Interview

Masaaki Kobayashi

Vice-Minister, Ministry of the Environment

专访

小林正明

环境省环境事务次官

AEON Magazine

May 2017 Vol. 57

Fully Global, Truly Local

SPECIAL FEATURE

Creating a Sustainable Society Through Shopping:

Aeon's Initiatives Helping to Achieve SDGs

特集

通过购物创建可持续发展型社会

— 实现SDGs的永旺举措 —

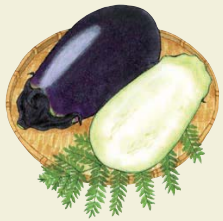
The Power of Local Specialties
当地物产的力量 7

Soft and Smooth Texture
Kinukawa Eggplant
(Saijo City, Ehime Prefecture)

Kinukawa Eggplant gets its name meaning "silky skin" in Japanese, from its silk-like thin and soft skin. Grown in Saijo City with plenty of spring waters known as "uchinuki," it has a rounded shape with some weighing as much as 500 grams. The white flesh with few seeds has a smooth texture, and the taste gives a hint of sweetness like that of an apple. The eggplant has very little bitterness and can be enjoyed in all kinds of cooking methods.

柔滑的口感
绸皮茄
（爱媛县西条市）

西条市拥有丰富的、被称为"Uchinuki"的地下涌水，"绸皮茄"就生长于此，因茄皮如丝绸般薄软而得名。"绸皮茄"的特征是形状圆润，重量可达500克左右。白嫩少籽的果肉具有柔滑的口感，微微散发苹果般的甘甜。几乎没有涩味的"绸皮茄"无论采用哪种烹饪方法都美味可口。



The Kinukawa Eggplant Committee of Saijo City, Ehime Prefecture was established as part of Aeon's Food Artisan project, which strives to inherit traditional foods and skills through partnerships with producers who are working to preserve local specialties.

永旺在"Food Artisan（食品匠人）"活动中设立了"爱媛县西条市绸皮茄委员会"，与守护乡土风味的生产者们携手合作，努力推动传统食材和技艺的传承。

http://www.foodartisan.jp/

Illustration by AYA COHARU

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Cover Art by KAORI ISHIZAKA

A collage artist who breathes life into a piece by cutting and pasting materials from day-to-day life that may otherwise be discarded. For this special feature, the collage expresses how the entire globe is working together toward the "future" and the goal to pursue "sustainability."

剪贴日常生活中容易丢弃的材料，为作品注入鲜活气息的拼贴画艺术家。作品展现了整个地球为追求"未来"、"可持续性"的目标携手努力的景象。

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VEGETABLE OIL INK

SPECIAL FEATURE 特集

Creating a Sustainable Society Through Shopping:

Aeon's Initiatives Helping to Achieve SDGs

Aeon is promoting sustainable management that aims to achieve both corporate growth and social development while responding to changes in the social environment and business environment. In 2011, Aeon formulated the Aeon Sustainability Principle, and in April this year the Aeon Sustainable Procurement Policy and Sustainable Procurement Goals for 2020, to promote initiatives that contribute to the solution of social problems through day-to-day business activities. These are also in line with the Sustainable Development Goals (SDGs) adopted by the United Nations. This issue features Aeon's initiatives to change the future through shopping by introducing concrete cases. The interview with Masaaki Kobayashi, Vice-Minister, Ministry of the Environment provides insight on the significance of SDGs and how the government is responding, along with expectations of corporations.

通过购物创建可持续发展型社会

—实现SDGs的永旺举措—

永旺在应对社会环境和经营环境变化的同时，以实现企业与社会的协同发展为目标推进可持续经营。2011年制定了"永旺可持续发展方针"，今年4月又制定了"永旺可持续采购方针"及"2020年目标"，通过日常的事业活动，大力推进各项举措以解决社会课题。这些举措均符合联合国通过的可持续发展目标(SDGs)。本期将结合具体事例向大家介绍永旺推出的、通过购物改变未来的各项举措。卷首访谈中，我们就SDGs的意义、政府的动向和对企业的期待等问题，采访了环境省环境事务次官小林正明先生。

SDGs: 17 goals to transform the world 改变世界的17个目标

In September 2015, the Sustainable Development Goals (SDGs) were adopted at the United Nations Sustainable Development Summit held in New York. The SDGs outline 17 goals and 169 targets for which all nations must mobilize efforts by 2030. The goals and targets officially came into effect on January 1, 2016, and nations around the world have begun working toward their achievement.
2015年9月在纽约召开的"联合国可持续发展峰会"通过了可持续发展目标(SDGs)。这一目标提出了到2030年前所有国家均必须努力达到的17个目标和169个具体目标。SDGs于2016年1月1日起正式生效，全世界各国正为实现目标启动各项举措。

1. 无贫穷 **2.** 零饥饿 **3.** 良好健康与福祉 **4.** 优质教育 **5.** 性别平等 **6.** 清洁饮水和卫生设施 **7.** 经济适用的清洁能源 **8.** 体面工作和经济增长 **9.** 产业、创新和基础设施 **10.** 减少不平等 **11.** 可持续城市和社区 **12.** 负责任消费和生产 **13.** 气候行动 **14.** 水下生物 **15.** 陆地生物 **16.** 和平、正义与强大机构 **17.** 促进目标实现的伙伴关系

Illustration by YUKARI MIYAGI

Masaaki Kobayashi
小林正明

Building a New Society with the Government, Corporations and the People Working as One

Here to provide insight on the significance of having established the Sustainable Development Goals (SDGs) and the status of initiatives being taken in Japan along with the expectations of corporations is Masaaki Kobayashi, Vice-Minister, Ministry of the Environment.

国家、企业、民众齐心协力建设新社会

环境省环境事务次官小林正明将和大家分享制定可持续发展目标(SDGs)的意义、日本目前采取的举措以及对企业的要求。

"Partnership beyond field is the key to achieve SDGs"

"为达成SDGs，跨越领域的伙伴关系对实现目标至关重要"

Profile

Vice-Minister, Ministry of the Environment
Joined the Ministry of the Environment in 1979. Consecutively served as Director General of Environmental Management Bureau, Director General of Environmental Policy Bureau, and Vice Minister for Global Environment Affairs and assumed the present post in June 2016.

环境省环境事务次官。
1979年进入环境厅，曾担任水和大气环境局局长、综合环境政策局局长、地球环境审议官，2016年6月起任现职。

It is important to have a broad perspective on the "environment" and collaborate with people in a wide range of fields

The Sustainable Development Goals (SDGs) were unanimously adopted by more than 150 member states at the United Nations Sustainable Development Summit held in September 2015. This marked a historic turning point for the world and is significant for the fact that all states are required to take action from their respective positions, rather than having the developed nations take the initiative to fulfill responsibilities, as in the past for resolving issues on a global scale.

The SDGs outline 17 goals and associated 169 concrete targets, and an approach integrating economic, social and environmental factors is essential in addressing these goals and targets. Furthermore, emphasis should be placed on the interlinkage and interconnection of multiple goals in the endeavor to achieve concrete goals, rather than aiming to realize goals individually. The Japanese Government is promoting initiatives that involve all ministries and agencies to deal with SDGs covering a wide range of fields, and the Ministry of the Environment is looking to play a central role. This is because addressing environmental issues will also surely lead to solutions for economic and social issues.

The Ministry of the Environment is currently focusing its efforts in two areas. The first is responding to climate change. Japan has set a goal to reduce greenhouse gas emissions by 80% by 2050, and aims to build a society that does not allow the progression of global warming. The second area is coexistence with nature. The Ministry is rolling out the "Project: Connecting and Supporting Forests, the Countryside, Rivers and the Sea," in order to protect the interconnection of forests, the countryside, rivers and the sea, and to enjoy their benefits in the future.

In carrying out these initiatives, it is important to first have a broad perspective on the "environment." Since the times when pollution and environmental destruction received extensive coverage, the fields that must be captured continue to expand, and recent issues include environmental conservation on a global scale as well as the creation of a recycling society. Moreover, collaboration and cooperation are also required to advance the initiatives. It is essential to gain the cooperation of people in various fields because the coverage of SDGs is so extensive. That is why the Ministry of the Environment is building stronger partnerships than ever before with the business circle, as well as academics and NPOs. A stakeholders meeting was held three times in fiscal year 2016, gathering experts from various circles. Through active exchange of opinions and information, the advanced initiatives being taken in the business circle were shared, and we hope that this will accelerate collaboration that extends beyond individual fields.

Transforming lifestyles will realize a carbon-free society

Japanese companies have produced a large number of quality products and services and have greatly evolved the business until now, by demonstrating technological and development capabilities in the case of the manufacturing industry and the ability to respond directly to consumers in the case of the retail and service industries. Based on these experiences, I hope to see the companies make the most of their unique strengths and work together with the stakeholders to find measures that lead to resolving multiple challenges associated with SDGs.

Aeon has a long history of promoting sustainable production and consumption through business operations, and working toward coexistence of nature and society among other things, and the company has the know-how based on experience and support from many customers. And with a broad business field and many business partners in procurement and other areas, the leading role that it plays will no doubt have a major impact on society. If we are to realize a society without CO_2 emissions in the future, it means that revolutionary changes must be made in people's lifestyles. What was considered the norm in the past will no longer be acceptable, and products and services developed by using new processes and materials will be sought. I hope that Aeon will unite efforts with business partners and propose new values and services to consumers. I believe that if the government, corporations and the people work as one, we will surely see the advent of a sustainable society.

