



SPECIAL FEATURE

Fostering Individual Well-being for a Healthy Society

特集

健康让社会更具活力。

Various Shopping Scenes Portrait #2

Why my wife is so energetic and full of life

It was a holiday and my wife had invited me to go grocery shopping with her. My job was to push the shopping cart. I stood beside her who looked around the store as if thinking about what kind of dishes to make for the evening meal.

Soon she began putting a variety of seasonal vegetables into the cart. It appeared we would be eating a salad at dinner tonight. Moving to another shelf she reached for some dressing and said, "I'm a little concerned about cholesterol and neutral fat. Let's use low-calorie dressing." After looking down at my own belly, which was starting to protrude, I looked up once more at the shelf with all the dressings. Wow, I thought, there sure are a lot of different health-orientated products available to choose from.

Walking through the shopping center after having paid for our groceries at the cash register, we came to the sports club my wife recently started going to. "It's so convenient to work out here before or after shopping. I've also made some new friends," she happily told me. It's no wonder she is so energetic and full of life these days I thought.

As my health-conscious wife, I think I might also begin exercising a bit, walking seems like a good activity to start with.



Illustration by SACHIKO IKOMA

购物百景 第二景

妻子生气勃勃的理由

周末，妻子邀我一起去购物。为选好晚饭看西看的妻子的旁边，我的任务是推着购物车。

妻子往购物车里放各种颜色的季节性蔬菜。看上去今天的晚饭沙拉要上饭桌。妻子去别的架子，手里拿着沙拉酱汁说道：“要注意胆固醇和中性脂肪，选个能量低的吧。”我看了一下稍微鼓起来的自己的肚子，重新把视线转移到摆有酱汁的陈列架。发觉趋向于健康的商品品种有很多种类。

穿过结账的食品卖场，在购物中心内逛街，到了妻子最近刚开始的健康俱乐部。妻子高兴地说道：“边购物边锻炼非常便利，又能结识朋友。”所以最近到做晚饭的时候妻子生气勃勃。

注意健康的妻子为榜样，我也要开始步行来保持健康。



Illustration by MASAKO KUBO

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Illustration by MASAKO KUBO

Illustrator active internationally and based in both England and Japan. Depicting a society created by connections among people living healthy and vibrant lives.

以英国和日本为中心，活跃于国际舞台的插画家。本期配图展现了由健康生活的人们共同组成的美好社会。

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SPECIAL FEATURE 特集

Fostering Individual Well-being for a Healthy Society

In modern-day Japan, social security expenses including pension payments, spending on healthcare and welfare services continue to rise, and how to keep these costs down has become one of the important issues.

Maintaining people's physical and mental health will contribute to resolving this issue and at the same time allow individuals to lead more fulfilling lives, which in turn will help build a more vibrant society.

This issue focuses on the topic of health across the generations and examines health and well being—keys to social revitalization—through Aeon's initiatives for resolving the issue.

健康让社会更具活力。

现代日本面临着养老金、医疗、福利等各项社会保障支出大幅增长的问题，如何抑制这一膨胀势头是我们亟待解决的重要课题之一。

让每个人保持身心健康将对解决上述问题起到关键作用。同时，让全体社会成员都能拥有充实而美好的生活也将有助于构建充满活力的社会。

本期将重点关注各年龄层的健康问题，通过永旺采取的各项解决措施，共同探讨健康这一打开活力社会大门的金钥匙。

Toward “*Intellectually-Connected Society*” —People Connected Through Intellectual Curiosity and Empathizing with Others—

I am currently conducting research on four themes. The first is brain activity, the second is physical function, the third is nutrition, and the fourth is communication with others. Through these themes, I am investigating what is necessary for people of all generations to mature with a sound mind and body. At the same time, I am also conducting research on social systems that enable individuals to lead healthy lives.

Regarding communication, I believe the biggest problem in modern society is the decline in communication quality and quantity. Advances in information and

智慧的好奇心将人与人相连
建设与他人共鸣的“知缘社会”

目前正在从事大脑活动、身体机能、营养以及与他人沟通这四项研究，目的是想帮助各个年龄段的人都能拥有身心的成熟与健康。同时，我的研究和调查还涉及到能够让每个人健康生活和社会体系构建。

说到沟通这个话题，我认为现代社会中存在的最大问题是沟通方面质与量的下降。信息通信技术的进步为我们的生活带来很多方便，同时也减少了人与人直接的言语交流机会。连相邻

Interview

Striving for a Healthy Society

Amid the falling birthrate and aging society, social security expenses including medical and nursing care are rising year after year, putting pressure on Japan's public finances. Maintaining individuals' physical and mental health is a key step toward resolving this issue.

What type of society building is needed in order for people to live healthy lives in both body and mind ? Professor Ryuta Kawashima of the Smart Ageing International Research Center, Institute of Development, Aging and Cancer, Tohoku University, shares his thoughts.

以健全社会为目标

随着少子高龄化程度的不断加深，医疗、看护等社会保障费用逐渐增加，给日本政府财政造成了巨大的压力。我们每个人的身心健康将成为解决这一问题的关键。究竟怎样的社会才能让每一位社会成员都身心健康、愉快生活呢？为此我们采访了东北大学加龄医学研究所Smart Ageing国际共同研究中心的川岛隆太教授。

communications technology have made our lives more convenient, but also decreased the opportunities to talk directly with other people. Even in companies where employees sit side by side or families in different rooms of a two-story home, communication is done by e-mail instead of talking back and forth. This creates a state of mutual isolation that can in no way be called healthy.

When thinking about a healthy society, I proposed an “*Intellectually-Connected Society*.” What I mean is a society in which people form ties based on intellectual curiosity and empathize with others transcending age, region, gender and other attributes. People feel in the same way when they look at the same thing. We should have such a society in which people influence each other while sharing their thoughts and feelings. And communication is the most important element in realizing this kind of society.

My research has reached the stage of being able to measure whether there is empathy between people. Giving a numerical value to whether people can mutually empathize may be able to help relieve extreme isolation and return people to a proper state of health.

Realize a Healthy Society by Improving Cognitive and Physical Function and Lifestyle Habits

By enhancing brain activity, so-called cognitive function, people become more sociable and active. Enhancing physical function by exercising also positively influences cognitive function and sociability. These are facts backed by scientific research and in terms of economic activity, enhancing both cognitive and physical function can improve individuals' consumer mindset and lead to greater consumption in society as a whole.

而坐的同事和住楼上楼下的家人也用邮件代替了直接的交谈。可以说现代人已经陷入了相互隔绝的孤立状态，而这绝对不能说是一种健全的状态。

围绕着什么是健全社会这一命题，我提出了建设“知缘社会”这一理念。所谓“知缘社会”是指超越年龄、地区、性别等所有属性，用智慧的好奇心将人与人相连，自我与他人共鸣的社会。也就是同观同感。这种共有感性并相互影响的状态才是社会的健全原貌。而要实现这一目标，最重要的就是沟通与交流。

我的研究已经进入能测算人与人之间是否产生共鸣的阶段。相信通过将是否共鸣具象为数值的方式，能够消除人与人之间过度孤立化，让每个人重新回到应有的健康状态。

通过提高认知及身体机能，改善生活习惯
创建健康美好的社会”

提高大脑活动也就是认知机能，能够提升人们的社会属性，激活其行为活动。此外，通过健身等运动提高身体机能的方式也能帮助人的认知机能和社会属性得到提升。这些都已得到科学的证明，可以说提高认知和身体两项机能，在经济领域也能促进个人消费意识，扩大社会整体的消费活动。

如今，基于上述理念，我们正向行政、企业、团体积极开展各种科普活动。例如，我们号召上班族养成早睡早起、吃

A healthy society is
an “*Intellectually-Connected Society*” in
which people empathize with each other

健全社会是
与他人共鸣的“知缘社会”

PROFILE

Ryuta Kawashima

Doctor of Medicine. Appointed to current position after positions including guest researcher of the Karolinska Institute in Sweden. Also known for editing the Brain Training/Brain Age series of video games for the Nintendo DS.

