

SPECIAL FEATURE

**ASEAN**

**Advancing to the Next Stage**

特集

东南亚事业

正迈向全新阶段。



## Various Shopping Scenes

Portrait #6

## 购物百景 第六景

### A Malaysian Souvenir from a Colleague

A colleague who traveled to Malaysia came to work after a 10-day vacation. With a slight tan, she said how she enjoyed a relaxing vacation, attending a friend's wedding and exploring the city.

She told me that Japanese companies and brands are popular among the local people. Along with these stories about her trip, she gave me cookies with a halal-certified mark indicating the product was prepared according to Muslim law. As I was intrigued by the mark that I saw for the first time, she mentioned that the cookies were actually made by a Japanese company, and it was a very popular product as well.

I was happy as a Japanese to hear that products made by Japanese companies had been accepted and had taken root in a country with different cultures, customs and religions.

I have never visited Malaysia. However, as I imagined the streets where different cultures of the unique multiethnic country blended together and the easy-going, lively people while enjoying the cookies I received, the country seemed much closer to me.

### 同事从马来西亚带来的特产

去马来西亚旅行的同事，休息了10天来公司上班了。稍微晒黑的她，在马来西亚参加了朋友的结婚仪式，还逛街，自由在地度过了休假。

她说，在马来西亚日资企业和品牌深受本地人的喜爱。听了她在当地旅行时的见闻体验，我还收到了符合伊斯兰食品标准法律的标示有清真食品认证标志的饼干。我注视着第一次看到的清真食品认证标志，她告诉我，这饼干是在日资企业生产并且在当地深受欢迎。

日资企业和商品在不同文化、风俗、宗教的他国深受喜爱并渗透到当地，作为日本人不由得感到高兴。

我还没有去过马来西亚。但品尝着同事送的饼干，联想到属于多民族国家独有的融合着各种文化的市街和豁达开朗并朝气蓬勃的人们的身姿，切身感到马来西亚很亲近。



Illustration by SACHIKO IKOMA

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Illustration by MIZUE HIRANO

Illustrator creating works flowing with emotion in watercolor and oil paintings. Depicting the situation in ASEAN going through dynamic growth using vivid and fresh colors for this special feature.

插画家，擅长通过水彩和油画创作情感丰富的艺术作品。结合本期特集内容，通过鲜艳亮丽的丰富色彩展现了东南亚充满生机的成长姿态。

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## SPECIAL FEATURE 特集

# ASEAN Advancing to the Next Stage

Aeon's business in ASEAN began in the land of Malaysia. Aeon has built relationships of trust with the people by resolving issues one by one, while carrying out its belief to contribute to the realization of a prosperous life for customers. Today, Aeon is conducting the retail, financial services and other businesses in seven other ASEAN countries, including Thailand, Vietnam, Cambodia, Myanmar, Laos, the Philippines, and Indonesia.

In ASEAN, taking steps towards a phase of further growth as a "single market," Aeon's business is also advancing to the next stage.

## 东南亚事业 正迈向全新阶段。

永旺集团的东南亚事业始于马来西亚。我们始终坚持“为实现顾客丰富多彩的生活做出贡献”这一信念，在不断攻克事业难关的同时，与各界人士建立了深厚的信任关系。目前，永旺在泰国、越南、柬埔寨、缅甸、老挝、菲律宾、印度尼西亚七国开展零售、金融等多项事业。东南亚作为一个巨大的市场正进入更深层次的发展阶段，永旺将在这一舞台上，让集团事业迈向全新阶段。



## Interview

# ASEAN Making Great Strides and Rising Expectations for Japan

ASEAN is on its way to achieving further progress as summit-level negotiations, including non-ASEAN countries, proceed towards creating the ASEAN Community in 2015. Here to provide insight into the current status of ASEAN and the significant role it plays in the global economy is Koichi Aiboshi, Ambassador Extraordinary and Plenipotentiary, Mission of Japan to ASEAN.

## 飞跃的东盟与对日本与日俱增的期待

东盟面向明年构建共同体的目标，正在稳步推进包括东盟以外国家首脑在内的磋商，努力实现进一步的提升。就东盟的现状 & 东盟在全球化经济中的重要性，本期我们采访了日本国驻东盟使团特命全权大使相星孝一先生。

### The keys to further growth are “narrowing the development gap” and “connectivity”

ASEAN is referred to as the “growth engine” driving the global economy. With a population of over 600 million people, it holds great potential as a market and as a production and manufacturing base for various products. ASEAN is very important both economically and politically, as it takes a central position in regional cooperation in the political and security-related field. In particular, ASEAN needs to continue to evolve by improving its competitiveness while raising its profile as an investment destination to achieve further growth in the global economy. Aiming to realize this, preparations for the establishment of the ASEAN Community are underway.

The keys here are “narrowing the development gap” and “connectivity.” First of all, “narrowing the development gap” refers to reducing the economic disparities between the first six member states and the four countries that followed namely Vietnam, Myanmar, Laos and Cambodia. The other key issue is “connectivity.” This has three pillars that need to be promoted. The first pillar is physical connectivity. The development of infrastructure, such as an East-West economic corridor linking Vietnam, Thailand and Myanmar, is indispensable for the movement of people and goods. The second pillar is institutional connectivity, which may range from custom clearance to coordinating the different systems and standards that exist in each country. The third pillar is people-to-people connectivity. This may include allowing engineers to move freely within the region or to deepen exchange among universities in the ASEAN countries. The Japanese government is extending assistance to enhance these areas of connectivity. During last year, which marked the 40th anniversary of ASEAN-Japan friendship and cooperation, we deepened our ties by holding the Commemorative Summit Meeting and adopting a statement describing the future direction of Japan and ASEAN.

The ASEAN Community will be inaugurated next year. However, this is not the goal but rather a milestone. In ASEAN, discussions have begun on what lies beyond, and there is a growing trend to actively take in inputs from non-ASEAN countries such as Japan.

### Higher expectations for Japanese companies as living standards rise in ASEAN

The young working population with high motivations to spend is expanding, while the situation varies by country. Their living standards are rising in proportion to their level of income, and lifestyles have also changed. For example, urbanization is progressing with an increasing number of people moving from rural to urban areas, and more people own automobiles or motorcycles and smartphones, and fully utilize the Internet. People's food life is also changing dramatically, which has led to a rising demand for food safety and high quality products and services. Above all, I feel that expectations towards Japan have clearly increased.

Against this backdrop, in order to support the business activities of Japanese companies in ASEAN, the Mission of Japan to ASEAN has been conveying the Japanese firms' requests to the ASEAN side.

### 进一步发展的关键是

“缩小差距”和“关联性”

东盟是牵引世界经济的“发展引擎”。这里拥有超过6亿的人口，作为一个消费市场以及商品生产和制造基地，拥有极大的可能性。此外，因其在政治、安全领域也处于地区合作的中心，东盟在经济和政治两方面都具有重要的意义。在这一背景下，为能在全球经济中取得更大发展，在提高竞争力的同时，必须提高东盟作为投资地区的魅力，实现东盟整体的提升。为实现这一目标，目前有关构建东盟共同体的准备正在稳步进行。

在这一进程中，最为关键的是“缩小差距”和“关联性”。首先，“缩小差距”是指缩小先加盟六国与后加入的越南、缅甸、老挝、柬埔寨之间存在的经济差距。其次则为“关联性”，其中必须推进三大支柱。第一是物理层面的“关联性”，即必须建造一条连接越南、泰国、缅甸的东西经济走廊，建设人和物移动不可或缺的基础设施。第二是制度层面的“关联性”，即调整和统合通关手续等各国不同的制度及规定。第三是人与人之间的“关联性”，即旨在让技术人员可以在东盟地区自由流动，同时加深各国大学之间的交流。日本政府也为加强上述“关联性”正在给予支援。去年是日本·东盟友好合作40周年，特别首脑会议顺利召开。会上通过了展示日本与东盟未来发展方向的重要文件，由此加深了双方的联系和理解。

东盟共同体将于明年正式成立，但这只是一个经由点。东盟已有不少关于未来发展的讨论，从日本等东盟以外的国家积极听取意见的动向也日益明显。

### 随着生活水平的提高

对日本企业的期待也日益提升

东盟国与国之间虽有差距，但消费意识强烈的年轻劳动人口正不断扩大。生活水平随收入上升，生活方式也随之改变。例如，人口由农村向城市流动的“城市化”不断推进，能有汽车、摩托车、智能手机，能活用互联网的人数也不断增加。随着饮食生活的大幅变化，更多人开始追求“安全、安心”的高品质商品和服务。这其中，我们能感受到这些消费群体对日本的期待也明显上升。

在这样的背景下，为支援在东盟开展事业活动的日本企业，本使团肩负着向东盟传达企业需求的重任。

完善商务环境对双方都很重要。与此同时，我们希望日本

The inauguration of the Community in 2015 is a milestone.

