

SPECIAL FEATURE

Evolution of Financial Services

特集

不断升级的金融服务

Interview

Yukio Noguchi

Adviser to Waseda University
Institute for Business and Finance

专访

野口悠纪雄

早稻田大学商务与金融研究中心顾问

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Rich Taste of Fish Condensed Into a Fish Sauce

Ishiru

(Wajima City, Ishikawa Prefecture)

"Ishiru" from Wajima City is one of Japan's three major fish sauces. It is a traditional seasoning made by fermenting sardines and mackerel which are caught in the nearby sea and salted. The sauce is laid to rest in a cedar barrel for over three years to create a soy sauce-like deep color and light, refreshing taste. In local households, it is used to flavor hot pot dishes, soup stock and as the secret ingredient in salted rice bran used to pickle vegetables.

浓缩鱼之鲜味的鱼酱

ISHIRU

(石川县轮岛市)

日本三大鱼酱之一的轮岛市 "ISHIRU" 是将近海捕捞的沙丁鱼、青花鱼用盐腌制发酵而成的传统调料，在杉木桶内发酵三年多后所呈现的酱油般浓重色彩和爽口风味是其与众不同的特色。当地家庭常将 "ISHIRU" 用作火锅的佐料汁和调味品、糠床的秘方佐料等。



In cooperation with the region, the "Traditional Wajima Ishiru Inheritance Council" was established as part of Aeon's Food Artisan project, which strives to inherit traditional skills through partnerships with producers who are working to preserve local specialties.

永旺在 "Food Artisan (食品匠人)" 活动中设立了与地区共同协作的 "传统轮岛鱼酱继承协议会"，以与守护乡土风味的生产者携手合作为基础，努力推动传统技艺的传承。

<http://www.foodartisan.jp/>

Illustration by AYA COHARU

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AEON Magazine



Cover Art by TAKERU TOYOKURA

An artist who creates humorous views of the world full of warmth using felt and paper. For this special feature, financial services which are rooted in people's lives are expressed in an illustration of them jumping out from the top of digital devices.

擅长使用毛毡、纸品来呈现幽默温情世界视图的艺术家。通过此次特别企划，扎根于人们生活的金融服务从数码设备中跃然而出的插画展现本期主题。

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SPECIAL FEATURE 特集

Evolution of Financial Services

With the rise of Fintech, new innovative services are currently emerging one after another in the financial industry. Aeon is developing financial businesses that are closely tied in with the daily lives of customers in accordance with lifestyle changes.

This issue features the progress of Aeon's efforts to realize financial services such as experimental customer services using robots and artificial intelligence(AI) at bank teller windows, development of new services in Asia and collaboration with different industries which customers can utilize with "security, convenience and good value" will be introduced.

The interview with Yukio Noguchi, Adviser to the Waseda University Institute for Business and Finance provides insight on the greatly changing financial industry.

不断升级的金融服务

金融行业如今不断兴起金融科技等元素，前所未有的全新服务陆续登场。

永旺结合顾客生活方式的变化，大力推动紧密贴近生活的金融事业。

本期将详细介绍永旺与时俱进的多项举措，诸如：在银行柜台活用机器人和人工智能(AI)进行顾客接待的实证试验，在亚洲推广新服务及与其他行业的合作等，目标都是实现能让顾客“安心、方便、优惠”享用的金融服务。

卷首访谈中，围绕变化巨大的金融行业的现状，我们采访了早稻田大学商务与金融研究中心的顾问野口悠纪雄先生。



Illustration by NAOTO OKUBO

Yukio Noguchi

野口悠纪雄

New Technology Will Change the State of the Economic System

With blockchain technology on the rise, here to provide insight on the greatly changing financial industry is Yukio Noguchi, adviser to Waseda University Institute for Business and Finance.

新技术改变经济社会的存在方式

区块链技术的兴起给金融行业带来了巨大的变化。围绕金融行业的现状，本期我们采访了早稻田大学商务与金融研究中心的顾问野口悠纪雄先生。

The emergence of new technology making money transfer possible at a low cost anywhere in the world

It can be said the business of finance has fundamentally not changed since the basic form was established in the medieval period. Since the 1980's, the development of IT has impacted many industries and life in society, but it did not influence the state of the financial industry itself. However, in recent years, a new technology called fintech has been introduced to the financial industry which is causing a revolutionary change.

