

Living Smartly, Together with the Community

与地区社会
共渡智慧生活。



Various Shopping Scenes Portrait #1

The Smart Shopper

I have a daughter who recently gave birth to a baby boy. Not being able to stay away, I invited my wife along for a visit on my holiday. I definitely wanted to see my grandson but, to tell the truth, I wanted to see my daughter, who had just become a mother, even more. Together with her healthy baby, our daughter welcomed us with a big smile. Maybe it's typical of father-daughter relationships, but I'm never quite sure what to say to her, so I usually just sit quietly sipping my tea. Being a woman herself, my wife doesn't have this problem and the two start chatting up a storm right away.

During our visit their conversation turned to online shopping. My daughter said it was really convenient to shop online while taking care of a baby and have the purchases delivered. She also mentioned how it was more eco-friendly since she didn't have to drive or take a train and offered good value as well. Mothers are smart shoppers these days. My daughter didn't even wash the dishes when she lived with us, but now she's looking up recipes online and a really good cook. It's an impressive transformation. Raising children today is a lot different from my generation, but it makes me happy to see my daughter making smart choices and enjoying her life as a mother at the same time.



Illustration by SACHIKO IKOMA

购物百景 第一景

懂得精打细算的女儿

我有个最近刚当妈妈的女儿。作为父亲又是欣喜又是担心，于是假日早早地便借妻子一同前去看望。除了急切地想看看可爱孙儿，也十分挂念做了母亲的女儿。

女儿和健康的孙儿用灿烂的笑容迎接了我们老两口。但作为父亲，这时候我却突然不知道该和女儿说些什么，只是默默地喝着茶。可是，妻子却完全相反，很快地和女儿聊得起劲，让我在旁羡慕不已。

仔细听来，原来母女俩高兴地聊着网购的话题。女儿在看顾孩子的空挡时间会在网上购物并使用配送服务。她兴奋地说：“不用开车或乘电车外出购买，十分环保，而且又不伤荷包。”听到女儿的话，我感到如今的家庭主妇们确实很聪明，会精打细算。没出嫁前在家连碗都不洗的女儿，如今竟然能够看着网上介绍的菜谱做出一手好菜了。转变之大实在令我佩服。时代已经完全不同与当年我们做父母时，现在，女儿找到了适合自己的智慧的方式，享受着做妈妈的快乐，这一点最让人欣慰。

SPECIAL FEATURE 特集

Living Smartly, Together with the Community

Local community infrastructure is now undergoing large changes, including infrastructure related to the environment, energy, information networks and transportation systems. As the social environment that surrounds us changes, Aeon is starting a variety of initiatives in order to support comfortable living as well as smart community development.

与地区社会共渡智慧生活。

环境、能源、信息网络、交通系统等，地区社会的基础设施正发生着巨大的变化。在我们不断变化的社会环境中，永旺为支持创建舒适的日常生活及“智能型城市”，正进行着各种努力。

ÆON Magazine Fully Global, Truly Local June 2013 Vol.41

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Illustration by LOTTA NIEMINEN

Illustrator based in New York. Depicting next-generation living in Japan, China and ASEAN for this special feature.
活跃于纽约的插画家，本期特集的创作展现了日本、中国、东南亚下一代的美好生活。

Published on June 5, 2013
by the Corporate Communications Dept. of AEON Co., Ltd.
1-5-1, Nakase, Mihama-ku, Chiba-shi, Chiba, 261-8515, Japan
Tel (+81)43-212-6061
Website: <http://www.aeon.info/>
发行日期：2013年6月5日
发行单位：永旺株式会社企业宣传部
邮编261-8515 千叶县千叶市美滨区中瀬1-5-1
电话 (+81)43-212-6061
公司网址: <http://www.aeon.info/>

Aeon magazine is published by Aeon Co., Ltd.
Aeon is also the name of a corporate group. Opinions expressed in Aeon magazine are not necessarily those of the publisher.
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Illustration by AI NODA



Encouraging lifestyle shift to realize a sustainable society

The 20th century civilization of large environmental load through mass production and mass consumption has reached its end, and shifting from a high-carbon to a low-carbon lifestyle has begun to earn recognition as a global-level policy issue. Initially, environmental problems were seen as separate issues, with inevitable trade-offs between environmental protection and economic growth. However, both environmental and economic measures need to be achieved in order to realize a sustainable society. In addition to the environment and economy, incorporating the viewpoints of citizens and society is also key. This idea is now broadly recognized.

Striving to achieve a sustainable society while seeking true affluence through simultaneous pursuit of reduced environmental load and improved environmental quality – as the triple bottom line of the environment, economy and society – is the framework for the national strategic projects Eco-Model Cities and the Future City Initiative. First, we are attempting to create cases that can serve as symbols of success, and 20 cities and 11 cities, respectively, have been chosen for these projects, which are being implemented through cooperative efforts in the public and private sectors.

Interview

Striving for Environmental, Social and Economic Value Creation

With the key words of “smart” and “slim,” we are beginning to transition to a new stage in environmental endeavors. We are striving to realize a sustainable society by reducing environmental load at the same time as improving environmental quality. To achieve this, shifting our lifestyle is essential. Here to provide insight about policies and practices toward a sustainable society is Mr. Murakami Shuzo, president of the Institute for Building Environment and Energy Conservation.

致力于环境、社会和经济的价值创造

紧扣“智能”、“减负”等关键字，永旺的环境保护工作又进入了一个全新的阶段。我们希望通过减少环境负荷并提升环境质量的方式创建可持续发展型社会，为此转变生活方式成为我们当前必然的选择。在本期待集中，我们采访了一般财团法人建筑环境节能机构(Institute for Building Environment and Energy Conservation)的村上周三理事长，请他谈一谈为实现可持续发展型社会应采取的措施和行动。

为实现可持续发展型社会
转变生活方式

大量生产、大量消费这一对环境产生巨大负荷的20世纪文明已经走到了尽头。从高碳生活向低碳生活的转型逐步被全世界视作政策性课题接纳和认可。最初，人们将环境问题视为一个独立的问题，认为环境政策和经济发展永远是权衡取舍的关系。然而如今，人们已经普遍认识到要想实现可持续发展型社会就必须同时平衡好环境与经济两者的关系，同时，也离不开市民和全社会的共同努力。

日本国家所实施的战略性“环境典范都市”、“环境未来都市”构想正是基于环境、经济、社会这“三重底线”，在减少环境负荷的同时提升环境质量，旨在追求真正意义上的丰富并实现可持续发展型社会的目标。在上述两个构想中，各选定了20和11个城市，政府和市民齐心协力，为创造成功范例不懈努力。



Underpinning this framework are the concepts of “smart” and “slim.”

The 21st century is the age of the networked society, and its IT-based technological foundation has unlimited potential for use in our daily lives. It can integrate and process all kinds of information needed to live in a community or city, including crime prevention, safety, nursing care, healthcare and education. Networking based on this information processing is the essence of “smart.” This “smart” concept will encourage the development of online services and make living in the cities of the future more convenient.

One more concept is “slim.” Moving away from our bloated lifestyle of mass production and mass consumption, “slimming” aims to improve environmental efficiency toward realization of lifestyles with low environmental load. “Slimming” is crucial not just in material terms, but also in non-material ways including citizens’ awareness and values. For example, hybrid cars not only have the material effect of improving fuel efficiency, they have also changed the awareness of people who up to now have valued a car by its size. The popularity of hybrid cars can be called a successful case of “slimming.” By continuing and expanding these initiatives in the future, I hope that our everyday lifestyle will shift to one that is “smart” and “slim.”

“智能化”、“减负化”正是上述构想的理念基石。

21世纪是网络社会的时代。由于IT技术能够综合处理防止犯罪、保障安全、看护、医疗、教育等社区和城市生活中必不可少全部信息，可以说IT技术在我们的日常生活中蕴藏着无限的可能。这一通过信息处理构建的网络化发展便是“智能化”。“智能化”促进了互联网在线服务的发展，将让未来的城市和日常生活更加方便快捷。

另一大理念是“减负化”，即摆脱大量生产、大量消费时代的“代谢型”生活模式，为建立低环境负荷的生活方式不断提升环境利用效率。该理念不仅着眼于物质层面，更强调市民意识和价值观等非物质层面的重要性。例如，混合动力汽车的普及不仅起到了节省油耗的物质性效果，还转变了人们一直以来只重视汽车大小的观念。该款车型的普及就是“减负化”的成功典型。今后我们将进一步扩大努力的范围，促进日常生活模式向“智能化”、“减负化”的方面转型。

The “smart” and “slim” Future City is a new value proposition able to broaden our lifestyle possibilities

“智能化”、“减负化”的环境未来都市
是崭新价值的提案，将扩大我们生活的可能性

PROFILE

Shuzo Murakami

President, Institute for Building Environment and Energy Conservation, and professor emeritus, University of Tokyo. Also known for developing CASBEE, a tool for assessing and rating the environmental performance of buildings and built environment.

