

# 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  
まちの健やか+  
Health & Wellness mall

## 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.



### 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 <sup>2</sup>
Parking spaces	: Approx. 3,400
Opening	: March 24, 2017

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

Life Design Developer



AEON MALL Shin Komatsu

Hidegori 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.



**SPORTS & FUTURE**  
-Sports Attraction to the Community and the Future-

AEON MALL is partnering with **82** sports teams and organizations to make sports more accessible.

## 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

#### Sparking 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 04

#### Walking Posture Check: On-the-Spot Feedback

AEON MALL Kusatsu | Kusatsu City, Shiga Prefecture



#### 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.

### 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 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.





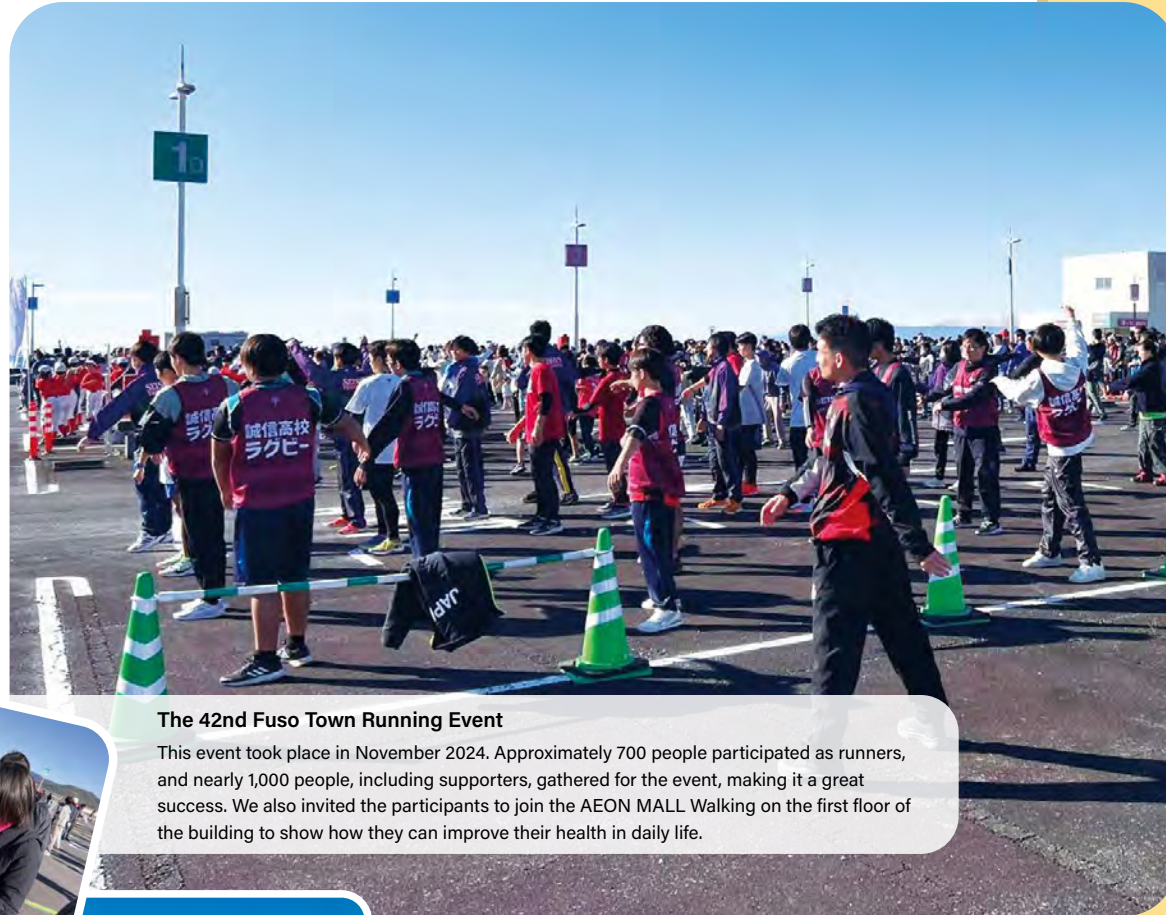
# Fuso Town Running Event

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まちの健やか+  
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.

## 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 <sup>2</sup>
Parking spaces	: Approx. 2,800
Opening	: August 09, 2003

### 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.

Life Design Developer

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.