川岛隆太

医学博士，历任瑞典王国Karolinska研究所客座研究员等职，并因担任任天堂DS“脑力强化训练”的监修为大众熟知。

Currently a variety of enlightenment activities aimed at government, corporations and other groups are underway based on this data. For example, I recommend that corporate employees maintain the habits of going to bed early, waking up early and eating breakfast in the morning. Healthy lifestyle habits not only improve mental and physical function, they also have a positive impact on the next generation, namely children. These basic efforts will eventually help create a healthy society.

In building this kind of society, individuals of course need to strive to maintain healthy lifestyle habits, but the community, public institutions and corporations also need to work together to support individuals. Because Aeon is in the retail industry and closely connected to people's daily lives, it can serve as a bridge between individuals and corporations and public institutions. Through its diverse businesses, I would like Aeon to offer new products and services capable of enhancing brain and physical function. In addition, I would like to see Aeon work together with everyone in the community and us in universities, public institutions and medical institutions to create a healthy society and healthy communities in which individuals can lead rewarding lives.

早饭的习惯。正确而良好的生活习惯不仅能改善认知和身体机能，还能给他们的子孙后代带来许多积极而正面的影响。这些基本的措施都将有助于形成健全的社会。

健全社会的构建离不开每个个体努力养成健康的生活习惯，同时，地区社会、公共部门和企业等协同援助也至关重要。永旺作为与人们的日常生活紧密相关的零售业企业，应成为连接居民和企业、公共部门的有益桥梁。希望永旺能够通过自身多元化的集团事业，为社会提供更多有助于提高大脑及身体机能的全新商品和服务。我希望地区居民、大学、公共部门以及医疗机构能够协同合作，建设一个能让每个人都感受到生存价值的健全社会、健康城市。



Arousing children's interest in food through quizzes and games through Q&A, game activities that increase children's interest and attention to food



Popular activity where children get to make and eat their own salad
孩子们自己动手制作沙拉的体验得到广泛好评



Offering Fast Fish products with the hope that more people eat fish
希望“Fast Fish”能让孩子们喜欢上吃鱼

For Children's Bright Future Healthy Body and Mind Fostered Through Dietary Education

Diet during childhood is the base to build a healthy body and mind. In today's world, however, the prevalence of fast food and habits such as eating alone due to the rise of nuclear families are increasing the number of children with nutritional imbalances and lifestyle diseases. To build a bright future, it is key for families as well as children themselves to learn proper dietary habits and nutritional balance.

为孩子们创造美好的未来 饮食教育体验培养健康身心

童年的饮食生活是培养孩子健康身心的根本所在。但是在现代社会中，由于快餐和小家庭的普及，出现了家庭成员分散就餐、营养不均衡等诸多问题，深受不良生活习惯困扰的儿童数量也不断增加。每个家庭、每个孩子学习正确的饮食习惯和营养平衡法将是创造美好未来的关键。



Onsite Dietary Education Class in Cooperation with Elementary Schools

In 2001, Aeon started the *Aeon Dietary Education Program*, the first such effort in the retail industry, using its retail stores for dietary events focused on “seeing, hearing, touching, making and eating.” Since 2009, Aeon has moved these events out of stores, developing them into *Onsite Food Education Classes* held at elementary schools. Classes are currently taught at about 10 schools. They allow children to see with their own eyes the amount of vegetables needed each day as well as the importance of a balanced diet following The Japanese Food Guide Spinning Top drafted by the Ministry of Agriculture, Forestry and Fisheries and the Ministry of Health, Labour and Welfare. By using fan quizzes and games, the classes are designed to increase children's interest in food.



Learning the Fun and Joy of Food Through Experience in Making and Eating It

One of the most popular activities of the *Onsite Food Education Classes* is where children get to make and eat their very own salad. Almost all children eat the entire salad, making comments such as, “I am happy that I was able to make it by myself” and “I



与小学合作开展“饮食教育课”

2001年，永旺在零售业中首次开展活用店铺的饮食教育活动——集“看、听、摸、做、尝”于一体的“永旺饮食教育体验学习会”。2009年起，该活动走出店铺，深入小学开展了“饮食教育课”，目前每年约在10所小学教授该课。在“饮食教育课”上，孩子们用自己的眼睛实际确认每日所需蔬菜的数量，通过日本农林水产省和厚生劳动省编订的《饮食平衡指南》学习保持营养均衡的重要性。我们还加入智力问答和游戏增加学习兴趣，从而不断提高孩子们对食品的兴趣和专注度。

通过制作和品尝体验让孩子们感受饮食的快乐与喜悦

在“饮食教育课”中最受好评的是让孩子们自己动手制作沙拉并品尝的体验环节。孩子们纷纷表示：“真高兴能自己做沙拉了！”、“以前很讨厌吃蔬菜，但这次做得很好吃！”大部分的

didn't like vegetables, but I'm excited to make them taste good.”

An employee from Aeon Retail Co., Ltd. who serves as a food education instructor, said, “Through this experience, I would like children to not only overcome their food dislikes, but also to communicate to as many children as possible the fun and joy of food. I hope the classes also serve as an opportunity to think about daily meal balance at home.” Aeon will continue dietary education activities to encourage children to have healthy dietary habits now and into the future.

Fast Fish Offers More Convenient Fish Preparation from Store to Table

When considering children's diets today, the decline in fish consumption is one of the problems. More than 90 percent of parents wish their children would eat more fish^{*1}. Meanwhile, fish meals ranked high on a survey of dishes elementary school students do not like to eat^{*2}. People who do not have fish as children tend not to eat fish when they grow up either, making this a serious problem.

Aeon is promoting the *Fast Fish* campaign proposed by the Ministry of Agriculture, Forestry and Fisheries to encourage higher consumption of marine products in public-private sector collaboration. This campaign promotes consumption of convenient and delicious seafood as well as products and cooking methods that make this possible. Aeon has decided to develop products through the two main avenues of 1) taking out the fish bones that children find difficult to eat or preparing fish so that the bones can also be eaten and 2) seasoning fish so that it can be easily prepared in a frying pan or microwave.

In August 2012, Aeon launched sales of *Honetori Sanma* (deboned fillet of Pacific saury), which became the first product certified as *Fast Fish*. By proposing many ideas such as offering a line-up of Western-style seasonings that overturn people's typical impression of fish products, sales of all *Fast Fish* products reached 4.6 million packs as of February 2013.

Through the campaign, Aeon plans to actively continue these efforts with the hope that large numbers of children eat more fish and that when they become parents themselves in the future, they will teach the next generation about the great taste of fish.