Most importantly in 2009, a virtual currency was created which uses a mechanism called blockchain*. Its introduction into the financial industry can be said to be a revolutionary phenomenon. This technology makes it possible to make international remittances even with unknown partners through the Internet. Originally, traditional financial transactions such as sending and depositing money took place because of the existence of trust in financial institutions. In contrast, transactions which utilize blockchain technology are established by trusting the system which created the technology. Virtual currency which has economic value can be sent anywhere in the world at a much lower cost compared to existing services and without mediation by financial institutions.

A big change will occur equivalent to the industrial revolution

Transactions using blockchain may realize a "flattening" of the world. Even ordinary people who do not have huge funds or credit can do business with the world without relying on organizations. No longer will it mean that the larger institutions will always have an advantage. Any individual will be able to conduct financial activities freely which will greatly change the economic system.

It cannot be denied that the new technology has aspects of being a disruptor (destroyer). There is a strong sense of crisis in the financial industry against financial services using new technologies. However, it does not mean that "finance" will disappear from our society. It will only change its form to something more convenient. In the past, bank teller windows were replaced by "robots" by the name of ATM which can also be called a type of disruptor. Up until now, humans have overcome disruptive changes and have created new social mechanisms.

We are currently facing an extremely big change comparable in size to the industrial revolution. In response to this change, it must be said that Japan is greatly lagging behind in the world. One of the main reasons is that there are not enough human resources which can develop new technology, but also it cannot be ignored that Japanese legal regulations are preventing the introduction of such technologies. Like it or

随着新技术的诞生

世界各处低成本的资金移动成为可能

金融事业的基本框架于中世纪确立以来，直到现代可以说基本未曾改变。20世纪80年代后日新月异的IT技术给众多产业和社会生活带来了影响，但并未影响金融事业本身的存在方式。然后近几年，一种被称为“金融科技”的全新技术进入金融领域，掀起了革命性的巨变。

其中十分重要的是，应用“区块链”这一模式的虚拟货币于2009年诞生。该技术让通过互联网的汇款成为可能。原本无论汇款还是收款，传统的金融交易存在于对金融从业者充分的信任之上。与此不同，使用区块链技术的交易则无需对系统完全信任。这种全新的交易不再需要金融从业者作为媒介，而且能以远低于目前服务的成本，将经济价值传送到世界各处。

出现能与产业革命相匹敌的巨变

使用区块链技术的交易拥有能实现世界“平坦化”的潜在可能。不具备巨额资金或交易信誉的普通人都不依赖于组织，以全世界为对象从事商业经营。大规模组织不再势在必行，由于全世界任何一个人人都能自由地开展经济活动，经济社会无疑将发生翻天覆地的巨变。

不可否认，新技术也存在作为“颠覆者”的一面。金融行业对使用新科技的金融服务出现了强烈的危机感。但这并不意味着“金融”将从我们的社会中消失，只是存在形式上变得更加方便。过去，银行的人工窗口业务被ATM这种“机器人”所取代，可以说这也是某种形式的“颠覆者”。人类一直以来也是不断战胜具有颠覆性的变化，从而创造出全新的社会体系。

我们正面对的是可与产业革命同日而语的巨大变化。不得不说日本在全世界中远远落后于这种变革。缺乏新技术的开发人才为重要的原因，但也不可忽视法律规定阻碍了这种技术的导入。不管愿不愿意，显而易见的是如今我们都不得不对全球性的技术进步。我认为最理想的是实现新技术的普及，因此希望日本能逐步放宽限制。企业处在这种革命性巨变中，明确自身应如何应对也至关重要。

“In the midst of revolutionary change brought upon by new technology, it is necessary for companies to figure out what they should do”

“身处新技术带来的革命性巨变中，企业必须明确自身应做之事。”

Profile

Adviser to Waseda University Institute for Business and Finance. Professor emeritus at Hitotsubashi University. After entering the Ministry of Finance, professor at Hitotsubashi University and the University of Tokyo, visiting professor at Stanford University among other positions before present post.

