

AEON
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Fully Global, Truly Local

SPECIAL FEATURE

Creating the Future of Agriculture

特集

开拓农业的明天

Interview

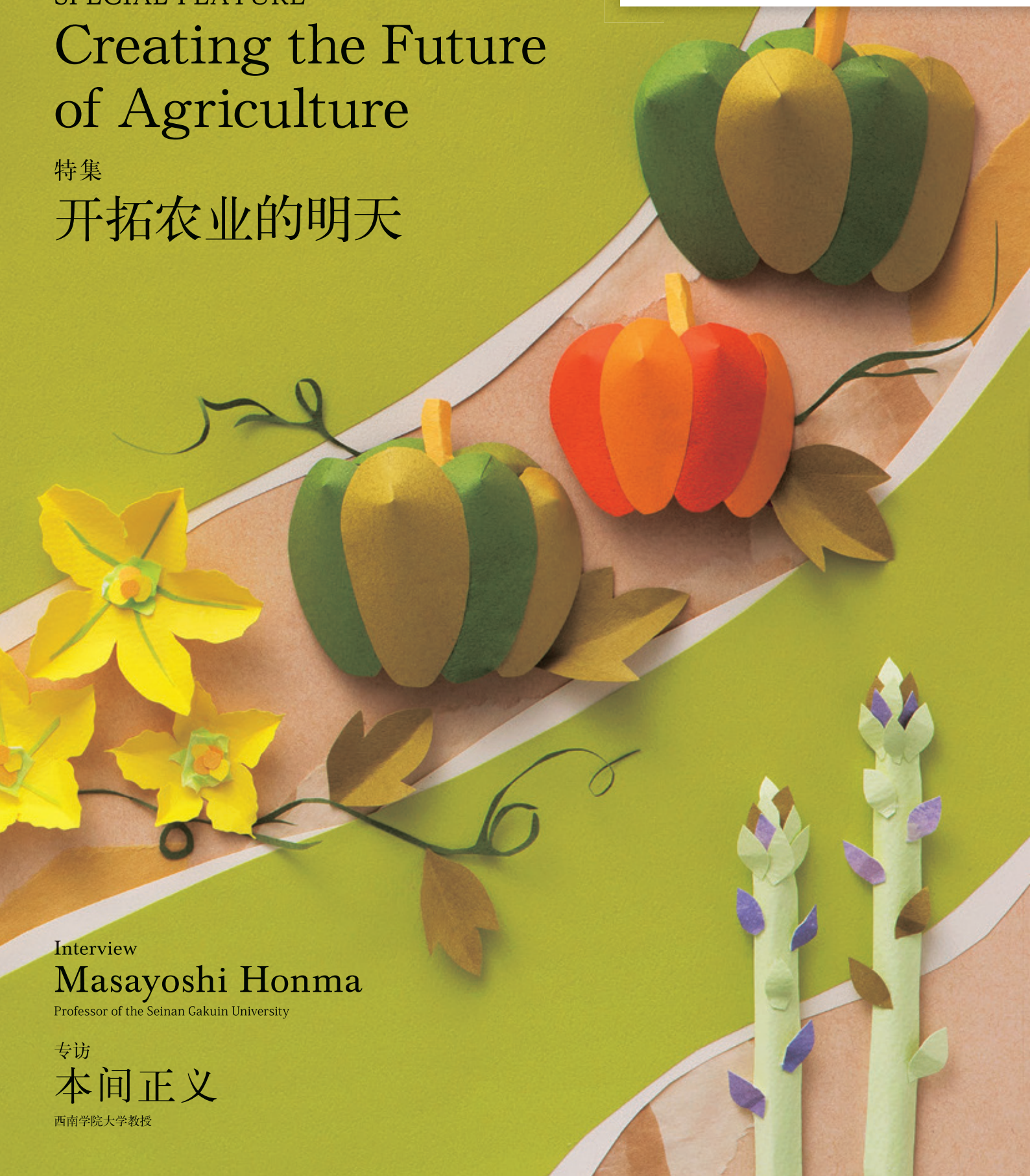
Masayoshi Honma

Professor of the Seinan Gakuin University

专访

本间正义

西南学院大学教授



The Power of Local Specialties 当地物产的力量 8

Elongated Shape and Steaming-Hot Texture Sukuna Squash (Hida Takayama, Gifu Prefecture)

"Sukuna Squash" cultivated in fertile land blessed with a climate with great temperature differences between day and night and spring water from the foot of Mount Norikura. It is named after the "two-faced Sukuna or fierce god," which appeared in the myths of the Nyukawa region, in hopes that people would become familiar with it. The shape is thin and long like a sponge gourd, and you can enjoy a strong sweet taste and steaming hot texture.

形状细长、口感松软 宿傩南瓜 (岐阜县飞驒高山)

昼夜温差大的气候和乘鞍山麓涌泉滋润的肥沃土地孕育出了"宿傩南瓜"。其名称源自出现在丹生川地区神话中的"两面宿傩"，饱含希望南瓜为人们所喜爱的美好愿望。形状如同丝瓜般细长，甘甜松软的口感十分美味。



The Hida Takayama Sukuna Squash Food Master Promotion Committee 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 (食文化艺人)"活动中设立了"飞驒高山·宿傩南瓜食文化艺人推进协议会"，与守护乡土风味生产者携手合作，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 MIKI SAJIMA

A collage artist with a graceful style that is created by techniques such as giving round dimensions to paper and overlapping them. For this special feature, the collage expresses how agriculture will evolve into the future combined with the growth of farm products. 画风柔和的拼贴画艺术家，采用将彩纸折成圆筒形状再重叠的手法等，展现农业朝向未来发展与作物茁壮成长的双重景象。

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SPECIAL FEATURE 特集

Creating the Future of Agriculture

Agriculture in Japan is facing many challenges such as the aging of producers, a shortage of agricultural workers, and an expansion of abandoned farmland that is no longer cultivated. Against this backdrop, Aeon is pioneering the future of agriculture and taking on a challenge to establish a new model for agricultural management.

This issue features Aeon's initiatives taken in agriculture, such as farm operations that meet international standards and the introduction of cultivation methods utilizing the most advanced technology.

The interview with Masayoshi Honma, Professor of The Seinan Gakuin University, provides insight on the direction that Japan's agriculture should aim for in the future.

开拓农业的明天

日本的农业存在生产者老龄化、劳动力不足、闲置耕地扩大等众多课题。在这一背景下，

永旺为开拓农业的明天，向确立全新的农业经营模式发起了挑战。

本期向大家介绍永旺在农业领域采取的举措，例如符合国际标准的农场运营、引进使用最尖端技术的栽培方法等。

卷首访谈邀请西南学院大学教授本间正义先生畅谈日本农业今后的发展方向。



Masayoshi Honma

本间正义

Japan's Agriculture Can Change with a Shift in Mindset

Here to provide insight on how the agricultural industry in Japan can develop as a growth industry despite facing various challenges is Masayoshi Honma, Associate Member of the Agriculture Working Group of the government's Regulatory Reform Promotion Council, Professor of the Department of Economics, Seinan Gakuin University, and Professor Emeritus of The University of Tokyo.

随着思路转变而改变的日本农业

日本农业如今面临各种问题，关于今后怎样才能作为成长型产业实现不断发展的提示，我们就此采访了政府管制改革推进会议农业工作小组专业委员——西南学院大学经济系教授、东京大学名誉教授本间正义先生。

Two viewpoints to guide Japan's agriculture to expansion

The era of rapid economic growth in Japan in which any and all agricultural products produced by farmers sold well is over. Moreover, the consumption of agricultural products in Japan is decreasing due to the declining birthrate and aging population, among other factors. Japan's agriculture itself must undergo a change in order to survive in the future. The key will be for the producer's side to take an approach from two viewpoints: a "market-in" viewpoint and a "global" viewpoint.

"Market-in" is about producers growing agricultural products based on consumer needs. However, today's distribution structure makes it difficult for producers to grasp consumer needs, as agricultural products are handled by parties such as wholesalers, logistics providers, and retailers before they reach the hands of consumers. Nevertheless, if producers give up on trying to grasp these needs, products that are truly supported by consumers will not be grown. Through efforts such as making improvements to realize pricing and taste sought by consumers, and developing new agricultural products, it is important to create a flow that generates a virtuous cycle between production and consumption. This will surely work as an advantage for consumers and in turn lead to purchases.