*1 Source: “2011 Survey of Seafood Consumption Trends,” Japan Fisheries Association (general incorporated association)
*2 Source: “2010 Survey of Student Dietary Circumstances,” JAPAN SPORT COUNCIL

Voice

Surprised at the Response from Children in Onsite Food Education Classes

孩子们在“饮食教育课”上的表现让我大吃一惊

When Aeon came to give the *Onsite Food Education Classes* at our school, I was surprised to see children who do not normally eat the vegetables voluntarily eating them. We educators were also able to learn from the ways the instructor conveyed the importance of food to children. I very much hope that Aeon continues its dietary education activities.

永旺来我校开展“饮食教育课”时，看到平时不爱吃蔬菜的孩子吃得津津有味，我感到非常惊讶。永旺向孩子们传达饮食重要性时所下的功夫让我们老师也受益匪浅。希望永旺今后能继续致力于开展此类饮食教育活动。



Kazuhiro Takashima
Principal, Shinozaki Elementary School
Edogawa-ku, Tokyo
高島 一广
江戸川区立篠崎小学校长

孩子们津津有味地将自己做的沙拉吃得干干净净。

担任教师的永旺零售株式会社的负责人表示：“我们希望通过动手尝试，让孩子们克服挑食的毛病，并让更多的小朋友感受到饮食的快乐和喜悦，也希望每个家庭能借此更多地关注每日用餐的营养均衡问题。”永旺今后将继续推进饮食教育活动，让孩子们能够永远拥有健康的饮食生活。

“Fast Fish”让美味鱼轻松上桌

在儿童的饮食生活中，鱼类所占比例越来越少也是现代社会面临的一个严重问题，想给孩子们多吃些鱼的家长超过了整体的九成^{*1}。然而，在面向小学生的“不喜爱食物”的相关调查^{*2}中，鱼的排名十分靠前。一般而言，如果小时候没有吃鱼的习惯，那么长大后很可能就不会吃鱼，由此可见问题十分严重。

为进一步扩大水产品的消费量，在日本水产厅的倡导下，永旺作为民间企业与政府部门合作推出了“Fast Fish”食品系列。这一举措旨在让消费者更加方便快捷地吃上美味水产，并向大家推荐与鱼类相关的各种食品和食用方法。永旺决定将以下两项作为食品开发的支柱：第一，剔除孩子们最不喜欢的鱼骨或加工成连骨可食的品种；第二，可在平底锅或微波炉内简单加热即食的调味鱼。

2012年8月，获得首个“Fast Fish”认证的“无骨秋刀鱼”正式上市。为了让消费者一改对鱼类的传统印象，永旺刻苦研发，推出了带有西式口味的多个品种。截止2013年2月底，“Fast Fish”的销量已突破460万袋。

为了能让更多的儿童爱上吃鱼并将鱼的独特美味传递给下一代，永旺今后将通过“Fast Fish”继续做出积极的贡献。

*1 出处：一般社団法人 大日本水産会(平成23年度水产品消费喜好调查)
*2 出处：日本体育振兴中心(平成22年度学龄儿童的饮食生活状况调查)

Caring for the Mind and Body with Goods that Make Life More Fun

Working women often have difficulty making time for themselves. Taking a little time at lunch or after work to stop in at a variety goods shop provides a welcome mental diversion for many women.

Offering lifestyle goods, Aeon's specialty store R.O.U (Rock Our Utopia) in shopping centers (SC) that are an integral part of people's lives is one such shop. R.O.U offers ideas on how to add color and fun to daily life aimed at women in their 30s and 40s as well as their families.

According to shop staff, body care and bath goods for refreshment and relaxation are attracting more attention recently. Both convenient products for daily use and special products that are used more leisurely on days off are popular. R.O.U, which currently operates 11 shops, plans to enhance its product offerings and create a more distinctive feel by strengthening its beauty and stationery corners in line with characteristics of local shopping centers and customers, aiming to open more shops.

My Fit Makura

Customized Pillows for a Comfortable Night's Sleep

In order to lead a fulfilling daily life both mentally and physically, a good night's sleep is essential to relieve the day's fatigue. The key is finding bedding that is just right for oneself.

Supporting the Health and Beauty of Working Women Relieving Stress, Rejuvenating the Mind

Women increasingly participate in society, and modern working women have extremely busy schedules between work, home and/or raising children, which do not leave time for rest. Having relaxing and private moments in their busy days is essential for women who want to stay healthy and beautiful. Relaxation is an important part of thinking about women's health and beauty.

为职业女性塑造美丽与健康 释放压力安慰心灵

伴随着女性步入社会的脚步,现代女性奋斗在工作、家务、育儿的各种忙碌中,对于渴望保持美丽和健康的她们而言,忙中偷闲找到属于自己的放松时间非常重要。在塑造女性美丽与健康的问题上,放松身心是十分重要的主题。

通过装点生活的小杂货抚慰身心

对于职业女性而言,创造完全属于自己的时间十分不易。在午休时间或下班途中可以轻松光顾的生活杂货店成为了让她们转换心情的好去处。

进驻贴近生活的购物中心(SC)的永旺生活杂货店“R.O.U”便是其中的典型。该店为3、40岁的女性及其家庭设计了符合各种生活场景的商品,其多彩性和娱乐情趣深受女性的喜爱。

该店的负责人介绍道:“最近能达到放松和恢复功效的身体护理及沐浴产品备受关注。无论是在忙碌的工作日能够轻松使用的商品,还是在休息日有足够时间慢慢享受的特色商品都非常受欢迎。”目前已展开11家店铺的“R.O.U”今后将针对购物中心的地地区特点和来店顾客,明确强化美容、文具等特征的同时,不断充实商品内容,进一步加快推广店铺的步伐。

“我的舒适枕”

通过适合自身的床上用品打造最佳的睡眠质量

消除全天疲劳的良好睡眠对拥有健康身心及充实积极的



R.O.U is offering an extensive line-up of products to enrich leisure time "R.O.U" 通过丰富的生活杂货让女性的自由时间更加充实

My Fit Makura, a pillow developed in collaboration with Nishikawa Living Inc., helps people get a good night's sleep
与Nishikawa Living(株)合作推出的“我的舒适枕”让睡眠更加惬意

In cooperation with Nishikawa Living Inc., Aeon Retail Co., Ltd. offers *My Fit Makura* (customized pillow), which has been developed based on data from 10,000 people. People can find out which pillow is best for them by inputting information such as their age, gender and firmness preferences into a terminal installed at the sales floor or the website. People can also remove filler material themselves to get the desired pillow height. Feedback from customers includes comments such as "I've tried many types of pillows before, but I like this one because I can adjust the height." The *My Fit Makura* is one of the products that is attracting increasing attention.

Aromatherapy School Learning Relaxation Techniques to Soothe Mental and Physical Fatigue

Aeon Body is a counseling-oriented shop that offers services welcomed by women highly attuned to beauty, health and relaxation. In addition to suggesting health foods, healings and beauty-related products, Aeon Body also operates a seminar business including an aromatherapy school and a body-care business with spa esthetic services.

An Aeon Body Co., Ltd. spokesperson commented, "Many women try too hard. We would like them to take better care of themselves." The store staff who are certified aromatherapy instructors can recommend a combination of products and services tailored to customers' health concerns and worries that promote both inner and outer beauty and renewed vitality.