早稻田大学商务与金融研究中心顾问。一桥大学名誉教授，进入日本财政部后，曾任一桥大学教授、东京大学教授、斯坦福大学客座教授等职。



not, it is clear that we will have no choice but to respond to the global technological evolution. I believe that the spread of new technology is desirable, so I hope deregulation will proceed in Japan. It is also important for companies to figure out how they should deal with the revolutionary change.

As new technologies such as blockchain are introduced, various new players will emerge and new services will be created to make our lives more convenient.

From this viewpoint, I hope that Aeon will play a pioneering role in making full use of the new technologies. For example, when shopping at a supermarket, it would be very convenient if people could pay using their smartphone without having to go through a cash register. Checkout counters would disappear and payment would become extremely easy. This is already technologically possible today. Starting with blockchain technology, the various new technologies will have a great impact on society as a whole if used by major companies like Aeon. I really hope for the realization of innovative services through the use of new technology.

随着以区块链为代表的新技术不断导入，将出现各类全新的业者，相信也将衍生出能让我们生活更加便利的全新服务。

从这一观点而言，希望永旺能发挥运用全新技术的先驱性角色。例如在超市内购物时，如果顾客不再需要通过收银台，直接可在各自的智能手机上结算将变得十分便利。没有了收银台，购物付款将变得非常简单。从技术层面上上完全能实现这一目标。永旺这类大型企业导入区块链为首的各类全新技术，必然会对整个社会产生深远影响。希望永旺能创造采用全新技术的革新性服务。

* A system that records electronic information such as financial transactions with distribution management possible with a number of computers.
* 记录金融交易等电子信息并可通过多台计算机分散管理的模式。

Aeon's Financial Services
Connected to People's Lives
与生活同在的永旺金融



Use
用钱



Borrow
借款



Save
储蓄



Use
用钱



Grow, Prepare
增值, 以备不时之需

Originality

Evolving as Financial Services 作为源自零售业的金融服务不断升级

Aeon's Financial Services Business originated in the retail business that has shown unchanging commitment to the "Customer-First" philosophy. With an aim to enrich customer lives, Aeon has developed the business by pursuing services that integrate daily shopping with finance-related needs.

The goal was to become the customer's most familiar financial institution

In 1976, Jusco (currently Aeon) stores began accepting Jusco Green Card, a card affiliated with a consumer credit company, to allow customers to make payments by simply signing their name. The cardholders were solicited at Jusco stores. In those days, when customers who did not have a credit card made installment purchases, they needed to fill out applications and go through troublesome procedures. However, with this card, these procedures were not required. By four years later, in 1980, Aeon had developed an in-house system to handle the entire credit card process, from cardholder solicitation to credit inquiry, invoicing and collection, without having to rely on banks or credit companies, and began issuing its own Jusco Card. In 1981, Nihon Credit Service Co., Ltd.*1 was established, marking Aeon's full-scale entry into the financial business.

Today, Aeon Financial Service Co., Ltd., responsible for the Financial Services Business, is developing a range of services including those related to credit card, bank, and insurance through its subsidiaries, and offering them according to the customer's life stage. Aeon is supporting customer lives comprehensively as they "Use," "Save," "Borrow," "Grow" money and "Prepare" for an emergency.

Meanwhile, it is evident that Aeon's financial business has developed owing to the Group's collective strength founded on the retail industry. A wide range of financial services are offered at Aeon stores where customers do their daily shopping, and Aeon is enhancing its presence as the most familiar financial institution for customers. It has developed by offering "secure, convenient and rewarding" services in customer lives, and one such example is Aeon Bank, Ltd. (hereinafter, Aeon Bank).

Aeon Bank has bank counters and ATMs mainly at commercial facilities operated by the Aeon Group. Aeon Malls across Japan receive around one billion visitors a year. Customers can easily stop by an Aeon Bank while doing their daily shopping. Just like retail stores, its branches operate 365 days with many locations open until 9:00 pm. Therefore, customers are able to use the services without having to give much thought about the day of the week or time. This also applies to the ATMs that can be used 24 hours a day without a fee. Furthermore, the bank counter staff are able to provide consultations on insurance and accept credit card applications besides managing regular banking services such as loans.

