based events designed to address these challenges. We then began discussing the possibility of establishing a multifunctional childcare support facility within the mall to be used year-round. After further meetings, we obtained approval for a community collaboration project with Toki City and opened the childcare support facility TOKI MEKKU in AEON MALL Toki.

Tsujino: This idea was prompted by feedback from parents gathered through city parenting lectures and public awareness surveys. Many expressed a need for an indoor child-rearing facility available on weekends, a place to talk when feeling anxious about parenting, and

an environment where children can play while the parents shop. We felt that AEON MALL's location and ability to attract customers made them the perfect fit.

Ms. Yamamoto: Mama's Café took on the operation from that point. We felt a great sense of anticipation from the start, knowing this was the first multifunctional childcare support facility to be located inside a large commercial facility in the prefecture.

Tsujino: There were some difficulties in getting approval within the city along the way. *(laughs)* But we received a great number of visitors from the pre-opening and realized how great the need was.

Expanding the Family Support Center Program to Connect Families With Childcare Support

Tsujino: TOKI MEKKU is a place where child-rearing parents and their children can gather, interact, seek childcare consultation, and be connected with support services tailored to their needs. The facility also serves as a base for the Family Support Center program, which promotes mutual assistance in child-rearing within the local community.

Suzuki: The Family Support Center program connects those seeking childcare support with community members seeking to provide it. Mama's Café specializes in this area.

Yamamoto: Yes, we do. Family Support,

as the program is more commonly known, is an assistance program administered by the Agency for Families With Children. As of fiscal 2024, 996 municipalities across Japan operate the program. These municipalities started out managing the program directly but began facing difficulties in expanding support to more families. In response, many municipalities are now outsourcing the program to NPOs and other organizations with stronger abilities to take action, such as Mama's Café. TOKI MEKKU has established a system to explain how the Family Support program works and to facilitate new member registration, steadily growing the program user base.



Co-Creation Partner NPO Mama's Café

Based in Tajimi City, Gifu Prefecture, NPO Mama's Café operates a family support business, café business, and event business under the theme of child-rearing. Toki City began entrusting Mama's Café with the operation of TOKI MEKKU in October 2022.

Toki City × NPO Mama's Café × AEON MALL Toki



Encouraging Families to Step Outside the Home Through Community Events

Yamamoto: I believe it's important for parents and children to step outside the home and into the community. Doing so can be a source of relief for caregivers and a step toward preventing child abuse. Imagine, for example, a mother raising an infant. She's carrying large bags and a crying child. She may start to feel that going out just isn't worth the effort and choose to stay home, which can lead to a sense of isolation. This is



where AEON MALL helps.

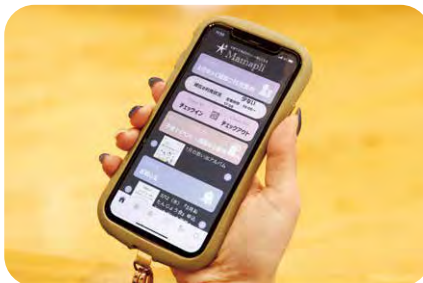
Having just one reason to leave the house wouldn't be worth the effort. But when there are multiple motivations, such as enjoying a good meal, shopping for groceries, browsing baby clothes, or checking out other merchandise, it becomes much easier for that mother to take that first step outside. I hope to offer individuals like this mother additional motivation through various events, including sleeping pose art photo sessions and birthday celebration gatherings. Our Family Base 2024 became the biggest such event. Mr. Suzuki and I approached local businesses and schools and proposed collaborations with specialty stores in the mall, seeking to increase participation from the community. As a result, over 100 booths set up shop, creating a sense of unity throughout the mall.

Suzuki: I personally visited around 150 booths to greet each participant. That direct engagement led to co-creation inquiries from local businesses, and many participants commented that they were glad they took part in the event.

Tsujino: This was the first time Toki City and AEON MALL Toki co-hosted this event, and we received a great response. Participant surveys included feedback expressing a desire for the event to be held again, as well as comments that both children and parents enjoyed the experience. The Toki City government also set up a booth, and expressed that it was a valuable opportunity to engage with caregivers facing parenting challenges and to share information about the new hospital. The booth also helped disseminate information on city child-rearing support services and provided insight into the needs of local families.

Opening the Door to Support Through Initial Consultation

Yamamoto: TOKI MEKKU is a new space for parents and children. We will hold training for childcare supporters at AEON Hall in 2025 to help people feel proud to raise their children in this area. I hope to see a cycle where those who once received support are now able to offer it to others. We also developed our own app as a point of contact with TOKI MEKKU users. I hope to use TOKI MEKKU as a starting point to provide multifaceted support for child-rearing mothers and fathers.



Mamapli: An app for checking crowd levels and event updates at the Oyako Hiroba Tokimekku community space



Tsujino: Through my work with TOKI MEKKU, I realized that more people than I expected are struggling to find anyone to talk to or are seeking connections with other parents raising children of the same age. Many child-rearing households visit AEON MALL daily. So, we believe our malls can serve the starting point for consultation and offer pathways to support services through our specialists as needed. AEON Cinema Toki is also set to open in April 2025. I hope Toki City becomes a place where young people go on movie dates, fall in love, and eventually choose to live.



Suzuki: Exactly! I would be delighted if more people chose to move to Toki City, drawn by the convenience and enjoyment of having AEON MALL nearby, along with the sense of security provided by our disaster prevention measures. Over 20,000 people use TOKI MEKKU annually. I look forward to continuing to share our perspectives on the community with everyone, and to working together on a variety of initiatives.



Community Projects

The following section introduces a few of our regional initiatives.

PROJECT | CASE 03



Collaboration With Morioka University and Morioka Daigaku Junior College

AEON MALL Morioka | Morioka City, Iwate Prefecture

Local Students, the Future Leaders of Morioka, Working Together With Community Co-Creation Partners

We signed an industry-academia agreement with Morioka University and Morioka Daigaku Junior College in 2023. Students took the lead in the open campus event, the cultural festival, Morioka traditional Sansa Odori dance, and presentations of club activities in the building. We will continue to share the strengths of the region and the university with the local community and aim to create spaces where young people can thrive.



PROJECT | CASE 04



Awa Odori Special Performance

AEON MALL Tokushima | Tokushima City, Tokushima Prefecture

Encouraging People to Casually Enjoy Traditional Performing Arts and Rediscover Community Charm

AEON MALL collaborated with the Tokushima Prefecture Awa Odori Association to hold Awa Odori performances in the mall for visitors to casually enjoy in between shopping. Approximately 4,400 people viewed the performance over four days. At the end of the event, local residents and tourists joined the dancing circle and experienced the exhilaration and fun together with the dancers.



PROJECT | CASE 05



AEON MALL Hakusan Nature School

AEON MALL Hakusan | Hakusan City, Ishikawa Prefecture



Fostering Roots in the Local Community Through Hands-On Experiences

The entire city of Hakusan is recognized as a UNESCO World Geopark. To this end, we make efforts to give local parents and children the opportunity to deepen their understanding of the city while nurturing their roots in the community. Our initiatives include workshops using natural materials from Hakusan and bus tours to enjoy the nature of the surrounding mountains.

02

Community | Global

A Future Where People Can Enrich Mind and Body Through Art and Sports and Envision a Hopeful Tomorrow Anywhere in the World

[Activity Overview]

- **Bringing Intangible Cultural Heritage Into Daily Life in Jiangxia | AEON MALL Wuhan Jiangxia (Jiangxia District, Wuhan City, Hubei Province, China)**
- **Joint information session on employment in Ningxi Street | AEON MALL Guangzhou Xintang (Ningxi Street, Zengcheng District, Guangzhou City, Guangdong Province, China)**
- **Vietnam National Muay Thai Championship 2024 | AEON MALL Binh Duong Canary (Thuan An, Binh Duong Province, Vietnam)**
- **Initiatives to promote culture and the arts in collaboration with the Royal University of Fine Arts in Cambodia | AEON MALL Mean Chey (Mean Chey District, Phnom Penh, Cambodia)**
- **Community classes offering cultural learning and sports experiences | AEON MALL Jakarta Garden City (East Jakarta, Capital Territory of Jakarta, Indonesia)**



Bringing Intangible Cultural Heritage Into Daily Life in Jiangxia

イオンモール
まちのコミュニティ
Regional community mall

Project Overview

In China, traditional culture passed down through generations is known as intangible cultural heritage. Jiangxia District is home to 96 representative examples, including the legends of Liangzi Lake, Chu-style iris landscaping, Jinkou grass-woven dragon dances, and traditional papermaking. AEON MALL Wuhan Jiangxia held events throughout the year to share the appeal of these traditions to our communities and build awareness around their preservation.

Fostering community love through culture and across generations
A center for rediscovering Jiangxia Traditions



Lunar New Year Intangible Cultural Heritage Performance [Jiangxia District Cultural Center]

Jinkou Grass-Woven Dragon: A dynamic reenactment of a traditional ritual from the Jinkou area of Jiangxia, Wuhan, in the middle reaches of the Yangtze River. Participants crafted a dragon using rice straw from their farmland to celebrate hopes for a year of bountiful harvests.



Location: Jiangxia District, Wuhan City, Hubei Province, China

Jiangxia District is a newly developed urban area in the southern part of Wuchang, on the east side of the Yangtze River, which runs through central Wuhan. The district is known as the First County of Chu and possesses rich cultural tourism resources with over 2,300 years of history. Factories and R&D centers in the three core industries of Wuhan (i.e., the automotive, high-tech, and healthcare industries) continue to move into the district. Subway lines and other transportation infrastructure are also expanding in the district.

Unique Features

The Jiangxia District Cultural Center collaborated with 9 government departments, 8 local cultural organizations, and 24 universities.

Facility: AEON MALL Wuhan Jiangxia

AEON MALL Wuhan Jiangxia is located in the heart of the main urban center of Jiangxia, surrounded by three distinct zones. Three surrounding zones include a business area with banks and offices around a large park, a public service area with the district government, and a corporate R&D area with technology firms.

Basic market area	: 390,000 households and 1.43 million people (residents and workers combined) within a 20-minute drive
No. of stores	: 260 (specialty stores)
Land area	: Approx. 106,000 m ²
No. of parking spaces	: Approx. 4,500
Opening	: November 01, 2023



Jiangxia District Cultural Center × AEON MALL Wuhan Jiangxia



Jingxiang Xu

Director,
Jiangxia District Cultural Center



Can Zhu

Sales,
AEON MALL Wuhan Jiangxia

A Sense of Mission to Preserve and Share the Intangible Cultural Heritage of Jiangxia

Mr. Xu: I studied oil painting at an arts university and was active in the arts scene in Beijing. Later, I returned to my hometown in Jiangxia and began working at the Wuhan Jiangxia District Cultural Center. I began feeling a strong sense of responsibility to ensure more people discover the intangible cultural heritage of Jiangxia as I learned more about the history and traditions of the Yangtze River region. I also realized it wasn't enough to simply raise awareness. We also needed to collaborate with various industries to enhance the cultural value of these traditions, broaden their market reach through new consumer

experiences, and build economic support for the people who carry these traditions forward. I came to feel a strong desire to play a role in utilizing traditional culture to drive the creation of a positive cycle.