Aeon Body also offers an aromatherapy school for people seeking to relieve physical and mental fatigue. Many customers are said to gain a more positive demeanor as they attend classes and acquire knowledge. The classes are popular with women who want to create more relaxation in their own lives as well as for their family. Aeon offers relaxation through a variety of products and services to give women more energy as they lead their busy lives.



每一天都具有非常重要的作用。而选择适合自己的床上用品便是拥有良好睡眠的关键。

在Nishikawa Living株式会社的大力协助下,永旺零售株式会社得以销售在所收集的1万人数据的基础上研发的“我的舒适枕”。顾客只需在设置于卖场内的终端设备或网上输入年龄、性别、枕头硬度等信息,即可了解什么样的枕头最适合自己。此外,顾客还可根据自己的喜好,通过抽取枕芯填充物的方法调节枕头的高度。很多顾客都表示,他们尝试了各种类型的枕头,但永旺的“我的舒适枕”因为可以自由调节高度令他们格外满意。“我的舒适枕”如今已成为备受关注的人气商品。

学习护理技巧,抚慰疲劳身心的芳香疗法课堂

Aeon Body是一家面向关注美丽、健康和身心放松的女性的咨询精品店。除为顾客推荐健康食品、康复和美容相关产品外,Aeon Body还开展芳香疗法课堂等讲座以及面部美容等全身护理服务。

株式会社永旺Body的负责人表示:“很多女性都过于劳累,希望她们能更加爱惜自己的身体。”该店拥有持有芳香疗法师资格的员工,能随时倾听顾客的烦恼并提供最适合她们的商品搭配和服务,从而帮助顾客塑造由内及外的美丽与健康。

Aeon Body面向渴望放松疲劳身心的女性推出了芳香疗法课堂。通过在该课堂中所掌握到的知识也让许多顾客的表情越来越开朗。芳香疗法课堂备受希望放松自身及家人的女性的好评。为让忙碌的现代女性拥有健康活力的每一天,永旺通过多样的商品和服务为她们提供着放松身心的最佳建议。

Voice

Studying Aromatherapy Starts with Learning about Yourself

学习芳香疗法从了解自身开始

Aromatherapy is said to improve the body's autonomic nervous system and hormonal balance. At our school, we start by having people learn about their own physical state, which is ideal for modern working women who can easily build up fatigue. Because Aeon Body is located at shopping centers, it is easy for customers to come here, and it has an extensive selection of items to create a beneficial environment.

芳香疗法重在调节自律神经和荷尔蒙平衡,该课堂从了解自身状态开始,非常适合容易疲劳的现代职业女性。由于“Aeon Body”位于购物中心内,因此可以随时轻松光顾,店内产品也十分丰富,是放松身心的极好处处。



Matsue Ikeda
Aromatherapy school instructor
Aeon Body
池田 真津枝
“Aeon Body”芳香疗法课堂讲师



Aeon Body focuses on customer counseling services related to health and beauty
重视美丽与健康咨询并提供相关服务的“Aeon Body”



Topvalu Healthy Ai offers one way to improve diet
让“TOPVALU Healthy Ai”成为改善饮食生活的契机



Irodori Kaisen Wafu Sarada (colorful Japanese-style seafood salad) jointly developed with
Kagawa Nutrition University
与女子营养大学共同开发的商品之一“多彩日式海鲜沙拉”

Preventing Lifestyle Diseases in Middle-aged and Older Men

Improving Diet to Manage Health

According to the Japanese Ministry of Health, Labour and Welfare, one out of every two men middle-aged and older are currently suffering from or in the preliminary stage of metabolic syndrome, which is a risk factor that can trigger lifestyle diseases including diabetes and high blood pressure. This modern-day disease, however, can be prevented and treated by improving poor lifestyle habits such as overeating and lack of exercise. Products and services that increase middle-aged and older men's awareness toward health and support lifestyle improvements are needed.

为预防中老年男性的生活习惯病 改善饮食生活加强健康管理

根据日本厚生劳动省的调查,目前约一半的中老年人患有代谢综合征或为该症的潜在患者,均为糖尿病、高血压等生活习惯病的高发人群。但上述现代病都可以通过纠正过量饮食、缺乏运动等日常习惯来加以预防和改善。如今,能够提高中老年男性的健康意识和有助于改善生活习惯的商品及服务已成为人们需求的焦点。



Improving Diet Deliciously and Conveniently with Topvalu Healthy Ai

Aeon's private brand Topvalu Healthy Ai has been developed since 2007 based on the concept of *reducing and eliminating* calories and fat that are often consumed in excess as well as *supplementing* vitamins, minerals and fiber that tend to be lacking in people's diets. Topvalu Healthy Ai currently offers a range of about 80 products.

Aeon Topvalu Co., Ltd. Director and General Manager Masakazu Nakatani emphasized that, "Excessive intake of calories and sodium is a concern for middle-aged and older people in particular. I would like them to try Healthy Ai products when they begin to take care of their health. We have focused first on good taste and then on convenience and economics so that people will continue to use the brand." This product development has been internationally recognized, with two products receiving the Gold Quality Award in Monde Selection 2013, which tests and rates food and drink products based on their technical standards. In addition, last December the brand launched *Daizu Kokoa* (soybean cocoa) and *Yomogi Ryokucha* (mugwort green tea), which have been certified as food for specified health use (FOSHU). Topvalu Healthy Ai will continue to expand its product line-up to meet customer needs.



“TOPVALU Healthy Ai” 轻松美味改善饮食生活

永旺自2007年起推出“TOPVALU Healthy Ai”品牌,以去除和减少容易过量摄入的热量与脂肪、补充容易不足的维生素、矿物质、食物纤维等营养为理念,目前已展开约80个品种。

永旺TOPVALU株式会社常务董事谷正员强调:“中老年人尤其容易过量摄入热量和盐分,希望他们能在开始关注自身健康时,能选择尝试我们的Healthy Ai。为了能获得消费者的长期厚爱,我们非常重视美味、方便和价格适中这三个要素。”在这一理念主导下开发出的商品获得了世界级的认可,在以食品为中心的商品技术水准评估活动“2013年世界食品品质评鉴大会(Monde Selection 2013)”上, TOPVALU的两个商品荣获了金奖。去年12月,我们还推出了获得特定保健食品认定的“大豆可可”和“艾蒿绿茶”。今后永旺将进一步致力于扩充商品种类,不断满足顾客的各种需求。



Aeon Mall Funabashi Doctor Land offers consultations in 13 clinical departments
拥有13个诊疗科目的“永旺梦乐城船桥Doctor Land”

Salads Developed with Kagawa Nutrition University for a Balanced Meal

Aeon and Kagawa Nutrition University, which have built a cooperative relationship for almost 20 years in such areas as offering recipes to customers, concluded a comprehensive industry-academia alliance in April 2012. As part of this, the two parties have jointly developed 10 salads under the supervision of Kagawa Nutrition University, which are sold at stores nationwide. The salads can also be easily purchased by middle-aged and older men who tend to eat out a lot. Adding one of the salads to a meal can bring the meal's nutritional balance closer to the ideal.

The packaging uses the university's *KNU Diet* * method to illustrate how to eat balanced meals in an easy-to-understand way. Joint development of boxed meals is planned in the future aiming to contribute to customers' better health.

* The KNU Diet organizes food into four food groups based on their nutrient contents, and people choose foods to eat from each group using a point system based on their required daily calorie intake.