以开阔的眼界审视"环境"，与各领域人士合作至关重要

在2015年9月举行的"联合国可持续发展峰会"上，150多个成员国一致通过了可持续发展目标(SDGs)。该目标并不像过去那样在发达国家的主导下解决全球性问题，而是要求所有国家站在各自的立场上采取行动，这可以说是历史性的转折点，具有深远的意义。

SDGs制定了17个目标和与之相对应的169个具体目标，综合考虑经济、社会、环境因素给予解决的思路至关重要。此外，在实现具体目标的过程中，不是各个击破，而是在关注多个目标的相关性和关系的基础上开展工作。针对跨多个领域的SDGs，日本政府采取了涉及所有省厅的举措。由于研究环境问题必然涉及到解决经济和社会问题，因此环境省希望发挥主要作用。

环境省目前正致力于两大重点课题。一是气候变化对策：提出了到2050年将温室效应气体减少80%的目标，力求建设阻止全球变暖的社会。二是与自然和谐共存：开展"维系和支撑森林、村庄、江河、海洋"项目，保护森林、村庄、江河、海洋的平衡，让子孙后代继续享受大自然的恩泽。

在开展相关工作时，首先要重视以更广阔的视野去思考"环境"。在公害和自然破坏闹得沸沸扬扬的时代，要更加全面地看待和了解全球环保和形成循环型社会等相关领域的情况。此外还需要联手协同开展工作。由于SDGs涉及广泛，因此与各领域人士的合作不可或缺。鉴于此，环境省加强了与商界人士以及专家学者、NPO的伙伴关系，于2016年度邀请各界专家学者召开了三次利益相关方会议。希望各方积极交换意见和信息，共享商界的先进经验，加快跨领域的合作步伐。

通过改革生活方式实现无碳社会

过去，日本的制造企业凭借技术能力和开发能力，零售企业和服务企业凭借直接与消费者打交道的能力来大量创造更加优质的产品和服务，从而推动业务发展。我们期待企业运用这些经验，发挥各项优势，与利益相关方合作开展工作，从而制定出有助于解决SDGs多项课题的对策和方法。

永旺在通过业务致力于可持续生产和消费、与自然和社会和谐共存等方面具有悠久历史，同时还拥有在众多顾客的支持下开展工作的经验。由于业务领域广泛，采购等业务伙伴众多，因此永旺发挥的带头作用必然会对社会造成巨大影响。今后实现不排放CO_2的社会意味着人们的生活方式必然发生革命性的变化。不仅要与时俱进，还需要利用新的工艺和材料开发产品和服务。希望永旺能够联合业务伙伴，向消费者提供新的价值观和服务。相信政府、企业、民众团结一心必将迎来可持续发展的社会。

History

Stores at the Heart of the Community
让店铺成为当地社区的中心

This section features the evolutionary history of Aeon's efforts toward achieving both corporate growth and social development.

Contributing to further community development together with the customer

In the 1960s, Takuya Okada (present Honorary Chairman and Adviser) who was then President of Okadaya, the predecessor organization of Aeon, felt an unusual change in the global environment when he noticed that the nandina heavenly bamboo flowers in the garden of his home had stopped blooming. With pollution as a byproduct of economic growth becoming a social issue, he felt a sense of crisis over how the bounty of nature which is the source of wealth was being lost, and began to ponder on the mission of a retailer and its ideal image.

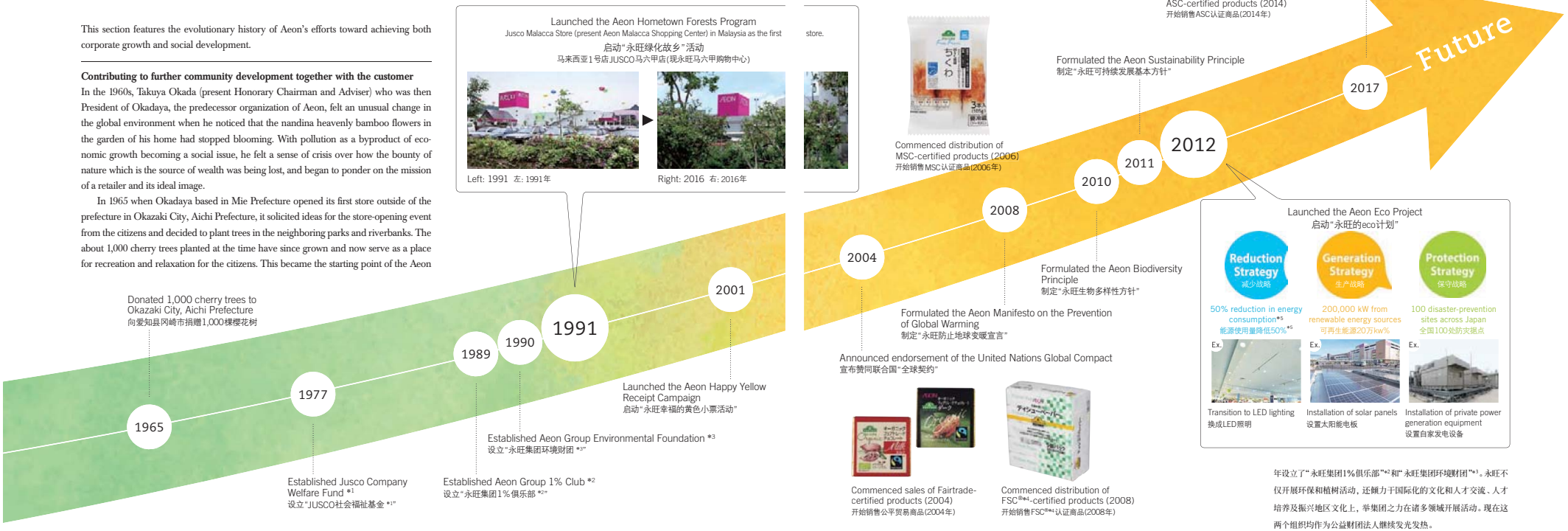
In 1965 when Okadaya based in Mie Prefecture opened its first store outside of the prefecture in Okazaki City, Aichi Prefecture, it solicited ideas for the store-opening event from the citizens and decided to plant trees in the neighboring parks and riverbanks. The about 1,000 cherry trees planted at the time have since grown and now serve as a place for recreation and relaxation for the citizens. This became the starting point of the Aeon Hometown Forests Program, the tree planting activity on store premises that has continued for 25 years. The participating members of the community and employees come to realize the importance of nature through tree planting, and the activity allows trees, people and stores to grow together. People in the community gather at the stores with lush greenery and share a peaceful sense of joy. These stores then become the heart of the community and make further contributions to the development of the area. This is none other than the implementation of the Aeon Basic Principles.

Aeon has since actively promoted CSR activities by always having the store as the starting point, to carry through its corporate stance. Aeon Group 1% Club*2 was established in 1989, and Aeon Group Environmental Foundation*3 in 1990, as organizations to ensure long-lasting activities. The Group united its efforts to promote activities not only in environmental conservation and tree planting, but also in a range of fields including cultural and personnel exchange as well as human resource development both at the international level, and promotion of local cultures. Today, both organizations continue to fulfill their roles as public interest incorporated foundations.

In 2004, in order to conduct business management based on global standards, Aeon announced its endorsement of the United Nations Global Compact, a global framework for achieving sustainable growth. Aeon was the first retailer in Japan to participate in the United Nations Global Compact. Furthermore, based on the idea that stores themselves must be friendly to the global environment, Aeon announced the Aeon Manifesto on the Prevention of Global Warming and became the first retailer in Japan to set specific numerical targets for CO_2 emissions reduction. This led to initiatives to reduce emissions at stores throughout Japan and facilities and services, such as introducing energy-saving equipment at stores throughout Japan and stopping the distribution of free shopping bags. With the cooperation of customers, Aeon achieved the CO_2 reduction target of approximately 1.85 million tons. In 2012, Aeon moved forward in its endeavors and launched the Aeon Eco Project that set numerical targets for 2020. Besides making further progress in energy reduction activities, Aeon is also working to expand its functions as a disaster prevention facility.

In addition to activities at stores, since the 2010s, Aeon has stepped up efforts in sustainable management in order to realize both the growth of the Group and the development of society. In 2011, Aeon formulated the Aeon Sustainability Principle. Then in April this year, Aeon announced the Aeon Sustainable Procurement Policy and Sustainable Procurement Goals for 2020 with regard to agricultural, livestock and fishery products as well as paper, pulp, timber, and palm oil. The Policy is positioned as an effort to continue providing truly "safe and secure" products to customers and to work toward Sustainable Development Goals (SDGs).

Aeon will promote these activities through a concerted effort of the Group, and together with customers and business partners, strive to contribute to solving social issues through business activities.