With demand shrinking in the Japanese market, the agricultural industry will inevitably look for opportunities in the international market, and having a "global" viewpoint becomes essential. This is because if producers insist on sticking to the domestic market, Japan's agriculture will no longer be able to maintain itself. So, for example, why not have rice grown in Japan be consumed in Africa one day, in addition to China and Southeast Asia? Even though there are many challenges that Japan's agriculture must overcome, including how to compete in the international market against large-scale farms with strong price competitiveness gained through integration and concentration of farmland, and how to spread the global standard of Global GAP among others, the possibilities expand far and wide by assuming that there is demand for Japanese farm products in overseas markets. Also having a significant presence are the agricultural workers with a frontier spirit, who are applying production methods using the latest ICT and proactively trying to expand sales channels. Their new ways of thinking and ability to take action that never settle for the status quo have the power to lead Japan's agriculture into the future. As a working group member involved in deregulation of agriculture, I look forward to Japan's agricultural policies that support their activities.

Potential for development of agriculture beyond the industry

In terms of potential for development of agriculture, it may be entirely possible to expand beyond the realm of agriculture, apart from the expansion based on the conventional

引导日本农业走向发展的两大视角

经济一路上涨，农户生产多少就能销售多少的时代已经终结。此外，受少子老龄化等因素的影响，日本国内农产品的消费逐渐萎缩。今后日本的农业要想继续生存下去，农业自身必须做出改变。生产者具备“制造适销产品(Market-in)”和“全球”这两大视角至关重要。

“制造适销产品”是指生产者根据消费者的需求生产农产品。而按照目前的流通机制，农产品在到达消费者手中之前需要经过批发市场、物流、零售商等环节，因此生产者很难了解消费者的需求。但如果由于这一原因，生产者便不去了解消费者的需求，那么也无法生产出消费者真正支持的产品。通过不断改善实现消费者期望的价格和口味，促进新农产品的研发等，创造生产和消费的良性循环非常重要。这样消费者也可以从中获得实惠，进而促进购买行为。

在国内需求萎缩的大背景下，将目光转向国际市场是一种必然的选择，因此“全球”视角不可或缺。如果生产者固守国内市场，日本的农业必将陷入绝境。举例而言，也许有一天日本的大米不仅在中国和东南亚，还可能在非洲消费。要走向国际市场，虽然日本还需要解决很多课题，如通过农地集中实现大规模化以提升在国际市场的价格竞争力，以及渗透国际标准的全球GAP等，但认识到海外对日本农产品也有需求，未来的可能性将无限扩大。此外，致力于引进采用最尖端ICT的生产方法，积极主动开拓销路，具有拓荒精神的农业从业者也非常重要。他们不安于现状，会不断涌现新的想法并付诸行动，而这将成为带动日本农业发展的动力。作为委员，从放松管制的立场出发，我也希望国家能出台支持这些从业者的农业政策。

跨行业发展的可能性

从农业发展的可能性而言，不同于提高生产率、技术创新等传统性生产思维，超越农业界限的发展存在巨大的可能。例如，农业的服务产业化。有很多人普遍认为在农田劳动或自己动手生产作物的过程十分快乐，这意味着生产过程本身作为一种商业是成立的。从行业整体来看，现在还处于内向



"We can expect more growth and development than we can image. Agriculture has potential."

"相信一定可以取得超越预期的发展。农业仍然蕴藏着很大的潜力。"

Profile

Professor of the Division of International Economics, Department of Economics, Seinan Gakuin University, and Professor Emeritus of The University of Tokyo. He is involved in the deregulation of agriculture as an Associate Member of the Agriculture Working Group of the government's Regulatory Reform Promotion Council.

西南学院大学经济系国际经济学科教授、东京大学名誉教授。作为政府管制改革推进会议的专业委员致力于放松对农业的管制。

concept of farming such as improving productivity and technological innovation. An example would be to turn agriculture into a service industry. There are many people in general who enjoy farm work itself and feel that the process of growing farm products with their own hands is fun. This means that the process for producing products is viable as a business. Looking at the entire industry, its focus is still inward and appealing points have not fully been promoted. However, turning agriculture into a service industry will enable a more flexible thinking to develop the sector. If this can be tackled with a spirit to "create a new industry," we can expect more growth and development than we can image. Agriculture has potential.

I believe that Aeon plays a significant role as a retailer and as a business engaged in agriculture and product development. I hope that Aeon will create a value chain in agriculture that relays the consumer's voice to the producers, while relaying to the consumers the special care the producers have put into their products and the appealing points. In doing so, it would be wonderful if Aeon could not only to create added value in the areas that it is involved in, but also comprehensively capture agriculture as a food industry with realms beyond the primary industry, and thereby contributing to Japan's agriculture. With its extensive business field and the ability to take action, I have no doubt that Aeon will realize it all.

性状态，未能充分向外界传达其本身所具有的魅力，如果实现服务产业化，就能以更自由的思维推动农业的发展。如果能展现一种“开创新产业”的气魄，相信一定可以取得超越预期的发展。农业仍然蕴藏着很大的潜力。

永旺既是零售商，又是从事农业及商品开发的业者，所以我认为永旺能发挥的作用十分巨大。希望永旺能将消费者的心声传达给生产者，同时将生产者的执着追求及魅力传达给消费者，由此构建农业价值链。这不仅仅是指提高永旺自身参与部分的附加价值，还希望永旺超越第一产业的界限，以饮食产业这一更大的概念来看待农业，为日本农业的发展做出贡献。永旺的事业领域涉及面广，也有足够的执行力，相信永旺一定可以实现这一目标。

Introduction Aiming for Agriculture that Is One Step Ahead of the Times

努力打造先于时代一步的农业

Aeon entered the agriculture business when the Agricultural Land Act was amended in 2009. In order to offer customers with fresher and delicious agricultural products, it is building a business model covering from production to sales.

Aiming to develop agriculture by leveraging Aeon's infrastructure as a retail business group

Why is Aeon, as a retail business group, engaged in agriculture? One of the reasons is because it aspires to offer fresh and delicious agricultural products sought by customers, by reflecting customer voices directly to the production site. Another reason is because it aims to establish a new style of agricultural management by capturing issues at the production site from a viewpoint of corporate management, and by solving problems and attaining business growth based on infrastructure and knowledge from the retail business. Aeon hopes to link these efforts to the development of agriculture in Japan.

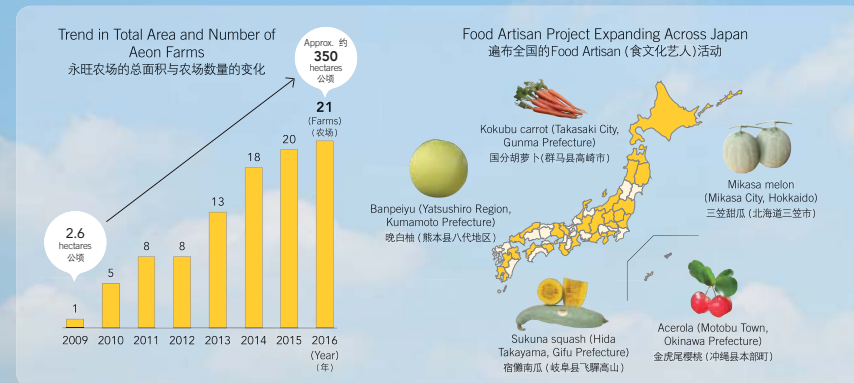
Yasuaki Fukunaga, President of Aeon Agri Create Co., Ltd. (hereinafter, Aeon Agri Create), responsible for Aeon's agriculture business, reflects on the days when the company was just established. "Having Aeon engaged in farming would facilitate mutual understanding with producers in general about each other's position. It would also contribute to training buyers at Aeon who purchase agricultural products. And by utilizing the customer's voices and its nationwide network of sales and distribution,

永旺自农地法修改的2009年进入农业领域，构建了从生产到销售的一条龙商业模式，为顾客提供更加新鲜和美味的农产品。

活用零售企业集团的基础设施大力发展农业

从事零售业的永旺为何进入农业领域？理由之一便是希望能将顾客的心声直接反映到生产一线，从而提供顾客期待的新鲜而美味的农产品。另一个原因是，永旺致力于从企业经营的视角看待生产一线存在的课题，基于零售业拥有的基础设施及知识经验，通过解决课题和发展事业实现全新的农业经营。我们希望这些举措能促进日本农业的发展。

Aeon Agri Create Co., Ltd. 肩负着永旺农业的重任，担任该公司董事长社长的福永庸明回顾创业初期时读到：“永旺从事农业能起到与一般生产者相互理解各自立场的作用，还能促进对采购农产品的永旺客户商进行教育。同时，通过灵活运用顾客心声及遍布全国的销售、物流网络，可以构建从生产到销售的一条龙价值链，从而激活日本农业。因此，我们怀着强烈的信念，无论如何都要让农业事业取得成功。”



Ahead of the Times

Aeon could build a seamless value chain from production to sales, and thereby revitalize agriculture in Japan. These were the thoughts behind Aeon entering the agricultural business. That is why we were strongly committed to making it a success."