The products and services offered are also unique. An example is Aeon Card Select, which is a single card that has the functions and benefits of a bank cash card, a credit card, and an e-money card. Cardholders benefit from a preferred interest rate on an ordinary

永旺的综合金融事业源自于始终坚守“顾客第一”视角的零售业。为实现顾客丰富美好的生活，永旺不懈追求每日购物与金融有机融合的优质服务，不断推动金融事业的发展。

力争成为最贴近顾客身边的金融机构

1976年，为了让顾客简单签个名就能轻松购物，JUSCO (如今的永旺) 的店铺开始使用与信用销售公司的合作卡种“JUSCO-Green Card”。JUSCO各店都积极招募会员。当时，不持有信用卡的顾客分期付款购买商品时需要填写申请书，“JUSCO Green Card”则能省去这些繁琐的手续。4年后的1980年，JUSCO确立了相关体制，不再依赖银行和信用销售公司，而是独立完成从会员招募到信用调查、还款通知及资金回笼的所有信用卡业务，并发行了“JUSCO Card”。1981年，Nihon Credit Service Co., Ltd.*1 正式成立，永旺的金融事业也由此正式拉开帷幕。

如今，肩负综合金融事业重任的Aeon Financial Service Co., Ltd.通过旗下子公司推出了信用卡、银行、保险等种类丰富的服务，让顾客能根据自身所处的人生阶段合理利用，全方位支援顾客生活中“用钱、储蓄、借款、增值、以备不时之需”的方方面面。

另一方面，可以说以零售业为基础的永旺举集团之力推动了自身金融事业的发展。金融事业在顾客每天购物的永旺店铺内推出丰富多样的服务，作为最贴近顾客的金融机构不断提高自身的存在感。金融事业下的各大主体通过让顾客在日常生活中“安心、方便、优惠”地享用服务不断发展至今，永旺银行便是其中的一例。

永旺银行主要在永旺集团运营的商业设施内设置柜台和ATM。顾客在日常购物时可以顺便前往永旺银行。永旺银行与零售业店铺一样，一年365天营业，很多网点一直开设到晚上9点。由此一来，顾客能不用考虑周日或时间随时前往永旺银行。这与24小时无手续费的ATM毫无差别。此外，银行的柜台上不仅可以办理贷款等银行业务，还能提供保险咨询、信用卡申请等服务。

永旺银行推出的产品和服务十分独特。例如将银行的现金卡与信用卡、电子货币的功能及优惠集于一身的“Aeon Card

Originating in the Retail Industry



deposit by using the services of this card that links credit card payment with the debit account. WAON e-money points can also be accrued by designating the account for payroll deposit or payment of utility bills. These points can be converted into e-money and used to pay for shopping. In addition, customers who have signed a housing loan can receive a 5% discount everyday for a certain period when shopping at Aeon stores.

Aeon Bank has continued to offer customers these financial products and services that integrate shopping, and it marked the 10th anniversary since opening this year. In the past decade, its scale has expanded to 138 branches*2 in Japan, with approximately 6,000*2 Aeon Bank ATMs. These customer-centric services and user friendliness were evaluated, and in January 2017, Aeon Bank was ranked No. 1 in customer satisfaction in the 13th Ranking of Financial Institutions compiled by Nikkei Inc.

Through day-to-day contact with customers, Aeon's financial services have taken customer feedback seriously and endeavored to meet customer needs, while responding to the changes of the times. That is all the reason why Aeon will continue to achieve innovations in order to offer more "secure, convenient and rewarding" services in customer lives through development and provision of financial services that are closely connected to everyday life.

Select”。使用将信用卡支付与扣款账户实现关联的该卡，还能享受优厚的活期存款利息。指定工资汇款账户、支付公共费用时，电子货币“WAON”可以积分，如将积分兑换成电子货币还可在购物付款时使用。此外，如签订住宅贷款合同，还能在一定时期内享受永旺店铺每日购物5%的折扣优惠。

永旺银行始终致力于为顾客提供与购物有机相融的金融产品与服务，今年迎来了成立10周年纪念。这十年来，永旺银行已扩大到在全国拥有138家店铺*2、约6,000台*2本行ATM的规模。基于顾客视角的服务和便利性获得了极高的评价，在2017年1月由日本经济新闻社评选的“第13届金融机构排行榜”中获得顾客满意度第一名。