Health Management at Medical Malls Open for Consultations on Evenings and Weekends

Middle-aged and older people with busy schedules often put off their own health management. Regular medical checkups and convenient access to a doctor's advice is important to prevent illnesses before they occur and from getting worse once they do.

Aiming to help community residents to lead comfortable and healthy lives, Aeon is developing the *Medical Mall* framework, which locates multiple doctors' offices within shopping centers and provides a complete range of related information, services and products.

One of these *Medical Malls* is Doctor Land in *Aeon Mall Funabashi*. It is equipped with state-of-the-art medical facilities and testing equipment and is open for consultations until nine p.m. even on weekends and holidays. *Medical Malls* are popular with consumers, who have made such comments as "It's convenient that I'm able to see a doctor without having to take time off work or leave early," and "It helps that I can receive a prescription on the same day and do my shopping since a pharmacy is located within the mall." Aeon will continue to strengthen cooperation with community health-care providers and create *Medical Malls* that offer convenience and reputable primary care physicians. This is just the beginning of Aeon's endeavor.



Voice

Lunch Is Key to Improving Businesspersons' Diets

午餐是改善商务人士饮食生活的关键

Businesspersons with busy schedules often eat dinner at irregular hours. Lunch, however, provides a better opportunity to get balanced nutrition and improve the overall diet. I would like them to take advantage of the salads and boxed meals jointly developed with Aeon.

对于忙碌的商务人士而言,由于晚餐的就餐时间容易不规律,因此午餐是摄取均衡营养、改善饮食生活的好机会。希望大家都能选择我们与永旺共同开发的沙拉和便当。



Hiromi Ishida
Professor, Laboratory of Administrative Dietetics
Kagawa Nutrition University
石田 裕美
女子营养大学教授营养学博士

经女子营养大学指导研发的沙拉

让食品营养更具平衡

女子营养大学和永旺在为顾客提供健康菜谱等方面开展了将近20年的合作,去年4月双方又签订了产学研联合的全方位合作协议。作为其中的一环,永旺在全日本的店铺推出了由女子营养大学指导研发的10种沙拉。这些沙拉让以在外就餐为主的中老年男性也能轻松购买,通过简单的一品让营养更加均衡。

沙拉的包装上印有由女子营养大学研发的“四群点数法”^{*}, 简单易懂地说明了营养均衡的饮食方法。今后永旺将进一步加强与女子营养大学的便当研发合作,从而为增进顾客健康做出贡献。

^{*} 将营养特征相近的食品进行分类后形成四大食品群,通过均衡摄取各类营养形成健康饮食生活的方法

在周末和晚间开诊的医疗中心 加强健康管理

忙碌的中年人往往会疏忽和滞后对自己的健康管理。为了防止疾病的出现和恶化,营造让中老年人定期接受健康检查并接受医生建议的环境非常重要。

永旺为帮助地区居民拥有愉快而健康的人生,积极推进“医疗中心”构想,即在购物中心内设置多个诊疗科,为顾客提供与医疗相关的信息、服务和商品等全方位资源。

作为其中典型的“永旺梦乐城船桥Doctor Land”拥有最先进的医疗设施和检查器具,工作日、周末和节假日都开诊到晚9点。前来就诊的居民纷纷表示:“能不迟到早退影响上班,非常方便”。“购物中心内设有药房,处方药也能当天拿到,还能顺便购物,十分方便。”永旺在医疗方面的尝试才刚刚起步,今后还将进一步加强与当地医疗机构的合作,让“医疗中心”成为方便居民就诊并值得信赖的医疗专家。

Connecting People in Community Spaces Through Hobbies and Interests

Aeon operates culture schools at eight shopping centers around Japan as a way for people to spend meaningful time in their leisure activities.

One of these shopping centers is *Aeon Mall Funabashi*, which offers more than 100 types of classes in diverse areas such as art, crafts, dance, cultural studies and music. The enrollment fee is waived for people age 65 and older to make it easier for the G.G to participate.

According to staff, the G.G appreciate the ease and convenience of being able to take classes at the same place where they do their shopping, and conversation naturally springs up between people with the same interests, who in many cases then become friends. A staff member of the school commented, "In the future, we would also like to play a concierge role and propose classes tailored to individuals after learning their preferences and requests so that the school serves as a place to enjoy activities as well as a venue for exchange."

Aeon promotes community development such as this so that the G.G can shine brighter and lead even more fulfilling lives every day.



在共享兴趣爱好社区的建立人与人的沟通纽带

为了让G.G一代在享受兴趣爱好之中度过有意义的时光，永旺在全国的8个购物中心里推出了文化课堂活动。

其中的一处“永旺梦乐城船桥”共开设了美术、工艺、舞蹈、修养、音乐等100多场讲座。为了方便G.G一代的参与，所有65岁以上的老年人都可享受免费入会的特殊优惠。

该项活动的负责人告诉我们，能在购物时顺便听讲的便利性深受G.G一代的好评，共同的兴趣爱好让听讲者之间产生了自然的交流，很多人都因此而更加亲近和熟悉。为了让G.G一代享受兴趣爱好并将文化课堂作为他们与他人交流的平台，这位负责人还表示：“将来我们会个别征求G.G们的爱好和希望，扮演能提供符合每位G.G需求的礼宾角色。”

为了让G.G一代容光焕发且充实度过每一天，永旺正积极致力于此类社区的建设。

For G.G to Shine Brighter Ties to Society Through Local Communities

Aeon promotes Kundo Koyama's concept of the Grand Generation (G.G)—that the senior age is the greatest age of one's life—and is making active efforts to support the G.G. People over 65 are said to have about 100,000 hours of leisure time each in their lives. If the G.G spend their time meaningfully and remain active while engaging with their community and society, it will create increased vitality in the aging Japanese society.

为了让G.G一代容光焕发 通过社区交流构建G.G一代与社会的纽带

永旺赞同小山薫堂先生所提出的将老年人定位为人生至高无上的一代即Grand Generation(G.G, 顶级年代)的理念，并积极对G.G一代给予着各种支援。据相关统计，65岁以后的人生阶段每人平均约拥有10万小时的闲暇时光，让G.G一代在与地区社会保持紧密联系的同时愉快地度过富有意义的时光，能帮助迈入老龄化的日本社会重现活力。



Aeon's culture school provides a community space for the G.G
永旺文化课堂为G.G一代提供社区交流平台



Proposing ways to create fulfilling leisure time through a diversity of classes
丰富多彩的讲座给G.G们提供充实的兴趣时间

Fun Exercise at One's Own Pace and Desired Time

In addition to wishing to remain healthy, many G.G also want to maintain youthful-looking bodies regardless of their age. Aeon operates *Aeon Fitness Studio*, which is a women-only circuit training gym. Circuit training combines exercise machines with weightlifting and can be done easily even by beginners and people who lack confidence in their physical strength.

A staff member from the Sports & Leisure Division of Aeon Retail Co., Ltd. commented, "One exercise set takes thirty minutes, and the fact that it can be done at one's own pace and desired time is popular. Some people make friends with others of the same age and encourage each other to work harder while exercising. I would like as many people as possible to know how great it feels to get the body moving." The sports club also offers regular body checks for members using a body composition monitor, as seeing the results of exercise in real numbers increases people's motivation to continue working out. Aeon is supporting customer's health maintenance through these efforts.



