

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.



Creating the Future of Living

AEON MALL's Expanding Community Initiatives

P.2 AEON MALL 2030 Vision

P.4 Management Philosophy

01

Community | Partnerships, Culture, and Community

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

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[Activity Overview]

- Meiwa Dai Bon Odori Festival and Industry-Academia-Government-Community Collaborative Nighttime Disaster Drill | AEON MALL Meiwa
- 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

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

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[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



03

Environment

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

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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

04

Lifestyle | Well-Being

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

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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
- Kaiwa-Fuda & FC Kariya Walking Soccer Workshop | AEON MALL Higashiura



05

Lifestyle | Social Infrastructure

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

P.40

[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 Shintoshii Administrative Service Center | AEON MALL Sanoshintoshi
- Ogaki City South Service Center | AEON MALL Ogaki
- Tsugaru City Library | AEON MALL Tsugaru Kashiwa
- Futtsu City Library | AEON MALL Futtsu

06

People

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

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[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

07

Nationwide AEON MALL Locations

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

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[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 Shigenjunkan (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.