村上 周三

一般财团法人建筑环境节能机构的理事长。东京大学名誉教授。因开发了建筑都市环境性能评价标准“CASBEE”而享誉海内外。

Important for local governments, corporations and citizens to share goals and work together

To achieve the Future City Initiative, goal sharing and cooperation among local governments, corporations and citizens is particularly important. Sharing future aspirations for a community and working together to achieve them will lead to fostering a sense of unity in and revitalization of the local community. To this end, the key is changing society – part of the triple bottom line, which is to say changing citizen perceptions and shifting to a “smart” and “slim” lifestyle.

In addition, the Eco Model Cities and Future City Initiative projects are opportunities to create new value, which is where corporations are expected to play a role. Consumer awareness of environmental issues is definitely growing, and a stronger trend will emerge of more support going to the corporations that provide things of economic or social value to help realize a sustainable society. Of these corporations, Aeon is in the retail industry, which is most closely linked to consumers, and I have followed it as a corporation with strong environmental awareness. Going forward, I hope to see Aeon contribute to shifting people’s awareness and values as well as creating a new lifestyle by providing new products and services that excite consumer creativity while offering an environmental perspective.

自治体、企业、市民共享目标、共同合作是关键

自治体、企业、市民共享目标、共同合作对于实现“环境未来都市”构想至关重要。共享地区社会的美好蓝图并携手努力，将有助于培养地区社会的团结性并激发社区活力。为此，“三重底线”之一的社会非常重要，换言之改变市民的认识并使生活方式向“智能化”、“减负化”方向转型是成功的关键。

“环境典范都市”、“环境未来都市”构想同时也是创造全新价值的平台，企业在其中扮演的角色非常值得期待。如今消费者的环保意识显著提高，提供有助于实现可持续发展型社会并具有经济或社会价值的商品的企业将逐渐得到消费者更大的支持。在这所有的企业中，与消费者最接近的零售业集团永旺，作为具有高度环保意识的企业之一受到了社会的关注。非常期待永旺今后能在保持环保视角的同时，通过提供激活消费者创造性的全新商品和服务，帮助人们转变意识和价值观，为创造崭新生活方式做出贡献。

Photo by YOSHIKAZU YAMASAKI

The *smart* concept involving community development

According to Emi Nakabo, Aeon Co., Ltd.'s Corporate Citizenship Department General Manager, for Aeon, the word *smart* embodies the desire to realize community development together with Aeon's many stakeholders including customers in the community.

Aiming to realize a sustainable society, to date Aeon has diligently addressed environmental and social issues in its business activities and has developed environmental and social contribution activities primarily through its stores. Aeon proposes an intelligent and comfortable *smart life* that further evolves these activities with the addition of a new community development perspective. The Aeon Group is collectively rolling out a variety of initiatives to enable all of its stakeholders, including customers and public authorities, to see that living together with Aeon leads to a more eco lifestyle.

Introduction

Smart Practices toward Creation of Intelligent, Comfortable Living

As a word and concept that we hear every day now in phrases such as smart grids and smartphones, *smart* is becoming an indispensable keyword in our lives today and in the next generation's. This feature provides a closer look into the next generation's *smart* lifestyle through a variety of initiatives that Aeon is putting into practice to grow with communities and be an integral part of people's daily lives.

开展“智能型”实践创造智慧而舒适的生活

智能电网、智能手机等，如今“智能”一词及其理念在我们的日常生活中随处可见。同时也是一个在当代及下一代人类生活中不可或缺的关键词。本集我们将介绍永旺在贴近生活、与地区共同繁荣的里程中所作的各种努力与实践，探索什么才是下一代“智能型”生活方式。

参与社区建设创建的“智能”理念

“永旺追求的‘智能’概念中包含着与以地区社会的顾客为首的各界利益相关人士一同推进‘社区建设’、‘城市建设’的深刻含义。”永旺株式会社集团环境与社会贡献部中坊慧美部长这样诠释永旺的智能理念。

为创建可持续发展的社会，永旺始终做到正确对待事业活动中出现的环境与社会问题，致力于开展以店铺为中心的环境及社会贡献活动。在持续推进该项活动的同时，又增加了“社区建设”这一崭新视角，提出了智慧而舒适的“智能型生活”方案。为了让顾客、行政机构等所有利益相关人士都深刻感受到“与永旺一起生活即为环保”这一理念，集团上下正齐心协力开展着丰富多彩的活动。

The launch of *Smart Aeon* through community-based cooperation

Smart Aeon is an initiative launched this year as Aeon's concept of community development in cooperation with local communities. Smart Aeon evolves environmentally friendly Aeon Eco Stores that began opening in 2005 and sets multifaceted targets, including contributions to more efficient use of energy, disaster preparedness, and transportation system improvements, toward the realization of smart living based on cooperation with local communities.

Proposing a *smart life* to customers

While undertaking community development that encompasses the entire community, Aeon is also developing products and tailored services from the point of view of individual customers to realize smart living. Take shopping for example, which can be a burden for parents with small children. They do not have the time to carefully compare products, and minding their child or children and getting through the checkout line is a chore. Carrying heavy bags is another problem. Meanwhile, many single people who work until late at night often do not have time to go shopping during the day. To eliminate these daily inconveniences as much as possible, Aeon is offering a range of new services aligned with individual lifestyles, such as home delivery of purchases as well as urban-style stores with longer hours of operation, toward realization of a next-generation *smart life*.

启动与地区社会携手开展的“智能永旺”计划

作为携手地区社会的“城市建设”计划，永旺今年启动了“智能永旺”项目。该项目进一步进化了永旺从2005年起开设的基于环保理念的永旺“eco店铺”，设定了推进能源利用效率、防灾、改善交通环境等多方面的目标，与地区社会一同为实现智能型生活做出着积极的努力。

向顾客提供“智能型生活”的建议

永旺在开展面向地区整体的“社区建设”与“城市建设”的同时，还致力于提供符合每一位顾客需求的商品和周到的服务，让“智能”型生活真正得以实现。例如购物。永旺注意到抱小孩的主妇们在购物时存在诸多不便。她们在挑选商品时没有时间仔细比较，拉着孩子的手结账也十分费劲，搬运较重的商品更是难上加难。另外还有那些工作到深夜的单身族，白天常常没有时间踏入店内。为了尽可能地减少日常生活中存在的上述不便，永旺积极致力于推进配送服务并尝试开发了营业时间较长的都市型店铺。通过这一系列举措，永旺在陪伴每一位顾客生活的同时，尽心尽力提供着全新的服务，为实现下一代“智能型生活”献计献策。



Smart store Cooperation with Local Communities Centered around Stores

Shopping centers (SC) serve the role of infrastructure supporting local communities. Here are Aeon's initiatives developed in collaboration with local communities that aim to create comfortable living.

以店铺为中心，与地区社会协同合作

购物中心(SC)承担着作为地区社会基础设施的重要职责。让我们共同了解永旺为营造舒适愉快的日常生活与地区社会携手展开的努力。

Contributions to community development tailored to local characteristics and needs

Smart Aeon, in addition to aiming for the highest level of the Comprehensive Assessment System for Built Environment Efficiency (CASBEE) as the standard for building infrastructure in store creation, was launched with the goal of concretely realizing community development in collaboration with local communities. Aeon is developing wide-ranging initiatives that incorporate local community characteristics and needs in order to contribute to community development, including realizing smart energy that efficiently supplies, distributes and uses energy within the local community, providing eco-friendly shopping and services through WAON e-money cards or integrated with the Internet, building disaster-preparedness and local infrastructure, and preserving biodiversity and landscapes.