Ms. Zhu: Before the opening of AEON MALL, we had the opportunity to hear from the Jiangxia District Cultural Center and the local tourism bureau, who told us they were actively working to spread Jiangxia's intangible cultural heritage but were concerned that their message often wasn't reaching beyond those already involved or interested. We thought that we could help raise awareness among local residents and contribute to culture development by making AEON MALL a center to introduce the intangible cultural heritage of Jiangxia.

Xu: Your team at AEON MALL made a

few visits to the Jiangxia District Cultural Center and we had many thoughtful discussions while the construction of the mall was still underway. I felt that AEON MALL wasn't only focused on attracting visitors and promoting the mall, but also took its role in the community seriously and gave careful thought to how it could fulfill its social responsibilities. Establishing this relationship with AEON MALL allowed the center to move forward with the 2024 plan for the Bringing Intangible Cultural Heritage Into Daily Life in Jiangxia event. We submitted this plan to the local authorities and received immediate approval, which allowed us to move forward with the event.

Co-Creation Partner Jiangxia District Cultural Center

Founded in 1951, the Jiangxia District Cultural Center focuses on preserving intangible cultural heritage and supporting community cultural activities. The center also offers free art education courses and evening programs for young people. These efforts give local residents opportunities to learn about and experience traditional Chinese festivals and culture.

Jiangxia District Cultural Center × AEON MALL Wuhan Jiangxia



Culture and Natural Heritage Day opening ceremony

Year-Round Participation, Including Online Attendance, Reaches 200,000 and Exceeds All Expectations

Zhu: There were three particular points that we considered for the Bringing Intangible Cultural Heritage Into Daily Life in Jiangxia event.

Xu: Yes. The first was to get young people interested in the event. We needed to reach younger audiences to pass down the intangible cultural heritage and create new value. The second point was to think carefully about measures to announce the event and expand awareness. We needed to make as many people as possible aware of the event. There was also the question of how we could utilize media coverage to draw more attention to intangible cultural heritage. Such media strategies were also a crucial aspect to consider. Our third point focused on creating economic value from intangible cultural heritage. Traditional culture needs to function as a viable market, and the people who carry these traditions must be able to achieve financial independence. That felt especially important to us.

Zhu: Through this event, we aimed to spread the visibility of Jiangxia as far as we could. We hoped to connect intangible cultural heritage with tourism

and increase the number of visitors to Jiangxia. Xu was thinking on this scale from the beginning.

Xu: We've collaborated with businesses before, but Bringing Intangible Cultural Heritage Into Daily Life in Jiangxia was our largest scale event related to intangible cultural heritage.

Zhu: About 60 percent of visitors to AEON MALL Wuhan Jiangxia are under the age of 36. We saw this as a great opportunity to introduce intangible cultural heritage to younger generation families and university students, give them a chance to interact with the culture, deepen their understanding, and raise awareness about the importance of cultural preservation. We held various events throughout the year, including exhibitions, the Peking opera, and traditional music performances during the Lunar New Year in February. In May,

we organized hands-on workshops. June featured large-scale event for China's Cultural and Natural Heritage Day. And in October, we held open classes for students.

Xu: The response was greater than we expected. More than 200,000 people took part throughout the year, including online participants. The event also received coverage from about 40 media outlets with government support, reached a total of over 4.5 million views.

Zhu: The event for Cultural and Natural Heritage Day was streamed live online and drew about 150,000 concurrent viewers. Starting that day, we partnered with the government and universities to host a nine-day exhibition featuring 50 booths showcasing design products inspired by intangible cultural heritage and traditional culture. The event was a hit.



Guest attending Culture and Natural Heritage Day



Children attending Culture and Natural Heritage Day

Jiangxia District Cultural Center × AEON MALL Wuhan Jiangxia

Seeing a Real Response From the Young Participants

Zhu: I was genuinely surprised to see how much young people enjoyed interacting with various forms of intangible cultural heritage. I had assumed they weren't very interested in traditional culture. I felt that the event was a meaningful step toward planting the seeds of cultural transmission in the next generation. The fashion show led by students studying fashion and children was also impressive. Some of the visitors were seen wearing traditional Chinese costumes.

Xu: I was also pleased with the reaction of the younger participants. Many were surprised to discover that Jiangxia has this kind of intangible cultural heritage, and several of them contacted the Jiangxia District Cultural Center after the event. The fashion programs also led to new connections. We also received support and participation from contacts in Yunnan as well through an introduction from a fashion photographer originally from Wuhan and now based in Yunnan Province. Yunnan is known for its forward-thinking approach to preserving, passing down, and evolving intangible cultural heritage. The region has launched many creative efforts, and I think there is a lot we can learn from. Discussions and exchanges with the Yunnan participants gave us fresh inspiration and helped spark new ideas. Such interactions also reinforced the potential of cross-industry collaboration. I personally have a strong interest in Japanese culture, and I've found



it helpful to look at examples where *ukiyo-e* and other traditional Japanese art is successfully integrated into the fashion industry. Appealing to younger generations will remain one of the most important challenges, so I hope to continue exploring new approaches that blend intangible cultural heritage with contemporary lifestyles. The relationships and partnerships developed with the surrounding wider areas like Yunnan Province are a byproduct of executing such a large-scale event. I hope to make use of this growing network to promote mutual exchange, support the preservation and growth of intangible cultural heritage in each region, and help share the traditional culture of Jiangxia with the world.

The Importance of Steady Efforts: Shaping New Ideas

Xu: Since AEON MALL opened, Jiangxia District feels like a more vibrant place that draws in more young people. I hope the mall continues to use its strong

pulling power to carry out a variety of initiatives. For example, it would be great to see a permanent exhibition or hands-on area for intangible cultural heritage inside the mall, along with regular events led by those carrying down the traditions. I also think we could see even more possibilities for further initiatives if we work together to establish a cultural development organization.

Zhu: I would love to explore those efforts together. Many local residents who joined the event said they hope to see it continue. Efforts like these help local residents take pride in their region and I hope these efforts in turn build a stronger attachment to AEON MALL. We have already started developing new ideas, including local booths offering traditional foods tied to Jiangxia intangible cultural heritage and joint programs with the other three AEON MALL locations in Wuhan to introduce and offer ways to explore such cultural heritage. AEON MALL already sets trends, giving us a position to potentially help people rediscover tradition. We plan to keep working closely with the Jiangxia District Cultural Center and other regional partners to support this role.



PROJECT | CASE 02

China Joint Information Session on Employment in Ningxi Street

AEON MALL Guangzhou Xintang | Ningxi Street, Zengcheng District, Guangzhou City, Guangdong Province, China

The area where the mall has been designated as a national-level economic and technological development zone and continues to attract companies, particularly in the high-tech sector.

Visitors come not only from Ningxi Street, but also from Zengcheng District, Huangpu District, and Dongguan City.

Connecting Companies and Job Seekers to Support Local Economic Growth

Project Overview

We provide a space for communication between companies and job seekers to encourage employment, address hiring challenges faced by businesses, and support local economic growth. In 2024, we partnered with the Ningxi Sub-District Office to host three large-scale employment information sessions in shared areas of the mall. Around 360 total companies offered over 9,400 job listings and provided job-hunting guidance and information on related government policies.



Key Points

Multiple departments collaborated to advertise the information sessions through mall channels and social media services. Many enthusiastic young adults, especially those within a few years of graduating from university, took part and formed long lines in front of booths. We will continue to work closely with the Ningxi Sub-District Office and other government departments to higher quality hold employment information sessions to meet the needs of companies and job seekers.

PROJECT | CASE 03

Vietnam National Muay Thai Championship 2024

AEON MALL Binh Duong Canary | Thuan An, Binh Duong Province, Vietnam

AEON MALL Binh Duong Canary is located in a rapidly urbanizing area, surrounded by residential neighborhoods, business zones, and educational institutions.

The mall holds various cultural events for local residents and tourists, helping to showcase the unique appeal of the region.

Hosting a National-Level Tournament to Support Sports Development

Project Overview

AEON MALL Binh Duong Canary hosted the Vietnam National Muay Thai Championship in partnership with Binh Duong Province to share the appeal of Muay Thai and support athletes training across the country. Approximately 400 athletes from 29 provinces and cities participated, attracting over 184,000 attendees to the mall during the event. The venue was filled with energy, excitement, and a strong sense of cultural pride.

Key Points

We worked in collaboration with external partners and specialty stores to successfully host the national-level tournament. Outstanding athletes from the event were selected for further support as they prepare for international competitions and continental tournaments. AEON MALL Binh Duong Canary will continue working with Binh Duong Province to host nationwide sporting events that offer new experiences and excitement for both local residents and visitors.



PROJECT | CASE 04



Cambodia Initiatives to Promote Culture and the Arts in Collaboration With the Royal University of Fine Arts in Cambodia

AEON MALL Mean Chey | Meanchey District, Phnom Penh City

AEON MALL Mean Chey is located in a rapidly developing area positioned as a secondary center of Phnom Penh, where the population is expected to grow. The mall serves as a hub for traditional culture to provide entertainment and educational content for the local community.

Expanding the Reach of Performing Arts From a Hub for Traditional Culture

Project Overview

Young people in Cambodia have few opportunities to experience their own traditional performing arts. Professional performers also face challenges, with few platforms available to showcase their talents. In response, AEON MALL Mean Chey partnered with the Royal University of Fine Arts, Cambodia's leading government-run institution for the arts. We work together to host monthly performances featuring students presenting traditional Khmer culture through dance, theater, and other artistic showcases.



Key Points

We aim to be the first place that comes to mind for anyone wanting to experience Khmer culture. The mall holds a different performance each month, with some visitors lining up for seats near the stage two hours before shows begin. We will continue to strengthen these efforts and help pass traditional culture on to the next generation under our concept of "edutainment" (education + entertainment).



PROJECT | CASE 05



Indonesia Cultural Learning and Sports Experiences

AEON MALL Jakarta Garden City | East Jakarta, Capital Territory of Jakarta, Indonesia

AEON MALL Jakarta Garden City is located in an extremely densely populated area undergoing residential development and road infrastructure improvements. The mall prioritizes creating a welcoming environment and supports local community engagement through a variety of activities and programs.

Partnering With the Community to Support Local Culture and Healthy Living

Project Overview

We provide opportunities for cultural learning and sports experiences to explore Indonesian culture and promote healthy lifestyles. Our programs include traditional dance, Pound Fit full-body workouts, inline skating, and Pencak Silat, a traditional martial art. Around 1,500 people take part in these activities each month.

Key Points

We built strong partnerships with local communities and instructors to offer creative and passion-driven programs. Many participants have expressed their excitement, with some saying the programs helped them rediscover their interests and talents. We will continue to develop new programs that provide memorable experiences for the local community.