在喜欢的时间按自己的节奏愉快运动

除了拥有健康的体魄外，G.G一代还渴望能永远保持年轻的外形。为此，永旺推出了女性专用的循环训练房“永旺健身教室”。

循环训练是器械运动和升降运动的组合，初次体验者和对自身体力不太自信的人都可以放心运动。

永旺零售株式会社体育休闲事业部的负责人说：“大家可以在自己喜欢的时间，按照自己的节奏来进行一组30分钟的运动，这一点深受好评。很多锻炼者都交到了同龄的朋友，她们互相切磋，运动时相互鼓励。我们希望让更多的人了解锻炼身体的益处。”健身教室里还设有人体组织测量仪，定期为会员测量体内相关指标，将运动效果具象成数值的做法也提高了运动者坚持锻炼的意识。永旺希望通过上述努力，帮助顾客打造健康的体魄。

Striving for a Vibrant Society Composed of Healthy Individuals

In modern society in which a diversity of lifestyle exists side by side, people should be able to maintain and improve their health just by changing their mindset or behavior a little bit. For example, knowing about the nutrients that create a healthy body and eating foods suited to one's physical needs, relieving stresses or worries in a way that fits one's own temperament, and maintaining a sound mental state through ties with society. Aeon continues to offer diverse products and services that facilitate health in the belief that supporting these kinds of activities for individuals creates increased vitality for society as a whole.

建设人人健康充满活力的社会

现代社会里并存着各种各样的生活方式。为了达到维持和提升健康的目的，我们只需稍稍改变日常生活中的一些意识和行动，即可在诸多方面有所改善。例如，了解促进身体健康的营养知识从而摄取适合自己的食品，借助适合自己的方式消除压力和不安情绪，通过与社会保持紧密联系从而保持身心健康等。永旺深信每个社会成员的实际行动将有助于增进整个社会的活力，今后也将进一步提供能让消费者拥有健康身心的各种商品和服务。

Voice

From Participants of Aeon's Culture School

永旺文化课堂听讲者的心声

- I'm glad I was able to make friends and meet such a cheerful instructor. After class, we sometimes all have tea together at a café in the shopping center.
- Before I used to watch TV at home and just pass the time, but the goal of going to the culture school twice a month has given my days more purpose.
- My favorite part is that it's fun to participate regardless of whether I'm good or bad. I'm so grateful that I was able to find a hobby like this at my age.
- 让人开心的是能结交新的朋友，认识开朗的老师。课后我们会一起到购物中心内的咖啡馆喝茶聊天。
- 以前我都是在家看电视打发时间，现在我给自己定了每月来参加两次文化课堂的目标，生活一下子就变得充满乐趣和意义。
- 不管擅长不擅长，享受参与的乐趣最重要。能在这个年纪找到自己的爱好，我感到非常幸福。



Aeon Fitness Studio, where women can easily tailor their exercise routine to their own pace
能按照自己的节奏轻松运动的“永旺健身教室”

Unique Point

Translucency of the white base
白色素胎的透明感

China 中国

Ceramics with history Jingdezhen

Origins date back to a famous kiln of the Han Dynasty (206 BC – 220 AD). During the Jingde Era of the Song Dynasty (1004 – 1008 AD), the emperor at the time took a very strong liking to the ceramics produced by this kiln and changed its name. Since ancient times there have been kilns served the imperial court as well as those served the general public. Regardless of a person's status, ceramics from this kiln are loved by all.

Collection / Tokyo National Museum, TNM Image Archives

有历史性的陶瓷“景德镇”

发源于追溯到汉代的名窑。在宋代的景德镇，受到当时皇帝非常喜欢而改名为现在的名字。从古至今，有宫廷用的窑和一般市民用的窑，不分身份受到喜爱。

所属 / 东京国立博物馆, TNM Image Archives



Unique Point

No glazing results in a rustic texture
不使用釉子的纯朴的感觉

Lifestyle Elegance 生活之风雅

Inspiring — crockery

情蕴——瓷器

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...

In this issue, we are pleased to introduce eye-pleasing crockery pieces, which have a deep connection to food and drink.

在日常生活里为我们的心灵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……

本期介绍与饮食密切相关，从外观也能让人快乐的“陶瓷”。

Delicate designs drawn completely by hand
全工艺为手工的纤细的图案

Unique Point



Japan 日本

Colors and patterns depending on fire in a kiln Bizen ware

Influenced by Sue ware which has roots reaching back to ancient China, earthen texture is a characteristic of Bizen ware items. Currently also used in restaurants overseas, the popularity of Bizen ware is spreading both in and outside Japan.

Artists / Anjin Abe (Top), Hiroyuki Wakimoto (Bottom)
Cooperation / BIZEN GALLERY AOYAMA

根据开炉火候变色和变花样“备前烧”

“备前烧”的特征是传承中国的须惠器的生产技术的泥土的手感。现在使用在海外的餐馆等，不限国内外受到欢迎。

作家 / Anjin Abe (上), Hiroyuki Wakimoto (下)
照片提供 / BIZEN GALLERY AOYAMA



Vietnam 越南

Packed with hopes and desires Bát Tràng Ceramics

Dating back to the 15th century and influenced by Chinese porcelain, a unique texture embedded with warmth is one of the allures of Bát Tràng ceramics. It is said that hopes for abundant crops and good fortune are drawn with each simple ink brush-painted design.

含有人们愿望的“钵场陶瓷”

15世纪开始的钵场陶瓷受到中国陶器的影响，但有独特的温暖手感之魅力。传说用笔一笔一笔画出来的纯朴的花纹中含有对丰收和幸运的希望。

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

Obtaining the World's First Biomass Verification for Plastic Shopping Bags and My Basket

From production to disposal, biomass materials emit little CO₂. Aeon's plastic shopping bags and My Basket (reusable baskets for taking purchases home) are made with biomass materials and have obtained Biomass Verification. Aeon is contributing to reducing environmental load by promoting Bring Your Own Shopping Bag Campaign along with raising customers' awareness and encouraging use of biomass materials.

购物袋和“自带购物篮”

取得世界首次生物质材料验证码

生物质材料(Biomass)从生产到废物处理过程中，二氧化碳的排出量最少。永旺使用生物质材料的购物袋和专用带回家的“自带购物篮”取得了生物质材料验证码。永旺通过推进“自带购物袋运动”，并对外界推广和促进生物质材料(Biomass)，贡献于削减对环境的负荷。

Solar Power Generation Facilities Donated to Malaysian Junior High Schools

On April 30, Aeon Environmental Foundation donated solar power generation facilities to two junior high schools in Malaysia. The Foundation has also donated the same facilities to 15 junior high schools in Japan since 2009 to familiarize communities with and spread the use of renewable energy. The facilities donated in Malaysia mark the beginning of overseas donations, with facilities scheduled to be presented to a total of 10 schools in FY 2013.