Aeon Mall Yahata Higashi, the first Smart Aeon store that opened this March, is a model community-management store participating in the Kitakyushu Smart Community Project promoted by the Ministry of Economy, Trade and Industry and Kitakyushu City. By efficiently generating energy and using it smartly in the community based on a Community Energy Management System (CEMS), the project aims to reduce CO₂ emissions by 50 percent compared to ordinary cities. Reducing peak-time electricity use is one area that holds particular promise. Aeon uses a smart Building Energy Management System (BEMS) within the SC in cooperation with specialty store tenants to control electricity consumption for the entire facility. Meanwhile, Aeon is attempting to reduce residential electricity use by encouraging customers to visit stores with offers of discount coupons and eco points. Aeon is uniquely positioned to use its SC as community hubs in order to promote efficient energy use.

配合地区社会的特点与需求，为“城市建设”做出贡献

“智能永旺”项目以CASBEE建筑环境性能评价系统的最高级别作为店铺创建的基准，在此硬件基础上与地区社会展开合作，以“社区建设”、“城市建设”为具体目标。永旺通过在各地门店整合能源从而实现智能型能源；借助电子货币“WAON”及互联网的联动提供减少环境负荷的购物方式和服务；构建防灾和地区基础设施，同时对生物多样性及自然景观进行悉心保护。永旺结合各地区的特点和需求在各方面采取了形式多样的措施，为“城市建设”贡献着自己的力量。

今年3月诞生的“智能永旺”1号店——“永旺梦乐城八幡东”是参与由经济产业省和北九州市共同推进的“北九州智能社区创建事业”的地区经营型店铺。该事业以社区内的当地节能所(CEMS)为中心，通过高效产出能源并在当地科学活用的方式，力争达到将二氧化碳的排放量削减至其它城市的50%的目标。其中最被看好的是高峰电力用量的削减效果。购物中心内通过使用智能BEMS(大楼能源管理系统)与各专卖店联动，从而实现对设施整体用电量的控制。此外，通过使用优惠券和环保积分鼓励顾客多来卖场，尝试降低家庭用电量。为高效科学地使用能源，积极发挥购物中心作为社区据点的作用。这些都是永旺独具特色的全新方式。

Generating power efficiently and using it smartly to cut peak-time electricity use!

高效创造电力，聪明地使用以达到减少高峰用电量的目标！

Smart Aeon stores opening in 2013



1. Digital signage inside Aeon Mall Yahata Higashi that visualizes energy use
永旺梦乐城八幡东店内的数字显示屏，能源使用情况一目了然。
2. Striving to cut peak-time electricity use in cooperation with specialty stores
与各专卖店合作，努力降低高峰时段的电力消耗
3. Smart BEMS
智能BEMS



From disaster preparedness and transportation infrastructure to product proposals and environmental education

从防灾、交通设施到商品提案和环境学习



1. Children learning about recycling in the Aeon Cheers Club
在“永旺儿童俱乐部”学习循环利用的孩子们
2. Disaster preparedness drill held in cooperation with the community
与地区居民一同开展防灾训练
3. Car battery recharge stations for EV
EV充电装置

Ongoing initiatives based on community and store collaborations

Aeon has entered into disaster prevention cooperation agreements with local governments around Japan. A total of 1,232 stores and offices now have agreements with 697 local governments (as of the end of February 2013). Aeon began concluding comprehensive cooperation agreements not limited to disaster preparedness in 2010. These include a diverse variety of community collaborations such as promotion of local products, environmental preservation and promotion of local tourism.

Concerning transportation systems, Aeon also contributes to alleviating traffic congestion in communities such as by introducing electric buses running on loop routes. Other ongoing efforts toward realizing more comfortable community living and revitalization include installing car battery recharge stations for electric vehicles (EV) on SC grounds.

Initiatives with customers through products, services and stores

In addition, with the aim of realizing a sustainable society, Aeon is inviting customers to participate in activities and is undertaking initiatives together with customers that utilize its products, services and stores. For example, Aeon's brand Topvalu Kyokan Sengen offers products developed with the concept of the 4 Rs: reduce, reuse, recycle, and returnable. Choosing and using Topvalu Kyokan Sengen products can lead to reducing environmental load. Meanwhile, Aeon actively provides venues for children who will lead the next generation to learn about the environment. In addition to food education activities at stores, Aeon runs the Aeon Cheers Club for children in store neighborhoods with the goals of cultivating interest in and the ability to consider local environmental issues as well as learning social rules and manners through group-based activities. Rooted in local communities and with stores that serve as direct contact points with customers, these initiatives can be called Aeon's original activities focused on the next generation.

通过店铺与地区联动持续开展各项工作

永旺不断与全国各地自治体签订防灾合作协议。截止2013年2月末，合作协议覆盖1,232家店铺·事业所和697个自治体。从2010年起，除防灾合作外，永旺进一步推进了统括合作协议的签订工作，在扩大地区产品的销路、环境保护、推动旅游观光等诸多领域与当地社会开展着广泛的合作。

在交通环境方面，永旺通过导入EV循环巴士等一系列举措，帮助各地缓解了堵车压力。此外，永旺还通过在购物中心内设置电动汽车(EV)充电装置等设施，为营造地区社会的舒适生活并激发社区活力做出着长期且持续的贡献。

通过商品、服务和店铺与顾客协同合作

永旺为创建可持续发展型社会，通过商品、服务及店铺，不断呼吁顾客参与活动，与顾客一同进行着各种努力。永旺的自有品牌“TOPVALU 共环宣言”便是其中的典型。该品牌以“Reduce(减少使用)”、“Recycle(循环再利用)”、“Reuse(物尽其用)”、“Returnable(回收使用)”的“4R”为品牌理念开发而成。选择并使用该品牌的产品意味着您正在为减轻环境负荷做出贡献。此外，永旺还为肩负未来重任的孩子们提供着积极开展环境学习的场所。除店内的食品教育活动外，永旺还积极举办以居住在店铺周边的儿童为对象的“永旺儿童俱乐部”。我们希望能培养孩子们对地区环境问题的兴趣及思考能力的同时，通过集体活动学习社会的基本规则和礼仪礼节。可以说这些都是永旺扎根当地社会，通过店铺这一与顾客的直接接点专门为一代代开展的特色活动。

Taihei Shibata
Future City Promotion Bureau,
Environment Bureau, Kitakyushu City
柴田 泰平氏
北九州市环境局环境未来都市推進室

Voice

I hope to see the projects in Kitakyushu spread nationwide
希望北九州市的做法能普及到全国

Aeon's participation is critically important in the sense of promoting energy system stability as well as in the sense of being able to spread the know-how built up here nationwide through its network of stores. I hope that Aeon conducts a diverse variety of initiatives based on community collaboration in the future as well.

永旺集团的加入使得我们的能源系统得到进一步稳定，同时通过该集团的店铺网络我们也能将积累的经验知识普及到全国，因此可谓意义重大。今后我们期待永旺集团能与地区社会一同做出更多的节能环保贡献。

Smart life

The *Smart Life* Aeon Strives for

Aeon is developing a variety of businesses with a core focus in retail and is making suggestions through its range of channels toward the realization of smart and comfortable living for each individual.

永旺旨在实现的“智能型生活”

永旺开展着以零售业为中心的多样化经营，通过多元渠道，为每一位顾客提供创建智慧与愉快生活的建议。

Having fun online while *slimming* energy and time consumption

Online shopping is gradually gaining in popularity as a means of saving time as well as the energy used in travel. Aeon has launched shopping websites including *Ouchi de Aeon: Aeon Shop* (Aeon at home: Aeon shop). The online shopping websites offer perks such as points for purchases and smart payments using WAON e-money. Aeon intends to improve and expand its online services to offer even higher levels of convenience.

Of the online services, one that has been well received for its rarity is kerosene home-delivery service, which is offered by the Group company Mega Petro Co., Ltd. Petras gasoline stations operated by the company allow delivery orders for kerosene to be easily placed from personal computers and mobile phones as well as paid for with Aeon cards. Mega Petro has developed this service in order to improve customer convenience.

Meanwhile, Aeon is also actively developing services to enable smarter product selection. The Group company Laura Ashley Japan Co., Ltd. offers a service that allows customers to use a 3D simulator to see how furniture will look arranged in their home before purchase. This gives customers greater peace of mind when making purchases and increases satisfaction after purchases as well.