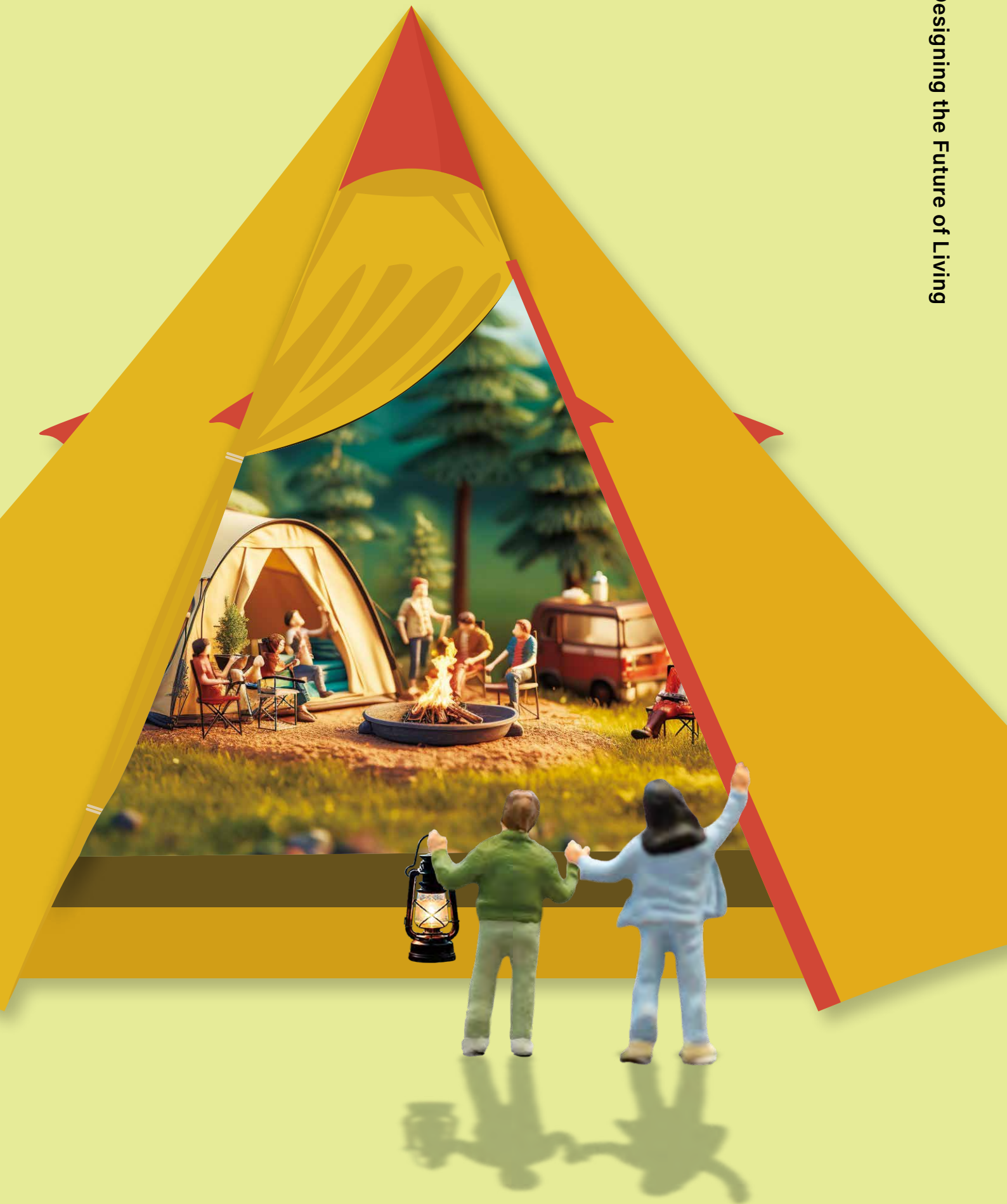
03

Environment

A Future Where More People Engage With Nature and Take Responsibility for Local Ecosystems and Resource Recycling

[Activity Overview]

- Building and learning about wildlife habitats |
AEON MALL Tokoname (Tokoname City, Aichi Prefecture)
- *Tsunagaru* Garden Project -Rice Paddy Biotope- |
AEON MALL Shinrifu (Rifu Town, Miyagi District, Miyagi Prefecture)
- Children's Satoyama Project | AEON MALL Tamadaira Woods (Hino City, Tokyo)
- Sustainability Drive | AEON MALL Takaoka (Takaoka City, Toyama Prefecture)



Building and Learning

About Wildlife

Habitats



Illustration by Hitomi Iwata

Project Overview

This project aims to create spaces where local residents can connect with greenery and local wildlife. Children from the mall nursery school joined in building homes for lizards and a bug habitat called a Bio-Nest* in the greenery on mall property. These activities gave the children a fun way to learn about the local ecosystem.

*Insect habitat using branches and fallen leaves found on the premises of the mall

Learning about local ecosystems
and contributing to biodiversity
conservation



Co-Creation Partner: S-child RINKU NURSERY SCHOOL

S-child RINKU NURSERY SCHOOL is a licensed nursery school located in AEON MALL Tokoname that accepts children 365 days a year from early morning to night. The school adopts a mixed-age group childcare, supporting children's growth beyond standard age-based class divisions.



Illustration by Hitomi Iwata

This original illustration by Ms. Iwata was created to introduce children to the ecology of lizards. The warm, friendly style was chosen to help children who feel uneasy around animals become comfortable by starting with illustrations before moving to photographs.

Location: Tokoname City, Aichi Prefecture

Tokoname City has a long-standing and thriving ceramics industry. Tokoname ware is one of the six oldest pottery traditions in Japan, and the area retains a strong sense of history and tradition. The city has continued to grow as an international destination since the opening of Chubu Centrair International Airport in February 2005.

Unique Features

Children built the lizard homes, which are typically made from stone, using discarded Tokoname ware, a traditional craft material from Tokoname City.



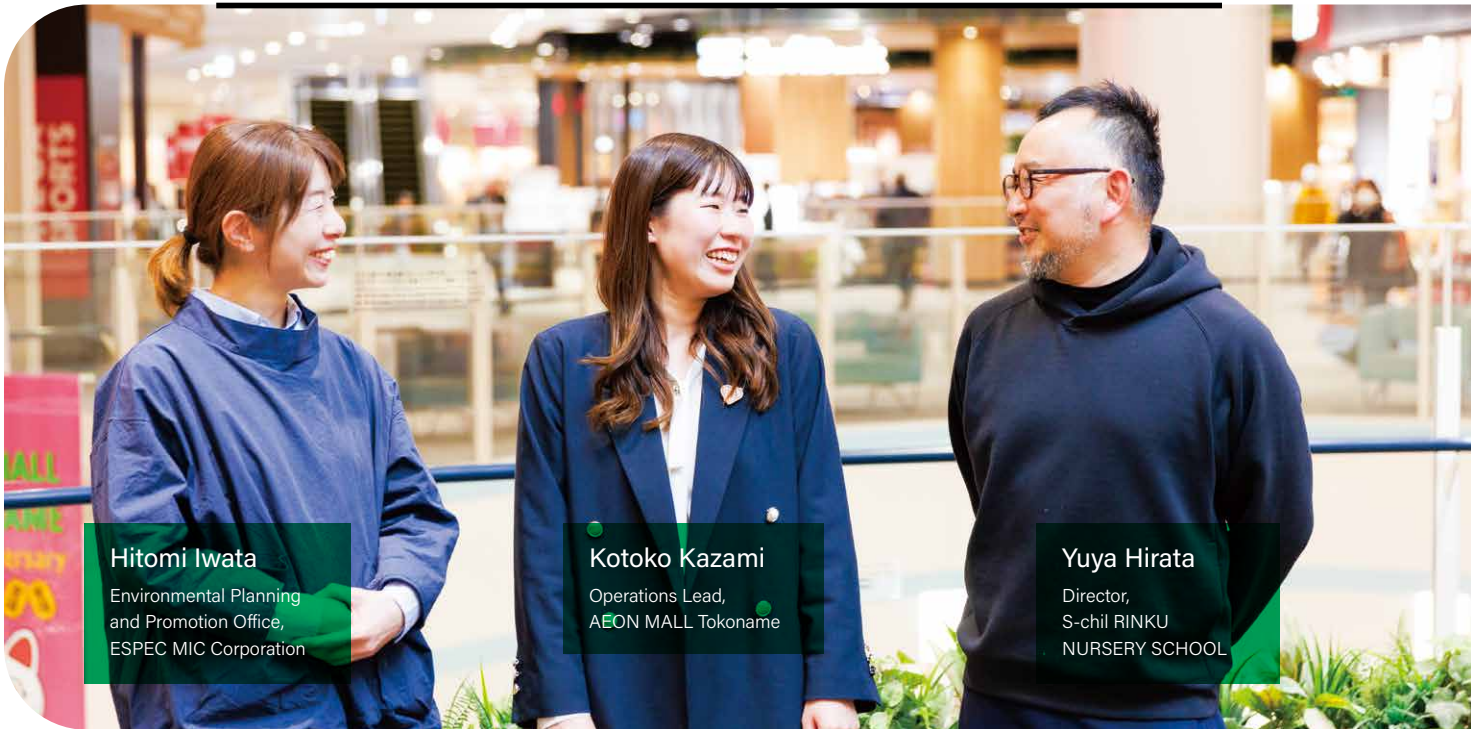
Facility: AEON MALL Tokoname

AEON MALL Tokoname sits along Ise Bay with views of Chubu Centrair International Airport. The mall promotes glocal (global + local) initiatives and under their concept of being an entertainment park that offers 120% enjoyment of the sea and sky. The mall also received ABINC certification* in February 2016.

Basic market area	: 170,000 households and 480,000 people within a 30-minute drive
No. of stores	: 180 (specialty stores)
Land area	: Approx. 202,000 m ²
Parking spaces	: Approx. 4,200
Opening	: December 4, 2015

*ABINC certification is a program operated by the Association for Business Innovation in Harmony with Nature and the Community (ABINC) that certifies facility greenery developed with consideration for biodiversity.

ESPEC MIC × S-chil RINKU NURSERY SCHOOL × AEON MALL Tokoname



Hitomi Iwata

Environmental Planning
and Promotion Office,
ESPEC MIC Corporation

Kotoko Kazami

Operations Lead,
AEON MALL Tokoname

Yuya Hirata

Director,
S-chil RINKU
NURSERY SCHOOL

Building a Space That Brings the Community Closer to Nature

Ms. Kazami: The land where AEON MALL Tokoname now stands was originally created through land reclamation. Building a lush, green environment and creating spaces where people and local wildlife can coexist remains an important challenge and something we need to take responsibility for as a part of this community. We established the outdoor entertainment park Wonder Forest Curio when the mall first opened, but I often felt the space hadn't yet become a place where people could truly feel close to nature and living creatures. I continued asking myself what we could do for the community and how we can work together. This point is something I've discussed many times with Ms. Iwata's team.