Discussions have begun on what lies beyond, with an eye towards further growth.

2015年成立共同体只是一个经由点。

为实现进一步发展，关于未来的讨论已经展开。

## PROFILE

## Koichi Aiboshi

Ambassador Extraordinary and Plenipotentiary, Mission of Japan to ASEAN. Joined the Ministry of Foreign Affairs in 1983. After serving as Minister at the Embassy of Japan in the Republic of Korea and other posts, he was appointed to the current post in 2014. Currently resides in Jakarta where the ASEAN Secretariat is located.

### 相星孝一

日本国驻东盟使团特命全权大使。1983年进入外务省，历任日本驻韩国大使馆公使等职务后，2014年起就任目前职务。现驻东盟事务所在地雅加达。

Improving the business environment is important for both sides. At the same time, our hope to Japanese companies is that they not only contribute to regional development through business activities and job creation, but also become companies that are loved by the people in the community by promoting CSR and other activities. I hope that Aeon, which has developed its business in the past with an aim to co-exist and co-prosper with the community, will further enrich people's lives by offering a wide variety of products and convenient services through its extensive store formats that include shopping malls, discount stores and convenience stores. We will also do our utmost to continue to support the activities of Japanese companies, including Aeon.

企业不仅通过事业活动和创造就业等来支持当地的发展，更能通过CSR等活动，成为受当地民众爱戴的企业。我们衷心期望始终以与地区共存共荣为目标的永旺能够通过购物中心、折扣商店、便利店等多样化业态为人们提供丰富的商品和便利的服务，让人们的生活更加丰富多彩。我们今后也将继续全力支持永旺等日本企业的事业活动。



## Introduction

# Business Development in ASEAN Reflecting on its Significance and Potential at the 30th Year Milestone

In 1984, Aeon launched its business in Malaysia. From here, Aeon's overseas business development began. As this year marks the 30th year milestone of operating overseas, this issue examines once again the significance of business in ASEAN, while exploring the potential of future business development.

## 在东南亚事业发展30年之际 对事业意义和可能性的思考

1984年，永旺集团正式启动马来西亚事业，永旺的海外拓展由此开始。今年是海外拓展的第30年，我们将在深思东南亚事业意义的同时，进一步探索今后事业发展的无限可能。

1984



First store in Malaysia JAYA JUSCO Dayabumi Store opened in the building of the national oil corporation  
马来西亚1号店“JAYA JUSCO Dayabumi店”入驻的国家石油公司双塔大楼

&gt;&gt;&gt;

2014



1. First mall in Vietnam Aeon Mall Tan Phu Celadon  
越南1号店“永旺梦乐城Tan Phu Celadon”  
2. First mall in Cambodia Aeon Mall Phnom Penh  
柬埔寨1号店“永旺梦乐城金边”

## Growing with the community through “glocal” management

In ASEAN achieving rapid economic development, Aeon launched its business in Malaysia by carrying out its abiding belief “to contribute to realizing a prosperous life for customers.” Aeon has opened its first shopping malls in Vietnam in January this year, followed by Cambodia in June. Aeon is striving to respond to customer needs and expectations that change as a country grows, while respecting national characteristics, cultures and customs in each country.

Aeon's 30 years in ASEAN reflect a history of collaborating with local customers, business partners and governments, and of continuously evolving together with them as well. With an aspiration to contribute to national and local economic development and modernization of distribution through business, Aeon has been promoting “glocal” management, which combines two perspectives, a global perspective and an approach rooted in local communities. Aeon has been resolving many issues by thinking together about what can be done for the community and customers and exchanging ideas, through collaboration with governments as a member of the community and through building relationships with business partners such as product suppliers, and of course in addition to creating jobs. As a result of these processes, relationships of mutual trust have been established.

Nagahisa Oyama, the Chief Executive Officer of Aeon Business at Aeon Co., Ltd., says, “In the past 30 years, we have experienced both success and failure. However, it is an unwavering fact that the people of Malaysia and Thailand, including of course customers, as well as local governments and suppliers, have accepted and trusted us. This will be a great asset to Aeon when we develop business in a new country in the future.”

## Aeon's business in ASEAN is advancing to the second stage

Aeon is promoting the shift to Asian markets in the Aeon Group Medium-term Management Plan to achieve further growth as a group in the retail business rooted in Asia. In November 2012, Aeon Group's Headquarters for ASEAN began operations in Malaysia to further advance the “glocal” management

## 通过“全球本土化”经营与地区共同发展

在经济高速发展的东南亚地区，永旺始终坚持“为实现顾客丰富多彩的生活做出贡献”这一不变的企业信念，在马来西亚启动了集团海外事业。今年1月和6月，越南和柬埔寨的永旺梦乐城1号店分别开业。永旺在尊重各国不同国民特点、文化及习惯的同时，正努力满足与经济发展同步变化的顾客需求和期待。

永旺在东南亚发展的30年，正是与当地顾客、商业伙伴、政府相互合作并实现共同进步的历史。永旺通过各项事业，明确提出了为各国、各地区的经济发展和现代化流通做出贡献的宏伟志向，将全球视角和扎根地区的本土视角融为一体，踏实践行了“全球本土化”经营。除创造就业机会、与供货商等各界事业伙伴建立良好关系外，永旺还作为当地社区的一员，与政府密切合作，深入思考能为地区和顾客做出怎样的贡献，提出了许多新颖的建议并解决了众多问题。在这一过程中，永旺与当地各界建立了深厚的互信关系。

永旺株式会社东南亚事业最高经营责任人尾山长久说到：“这30年交织着成功与失败。但顾客、政府和供货商等马来西亚和泰国的各界人士都坚定地支持和信任着永旺。这是一个无可置疑的事实，也将是今后我们在其他国家拓展事业的巨大财富”。

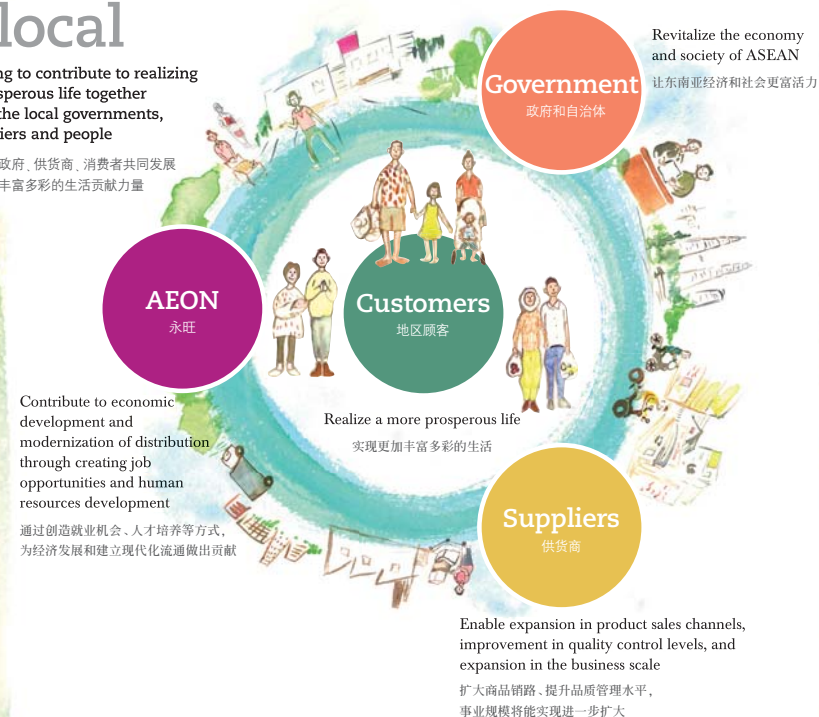
## 永旺东南亚事业迈向第二阶段

作为扎根亚洲的零售集团，为获得更大发展，永旺在集团中期经营计划中提出了向“亚洲转型”的战略目标。2012年11月，为进一步提升“全球本土化”经营，永旺设在马来西亚的“东南亚总公司”正式开始运转。这一举措是希望在提高东南亚事业决策速度的同时，与集团各子公司紧密合作，为各国事业

# Glocal

Aiming to contribute to realizing a prosperous life together with the local governments, suppliers and people

与地区政府、供货商、消费者共同发展  
为实现丰富多彩的生活贡献力量



approach. The aim is to control and support Group companies so that the companies can collaborate to more effectively operate in their respective countries, while accelerating the decision-making speed to develop business in the ASEAN region.

