

## 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

Designing the Future of Living



### 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.

### 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 Suijo 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 CO<sub>2</sub> 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 *As of March 6, 2025	No. of Participants	Approx. 250,000

### 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.