给马来西亚中学校赠送太阳能发电设备

4月30日，财团法人永旺环境财团给2所马来西亚中学校赠送了太阳能发电设备。财团法人以灵活运用可再生能源的启蒙和普及为目的，从2009年开始给15所日本中学校赠送了该设备。这次首次马来西亚开始了在海外的捐赠，预计2013年度共计给10所学校进行捐赠。



Social Contributions 社会贡献

Emergency Disaster Relief Aid and Donations for People Affected by the Sichuan Province Earthquake

Aeon has donated 10 million yen (about 620,000 yuan) in emergency disaster relief aid via the Embassy of the People's Republic of China in Japan to help people affected by the magnitude 7.0 earthquake that struck Sichuan Province on April 20. In addition, Aeon collected donations at Group company stores operated in China from April 22 to May 5. A total of 223,628.43 yuan (about 3.60 million yen) collected from customers and employees was donated to organizations such as the Red Cross.

为四川省地震的受灾群众

筹集“紧急灾害复兴支援款”及实施募集金的捐赠

4月20日，中国四川省发生M7.0级地震后，永旺为受灾群众给中华人民共和国驻日本大使馆发送了紧急灾害复兴支援金1,000万日元(约合人民币62万元)，并且从4月22日到5月5日期间在中国的集团企业店铺举办了募捐活动。把顾客和员工的筹集到的捐款22万3,628.43日元(约合360万日元)全部捐赠给了红十字会等。

AEON UNICEF Safe Water Campaign Held

From April 6 to June 9, Aeon conducted the AEON UNICEF Safe Water Campaign. A total of 55,744,582 yen in donations collected from customers and contribution from the Aeon 1% Club as well as 5 yen donated from each bottle of Topvalu Natural Mineral Water 500 ml sold during the campaign period was presented to the Japan Committee for UNICEF. These donations will be used to provide safe water to children in Cambodia and Laos.

实施了“永旺·联合国儿童基金 安全水宣传活动”

从4月6日至6月9日永旺实施了“永旺·联合国儿童基金 安全水宣传活动”，从顾客的募集金和永旺1%俱乐部的筹备款，并加上在之间所销售的“TOPVALU 天然矿泉水500ml”商品，每瓶捐出5日元，给日本联合国儿童基金会协会捐赠了总额为5,574万4,582日元的捐款，通过这一活动，可为柬埔寨和老挝的孩子们提供安全的水。

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-affected areas. 永旺为实现灾区重建并创造充满梦想的未来，为顾客携手开展了丰富多样的活动。

Donations from the Disabled Persons Manufacturing Assistance Campaign Presented to Support the Activities of People with Disabilities in the Areas Affected by the Great East Japan Earthquake Disaster.

On April 5, Aeon presented donations of 26,269,826 yen from the Disabled Persons Manufacturing Assistance Campaign to the NPO organization, International NGO Association for Aid and Relief, Japan (AAR Japan). Donations collected from customers and employees were matched by equivalent contribution from the Aeon 1% Club and will be used to support manufacturing activities by people with disabilities in the Tohoku region. Aeon also plans other cooperative efforts such as selling the products they produce at Aeon shopping centers.

为支援受灾的诸位残疾人的活动
捐赠“残疾人 创新援助金”

4月5日，永旺给认定NPO法人难民救援会捐赠“残疾人 创新援助款”2,626万9,826日元。该捐款来自顾客和员工的善款加上永旺1%俱乐部的捐出的同额款，该款将利用在东北地区开展生产的诸位残疾人的活动支援金，也会协助通过永旺购物中心实施商品销售等活动。

Donations of 170 Million Yen Presented to Support Children in Areas Affected by the Great East Japan Earthquake Disaster.

Aeon presented donations of approximately 170 million yen collected from customers through activities such as the Aeon Happy Yellow Receipt Campaign and the WAON for Tohoku Restoration as well as the Aeon Doyuten-kai (association of tenant stores at Aeon facilities) to the three prefectures of Fukushima, Iwate and Miyagi. The donations will be used to support children's daily lives and education.



Presentation ceremony in Fukushima Prefecture in the form of a donation ceremony

捐赠从各方的募捐款1亿7,000万日元
支援受灾地区的孩子们

永旺通过“永旺幸福黄色收银条活动”，“东北复兴支援WAON”等，从顾客和永旺同友店会(由在永旺商业设施开店的租户组成)筹集到的约1亿7,000万日元捐赠给福岛、岩手、宫城3县。捐款会帮助孩子们的生活和就学支援。

Corporate Initiatives

Aeon Tsinghua Academy Opens in Partnership with National Tsinghua University of China

Aeon Co., Ltd. and Aeon (China) Co., Ltd. (Aeon Group's China Headquarters) have established the Aeon Tsinghua University School of Social Science Social Development Research Center with National Tsinghua University. On May 24, the Research Center began Aeon's education program for management leaders, Aeon Tsinghua Academy. Aeon is actively partnering with universities in Japan, China and countries of the ASEAN to develop the next generation of management leaders.

与中国清华大学合作“永旺清华学院”开课

永旺株式会社与永旺集团中国总部和中国国立清华大学合作，设立了“永旺·清华大学社会科学学院社会发展研究中心”。5月24日，永旺的经营人才教育课程“永旺清华学院”正式开课。永旺为培养下一代经营人才，积极推进与日本、中国、东南亚各国大学合作。



Opening ceremony of Aeon Tsinghua Academy
“永旺清华学院”开课仪式

Corporate Initiatives

Launch of Aeon Financial Service Co., Ltd.

Aeon Financial Service Co., Ltd., a bank holding company, was established with subsidiaries that conduct business in such fields as credit, banking, insurance and e-money. The company provides customers with safer, more convenient and attractive financial services by capitalizing on its strengths as a financial Group that began in the retail industry.

新成立“AEON Financial Service株式会社”

永旺旗下新成立了运营信用卡、银行、保险、电子商务等业务的公司“AEON Financial Service株式会社”。该公司灵活运用作为从零售业开始的金融事业，为顾客提供更加安心、既便利又受益的金融服务。



Kurashi no Money Plaza provides one-stop comprehensive financial services
提供零售和金融为一体的综合金融服务“个人资产运用服务窗”



Fifteen TOPVALU products and nine MINISTOP original desserts won awards at the Monde Selection Awards 2013.

在世界食品品质评鉴大会2013“TOPVALU”15品种商品和迷你便利店的独创糖果获奖。

GROUP NEWS

April >>> June 2013

Global Initiatives

Supporting Malaysian Producers Aiming for Stable Supply of Safe Food Products

With the support of the Malaysian government, Aeon and the United Nations Industrial Development Organization (UNIDO) have fully begun a joint project called the Sustainable Supplier Development Program. This is the first such project in the Asian retail industry that seeks to establish a framework to continually procure safe raw materials and products and thereby contribute to the development of Malaysia's primary and secondary industrial producers.

以安定提供安全的食品为目标，支援马来西亚的生产者

永旺与UNIDO(联合国工业发展组织)在马来西亚政府的支持下，正式启动了共同计划“可持续的供应商发展计划”。这是以建立可持续提供安全的原材料和商品为框架，为贡献在马来西亚的第一、第二产业的生产者的发展为目标，在亚洲的零售业是首次的举措。



Project signing ceremony
计划的签订仪式

Global Initiatives

Work Begins to Open First Stores in China's Hubei and Jiangsu Provinces

Aeon has established Aeon(Hubei)Co., Ltd. in Wuhan, Hubei Province, and Aeon EastChina(Suzhou)Co., Ltd. in Suzhou, Jiangsu Province. Aeon has obtained business licenses in order to open the first stores in both regions in 2014. Aeon will pursue business expansion through the joint efforts of Group businesses, including shopping centers with GMS at the core, comprehensive financial services, other services, and specialty stores.