永旺的金融服务在每日与顾客的接触中认真聆听顾客心声，应对和响应时代的变化，不断发展至今。正是因为如此，永旺今后也将继续开发和提供与日常生活紧密相连的金融服务，不断革新，从而让顾客能在生活中更加“安心、方便、优惠”地享用服务。

*1 Changed trade name to Aeon Credit Service Co., Ltd. in 1994 公司名称于1994年更改为Aeon Credit Service Co., Ltd.
*2 As of the end of Oct. 2017 截止2017年10月末



1. Digital brochure. Brochure data can be transferred to and output by a smartphone. 数码宣传册，可将宣传册的数据传至智能手机或打印出来。



2. Customers easily stop by Aeon Bank while shopping. 购物时能顺便前往的永旺银行。

Technology

Using Digital Technology to Enhance Customer Service Levels

活用数码技术，提升待客水平

In light of the growing attention on digital technology such as robots and AI, Aeon Financial Service Co., Ltd. (hereinafter, Aeon Financial Service) began operation tests in June this year to use robot technology in receiving Aeon Card applications* and to use AI technology for a digital concierge.

Enhancing customer satisfaction by pursuing speedy and accurate customer service

Having contact points with many customers and being able to directly receive their requests through face-to-face communication. This is Aeon's strength as a company centered on the retail business. Aeon Financial Service has also enhanced its service level by improving operations based on customer feedback. Aeon Bank is working to reduce the burden on customers in areas such as waiting time and filling out application forms at bank counters, while also promoting paperless operations at the branch. In place of paper brochures, digital signage brochures are currently being used as a tool to introduce financial products at branches.

The bank counter staff must respond to a wide range of customer requests, including "inquiries about financial products being offered," or respond to customers "looking for a quick process in applying for a credit card or changing their registered address or



在机器人、AI等数码技术备受瞩目的当下，Aeon Financial Service Co., Ltd. 从今年6月起，正式启动对活用机器人技术的永旺卡入会手续受理*、活用AI技术的数码礼宾服务开展实证试验。

追求快速而准确的待客，提升顾客满意度

能与众多顾客保持联系，通过面对面的交流直接询问其需求，这是永旺以零售业为基础的优势。Aeon Financial Service Co., Ltd. 基于顾客心声开展业务改善，致力于不断提升服务水平。AEON Bank, Ltd. 通过缩短柜台等候时间、简化申请书填写，努力减轻顾客的负担，同时致力于在店内推进无纸化。目前，店内不再设置纸质宣传册，而是启用数码宣传册显示屏作为介绍金融产品的工具。

该行的柜台工作人员积极应对顾客的各类需求，诸如“希望了解银行销售的金融产品”、“希望在短时间内完成信用卡申请、住址及支付额度的变更”等。为能进一步提升准确到位且高效迅速的

payment limit.” Therefore, with an aim to enhance timely and speedy customer service, Aeon Financial Service together with its subsidiaries Aeon Credit Service Co., Ltd. and Aeon Bank, Ltd. began operation tests to utilize robots and AI technology for counter services. A humanoid robot alone is serving customers to complete credit card applications, and a desktop robot utilizing AI technology is answering questions from customers through interactive conversation. This is the first endeavor of its kind taken in the financial industry in Japan.

The humanoid robot accepting applications for Aeon Cards is “Pepper” developed by SoftBank Robotics Corp. It incorporates the knowhow in accepting applications accumulated over the years by the customer service staff of Aeon Credit Service Co., Ltd. and Aeon Bank, Ltd. Pepper explains the credit card functions and privileges to customers who wish to apply, along with points to note about the application, and takes them through the entire application process. The customers follow Pepper's voice guidance and enter the necessary information in a special tablet at the branch to complete the application. This procedure prevents possible mistakes and omissions made in handwritten applications. In addition, a document for identity verification is not required at the time of application. Identity is verified when the Aeon Card is delivered to the customer's home by courier. Therefore, customers can “apply for a credit card” on the spot, without