In accelerating the shift to Asian markets, making the most of our past experience and accumulated know-how will be important in addition to having the local people understand Aeon's “Customer-First” philosophy and the values of “safety and security.” Therefore, initiatives are underway to provide support for the shift to Asian markets as a Group-wide effort that extends beyond the borders of a country or a company.

Further, Aeon will strengthen collaboration with non-Group companies such as manufacturers and service providers considering to expand in the region concerned. This will enable new products and services that had not been available in that country to be offered.

There are 600 million people in the ASEAN region. In this region holding great potential for further economic growth, Aeon's new challenge has begun to contribute to improving lifestyles and culture, with an aim to become a company that is trusted by the people.

更高效地运转提供统括和支持服务。

在今后加速“亚洲转型”的进程中，除了应让当地消费者理解永旺“顾客第一”的企业姿态及“安全、安心”的价值观外，发挥积累至今的经验 and 培育的智慧成果将至关重要。因此，集团已经着手开展跨越国家和企业界限、为集团的“亚洲转型”提供支持的相关工作。

今后，我们还将进一步与生产商、服务商等考虑在该地区开展业务的永旺集团外部企业加强合作。通过全新合作，永旺将能够向所在国提供前所未有的崭新商品和服务。

目前有6亿人口生活在东南亚地区。永旺将在拥有巨大经济发展潜力的该地区开始全新的挑战，从而为提高当地生活和文化做出贡献，并成为备受消费者信赖的企业。

## Establishment of a Business Foundation

# What Aeon has Fostered in Malaysia

The business in Malaysia has led the Group's ASEAN Business.

During the 30 years, Aeon has built unwavering relationships of trust with customers and business partners in Malaysia. This issue explores how Aeon has built relationships and established its business foundation in the country.

## 在马来西亚积累的财富

马来西亚事业带动了永旺集团东南亚事业的发展。在30年的岁月里，永旺马来西亚与顾客和商业伙伴建立了不可动摇的信任关系。本期将向大家介绍永旺在马来西亚是如何努力构筑信任关系并确立其商业基础。

### Aiming to become a company of value to the country and the community

Aeon's first overseas store was JAYA JUSCO Dayabumi Store, built in response to the request by the former Malaysian Prime Minister Mahathir. Nagahisa Oyama, the Chief Executive Officer of ASEAN Business at Aeon Co., Ltd., recalls those days as follows. "Each employee recognized the importance of each task and worked with a strong belief that 'Aeon will be a company of value to Malaysia.' Aeon has been supported by the people in the community and was able to come this far because we have succeeded this belief and worked with sincerity until today. Today, some people even think that Aeon Co. (M)Bhd. is a company that traces its origin in Malaysia and not in Japan, which shows how deeply rooted the company is in the country." This section looks at how Aeon has established its foundation in the retail business while resolving many issues, from the three perspectives of sales floor development, products and employees.

The first perspective is sales floor development. The Muslim-Malay people make up more than 50% of the population in Malaysia. In response to their needs, it was essential to develop sales floors offering halal\* products. At the same time, in the multiethnic country of Malaysia, Aeon needed sales floors where the Chinese and Indian customers could enjoy shopping in comfort. Therefore, it designed sales floors that integrated the cultures and customs of Malaysia, such as installing a halal, a non-halal as well as an import corner on the food floor. Furthermore, retail stores as well as various service facilities including a cinema complex were attracted to enrich the time spent at the shopping mall. Aeon proposed a new way to enjoy spending time at the mall, in addition to shopping.

The second perspective is products. When Aeon initially launched its business in Malaysia, product procurement was not easy due to its low name recognition. However, relationships with the suppliers changed as many business transactions

### 立志成为对国家和地区有价值的企业

永旺的海外1号店是在接受马来西亚前首相马哈蒂尔的邀请后创立的“JAYA JUSCO Dayabumi店”。永旺株式会社东南亚事业最高经营责任人尾山长久这样说道：“每个人都清晰地认识到马来西亚事业的重要性，强烈地希望永旺能成为‘对马来西亚有价值的企业’。正因为我们继承了这一信念并认真努力至今，才受到了当地消费者的支持并拥有了今天的成就。现在，有不少人认为‘AEON Co. (M)Bhd.’不是日本企业而是马来西亚的本土企业，这正说明我们在这个国家成功地扎下根了”。围绕着永旺在解决众多难题的同时如何构建零售业的基础这一问题，我们将从卖场布局、商品和员工这三个视角进行分析。

首先是卖场布局。伊斯兰教占据了马来西亚人口的半数以上，因此必须根据他们的需求设置清真\*卖场。与此同时，马来西亚也是一个多民族国家，因此还需创建能让华族和印度族的顾客也能舒适购物的卖场。于是我们将食品卖场分为清真区和非清真区，还通过设置进口食品区等方式，构建了符合马来西亚文化和习惯的卖场。此外，为了让顾客在购物中心度过更为充实的时光，除零售项目外，我们还引进了电影院等各种服务设施，为顾客提供了购物以外的各种全新体验。

其次是商品。永旺在事业刚起步时知名度较低，商品进货也十分不易。但在多次合作后，永旺与供货商的关系发生了变化。一些供货商抱着“为什么商品在永旺更热销”的疑问造访了店铺，亲眼看到自己的商品整齐地陈列在一尘不染的卖场中，而且永旺员工都在认真待客、热情销售，供货商们都表示更

\* Halal: Products prepared according to Muslim law, which prohibits the consumption of food such as pork and alcohol. Items include food, medical products and cosmetics.

\* 清真：在禁猪肉和酒等伊斯兰教法律中被承认为“合法”的物品。除食物外，还包括医疗用品和化妆品等。



First store in Malaysia, JAYA JUSCO Dayabumi Store(Opened in 1985)  
马来西亚1号店“JAYA JUSCO Dayabumi店”(1985年开业)



Jusco Permas Jaya Shopping Center(Opened in 2004)  
Jusco Permas Jaya Shopping Center(2004年开业)



Aeon Mall Bukit Mertajam(Opened in 2014)  
Aeon Mall Bukit Mertajam(2014年开业)

1. Providing a comfortable shopping environment (Aeon Big Shah Alam Store)  
提供舒适的购物环境(永旺 Big Shah Alam店)
2. Financial services for higher convenience in shopping and daily life (AEON CREDIT SERVICE(M)BERHAD)  
提高购物和生活便利性的金融服务(AEON CREDIT SERVICE(M)BERHAD)
3. Implementing customer-oriented services (AEON Co. (M)Bhd.)  
实施以顾客为本的待客服务(AEON Co. (M)Bhd.)



1



2



3

## First Stage

### Aiming to be rooted in the community and to gain trust

为扎根当地，获得信任

were made. When the suppliers visited its stores to find out "why products sold so well at Aeon," they saw their products carefully displayed on a spotless sales floor and the employees working hard to attend and sell products to customers. This led to a deeper understanding of Aeon's business and its approach. Aeon's business grew together with the suppliers by building relationships of trust and establishing a cooperative framework in product development.

The last perspective is employees. Aeon strives to offer customer services as in Japan, to the people in Malaysia. Simply carrying out prescribed operations and learning to obey the rules were not enough to realize this. It was necessary to have the employees understand the underlying principles and philosophy of Aeon. Thus Aeon has started in-house training in Japan. The trainees brought back what they learned to their country and passed it on to others. This served as a basis to establish the unique training system in Malaysia, while enhancing the employee's work environment and personnel system to maintain and improve the service level. In a country where workers often change jobs, at Aeon Co. (M)Bhd., employees who have served for 20 or 30 years and understand the expected roles of a retailer and Aeon's principles are taking the lead to support Aeon's business in the country.

### Proposing convenient life as a financial services company based in the retail industry

The presence of the Financial Services Business is indispensable when talking about Aeon's business in Malaysia. In 1996, Aeon Credit Service(M)Berhad was established as a local subsidiary. The company grew in conjunction with the retail business, through the higher purchase business that enables consumers to easily make installment purchases of expensive products such as furniture or home electric appliances, being the first non-bank business in Malaysia to issue credit cards, and the establishment of an ATM network. In 2007, the company was listed on the Malaysia Stock Exchange. Aeon has continued to offer services as a financial services company based in the retail industry to make peoples lives more convenient by collaborating with many business partners including issuing an affiliated credit card with an operating company of e-money that can be used on means of transportation such as expressways, trains and buses.

