

Aeon is promoting sustainable management with the aim of both developing a sustainable society and growing the Group.



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Since it was first founded, Aeon has continuously worked to fulfill its mission as a retailer grounded in a basic philosophy of peace, people, and the community. This includes continually contributing to a better life for our customers by supporting their daily needs and continually contributing to the development of society with local people through our businesses. Aeon has maintained this stance over the years through partnerships with like-minded companies in terms of the commercialization, modernization and industrialization of the retail business, constantly responding to change in the process. Today, we employ a workforce of 520,000 and posts more than 8 trillion JPY in operating profit. We have to further promote sustainable management in order to realize both the development of society and the growth of the Group based on the basic principles as our scale of business expand and role become greater.

Aeon is implementing 4 Shifts in the Medium-Term Management Plan (FY 2014 - FY 2016). The 4 Shifts are Senior Shift for promoting development of new fields of business by each Group businesses to respond of needs of senior

generation, Digital Shift for accelerating initiatives in omni-channel to grasp growth opportunities in the e-commerce markets, Urban Shift to develop stores and businesses tailored to the lifestyle needs of people in the urban area, and Asian Shift to provide safe and reliable products and services to people in the China and ASEAN markets. We will respond to the diverse need of our customers in Japan and at a globally through these shifts. We will respond to the expectations of the stakeholders and request from the society while steadily but surely growing as a Group.

We are also continuing to enhance our CSR foundations globally. Aeon was the first retailer in Japan to become a signatory to the 10 Principles of the UN Global Compact and since then we have consistently supported and practiced the principles set out therein and continue to strive in our initiatives. Once achievement of these efforts has been establishing a framework for shared growth by requesting all suppliers in and outside Japan for Aeon's generic brand TOPVALU products to comply with the Aeon Supply CoC (Code of Conduct).

In April 2016, we announced the start of local ecosystem building. This is a framework which various stakeholders of the region to work together to create added value when living in that region. This is aim to be a new way of community development that is able to respond to the new values in a digital age through fully utilizing newest technologies. We have started in Chiba City as the first area to implement this approach. We are planning to expand this effort all over Japan through building local ecosystems and creating new local industry together with the stakeholders.

Aeon will continue, through dialogue and cooperation with our diverse stakeholders, to further evolve sustainable management and to grow over the Medium- and long-term to become Asia's pre-eminent retailer.

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