Eight years since its establishment, Aeon Agri Create has expanded the business scale through many trials and errors. It now has 21 directly-operated Aeon Farms with a total area of approximately 350 hectares, which is about 74 times larger than the Tokyo Dome. In terms of size, the company has grown to become a leading agricultural corporation growing fruits and vegetables in Japan. In 2015, Aeon Agri Create became the first retailer to conduct rice farming under the Farmland Intermediary Management Institutions (Farmland Banks), a system in which abandoned farmland that is no longer cultivated is leased by the government and then subleased to agricultural production corporations. Then in January this year, in response to the rising demand for organic agricultural products, the company acquired the Organic JAS Certification and began cultivation and shipment of organic vegetables. This is one of many new efforts being promoted by the company. In the area of distribution, Aeon Agri Create began building an independent distribution network connecting Aeon Farms directly with Aeon stores since 2016. The products are sold in stores as early as a few hours from harvest and 24 hours later at the latest. This delivery time is one to two days shorter compared with agricultural products in general that go through wholesale markets and distribution bases. These agricultural products delivered to Aeon stores are sold as "vegetables picked this morning." Today, farmers in the vicinity of directly-operated farms are also participating in the distribution network. Joint delivery is increasing the handling volume of fresher agricultural products.

Aeon is also focusing on a project to preserve excellent local foods through collaboration with municipalities and producers in the community. It is the Food Artisan Project launched in 2001 with an aim to pass local food cultures onto the next generation. The Project has now expanded to 37 items in 27 prefectures. It is helping the continued cultivation of local agricultural products, the succession of production techniques, and the fostering of local brands. For some foods such as Mikasa melon grown in Hokkaido and Banpeiyu from Kumamoto Prefecture, Aeon provides support for export and conducts sales promotion campaigns at Aeon stores overseas. Meanwhile, the Project scope has expanded to include development of processed foods using the ingredients. New products such as sweets, beverages and pickles are being developed every year through collaboration with food manufacturers and delivered to customers via Aeon's nationwide network.

Aeon has sought to evolve its businesses always with the customer's point of view as its core. Likewise, in the field of agriculture, it aims to achieve innovation in agricultural development in a way that is distinctive of a retail business.

该公司自创立后走过了不断摸索的八年，事业规模逐步扩大。目前，直营的“永旺农场”在全国有21家，总面积约有74个东京圆顶城，达到350公顷左右，作为种植蔬果的农业法人规模居日本国内之首。2015年，政府征借闲置耕地再出借给农业生产法人等对象，该公司借助“农地中间管理机构(农地银行)”，作为零售商首次参与大米种植项目。今年1月，为回应顾客对有机农产品日益高涨的需求，该公司又取得了“有机JAS认证”，种植有机蔬菜并开始出货，积极致力于推进各项全新举措。物流方面，自2016年起，永旺建立了将直营农场与永旺店铺直接相连的独立物流网络。采摘后快则数小时，慢则24小时内均能在店内上架。这与经由批发市场、物流据点等的一般性农产品相比，缩短了一至两天左右的货期。通过上述永旺物流网运输的农产品可以称得上是真正的“今晨采摘的蔬菜”，在店内进行销售。目前，直营农场附近的农户也加入到该物流网中，共同运输的方式让新鲜度高的农产品数量不断增加。

永旺还与自治体、地区生产者协作，倾力于保护地区优秀食材的活动。以将地区的饮食文化传承给下一代为目的，永旺从2001年起启动了“Food Artisan (食文化艺人)”活动。该活动截至目前扩大至1道1府25县的37种食品，为地区农产品的存续、生产技术的传承、地区品牌的建设提供支援。永旺还支持北海道的三笠甜瓜、熊本县的晚白柚等部分食材出口海外，在永旺的海外店铺开展促销活动。另一方面，该活动还努力向活用食材、开发加工食品的方向发展。永旺与食品生产商合作，每年开发出点心、饮料、酱菜等新商品，通过自身遍布全国的销售网络送至顾客手中。

永旺始终以顾客为原点，不断追求事业的进步。在农业领域也是如此，永旺将以零售商独有的形式，努力为农业发展带来革新。

Photo location: Aeon Saitama Hanyu Farm (Saitama Prefecture)
拍摄地：永旺埼玉羽生农场(埼玉县)

Global

Aiming for “Safety and Security” at International Standards

力求实现国际标准的“安全、安心”

GAP Aiming for “Management Safety”
旨在实现“经营安全”的GAP



GLOBAL G.A.P.

Global GAP is one of the most widely accepted GAP standards in the world, with more than 170,000 farms certified in 124 countries. 全球GAP是全球最普及的GAP标准之一，目前124个国家的17万家农场已取得认证。

In the area of certifications under Good Agricultural Practice (GAP) outlining the safety of managing agricultural sites, the Ministry of Agriculture, Forestry and Fisheries has formulated a policy in May 2017 to increase the number of GAP certifications by more than three fold by the end of FY2019. Aeon has been a pioneer in the industry in promoting efforts to acquire certification under GAP.

Linking efforts in “Global GAP” to improve management

Food “safety and security” is not just about ensuring in knowing who produced a product. A third party must recognize the safety of the “food” itself, the safety of the producer’s “work environment” and the consideration for “the community’s environmental protection” in farm operations, while “management safety” must also be guaranteed. Only after all of this is in place is food “safety and security” ensured. This approach is in line with the concept of GAP that is well established among producers and consumers overseas. By acquiring GAP certification, a producer receives endorsement by a third party, leading to chances to expand sales channels. Furthermore, acquiring the certification is not the goal but a part of an ongoing process to improve the operations of a farm. These initiatives are highly significant in the endeavor to achieve sustainable agriculture, but GAP certification in Japan is not as

今年5月，农林水产省制定了在2019年度末之前将反映农业现场经营安全性的“良好农业规范(GAP*)”认证获得数量增至目前3倍以上的方针。永旺领先行业致力于获得GAP认证。

将“全球GAP”的举措与经营改善相联

食品的“安全、安心”并非仅看生产者的表现。除了“食品”本身的安全性外，生产者的“劳动环境”的安全性以及在农场运营方面考虑“地区环保”得到第三方认可，“经营的安全性”得到保障后才称得上是食品的“安全、安心”。这便是GAP，在海外这一理念正在生产者和消费者中普及。生产者取得GAP认证有助于得到第三方的认可，从而形成扩大销路的机会。此外，取得GAP认证并非终点，生产者还需要继续在农场运营方面改善业务。在实现可持续发展农业方面，努力取得GAP认证也意义重大，但在日本，由于对第三方认证的必要性认知不足、获得认证需要耗费成本等原因，GAP认证还不太普及。



1. Work processes such as “hand-washing,” “attire,” and “clean and tidy” are posted in words and illustrations at the work site. The same rules are followed to secure the produce quality. 在工作现场使用文字和插图说明“洗手”、“仪容仪表”、“整理整顿”等业务步骤，通过遵守统一的规定，从而确保产品质量。
2. Ensuring safe storage and management of farm equipment to secure employees’ safety. 切实做好农机农具的安全保管与管理工工作，确保员工的安全。
3. Confirming work details and precautions at morning/afternoon briefings to promote higher productivity. 在早会和午会上确认作业内容和注意事项，提高生产效率。



widespread due to reasons such as low awareness of the importance of third-party certification and costs related to acquiring the certification.

Against this backdrop, Aeon has recognized the importance of GAP from early on. In the product development of Aeon’s private brand “TOPVALU Gurinai,” it formulated voluntary standards with Eurep GAP^{*1} as a benchmark. Aeon has offered customers with agricultural products produced under appropriate control systems by having the producers conform to these standards. Then, when Aeon Agri Create Co., Ltd. was established in 2009, it launched initiatives related to Global GAP, which are effectively the global standards among many GAP standards and considered a prerequisite for international transactions. Since then, the company has continued farm operations in accordance with Global GAP. Today, its headquarters as well as all directly-operated farms have acquired the certification. In the all-employee meetings held once a month, the employees take the initiative to discuss various on-site management related issues such as agrochemicals, fertilizers, machinery management and work styles to make improvements in operations. These business improvement activities have taken root as a system involving the entire company.