Along with upgrading these kinds of infrastructure for IT and financial services such as credit cards, by combining this infrastructure with tailored services that meet customers' diverse needs, Aeon strives to save customers time and energy without waste and enable a fun and comfortable *smart life*.

Caring for products to lengthen their life while protecting limited resources

As we move from a mass-production, mass-consumption society to a society that coexists with and protects the environment, Aeon is actively providing a range of services that allow customers to lengthen the life of their belongings without throwing them away.

The Group company Reform Studio Co., Ltd. provides repair and alterations of clothing, shoes and bags so that they may be used and enjoyed even longer. The store has received positive feedback from customers who, for example, were delighted to be able to turn an old kimono into a dress or to have a special bag repaired and given new life. Through its services, the company aspires to communicate to customers the importance of valuing resources and the warmth of spirit that

利用网购愉快购物，实现时间与能源的“减负”

网购因其能节省时间和外出消耗的能源而逐渐成为一种稳定的购物方式。永旺开设了“在家永旺 AeonShop”等多个购物网站。除设有购物积分等优惠外，顾客还可使用电子货币“WAON”卡进行轻松结算。永旺进一步充实了网上服务，为顾客购物提供了更多的便利。

在利用网络的服务中尤其受到好评的是由集团旗下Mega Petro株式会社开展的煤油宅配服务。在该公司经营加油站Petras，顾客可以通过电脑和手机轻松订购煤油宅配服务，还可使用永旺卡进行支付。这一特色服务进一步提升了顾客消费的便利程度。

与此同时，永旺还积极提供智能化商品选择服务。集团旗下的罗兰爱思日本株式会社推出了在购买家具前通过3D模拟装置感受布置效果的特色服务。由此顾客能够更加放心地购买商品，售后满意度也非常高。

通过上述各项举措，永旺在推进IT、信用卡等金融服务的硬件基础整合的同时，通过组合提供适应顾客多样化需求的周到服务，帮助顾客合理节省时间及能源，让顾客真正过上愉快而舒适的“智能型生活”。

积极保护有限资源，爱惜使用重要物品

大量生产、大量消费的传统型社会正在向保护环境、与环境共生的新型社会转型。为了让顾客不乱丢物品并长期珍惜，永旺积极推出了各种服务。

集团旗下的Reform Studio株式会社为顾客提供翻新修理服务，方便顾客能长期使用自己心爱的衣服、鞋子和包具。“旧衣服改成了连衣裙又能穿了！”、“修理后，我那个有纪念意义的坏包又焕然一新了！”顾客的欣喜之声不断传递开来。该公司通过这一特色服务，让顾客对心爱之物的各种设想变成了现实，除了通过为旧物注入新生命的方式让顾客感受更多的温馨之外，还希望能够传播珍惜资源的美好理念。

Save time and energy without waste to realize a *slimmer* lifestyle

实现合理节省时间和能源的减负化生活



Home-delivery service is a reliable partner for the G.G. (Grand Generation) 宅配服务让G.G. (Grand Generation)一代倍感轻松

Supporting an eco *smart life* with services to care for goods and products

通过各种服务帮助顾客爱惜物品
建立环保的“智能型生活方式”

comes from taking customers' treasured belongings and breathing new life into them in ways they only dreamed were possible.

Bicycles are finding renewed popularity with people concerned about their health and the environment. Aeonbike Co., Ltd., which operates specialty bicycle stores, carries an extensive line-up of bicycles and related products and is striving to expand its after-sales service menu to enable customers to use their bicycles safely for a long time. Among other activities, it holds *cycle checkups* on days of the month that end in nine to facilitate customers' comfortable bicycle life.

Through a variety of supporting activities that allow people to care for and continue using their possessions, Aeon is promoting eco and smart living aiming to realize a sustainable society together with customers.

Sharing information online to get more out of an eco and economical lifestyle

The key to leading an eco and economic life in the long run is to have fun while doing it. Aeon Link Co., Ltd. has launched the *Kurashi no sogo kenkyujo (general living research institute)* website within Aeon's portal website Aeon Square where people can collectively consider a range of questions and concerns about daily living. The website asks customers for ideas on how to live more ecologically and economically, for example recipes to use up leftover seasonings, and posts their responses. The website connects Aeon and customers as well as customers with each other online. By offering the website as a place for information exchange, Aeon is supporting customers to lead smarter and more enriched lives.

Through various services that support customers' daily life, Aeon endeavors to continue working together with customers toward realization of a *smart life* and a sustainable society.



1. Enriching customer's lifestyle through connection with Aeon online 连接永旺网站，共享多彩人生
2. The content website *Kurashi no sogo kenkyujo (general living research institute)* within Aeon's shopping portal website Aeon Square 永旺集团门户网站“Aeon Square”上的网络平台“生活综合研究所”

Sharing eco and economical ideas online

在网上共享环保节约的好点子



1. Providing advice on selecting a bicycle that can be used for a long time 帮助顾客挑选能够长久使用的自行车
2. Caring for beloved products with alternations and repairs 翻新和修理爱物从而更加珍惜



Thailand 泰国

A popular souvenir

Folding fans have come to be widely used around Asia including in Thailand. Fans adorned with unique patterns or designs associated with tourist destinations have become a popular souvenir.

备受欢迎的纪念品

在以泰国为首的亚洲各国，“扇子”得到广泛利用，印制有与旅游胜地相关的图案或独特文字等的精美“扇子”成为游客必选的纪念品。

Unique Point

Intricate designs carved in precious sandalwood

在著名木材“白檀”上雕刻优雅精致的图案

Unique Point

The fan's handle is slightly larger and easy to hold
扇轴部分较长，方便手持

Lifestyle Elegance 生活之风雅

Decorate—fans 装扮—扇子

Small items that bring us pleasure in daily life are imbued with culture and traditions worth preserving for the next generation. Japan, China and the countries of the ASEAN are home to many fascinating items...

This issue features the decorative accent of *folding fans*, which originated in Japan.

在日常生活里
为我们的内心不断注入甘露的优美精品中，蕴含着代代相传的传统与文化。
日本、中国、东南亚地区的各种精品，
让我们心驰神往……
本期我们将为您介绍装着装带来更多风采的精品——
发源于日本的“扇子”。

China 中国

Item to enjoy a scented breeze

The Chinese round fan became the *folding fan* in Japan, which journeyed back to China and then to Europe.

Chinese *tan shansen* sandalwood folding fans combining fragrant sandalwood with intricately crafted floral and geometric patterns are highly prized as a luxury item.

感受清香之风

中国的团扇在日本发展成为“扇子”，又经由中国传至欧洲，在散发迷人清香的白檀上雕刻花纹和几何图案，精工细制的“檀香扇”作为高级精品被广为珍藏。

Unique Point

Gluing paper on one side of wooden ribs is how the *folding fan* got its start

“扇子”的鼻祖——
扇骨单面糊有纸张

Japan 日本

Communication tool to write a *waka* poem from the heart

Taking cues from the round fans that were introduced from China, the *folding fan* seen today got its traditional shape in Japan during the Heian Period (794–1185).

The *folding fan* also became a symbol of cultural enrichment and was used by aristocrats as a communication tool in the *waka* poems they exchanged.

书写和歌、传递心声的工具

在日本的平安时代，日本人从由中国传入的团扇中汲取灵感，创造了流传至今的“扇子”。贵族们把“扇子”作为一种交流工具，将和歌写在“扇子”上互相赠送，使其在文化领域也得到了多姿多彩的发展。



AEON SUSTAINABLE ACTIVITIES

Striving for a sustainable society, Aeon continues environmental preservation and social contribution activities with local communities. 为创建可持续发展社会，与地区居民携手合作，不断继续开展环境保护和社会贡献活动。



Environmental Preservation 环境保护

In 2013, the number of trees planted with customers reaches a cumulative 10 million!

The tree-planting activities first started with customers in 1991 reaches the milestone of 10 million trees in 2013. A total of 1 million people have participated in tree-planting activities through the *Aeon Hometown Forests Program* (a project to plant trees on store premises) and the tree-planting initiatives implemented by the Aeon Environmental Foundation. Under the theme of *10 million trees together with customers*, Aeon is developing a variety of activities in Japan and around the world in appreciation of everyone's efforts to date. On March 3, Aeon planted approximately 15,000 saplings at Aeon Mall Tsukuba together with about 2,500 local residents.