沿着企业和社会共同发展的路线前进

与顾客携手为推动地区发展做贡献

1960年代，时任冈田屋(永旺前身之一)社长的冈田卓也(现任名誉会长顾问)从自家庭院种植的南天竹不再开花的现象感受到地球环境的异常变化。在随着经济发展所产生的公害已然成为社会问题的背景下，冈田卓也社长对作为富裕之源的自然恩惠不断丧失的问题产生了危机感，于是开始思考零售业的使命和应有的姿态。

1965年，以三重县为基地的冈田屋首次在三重县以外的地方——爱知县冈崎市开店，在征集市民的意见后，决定在新店揭幕仪式时去附近的公园和河堤植树。随着时光的流逝，当时种下约1,000棵樱花树的地方已成为市民们的休憩之地。这便是有25年历史的、在店铺周边植树的"永旺绿化故乡"活动的原点。参加植树活动的民众和员工借此了解自然的重要性，形成树、人、店铺共同成长的格局。民众聚集在绿意盎然的店铺分享和平的喜悦，而店铺则作为社区的中心为推动地区发展做贡献。这正是对基本理念的践行。

随后，为了保持这一企业姿态，永旺以店铺为基点积极开展CSR活动。作为持续开展活动的组织，永旺分别于1989年和1990年设立了"永旺集团1%俱乐部"*2和"永旺集团环境财团"*3。永旺不仅开展环保和植树活动，还颇力于国际化的文化和人才交流、人才培养及振兴地区文化上，举集团之力在诸多领域开展活动。现在这两个组织均作为公益财团法人继续发光发热。

2004年，为了在国际标准下经营业务，永旺宣布赞同联合国"全球契约"这一旨在实现可持续发展的全球性框架，这是日本零售企业首次参与该框架。此外，基于店铺本身必须环保的考虑，永旺于2008年发表了"永旺防止地球变暖宣言"，这也是日本零售企业首次制定出CO_2减排的具体数值目标。永旺通过在全国店铺引进节能设备、停用免费塑料袋等举措，从设备、服务两个方面致力于店铺CO_2减排，在顾客的配合下，实现了大约185万吨的减排目标。不仅于此，永旺还于2012年启动"永旺的eco计划"，制定了截止2020年的数值目标。除了不断推出新的能源削减对策外，永旺还致力于扩充店铺作为防灾据点的功能。

除店铺外，永旺还从2010年代开始致力于兼顾企业和社会发展的可持续经营，于2011年制定了"永旺可持续发展方针"，并于今年4月发布了涉及农产品、畜产品、水产品、纸·纸浆·木材、棕榈油的"永旺可持续采购方针"及"2020年目标"。这些举措不仅有助于向顾客提供真正"安全、安心"的商品，还适用于可持续的发展目标(SDGs)。

永旺正举集团之力开展各种活动，力求与顾客和合作伙伴携手通过事业活动，为解决各种社会课题做出贡献。

*1 Present Aeon Welfare Fund *2 Present Aeon 1% Club Foundation *3 Present AEON Environmental Foundation
*1 现永旺社会福祉基金 *2 现(公益财团法人)永旺1%俱乐部 *3 现(公益财团法人)永旺环境财团

*4 Abbreviation for Forest Stewardship Council® *5 Compared to FY2010
*4 Forest Stewardship Council®(森林管理委员会)的简称 *5 对比2010年度

1, 2. Fish farm and producer (Norway) of ASC-certified Atlantic salmon
ASC认证的大西洋鲑鱼养殖场和生产者(挪威)

3. Visit by Crown Princess Victoria of Sweden to see the Fish Baton sales section (Aeon Style Himonya)
视察"Fish Baton"卖场的瑞典维多利亚王储(Aeon Style碑文谷)

Products

Passing on Valuable Fishery Resources to the Next Generation

将宝贵的水产资源传给下一代

As a solution on a global scale is sought in light of depleting fishery resources, Aeon has promoted measures together with business partners from early on to protect, raise and pass on fishery resources to the next generation.

水产资源日渐枯竭，人们需要在全球范围内解决这一问题。在这一背景下，永旺很早起便与交易伙伴合作采取措施保护和发展水产资源，为下一代谋福利。

Providing meals with certified products that protect and raise the gifts from the sea

In light of the rising health consciousness and improving standards in people's diets across the globe in recent years, the global consumption of fishery products has doubled compared to the 1960s. More than 6,000 species of fish are currently on the verge of extinction because of overfishing beyond the optimal level, coupled with effects such as the rise in sea temperatures due to global warming and marine pollution. This situation has also had an impact on Japan, and in January this year, serious issues have surfaced such as a record low catch of Japanese common squid. Aeon considers that as a retailer, its mission is "to continue providing fresh and delicious fish in season to the customer." So in 2006, it became the first retailer in Asia to begin distributing products with Marine Stewardship Council (MSC*1) certification.

MSC certification is granted to natural seafood caught with fishing methods with consideration to sea life and the environment, so as to prevent overfishing and depleting the fishery resources. On the other hand, the Aquaculture Stewardship Council (ASC*2) certification is granted to aquacultured seafood raised with consideration to factors such as water quality and the local ecosystem. Aeon also began distributing ASC-certified products in 2014. Because Aeon is committed to providing these certified products with high freshness to the customer, it has also acquired the CoC*3 certification for processing and distribution management of products. In order to avoid products with MSC and ASC certification getting mixed with other products, the CoC certification requires a strict process management from purchasing to sales. Its screening standards are very strict and obtaining the certificate is difficult. Therefore, only a small number of retailers in Japan have obtained the certification, with Aeon being the only major company with business operations nationwide. By having the CoC certification, Aeon can purchase fresh certified fish as a whole, process it for example into sashimi or fillets at the store's kitchen, and sell it as its own product with the MSC or ASC certification label. Customers can indirectly support the conservation of the global marine environment by purchasing products with these certification labels.

Aeon is also stepping up efforts in product development. For example, TOPVALU Gurinai Natural MSC-certified Mackerel (Lightly Salted) launched in March this year responds to the needs of health conscious consumers by making it less salty compared to conventional salted mackerel, making it a product that can be arranged into dishes such as a western-style sauté. The product is being sold at about 1,000 Group stores throughout Japan.

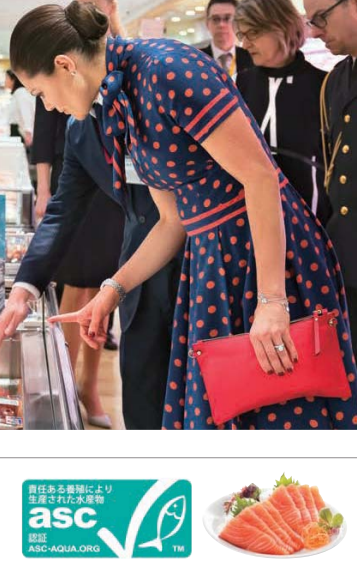
将保护和孕育海洋恩泽的认证商品摆上餐桌

近年来，随着各国民众健康意识和饮食生活水平的提高，全球水产品的消费量增至1960年代的两倍。在持续超量捕捞、气候变暖导致海水温度上升以及海洋污染等的影响下，目前全球有6,000多种鱼类面临灭绝危机。日本也受到波及，鱿鱼的捕捞量在今年1月创下历史新低，情况不容乐观。永旺认为"不断向顾客提供新鲜、美味的时令鲜鱼"是零售企业的使命，2006年，永旺成为亚洲首家销售海洋管理委员会(MSC*1)认证商品的零售企业。

MSC认证的对象是在保护海洋生物和环境的基础上捕捞的天然水产品，目的是避免水产资源的过量捕捞和枯竭。与之相对应的是水产养殖管理委员会(ASC*2)认证，该认证的对象是在保护水质和当地生态系统等的基础上培育的养殖水产品，永旺从2014年开始销售ASC认证商品。永旺致力于为顾客提供高度新鲜的认证商品，并取得了与商品加工和物流管理相关的CoC*3认证。CoC认证对采购到销售的过程进行严密管理，为了防止MSC和ASC认证商品与其他商品混淆，其审查标准非常严格，获取和长期持有都十分困难，因此日本获得该认证的企业并不多，在全国开展业务的大型企业仅永旺一家获得该认证。由于获得了CoC认证，因此永旺能够采购所有这些通过认证的鲜鱼，然后在店内加工成刺身和鱼块，并贴上MSC或ASC认证标签作为自有商品销售。顾客购买这些贴有认证标签的商品，又间接起到了支持保护全球海洋的作用。

此外，永旺还积极致力于商品开发。例如今年3月发售的TOPVALU Gurinai Natural的"MSC认证鲐鱼(淡盐口味)"就比过去的咸鲐鱼清淡，既顺应了消费者的健康意识，又符合西式嫩煎等的需求。该商品目前在全日本1,000家集团店铺销售中。

TOPVALU Gurinai Natural MSC-certified Mackerel (Lightly Salted)
TOPVALU Gurinai Natural MSC认证鲐鱼(淡盐口味)



TOPVALU ASC-certified Raw Atlantic Salmon (Aquacultured) for Sashimi
TOPVALU ASC认证用于制作刺身的大西洋生鲑鱼(养殖)

Appealing the deliciousness and characteristics of products with a dedicated sales corner

The certified mackerel processed into MSC-certified Mackerel (Lightly Salted) is caught in season and therefore larger in size and tasty with plenty of fat compared with mackerel in general. To allow customers to enjoy the natural juicy taste of mackerel, the fish is quickly frozen right after it is caught, with its freshness preserved during transportation. However, the tastiness and the meaning of products with MSC and ASC certification are not well known in Japan. Therefore in 2015, Aeon began installing a dedicated sales corner for the certified products called Fish Baton within the seafood section, with an aim to raise awareness and enhance sales of certified products. Rather than proposing different ways to enjoy a product for example as sashimi or grilled fish, this corner offers only certified products to appeal their tastiness and characteristics and sends a message about "passing on fish and other valuable fishery resources to the next generation."