Ms. Iwata: Yes, that's right. ESPEC MIC supports biodiversity initiatives and conducts ecosystem surveys in local areas. Our first collaboration with AEON MALL Tokoname involved selecting the tree species for the opening of AEON *Furusato no Mori* (Hometown Forest) Tree-Planting Ceremony and other support on the day of the event. The mall sits about three to four kilometers from the forested hills of the central Chita Peninsula, so it's important to

create pathways for wildlife to move between habitats and to make the site livable for the species that arrive. Our conversations focused on the need to take a medium- to long-term approach and involve the community for this very reason. We planned efforts in fiscal 2024 as a starting point to this future approach, including building homes for lizards and the Bio-Nest project which used fallen branches and leaves gathered from the greenery around the mall.

What's a Lizard?: Children's Research Using Picture Books

Kazami: I was really surprised when I realized we needed to prepare the space just to attract wildlife. We wanted to involve the children who regularly play at Curio, so we reached out to Mr. Hirata, who gladly agreed to the idea.

Mr. Hirata: I did. I felt this initiative would be a special opportunity to create lasting memories for the children. We opened the nursery school inside the mall when it first opened. This nursery school now cares year-round for children aged 0 to 5, from 5:30 a.m. to 11:00 p.m. as of April 2024. Families appreciate not only the extended hours but also the convenience of the location and being able to shop at AEON MALL when picking up their

children. And although Curio provides the children with greenery, there wasn't many chances for the kids to interact with living creatures. When we introduced this project, some children asked, "What's a lizard?" and began looking it up in picture books. Once they understood what kind of animal a lizard was, they lit up and said, "I want to build the lizards a home!"



Co-Creation Partner ESPEC MIC Corporation

ESPEC MIC Corporation is an environmental engineering company involved in researching local ecosystems, cultivating native seedlings and products, and restoring diverse ecosystems, including woodlands, riparian areas, and grasslands. Other business lines include environmental control testing equipment and plant factory business.

ESPEC MIC × S-chil RINKU NURSERY SCHOOL × AEON MALL Tokoname

New Ideas Sparked by Watching Children Engage

Kazami: I was thrilled when Ms. Iwata suggested that we build homes for lizards using discarded Tokoname ware. Blending the traditional craft of Tokoname into a nature-focused project felt unique and meaningful.

Iwata: I want to respect the background of each region. On the day of the event, the children placed the materials carefully while saying things like, "I hope a lizard comes to visit," or "I wonder how the lizard will spend its time here." The team members looked like they were enjoying themselves too. Members sawed wood and bundled branches, fully focused as they worked up a sweat. Watching the team members return to a childlike mindset and share stories from their early years left a lasting impression. The project also sparked new ideas among participants, like expanding bird monitoring into observation events or starting insect surveys.



Kazami: Absolutely. This experience has strengthened my desire to continue creating opportunities for children and local communities to connect with living creatures.

Hirata: Thank you. I also hope we can continue building homes for lizards together.



Kazami: I introduced this project at an SDGs lecture for nearby high school students. The participating students took notes enthusiastically while observing the lizard homes, and I think the experience helped them see AEON MALL as more than just a place to shop.

Iwata: The students seemed surprised to learn that a shopping mall could take on a project like this. How lovely would it be if those same students share what they learned with family or friends and feel inspired to build habitats for living creatures at home or school.



Working With the Local Community to Grow More Lush, Green Environments

Kazami: I plan to keep creating opportunities for the local community to feel closer to nature. First, I want to enrich the soil through the use of the Bio-Nest and turning it into a habitat for insects. Doing so would enable insect surveys and even bug-catching activities for children.

Iwata: AEON MALL has already built strong partnerships with the local

community through many collaborative efforts. I hope the work on coexistence with living creatures continues beyond AEON MALL Tokoname. Expanding



these efforts to grow more lush, green environments with local residents could help create a broader ecological network.

Hirata: S-chil RINKU NURSERY SCHOOL is a special place. Most children don't return to their nursery school once they grow up. Here, though, some may feel like stopping by just because they happen to visit AEON MALL. This kind of connection makes the center feel more like a home. I think this experience might leave a lasting impression on the children. Twenty years from now, someone might say, "Back then, there were no lizards or other creatures, so we built them a home." I hope we can continue working together to create more of those meaningful experiences.



Environmental Projects

The following section introduces a few of our regional initiatives.

PROJECT | CASE 02



Tsunagaru Garden Project -Rice Paddy Biotope-

AEON MALL Shinrifu | Rifu Town, Miyagi District, Miyagi Prefecture

Learning About Biodiversity Through a Sensory Hands-On Rice Farming Experience

Students brought seedlings they had grown from seeds planted in milk cartons (provided by Doutor Coffee and Karin) and transplanted these seedlings in the rice field.

Over the course of the year, the students engaged in sensory-based learning through rice harvesting. Activities included traditional Tohoku-style pole drying, making New Year decorations from leftover straw, and wildlife observation. At the harvest festival, a local farmer from Karion Farm shared insights on protecting endangered wild geese and practicing pesticide-free cultivation.



PROJECT | CASE 03



Children's Satoyama Project

AEON MALL Tamadaira Woods | Hino City, Tokyo

Expanding Connections Between Local University and Elementary School Students Through a Shared Commitment to Nature

AEON MALL Tamadaira Woods was looking to revitalize the mall's rooftop biotope when students from the School of Science and Engineering at Meisei University proposed using the biotope as an educational space for elementary school students. Students from the university then led an outdoor class in the biotope with children from Higashi-Yamato Municipal Daihachi Elementary School. Together, they planted trees, maintained the area, and prepared for a lighting display. The elementary school later created its own biotope based on the experience, helping to expand local cycles to live in harmony with nature.



PROJECT | CASE 04



Sustainability Drive

AEON MALL Takaoka | Takaoka City, Toyama Prefecture

Encouraging Local Resource Recycling Through Reuse That Benefits Others

Sustainability Drive is an initiative to encourage resource recycling by collecting

Permanent Clothing Collection

Implemented at **87** malls

unnneeded items and reusing them for someone else's benefit. The drive collect a wide range of food, picture books, clothing, and other items collected in the mall. Additionally, Takaoka City cooperated to expand the cycle by collecting picture books and food from elementary and junior high school students and donating them to nursery schools and other facilities in the city. We will continue to value our connections with Takaoka SDGs partners to address local issues.



04

Lifestyle | Well-Being

A Future Where All Generations Unite in Health and Shared Bonds Through Sports and Physical Activity

[Activity Overview]

- **Attending HOKKOKU Honey Bee ISHIKAWA home games** | AEON MALL Shin Komatsu (Komatsu City, Ishikawa Prefecture)
- **Fuso Town Running Event** | AEON MALL Fuso (Fuso Town, Niwa County, Aichi Prefecture)
- **Joint initiatives with the Saiseikai Takaoka Hospital of the Saiseikai Imperial Gift Foundation in Toyama** | AEON MALL Takaoka (Takaoka City, Toyama Prefecture)
- **Everyday Life Quest** | AEON MALL Hanyu (Hanyu City, Saitama Prefecture)
- **Walking Posture Check: On-the-Spot Feedback** | AEON MALL Kusatsu (Kusatsu City, Shiga Prefecture)
- **Kaiwa-Fuda & FC Kariya Walking Soccer Workshop** | AEON MALL Higashiura (Higashiura Town, Chita County, Aichi Prefecture)



Attending HOKKOKU Honey Bee ISHIKAWA Home Games

イオンモール
まの健やか+
Health & Wellness mall
アリス

Project Overview

We are working with the women's handball team HOKKOKU Honey Bee ISHIKAWA to build local communities through sports by hosting handball tryout events and public viewings at AEON MALL Shin Komatsu.

Sharing local sports to build
attractive communities



Victory Report Meeting for HOKKOKU Honey Bee ISHIKAWA

HOKKOKU Honey Bee ISHIKAWA, which has won 10 consecutive Japan League championships, held its victory report meeting at the Festival Square on the first floor of AEON MALL Shin-Komatsu. The handball experience and the players' talk sessions also received great enthusiasm.



Location: Komatsu City, Ishikawa Prefecture

Located in the center of the rich Kaga Plain in southwestern Ishikawa Prefecture. Komatsu is home to Komatsu Airport, the gateway to the skies of Hokuriku. In March 2024, Komatsu Station opened with the extension of the Hokuriku Shinkansen. The city also produces the traditional craft of Kutani-yaki.

Unique Features

The mall became a place for handball experiences! The children enjoyed playing catch and trying out shooting goals with the players.



Facility: AEON MALL Shin Komatsu

We installed the symbolic monument, the Kutani-Gosai-Bashira pillar, with 108 pieces of Kutani ware. We are taking on the challenge of ultimate localization to promote and share local attractions, such as the Komatsu Pudding Hyakumonogatari PR Event held in collaboration with Komatsu City and the Komatsu Confectionery Industry Association.

Basic market area	: 190,000 households and 510,000 people within a 30-minute drive north and a 50-minute drive south.
No. of stores	: 150 (specialty stores)
Land area	: Approx. 128,000 m ²
Parking spaces	: Approx. 3,400
Opening	: March 24, 2017

HOKKOKU Honey Bee ISHIKAWA Women's Handball Team × AEON MALL Shin Komatsu



AEON MALL Shin Komatsu

Hidenori Tsuchiya

Sales Manager

Saki Okada

Sales

HOKKOKU Honey Bee ISHIKAWA

Momoka Tsujino

Player

Madoka Kakizoe

Player

Tatsuya Kawai

Head Coach

Kazuhiro Miyamoto

GM

Komatsu City's Only Professional Team Fosters Attachment and Unity in the Community

Mr. Miyamoto: In September 2024, a new domestic professional handball league called League H began for both men and women, with 11 women's teams competing enthusiastically. The entire handball community is taking on the challenge with anticipation, as soccer and basketball have grown more exciting and competition has intensified with the rise of professional leagues.

Ms. Tsujino: Compared to before we went professional, the game-day presentation of our matches has become cooler, and we now fight for our fans with more professionalism than ever before.

Ms. Kakizoe: Home games at the Komatsu Gym are exceptional! When fans cheer for us, our motivation skyrockets.

Miyamoto: During the opening and halftime, performances by local dance schools and university students create a warm atmosphere. As Komatsu City's only professional sports team, we aim to bring excitement to the community. As part of that, we have worked together with AEON MALL many times since 2023.

Mr. Tsuchiya: We also want to bring smiles to the faces of local residents by serving not just as a shopping destination, but as a place that highlights local attractions and acts as a community

hub for residents to gather. I believe Honey Bee is an important partner we can work with to energize and revitalize our community.

Making New Fans Through Events at AEON MALL!

Ms. Okada: The first time was a work experience event. We created a valuable opportunity for local children to meet professional athletes and experience the joy of sports.

Tsujino: I had taught at club teams before, but this was the first time I had so many inexperienced children participate. I was happy to see the kids having fun throwing the ball, taking shots, and enjoying themselves. I hope I was able to share not only the knowledge of handball and Honey Bee, but also the pure joy of physical exercise.

Okada: So far, we have held four public viewing events, a victory report meeting, and a pep rally at AEON MALL. I felt joy seeing local residents passionately watching the match displayed on the large screen.

Mr. Kawai: I think many people learned for the first time that a team like this exists in Komatsu City. I think that through repeated interactions with the players, people in the community will get to know them and realize the depth of handball.