与顾客携手栽种的树木
在2013年达到1千万棵！

永旺从1991年起与顾客携手开展的植树活动，至2013年共计栽种达1千万棵。参加店铺所辖区域内植树活动“永旺 绿化故乡”及由公益财团法人永旺环境财团举办的植树活动的人数也超过了100万人。为感谢广大顾客的大力支持，永旺在日本及世界各国展开了以“与顾客一同栽种1千万棵”为主题的各种环保活动。3月3日，在“永旺梦乐城筑波店”与附近的约2,500名居民共同栽种了约15,000棵树苗。



Social Contributions 社会贡献

High School Students from Cambodia, Laos and Japan Hold Exchanges Abroad

The Aeon 1% Club has been conducting the Teenage Ambassador Program since 1990 with the goal of having high school students mutually deepen international understanding. In January 2013, 32 high school students from Cambodia and Laos visited Japan, and in March 32 high school students from Japan visited both countries. They paid a courtesy visit to the Japanese Embassy in each country and deepened international friendship through homestays and cultural exchanges.

柬埔寨、老挝、日本的高中生
展开跨国界交流

为加深高中生的国际相互理解，永旺1%俱乐部从1990年起实施了“青少年大使事业”。2013年1月，来自柬埔寨和老挝的32名高中生访问了日本。在3月，日本的32名高中生又回访了上述两国，通过对日本大使的友好访问、寄宿民家、文化交流等活动，学生们加深了彼此间的友谊。



Japanese calligraphy workshop at Sapporo Kiyota High School
在札幌清田高中体验书法魅力

Aeon Gangaw School Opens as First School in Myanmar through Aeon's Support Campaign

The Aeon 1% Club has been supporting the construction of schools in Asian countries with underdeveloped educational infrastructure since 2000. The Myanmar School Construction Support Campaign began in 2012. Based on a partnership with the Japan Committee for UNICEF, Aeon Gangaw School opened on March 29 as the first school constructed through donations from customers and contributions from the Aeon 1% Club.

缅甸学校建设支援项目的首个成果
“永旺甘高学校”圆满落成

永旺1%俱乐部从2000年起对教育设施较为落后的亚洲各国进行学校建设支援活动，并从2012年起开始为“缅甸学校建设支援项目”募集资金。3月29日，在日本联合国儿童基金会的共同努力下，由顾客捐款和永旺1%俱乐部筹款建成的第一所援助学校——“永旺甘高学校”顺利落成。



Children happily attending the new school
在新校舍内兴高采烈的孩子们

Making Wishes for Recovery from 3.11 Come True 化3.11重建祈愿为行动

Aeon is conducting a variety of initiatives in partnership with customers to realize recovery and a bright future in the disaster-afflicted areas. 永旺为实现灾区重建并创造充满梦想的未来，与顾客携手开展了丰富多样的活动。

Kuji Fisheries Cooperative and Sanriku Railway Collaboration Launches *Honetori Saba* (deboned mackerel) Fast Fish

In cooperation with the Kuji Fisheries Cooperative and Sanriku Railway Company, *Honetori Saba* (deboned mackerel) went on sale at the end of February. Aeon has been selling Fast Fish products using ingredients from the Tohoku region since August 2012, and the sales have now reached more than 1 million packs. Aeon endeavors to support the revitalization of the regional economy through such initiatives.



Honetori Saba (deboned mackerel) Fast Fish using ingredients from the Tohoku region
使用东北地区原料制成的Fast Fish“无骨青花鱼”

与久慈市渔业公会(JF久慈市)及三陆铁路合作
销售Fast Fish“无骨青花鱼”

永旺与JF久慈市及三陆铁路共同合作，于2月末推出了“无骨青花鱼”。永旺从2012年8月开始销售使用东北地区原料的Fast Fish系列商品，目前销售数量已突破100万包。今后永旺将通过类似举措，继续为激活地区经济提供援助。

Aeon Happy Yellow Receipt Campaign Held at Approximately 1,600 Stores across Japan

Aeon held the Aeon Happy Yellow Receipt Campaign exceptionally for three days from March 9. By May, Aeon contributed 94,546,382 yen, equivalent to 1% of the total amount of receipts collected, together with donations through the *WAON for Tohoku Restoration* initiative to funds that support children in Iwate, Miyagi and Fukushima Prefectures.



Aeon Happy Yellow Receipt Campaign supporting Tohoku restoration
开展“永旺幸福的黄色收银条活动”支援东北重建

在全国约1,600家店铺开展
“永旺幸福的黄色收银条活动”

“永旺幸福的黄色收银条活动”从3月9日起举办，为期三天，永旺将顾客投送的收银条合计金额1%的94,546,382日元连同“东北重建支援WAON”的捐款等于是5月底前一同捐赠给了为岩手、宫城、福岛县的儿童提供援助的基金会。

AEON GROUP FINANCIAL RESULTS

For the Fiscal Year ended February 28, 2013

2013年2月期永旺集团决算概要

Record Highs for Operating Revenue, Ordinary and Net Incomes

营业收入、经常利润、本期净利润
均创历史最高记录



Aeon Mall Funabashi
永旺梦乐城船桥店

In the fiscal year ended February 29, 2012, despite rising stock prices and other positive signs of economic improvement, the recovery remained moderate due to such factors as personal consumption remaining weak. Amid this business environment, Aeon made steady progress executing a Group-wide strategy to second year of the Aeon Group Medium-term Management Plan (FY2011-FY2013), the shift to Asian markets, urban markets, senior-oriented markets and digital markets. Aeon achieved record highs in operating revenue, ordinary income and net income on a consolidated basis for the second consecutive year by mobilizing collective Group strengths and responding to changing customer needs.

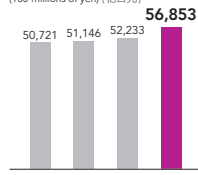
本年度，尽管日本国内的股票市场呈现出指数回升等明朗迹象，但个人消费依然恢复缓慢，整体经济形势仍处于平缓复苏状态。在这样的经营环境中，永旺在集团中期经营计划(2011年度至2013年度)的第二年头里，着力推进了集团共通战略——“亚洲”、“大城市”、“老龄”、“数码化”这四大转型。通过发挥集团的综合实力、满足顾客不断变化的需求，永旺连续两年更新了集团合并营业收入、经常利润、本期净利润的最高记录。

Consolidated Financial Results 合并结算业绩

Operating Revenue

营业收入

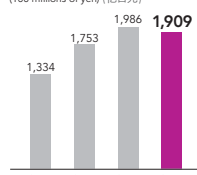
(100 millions of yen) (亿日元)



Operating Income

营业利润

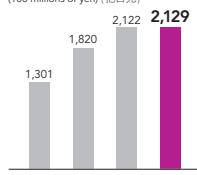
(100 millions of yen) (亿日元)



Ordinary Income

经常利润

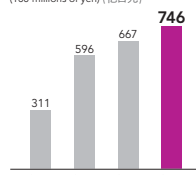
(100 millions of yen) (亿日元)



Net Income

本期净利润

(100 millions of yen) (亿日元)



Effective as from the year ended February 28, 2013, the Company has changed certain accounting policies.

Accordingly, operating revenues and operating income presented for business years prior to the year ended February 28, 2013, have been adjusted to reflect the changes.