This initiative has received much attention in Japan as well as from overseas where both certifications already have high awareness. In April this year when the Crown Princess Victoria of Sweden who advocates Sustainable Development Goals (SDGs) came to Japan, she visited Aeon's Fish Baton sales corner to deepen her role in relation to the sustainability of fishery resources. Her Royal Highness showed great interest and concern such as for the concept behind the sales corner, how Aeon is working to promote the initiative through cooperation with business partners, as well as how the sales corner is designed.

Aeon is committed to continuing its efforts in sustainable seafood procurement with an aim to make certified products a familiar part of day-to-day meals and to pass on the limited gifts from the sea to the next generation.

在专门卖场宣传商品的美味和特点

加工成"MSC认证 鲐鱼(淡盐)"的认证鲐鱼都是应季捕捞，因此个头比普通鲐鱼大，而且肉肥味美。为了保留鲐鱼原本的多汁口感，捕捞后立即速冻，以便在运输过程中保持新鲜，但日本的消费者并不太了解MSC和ASC认证的意义以及商品的美味。鉴于此，为了提高认证商品的认知度并加强销售，永旺于2015年在水产卖场内设置了专门销售认证商品的卖场"Fish Baton"。"Fish Baton"并非根据刺身、烤鱼等吃法设置的区域，而是只汇集认证商品的卖场，除了宣传认证商品的美味和特点外，还宣扬"将鱼这种宝贵的水产品传给下一代"的理念。

这一举措受到日本国内以及MSC和ASC认证较为普及的海外的巨大关注。今年4月，为了深化与海洋资源的可持续性相关的自身职责，支持扩大SDGs的瑞典维多利亚王储在访日期间视察了永旺的"Fish Baton"卖场，对卖场的理念、与供应商合作的情况以及卖场的建设等表现出极大的兴趣和关心。

为了让认证商品非常自然地摆上餐桌，永旺将采取措施进行可持续的水产品采购，力求将有限的海洋资源传给下一代。

*1 Abbreviation for Marine Stewardship Council *2 Abbreviation for Aquaculture Stewardship Council *3 Abbreviation for Chain of Custody
*1 Marine Stewardship Council的缩写 *2 Aquaculture Stewardship Council的缩写 *3 Chain of Custody的缩写

System

Connecting Wishes to Support the Country and Community through Shopping

通过购物实现支援国家和地区发展的愿望

There may be quite a number of people who wish to participate in activities contributing to the community and environmental conservation, but are not able to take action because they cannot find the chance or do not know how they can participate. Aeon has created systems that allows customers to easily participate in these activities through daily shopping and aims to build a society in which everyone can support each other.

或许有很多民众想参加地区公益或环境保护活动，但却因为没有机会、不知道如何参加等原因而无法付诸行动。永旺正在建立让顾客通过平时购物能轻松参与这些活动的机制，力求建设大众相互支持的社会。

Bridging customers who "want to support" with organizations in need of support

Aeon stores offer customers the "chance" to easily participate in activities contributing to the community. In addition to the tree planting conducted together with the customers and events to raise awareness on issues such as disaster prevention, environment and food loss, various other chances include the use of Local WAON to donate a part of the proceeds from sales to activities such as vitalizing the local economy and promoting tourism. In particular, the Aeon Happy Yellow Receipt Campaign being promoted since 2001 is a system that allows customers to support the community in which they reside through their shopping.

On the 11th of every month, customers who shop at Aeon stores receive "yellow" receipts. The customers place them in special boxes in the store. The boxes are labeled with the name of an organization in the community and details of its activity, and the customers can choose a box of the organization that they want to support. Aeon then contributes goods equivalent to 1% of the total amount of receipts placed in the box to support the organization's activities. Volunteer organizations in the community can inform local residents about their activities and appeal for support, while the customers can learn about the activities of organizations through the Campaign. In other words, through this system Aeon is connecting the wishes of customers who "want to support the community" with organizations in need of support.

A cumulative total of around 260,000 organizations*1 have registered to receive support through the Campaign, including those engaged in activities to promote welfare, to promote environmental preservation and education, to promote urban development, to advance arts and culture, and to enhance the health and safety of children. With the cooperation of many customers, the goods donated have reached an amount equivalent to around 3.1 billion yen*2. The Campaign has now expanded from Japan to China, Thailand as well as Cambodia. Together with the customers, the circle of support is spreading in an effort to develop the community.

对接顾客"想要支援"的愿望与团体需要支持的需求

永旺的店铺内提供能让顾客轻松参与社会公益活动的"机会"。除与客户携手举办的植树活动、防灾、环保、浪费食物问题等启蒙活动外，还能活用"地区WAON卡"捐赠部分消费金额给刺激地区经济活力、振兴旅游等自治体活动，内容可谓丰富多彩。其中，顾客通过自身购物行为支援所在地区的机制是于2001年启动的"永旺幸福的黄色小票活动"。

每月11日，当天在永旺店铺购物的顾客会收到一张"黄色"的收银条小票。顾客将这张小票投入店内设置的专用盒。盒子上标有当地志愿者团体的名称和活动内容，顾客可以选择想要支援的团体对应的投票盒。永旺将相当于盒中小票总金额1%的物品赠送给投票盒上标注的团体，为该团体开展活动提供帮助。通过这项活动，当地的志愿者团体能够通知当地顾客活动内容并寻求支持，而顾客也有机会了解团体的活动情况。也就是说，永旺将志愿者团体需要支持的需求和顾客"想要支援当地团体"的愿望联系到了一起。

A family takes part in the Aeon Happy Yellow Receipt Campaign
全家参加"永旺幸福的黄色小票活动"

Aeon and Unicef Safe Water Campaign realized access to safe water ©unicef
"永旺・联合国儿童基金会安全供水活动"后使用上了安全的水©unicef

Fostering children leading the next generation through donations and sales of mineral water

Aeon also promotes a campaign that supports the development of children overseas through water purchased by the customer.

With an aim to expand the educational opportunities of children in developing countries and backed by the belief that education is essential to realize a peaceful society, Aeon 1% Club Foundation launched the School Construction Support Project in five Asian countries starting in 2000. In extending the support, it became clear that children in some areas of Cambodia, Laos and Myanmar could not attend class even after schools were built because they have to spend time collecting water from remote sources. In addition, water from sources such as ponds or rivers with sanitary problems is being used for daily life. Therefore, in order to support the health and education of these children and to build water supply infrastructure, Aeon together with the Japan Committee for Unicef have been carrying out the Aeon and Unicef Safe Water Campaign since 2010. Donations are collected at Aeon Group companies, stores and business locations throughout Japan during the Campaign period. Also, for every purchase of a bottle of TOPVALU Natural Mineral Water (500ml) by the customer, a five-yen donation is made. The Campaign is designed to easily encourage many customers to take part.

The total amount of donations from customers, an equivalent in donations from Aeon, and donations from product sales is presented from Aeon to the Japan Committee for Unicef. The fund is used to build water storage and supply infrastructure in the towns and villages where the children live. More than 490,000 people*3 in the three countries now have access to safe water, and the children's attendance at school has improved. The goodwill of customers in Japan is linked to fostering the sound development of children in developing countries.

To fulfill its role as a member of the local and international communities and besides enriching the lives of customers through shopping, Aeon is constantly asking what it can do as a retailer with an aim to create a bright future full of smiles.

通过募捐和销售矿泉水帮助肩负新时代发展的儿童成长

永旺还开展通过顾客购买矿泉水支援海外儿童成长的活动。

为了充实发展中国家儿童的教育机会，(公益财团法人)永旺1%俱乐部秉承"实现和平社会必须开展教育"的思想，于2000年起在亚洲5个国家启动"学校建设支援"活动。推进支援工作的进程中，在柬埔寨、老挝、缅甸的部分地区，虽然学校建好了，但有的儿童还是会因为要去偏远地区取水而耽误了上学。此外，生活用水也使用池塘、河流等存在卫生问题的水。为了这些儿童的健康和教育，永旺从2010年起与(公益财团法人)联合国儿童基金会日本委员会合作开展了"永旺・联合国儿童基金会安全供水活动"来建设供水设施。活动期间在全日本永旺各集团公司的店铺和事业所进行了募捐。此外，顾客每购买一瓶永旺自有品牌"TOPVALU"的天然矿泉水(500ml)，永旺便捐赠5日元。这样就方便了更多顾客参与活动。

永旺将募捐所得和销售商品产生的捐款全部捐赠给联合国儿童基金会日本委员会，用于在孩子们生活的村庄和城镇修建蓄水和供水设施。目前已让3个国家超过49万*3民众使用上安全水，儿童的上课率也得到了改善。日本的顾客和员工的善意为发展中国家儿童的健康成长提供了帮助。

永旺不仅通过购物丰富顾客的生活，为了作为一名地区社会和国际社会的成员发挥作用，还将时刻思考身为零售企业的职责，迎接充满喜乐的光明未来。

*1, 2 As of the end of February 2017 *3 As of the end of March 2017
*1,2 截止2017年2月底 *3 截止2017年3月底

美味礼赞

Epicurean Delights

Food is what sustains a healthy life and is also culture portraying the natural features and values of each country.
Where there is delicious food, there are people full of smiles.
This issue features epicurean delights that bring smiles to the people of Japan, China and ASEAN(Vietnam), cool and refreshing local cuisine.