Miyamoto: I have heard that 30,000 to 40,000 people visit AEON MALL Shin Komatsu on weekends. It is amazing to

deliver such an exciting experience to so many people.

Tsujino: Many people attend the games because of the events. People reacted with surprise and concern, asking if it was too intense or scary, which made us laugh. *(laughs)* Some people had never heard of handball but started attending handball classes.

Kawai: I have been the head coach of the team since December 2024, and I feel that we are building a connection with the community.



Co-Creation Partner

HOKKOKU Honey Bee ISHIKAWA

A women's handball team managed by The Honey Bee Sports, Ltd. The team has won 10 consecutive Japanese League championships and claimed victory at the All Japan Adult Handball Championships and the National Sports Tournament in 2024.

HOKKOKU Honey Bee ISHIKAWA Women's Handball Team × AEON MALL Shin Komatsu

Hands-On Experience Where Local People Can Engage With Handball and the Players Can Show Their Appreciation

Kakizoe: I hope to hold more handball experience sessions at AEON MALL, like the work experience event we did before. I hope people can enjoy playing handball casually while shopping, and I would be happy to spend more time interacting with the community.



Tsuchiya: Let's do it!

Actually, my child started playing handball in high school. Watching my son, I, as a father, became more and more passionate about handball. Just like I became a fan because of my son, I realized that if there is a connection, the number of fans will grow. It is such a blessing to have an opportunity like this from a professional athlete.

Miyamoto: He started in high school! I think it is important for the entire handball community to create more opportunities for engagement.

Becoming a Team That Shines Even Brighter in the Community With Win × Value

Kakizoe: I joined Honey Bee and feel that it is a great team where everyone is truly focused on winning. I want to grow as a player while following in the footsteps of my seniors.

Tsujino: The support from the local community gives me energy to do my



best. We also hope to bring that same energy to the community through handball.

Kawai: Honey Bee has a solid foundation built since its establishment in 1975, a great training environment, and a team of players who train with a high level of awareness. As head coach, I want to do everything I can to become a symbol of the community and encourage people from outside the city and prefecture to visit Komatsu City to support Honey Bee.



Miyamoto: In 2028, there are plans to build a facility near Komatsu Airport that will include an arena, serving as a starting point for hosting Honey Bee home games and revitalizing the community. We will promote team activities that deliver wins both on the scoreboard and in community value so that players can shine even more as



Honey Bees in the community.

Tsuchiya: The new facility will make Honey Bee's presence even more significant! Komatsu City is working to solve the population decline and shape its future by revitalizing the local community and promoting health through sports. We will sign a comprehensive co-creation agreement with Honey Bee in the future and work together from a medium- to long-term perspective.



Lifestyle Projects

The following section introduces a few of our regional initiatives.

PROJECT | CASE 02

Joint Initiatives With Saiseikai Takaoka Hospital of the Saiseikai Imperial Gift Foundation in Toyama

AEON MALL Takaoka | Takaoka City, Toyama Prefecture

Sparkling Interest in Health and Supporting Community Wellness

With support from Saiseikai Takaoka Hospital, we have set up the Machikado Health Center where visitors can consult with a nurse about their health once a week, along with a *Chokotto* Health Checkup Vending Machine that lets visitors buy a checkup ticket and get examined at the hospital without waiting in line. Plans are also in progress to modify the AEON MALL walking course under the supervision of Saiseikai Takaoka Hospital.



PROJECT | CASE 03

Everyday Life Quest*

AEON MALL Hanyu | Hanyu City, Saitama Prefecture

Improving Service by Challenging Assumptions and Embracing New Perspectives

To make the mall's facilities and services more aligned with universal design, mall officials, along with six relevant individuals, experienced the facilities and services both inside and outside the mall from the perspective of those concerned. The program was structured as quests, with the assignments represented as "monsters." Participants discovered around 100 items during the program. The following task force meeting developed a concrete plan for improvement.

* Everyday Life Quest is a workshop developed by Dentsu Inc. to discover issues and foster co-creation with diverse parties.



PROJECT | CASE 04

Walking Posture Check: On-the-Spot Feedback

AEON MALL Kusatsu | Kusatsu City, Shiga Prefecture



PROJECT | CASE 05

Kaiwa-Fuda & FC Kariya Walking Soccer Workshop

AEON MALL Higashiura | Higashiura Town, Chita County, Aichi Prefecture

Co-Creating a Healthy, Active Community With Local Sports

Players from the soccer club FC Kariya hosted a health event where participants enjoyed soccer and walking in the mall. In addition, we hosted *Kaiwa Fuda*, a fun activity to prevent dementia while interacting with the players. Many children and their parents participated in the event, which helped raise awareness of FC Kariya.



Creating Natural Opportunities for Health at AEON MALL

Shiga Prefecture faces challenges in healthy life expectancy for its residents. The prefecture approached us to integrate a program into the curriculum of the College of Sports and Health Science at Ritsumeikan University. The event took place over two days to raise health awareness among local residents. Students measured walking posture, gave advice on improving posture, and distributed an original walking map of the building that tracks the number of steps taken, all as part of the course AEON MALL's Project for Natural Health. Approximately 600 people of all ages attended the event while shopping.



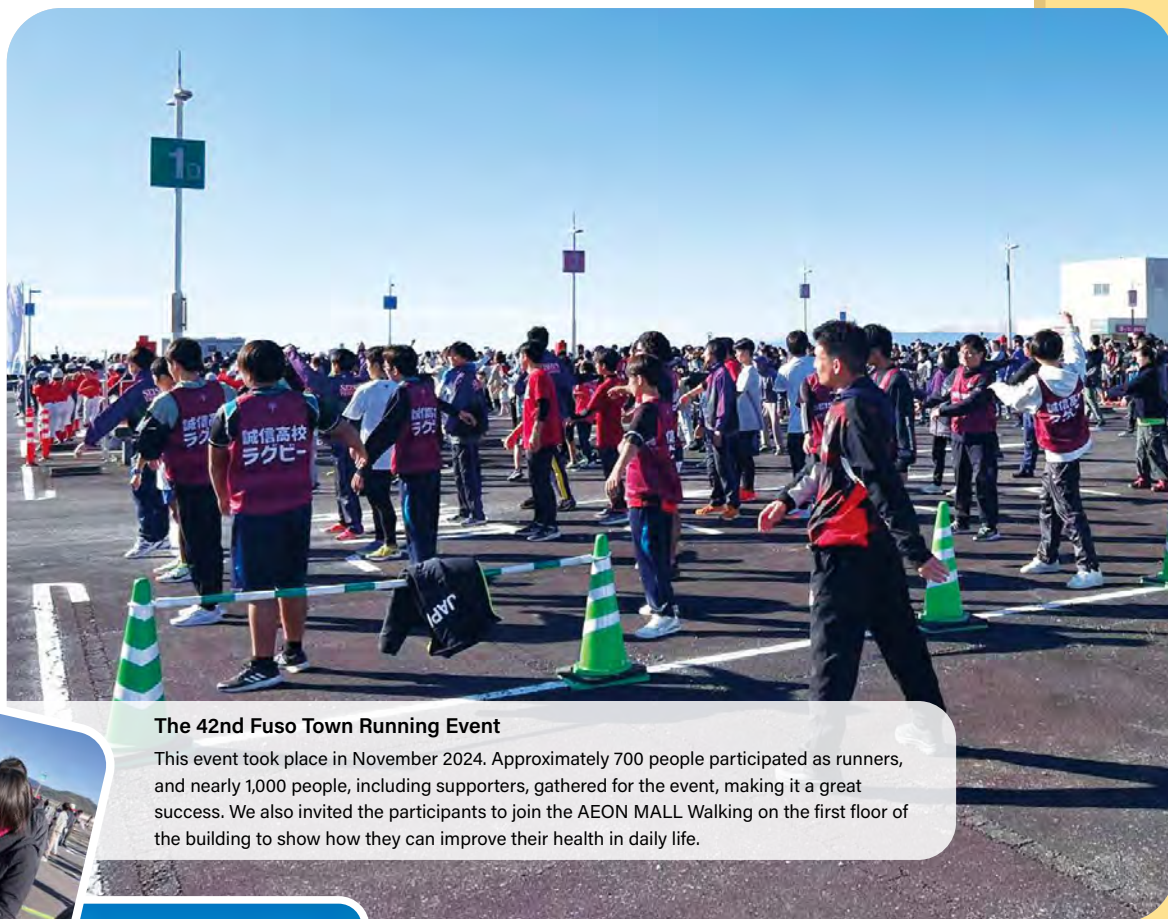
Fuso Town Running Event

イオンモール
まちなの健やか+
Health & Wellness mall

Creating more opportunities to
have fun while improving health

Project Overview

Since 2023, AEON MALL Fuso has co-hosted the Fuso Town Running Event—an annual event organized by the town of Fuso to promote the physical fitness and health of the community.



The 42nd Fuso Town Running Event

This event took place in November 2024. Approximately 700 people participated as runners, and nearly 1,000 people, including supporters, gathered for the event, making it a great success. We also invited the participants to join the AEON MALL Walking on the first floor of the building to show how they can improve their health in daily life.



Location:

Fuso Town, Niwa County, Aichi Prefecture

In recent years, the population has continued to grow due to the town's easy access to Nagoya. The town center features a main road and many residences, while the suburbs offer a peaceful atmosphere with rice paddies and fields, making the town a perfect countryside town.

Unique Features

The mall used its rooftop parking lot and ramps—normally reserved for parking—as part of a marathon course. The fun concept helped make the event a success with the community.

Facility: AEON MALL Fuso

AEON MALL Fuso is one of the largest shopping centers in Fuso Town and has been a community favorite for over 20 years since the mall opened. The mall is committed to becoming a facility that is just right for everyday life in the community.

Basic market area	: 100,000 households and 250,000 people within a 20-minute drive
No. of stores	: 96 (specialty stores)
Land area	: Approx. 91,000 m ²
Parking spaces	: Approx. 2,800
Opening	: August 09, 2003

Fuso Town × Starbucks Coffee Japan × AEON MALL Fuso



Hiroki Matsushima

Sales,
AEON MALL Fuso

Kenta Yokoyama

Store Manager, Starbucks Coffee,
AEON MALL Fuso

Go Nakano

Director of the Gymnasium, Lifelong
Learning Division, Education
Department, Fuso Town

Katsutomo Akinaga

Operations Manager,
AEON MALL Fuso

Transcending Stereotypes and Using Parking Lots as Venues for Health Improvement

Mr. Nakano: Fuso Town is promoting health improvement with the goal of becoming a town where everyone's smile shines brightly. In 2024, we became the first municipality in Aichi Prefecture to participate in the Healthy Immunity Project* and we have begun other new challenges. We worked with AEON MALL Fuso on various initiatives, including the implementation of the kick-off event for the Healthy Immunity Project, and consulted with them about the Fuso Town Running Event.