Contributing to increased production of agricultural products in Japan by spreading GAP

Aeon Agri Create Co., Ltd. is also actively engaged in spreading Global GAP in Japan. The company is providing support for acquiring the certification to Aeon Group buyers and contract farmers and even to general producers who aim to acquire GAP certification but do not do business with Aeon. Such support include providing free Japanese-version manuals translated in-house, accepting farm tours, and organizing seminars.

In light of the rising needs for truly safe and secure agricultural products throughout the world, Aeon formulated Sustainable Procurement Goals for 2020 in April this year. For Aeon’s private brand “TOPVALU” agricultural products, the Goals aim for 100% acquisition of the GFSI-based GAP^{*2}. Aeon aims to expand the circle of producers engaged in Global GAP in Japan and increase agricultural products with certification handled at Group stores, while helping increase the production of Japanese agricultural products that meet global standards.



Global GAP seminar held by Aeon Agri Create Co., Ltd. for producers aiming to acquire certification
Aeon Agri Create Co., Ltd. 为希望取得认证的生产者举办“全球GAP”研讨会

在此背景下，永旺很早就意识到GAP的重要性。永旺针对“TOPVALU Gurinai”品牌的产品开发，制定了基于EUREP GAP^{*2}的自主标准。生产者按照这套标准，在适当的管理体制下生产农产品并提供给顾客。此外，“全球GAP”是GAP规范中实质性的国际标准，是国际交易的前提条件。Aeon Agri Create Co., Ltd.于2009年成立之时便开始按照全球GAP开展工作，之后一直依据这一标准运营农场。现在，总部和所有直营农场均获得了认证。在每月一次的全体员工会议上，由员工主导处理农药、肥料、机械管理、工作方式等各种现场经营课题，并改善相关业务。全公司正在形成一种稳定的经营改善活动机制。

通过普及GAP，为扩大日本的农产品生产做贡献

Aeon Agri Create Co., Ltd.正积极致力于在国内普及全球GAP。除了自身公司集团的客户和签约农户外，还通过无偿提供自己翻译的日文版手册、组织参观农场、举办研讨会等，支援虽然没有业务往来但希望取得GAP认证的普通生产者。

全球对真正安全、安心的农产品的需求日益高涨。在这一背景下，永旺于今年4月制定了“可持续采购2020年目标”，目的是让“TOPVALU(特慧优)”品牌的农产品都取得以GFSI为基础的GAP^{*3}。公司将扩大致力于取得全球GAP的国内生产者的范围，让集团店铺销售更多的认证农产品，为扩大通行于全球的日本农产品生产做出贡献。

Global GAP Initiatives Are Changing the Mindset of Employees

通过“全球GAP”的相关举措改变员工意识



Junichi Kawamura
Senior Managing Director of Smile Farm Ishinomaki Co., Ltd. Produces mid-sized and cherry tomatoes with greenhouse cultivation.

川村 润一

Smile Farm Ishinomaki Co., Ltd. 的常务董事。通过设施栽培生产中型西红柿和迷你西红柿。

Aeon began handling our tomatoes as part of its restoration support after the Great East Japan Earthquake with aspirations to “sell Tohoku food products across the country.” We then began efforts related to Global GAP based on advice from Aeon that we should seek to produce products that meet international standards in the future. Thanks to farm tours, trainings and other support from Aeon Agri Create Co., Ltd., we acquired certification in March this year. These activities have made us recognize the importance of creating a worker-friendly environment, which also becomes important in developing successors. Our employees have developed an awareness of safety and security, and the worksite is now always tidy and clean. In addition, by attending study sessions organized by Aeon, we learned about Global GAP together with intermediate wholesalers, which led to closer communication with them. As a next step, we hope to strengthen sales through PR by informing consumers about how our products are grown in a safe and secure environment.

东日本大地震后，永旺希望向全国销售东北食材来支持灾后重建。这促成了我们与永旺的业务往来。永旺建议我们生产满足国际标准的产品。于是，我们开始按照全球GAP的标准进行生产。在Aeon Agri Create Co., Ltd. 组织参观农场和培训等的支持下，我们于今年3月取得了认证。通过活动，我们还意识到建设易于工作的环境对于培养接班人的重要性。员工开始萌生出安全、安心的意识，平时便非常注意工作现场的整理和清洁。此外，我们还参加永旺主办的培训，与中介商一起学习全球GAP，加深了彼此的交流。今后，我们将向消费者宣传“我们的产品来自安全、安心的职场”，以便更好地推动销售。

^{*1} Predecessor of Global GAP. Renamed Global GAP in 2007. ^{*2} GAP is approved by Global Food Safety Initiative. Global GAP is included in this. ^{*3} Good Agricultural Practice的缩写 ^{*2} 全球GAP的前身，2007年改称为“全球GAP”。 ^{*3} Global Food Safety Initiative批准的GAP，“全球GAP”也包含于其中。

Technology

Contributing to the Development of Japan's Agricultural Technology through Collaboration with the State and Community

与国家和地区社会合作为日本农业技术的发展做贡献

Aeon Agri Create Co., Ltd. (hereinafter, Aeon Agri Create) has been working to put the techniques of experienced producers into data form and manuals with an aim to pass agricultural technology on to the next generation. Agriculture Cloud is also being used to assemble the knowledge held at Aeon-operated farms located throughout the country. The company has been enhancing efficiency in production through these initiatives.

In 2014, Aeon Agri Create began to take part in the Support Project for Accelerating the Introduction of Next-generation Greenhouse Horticulture promoted by the Ministry of Agriculture, Forestry and Fisheries. In May this year, after two and a half years of preparations, tomatoes grown at the Next-generation Greenhouse Horticulture Project site in Saitama (Aeon Saitama Kuki Farm) were shipped for the first time.

Launched a Next-generation Greenhouse Horticulture Project utilizing the most advanced technology

The Support Project for Accelerating the Introduction of Next-generation Greenhouse Horticulture aims to reduce costs through integration of facilities on a large scale and to achieve year-round planned production by means of advanced environmental control technology utilizing ICT. By realizing seamless operations from production to preparation and shipment with the introduction of advanced technology, the Project is expected to improve the income level of farmers and create employment in the community. As one of the 10 sites developed by the Project, the site in Saitama is operated by Saitama Next-generation Greenhouse Horticulture Consortium initially established by four parties, Saitama Prefecture, Kuki City, Aeon Agri Create, and Aeon Retail Co., Ltd. It began operations as a tomato farm directly operated by Aeon and was later joined by JA Zen-noh Saitama and Saitama Next-generation Greenhouse Horticulture Tomato Research Society in 2015 to promote the initiative.

The environment inside the greenhouses is automatically controlled 24 hours a day using the most advanced technology. Such examples include using vaporization heat of

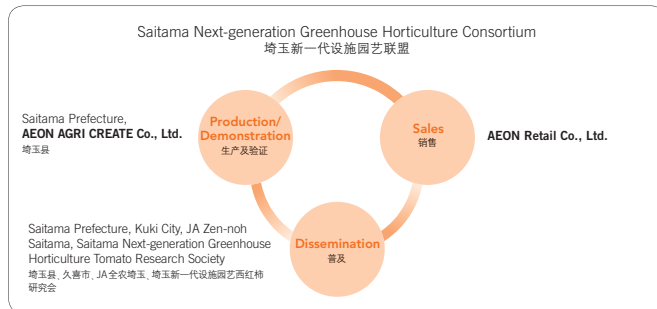
为了向下一代传承农业技术, Aeon Agri Create Co., Ltd. 将经验丰富的生产者的技术实现数值化并编制成技术手册。此外, 该公司还充分利用“农业云”, 集结遍布全国的直营农场的经验知识, 致力于提高生产效率。

2014年, Aeon Agri Create Co., Ltd. 加入了农林水产省主导的“关于加快引进新一代设施园艺的支持项目”。经过两年半的准备, 新一代设施园艺埼玉基地(永旺埼玉久喜农场)终于在今年五月迎来了西红柿的首次出货。

启动采用最尖端技术的新一代设施园艺项目

“关于加快引进新一代设施园艺的支持项目”旨在通过设施的大规模集约化生产削减成本, 并通过利用ICT的先进环境控制技术实现全年的计划性生产。此外, 采用尖端技术, 开展从生产到配制品、出货的一条龙式经营, 有望提高农业从业者的收入, 为当地社会创造就业岗位。该项目在日本国内设置了10个基地, 其中埼玉基地最初由埼玉县、久喜市、Aeon Agri Create Co., Ltd.、Aeon Retail Co., Ltd. 的四方构成, 设置了“埼玉新一代设施园艺联盟”。自2015年起JA全农埼玉、埼玉新一代设施园艺西红柿研究会也加入其中, 共同推进项目实施。

温室内的环境采用最尖端技术, 可24小时自动控制。例如, 利用旁的气化热进行室内制冷或湿度调节, 通过使用埼玉产木屑颗粒燃料的供暖设备进行增温, 根据CO₂(促进光合作用)和太阳光的照射量调节培养液的供给, 这些均在基于ICT的综合环境控制系统下自动运转。



Top: Realizing stable supply of delicious tomatoes at affordable prices
稳定供给美味的西红柿, 实现优惠的价格
Bottom: Performing integrated environmental control utilizing ICT
实施活用ICT技术的综合环境控制



mist to cool and adjust humidity in the greenhouse, heaters using wood pellets produced in Saitama Prefecture for heating, and adjusting supply of culture solution according to CO₂ (to promote photosynthesis) and sunlight irradiation, which are all automatically operated by the integrated environmental control system using ICT.