深刻地理解了永旺的事业和企业态度。通过构筑信任关系以及在商品开发上建立合作体制，永旺和供货商实现了共同发展。

最后是员工。为能向马来西亚消费者提供日式服务，让员工仅仅实践并掌握规定好的流程方式及工作准则还远远不够。员工们必须从根本上理解永旺的理念和主旨。因此，我们开展了赴日研修。研修生们将在日本学到的知识技能带回本国并传授给其他员工。在此基础上，我们在确立马来西亚独特的教育制度的同时，改善了工作环境并完善了人事制度，从而维持并提高了服务水平。在频繁换工作并不少见的马来西亚，Aeon Co. (M)Bhd.，有着一班深刻理解零售业职责及永旺理念并工作了2、30年的老员工，由他们引领并支持着永旺马来西亚事业的发展。

### 源自零售业的金融服务为便利生活提供全新方案

提到永旺在马来西亚的事业中，其金融事业占据着举足轻重的地位。1996年现地法人正式成立，即现在的AEON CREDIT SERVICE(M)BERHAD。AEON CREDIT SERVICE(M)BERHAD推出了利用分期付款的方式便能立即购买家具、家电等高额商品的分期付款业务，发行了马来西亚非银行体系的首张信用卡，并构建了ATM网络，金融服务与零售融为一体，共同发展。2007年，AEON CREDIT SERVICE(M)BERHAD在马来西亚证券交易所成功上市。此外，还与发行可在高速公路、铁路、公交等交通工具中使用的电子货币的公司联手，合作发行信用卡。通过与众多商务伙伴的合作，作为以零售业为起点的综合金融事业公司，将继续为人们的生活提供各种便利的服务。



## Products and Distribution

# Development of TOPVALU Originating from ASEAN

Last year, Aeon established subsidiaries in Thailand and Malaysia to carry out the development of Aeon's private brand Topvalu. The companies are undertaking the development of products unique to ASEAN by reflecting the customer needs of each region. Meanwhile, the development of a distribution infrastructure unique to Aeon is also underway in anticipation of increased number of stores and progress in the movement of goods becoming borderless.

## 开发源自东南亚的“TOPVALU”

去年，永旺在泰国和马来西亚设立了开发永旺自有品牌“TOPVALU”的当地法人企业。永旺正结合各地区顾客的需求，推进东南亚特有商品的开发工作。同时，为进一步增加该地区店铺数量、推进货物的无边界运输，我们正努力构建永旺独有的物流基础。

## Offering TOPVALU with “safety and security” to customers in ASEAN

Aeon's private brand Topvalu embodies the “Customer-First” philosophy. In ASEAN countries, Topvalu products are developed with feedbacks from its local customers and ensuring thorough quality control in production, and expanding the selection of products at the stores. The two companies responsible for local product development are Aeon Topvalu Malaysia Sdn.Bhd. and Aeon Topvalu (Thailand) Co.,Ltd. They are working towards developing products that contribute to a more prosperous and convenient life, through collaboration with Aeon Group companies operating retail businesses in ASEAN countries, while utilizing the know-how accumulated in Japan.

## Meeting challenges in the expanding halal market

With the expansion of the halal market for products targeting the Muslims, estimated to reach about 1.6 billion people, Malaysia has mapped out the halal hub policy as a national strategy, and has the Department of Islamic Development Malaysia (JAKIM), as the only government agency in the world issuing the halal certificate. The credibility of JAKIM is highly regarded, and products that have obtained the JAKIM certificate can be marketed not only in Malaysia but also in ASEAN countries as well as halal markets around the world. Someday in the future, Aeon may be able to offer Topvalu products that have obtained the halal certificate in Malaysia to the Muslim customers living in Japan. Aeon Topvalu Malaysia Sdn.Bhd. is planning to speed up product development and expand the number of product items to about 1,500 by 2016.

## 向东南亚顾客提供“安全、安心”的“TOPVALU”

“TOPVALU”充分体现了永旺“顾客第一”的企业理念。在东南亚各国的店铺内，我们吸纳了当地顾客的各种意见，在严格的品质管理的基础上开展生产，不断扩大商品种类。在当地负责商品开发的是AEON TOPVALU MALAYSIA SDN.BHD.和AEON TOPVALU (THAILAND) CO.,LTD.两家公司。我们在发挥迄今为止日本积累的技术成果的同时，积极与在东南亚各国开展零售业务的集团企业合作，努力不懈地开发让生活更加丰富而便利的商品。

## 挑战日益扩大的清真市场

据悉，全世界的伊斯兰教徒已达到约16亿人口。在面向清真市场日益扩大的背景下，马来西亚提出将清真商品中心(halal hub)政策作为其国家战略，并由其政府部门——伊斯兰教发展署(JAKIM)这一全球唯一的清真认证机构负责认证。JAKIM的可信度受到各界高度评价，获得该机构认证后，便可向马来西亚及东南亚各国，甚至全球的清真市场推广商品。将来，侨居在日本的伊斯兰教徒将迎来在马来西亚取得清真认证的“TOPVALU”商品。AEON TOPVALU MALAYSIA SDN.BHD.正加快商品开发进度，计划在2016年度前将商品种类扩充至约1,500种类。

## Promoting distinctive product development and building of distribution networks

Aeon Topvalu (Thailand) Co.,Ltd. has started business with a Topvalu production plant in Thailand making products for Japan. The specifications are being changed to meet the needs of local markets, such as a folding umbrella with an enhanced function to filter out UV rays. While reflecting unique characteristics of Thailand in the product, such as a frozen dessert made with coconut milk, a canned fish cooked in tomato, and seasonings, the product development is actively eyeing marketing to other ASEAN countries, Japan and China as well.

Moreover, products are also being developed aiming to help solve the problems facing local customers. Topvalu Olyset™ Net, a mosquito net with insecticidal efficiency and repellent effect, is one of these products. In a situation where about 40% of the people in ASEAN countries are living in areas with infectious risk carried by mosquitos, Aeon has cooperated with Sumitomo Chemical Co., Ltd. who has the technology to develop mosquito nets with long-term residual effectiveness, whose performance has been accredited by the World Health Organization (WHO). The product was launched simultaneously in Vietnam and Cambodia in June, and the sales area and the product lineup are expected to be expanded in the future.

In addition to these product development efforts, Aeon is promoting the development of its own distribution facilities. In Malaysia for example, Aeon Global Scm Sdn. Bhd., responsible for the distribution of Aeon Co. (M)Bhd., is preparing to integrate this distribution with that of Aeon Big (M) Sdn. Bhd. (Aeon Big), in light of Aeon Big joining the Aeon Group in 2012. In Thailand, Aeon is planning to enhance the shipment functions to respond to the increased number of stores operated by Aeon(Thailand) Co., Ltd., while strengthening the functions of the facilities responsible for exporting products to Japan by adding the inventory and shipment functions for products to Cambodia. Its distribution will continue to evolve in line with the increasing number of stores and distribution volume of Topvalu products.

## 开发独有的商品并推动物流网络建设

AEON TOPVALU (THAILAND) CO.,LTD.开始与泰国国内面向日本生产“TOPVALU”商品的工厂合作，结合当地市场需求变更商品规格，例如加强折叠伞的防紫外线功能等。此外，还积极开发使用椰奶的冷冻甜点、番茄鱼罐头以及调味料等具有泰国独有特点，同时又有望在其他东南亚国家及日本、中国推广的商品。

AEON TOPVALU (THAILAND) CO.,LTD.还开发旨在帮助当地顾客解决问题的商品。具有杀虫和忌避效果的蚊帐“TOPVALU Olyset™ Net”便是其中的一款商品。据悉在东南亚有大约40%的人居住在具有蚊媒传染病风险的地区。在此背景下，AEON TOPVALU (THAILAND) CO.,LTD.与拥有世界卫生组织(WHO)认证的长期有效型蚊帐开发技术的住友化学株式会社合作，于6月在越南和柬埔寨同时发售了该款蚊帐，并计划扩大推广区域和商品阵容。

除上述商品开发外，永旺还积极建设独有的物流设施。例如在马来西亚，AEON Co. (M)Bhd.的物流一直由AEON GLOBAL SCM SDN.BHD.负责，随着AEON BIG (M) SDN. BHD.于2012年成为集团公司的一员，将AEON Co. (M)Bhd.和AEON BIG (M) SDN. BHD.的物流整合到一起的相关准备工作也正在进行中。在泰国，永旺计划增强出货功能来应对AEON (Thailand) CO., LTD.店铺数量的增加，同时力求增强负责向日本出口商品设施的功能，例如附加面向柬埔寨的商品库存及出货功能等。今后，随着店铺数量和“TOPVALU”商品流通量的增长，永旺将不断推动物流方面的发展。

## Voice

## For the Secure and Comfortable Lives of the ASEAN People

For more than a decade, Sumitomo Chemical Co., Ltd. has been cooperating with the UN's initiatives aimed to control malaria and has been distributing mosquito nets with long-term residual effectiveness for prevention against malaria in Africa and other countries. Topvalu Olyset™ Net, the mosquito net commercialized for ASEAN markets, was realized thanks to the approach from Aeon that showed interest in the technology used to develop the mosquito net. We hope to contribute to creating an environment that ensures a secure and comfortable life for the people, through products developed by combining Aeon's retail expertise and sales network with our technology.