Mr. Akinaga: For safety reasons, you had trouble implementing the program at your previous location. We wanted to assist since this is an important town event that has been held 40 times. Using the flat parking lot on the first floor was difficult because it required blocking the driving lanes. That's when I suggested using the rooftop instead. Mr. Nakano immediately checked the rooftop and decided to hold the event there. In 2023, participants completed the longest route of three laps around the rooftop, with approximately 500 people taking part. The event received a positive response, but to make it even more extraordinary and exciting, we decided to host the

2024 run on the third and fourth floors, utilizing the parking ramp.

Mr. Matsushima: Mr. Nakano and the people of Fuso Town were very cooperative, and 60 people helped run the event that day.

Nakano: Safety comes first, so we asked the town's sports supporters to help us with traffic guidance and other tasks.

Akinaga: We were also pleased with the "Here's your coffee" after the goal!

Mr. Yokoyama I was surprised that hot coffee was so popular even after the run. *(laughs)* Starbucks is starting to take a company-wide approach to activities that are more deeply rooted in the community, connecting with local residents and helping solve local issues. Being involved in an event with such a concept was a great step for me.

*This project is a public-private partnership aimed at communicating the importance of immunity and promoting a healthy daily life through immunity care for everyone, from children to adults.

Continuing to Innovate With the Smiles of Local Residents in Mind

Nakano: In 2024, the events felt more lively, and we saw many smiling faces, from children to the elderly. We will continue creating opportunities in the coming years to raise awareness

of health and exercise while allowing everyone to have fun at their own pace.

Akinaga: Through the Fuso Town Running Event, we have once again realized that the mall's assets can be used in various ways to address local issues. We will continue developing ideas for future editions of the event, focusing on how participants can enjoy themselves and make the most of their time at the mall.

Yokoyama: Being involved in this collaborative event between AEON MALL and Fuso Town inspired us at Starbucks with new ideas. For example, we will explore new possibilities, such as allowing local residents to use our stores for community activities. Above all, what I feel most when I visit Fuso Town is the warmth of the people. The Fuso Town Running Event has rekindled my desire to collaborate with everyone in the community to move Fuso Town toward the vision it aspires to achieve.

Matsushima: I will continue working on the health improvement that Fuso Town values, where everyone supports each other.

05

Lifestyle | Social Infrastructure

Preparedness for Emergencies and Everyday Public Services: A Future of Resilient and Flexible Infrastructure

[Activity Overview]

- Digital evacuation drill using generative AI and real-space metaverse technology | AEON MALL Iwaki Onahama (Iwaki City, Fukushima Prefecture)
- Joint evacuation drill at Shikama Elementary School: Protecting lives through self-help and mutual aid | AEON MALL Himeji River City (Himeji City, Hyogo Prefecture)
- Lake Town Disaster Prevention Fair 2024 | AEON Lake Town (Koshigaya City, Saitama Prefecture)
- Hiroshima City Danbara Community Support Center | Hiroshima Danbara Shopping Center (Hiroshima City, Hiroshima Prefecture)
- Sano Shintoshii Administrative Service Center | AEON MALL Sano Shintoshii (Sano City, Tochigi Prefecture)
- Ogaki City South Service Center | AEON MALL Ogaki (Ogaki City, Gifu Prefecture)
- Tsugaru City Library | AEON MALL Tsugaru Kashiwa (Tsugaru City, Aomori Prefecture)
- Futtsu City Library | AEON MALL Futtsu (Futtsu City, Chiba Prefecture)



Digital Evacuation Drill Using Generative AI and Real-Space Metaverse Technology



Project Overview

This project consisted of evacuation drills using the latest digital technology. Residents used a smartphone app that helped with evacuation, and interacted with an AI avatar that gave advice at evacuation centers.

Incorporating disaster prevention digital transformation to build a community where people can live with peace of mind



Digital Evacuation Drill (Held March 3, 2024)

A total of 140 people attended, including 39 residents from the neighborhood around AEON MALL. Participants evacuated while checking the Evacuation Assistance Smartphone App, which provided real-time information about nearby hazards.



Location: Iwaki-city, Fukushima Prefecture

With its mild year-round climate, Iwaki City is often called the "Hawaii of the Tohoku region." The Onahama area, where the mall is located, is home to Aquamarine Park, where visitors can enjoy an aquarium and sightseeing boats. The town is a lively port town that hosts various events throughout the year.

Unique Features

The Disaster Countermeasures Headquarters monitors evacuations in real time. The app also lets users report real-time disaster information. The app provides evacuation guidance based on the current disaster conditions.

Facility: AEON MALL Iwaki Onahama

AEON MALL Iwaki Onahama is located within the Onahama Port Rear Land Earthquake Reconstruction Land Readjustment Project. As a symbol of reconstruction, as stated by Iwaki City, the mall aims to serve as a disaster prevention mall and contribute to the creation of a vibrant urban center.

Basic market area	: 140,000 households and 370,000 people within a 45-minute drive
No. of stores	: 130 (specialty stores)
Land area	: Approx. 44,000 m ² (including parking on a separate lot)
Parking spaces	: Approx. 1,300
Opening	: June 15, 2018



Iwaki City × Tohoku University
International Research Institute of Disaster Science × AEON MALL Iwaki Onahama



Momoko Hirose

Operations Lead,
AEON MALL Iwaki Onahama

Fuminori Honda

Chief Senior Staff of Disaster
Preparedness Division, Crisis
Management Department, Iwaki City
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Section Chief

Yusuke Oishi

Specially Appointed Professor,
Tsunami Engineering Research,
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of Disaster Science, Tohoku
University

Hiroki Kawaguchi

Operations Manager,
AEON MALL Iwaki Onahama

Zero Delayed Escape and Zero Disaster Deaths: A Challenge to Strengthen Disaster Preparedness

Mr. Honda: Iwaki City suffered extensive damage from the Great East Japan Earthquake and the Reiwa 1 East Japan Typhoon. We used those events as lessons to improve our disaster preparedness and become a model city for crisis management—one with zero delayed escape and zero disaster deaths. To become this model city, it is important to strengthen and coordinate self-help, mutual aid, and public support, while also promoting collaboration between industry, academia, and government. We also have a disaster prevention agreement with AEON MALL Iwaki Onahama.

Mr. Kawaguchi: Yes, that is right. We are developing the mall to function as a temporary evacuation site and information hub in the event of a tsunami. Since fall 2021, we have been holding tsunami evacuation drills with Iwaki City and local residents every six months, alongside infrastructure improvements. We saw how enthusiastic many participants were during the drills, but we also realized the need for a more practical way to raise disaster awareness—that's when we learned about this demonstration experiment.

Mr. Oishi: Disaster management still lags behind other areas when it comes to using digital technology. I'm working on research and development to promote disaster prevention digital transformation, which aims to transform disaster preparedness by using advanced technologies like generative AI and the metaverse. As part of this effort, we wanted residents to actually try using two tools—the Evacuation Assistance Smartphone App that shows real-time danger in the area and displays arrows for evacuation routes, and an AI avatar that supports life in evacuation centers. Our goal was to test effectiveness as we move toward making these tools available for practical use.

Providing Safety and Peace of Mind to Local Residents and Visitors

Oishi: Looking back on the Great East Japan Earthquake, while evacuation and ensuring safety are personal actions, as Mr. Honda said, mutual aid, or community support, played an important role. From this perspective, we wondered if we could collaborate with AEON MALL, a place where local residents gather and which is committed to co-creating with the community.

Kawaguchi: I felt honored when I heard about this opportunity. I believed that we

could contribute to protecting the safety and security of residents and visitors in Iwaki City, as well as help advance disaster prevention digital transformation in Japan.

Honda: I also had high expectations. This time, the Evacuation Assistance Smartphone App is very easy to understand because it is simple, with arrows on the app's screen showing the evacuation routes. We considered this drill appropriate for the region because it ensures efficient evacuation for residents and prompt evacuation for visitors and others who may not be familiar with the area's geography.



Evacuation Assistance Smartphone App Screen

A real-space metaverse that overlays information onto the physical environment. The app notifies the Iwaki City Disaster Countermeasures Headquarters when a dangerous location is reported during an evacuation and uses this information to display safe evacuation routes with arrows. We tested the system during the evacuation drill.

Iwaki City × Tohoku University
International Research Institute of Disaster Science × AEON MALL Iwaki Onahama

We Want to Do it Again: Using the Latest Technology Added Extra Value to the Drill

Honda: We worked closely with Mr. Oishi and Mr. Kawaguchi to prepare for the drill. Because evacuees would be walking while looking at their smartphones, we discussed safety measures in advance with the Iwaki-Higashi Police Station. On the day of the event, AEON MALL staff and security personnel supported us to ensure everything ran safely.

Kawaguchi: At the residents' previous briefing, we explained things in a clear and simple way so people of all ages could feel encouraged to join the drill with a positive attitude. In fact, everything went smoothly except for the



part where we had to install the app.

Honda: No one said the drill was difficult, and the post-drill survey received positive feedback from participants who said they wanted to do it again. Generally speaking, it is difficult to get people to participate in drills on a regular basis. Regular practice is key to improving disaster preparedness, so drills like this are helpful.

Oishi: I saw a positive reaction because both the Evacuation Assistance Smartphone App and the AI Avatar received high praise, even from older people. The use of digital technology also energized the drill, attracting many young participants.

Honda: Evacuation behavior data showed that people who used the app walked over 200 meters less than those who didn't, meaning app users evacuated more efficiently. We were



glad to confirm the need to promote disaster prevention digital transformation by carrying out this forward-thinking initiative in Iwaki City. We were also pleased to share it with people across Japan through coverage by many media outlets.

Oishi: I believe the drill's goal resonated with both the residents and the media because everyone at AEON MALL, led by Mr. Kawaguchi, explained and guided us clearly.

Kawaguchi: Disasters can cause panic, so we want to improve our communication and leadership skills even more.

Ongoing Challenges to Strengthening Disaster Preparedness

Honda: I want to keep working to improve Iwaki City's disaster preparedness, including advancing disaster prevention digital transformation. I also hope to work with AEON MALL to both revitalize the community and strengthen disaster prevention efforts.

Kawaguchi: Thanks to the cooperation of many people—including Iwaki City officials, the Onahama Fire Department, local fire companies, the Higashi Police Station, and students from Iwaki

Computer College and National Institute of Technology, Fukushima College—we were able to run the event smoothly and without major problems. We hope to keep working with the local community to create a new standard for disaster prevention drill. I may be transferred anywhere in the country, so I want to take on challenges like this at every new place. Thank you, Mr. Oishi, for your ongoing support.



Oishi: Likewise, thank you. Conducting this drill and receiving feedback from the people of Iwaki City, who are deeply committed to disaster preparedness through their own experience, was the most meaningful outcome. I also realized that using this kind of new technology at AEON MALL locations across Japan could help improve the overall disaster readiness nationwide. As technology continues to evolve, I hope to keep working to link developments with real-world challenges and transform disaster response.



Lifestyle Projects

The following section introduces a few of our regional initiatives.