Hydroponic culture is used as the cultivation method of tomatoes. By adopting a low four-stage, dense planting cultivation technique, nutrients absorbed from the roots are fully sent to the fruits to enhance the rich flavor of tomatoes. The low stage cultivation that limits plant heights to the height of workers makes harvesting work easier and also contributes to higher productivity and lowering production costs.

To facilitate future applications of knowhow related to facility operations to other producers in the Prefecture and across the country, the site area of each greenhouse unit is designed in small lots of 30 ares. There are 11 units set up at Aeon Saitama Kuki Farm. In addition, year-round production is made possible by shifting the planting dates, and therefore an annual shipment of 1,000 tons is planned.

Yutaka Shinozaki, Executive Director, Department of Agriculture and Forestry of the Saitama Prefectural Government, talked about the expectations for Aeon. “We hope that Aeon will not only serve as a pillar of agriculture by leading the industry with the introduction and utilization of advanced technology, but also make extensive efforts to promote agriculture in the Prefecture, ranging from employment and training of new agriculture workers to product sales at Aeon Group stores. As a model case of future agricultural production, the Project has attracted attention from producers in the Prefecture as well as from around the country as it is the only Project site in the Kanto region. We are looking to spread the success at the Saitama site to other farms, and introduce technology in production areas and producers in the Prefecture.” The prefectural government considers the environmental control technology used at the facility can be applied not only to tomatoes but also to other vegetables and flowers produced in the Prefecture. With the Project's demonstration results drawing high expectations and attention, Aeon's role will be to feed back the findings to local producers through cooperation with the Prefecture and thereby contribute to the development of local agriculture.

Aeon Group stores have begun selling the tomatoes produced at the Farm. The next stage will involve reflecting customer voices in the production site. Together with the government, community and producers, Aeon will continue its challenge to further develop the Project.

基地内的西红柿采用水培法进行种植。通过采用保留4段果穗的低段密植技术, 果实可以从根部充分吸收营养, 改善西红柿的口感。西红柿植株的高度控制在人身高左右的低段种植便于采收作业, 因此也有助于提高生产率, 降低生产成本。

为了便于将来向埼玉县内及日本全国的生产者普及这种设施运营的经验技巧, 采用每座温室占地面积为30公亩的小型设计。本农场共建有11座温室。另外, 通过错开种植期可以实现全年种植, 预计年出货量可达1,000吨左右。

埼玉县农林部长筱崎丰先生谈及对永旺的期待时表示, “希望在带动农业引进和利用先进技术, 以及招聘培养新农业从业者、在永旺集团店铺销售商品等方面, 为振兴本县的农业发挥广泛的作用。本项目是未来农业生产的示范项目, 不仅县内的生产者关注, 而且作为关东地区唯一的基地, 吸引了日本全国的关注。我们将把埼玉基地的成果向农户普及, 向县内产地和生产者引进先进技术”。县政府认为设施的环境控制技术不仅可以用于西红柿, 还可用于种植其他县内生产的蔬菜和花卉等。通过与县政府合作将广受期待和关注的本项目的验证性结果反馈给当地的生产者, 由此促进当地农业的发展, 也是永旺可以发挥的作用。

永旺集团的店铺已经开始销售该农场生产的西红柿。接下来需要做的便是将顾客的心声反映到生产现场。永旺将与国家、地区、生产者一道迎接挑战, 促进本项目的更进一步发展。

Future

Giving Dreams and Hope to Agriculture for the Younger Generation

让年轻人加入充满梦想与希望的农业



Young employees assume tasks from early on and are actively involved in responsible positions
年轻人很早便被委以重任，以负责人的立场活跃于工作舞台

Aeon Agri Create Co., Ltd. (hereinafter, Aeon Agri Create) is actively engaged in employment and training of young personnel.

Training young personnel who will bear the future of agriculture

When Aeon Agri Create recruited 40 new graduates the year before last, many students with high aspirations "to develop agriculture" and "to change Japan's agriculture" applied, and the ratio of applicants to the number to be hired reached 100, the highest ratio among Group companies. The reasons for this include how the company has offered young employees to continue active involvement through rewarding jobs, besides having a complete personnel and training system. Companies in general normally have systems in place related to personnel, training, and welfare and benefits, but in reality many agricultural corporations do not have these systems established.

The personnel training of Aeon Agri Create offers even inexperienced employees opportunities to learn about agriculture from scratch, and educational programs including training programs for farm managers, administrators and executive managers, so that its employees can acquire knowledge on farm operations and management skills. In addition to the training programs, the Aeon Group network is used to allow employees to work at agriculture produce sections of Group stores and have a chance to receive feedback from customers. Through all of this, the young employees become responsible for rewarding jobs from early on and are engaged in farm operations while developing a business mind. There is a range of opportunities offered in accordance with an individual's wish and aptitude, for example, as a farm manager who leads employees of all generations, or as a quality control manager responsible for disseminating Global GAP inside and outside the company. Furthermore, participating in Group common educational programs develops contacts with employees engaged in other businesses to foster views that are beyond the framework of agriculture. Expectations are high for the young employees to pioneer the future of agriculture with innovative ideas.

In terms of welfare and benefits, Aeon Agri Create grants annual paid holidays and allows employees to take turns for holidays even during peak seasons. There are many women active in the workplace, with as many as 11 employees who have experience working as a farm manager. A system is also in place for maternity leave and work styles to assist childrearing, and three female employees have already used the system. Having such systems that encourage active work long into the future ensures a high retention rate of strongly motivated agricultural workers, which in turn will lead to strengthening the foundation of a sustainable agriculture.

By establishing a system to train young personnel and encourage their long and active involvement, Aeon Agri Create aims to transform the image of agriculture from the conventional "difficult, dirty and not cool" to "cool, inspiring and able to earn a good income," and to make it one of the attractive industries for young people to work in. The company strives to inspire the young generation with dreams and hope to develop agriculture, because it firmly believes that this will lead to continuous supply of fresh and delicious agricultural products to the customers.

Aeon Agri Create Co., Ltd. 积极致力于招聘和培养年轻人才。

培养胜任今后农业大任的年轻人才

前年，Aeon Agri Create Co., Ltd. 招聘了40名应届毕业生，报名人数则是实际录取人数的100倍。这一比率高居集团企业之首。抱有“希望发展农业”、“希望改变日本农业”这一宏伟志向的学生聚集而来。之所以能出现这样的局面，除了该公司提供能让年轻人深感工作价值、长期活跃的工作平台外，公司内部充实的人事和教育制度也起到重要作用。一般企业中人事、教育、福利待遇等诸多制度齐全，但目前的现状是在较多的农业生产企业中并未确立这些起码的制度。

Aeon Agri Create Co., Ltd. 在人才培养中设置了能让无经验者从零学习农业的平台，以及农场长、管理者、经营者的培养研修等教育项目，让学习者具备农场运营的知识和管理技能。除研修外，该公司还活用永旺集团的网络，提供让员工能在永旺店铺的农产品卖场工作并直接倾听顾客心声的机会。通过这些环节，年轻人很早便被委任能感受到价值的工作，培养经营意识的同时开展农场运营。例如，作为领导不同年龄段员工的农场长，或作为向公司内外普及全球GAP的品质管理负责人，公司设置了各种符合本人希望和适应性的工作平台。此外，通过集团共通的教育项目，建立与其他事业同事的链接点，员工还能培养超越农业行业框架的视角，期待年轻人才拥有全新的想法，不断开拓农业的未来。