饮食是让我们渡过健康生活的必要粮源，也是可以显示出各国风土和价值观的文化。并且有美食的场所，洋溢着人们的笑脸。
本期向大家介绍给人们带来笑脸的日本、中国、东南亚的"凉爽的乡土料理"美味礼赞。

JAPAN

Hiyajiru 冷汁

【 Healthy summer food garnished with condiments 】
放有佐料的夏天的健康食

Hiyajiru or cold soup is a summer dish enjoyed in various parts of Japan. The preparation method varies from region to region. In Miyazaki Prefecture, ground sesame, flakes of grilled fish, and lightly toasted miso are diluted with a broth and chilled. Tofu, myoga ginger, green shiso and other condiments are added, and the soup is poured over a bowl of steaming hot white or brown rice and served.

作为夏天的料理，日本各地都存在"冷汁"。根据地区制作方法不一样，在宫崎县使用碎芝麻、烤鱼肉末、烤焦味噌放到高汤缓冲之后冷却。再加上豆腐、襄荷、青紫苏等，浇在热腾腾的米饭和麦饭上面吃。

Marinated Jellyfish 凉拌海蜇

【 A seafood delicacy with an appealing texture 】
口感为魅力的海鲜美味

Marinated Jellyfish is a standard appetizer in Chinese cuisine. The waters off Dalian have been a popular fishing ground for jellyfish since more than 1700 years ago, and this jellyfish preserved in salt is a preferred choice. Characterized by a crunchy texture, it has been a familiar traditional ingredient for many years.

凉拌海蜇为中国料理普遍的小菜。从超过1700年前开始在海蜇渔业繁盛的大连海域捕捞的海蜇的腌制物受到喜爱。海蜇以脆嫩的口感为特征，是长期以来受到喜爱的传统食材。

CHINA

Goi Cuon "Goi Guon"

【 "Salad roll" offering a taste of home cooking 】
家庭的味道"包菜"

Goi Cuon, meaning "salad roll" in Vietnamese, is made by wrapping shrimp or meat with potherbs such as garlic chives, coriander and mint in rice paper dipped in water. It is served with a sour, salty-sweet dipping sauce and enjoyed in homes as a dish for celebrating birthdays.

越南语含有"包菜"之意的"Goi Guon"是把虾仁和肉，加上韭菜和香菜，薄荷叶等香味蔬菜放在水泡开的米纸包好的料理。沾上有酸味的甜辣酱吃即可食用。作为生日宴等庆祝宴的料理在每个家庭受到喜爱。

VIETNAM

AEON SUSTAINABLE ACTIVITIES

Jan.~Mar. 2017

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。

Social Contributions 社会贡献

High School Students Leading the Next Generation Participated in Mutual Exchange in Vietnam, Myanmar and Japan

Aeon 1% Club Foundation has conducted the Teenage Ambassador Program since 1990 to promote high school students in Asian countries and Japan to understand each other's country and deepen friendship by visiting each other's country. In January 2017, high school students from Vietnam visited Japan, and high school students from Mie Prefecture visited Vietnam in March. High school students from Hokkaido also visited Myanmar in November 2016, followed by a visit by students from Myanmar to Japan in February. A total of 64 students learned about the history and culture of each other's country through courtesy visits to governmental organizations and experiencing traditional crafts.

肩负下一代的高中生在越南、缅甸、日本相互交流

公益财团法人永旺1%俱乐部从1990年开始实施亚洲各国和日本的高中生以互访彼此国家加深相互理解和交流的"青少年大使"事业。2017年1月份越南的高中生访问了日本，3月份三重县的高中生回访了越南。2016年11月份北海道的高中生访问了缅甸，接着2月份缅甸的高中生回访了日本。这次共有64名学生通过对政府机关的拜访和传统工艺体验的活动，学习了彼此国家的历史和文化。

Students experiencing traditional craft at "Iga Kumihimo Center Kumihimo no Sato" (Mie Prefecture)
在"伊贺组纽中心组匠之乡"（三重县）体验了传统工艺

Aeon Presented Funds for Educational and Vocational Support for Persons with Disabilities in Asian Countries

On January 18, Aeon 1% Club Foundation held a presentation ceremony for the Asia Support Fund for Persons with Disabilities. A total of 31,117,502 yen was presented to the Association for Aid and Relief, Japan. This amount combined donations collected at around 8,000 locations including Group stores throughout Japan from November 5 to December 4, 2016, with an equivalent donation from the Foundation. The fund will be used for initiatives to support the economic, mental and social independence of persons with disabilities in Asian countries to have them more actively participate in society.

敬赠了面向亚洲各国残障者的教育·就劳支援募款

1月18日，公益财团法人永旺1%俱乐部实施了"亚洲残障者支援募款"捐赠仪式。从2016年11月5日至12月4日期间，在日本全国的集团店铺等约8,000家场所筹集到的募款，加上该财团腾出相同善款其总额达到3,111万7,502日元，永旺把这一募款捐赠给了NPO法人帮助难民之会（AAR Japan）。捐款将利用在亚洲各国的残障者可以在经济、精神、社会方面能自立生活，并能积极参与到社会的活动方面。

Environmental Preservation 环境保护

Aeon Achieved the Highest Rank in "DBJ Environmental Ratings" Based on Evaluation for Environmental Consideration

Aeon Co., Ltd. has achieved the highest rank in DBJ Environmental Ratings, a rating system developed by the Development Bank of Japan Inc. ("DBJ") to recognize excellent companies based on a score for environmental management. It also became the first retailer to receive a special award presented only to model companies with outstanding rating evaluations. Aeon was recognized for its endeavors, including establishing procurement guidelines on using resources, introducing Smart Aeon eco-friendly stores, and planting trees on the grounds of new stores for 25 years. Aeon will continue its pursuit to realize a sustainable society and also achieve growth as a Group.

为降低环境负荷的活动受到评价，荣获了"DBJ环境等级"中最高评价

永旺株式会社荣获了Development Bank of Japan Inc.(DBJ)对企业的环境经营度实施评分化并选拔优秀企业的"DBJ环境等级"中获得了最高等级评价。还在零售业举首次，荣获了仅对于等级评价杰出的高模范企业授予的特别表彰。制定资源利用的供应方针和引进削减环境负荷型店铺"Smart Aeon"，持续25年在新店开业时实施的植树活动等受到了评价。今后，兼顾实现可持续发展的社会和集团公司的成长而努力。

Join Hands and Foster the Power of Hometown "Nigiwai Tohoku" 连结、故乡的力量，"繁荣东北"

Aeon is conducting a variety of initiatives in partnership with people across Japan and around the world, from the Tohoku region as the starting point, to work toward a future filled with smiles.
永旺为了建设充满欢笑的未来，以东北地区为起点，与日本各地、世界各国的大家携手开展了各种各样的活动。

"Nigiwai Tohoku Fair" Held to Deliver Attractive Products from Tohoku

Aeon began rolling out the Nigiwai Tohoku Fair at 175 Aeon and Aeon Style stores mainly in the Tohoku and Kanto regions, starting on March 3. The Fair offered local products from prefectures in the Tohoku region, including cultured scallops from Mutsu Bay in Aomori Prefecture, and high-lycopene tomatoes from Iwaki City in Fukushima Prefecture. Some stores also held ceremonies inviting representatives from prefectures such as the governor. Furthermore, Aeon Compass Co., Ltd., the Group's travel agency, has also planned "Nigiwai Tohoku 'Spring in Full Bloom'" experience tours to enjoy the Tohoku region to the full. In an effort to recreate Tohoku, Aeon will step up efforts to introduce the charms of the region in and outside the country.

举办了把有魅力的东北特产品介绍给顾客的"活力东北展"

永旺在东北·关东为中心的"Aeon"、"Aeon Style"等175家店铺，从3月3日开始依次开展了"活力东北展"。销售了青森县陆奥湾养殖扇贝和福岛县Iwaki市产高含量番茄红素的西红柿等东北各县的产品以外，还在一部分店铺实施了知事等县代表参加的销售活动。此外，旅行公司的Aeon Compass Co., Ltd.推出了可尽情享受到东北的"活力东北「春烂漫」"之路线。今后，将继续介绍东北的魅力传达到国内外，并开展为实现东北创生的活动。

Top-level sales by Miyagi Governor Yoshihiro Murai (Aeon Itabashi Store)
由村井嘉浩宫城县知事实施的顶级推销（永旺板桥店）

Aeon Consolidated Financial Results

for the Fiscal Year Ended February 28, 2017

2017年2月期
永旺株式会社合并结算概要

Record High of 8.2 Trillion Yen in Operating Revenue, Operating Income Up in 6 Businesses

8.2万亿日元的营业收益再创历史新高，
六项事业实现营业利润增长

In the final fiscal year of the Aeon Group Medium-term Management Plan (FY2014 - 2016), Aeon saw the positive results of the ongoing business portfolio diversification in response to changing customer values and lifestyles.