PROJECT CASE 02

Evacuation Drill and Disaster Prevention Fair



**Raising Disaster Awareness
With the Community Through
Realistic Disaster Simulations**

Joint Evacuation Drill at Shikama Elementary School: Protecting Lives Through Self-Help and Mutual Aid

AEON MALL Himeji River City | Himeji City, Hyogo Prefecture

In November 2024, we held an evacuation drill at the mall, which is designated as a tsunami evacuation building. Teachers and students from Shikama Elementary School, who have participated in work experience programs with us, took part in the drill. On the day of the event, older children quietly evacuated while holding hands with younger children. Mall employees felt satisfied after successfully evacuating 700 people and identifying challenges in managing the evacuation.



Lake Town Disaster Prevention Fair 2024

AEON Lake Town | Koshigaya City, Saitama Prefecture

A citizen-participatory disaster prevention event is held every May at all AEON Lake Town buildings (mori, kaze, Lake Town OUTLET, and AEON Style Lake Town), where children and adults alike can experience the importance of disaster prevention while having fun. In 2024, about 40 organizations—including the Koshigaya City Fire Department, local government, community groups, and businesses—worked together to hold a two-day event that attracted approximately 80,000 participants in total.



Co-Creation Partner: Akihiro Hotta, Vice Chairperson, BeGood Cafe (NPO)

PROJECT CASE 03

Various Administrative Services



**Creating Places Where People Can Learn About
Administrative Services, Consultations, and
Educational Opportunities While Shopping**

Hiroshima City Danbara Community Support Center

Hiroshima Danbara Shopping Center |
Hiroshima City, Hiroshima Prefecture



Ogaki City South Service Center

AEON MALL Ogaki |
Ogaki City, Gifu Prefecture



Sano Shintoshin Administrative Service Center

AEON MALL Sano Shintoshin |
Sano City, Tochigi Prefecture



Tsugaru City Library

AEON MALL Tsugaru Kashiwa | Tsugaru City, Aomori Prefecture



Futtsu City Library

AEON MALL Futtsu | Futtsu City, Chiba Prefecture



06

People

A Future Where Everyone Can Work Authentically, Grow Continuously, and Build a Career With Confidence

[Activity Overview]

- **AEON MALL Alumni Network | AEON MALL Recruitment and Human Resource Development Department**
- Second career hiring for athletes | AEON MALL Recruitment and Human Resource Development Department
- Employee break rooms | AEON Lake Town kaze (Koshigaya City, Saitama Prefecture) and AEON MALL Iwaki Onahama (Iwaki City, Fukushima Prefecture)



AEON MALL

Alumni

Network



Project Overview

We developed a new social networking service to strengthen connections and network with AEON MALL alumni (retirees). By establishing an alumni network, we aim to create ideas and opportunities for new connections and business collaborations by respecting different backgrounds and values.

Aiming to network with our
alumni and generate
new connections



AEON MALL Homecoming Day

We held AEON MALL Homecoming Day, our first offline event, in September 2024 with nine alumni from all different regions across Japan.



Newsletters are posted every two weeks. Alumni have shown strong engagement, asking to be kept informed about updates to employee benefits and other topics.

Unique Features

The network sends out regular information from AEON MALL on our company and employment opportunities while also providing a place for exchange and two-way communication among alumni.

The AEON MALL Alumni Network launched in June 2024, with over 80 alumni registered as of December 2024. Users can join various chat rooms to interact with other alumni.

Newsletters are posted every two weeks. Readers can request information, providing management with new insights.

Diversity × AEON MALL**Akiyo Okamoto**

General Manager,
Recruitment and Human Resource
Development Department, Administration
Management Department, AEON MALL

Yuta Komatsu

Recruitment Group,
Recruitment and Human
Resource Development
Department, Administration
Management Department,
AEON MALL

Work in Life; Working Is Part of Life

We aim to engage with a diverse range of human resources through our recruitment activities. And as we work to achieve our management philosophy of *co-creating the future of living with local communities*, we place great importance on the success of our workers. Their success leads to not only the growth of AEON MALL, but also to their own personal development and self-fulfillment. Working is part of life. Rather than pursuing a work-life balance that separates the two, AEON MALL embraces a work-in-life approach where work serves as a meaningful way to help individuals achieve their life goals.

Insights From Alumni on AEON MALL Strengths

As you may be aware, the current job turnover market is highly active, and our company's turnover rate due to personal reasons is nearing 4%. While this figure may appear concerning at first glance, a labor union survey shows that fewer employees are leaving AEON MALL due to dissatisfaction or negative perceptions of the company. Rather, departures driven by positive motivations, such as the desire to take on new challenges, are on the rise. We also began receiving feedback from former employees expressing that they came to appreciate the strengths of AEON MALL after

leaving the company. Could continuing to build positive relationships with people who have had a connection with AEON MALL bring fresh perspectives or new energy to the company? And to establish these relationships, wouldn't it be worthwhile to develop systems better aligned with the changing times and evolving values? These are questions we have been reflecting on. In response, we launched the AEON MALL Alumni Network in June 2024. The AEON MALL Alumni Network is a social networking service that enables AEON MALL to stay connected with our alumni, while also providing fostering communication between alumni. The program nurtures relationships with those who have taken a new step forward, generating new connections, ideas, and opportunities for business collaboration, and, if desired, re-entry into the company.

As the number of registrations steadily increased after launch, alumni began expressing interest in meeting up in person. This interest leading to the first offline event, AEON MALL Homecoming Day. This event focused on three major objectives. First, we wanted to support our alumni in their current endeavors and help them strengthen their connections with one another. Second, we shared updates on current AEON MALL systems, while also inviting feedback from members. And third, we gave alumni the opportunity to openly

share any negative experiences they may not have felt comfortable expressing at the time of their departure, aiming to reflect any input in our human resources systems. One of the most memorable moments of the events was the feedback we received. For example, when I told the participating alumni that the alumni social networking service only took us about three to four months from idea conception to reality, one member compared us to their current workplace, commenting that this speed is a strength of AEON MALL. That moment made me realize how valuable insights from alumni familiar with both AEON MALL and the outside world are. Keeping these valuable interactions to the recruiting group would be a missed opportunity. We plan to deepen these connections in the second year and beyond, while also collaborating with other departments and employees.

AEON MALL employees are highly aware of the need to solve local issues. Many of our alumni have gone on to work in government or serve their communities after leaving the company. In other words, we are in a position to pursue community contribution by co-creating with those who came from AEON MALL. I think it would be great if AEON MALL could serve as a platform for local co-creation.

Diversity × AEON MALL

Welcome Back Hiring: Welcoming Home Employees

We also launched the Welcome Back Hiring program at the same time as the AEON MALL Alumni Network. Welcome Back Hiring is for employees who have left the Company for personal reasons. We rehired three employees through this program as of March 2025. This number is roughly 10% of the our approximately 30 career hires per year.

Naturally, we do not live in a time in which retirement is seen as disloyalty. We welcome those who return to AEON MALL after experiencing the outside world and rediscovering our strengths. We named the program Welcome Back Hiring to reflect the spirit of saying, "Welcome home." I actually suggesting we simply call it *Okaerinasaiyo* Hiring—a playful twist on the Japanese phrases for "welcome home" and "hiring" (*okaerinasai* + *saiyo*). (laughs) I think the culture matching feature makes the Welcome Back Hiring a valuable



The dedicated social network includes a room for newsletters, a room for job postings, and spaces where alumni can freely connect with one another.

initiative both for the individual and for their work placement in the company. The program allows former employees to thrive again at AEON MALL by applying the skills they developed during their previous time with us, along with the experience and knowledge they gained in other fields after leaving the company. When young employees seek career advice in their assigned areas, they can receive guidance on how to expand their possibilities both within and beyond the company, based on the experiences of those advising them. I see this as a positive influence on employee growth.

Kizuna Hiring: Fostering Friendly Bonds

Finally, I want to discuss our *Kizuna* Hiring program. We felt that it would be a wasted opportunity in recruiting to lose our connections with those who aligned with the AEON MALL but ultimately declined our offer of employment. We thought that maintaining a flexible relationship with these individuals and creating a smooth way to reconnect should they ever express interest in working for AEON MALL again could allow us to take a reengagement approach similar to the one we take with our alumni. If alumni are our family, then *Kizuna* Hiring aims to build friendships. We would be glad if someone chose a different company for their first career but saw AEON MALL as their next step. We launched the *Kizuna* Hiring program beginning with candidates who graduated in 2025, and nearly 60%

expressed interest in staying connected. Employee-Referral Hiring is another recruitment initiative we build around our key concept of connections.



Team AEON MALL: Co-Creating With Friends

We plan to approach future recruiting efforts as Team AEON MALL, involving our employees as we take on new challenges together. Ideally, recruiting should go beyond securing talent. Through our hiring approaches and initiatives, we aim to raise awareness of new methods and social issues while creating value for society together with those who share our vision, both inside and outside the company. To ensure AEON MALL remains a company of choice, our human resources group will continue taking on new challenges with a mindset focused on finding ways to make things possible and taking initiative to act.



Human Resources Projects

The following section introduces a few of our regional initiatives.

PROJECT | CASE 02

Second Career Hiring for Athletes



Training Athletes Rooted in Their Community to Lead Community Co-Creation

Second careers for retired athletes has become a social issue with the increasing professionalization of sports. To address this issue, AEON MALL launched the Second Career Hiring for Athletes program, which clearly defines our recruitment methods to make it easier for athletes to apply. We aim to appoint Community Co-Creators from among athletes engaged in sports deeply rooted in local communities. These individuals serve as liaisons between AEON MALL, local governments, and communities, while also taking the lead in our Health and Wellness areas.

PROJECT | CASE 03

Employee Break Rooms



Listening to the Voices of Each AEON MALL Employee to Create Comfortable Working Environments

AEON MALL strives to create environments that empower all specialty store employees to thrive. The following section introduces examples of our employee break room renovations in two malls.

1. AEON Lake Town kaze | Koshigaya City, Saitama Prefecture

We renovated the employee break room in AEON Lake Town kaze in September 2024, striving to create the best break room in Japan. The new interior incorporates the luxurious feel of an airport lounge with the comfort of a public bathhouse rest area following the AEON Lake Town concepts of sensitivity, exhilaration, and extraordinary. We also created tatami areas where employees can remove their shoes, and nap spaces in response to requests from specialty store staff for a place to lie down and rest. As a result, scores improved significantly in the break room category of our service level improvement survey.