在福利待遇方面，Aeon Agri Create Co., Ltd. 设有年度带薪休假，繁忙期也能轮流申请休假。众多女性活跃于职场，有农场长经验的女性就多达11名。此外，公司的育儿假、育儿工作支援制度也十分完善，目前有3位女性正使用这一制度。像这样能长久活跃于工作岗位的体系有助于稳定有工作积极性的农业主力军，进而强化农业可持续发展的基础。

该公司培养年轻人才，构建能长期活跃于工作岗位的体系，由此希望能让大众对农业的印象从过去的“3K（辛苦、肮脏、不体面）”转变为“体面、感动、赚钱多”，让农业成为年轻人满怀憧憬的职业之一，也就是让年轻人怀梦想与希望大力发展农业。因为我们确信，这一定有助于永旺不断为顾客送去新鲜而美味的农产品。

SUSTAINABLE DEVELOPMENT GOALS

New Series 新连载

To Fulfill a Corporate Mission

为实现企业的使命

Sustainable Development Goals (SDGs) are common goals for the international community that pursue prosperity while protecting the global environment and the lives of the people. This series introduces initiatives taken by Aeon to achieve the SDGs.

“可持续发展目标 (SDGs)”是不断追求丰富性，致力于保护地球环境和人类生活的国际社会的共同目标。本期介绍永旺为实现SDGs的相关举措。



Volume 1

Mobile Sales 移动售货



The mobile sales vehicle notifies its arrival with music and an announcement. The vehicle equipped with a drive recorder also assumes a role in neighborhood crime prevention.
用音乐和广播告知到达的移动售货车，由于装有行车记录仪，也能发挥防止地区犯罪的作用。



Bases in Town Creating Communication Anew

在城市中建立全新交流的据点

Aeon has been conducting "mobile sales" as a measure to support shopping in the disaster-stricken areas of Tohoku region and Kumamoto Prefecture as well as areas with declining population. Furthermore, Aeon also began mobile sales in urban areas starting with Chiba City in November 2016, based on the assumption that there must be customers such as the elderly and those busy with nursing and child-rearing who cannot go out to shop.

Customers calling out to each other and enjoying shopping

"Look, the mobile sales vehicle is here!" Elementary school children on their way home call out cheerfully as an Aeon employee waves to them. Customers who live in the neighborhood start to gather one after another.

This is Mobara City in Chiba Prefecture with a population of approximately 90,000 people. In May 2017, Aeon Mobara Store located in front of JR Mobara Station began mobile sales in districts without retail stores in the neighborhood. Loaded with around 350 items such as food and daily necessities, the vehicle makes the rounds in town, stopping several times at locations such as parking lots of hospitals and housing complexes to sell products. The clientele of Aeon Mobara Store has many elderly customers who come by bus or taxi. Because the number of buses in operation is limited, Aeon through cooperation with Mobara City and residents' associations had been considering again and again about providing shopping opportunities by going to the customers.

At the mobile sales sites, the "distance" between Aeon and the customers is close. Aeon employees help customers who need assistance in walking, and they may call on homes of customers who are hard of hearing to notify the vehicle's arrival. There is no break in the conversation between the employees and customers while they shop. Requests are also accepted for products not available on the vehicle and delivered in the next round. These detailed services have been well accepted, leading to requests to make rounds in new areas. In just three months since the launch of services, Aeon Mobara Store has expanded the sales area from 11 to 18 locations.

Launched as a measure to support shopping, mobile sales is also encouraging customers to go out. Customers call out to each other in smiles and are enjoying shopping. Moreover, municipalities and communities have high expectations for the mobile sales vehicle as a "neighborhood watch" because making rounds in the community also works to prevent crime. Aeon Kamatori Store in Chiba Prefecture has now begun mobile sales starting in July, and Aeon is studying to expand the number of stores offering the service. Serving as a base for the local community just like Aeon stores, Aeon's mobile sales vehicle is headed to the customers as always.

永旺一直以来坚持在东北地区、熊本县地震灾区及人口减少地区开展“移动售货”，作为对上述地区消费者购物的支援。同时，基于城市中也存在老年人、忙于护理和育儿等无法外出购物的消费者这一判断，永旺自2016年11月开始在千叶市尝试都市地区的移动售货。

顾客相互打招呼，享受购物的乐趣

“看，移动售货车来了！”放学途中的小学生们声音响亮，永旺的员工向他们挥手致意，附近的顾客也陆续集中过来。

千叶县茂原市约有9万人口，位于JR茂原站前的永旺茂原店从2017年5月起，在附近没有零售店铺的街区启动移动售货服务。车内装有食品、日用品等约350种商品，在医院、住宅区的数个停车场停车销售，同时也在市内巡回。乘坐公交和出租车前来永旺茂原店购物的老年人众多。由于公交运行班次有限，因此该店在所在市及自治会的协助下，反复探讨了主动将购物机会送至顾客身边的举措。

移动售货的现场与顾客的距离很近，销售员工会照顾腿脚不便的顾客，还会前倾听力衰退的顾客家中通知其售货车已经抵达，购物中顾客与员工的交谈不嫌耳耳，员工们还会记录顾客对车内未装商品的需求，下次巡回时送至顾客手中。如此细致周到的服务赢得了顾客的认可，该店不断接到前往新街区巡回的要求，永旺茂原店自启动该项服务后3个月内，销售区域已从11处扩大至18处。

以购物支援为初衷启动的移动售货为顾客外出创造了良好契机，经常能看到顾客之间微笑相遇、亲切寒暄，享受购物乐趣的身影。此外，移动售货车在地区巡回时也对防止犯罪起到了作用，自治体及当地地区将其视作“治安巡逻员”，给予了极高的期待。永旺正积极探讨今后扩大提供该服务的店铺数量，例如永旺镰仓店（千叶县）从7月起也将开展移动售货，与店铺一样，作为地区交流的据点，永旺的移动售货车今天也将开往顾客的身边。

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(Thailand) "Fully Enjoying the Sweetness of the Harvest"

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,洋溢着人们的喜悦。本期向大家介绍给人们带来喜悦的日本、中国、东南亚(泰国)的“享受丰收的甜品”美味礼赞。

Sankaya Fak Thong

“Sankaya Fak Thong”

【 Whole squash pudding 使用一整个南瓜的布丁 】

"Sankaya" which is a coconut milk with duck egg cream is poured into "fak thong (squash)" with its seeds taken out and then steamed whole into a pudding. During the Thai harvest festival "Loy Krathong Festival", "sankaya fak thong" made with squash in season are lined up along the stalls standing side by side.

把椰奶和鸭蛋混合的奶油"Sankaya"注入到事先清除种子的"Fakutong (南瓜)"里面,是把一整个南瓜蒸好后完成的布丁。在泰国丰收节“水灯节”接连而立的路边摊都有使用正赶上收获旺季的南瓜制作的"Sankaya Fak Thong"。



THAILAND

Kuri Kinton 栗金团

【 Traditional sweets enjoying the natural taste of chestnuts 品味栗子原味的传统点心 】

Japan's "choyo no sekku" (Sept. 9 lunar calendar), which means harvest festival, celebrates the eating of chestnut rice and chestnut confections, so it is also called the "chestnut festival". "Kuri kinton" is made by crushing steamed chestnuts, adding sugar and then squeezing in a cloth into a shape of a chestnut. It is said it originated in the Ena region in the southeastern part of Gifu Prefecture which is famous for chestnuts.

含有丰收节之意的日本的重阳节(阴历9月9日)因为吃栗子饭和栗子点心也被称之为“栗子节”。把蒸好的栗子磨碎,加上白糖搅拌均匀后用布包裹挤成栗子形状制作的“栗金团”,是栗子的产地的岐阜县南部的惠那地方为其发祥地。

JAPAN



Sesame Dumplings 芝麻团子

【 Dim sum full of flavorful sesame 味道丰富的全芝麻点心 】

"Sesame dumplings" are sesame bean paste wrapped in a dough made of rice flour with water and sesame oil which is then covered with white or black sesame seeds and deep fried. It is an auspicious confection made to give thanks for the harvest and made in a round shape which is important for the "Mid-Autumn Festival". Sesame dumplings are a representative sweet dim sum of China using plenty of sesame and is valued as having a medicinal effect for longevity.