In the General Merchandise Store (GMS) Business, new store openings and refurbishment of existing stores as well as "Mainichi Yoruichi (daily evening promotions)" and "Black Friday" were successful. Aeon Retail Co., Ltd. posted increases in both operating revenue and operating income as a result of factors such as improved gross profit margin owing to enhanced delicatessen products and the refurbishment of stores transferred from The Daiei, Inc. The Supermarket and Discount Store Business achieved a significant increase in operating income as a result of strong performance by Maxvalu companies promoting community-based management, in addition to The Daiei, Inc. improving performance by transforming its business structure. The Drugstore and Pharmacy Business posted increases in both operating revenue and operating income as a result of Welcia Holdings Co., Ltd. raising the percentage of drugstores offering prescription drugs and promoting 24-hour stores. Aeon also promoted common Group strategies such as the launch of WAON Point service, a Group-wide common point service for cash payments.

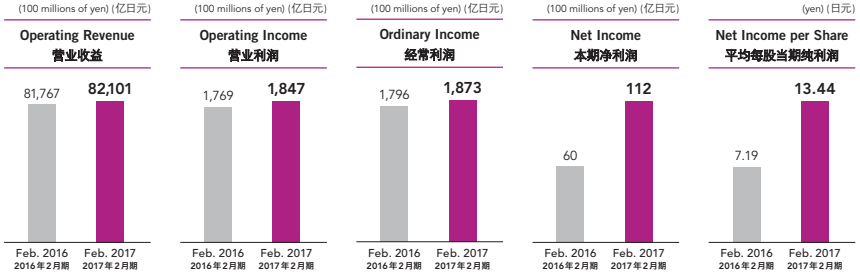
As a result of these initiatives, Aeon posted a record high in operating revenue for five consecutive fiscal years, higher operating income in six out of eight businesses, and an 87.3% increase in profit attributable to owners of the parent.

本期是"永旺集团中期经营计划(2014年度~2016年度)"的收官之年。集团积极应对顾客价值观和生活方式的变化，大力推进事业资产构成的多样化，相关举措的良好效果在业绩上得以显现。

GMS（综合百货超市）事业除开设新店及翻新现有店铺外，"每日夜市"、"黑色星期五"等举措也成功奏效。通过强化熟食商品以改善毛利率、翻新The Daiei, Inc.的继承店等方式，Aeon Retail Co., Ltd.呈现增收增益的好局面。食品超市・折扣店事业方面，除The Daiei, Inc.大力推进事业结构转变改善业绩外，开展地区紧密型经营的Maxvalu各公司的良好业绩使得事业整体的营业利润大幅增加。药品配药销售事业方面，Welcia Holdings Co.,Ltd.通过提升在店铺内同时设置配药服务的比率并推进24小时营业，实现了增收增益的好成绩。此外，集团还启动了应对现金购物的通用积分"WAON POINT"服务，大力推进集团共通战略。

在上述各项举措的推动下，集团营业收益5期连创新高，八项事业中有六项实现营业利润增长，归属控股公司股东的当期纯利润增长了87.3%。

Consolidated Financial Results 合并结算业绩



Financial Results by Business Segment[*1] 各事业业绩[*1]

(100 millions of yen) (亿日元)

Business 事业名	Operating Revenue 营业收益	YOY 前期比	Operating Income 营业利润	YOY 前期比
General Merchandise Store (GMS) Business GMS事业	30,122	106.1%	24	26.4%
Supermarket & Discount Store Business SM、DS事业	28,902	94.7%	312	147.9%
Small-sized Store Business 小型店事业	3,787	100.5%	27	219.4%
Drugstore & Pharmacy Business 药品配药销售事业	6,236	105.3%	220	118.6%
Financial Services Business 综合金融事业	3,720	104.1%	619	112.5%
Shopping Center Development Business 商业地产开发事业	3,159	116.1%	468	104.0%
Services & Specialty Store Business 一般服务、专卖店事业	7,656	103.3%	263	100.3%
International Business 国际事业	3,983	93.4%	-54	—
Consolidated Total[*2] 合并总计[*2]	82,101	100.4%	1,847	104.4%

*1 Past fiscal years' performance is revised in accordance with this fiscal year's accounting policy and indicators. 基于本年度会计制度和计算方法，对过往年份的业绩进行了修正。
*2 Consolidated total includes total for each business as well as other business performance and adjustments. 合并总计中除各事业合计外，还包括其他事业实绩及调整金额。

Aeon Group Medium-term Management Plan (FY2017 - 2019) 永旺集团中期经营计划 (2017~2019年度)

Reform existing business models, Establish new growth models, and Group companies achieve No. 1 in each business and region

实施现有事业模式的改革，同时确立新的发展模式，
集团各公司在各自的领域和地区成为No.1

■ **Completion of earnings structure reforms of existing businesses**
> Earnings structure reforms of Aeon Retail and Daiei

■ **贯彻落实现有事业的收益结构改革**
> Aeon Retail和Daiei的收益结构改革

■ **Group-wide structural reforms toward new growth**
> Reform of the Group's business structure
> Reform of business foundation

■ **实施集团结构改革，拓展新的发展空间**
> 集团事业结构改革
> 重建事业根基

Aeon has formulated the Aeon Group Medium-term Management Plan (FY2017 - 2019) with the fiscal year ending February 28, 2018, as the first year.

The first year is positioned as the year to focus on the "completion of earnings structure reforms of existing businesses," in addition to implementing organizational reforms to accelerate reform and growth strategies, formulating and executing new plans to reform logistics, IT and other business foundations, and launching Group-wide structural reforms toward new growth.

In earnings structure reforms of existing businesses, the GMS Business and Supermarket Business that make up the core of Group's retail business will place top priority on carrying out earnings structure reform of Aeon Retail Co., Ltd. and The Daiei, Inc. Aeon Retail Co., Ltd. is working to renew product classifications and develop sales floors according to life scenes and lifestyles. The company will promote efforts to improve gross profit margin and cost structure reform. The Daiei, Inc. will continue to focus on improving gross profit margin and productivity and aim to return to profit in the fiscal year ending February 28, 2018.

Further, Aeon will promote Group-wide structural reforms toward new growth. In the Retail Business, the food area will strengthen structures with regional orientation. Meanwhile, the apparel, housing and recreational, and other product areas will advance reforms to further enhance the level of product specialization. The Shopping Center Development Business, Financial Services Business, and Drugstore and Pharmacy Business will transform and evolve into a next-generation business type model. Aeon will also strengthen businesses in the service areas, such as entertainment, wellness and healthcare, to capture the expanding family expenditure for services, while strengthening the Discount Store Business to establish it as one of the Group's pillars, in response to the trend to economize among consumers.

At the same time, Aeon will reform the Group's business foundation by examining optimal logistics and IT foundations by business field, and subsequently develop common foundations wherever possible based on what is optimal for the entire Group. Aeon will enhance the earnings capacity in each business field.

As described above, in addition to ensuring the execution of earnings structure reform, the Aeon Group will work to establish new growth models and drive the Group toward new growth in FY2020 and going forward.

永旺将2018年2月期定为"永旺集团中期经营计划(2017~2019年度)"的首年。

在2018年2月期中，集团将重点致力于"贯彻落实现有事业的收益结构改革"，为加速改革和发展战略的步伐进行组织体制改革，同时制定并执行物流、IT等重建事业根基的计划，将这一期定位为面向全新发展启动集团结构改革的重要一年。

在现有事业的收益结构改革中，作为集团零售事业核心的GMS事业和食品超市事业方面，集团将把Aeon Retail Co., Ltd.和The Daiei, Inc.的收益结构改革作为最优先课题。Aeon Retail Co., Ltd.将重新调整商品分类，构建以生活场景和生活方式为主轴的卖场，同时致力于提升毛利率，推进成本结构改革。The Daiei, Inc.则继续将重点放在改善毛利率和生产效率上，目标在2018年2月期实现盈利。

此外，永旺还致力于推进集团结构改革以实现新的发展。在零售业的食品领域中，集团将强化以地区为主轴的体制，同时还将在服装、住宅休闲等商品领域大力推进改革以进一步提升专业性。商业地产开发事业、综合金融事业、药品配药销售事业将寻求革新与进步，向新一代商业模式转型。此外，集团还将抓住家庭服务开支增大的趋势，分别强化娱乐、健康、保健等各服务领域的事业，同时基于消费者的节约意识，将廉价销售事业确立为集团支柱之一，不断强化。

同时，在重建事业根基方面，集团将在各事业领域探讨最佳物流和IT基础上，以集团整体最佳的模式构建可共通的部分，努力提高各事业领域的收益能力。

永旺希望在踏实推进上述收益结构改革的同时确立新的发展模式，以促进集团2020年度后的全新发展。

Business Forecast for the Fiscal Year Ending February 28, 2018 2018年2月期的业绩预测

(100 millions of yen) (亿日元) Operating Revenue 营业收益	(100 millions of yen) (亿日元) Operating Income 营业利润	(100 millions of yen) (亿日元) Ordinary Income 经常利润	(100 millions of yen) (亿日元) Net Income 本期净利润	(yen) (日元) Net Income per Share 平均每股当期纯利润
83,000 (101.1%)	1,950 (105.6%)	1,900 (101.4%)	150 (133.3%)	17.90

GROUP NEWS

1/17 Aeon's Directly-operated Farm Obtains "Organic JAS Certification"

Aeon Agri Create Co., Ltd., managing 21 directly-operated farms in Japan, obtained the Organic JAS Certification as a production process manager of organic farm products at the Saitama Hidaka Farm, based on the Law Concerning Standardization, etc. of Agricultural and Forestry Products. The Farm will supply organic agricultural products with a rising need to Group stores in the Metropolitan area, mainly in Saitama Prefecture.