待客服务，Aeon Financial Service Co., Ltd. 携手子公司 Aeon Credit Service Co., Ltd.、AEON Bank, Ltd. 开始对活用机器人、AI 技术的柜台服务进行实证试验。人形机器人能独立接待顾客完成信用卡的入会受理手续，活用 AI 技术的台式机器人能通过对话的形式回答顾客的提问。这些都是日本国内金融业的初次尝试。

办理永旺卡入会受理手续的是 SoftBank Robotics Corp. 的人形机器人“Pepper”。该款机器人将 Aeon Credit Service Co., Ltd. 及 AEON Bank, Ltd. 的客服人员长年积累的受理业务的知识经验融于一身。Pepper 能向有人会意愿的顾客说明卡种功能、优惠及入会手续的注意事项，协助完成所有的手续。顾客跟随 Pepper 的语音指南，在店内设置的专用平板电脑上输入所需的信息，即可完成入会手续。不再需要担心过去手写申请书时可能出现的笔误、漏写等问题。除此之外，入会时也不再需要提供本人身份证明。由于几天后配送人员将永旺卡送至顾客家中时确认是否为开卡本人，因此当顾客有“想办张信用卡”的想法时，随时即可当场申请，再也无需顾虑是否携带所需资料。此外，Pepper 能同时接待最多



Digital concierge by a desktop robot utilizing AI technology
活用AI技术的台式机器人提供数码礼宾服务

worrying about having the necessary documents on hand. Pepper is also able to serve up to three customers at the same time. Even if applications are concentrated, customer waiting time and application process can be shortened.

Meanwhile, “Digital Concierge,” which is a desktop robot utilizing AI technology, is responding to a wide range of questions and offering product information at the branch. When a customer speaks into a microphone on the digital concierge, the information is automatically recognized. An animated character of a counter staff appears on the screen and begins attending to the customer. The dialogue is easy to understand because it uses both voice and displayed text. By using AI technology, the digital concierge can respond based on the context of the conversation, even in case a customer poses an ambiguous question. This ensures customers are able to quickly obtain the information they are looking for. At the start of operation tests, Aeon Financial Service set up the digital concierge to be able to respond to approximately 800 different types of questions. The data accumulated through the tests is analyzed and used to brush up the responses according to actual situations.

Once digital technology is put to practical use, it will enable branch operations with minimum staff in locations such as a corner of a supermarket. This can lead to developing a greater number of branches. Meanwhile, the counter staff have more time to respond to the needs of customers who seek extensive consultations, and to focus on proposing products suitable for each life stage. With priority on communication with the customer, Aeon is always making use of innovative technology and is committed to pursuing customer service that leads to customer satisfaction.

3名顾客。如此一来，即使申请量集中，也能缩短顾客的等候时间，简化申请手续。

对店内询问、产品介绍等提供各类应对的是活用AI技术的台式机器人“数码礼宾员”。如果顾客对设置在机器上的话筒讲话，机器人便能自动识别内容。画面上出现模拟柜台工作人员的动画形象开始应对。对话通过语音及显示文字进行，清晰易懂。“数码礼宾员”凭借AI技术，即使顾客的问题不够清晰，也能从对话的前后连贯性推测内容进而回答。这样顾客便能迅速而准确地掌握渴望了解的信息。Aeon Financial Service Co., Ltd. 在实证试验开始时，将“数码礼宾员”设定为能回答约800种问题。目前正通过试验进一步积累和分析数据，不断更新符合实际的应对内容。

如果数码技术能被实际应用，可在食品超市的一部分等有限的空间内由少量人员开展店铺运营，也能进一步扩大开店步伐。同时，柜台工作人员能赢得更多的时间，能了解想详细咨询所以亲自到店而来的顾客的需求，将精力集中于向顾客推荐符合其人生阶段的金融产品。永旺将与顾客的交流置于首位，在不断吸纳新技术的同时，不懈追求令顾客满意的待客之道。

Pepper receiving Aeon Card applications
通过Pepper的待客服务办理永旺卡入会受理手续

AEON CARD COUNTER

Thank you for applying for an Aeon Card.
衷心感谢您今天申请永旺卡。

Malaysia (1996 ~)



Aeon Member Plus Card, combining point card and e-money functions
积分卡与电子货币合一体的“Aeon Member Plus Card”



● Listed company 上市企业
○ Unlisted company 未上市企业

Globalization

Enriching the Lives of Customers in Asia

让亚洲顾客的生活丰富美好

In 2013, the World Bank Group set a goal to ensure that all people have access to basic financial transaction services. Going back more than 20 years before this, in 1987, Aeon began extending loans as the first non-bank company in an Asian country other than Japan. Aeon has been supporting customer lives while contributing to the development of the Asian economy.