## 为东南亚地区的人们打造安全、舒适的生活

10多年来，住友化学株式会社一直协助联合国开展旨在消除疟疾的相关活动，并向非洲等国家推广防除疟疾用的长期有效型蚊帐。永旺关注我们的蚊帐技术，在其大力推动下，我们开发出了面向东南亚市场的商品，推出了蚊帐“TOPVALU Olyset™ Net”。这是一款将永旺的零售经验和销售网络与住友化学的技术结合起来开发的商品。我们希望今后通过这款商品，为打造安全、舒适的生活环境做出贡献。

## Atsuko Hirooka

Associate Officer  
General Manager, Vector Control Division  
Sumitomo Chemical Co., Ltd.

广冈 敦子  
住友化学株式会社  
理事  
病媒管制事业部部长



1. Expanded sales floor for TOPVALU (Aeon Bandar Utama Store)  
扩大“TOPVALU”的商品卖场(永旺Bandar Utama店)
2. TOPVALU Pizza Chicken Aloha with JAKIM halal certificate  
获得JAKIM清真认证的“TOPVALU 比萨饼 鸡肉夏威夷口味”
3. TOPVALU Sukiyaki Sauce, an all-purpose seasoning including for Thai Suki, developed in Thailand  
在泰国开发的用于泰式火锅等的万能调味料“TOPVALU Sukiyaki Sauce”

## Japan

日本

1. Eat-in area to meet customers' style to eat what they buy on the spot  
应对顾客即食需求的店内用餐区
2. Mollyfantasy Indoor Theme Park ensuring "safety and security"  
“安全、安心”的室内游乐场“茉莉幻想(Mollyfantasy)”
3. Sales floor for children's products with strong demand (1~3 Aeon Mall Tan Phu Celadon)  
需求量大的儿童用品卖场  
(1~3“永旺梦乐城Tan Phu Celadon”)



## Malaysia

马来西亚

## Vietnam

越南

## Support

Experience and know-how fostered to new markets for Aeon

将在马来西亚积累的经验和技术用于新开拓

## Teams

in Malaysia passed on

的国家

## Cambodia

柬埔寨



1



2

## Indonesia

印度尼西亚

1. Delicatessen floor crowded with customers  
顾客川流不息的DELICA卖场 门店若市
2. Many customers with families are visiting the mall (1~2 Aeon Mall Phnom Penh)  
很多顾客携家人同行  
(1、2“永旺梦乐城金边”)

## Now and in the Future

## Bringing out Group Strength in New Markets for Aeon

This year, Aeon has taken a new step towards accelerating the shift to Asian markets.

After having laid the foundation these past few years, Aeon has opened the first mall in Vietnam in January, followed by the first mall in Cambodia in June.

What became the key in these countries was the collaboration that extended beyond the borders of a country or a company.

## 在新开拓国家发挥集团力量

今年,永旺为加速向“亚洲转型”迈出了崭新的一步。

在历时多年夯实基础后,永旺于1月和6月分别在越南和柬埔寨开设了该国的1号店。

其中,永旺独有的跨越国家和企业框架的合作模式发挥了关键作用。

## Capitalizing on Group strength to realize the development of unprecedented stores

In January 2014, Aeon Mall Tan Phu Celadon opened in Ho Chi Minh City, Vietnam, as the first Aeon mall in the country. The mall is attracting many customers every day. Until now, the people in Vietnam mainly shopped at local markets, streets lined with specialty stores handling similar types of products, discount store, and other store formats. They had to stop by several stores to buy everything they needed. However, at Aeon Mall Tan Phu Celadon, they can buy food, clothing and items for the home at one location, and everyone in the family from children to adults can enjoy shopping there. It is a shopping mall where customers can enjoy spending their time, with various entertainment facilities as well.

The mall's anchor store is the general merchandise store (GMS), Aeon Tan Phu Celadon Store, one of whose features is the delicatessen floor. In response to the region's high ratio of meals eaten out and the custom to eat what they buy on the spot, the floor with an open kitchen and an eat-in area are designed as one of the largest in the region at about 1,000 square meters. This is a completely different

## 发挥集团综合实力,打造前所未有的店铺

2014年1月,永旺越南1号店“永旺梦乐城Tan Phu Celadon”在胡志明市开业。连日来顾客满堂,热闹非凡。过去,越南人主要在市场、同类商品专卖店聚集的街区或折扣店等场所购物,因此要购齐所需的物品需要去多家此类店铺。而“永旺梦乐城Tan Phu Celadon”的商品涉及衣、食、住各个方面,在一个地方便能满足从小孩到大人整个家庭的购物需求。同时,“永旺梦乐城Tan Phu Celadon”还具备各种娱乐设施,是一个让顾客流连忘返的大型购物中心。

综合超市“永旺Tan Phu Celadon店”是“永旺梦乐城Tan Phu Celadon”的核心店铺,其特色是DELICA卖场。该卖场结合当地人喜欢外出就餐和即买即食的习惯,分为带开放式厨房的售卖区和店内用餐区,面积约达1,000平米,规模居当地之首。虽然这里的景象与日本的综合超市完全不同,但这里

scene from what is found at GMS in Japan, but what is served here offers the same “safety and security” as food in Japan. In addition, a Mollyfantasy Indoor Theme Park operated by Aeon Fantasy Co., Ltd. is available here for families raising children, which account for the highest percentage in Vietnam's population. It is popular among children as well as parents and guardians as a facility for playing in a safe and comfortable environment. In the area of financial services, ACS Trading Vietnam Co., Ltd. is rolling out an interest-free campaign on installment sales. This lowers the hurdle to purchase expensive products and allows customers to easily enjoy shopping. About 2.2 million customers visited the mall in the first month of opening as a result of capitalizing on the Group strength and offering unprecedented shopping experiences. However, the business in Vietnam has just begun. Revitalization of the sales floor is already underway with an aim to make the stores even more attractive for customers.

## Utilizing experience and relationships of trust in new store openings

The local employees undoubtedly supported the smooth launch of the first mall in Vietnam, and it was Aeon Co. (M)Bhd. that provided support behind the scenes. The “New store support team” formed primarily by the staff originally from the company overcame the barriers of nations, cultures and languages to provide support in various fields, from establishing the procurement route of merchandise to IT development and employee training. The experience, know-how and relationships of trust with business partners that have been fostered in Malaysia during these past 30 years contributed greatly to the development and smooth store operations in the new market of Vietnam.

This support structure is further expanded. For the June opening of Aeon Mall Phnom Penh, Aeon's first mall in Cambodia, employees were willing to come to help from Malaysia, Thailand and even from the recently-opened store in Vietnam. The mall is also designed with sales floors that respond to the needs of local customers. It is proposing a new way to enjoy time at the shopping mall and continues to attract many customers.

## Towards realizing a prosperous life for customers

Followed by Vietnam and Cambodia, Aeon will open a new mall in Indonesia next year. Preparations are also underway to open a new mall in Myanmar.

Aeon will continue to achieve innovations to realize a prosperous life for customers in ASEAN with the shopping mall as the platform, and by collaborating with the Group companies operating in fields such as retail, financial services, and services.

## 将经验和信任关系活用于新店的开设

越南1号店能够顺利启动,除了靠当地员工的努力外,还加上AEON Co. (M)Bhd.在背后提供的支援。由该公司本地员工为核心组建的“新店支援小组”突破国家、文化和语言的障碍,从建立采购体系到IT建设、员工培训等各个方面给予支援。永旺在马来西亚历时30年积累的经验、技术以及与客户间的信任关系为新开拓的越南市场的开发工作和店铺的顺利运营做出了巨大贡献。

这种支援体制正在进一步扩大。6月,永旺在柬埔寨的1号店“永旺梦乐城金边”盛大开业,来自马来西亚、泰国以及开店不久的越南的永旺人都赶赴这里提供援助。目前,“永旺梦乐城金边”也在努力打造满足当地顾客需求的卖场,通过提供全新方案让顾客在购物中心度过美好时光,从而吸引更多顾客光临。

## 为顾客打造丰富多彩的生活

继越南和柬埔寨之后,永旺将于明年在印度尼西亚开设店铺。在缅甸开店的相关准备工作也在进行之中。

今后,永旺将继续革新,通过购物中心这个平台,将零售、金融、一般服务等领域的集团下属各企业联合起来,为东南亚的顾客打造丰富多彩的生活。





China 中国

### The wind-bell, protecting the people with its solemn echo

In old times, the wind-bell was hung from bamboo in the bamboo forest to tell fortunes according to the wind direction and intensity of the sounds. It later became used to ward off evil fortune and is now often hung from the eaves of temples. The people who live within the reach of the sounds are said to be protected from misfortune.