糯米粉加上水和芝麻油制作成面粉包上芝麻馅,外面沾上白芝麻和黑芝麻后油炸的“芝麻团子”,在感谢丰收并用圆形形状的“中秋节”以吉祥点心被食用,它是大量使用有不老长寿的药效而受到珍重的芝麻的中国代表甜点。

AEON SUSTAINABLE ACTIVITIES

Striving for a sustainable society, Aeon continues environmental preservation and social contribution activities with local communities.

为创建可持续发展社会,与地区居民携手合作,不断继续开展环境保护和社会贡献活动。

Social Contributions 社会贡献

Aeon Cheers Club Elementary and Junior High School Students Participate in a River Water Quality Survey

The Aeon Cheers Club takes on regional environmental activities based out of Aeon stores throughout the country. The club participated in a "Nationwide Survey of Water Environments Near You", conducted by the National Water Environment Mapping Committee as part of June being a month to think about the environment. Approximately 380 elementary and junior high school students of the club learned about the water environment of rivers near each site, and deepened their understanding of rivers which are the habitats of fish and aquatic insects. The results of the survey will be released as a national water environment map and will be used to understand changes in the water environment and its factors.

永旺奇乐思俱乐部的中小学生们参加了河川的水质调查

以全国的永旺各店铺为据点在地区开展环境活动的永旺奇乐思俱乐部参加了全国水环境MAP实行委员会为配合6月环境月所实施的“周边环境的全国统一调查”。该俱乐部的中小学生们约380名在各据点学习了近郊河川的水环境,并加深了对鱼和水生昆虫生态的河川的理解。调查结果将由全国水环境MAP公布,其结果将利用在水环境变化和其原因的掌握。



Measuring the level of water pollution using a survey kit. 使用调查计测量水质污染程度。

Environmental Preservation 环境保护

25th Anniversary of Tree Planting Activities. Planting Area Cleaning and Weeding Carried Out at About 1,500 Stores Nationwide

Aeon has designated the year from October 2016 as "The 25th Anniversary of Aeon Tree Planting" and implemented various initiatives such as tree planting and forest conservation awareness raising events. In June, which is environmental awareness month, tree planting activities were held in five locations in Iwate, Miyagi and Fukushima Prefectures in the hopes for reconstruction of the Tohoku region. In addition, on the 11th which was "Aeon Day" *, "Aeon Hometown Forests Program" activities were held to clean and weed the planting areas of the Group's approximately 1,500 stores. Environmental conservation activities will be proactively continued.

* On the 11th of every month, all Aeon employees do something to contribute to the community

植树活动25周年,在全国约1,500家店铺的种植地实施了清扫、除草活动

永旺自2016年10月起的1年设定为“永旺植树25周年”,实施了植树和森林保护自发活动等各种各样的举措。6月份的环境月间在岩手、宫城、福岛县的5个场所实施了祈愿东北复兴的植树活动以外,结合11日的“永旺日”*,在永旺集团约1,500家店铺实施了“永旺故乡林”种植地带的清扫、除草活动。今后,也将积极开展环境保护活动。

* 每月11日,永旺全体员工实施对地区的贡献活动

"Cambodia Phnom Penh Tree Planting" Held at Wildlife Reserve to Regenerate the Forest

AEON Environmental Foundation's aim is to revitalize the forests of wildlife reserves and the conservation of biodiversity. As part of its efforts, trees have been planted since 2015 in a three-year plan to help preserve Cambodia's largest wildlife reserve in the capital Phnom Penh. This year being the final year, a total of 800 volunteers from Cambodia and Japan planted 7,000 native saplings in June. In the three years, a total of 21,000 saplings have been planted.

为实现野生生物保护区的森林再生,实施了“柬埔寨金边植树”活动

公益财团法人永旺环境财团以野生生物保护区的森林再生和生物多样性保护为目标。在位于柬埔寨的首都金边的该国最大级的野生生物保护区从2015年开始了为期3年的植树,最后一年的今年6月份,该国和日本的志愿者约800名一起,种植了生长在本地区的7,000棵树苗。3年间所种植的树苗累计达到了2万1,000棵树苗。



800 volunteers from Cambodia and Japan participated 来自柬埔寨和日本的800名志愿者参加



Join Hands and Foster the Power of Hometown "Nigaiwai Tohoku" 相互联结,感受来自故乡的力量,“活力东北”

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。

Planting of Approximately 250 Yuzu Trees in Kesennuma Ooshima, Miyagi Prefecture

On April 15, Aeon Co., Ltd. conducted a tree-planting activity "Restoration Yuzu Tree Planting" jointly with the NPO Forest Building by the Ocean group and the Kesennuma Ooshima Tourism & Convention Bureau. In order to revitalize Ooshima before it is connected to the main island of Honshu by a bridge in 2019, yuzu saplings were planted in the Ooshima Isokusa area. They were planted in the hope that the "northernmost yuzu" would become widely known.

在宫城县气仙沼大岛种植了约250棵柚子树苗

4月15日,永旺和NPO法人创造海边和森林之会、气仙沼大岛观光协会共同举办气仙沼大岛“复兴柚子植树”活动。大岛和本州之间的联络桥预计于2019年竣工。为了赶上联络桥开通,作为复兴市区的一环,在大岛端草地区种植了250棵柚子树苗。含有“北限的柚子”能广泛被认知的祈愿。

Donation Presentation to Support the Children Affected by the Great East Japan Earthquake

The donations received from Aeon Group store customers for the "Aeon Happy Yellow Receipt Campaign" in support of the Tohoku region totaled 103,092,023 yen. The money was presented to funds in Iwate, Miyagi and Fukushima Prefectures to help children go to school. The donations have been accepted since 2012 and the total for the three prefectures is approximately 597,750,000 yen.

为了支援在东北地区受灾的孩子们寄赠了捐款

在永旺集团的店铺筹集到的来自顾客的捐款,东北支援“永旺幸福的黄色小票”活动腾出的善款1亿309万2,023日元捐赠给了在岩手、宫城、福岛县支援孩子们就学的各地基金。从2012年开始持续实施的捐款,3县总额达到了约5亿9,775万日元。

4/8

"Nationwide Disaster Prevention Caravan" Held with the Scout Association of Japan

全国防災キャラバン



Aeon is holding a "Nationwide Disaster Prevention Caravan" with the Scout Association of Japan from June to December at about 70 locations including Aeon Malls throughout the country. Prior to this, a kick-off event was held at Aeon Mall Kumamoto for two days from April 8 with activities such as "simple stretcher making and transport experiences."

与日本童子军协会举办了“全国防灾caravan”

永旺从6月至12月之间与公益财团法人日本童子军协会一起,在日本全国的永旺梦乐城等70个场所举办了“全国防灾caravan”。在这之前,4月8日起两天间在永旺梦乐城熊本实施了启动仪式,举办了“制作简单的担架和搬运体验”等活动。

Hands-on program with Boy Scout children
与童子军的孩子们一起实施了体验活动



5/19

1st Place in the "100 Best Companies Where Women Play Active Part 2017" "Active Use of Women's Ability" Category



Aeon Co., Ltd. was awarded first place in the "Active Use of Women's Ability" category of the "100 Best Companies Where Women Play Active Part 2017," a list created by "Nikkei WOMAN" and the "Nikkei Womenomics Project" ranking 4,300 companies. Aeon was highly rated as a dedicated organization for promoting diversity, diversity promotion activities as a group and the implementation of training for female employees across the organization.

“让女性发挥其能力的公司Best100 2017”中,荣获了“女性发挥能力推动度”企业的第1名

“日经WOMAN”和“日经 Womenomics Project”举办的“让女性发挥能力的公司Best100 2017”,调查对象企业4,300家中永旺株式会社荣获了“女性发挥能力推动度”领域的第1名。为推动多样化而设立专门组织和集团公司融为一体实施的多样化推动活动、横向组织的面向女性社员的研修的实施等举措受到了评价。

4/19

Sustainable Procurement Policies and Goals Established so "Safe and Secure" Products Can be Continued to be Secured



Aeon established an "Aeon's Sustainable Procurement Policy" and "Sustainable Procurement Goals for 2020" for agricultural, livestock, fishery, paper/pulp/wood and palm oil products. By promoting the procurement of products produced under global standards in accordance with the "Sustainable Development Goals (SDGs)" adopted by the United Nations in 2015, we will contribute to the realization of a sustainable society.