永旺直营农场取得了"有机JAS认定"

在日本全国21处运营直营农场的Aeon Agri Create Co., Ltd.的埼玉日高农场根据农林物质标准化及质量标志管理法规定的有机农作物生产工程管理者取得了"有机JAS认定"。把消费需求日益增高的有机农产品供应给以埼玉县为中心的首都圈的集团各店铺。

Saitama Hidaka Farm of Aeon Agri Create Co., Ltd.
Aeon Agri Create Co., Ltd. 埼玉日高农场

1/19 Aeon's Food Manufacturing and Processing Center Obtains Certification for Food Safety Management Standard

Aeon Food Supply Co., Ltd.'s Nagaizumi Center in Shizuoka Prefecture became the first retail group in Japan to obtain certification based on the JFS-E-C* Standard. The standard aims to realize a food safety management system that is applicable worldwide. Aeon will continue to ensure food safety management in order to deliver safe and secure products to customers.

永旺的食品生产・加工中心取得了食品安全管理标准认证

Aeon Food Supply Co., Ltd.长泉中心(静冈县)作为零售集团公司在日本举首次取得了"JFS-E-C*"规格认证。该规格是以可实施在全世界通用的食品安全管理标准为目的。今后，为给顾客提供安全・安心的商品将致力于食品安全管理。

* A food safety management standard originating in Japan operated by the Japan Food Safety Management Association, and established mainly by 18 food-related companies including Aeon Co., Ltd.
*是由包括永旺株式会社的食品相关企业18家公司为中心所设立的一般财团法人食品安全管理协会运营的发起于日本的食品安全管理规格。

Nagaizumi Center of Aeon Food Supply Co., Ltd.
Aeon Food Supply Co., Ltd. 长泉中心

Starting on March 22, Aeon successively launched up to 10 items of "TOPVALU Sandwich," planned and developed by the convenience store Ministop. By maximizing Ministop's planning capabilities and Aeon's merit of scale, the products will be sold at 4,800 Group stores throughout Japan.
从3月22日起，由便利店"MINISTOP"所企划・开发的"TOPVALU 三明治"以最多品种10种商品依次开始销售。最大利用了MINISTOP的企划力和永旺集团的规模效益，在日本全国的集团公司4,800家店铺开展。

Announcement of the Nadeshiko Brand
"Nadeshiko商标"发表会

2/20 Aeon Became the First General Retailer in Japan To Receive ISO 22301 Certification

Aeon Co., Ltd. received certification under the ISO 22301, the international standard for business continuity management (BCM) systems. Aeon has regularly conducted large-scale disaster drills, formulated the Aeon Group BCM Five-Year Plan, and formed the Aeon BCM Project to promote activities in disaster response and to maintain and improve business continuity capability in cooperation with Group companies and external partners, among other activities. Aeon aims to conduct efficient and effective operations of various activities closely associated with management.

在日本综合零售业举首次取得了"ISO22301"认证

永旺株式会社取得了业务连续性管理体系国际规格"ISO22301"认证。制定了持续实施的大规模防灾训练和"永旺集团BCM（业务连续性管理）5年计划"，永旺集团公司和外部企业携手推进的灾害对应和业务连续能力的持续改善的"永旺BCM计划"等，将实现与经营密切相关的各种活动的有效，有效率的运用为目标。

2/21 Aeon Co., Ltd. and Aeon Retail Co., Ltd. Recognized as"Health and Productivity Management Organizations"

Aeon Co., Ltd. and Aeon Retail Co., Ltd. were chosen as Health and Productivity Management Organizations (White 500). Under the recognition program, the Ministry of Economy, Trade and Industry and Nippon Kenko Kaigi select outstanding enterprises engaged in efforts for health and productivity management. Aeon's activities were evaluated, including the Health Management Declaration to ensure health care for its employees and families and to support the development of an employee-friendly environment.

永旺株式会社和Aeon Retail Co., Ltd.被评选为"健康经营优良法人"认定企业

永旺株式会社和Aeon Retail Co., Ltd.被评选为"健康经营优良法人(White 500)"。该制度是由经济产业省携手日本健康会议以选拔开展健康经营政策的优秀法人的一项制度。永旺所开展的支援员工和其家族的健康管理和创造良好工作环境的"健康经营宣言"等受到了评价。

Aeon's e-money "WAON" (Newly issued cards)
永旺的电子货币"WAON"卡（新发行）

Cumulative number of cards issued
Approx.64.5million
(As of the end of Mar. 2017)

累计发行数量
达到 6,450万张
(截至2017年3月底)

Issued on February 1
Tomachop WAON
2月1日发行
"Tomachop WAON"卡

Issued on February 13
Sapporo ❄ Snow Miku WAON
2月13日发行
"SAPPORO ❄雪miku WAON"卡

Issued on March 1
Suitan Smile WAON
3月1日发行
"Suitan Smile WAON"卡

Issued on March 29
Kumamoto Restoration WAON
3月29日发行
"熊本复兴WAON"卡

Aeon Mall Kumamoto
永旺梦乐城熊本

Aeon Maxvalu Express Reoussey Keo Store
Aeon Maxvalu Express Reoussey Keo 店

3/1 Aeon Delight Co., Ltd. Obtains Certification as The "First Eco-Tuning Business"

Aeon Delight Co., Ltd. obtained the Eco-Tuning Business certification designated by the Ministry of Environment. The certification evaluates the technological and proposal capabilities of a business related to energy saving and reduction of environmental load. The company has developed an energy management system to optimize energy usage in a facility by using ICT. It will continue to strive to reduce environmental load by maximizing the energy saving effect of buildings.

Aeon Delight Co., Ltd.取得了"第一期Eco Tuning事业者"认定

Aeon Delight Co., Ltd.取得了环境省规定的"Eco Tuning事业者"认定。该认定评价以企业的节能和削减环境负荷的技术力、提案力的一项制度。该公司一直以来开展使用ICT配置设施所使用能量的最佳化的能源管理系统。今后，通过最佳配置建筑物的节能效果，将致力于削减对环境的负荷。

3/23 Aeon Mall Co., Ltd. Chosen for the "Nadeshiko Brand"

Aeon Mall Co., Ltd. was chosen for the Nadeshiko Brand granted to enterprises that are outstanding in terms of encouraging the empowerment of women in the workplace, jointly selected by the Ministry of Economy, Trade and Industry and the Tokyo Stock Exchange. The company will continue to accelerate diversity management, including promoting the establishment of Aeon Yumemirai (Dreams for the Future) Nursery Schools, employer-provided daycare facilities, in Aeon Malls throughout Japan.

Aeon Mall Co., Ltd. 被选定为"Nadeshiko 商标"

Aeon Mall Co., Ltd.被选定为由经济产业省和东京证券交易所共同发表的在女性活跃推进方面优秀的上市企业所"Nadeshiko 商标"。该公司在日本全国的梦乐城内推进设立保育设施"永旺梦未来保育园"等，今后将加速实施多样性经营。

3/24 Aeon Mall Kumamoto Reopened the Entire Facility After Having Suspended Operations Partially Due to the Earthquake

Aeon Mall Kumamoto, which had temporarily suspended operations of specialty stores on the west side of the mall due to damage from the 2016 Kumamoto Earthquake, completed various reinforcement work and resumed operations of the entire facility (excluding some semi-anchor store zones), as a more disaster-resistant facility than ever before. The redeveloped area includes 16 new stores including Aeon Cinema Kumamoto. The Mall will continue to offer products and services that bring smiles to customers in the community.

因地震影响一部分停止营业的"永旺梦乐城熊本"全馆开业

因遭受2016年熊本地震的影响，西侧梦乐城专卖店一时停止营业的"永旺梦乐城熊本"完成了各种补修工程，换目一新改装成比以往更能抵御灾害的公共设施，全馆（一部分准核店除外）重新开始了营业。重新开始营业区域入住了包含Aeon Cinema Kumamoto的16家店铺。今后，将提供能为地区所有居民带来笑容的商品、服务。

3/31 Aeon's First Supermarket Opens in Cambodia

Aeon (Cambodia) Co.,Ltd. opened Aeon Maxvalu Express Reoussey Keo Store in Phnom Penh, the capital of Cambodia. The store offers a variety of products mainly fresh perishables, as well as everyday necessities and a strengthened line-up of ready-to-eat foods such as delicatessen items and pre-cut fruit. Aeon aims to create a convenient store to meet the daily shopping needs of customers in the community.