发出庄严的响声，保佑人们的“风铃”

以前，悬挂在竹林的竹树下，通过风向和响声的强弱占卜吉凶的“风铃”，之后，用来消灾祈福。在寺院和屋檐下常看到“风铃”，传说能保佑听到风铃声音的范围的人们，可以破财免灾。

Unique Point

The solid structure rings with strong winds

强风吹时能响出声音的重厚的结构

Japan 日本

### The Edo wind-bell to refresh the summer heat

The Edo wind-bell was created as a Buddhist altar article in the city of Edo during the 19th century. The refreshing designs became popular, such as a painting of goldfish on the surface made of transparent glass portraying a fish bowl, and the wind-bell spread as a favorite summer item.

清清凉凉的“江戸风铃”

在19世纪的江戸时代，作为佛具诞生的“江戸风铃”，在透明的玻璃风铃内部进行绘画，绘有似在水槽游泳的金鱼的图案等，其给人清凉感觉的图案深受喜爱，作为夏日的嗜好品推广至今。

Unique Point

Vivid designs are painted on the inner surface of the glass

玻璃风铃内部绘有鲜艳图案

Lifestyle Elegance 生活之风雅

## Chiming — wind-bells 奏乐 — 风铃

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 wind-bells whose various sounds have become rooted in our lives since long ago.

在日常生活中的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……本期将给大家介绍从古至今响出各种各样的声音而渗透到我们生活的“风铃”。



Unique Point

Shaped like a spatula to enhance the echo

提高振响的竹刀似的形状

Indonesia 印度尼西亚

### The bamboo chime, making cheerful tones

The bamboo chime is from Bali, famous for producing bamboo. It is hung from the eaves and windows of houses to enjoy the light tones made by the bamboo, and also used as a musical instrument.

可以演奏轻快声音的“竹风铃”

作为竹子的产地而闻名的巴厘岛的“竹风铃”，装饰在屋檐下和窗前，可享受竹子发出的轻快的声音，也可作为乐器使用。

# 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，与当地居民携手合作，不断继续开展环境保护和社会贡献活动。  
(April - June 2014)

## Environmental Preservation

环境保护

### Presenting Solar Power Systems to 10 Junior High Schools in Vietnam

On April 23, the Aeon Environmental Foundation held a ceremony at a junior high school in Vietnam to present a solar power system. Since 2009, the Foundation has presented the system to 25 junior high schools in Japan and Malaysia with an aim to raise awareness and spread the use of environmentally friendly energy. The Foundation plans to donate the system to 10 schools in Vietnam this year.

把太阳能发电设备赠送给越南的10所中学校

4月23日，公益财团法人永旺环境财团在越南的中学举办了太阳能发电设备的赠送仪式。该财团法人以启发和普及“灵活运用有利于环境的能源”为目的，自2009年开始，在日本和马来西亚的25所中学校捐赠了该设备。今年计划给越南的10所中学校赠送该设备。



Presented a solar power system to Tan Nhut Junior High School (Ho Chi Minh City) 给 Tan Nhut 中学校(胡志明市)赠送太阳能发电设备

### China Suzhou Tree Planting Project Conducted Along the Shores of Lake Taihu, a Scenic and Historic Interest Area in China

On May 17, the Aeon Environmental Foundation planted trees in Suzhou City, Jiangsu Province in China. The development in the surrounding areas has had a serious impact on the ecosystem of Lake Taihu. Therefore, Suzhou City is promoting a plan for ecosystem restoration and environmental regeneration of Lake Taihu. Supporting this plan, the Foundation has planted about 30,000 saplings with a total of 930 volunteers from Japan and China.

在中国的重点风景名胜太湖沿岸部实施“中国苏州植树”

5月17日，公益财团法人永旺环境财团在中国江苏省苏州市实施了植树活动。因周边的开发工程给太湖生态环境带来了深刻的影响。于是，苏州市政府推进太湖的生态环境修复和环境再生计划，该财团法人支持这一计划，与来自中日两国的共930名志愿者一起实施了植树活动，共种植了约3万株树苗。

### Completed a Three-year Tree Planting Plan in Mukawa Town, Hokkaido

On June 21, the Aeon Environmental Foundation conducted tree planting at Mukawa Town, Hokkaido. Six thousand saplings were planted together with about 500 volunteers. In 2012, the Foundation concluded a forest improvement agreement with Mukawa Town with the view of preserving the forest to support the ecosystem. A total of about 16,000 trees have been planted in three years.

在北海道鹉川町实施的植树活动3年计划圆满完成

6月21日，公益财团法人永旺环境财团在北海道鹉川町实施了植树活动，与约500名志愿者一起，种植了6,000株树苗。该财团法人为了保护维持生态环境的森林，2012年与鹉川町缔结了修复森林协议。在3年内共种植了约1万6,000棵树。



## Social Contributions

社会贡献

### Aeon Global Leader's Internship 2014 to be Held

Aeon is holding "WHO IS THE NEXT GLOBAL LEADER - Aeon Global Leader's Internship 2014~" to offer opportunities for experience to students with an entrepreneurial spirit looking to work globally. Students selected from the countries of Japan, China, Singapore and the US, will participate in the Global Cup to be held in December. The teams combining members from different countries will formulate Aeon's business strategy towards 2020, and the winning team will be decided based on presentations in English and other activities.

举办了“永旺全球领导人实习2014”

永旺为了给将来在全球范围内活跃的拥有企业家精神的学生赋予可体验的场所，举办了“WHO IS THE NEXT GLOBAL LEADER”永旺全球领导人实习2014。在日本、中国、新加坡、美国各国进行选拔后，将参加12月份举办的“全球杯”。超越国境组成的混合团体将制定面向2020年的永旺事业战略，并通过使用英语的发表会等项目，决定出优胜团体。

### 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。

### Special Products and Limited Quantity WAON Card Launched to Commemorate Sanriku Railway Resuming Full Services

To commemorate the resumption of full services on the Sanriku Railway, products including "Boneless Seasoned Saury" jointly developed by the Railway and Kuji City Fisheries Cooperative Association of Iwate Prefecture, and Aeon's e-money "WAON" card with a special design were launched. The Sanriku Festival was also held at 20 Aeon Group stores in Iwate Prefecture.

为纪念三陆铁道全线再运行开始销售了特别商品和限定数量的“WAON”卡。为纪念三陆铁道全线再运行，开始销售了三陆铁道与岩手县久慈市渔业协会共同开发的商品“去骨带味秋刀鱼”和特别设计的永旺电子货币“WAON”卡。并在该县内的集团企业20家店铺举办了“三陆展销会”。

### Handcraft Support Program for the Physically Challenged to Support the Physically Challenged Affected by the Disaster

Aeon collected donations for the Handcraft Support Program for the Physically Challenged at about 8,000 stores and office locations of 60 Group companies, from February 21 to March 11. The Aeon 1% Club Foundation also made a contribution of the same amount as the donations from customers and employees. On April 11, a donation of 32,514,796 yen was made to the Association for Aid and Relief, Japan.

实施了支援受灾地障碍者的“以支援障碍者制造商品为目的的募捐”活动

从2月21日至3月11日期间，在集团公司60家公司的约8,000家店铺实施了“以支援障碍者制造商品为目的的募捐”活动。来自顾客和员工的募金，加上一般财团法人永旺1%俱乐部也捐出同额捐款。4月11日，永旺给认定NPO法人帮助难民之会捐赠了3,251万4,796日元。



## Corporate Initiatives

### Deepening of Operational and Capital Alliance with Welcia Holdings Co., Ltd.

Aeon Co., Ltd. concluded a letter of memorandum with Welcia Holdings Co., Ltd. Aeon's operational and capital alliance partner, based on a decision to deepen their relationship. To realize the concept, "Japan's No.1 drugstore chain," the two companies will provide each other knowledge on reorganization and organizational restructuring along with various management resources, strengthen capital ties and promote personnel exchange.

#### 加深与WELCIA HOLDINGS株式会社的业务、资金合作

永旺株式会社决定在业务、资金合作方WELCIA HOLDINGS株式会社加深相互关系，并缔结了备忘录。为了实现“日本第一连锁药店”这一构想，永旺将提供在事业、企业重组中所积累的各种经营资源，强化资本关系、人才交流等。

# GROUP NEWS

April >>> June 2014



TOPVALU Olyset™ Net, a WHO recommended mosquito net to mitigate the risk of infections carried by mosquitoes, was developed in ASEAN. Available at Aeon stores in Vietnam and Cambodia from June 21.