2. AEON MALL Iwaki Onahama | Iwaki City, Fukushima Prefecture

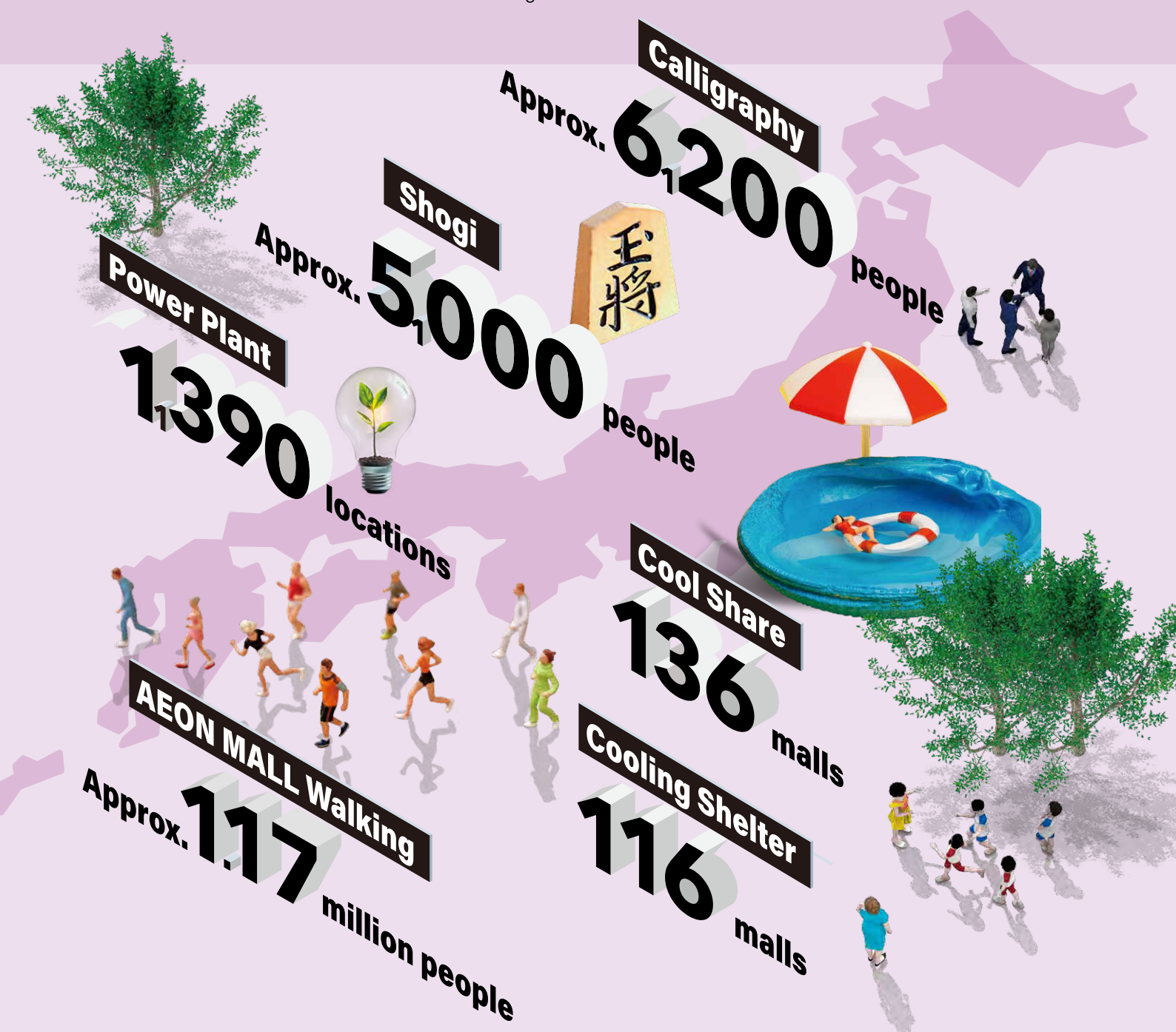
The employee break room in AEON MALL Iwaki Onahama was renovated in October 2024. The new design reflects a Hawaiian atmosphere rooted in Iwaki City. The employee break room name, Link Station Lea Lea, reflects two core ideas. The first idea, Link Station, represents a place where people can connect while Lea Lea, the second idea, is a Hawaiian word meaning happiness and ease. The name expresses our hope that the space offers both physical and mental relaxation in a cheerful environment. We redesigned the seating in the break room in response to feedback from employees who mentioned their concerns of being seen by others during their break. Since then, we have received positive feedback that the new space feels stylish and inviting.



A Future Where Local Movements Transcend Regions and Resonate Across Japan and Beyond

[Activity Overview]

- Children's Shogi Championship
- National High School Calligraphy Performance Grand Prix
- AEON MALL Cool Share and Cooling Shelter designation and registration
- *Machi no Hatsudensho* (Mall Power Plant)
- AEON MALL Walking



PROJECT | CASE 01



Children's Shogi Championship

Building Communities Rooted in Customs That Help Preserve and Advance Traditional Japanese Culture

Project Launch	October 2015	FY2024 No. of Malls	10
Aggregate No. of Participants	Approx. 10,000 (Applicants) Approx. 5,000 (Participants)	No. of Participants	Approx. 780

Project Overview

We hold nationwide events to introduce children across Japan to shogi and help them experience the joy of the game and its cultural roots. The Introductory Friendly Competition Course is open to new players and is well regarded as a rare chance for serious competition, given the limited number of general tournaments. Visitors also commented that they were pleased to see their children deeply focused on playing shogi while they shopped at the mall.



PICK UP

AEON MALL Tendo | Tendo City, Yamagata Prefecture

We host the tournament championship in Tendo City, Yamagata Prefecture. Tendo City, the largest producer of shogi pieces in Japan, is known as the City of Shogi. The city welcomes the fact that many participants spend time sightseeing before and after the tournament. We will continue working with Tendo City to elevate the tournament and share the unique appeal of Tendo nationwide.

Key Points

The competition, held at AEON MALL Tendo, became a nationwide event starting with the third tournament. We will continue to cooperate with local shogi associations to promote shogi and regional cooperation.

PROJECT | CASE 02



National High School Calligraphy Performance Grand Prix

Supporting Younger Generations Exploring Traditional Culture and Contributing to the Creation and Development of New Forms of Cultural Expression

Project Launch	September 2021	FY2024 No. of Malls	13
Aggregate No. of Participants	Approx. 6,200	No. of Participants	Approx. 1,800

Project Overview

We hold national calligraphy performance competitions to contribute to the creation and development of new forms of cultural expression. These competitions refine the essence of traditional Japanese calligraphy while uncovering new appeal. The National High School Calligraphy Performance Grand Prix is the only calligraphy competition that progresses from regional tournaments to a national championship.

Key Points

The National High School Calligraphy Performance Grand Prix began in 2015 as a competition in the Chugoku-Shikoku region. The competition began expanding to a national scale in 2021, with participation from over 100 schools in the fourth tournament in 2024. The mall is filled with emotion during the competition as high school students and their peers are inspired by the results of their hard work and the energy of each performance.



PICK UP

Calligraphy Performance to Support the Recovery of Noto



Sendai Ikuei Gakuen High School, winner of the 2023 competition, expressed a desire to hold a calligraphy performance in support of recovery efforts following the Noto Peninsula earthquake. The initiative resonated nationwide, drawing participation from approximately 16 schools across various regions. These schools delivered performances to convey heartfelt hopes for recovery from seven venues across Japan.

PROJECT CASE 03

AEON MALL Cool Share and Cooling Shelter Designation and Registration

Eliminating the Risk of Heatstroke and Protecting the Physical and Mental Well-Being of Each Member of Our Communities

Project Launch	June 2024	Aggregate No. of Participants	—	No. of Participants	—
Malls Implementing Cool Share	136	No. of Malls With Registered Cooling Shelter Designations	116 malls	*As of March 27, 2025	

Project Overview

We leverage the advantages of indoor malls to encourage local residents to turn off their air conditioning and spend time at AEON MALL on hot days. We began collaborating with the Ministry of the Environment in 2024 and were registered as a Cooling Shelter—heat evacuation facilities available in the event of a special alert issued related to heatstroke.

Key Points

We believe it is essential for AEON MALL to serve as an evacuation facility in response to the growing urgency of addressing heatstroke risks. We are committed to strengthening our communication efforts to encourage people to visit AEON MALL to escape the heat and enjoy a cool, comfortable environment. Through these efforts, we aim to support the physical and mental well-being of each member of our communities.



AEON MALL Ageo | Ageo City, Saitama Prefecture

The long-cherished pool at Saitama Suigo Park in Ageo City closed in 2022. In response, we launched the Ageo Water Park to provide local residents with a place to cool off and enjoy the summer. Open on the mall lawn during the summer season, the park features water slides and other activities for visitors to enjoy. More than 14,000 people attended the event.

PROJECT CASE 04

Machi no Hatsudensho (Mall Power Plant)



Generating Our Own Electricity for Use in Our Malls Using Locally Produced, Locally Consumed Renewable Energy

Project Launch	Fall 2022	FY2024 No. of Malls Participating in Machi no Hatsudensho	Approx. 60
No. of Power Plants	1,390	2024 Electricity Generation	116 million kWh

Project Overview

We aim to be the mall of choice for local residents by creating locally produced, locally consumed renewable energy and using CO₂ emission-free electricity for all electricity used at our malls.

Key Points

We make full use of our malls' large sites and buildings by installing solar panels and other power generation systems on rooftops and exterior walls. We also develop low-voltage solar power plants with low environmental impact across Japan on abandoned farmland and other idle land. There are approximately 1,390 Machi no Hatsudensho power plants across Japan.

PROJECT CASE 05

AEON MALL Walking



Encouraging People to Enjoy Walking Around the Mall and Supporting Healthy Lifestyles



AEON MALL App

The AEON MALL App is a convenient and value-packed mobile application that also serves as an excellent walking companion in our malls. Easily track your walking activity with weekly step rankings and easy-to-read graphs.

Download the app here



Project Launch	2018	FY2024 No. of Malls	141
Aggregate No. of Participants	Approx. 1.17 million	No. of Participants	Approx. 250,000
	*As of March 6, 2025		

Project Overview

We introduced walking courses at all malls across Japan to support the healthy lifestyles of the members of our communities. These courses allow customers to safely enjoy physical exercise while shopping, regardless of the season, weather, or time.

Key Points

Our walking courses are unique in offering a healthy and cost-effective way for visitors to enjoy their time inside our malls. Walking points located throughout the malls measure the distance and calories burned. Users can also use the walking feature in the AEON MALL app and enter the Toko Kuji lottery to win WAON Points based on the distance walked.

Creating the Future of Living With Local Communities

AEON MALL works hand in hand with local communities as the role of shopping malls evolves day in and day out. We aim to create shared value and contribute to a more sustainable future through community co-creation.

Putting customers first, we walk alongside our communities on the path to mutual growth. I believe these connections also become a source of strength for AEON MALL.

Each region where we operate in Japan and overseas faces its own challenges and holds different expectations. That is why I believe it is crucial for us to listen to the unique voices of our communities, think together, and take collaborative action.

AEON MALL values the work we do in working together to nurture the future of each of our communities. We remain committed to working together to shape better ways of living.

Keiji Ohno

AEON MALL Co., Ltd.
President and CEO



Basic Principle

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 will touch the hearts of 5 billion visitors throughout Asia

Corporate Message

Sharing a sense of lively participation

Corporate Profile

Company Name:	AEON MALL Co., Ltd.
Date Established:	November 1911
Capital Stock:	42,389 million yen (as of the end of February 2025)
Business Activities:	Large scale community development and shopping mall development and operation Real estate sales, lease, brokerage [Minister of Land, Infrastructure and Transport (4) No. 7682]
Number of Employees:	5,611 (as of the end of February 2025)

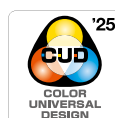


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2025.05