永旺的食品超市柬埔寨1号店盛大开业

Aeon (Cambodia) Co.,Ltd.在柬埔寨首都金边设立了"Aeon Maxvalu Express Reoussey Keo 店。以鲜度高的生鲜食品为中心，强化了生活必需品和美食、水果拼盘等简便食品的品种。力争成为地区顾客日常购物最为便利的店铺。

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.
AEON SUPERCENTER Co., Ltd.
AEON.com Co., Ltd.
AEONBIKE CO.,LTD.
AEON Bakery Co., Ltd.
AEON LIQUOR CO.,LTD.
AEON RYUKYU CO.,LTD.
MS Seika Center CO., LTD
Shimizu Shoji Co., Ltd.
SHIMIZU STAFF CO., LTD.
SHIMIZU HAISO CO., LTD.
TOPVALU COLLECTION CO., LTD.
Bon Belta Co., Ltd.
○ U-any CO., LTD.

【Supermarket & Discount Store Business】
United Super Markets Holdings Inc.
Maxvalu Nishinihon Co., Ltd.
Maxvalu Tohoku Co., Ltd.
Maxvalu Tokai Co., Ltd.
Maxvalu Chubu Co., Ltd.
Maxvalu Hokkaido Co., Ltd.
Maxvalu Kyushu Co., Ltd.
○ **Inageya Co.,Ltd.**
○ **Belc CO.,LTD.**
○ **WonderCorporation Co.,Ltd.**
A・Colle CO., LTD.
ALTY FOODS Co.,Ltd.
AEON BIG CO., LTD.
AEON MARKET CO., LTD.
OrangeFoodCourt, Inc
The Kagoshima Sunrise Farm Inc.
KASUMI CO.,LTD.
KASUMI GREEN CO.,LTD.
KYOEI AUTOMALL AND INSURANCE CO.,LTD.
KOHYO CO., LTD.
SANYO MARUNAKA CO.,LTD.
Food Quality Control Center, Co., Ltd.
The Daiei, Inc.
Daiei SpaceCreate Co., Ltd
NAKAGO Co., Ltd.
BIG-A CO.,LTD.
Bonte, Inc.
MAXVALU KANTO CO., LTD.
MAXVALU NAGANO CO., LTD.
MAXVALU HOKURIKU CO., LTD.
MAXVALU MINAMI TOHOKU CO., LTD.
The Maruetsu,Inc.
Maruetsu-Development Co., Ltd.
Maruetsu Fresh Foods Co., Ltd.
marunaka CO.,LTD.
Marno Co., Ltd.
Red Cabbage Co., Ltd.
THE LOBELIA, Inc.
ROSE CORPORATION CO.,LTD.
The Maruetsu (Hong Kong), Co., Ltd.
Maruetsu (Wuxi) Co., Ltd.
Aeon Maxvalu (Guangzhou) Co., Ltd.
Aeon Maxvalu (Jiangsu) Co., Ltd.
Aeon Maxvalu (Qingdao) Co.,Ltd.
○ Seibu Co.,Ltd.
○ TENDAI CO., LTD.
○ Japan Education Center for Future Retailing, Inc.

【Small-sized Store Business】
MINISTOP CO., LTD.
AEON SAVEUR Co., Ltd.
ORIGIN TOSHU CO., LTD.
Network Service Co., Ltd.
My Basket CO.,LTD
MINISTOP KOREA CO., LTD.
MINISTOP VIETNAM COMPANY LIMITED
QINGDAO MINISTOP CO.,LTD.
○ ROBINSONS CONVENIENCE STORES, INC.

【Drugstore & Pharmacy Business】
WELCIA HOLDINGS CO., LTD.
○ **Medical Ikkou Co., Ltd.**
● **TSURUHA HOLDINGS Inc.**
● **KUSURI NO AOKI HOLDINGS CO., LTD.**
WELCIA KAIGO SERVICE Co., Ltd.
WELCIA YAKKYOKU Co., Ltd.
SHIMIZU YAKUHIN CO.,LTD.
B.B.ON Co.,Ltd.
Lianhua merrylin business (Shanghai) limited company
○ 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 Leasing Co.,Ltd.
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 SPECIALIZED BANK (CAMBODIA) PUBLIC LIMITED COMPANY
AEON MICROFINANCE (MYANMAR) CO.,LTD.
ATS Rabbit Special Purpose Vehicle Company Limited
PT.AEON CREDIT SERVICE INDONESIA
AEON MICROFINANCE (SHENYANG) CO., LTD.
AEON MICRO FINANCE (SHENZHEN) 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 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 KIDSDREAM INC.
AEON REAL ESTATE INFORMATION Co.Ltd.
OPA CO.,LTD.
AEON MALL HIMLAM CO., LTD.
AEON MALL VIETNAM CO., LTD.
AEON MALL (CAMBODIA) CO., LTD.
AEON MALL (NANTONG) BUSINESS MANAGEMENT CO.,LTD.
PT. AEON MALL INDONESIA
PT. AMSL DELTA MAS
PT. AMSL INDONESIA
AEON MALL EDZ (WUHAN) BUSINESS MANAGEMENT CO., LTD.
AEON MALL SUNAN (SUZHOU) BUSINESS MANAGEMENT CO., LTD.
AEON MALL YOUYA (BEIJING) BUSINESS MANAGEMENT CO., LTD.
AEON MALL YOUYA (TIANJIN) BUSINESS MANAGEMENT CO., LTD.
AEON MALL (GUANGDONG) BUSINESS MANAGEMENT CO., LTD.
AEON MALL (GUANGZHOUBAIYUN) BUSINESS MANAGEMENT CO., LTD.
AEON MALL (HUBEI) BUSINESS MANAGEMENT CO., LTD.
AEON MALL (JIANGSU) BUSINESS MANAGEMENT CO., LTD.
AEON MALL (SANHE) BUSINESS MANAGEMENT CO.,LTD.
AEON MALL (SUZHOU) BUSINESS MANAGEMENT CO., LTD.
AEON MALL (TIANJIN) BUSINESS CO., LTD.
AEON MALL (YANTAI) 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.
○ L.A.Style Inc.

【Services & Specialty Store Business】
〈Service Business〉
AEON DELIGHT CO., LTD.
AEON Fantasy Co., Ltd.
ZWEI 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 SERES CO., LTD.
AEON LIFE CO.,LTD.
A to Z Service Co., Ltd.
KAJITAKU Co., Ltd.
Kankyouseibi Co., Ltd.
Kantouengineering CO., LTD.
General Services, Inc.
DO SERVICE CO., LTD.
Hakuseisha CO.,LTD.
Reform Studio 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.
J-Horizons Travel (M) Services Sdn. Bhd.
PT AEON FANTASY INDONESIA
Suzhou City Gaoyong Comprehensive Facility Management Service Co., Ltd.
SUZHOU SHANGPIN Washing Service Co.,Ltd.
SUZHOU ALLIANCE PROPERTY MANAGEMENT CO.,LTD.
AEON Fantasy(China)Co., Ltd.
AEON EAHEART RESTAURANT (QINGDAO) CO., LTD
AEON DELIGHT (Jiangsu) Comprehensive Facility Management Service Co., Ltd
AEON DELIGHT(CHINA)CO.,LTD.
Aeon Delight Teda(Tianjin) Comprehensive Facility Management Service Co.,Ltd.
Suzhou Aeon Delight Security Service Co.,Ltd
Wuhan Xiaozhu Comprehensive Facility Management Service 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
PRESTIGE SHOES CO.,LTD.
MIRAIYA SHOTEN CO., LTD.
Mega Sports Co., Ltd.
MEGA PETRO Co., Ltd.
LAURA ASHLEY JAPAN CO., LTD.
AT Japan Co., Ltd.
R.O.U CO., LTD.
BLUE GRASS(SHANGHAI)CO., LTD.
LAURA ASHLEY ASIA CO., LIMITED
NUSTEP (BEIJING) TRADE CO., LTD.
TAIWAN LAURA ASHLEY CO., LTD.
Talbots China CO., Ltd
PET CITY (BEIJING) CO., LTD.

【International Business】
〈China〉
AEON (CHINA) CO., LTD.
AEON Stores (Hong Kong) Co., Limited
GUANGDONG AEON TEEM 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.
〈ASEAN〉
AEON ASIA SDN. BHD.
AEON CO. (M) BHD.
AEON BIG (M) SDN. BHD.
AEON INDEX LIVING SDN. BHD.
AEON ORANGE COMPANY LIMITED
AEON VIETNAM Co., LTD
AEON (CAMBODIA) Co.,Ltd.
AEON(Thailand) CO., LTD.
DONG HUNG INVESTMENT DEVELOPMENT CONSULTANCY JOINT STOCK COMPANY LIMITED
PT.AEON INDONESIA
○ FIRST VIETNAM INVESTMENT JOINT STOCK COMPANY

【Shared Function Companies and Other】
○ **YAMAYA CORPORATION**
AEON Integrated Business Service Co., Ltd.
AEON AGRI CREATE Co., Ltd.
AEON GLOBAL SCM 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.
Bio C' Bon Japon CO., LTD.
AEON GLOBAL SCM SDN.BHD.
AEON TOPVALU MALAYSIA SDN.BHD.
AEON TOPVALU (HONG KONG) CO., LIMITED
AEON TOPVALU (THAILAND) CO.,LTD.
AEON TOPVALU VIETNAM COMPANY LIMITED
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

As of the end of February 2017