鉴于公司会计方针发生变更，2010年2月期至2012年2月期的营业收入和营业利润基于本年度标准重新予以统计。

Financial Results by Business Segment 各事业业绩

Business 事业名	Operating Revenue(YOY) 营业收入(前期比)	Operating Income(YOY) 营业利润(前期比)
General Merchandise Store (GMS) Business GMS(百货超市)事业	26,643 (101.9%)	464 (83.4%)
Supermarket Business SM(食品超市)事业	14,807 (121.1%)	218 (100.1%)
Strategic Small-size Store Business 战略性小型店事业	2,418 (113.4%)	40 (62.2%)
Financial Services Business 综合金融事业	1,942 (115.9%)	338 (153.6%)
Shopping Center Development Business 商业地产开发事业	2,032 (118.5%)	429 (105.1%)
Service Business 一般服务事业	3,436 (109.9%)	197 (102.8%)
Specialty Store Business 专卖店事业	3,502 (110.0%)	61 (102.3%)
ASEAN Business 东南亚事业	1,032 (118.6%)	66 (95.9%)
China Business 中国事业	1,129 (110.0%)	-18 (—)
Other Operations 其他事业	2,746 (106.7%)	8 (228.3%)
Consolidated Total 统一结算合计	56,853 (108.8%)	1,909 (96.2%)

Topics

主题

▶ Three-Headquarter Structure Established to Accelerate Overseas Business Development

With headquarters for China and ASEAN in full operation, the three-headquarter structure of Japan, China and ASEAN has been established. Aeon has thus built a business foundation to forcefully pursue its growth strategy in each region. In Malaysia, Aeon acquired all outstanding in shares the company operated by Carrefour S.A. in the country, which has made Aeon the second-largest retailer in Malaysia trailing the nation's top retailer by a small margin in terms with operating revenue. Aeon is accelerating overseas business development through such moves in Malaysia.

确立三大总公体制，加速拓展海外事业

随着中国、东盟总公司开始运作，日本、中国、东盟三大总公司的体制正式确立，由此构筑了三大总公司在各自管辖地区推行发展战略的强大基础。在马来西亚，永旺收购了在该国开展业务的家乐福现地公司的全部股票，并成为零售业的第二大实体。营业收入与位居第一的公司差距甚微，由此也加速了以马来西亚为首的海外业务的拓展速度。

▶ Structural Reform of Aeon's Financial Services Business Aimed at Providing More Convenient Financial Services

Aeon Credit Service Co., Ltd. and Aeon Bank Ltd. have executed their management integration. In April 2013, the bank holding company, Aeon Financial Service Co., Ltd. was established with New Aeon Credit Service Co., Ltd. and Aeon Bank Ltd. as subsidiaries. Aiming to maximize customer satisfaction, Aeon Financial Service has transitioned to a comprehensive financial group seeking to maximize customer satisfaction by leveraging its position as part of a retail-oriented financial services business focused on providing credit cards, banking, insurance and e-money services.

以提供更方便的金融服务为目标，推进金融事业结构改革

AEON信贷财务株式会社与株式会社永旺银行实现了经营统合。2013年4月，以新生AEON信贷财务株式会社和株式会社永旺银行为子公司的银行持股公司——AEON Financial Service株式会社正式成立，为实现顾客满意度最大化，新成立的综合金融集团将以信贷、银行、保险、电子货币事业为核心，提供将零售和金融为一体的独特金融服务。

▶ Promoting Store Specialization and Refurbishing in the GMS Business

Aeon continues to promote store the specialization existing stores. As part of efforts to enhance specialization and meet diversifying customer needs, Aeon Liquor Co., Ltd. has been split off from Aeon Retail Co., Ltd. With regard to existing stores, Aeon promoted the refurbishment to improve profitability tailored to the distinctive marketing characteristics.



Aeon Bike Funabashi store
Aeon Bike船桥店

在GMS事业中推行店铺的专门店化和活性化

为满足各种顾客需求，永旺推进了卖场向专业店铺转型的进程。从原有的永旺零售株式会社中分离出Aeon Bike株式会社和Aeon Liquor株式会社。此外，为增强收益能力，永旺也着手推进既存店铺的活性化，努力满足各商圈特性的要求。

▶ TOPVALU's Sales Increase 30% to 681.6 Billion Yen

The first to the seventh of each month is designated as Topvalu Week in an effort to raise awareness of Aeon's private brand Topvalu and expand the range of products meeting varied customer needs, such as Topvalu Ready Meal of pre-prepared foods. Topvalu brand sales have risen substantially as a result.

“TOPVALU”销售额增长30%，
达到6,816亿日元

为提升自主品牌“TOPVALU”的知名度，永旺将每月1号至7号定为“TOPVALU周”，并推出了“TOPVALU Ready Meal”等即食食品，通过不断扩充商品，以满足顾客各种需求的变化，销售额也由此获得大幅提升。



TOPVALU Ready Meal
TOPVALU Ready Meal

Outlook for the Fiscal Year Ending February 28, 2014

下年度展望

Targeting Operating Revenue of 6 Trillion Yen Aiming for Record Highs in All Income Categories

To build a solid management foundation for further growth in the fiscal year ending February 28, 2014, Aeon continues to promote shifts to the four growth areas of Asian markets, urban markets, senior-oriented markets and digital markets. Additionally, Aeon is targeting operating revenue of 6 trillion yen, which would mark a first in the Japanese retail industry, as well as record highs in all income categories through efforts including strengthened overseas business development and improved efficiencies by expanding sales of Topvalu products in the GMS and SM businesses, enhancing product line-ups and sales department development meeting customer needs and each region's competitive environment, offering total financial services, and integrating functions in the Shopping Center Development Business.

力争实现营业收入6万亿日元，
所有收益科目均再创历史新高

在2014财年中，永旺将继续推进向“亚洲”、“大城市”、“老龄”、“数码化”四大领域转型，强化经营基础，实现进一步发展。此外，永旺还将在GMS事业、SM事业中扩大“TOPVALU”的销售份额，立足于顾客需求和各地区的竞争环境，推动商品构成和卖场构建工作，针对综合金融事业和商业地产开发事业通过机能综合提升效率，进一步强化海外市场的开拓力度，为率先在日本国内零售业中实现营业收入6万亿日元，所有收益科目均再创历史新高的宏伟目标而不懈努力。

Consolidated Operating Results Forecast 合并结算业绩预期

	Fiscal Year Ending February 28, 2014	Fiscal Year Ended February 28, 2013 (actual)
	2014年2月期	2013年2月期(本期实绩)
Operating Revenue 营业收入	60,000	56,853
General Merchandise Store (GMS) Business GMS(百货超市)事业	27,460	26,643
Supermarket Business SM(食品超市)事业	14,830	14,807
Strategic Small-size Store Business 战略性小型店事业	2,930	2,418
Financial Services Business 综合金融事业	2,200	1,942
Shopping Center Development Business 商业地产开发事业	2,210	2,032
Service Business 一般服务事业	3,740	3,436
Specialty Store Business 专卖店事业	3,520	3,502
ASEAN Business 东南亚事业	1,800	1,032
China Business 中国事业	1,430	1,129
Operating Income 营业利润	2,000-2,100	1,909
Ordinary Income 经常利润	2,150-2,250	2,129
Net Income 本期净利润	750	746
Net income per share(yen) 本期每股净利润(日元)	94.80	95.73
ROE(%) ROE(本期股东权益收益率)(%)	7.0over	7.6

GROUP NEWS

January >>> March 2013

Corporate Initiatives

Aeon Liquor Co., Ltd. Launches as Second Spin-off to Enhance Specialization

On March 1, the new company Aeon Liquor Co., Ltd. was established as a spin-off of Aeon Retail's liquor business. The company not only sells alcoholic beverages, but also offers services such as a tie-up with more than 220 restaurants, which allows customers to bring in wine purchased at Aeon Liquor stores. The company also plans to enhance specialist services by assigning dedicated sales experts who are certified sommeliers and accelerate specialty store openings with strong community ties.

专门店销售引导下的第二家新公司“Aeon Liquor株式会社”成立

3月1日，从永旺零售株式会社分离出酒类事业的新公司“Aeon Liquor株式会社”正式成立。该公司不仅从事酒类销售，还在超过220家餐厅中提供可自带在Aeon Liquor购买的葡萄酒入店的服务。该公司还致力于强化拥有品酒师等资格的专业销售人员的待客服务，作为扎根于地区的专门店销售不断加速发展进程。



Aeon Liquor Sangenjaya store
Aeon Liquor三軒茶屋店

Global Initiatives

Launch of Financial Services in New Areas of India and the Philippines

Aeon Credit Service Co., Ltd. (currently Aeon Financial Service Co., Ltd.) is accelerating development of new areas in order to further expand its overseas business. Two local companies, established in India on February 18 and in the Philippines on March 28, have both begun installment payment business.