为了减轻通过蚊子传染疾病的危险，在东南亚开发了世界卫生组织(WHO)推荐的防蚊蚊帐“TOPVALU Olyset™ Net”，从6月21日开始，在越南和柬埔寨的“永旺”店铺销售。

## Corporate Initiatives

### Complimentary Services on Customer Appreciation Days Standardized for Aeon Card and OMC Card

Aeon has standardized the member services of Aeon Card with the services of OMC Card, which offers complimentary benefits at Daieli, Gourmet City and other locations. On Customer Appreciation Days held on the 20th and 30th of each month, a five percent discount is offered on purchases when using either card at Aeon Group stores such as Aeon, Maxvalu, Daieli and Gourmet City. The enhancement of services for the two cards will provide a more convenient and reasonable shopping environment.

#### “永旺卡”、“OMC卡”会员在“顾客答谢日”受到共同的优惠服务

永旺对持有“永旺卡”和在“Daieli”、“Gourmet City”等店铺受到优惠服务的“OMC卡”的会员提供共同的优惠服务。由此，每月20日、30日的“顾客答谢日”在“永旺”、“Maxvalu”、“Gourmet City”等集团下属店铺购物时，使用任何一个卡均可以受到5%折扣优惠，通过这两个信用卡的服务范围的扩大，将为顾客提供更便利、受益的购物环境。

## Corporate Initiatives

### FeliCa Pocket Marketing Inc. Joins the Aeon Group to Broaden the Use of WAON

Aeon Co., Ltd. announced that it has made FeliCa Pocket Marketing Inc. a consolidated subsidiary by acquiring 74.9% stake in the company. Aeon's e-money "WAON" cards use FeliCa, the company's non-contact IC card technology and Aeon will further increase customer convenience by adding features such as coupon services and municipal services to the card.

#### Felica Pocket Marketing株式会社新加入永旺集团，“WAON”卡的使用更为便利

永旺株式会社取得了Felica Pocket Marketing株式会社的74.9%的股份，正式发表该公司成为统一结算子公司。永旺电子货币“WAON”卡运用了该公司的非接触智能卡技术“FeliCa”，今后通过给“WAON”卡配备优惠服务和行政服务等功能，将进一步提高顾客的便利性。

## Global Initiatives

### Opening of Aeon Mall Suzhou Wuzhong the First Aeon Shopping Mall in Jiangsu Province, China

Aeon Mall Suzhou Wuzhong opened in Jiangsu Province, China. Located in a special economic zone developed in a comprehensive way, the mall features about 190 specialty stores offering the latest fashion, interior and household items, and even has interactive facilities for children. As the largest multi-functional mall in the region, it aims to become a place that promises inspirations.

#### 中国江苏省永旺首家购物中心

##### “永旺梦乐城苏州吴中”店盛大开业

在中国江苏省“永旺梦乐城苏州吴中”店盛大开业。店铺位于综合开发活跃的经济特区，从最新流行服装开始到杂货用品至儿童体验设施，



设有约190家店铺。今后，作为该地区最大的多功能复合型购物中心，力争为顾客提供“打动”心灵的购物环境。

Aeon Mall Suzhou Wuzhong  
永旺梦乐城苏州吴中

Aeon's e-money "WAON"  
永旺的电子货币"WAON"卡



Issued on June 1  
Naruto 9th Symphony WAON "First City for Beethoven's 9th Symphony Performance in Asia" Naruto City

6月1日发行  
[鸣门第九WAON“第九交响曲亚洲首次演奏地”鸣门市]

## Corporate Initiatives

### Aeon Cinema's Large Screens Relay the Launch of "Daichi-2"

Aeon Entertainment Co., Ltd. held a public viewing of the launch of Japan Aerospace Exploration Agency's (JAXA) Advanced Land Observing Satellite "Daichi-2" at 10 theaters by inviting a total of 1,000 customers. The company has organized a series of such events to be held for the first time in the cinema complex, including the Thai Fair and the American Fair in conjunction with the relevant fairs held by Aeon. The company's initiatives extend beyond the boundaries of promoting movies.

#### “永旺Cinema”用大屏幕放映“大地2号”发射实况

永旺ENTERTAINMENT株式会社在10所“永旺Cinema”剧场招待了1,000名顾客，给顾客播放了宇宙航空研究开发机构发射陆地观测技术卫星“大地2号”的实况。该公司除此之外与在永旺店铺实施的特产品展销会联合行动，举办了“泰国电影节”、“美国红莲节”等，作为电影业首次举办了各种活动。今后，将开展超越上映电影范畴的活动。

## Global Initiatives

### Opening of Aeon Mall Phnom Penh, the First Aeon Mall in Cambodia

Aeon Mall Phnom Penh, one of the largest shopping malls in Cambodia, has opened. The mall features about 190 tenants, including the latest shops from the country and around the world, along with a cinema complex, a skating rink, and a TV studio. The opening ceremony was attended by Prime Minister of Cambodia Hun Sen and Minister for Foreign Affairs of Japan Fumio Kishida. The mall will propose new lifestyles to meet the expectations of customers in Cambodia.

#### 柬埔寨永旺1号店“永旺梦乐城金边”店盛大开业

在柬埔寨属最大规模的购物中心“永旺梦乐城金边”店盛大开业。设置了在该国并在世界最顶端水平的丰富多彩的约190家专卖店，还有电影院、滑冰场、电视台播音室。柬埔寨的洪森首相、日本的岸田文雄外务大臣也出席了开业典礼。为了满足柬埔寨顾客的期待，将为顾客提案新的生活方式。

## Corporate Initiatives

### Launch of the First Aeon Smartphone with Functions Cut Down and Low Communication Fees

Aeon, in partnership with Japan Communications Inc., has launched a limited offer of 8,000 units of Aeon Smartphones at about 170 retail outlets including Aeon stores across Japan. In addition to a simple fee structure that clearly separates the cost of the phone and call charges, a monthly charge of 2,980 yen (excluding tax) was realized by keeping the communication cost low by cutting functions such as voice communication and web browsing.

#### 开始销售突出主要性能，降低通信费用的第1款“永旺智能手机”

永旺与日本通信株式会社合作，在日本全国的“永旺”等170家店铺限定数量销售8,000台“永旺智能手机”。拥有网络费用和通信费明确区分的让顾客易懂的费用体系外，还有音声通话和网络浏览等功能，突出了主要性能由此降低了通信费用，实现了每月的基本费用为2,980日元(不含税)。

## Corporate Initiatives

### Fantasy Skids Garden Receives Mothers Selection Award

Fantasy Skids Garden operated by Aeon Fantasy Co., Ltd. received The 5th Mothers Selection Award (Best Service Category) organized by the NPO Japan Mothers Society. For the award, selected by a vote among about 20,000 mothers raising children, the service aiming to develop children's "basic physical fitness of the mind and body" through play was highly evaluated.



Fantasy Skids Garden  
Fantasy Skids Garden

#### “Fantasy Skids Garden”荣获“妈妈们选出的大奖”

株式会社永旺幻想开展的“Fantasy Skids Garden”荣获NPO法人日本妈妈协会举办的“第5次妈妈们选出的大奖(最佳服务部门)”。由抚养孩子的约2万名妈妈们进行投票后实施选拔的本次大赛中，该公司的以通过玩耍提高孩子们的“身心基础体力”为目标的服务内容受到了高度评价。

## Corporate Initiatives

### Agreement Concluded to Start Discussions Towards Establishment of the "Supermarket Alliance in the Metropolitan Area"

Aeon Co., Ltd. together with The Maruetsu, Inc., Kasumi Co., Ltd. and Marubeni Corporation have reached an agreement to start discussions towards establishment of a "Supermarket Alliance in the Metropolitan Area." The Alliance will found a joint venture merging The Maruetsu, Inc., Kasumi Co., Ltd. and Maxvalu Kanto Co., Ltd., a consolidated subsidiary of Aeon Co., Ltd., by March 2015. The resources of each company will be mobilized to offer a richer food life to customers.

#### 为创立“首都区域的超市联合会”开始了探讨工作，对此达成了协议

永旺株式会社与株式会社丸悦、株式会社KASUMI、丸红株式会社一起，为创立“首都区域的超市联合会”而开始了探讨工作，对此达成了协议。至2015年3月前，株式会社丸悦、株式会社KASUMI及永旺株式会社的统一结算子公司Maxvalu关东株式会社这3家公司将共同成立控股公司，将凝聚整体力量，为顾客提供更加丰富多彩的饮食生活。



Aeon Mall Phnom Penh  
永旺梦乐城金边

# 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.

**The Daiei, Inc.**

**AEON Hokkaido Corporation**

**SUNDAY CO., LTD.**

**AEON KYUSHU CO., LTD.**

ATHINE, Inc.