为在中国湖北省和江苏省开设1号店开始经营活动

永旺在中国湖北省武汉市设立了“永旺(湖北)商业有限公司”，在江苏省苏州市设立了“永旺(苏州)商业有限公司”。两家公司已经取得2014年度在该地区开设1号店而必要的营业许可。集团各事业公司融为一体开展以GMS为核心的购物中心、综合金融、服务、专卖店等多业态事业。



Aeon's private brand will mark its 40th anniversary in 2014. A variety of events leading up to the anniversary are planned, including new product development and launches, and inviting suggestions from customers.

为迎接2014年度永旺自有品牌诞生40周年，募集对新商品的开发、新销售、顾客对商品的构思等，各种各样的倒数时间的企划活动。

Corporate Initiatives

Aeon Concludes Partnership Agreement with Kanda Gaigo Group and Kanda University of International Studies

Aeon and Kanda Gaigo Group have concluded a partnership agreement. Recognizing the need to understand local values, cultures and customs as well as languages in order to provide the best possible products and services to customers in the Asian region, the industry-university collaboration includes such initiatives as providing education to Aeon employees, open lectures given by Aeon, and the holding of joint events.

永旺和神田集团·神田外语大学缔结合作伙伴关系协议

永旺和神田集团缔结了“合作伙伴关系协议”。永旺为给亚洲地区的顾客提供最佳的商品、服务，考虑到有必要理解包括语言的各地区的价值观和文化、习惯，今后实施产业和大学为一体的员工教育和公开讲座、合作活动等。

Corporate Initiatives

Proposing New Products and Services for the Grand Generation (G.G.)

For three days starting May 24, Aeon held the Grand Generation's Collection in Tokyo 2013 at the Tokyo International Forum to allow G.G. ages 55 and older to experience Aeon's initiatives for G.G. customers. Approximately 68,000 customers visited the event. Then on May 30, the remodeled Aeon Kasai Store (Tokyo Prefecture) reopened featuring full-scale services for G.G. customers.

为新老年代(G.G.)提案新的商品和服务

从5月24日至26日，在东京国际论坛大楼举行“GRAND GENERATION'S COLLECTION IN TOKYO 2013”，可感受到永旺面向55岁以上的新老年世代(G.G.)所开展的举措。本届展会来场顾客人数达到约6万8,000人次。并且，5月30日聚集这些举措，永旺葛西店(东京都)改装开业。



Grand Generation's Collection in Tokyo 2013

Corporate Initiatives

Aeon Mall Osaka Dome City Opens as First Smart Aeon Store with Disaster Preparedness Capabilities

Aeon Mall Osaka Dome City has opened as a Smart Aeon store equipped with disaster prevention measures. Smart Aeon stores are stores featuring next-generation eco-friendly systems. In collaboration with Osaka Gas Co., Ltd., the shopping mall has introduced state-of-the-art facilities to save energy and secure an emergency power supply. In addition, the mall building features enhanced safety and will serve as a community base in the event of a disaster.



Left: Aeon Mall Osaka Dome City
Right: First Aid Station has some equipments such as power outlets in case of disasters

左/永旺摩尔大阪巨蛋(DomeCity)
右/设置了具备有防灾用电源插座“应急措施服务站”

防灾对应型“智能永旺”1号店

永旺摩尔大阪巨蛋(DomeCity)开业

作为下一代环保型店铺“智能永旺”的防灾对应型店铺，永旺摩尔大阪巨蛋(DomeCity)开业。永旺与大阪煤气株式会社携手，引进了在节能和紧急时期可确保电源的最先进设备，并强化了建筑物的安全性，作为地区的防灾基地发挥作用。

Global Initiatives

First MINISTOP Opens in Indonesia

MINISTOP Co., Ltd. has opened its first store in Indonesia, which is also the first retail store in Indonesia for the Aeon Group. This marks the seventh country including Japan in which the company does business. With its extensive fast food menu and eat-in corner, MINISTOP provides customers with a welcome place to take a break.

在印度尼西亚开张迷你便利店1号店

MINISTOP株式会社在印度尼西亚开张1号店。这是作为永旺集团首次在该国开展店铺。该公司已经在包括日本的7个国家开展店铺。设置丰富的快餐菜单和饮食场所，为顾客提供休息的场所。



MINISTOP Bintaro Sector 7 Store
迷你便利店Bintaro Sector 7店



7. 〈Malaysia〉イオンイーステーションショッピングセンター Aeon Ipoh Station 18 Shopping Center
8. 〈Thailand〉マックスバリュ バタナカーン店 Maxvalu Pattanakarn Store
9. 〈Malaysia〉ファンタジーキッズーナ イオンイーステーションショッピングセンター Fantasy Kidzooona Aeon Ipoh Station 18 Shopping Center
10. 〈China〉フェミニンカフェ イオンモール天津中北 Feminine Cafe Aeon Mall Tianjin Zhongbei
11. 〈China〉イオン北京国際商業ショッピングセンター Aeon Beijing International Mall Shopping Center
12. 〈China〉イオンモール天津中北 Aeon Mall Tianjin Zhongbei

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 Daieli, 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 Nishinihon 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 MARKET CO.,LTD.
- KOHO CO., LTD.
- SANYO MARUNAKA CO.,LTD.
- MAXVALU KANTO CO., LTD.
- MAXVALU KITA TOHOKU 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 (Jiangsu) 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
- RECODS. Co., Ltd.
- MINISTOP KOREA CO., LTD.
- QINGDAO MINISTOP CO.,LTD.

〔Drugstore & Pharmacy Business〕

- CFS Corporation**
- **WELCIA HOLDINGS CO., LTD.**
- **Medical Ikko 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 Financial Service Co., Ltd.**
- AEON CREDIT SERVICE(ASIA)CO., LTD.**
- AEON THANA SINSAP (THAILAND) PLC.**
- AEON CREDIT SERVICE(M)BERHAD**
- AEON CREDIT SERVICE CO., LTD.
- 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.
- TOSHIBA FINANCE CORPORATION
- 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.
- AEON MICRO FINANCE (SHENZHEN) 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
- PT.AMSL 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 SERIES 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 DELIGHT (VIETNAM) CO., LTD.
- 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 Direct Co.,Ltd.
- AEON Link Co., Ltd.

〔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., Limited.**
- Guangdong Aeon Teem Co., Ltd.
- Qingdao AEON Dongtai Co., Ltd.
- AEON South China Co., Ltd
- AEON EAST CHINA (SUZHOU) CO., LTD.
- AEON (HUBEI) 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.
- AEON FOOD SUPPLY Co., Ltd.
- AEON MARKETING CO., LTD.
- Cordon Vert CO., LTD.
- Research Institute For Quality Living Co., Ltd.
- Amicus Funding Corporation,LLC.
- AEON GLOBAL SCM SDN.BHD.
- AEON TOPVALU MALAYSIA SDN.BHD.
- AEON TOPVALU (THAILAND) CO.,LTD.
- AIC MERCHANDISING (JAPAN) LTD.
- Tasmania Feedlot Pty. Ltd.
- AIC CHINA INC.
- AEON Demonstration Service Inc.

- AEON 1%Club
- AEON Environmental Foundation
- The Cultural Foundation of Okada
- AEON EDUCATION AND ENVIRONMENT FUND LIMITED