启动在印度、菲律宾两全新地区的金融事业

AEON信贷财务株式会社(现: Aeon Financial Service株式会社)为进一步扩大海外事业规模，加快了向全新地区发展的步伐。于2月18日和3月28日，分别在印度和菲律宾的当地法人公司启动了分期付款事业。

Community-based Initiatives

Japan TCGF in which Aeon Participates Concludes Agreement with Tokyo Metropolitan Government to Procure Emergency Supplies during Disasters

Aeon participates in Japan TCGF, which was launched primarily by companies in the consumer goods retail industry. On March 11, Japan TCGF concluded an agreement with the Tokyo Metropolitan Government related to support for goods procurement in case of disaster. Among other matters, the parties agreed to build a framework to procure supplies that are a lifeline for disaster victims in the event of major disasters such as earthquakes.

永旺参与企划的日本TCGF与东京都签订灾难物资援助协议

永旺是以消费流通领域企业为主体创立的“日本TCGF”中的一员。3月11日，该组织与东京都签订了《有关灾害发生时物资调配援助合作的协议》，双方就发生地震等大规模灾害时构筑能保障灾民人身安全的物资筹措措施等事项达成了共识。



Aeon Wedding Tsukuba store
Aeon Wedding筑波店

Corporate Initiatives

First Independent Aeon Wedding Store Opens in Aeon Mall Tsukuba

On March 15, the first independent store of Aeon Wedding, the wedding business operated by Zwei Co., Ltd. opened in Aeon Mall Tsukuba. The company also plans to open a wedding school to train wedding planners. The company aims to further raise customer satisfaction by developing a series of wedding-related services.

“Aeon Wedding”独立1号店于“永旺梦乐城筑波”开业

3月15日，由株式会社ZWEI经营的婚礼事业在“永旺梦乐城筑波”开设了“Aeon Wedding”独立1号店。今后该店还将开办讲座——“婚礼学校”，以培养专业的婚礼策划人。新店开业旨在通过提供与婚礼有连带性的服务，进一步提高顾客的满意度。

3.15

3.22

3.27



Issued as of March 1
Ishigaki Island's Yuimaru WAON
3月1日发行
石垣岛 Yuimaru WAON卡



Daiiei Shin-Urayasu store
大荣新浦安店

Corporate Initiatives

Commencement of Tender Offer for Stock of Daiiei, Inc. to Make It a Consolidated Subsidiary

On March 27, Aeon announced that it would carry out a takeover bid (TOB) of Daiiei, Inc. to make it a consolidated subsidiary. On the same day, Aeon concluded an agreement with Marubeni Corporation to build a strategic partnership between the two companies with the aim of coordinating and mobilizing Marubeni's global sourcing network and Aeon's retail network for future improvement of each company's corporate value.

启动对株式会社大荣股票等的公开收购，将其纳入连结子公司

3月27日，永旺发表了对株式会社大荣实施TOB(股票公开收购)并将其纳入连结子公司的决定。同日，为了联合并有效利用丸红株式会社的全球采购网络和永旺的店铺网，两社达成共识签署了构筑战略合作伙伴关系的协定。今后两家集团将进一步为提升企业价值而不断努力。



On sale February 11
Topvalu Fair Trade Chocolate
¥118 each (inc. tax)
2月11日开始销售
“TOPVALU公平贸易认证巧克力”
118日元(含税)/个

Corporate Initiatives

Peacock Store Becomes Subsidiary and Marks New Start as Aeon Market Co., Ltd.

On March 4, Aeon announced that it had acquired all shares of Peacock Store, which became a wholly owned subsidiary on April 1. On May 9, Peacock Store marked a new start as Aeon Market Co., Ltd. Going forward, Aeon intends to reinforce supermarket business development in urban areas by utilizing Aeon Market's strengths, including an extensive product line-up of imported foods and high value-added products.

将株式会社Peacock Stores子公司化，以Aeon Market株式会社迈出全新步伐

3月4日，永旺发表了与株式会社Peacock Stores签订股份转让合同。于4月1日将Peacock Stores正式收购为子公司。5月9日起，Peacock Stores以“Aeon Market株式会社”的名义正式迈出全新步伐。今后，集团将灵活运用该公司在进口食材、高附加值商品方面的优势，进一步强化在城市超市事业的发展。



Peacock Store Asagaya store
Peacock Stores阿佐谷店

Hot Topics

Aeon History Museum Opens to Pass Down Aeon's Philosophy to Future Generations

On March 22, the Aeon History Museum opened within Aeon headquarters in Chiba City. The museum conveys the meaning of Aeon's philosophy that has been refined and passed down through Aeon's history from the developments leading up to the birth of Jusco, Aeon's forerunner, to Aeon today.

传承永旺理念的“永旺历史馆”落成

3月22日，位于千叶市永旺总公司的“永旺历史馆”盛大落成，历史馆向人们展示了从前身JUSCO的诞生到今日“永旺”的历史和沿革，阐述了其间形成并传承至今的企业理念。

Museum hours: 10:00 a.m. to 5:00 p.m., Monday to Friday. The museum is open to guests accompanied by Group company employees and reservations are accepted in advance.
Inquiries: (+81)43-212-6614

参观时间：周一至周五上午10点至下午5点。需由集团公司员工陪同或提前预约。
咨询电话：(+81)43-212-6614



Aeon History Museum
永旺历史馆

Global Initiatives

Group Efforts to Accelerate Business Development in Asia

On January 18, the first MINISTOP convenience store opened in the Republic of Kazakhstan, marking the first Japanese convenience store in Central Asia. Meanwhile, Maxvalu Tokai Co., Ltd. opened its first store in China in Guangzhou City on January 19. On March 8, Aeon announced plans for the first Aeon Mall in Indonesia, scheduled to open in Banten province in 2014. The Group will continue collective efforts to accelerate development in Japan, China and the ASEAN.

集团加速在亚洲各国的事业发展进程

1月18日，日本便利店行业在中亚地区的首家店铺——MINISTOP1号店在哈萨克斯坦共和国隆重开业。次日，Maxvalu东海株式会社的中国第一家门店在广州市盛大开幕。此外，永旺于3月8日公布将于2014年在印度尼西亚万丹(Banten)州开设永旺梦乐城1号店。今后，集团将继续加速在日本、中国、东南亚地区的发展进程。



Maxvalu Happy Valley store (China)
Maxvalu太阳新天地店(中国)

MINISTOP Kabanbai batyra-Dosyk store (Kazakhstan)
MINISTOP Kabanbai batyra-Dosyk店(哈萨克斯坦)

Corporate Initiatives

Launch of Smartphone-based Services in Collaboration with Softbank Group

Aeon has begun a collaboration based on ICT (information and communication technology) with Softbank Telecom Corp. and Yahoo Japan Corp. From March 15, a new service allows customers to download barcodes on a personal computer or smartphone and then receive special privilege coupons by holding the barcodes up to HappyGate readers installed in stores. The new service aims to improve shopping convenience and make shopping more fun for customers.

与软件银行集团合作，启动活用智能电话等的服务

永旺携手SoftBank Telecom股份有限公司与雅虎株式会社，启动ICT(信息通信技术)相关的合作。从3月15日起，只要在店铺内设置的电子终端设备“Happy GATE”上扫描使用电脑或智能手机下载的条形码，即可享受自动获取优惠券等全新服务。这一举措旨在进一步方便顾客，让顾客能更加轻松地享受购物乐趣。



HappyGate reader that issues special privilege coupons
自动发行优惠券的Happy GATE



GROUP COMPANIES 集团企业一览

Listed Companies are shown in bold print
○ Equity-method Affiliates ● Affiliated Companies

(Pure Holding Company)

AEON CO., LTD.

(General Merchandise Store Business)

AEON Retail Co., Ltd.

AEON Hokkaido Corporation

SUNDAY CO., LTD.

AEON KYUSHU CO., LTD.

○ **The Daiiei, Inc.**

AEONBIKE CO., LTD.

AEON Bakery Co., Ltd.

AEON LIQUOR CO., LTD.

AEON RYUKYU CO., LTD.

JOY Co., Ltd.

TOPVALU COLLECTION CO., LTD.

Bon Belta Co., Ltd.

(Supermarket Business)

Maxvalu Chubu Co., Ltd.

Maxvalu Nishinohon Co., Ltd.

Maxvalu Tohoku Co., Ltd.

Maxvalu Tokai Co., Ltd.

Maxvalu Hokkaido Co., Ltd.

Maxvalu Kyushu Co., Ltd.