为了继续提供“安全、安心”的商品制定了可持续采购方针和目标
永旺此次就农产品、畜产品、水产品、纸、纸浆、木材、棕榈油商品品目制定了“永旺可持续采购方针”和“可持续采购2020年目标”,推进符合2015年联合国通过的“可持续发展目标(SDGs)”并以国际标准生产的产品采购,永旺为实现可持续社会将做出贡献。

Taking Root in the Community, With Adoration for 10 Years 扎根地区生活,受到爱顾10周年



On April 27, Aeon's E-money "WAON" entered its 10th year. The "Gotouchi (Regional) WAON" which donates part of the amount used to local municipalities has reached over 130 types. The total contribution amount is 984,140,000 yen (as of end Feb. 2017) and is being used for the promotion of regional development.

4月27日,永旺电子货币“WAON”卡迎来了诞生10周年。把其利用金额的一部分捐赠给自治体等团体的“当地WAON”卡的种类突破了130种。累计捐赠9亿8,414万日元(截至2017年2月末)将利用在地区的振兴等方面。

Participating stores	Cumulative number of cards issued
344,000 locations	Approx. 66.0million (As of the end of Jun. 2017)
利用加盟店 34万4,000个场所	累计发行数量 达到6,600万张(截至2017年6月底)

Aeon's E-money "WAON" (Newly issued cards)

永旺电子货币“WAON”卡(新发行)



Signing ceremony held at a hotel in Tokyo (Center right: Chairman of the Board Hiroshi Yokoo)
在东京都内的酒店举办了签署仪式(中央前排右起:横尾博董事兼主席)

6/5

Fair Held to Introduce the Appeal of Vietnam After Concluding a Comprehensive Memorandum With Hanoi City



Aeon Co., Ltd. and the Hanoi People's Committee concluded a "Comprehensive Memorandum of Understanding on Investment and Business Promotion in Hanoi". Both parties will cooperate to economically revitalize the city and to develop the region. As part of the efforts, "Aeon World Festa Hanoi, Vietnam Fair" was held at Aeon Laketown mori (Saitama Prefecture) from June 5-11.

与河内市签订了全面合作备忘录举办了宣传越南魅力的展会
永旺株式会社和越南·河内市人民委员会签订了“有关在河内市的投资及事业推动的全面合作备忘录”。今后,在两者的合作下将致力于该市的经济活性化 and 地区发展。作为其一环,从6月5日至11日期间在永旺Laketown mori (埼玉县)举办了“永旺世界节·越南·河内展会”。

4/28

Opening of the "Aeon Xicheng Store" in Wuhan, China Which is Achieving Rapid Economic Development



Aeon (Hubei) Co., Ltd. opened "Aeon Xicheng Store" which is the third store in Wuhan, China. As a key store in the "Kaide Xicheng" shopping center, farm-fresh vegetables and a wide selection of high quality, fresh foods will be available for a higher quality of living for customers in this area of rapid economic growth. With the opening of this store, the total number of GMS supermarkets in China is 50.

在正处于急速经济发展的中国武汉市“永旺西城店”盛大开业

永旺湖北商业有限公司在中国·武汉市的第3家店“永旺西城店”盛大开业。以购物中心“凯德西城”为核心店铺,充实了从产地直接配送到店铺的有机蔬菜等重视品质和鲜度的食品,为处于急速经济发展的顾客提供了丰富多彩的生活。因这次的开业,在中国开设的综合超市达到了50家店铺。

Aeon Xicheng Store 永旺西城店



My bag made with recycled PET bottles
使用塑料瓶再利用材料制作的环保购物袋

6/16

100% Recycled "My Bag" on Sale to Aim for the Realization of a Sustainable Recycling-Oriented Society



"My Bag" made of 100% recycled PET bottles have gone on sale as part of the "Bring Your Own Shopping Bag Campaign" which has continued since 1991. The aim is to reduce the amount of CO₂ emitted during the production of plastic bags. On the clasp of the bag is the logo mark for the national movement supported by Aeon "Cool Choice" which aims to realize a low-carbon society.

以实现可持续发展的循环型社会为目标,销售了使用100%再利用材料的购物袋

以前减少生产购物袋时排出的二氧化碳为目的,从1991年开始持续的“自备购物袋运动”的一环,开始销售了使用100%塑料瓶再利用材料的购物袋。购物袋的扣环配置了永旺赞同为实现低碳社会的国民运动“Cool Choice”的字体标志。

5/3

New Company Opening Ceremony in Shanghai, China as a Development Base for IFM in Asia



Aeon Delight Co., Ltd. held an opening ceremony for "Aeon Delight (Shanghai) Facility Management Co., Ltd." which conducts IFM* consulting to Chinese companies in China, where social infrastructure maintenance and urbanization is progressing and high quality facility management services are in high demand. The new company will promote consulting-style IFM sales to propose solutions for corporate management issues.

亚洲的IFM开展据点在中国 上海市举办了新公司开业仪式

Aeon Delight Co., Ltd. 举办了面向中国的企业提供IFM*咨询服务内容的“永旺乐(上海)企业管理有限公司”的开业仪式。在社会基础设施和都市化迅速发展,对高品质的设备管理服务需求日益增强的中国,推进给企业的经营课题建议解决方案的咨询型IFM营业。

* Integrated Facility Management, to provide optimal services related to facility operation management and contribute to the growth of customers as a strategic partner.
* Integrated Facility Management, 是指作为战略性伙伴提供设备运营有关的最优服务,为顾客的发展做出贡献。



"TOPVALU pump broiled white fish" went on sale on May 30. The fish used is pangasius which is Aquaculture Stewardship Council (ASC) certified as a marine product cultivated in a way that is environmentally friendly taking into consideration local communities and human rights. The product was developed for the environment awareness month and the marine environment preservation promotion month of June for the Group maximum of 1,700 stores nationwide.

5月30日,开始销售了“TOPVALU 白身鱼松烤烤鱼”。此商品使用了对于有益于环境,考虑地区社会和人权而养殖的水产物获得ASC认证的半鲳鱼。作为6月环境月和海环境保护推进月间的商品,在全国的永旺集团最多1,700家店铺开展。



Award ceremony held in Hanoi
在河内市举行的颁奖仪式

6/25

Honorary Chairman and Adviser Takuya Okada Awarded Medal of Honor From Hanoi City



Aeon Co., Ltd. Honorary Chairman and Adviser Takuya Okada was awarded a Medal of Honor from the Hanoi People's Committee for contributing to the development of Hanoi. The effort put into the development of Hanoi's retail industry was recognized. Starting with activities such as tree planting, environmental and social contribution activities, the opening of the first store "Aeon Mall Long Bien" and the partnering with the local SM company FIVIMART.

名誉会长顾问冈田卓也荣获了河内市颁发的名誉勋章

永旺株式会社名誉会长顾问冈田卓也对河内市的发展所做出的贡献受到评价,荣获了该市人民委员会颁发的名誉勋章。包括植树活动、环境社会活动、1号店“永旺梦乐城Long Bien”的开业,此外与本地SM企业FIVIMART公司的合作等,为该市零售业的发展所尽其所能的内容受到了评价。

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.

ORIGIN TOSHU CO., LTD.

Shimizu Shoji Co., Ltd.

SHIMIZU STAFF CO., LTD.

SHIMIZU HAISSO CO., LTD.

TOPVALU COLLECTION CO., LTD.

Bon Belta Co., Ltd.

○ U-any Co., LTD.

[Supermarket & Discount Store Business]

MINISTOP CO., LTD.

United Super Markets Holdings Inc.

Maxvalu Nishinohon 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.

Us Biz Support Co., Ltd

ALTY FOODS Co.,Ltd.

AEON SAVEUR 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.

KOHO CO., LTD.

SANYO MARUNAKA CO.,LTD.

Food Quality Control Center, Co., Ltd.

The Daiei, Inc.

Daiei SpaceCreate Co., Ltd

NAKAGO Co., Ltd.

Network Service Co., Ltd.

BIG-A CO.,LTD.

Bonte, Inc.

My Basket CO.,LTD

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.

MINISTOP KOREA CO., LTD.

MINISTOP VIETNAM COMPANY LIMITED

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.

QINGDAO MINISTOP CO.,LTD.

○ Seibu Co.,Ltd.

○ TENDAI CO., LTD.

○ Japan Education Center for Future Retailing, Inc.

○ 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 YAKYOKU Co., Ltd.

SHIMIZU YAKUHIIN CO.,LTD.

B.B.ON Co.,Ltd.

Welcia-BHG (Singapore) Pte. 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 KIDS DREAM 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 (GUANGZHOU) 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 SERIES 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(SHANGHAI) MANAGEMENT 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 HOTEL MANAGEMENT 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.