ALTY FOODS Co., Ltd.

AEONBIKE CO., LTD.

AEON Bakery Co., Ltd.

AEON LIQUOR CO., LTD.

AEON RYUKYU CO., LTD.

OrangeFoodCourt, Inc.

The Kagoshima Sunrise Farm Inc.

Gourmetcity Kanto Co., Ltd.

Gourmetcity Kinki Co., Ltd.

JOY Co., Ltd.

The Consumer Economics Research Institute, Inc.

Daiei SpaceCreate Co., Ltd.

TOPVALU COLLECTION CO., LTD.

NAKAGO Co., Ltd.

JAPAN DISTRIBUTION LEASING CORPORATION

BIG-A CO., LTD.

BIG-A KANSAI JAPAN CO., LTD.

Fun Field Co., Ltd.

Bonte, Inc.

Bon Belta Co., Ltd.

Marche Co., Ltd.

LOGIONE Co., Ltd.

THE LOBELIA, Inc.

OPA CO., LTD.

○ TENDAI CO., LTD.

## (Supermarket, Discount Store and Small Size Store Business)

**MINISTOP CO., LTD.**

**Maxvalu Nishinohon Co., Ltd.**

**Maxvalu Tohoku Co., Ltd.**

**Maxvalu Tokai Co., Ltd.**

**Maxvalu Chubu Co., Ltd.**

**Maxvalu Hokkaido Co., Ltd.**

**Maxvalu Kyushu Co., Ltd.**

○ The Maruetsu, Inc.

○ Inageya Co., Ltd.

○ KASUMI CO., LTD.

○ Belc CO., LTD.

AEON SUPERCENTER Co., Ltd.

AEON BIG CO., LTD.

AEON MARKET CO., LTD.

ORIGIN TOSHU CO., LTD.

CREATE Co., Ltd.

KOHO CO., LTD.

SANYO MARUNAKA CO., LTD.

Network Service Co., Ltd.

My Basket CO., LTD.

MAXVALU KANTO CO., LTD.

MAXVALU NAGANO CO., LTD.

MAXVALU HOKURIKU CO., LTD.

MAXVALU MINAMI TOHOKU CO., LTD.

marunaka CO., LTD.

RECODS Co., Ltd.

MINISTOP KOREA CO., LTD.

QINGDAO MINISTOP CO., LTD.

Aeon Maxvalu (Guangzhou) Co., Ltd.

Aeon Maxvalu (Jiangsu) Co., Ltd.

Aeon Maxvalu (Qingdao) Co., Ltd.

○ ichimaru Co., Ltd.

## (Drugstore and Pharmacy Business)

**CFS Corporation**

○ **WELCIA HOLDINGS CO., LTD.**

○ **Medical Ikkou Co., Ltd.**

● **TSURUHA HOLDINGS Inc.**

● **KUSURI NO AOKI CO., LTD.**

SHIMIZU YAKUJIN CO., LTD.

TAKIYA 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 REIT Investment Corporation**

AEON BANK, LTD.

AEON CREDIT SERVICE CO., LTD.

AEON S.S.Insurance CO., LTD.

AEON HOUSING LOAN SERVICE CO., LTD.

AEON Product Finance Co., Ltd.

AEON INSURANCE SERVICE CO., LTD.

AEON Reit Management Co., Ltd.

ACS Credit Management Co., Ltd.

FeliCa Pocket Marketing Inc.

ACS CAPITAL CORPORATION LTD.

AEON Insurance Service (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 FINE CO., LTD.

AEON INSURANCE BROKERS(HK)LIMITED

AEON Financial Service (Hong Kong) Co., Ltd.

AEON CREDIT GUARANTEE(CHINA)CO., LTD.

AEON INFORMATION SERVICE(SHENZHEN)CO., LTD.

## (Shopping Center Development Business)

**AEON Mall Co., Ltd.**

AEON TOWN Co., Ltd.

AEON MALL VIETNAM CO., LTD.

AEON MALL (CAMBODIA) CO., LTD.

PT. AEON MALL INDONESIA

PT.AMSL INDONESIA

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

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

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

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

AEON MALL (CHINA) CO., LTD.

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

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

## (Service and Specialty Store Business)

**AEON DELIGHT CO., LTD.**

**AEON Fantasy Co., Ltd.**

**ZWEI CO., LTD.**

**GFOOT CO., LTD.**

**COX CO., LTD.**

○ **Taka:Q Co., Ltd.**

Abilities JUSCO Co., Ltd.

AEON Eaheart Co., LTD.

AEON ENTERTAINMENT CO., LTD.

AEON CULTURE CO., LTD.

AEON COMPASS CO., LTD.

AEON DELIGHT ACADEMY CO., LTD.

AEON DELIGHT SECURITY CO., LTD.

AEON DELIGHT SERIES CO., LTD.

AEON FOREST CO., LTD.

AEON PET CO., LTD.

AEON BODY CO., Ltd.

A to Z Service Co., Ltd.

KAJITAKU Co., Ltd.

Kankyouseibi Co., Ltd.

Kantouengineering CO., LTD.

Claire's Nippon Co., Ltd.

Cosme CO., LTD.

General Services, Inc.

Talbots Japan Co., Ltd.

DO SERVICE CO., LTD.

Branshes Co. Ltd

MIRAIYA SHOTEN CO., LTD.

Mega Sports Co., Ltd.

MEGA PETRO Co., Ltd.

Reform Studio Co., Ltd.

LAURA ASHLEY JAPAN CO., LTD.

A-LIFE SUPPORT Co., Ltd.

AT Japan Co., Ltd.

FMS Solution Co., Ltd.

AEON DELIGHT (MALAYSIA) SDN.BHD.

AEON DELIGHT (VIETNAM) CO., LTD.

AEON Fantasy Group Philippines, INC.

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.

BLUE GRASS(SHANGHAI)CO., LTD.

LAURA ASHLEY ASIA CO., LIMITED

Mega Sports China Co., Ltd.

NUSTEP (BEIJING) TRADE CO., LTD.

Suzhou Rifu Elevator Engineering Equipment Co., Ltd.

SUZHOU SHANGPIN Washing Service Co., Ltd.

SUZHOU ALLIANCE PROPERTY MANAGEMENT CO., LTD.

TAIWAN LAURA ASHLEY CO., LTD.

Talbots China Co., Ltd.

PET CITY (BEIJING) CO., LTD.

AEON Fantasy(China)Co., Ltd.

AEON EAHEART RESTAURANT (QINGDAO) CO., LTD

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

AEON DELIGHT(CHINA)CO., LTD.

AEON DELIGHT Sufang (Suzhou) CO., LTD.

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

Wuhan Xiaozhu Comprehensive Facility Management Service 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 INDEX LIVING SDN. BHD.

AEON VIETNAM CO., LTD.

AEON (CAMBODIA) Co., Ltd.

AEON(Thailand) CO., LTD.

PT.AEON INDONESIA

## (China Business)

AEON (CHINA) CO., LTD.

**AEON Stores (Hong Kong) Co., Limited**

GUANGDONG AEON TEAM CO., LTD.

QINGDAO AEON DONGTAI CO., LTD.

AEON South China Co., Limited

AEON EAST CHINA (SUZHOU) CO., LTD.

AEON (HUBEI) CO., LTD.

BEIJING AEON CO., LTD.

## (Shared Function Companies and Other)

○ **YAMAYA CORPORATION**

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 (HONG KONG) CO., LIMITED

AEON TOPVALU (THAILAND) CO., LTD.

AEON Integrated Business Service CHINA Co., Ltd.

Tasmania Feedlot Pty. Ltd.

AEON Global SCM(Beijing)Co., Ltd.

AEON TOPVALU (CHINA) CO., LTD

○ AEON Demonstration Service Inc.

■ AEON 1% Club Foundation

■ AEON Environmental Foundation

■ The Cultural Foundation of Okada

■ AEON EDUCATION AND ENVIRONMENT FUND LIMITED

As of the end of May 2014



1. (China) マックスバリュ楽園店 Maxvalu Leyuan Store 2. (Vietnam) イオンタンフーセラドン店 Aeon Tan Phu Celadon Store  
3. (Cambodia) イオンファンタジーキッズーナ イオンモールプノンペン Aeon Fantasy Kidzooona Aeon Mall Phnom Penh 4. (Indonesia) イオンクレジットサービスインドネシア Aeon Credit Service Indonesia