○ **The Maruetsu, Inc.**

○ **KASUMI CO., LTD.**

○ **Belc CO., LTD.**

● **Inageya Co., Ltd.**

AEON KIMISAWA CO., LTD.

KOHYO CO., LTD.

SANYO MARUNAKA CO., LTD.

MAXVALU KANTO CO., LTD.

MAXVALU KITA TOHOKU CO., LTD.

MAXVALU CHUKYO CO., LTD.

MAXVALU NAGANO CO., LTD.

MAXVALU HOKURIKU CO., LTD.

MAXVALU MINAMI TOHOKU CO., LTD.

marunaka Co., Ltd.

Aeon Maxvalu (Guangzhou) Co., Ltd.

Aeon Maxvalu (Qingdao) Co., Ltd.

○ Aeon Every Co., Ltd.

(Discount Store Business)

AEON SUPERCENTER Co., Ltd.

AEON BIG CO., LTD.

(Strategic Small Size Store Business)

MINISTOP CO., LTD.

ORIGIN TOSHU CO., LTD.

Network Service Co., Ltd.

My Basket CO., LTD.

RECORDS Co., Ltd.

MINISTOP KOREA CO., LTD.

QINGDAO MINISTOP CO., LTD.

(Drugstore & Pharmacy Business)

CFS Corporation

○ **WELCIA HOLDINGS CO., LTD.**

○ **Medical Ikkou Co., Ltd.**

● **TSURUHA HOLDINGS Inc.**

● **KUSURI NO AOKI CO., LTD.**

Kizuna Sogo-kaihatsu Co., Ltd.

SHIMIZU YAKUHIIN CO., LTD.

TAKIYA Co., Ltd.

Yan-Yan Co., Ltd.

○ Welpark Co., Ltd.

○ ZAG ZAG Co., Ltd.

(Financial Services Business)

AEON CREDIT SERVICE CO., LTD.

AEON CREDIT SERVICE (ASIA) CO., LTD.

AEON THANA SINSAP (THAILAND) PLC.

AEON CREDIT SERVICE (M) BERHAD

AEON BANK, LTD.

AEON S.S. Insurance Co., Ltd.

AEON HOUSING LOAN SERVICE CO., LTD.

AEON INSURANCE SERVICE CO., LTD.

AEON REIT Investment Corporation

AEON Reit Management Co., Ltd.

ACS Credit Management Co., Ltd.

ACS CAPITAL CORPORATION, LTD.

ACS INSURANCE BROKER (THAILAND) CO., LTD.

ACS LIFE INSURANCE BROKER (THAILAND) CO., LTD.

ACS SERVICING (THAILAND) CO., LTD.

ACS TRADING VIETNAM CO., LTD.

AEON CREDIT SERVICE INDIA PRIVATE LIMITED

AEON CREDIT SERVICE (PHILIPPINES) INC.

AEON CREDIT SERVICE SYSTEMS (PHILIPPINES) INC.

AEON Leasing Service (Lao) Company Limited

AEON MICROFINANCE (CAMBODIA) PRIVATE COMPANY LIMITED

AEON Microfinance (Myanmar) Co., Ltd.

PT. AEON CREDIT SERVICE INDONESIA

AEON MICROFINANCE (SHENYANG) CO., LTD.

AEON CREDIT SERVICE (TAIWAN) CO., LTD.

AEON CREDIT CARD (TAIWAN) CO., LTD.

AEON MICRO FINANCE (TIANJIN) CO., LTD.

AEON INSURANCE BROKERS (HK) LIMITED

AEON CREDIT GUARANTEE (CHINA) CO., LTD.

AEON CREDIT HOLDINGS (HONG KONG) CO., LTD.

AEON INFORMATION SERVICE (SHENZHEN) CO., LTD.

(Shopping Center Development Business)

AEON Mall Co., Ltd.

AEON TOWN Co., Ltd.

Shimoda Town Co., Ltd.

HIWADA SHOPPING MALL Co., Ltd.

AEON MALL (CAMBODIA) CO., LTD.

AEON MALL (GUANGDONG) BUSINESS MANAGEMENT CO., LTD.

AEON MALL (HUBEI) BUSINESS MANAGEMENT CO., LTD.

AEON MALL VIETNAM CO., LTD.

PT. AEON MALL INDONESIA

AEON MALL (JIANGSU) BUSINESS MANAGEMENT CO., LTD.

AEON MALL (CHINA) BUSINESS MANAGEMENT CO., LTD.

(Service Business)

AEON DELIGHT CO., LTD.

AEON Fantasy Co., Ltd.

ZWEI CO., LTD.

AEON Eaheart Co., Ltd.

AEON COMPASS CO., LTD.

AEON CINEMAS CO., LTD.

AEON DELIGHT ACADEMY CO., LTD.

AEON DELIGHT SECURITY CO., LTD.

AEON DELIGHT SERES CO., LTD.

A to Z Service Co., Ltd.

KAJITAKU Co., Ltd.

Kankyouseibi CO., LTD.

Kantouengineering CO., LTD.

General Services, Inc.

DO SERVICE CO., LTD.

Reform Studio Co., Ltd.

Warner Mycal Corporation

A-LIFE SUPPORT CO., LTD.

FMSSolution Co., Ltd.

AEON DELIGHT (MALAYSIA) SDN.BHD.

AEON Fantasy Holdings (Thailand) Co., Ltd.

AEON FANTASY (MALAYSIA) SDN.BHD.

AEON Fantasy (Thailand) Co., Ltd.

ZWEI (THAILAND) CO., LTD.

Dalian Neusoft Information Services Co., Ltd.

SUZHOU Anjie Elevator Engineering Co., Ltd.

SUZHOU SHANGPIN Washing Service Co., Ltd.

SUZHOU ALLIANCE PROPERTY MANAGEMENT CO., LTD.

AEON Fantasy (Beijing) Co., Ltd.

AEON EAHEART RESTAURANT (QINGDAO) CO., LTD.

AEON DELIGHT (Hangzhou) SERVICE OUTSOURCING CO., LTD.

Aeon Delight Sufang (Suzhou) Comprehensive Facility Management Service Co., Ltd.

Aeon Delight Teda (Tianjin) Comprehensive Facility Management Service Co., Ltd.

AEON DELIGHT (CHINA) CO., LTD.

(Specialty Store Business)

GFOOT CO., LTD.

COX CO., LTD.

○ **Taka-Q Co., Ltd.**

Abilities JUSCO Co., Ltd.

AEON FOREST CO., LTD.

AEON PET CO., LTD.

AEON BODY CO., Ltd.

Claire's Nippon Co., Ltd.

Cosmeme CO., LTD.

Talbots Japan Co., Ltd.

Branshes Co. Ltd.

MIRAIYA SHOTEN CO., LTD.

Mega Sports Co., Ltd.

MEGA PETRO CO., Ltd.

LAURA ASHLEY JAPAN CO., LTD.

AT Japan Co., Ltd.

BLUE GRASS (SHANGHAI) CO., LTD.

LAURA ASHLEY ASIA CO., LIMITED

Mega Sports China Co., Ltd.

NUSTEP (BEIJING) TRADE CO., LTD.

TAIWAN LAURA ASHLEY CO., LTD.

Talbots China Co., Ltd.

PET CITY (BEIJING) CO., LTD.

(E-commerce Business)

AEON Link Co., Ltd.

Digital Direct Corporation

(ASEAN Business)

AEON ASIA SDN. BHD.

AEON Co. (M) Bhd.

AEON BIG (M) SDN. BHD.

AEON (CAMBODIA) Co., Ltd.

AEON (Thailand) CO., LTD.

AEON VIETNAM CO., LTD.

PT. AEON INDONESIA

(China Business)

AEON (CHINA) CO., LTD.

AEON Stores (Hong Kong) Co., Ltd.

Guangdong JUSCO Teem Stores Co., Ltd.

Qingdao AEON Dongtai Co., Ltd.

AEON South China Co., Ltd.

Beijing AEON Co., Ltd.

(Shared Function Companies and Other)

○ **YAMAYA CORPORATION**

AIC Inc.

AEON Integrated Business Service Co., Ltd.

AEON AGRI CREATE Co., Ltd.

AEON GLOBAL SCM CO., LTD.

AEON GLOBAL MERCHANDISING CO., LTD.

AEON TOPVALU CO., LTD.

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As of February 2013