Making financial services available to customers who need them

Back in 1987, many people in Asia were not able to have a credit card. This was due to reasons such as credit bureaus in each country were not yet developed, and because many people did not pass credit reviews by financial institutions even if they were capable of making repayments. This led Aeon to open a branch for financial operations in Hong Kong. It began a hire purchase business for individual articles to buy furniture and home appliances on an installment plan at Aeon stores in Hong Kong. This was backed by the wish to allow even customers who did not have a credit card “to purchase products they could not afford in the past.” Today, Aeon’s financial business has expanded to 12 countries in Asia, and the services are evolving in response to the situation in each country.

In Malaysia, Aeon Credit Service(M)Berhad responsible for the credit card business in the country has plans to issue the Aeon Member Plus Card, which is a point card with e-money functions issued at Aeon stores in Malaysia. In addition to being able to earn points according to purchase amounts and use these points to pay for purchases, the point card comes with e-money functions. Customers can shop at Aeon stores without having

2013年, World Bank Group提出了一项宏伟目标——让全世界所有人都能享用基本的金融交易服务。在20多年前的1987年,永旺作为首家非银行机构,开始在日本以外的亚洲国家对顾客提供贷款业务。永旺始终致力于支援顾客的生活,为亚洲经济的发展做出贡献。

为需要金融服务的顾客创造利用服务的机会

在1987年的当时,亚洲尚有许多人未持有信用卡。这由各国信用信息机构尚未发展等原因造成,因为即使当事人具有还款能力,也无法通过金融机构的信用审核。在这一背景下,永旺在香港开设了金融分支机构,在香港的永旺店铺内推出单项商品分期付款事业,让顾客能分期付款购买家具、家电的货款。永旺的初衷是,让即使不持有信用卡的顾客,“也能购得此前无法入手的商品”。基于这一想法,永旺目前在亚洲12个国家拓展金融事业,针对各国的实际情况,推动服务不断升级进步。

在马来西亚,开展该国信用卡事业的Aeon Credit Service (M) Berhad预定在马来西亚的永旺店铺发行附带电子货币功能的积分卡——“Aeon Member Plus Card”。该卡能根据消费金额积分并将积分在购物付款时抵用,相当于在积分卡的基础上追加了电子货币



A Global Mobility Service tricycle that can be purchased with an auto loan for drivers
让司机能通过汽车贷款购买由Global Mobility Service, Inc. 开发的电动三轮车

to carry cash. In addition, the Card will be accepted by member merchants of the international brand VISA, allowing customers to make payments throughout the world. With an eye toward the ever-expanding trend in cashless payment, Aeon plans to take this service to other Asian countries, besides providing related Aeon Member Plus Card smartphone apps and introducing a mobile payment service using the two-dimensional bar code.

In the Philippines, in July this year, Aeon launched a financial service that is contributing to employment support. The service extends auto loans to tricycle (three-wheeled taxi) drivers through collaboration between Aeon and Global Mobility Service, Inc. (hereinafter, Global Mobility Service).

Tricycles are a common means of transportation in the Philippines. However, there are many who want to become a driver but cannot purchase a tricycle because they do not pass a credit review for taking out a loan. Against this backdrop, Aeon Credit Service (Philippines) Inc. engaged in the financial business in the country has made the financial service available to customers aspiring to become a driver, based on the idea “to create a society where hard-working people are recognized regardless of income.” The drivers purchase a tricycle equipped with a remote control device developed by Global Mobility Service. It stops the engine if a driver’s loan repayment is delayed and restarts the engine once payment is received. By the use of this system, customers can earn a living as a driver and obtain a stable income. Having more people working will lead to raising the country’s economic standards as a whole. Besides the Philippines, there is said to be approximately two billion people around the world who cannot purchase a vehicle because they do not pass a credit review. In order to break this situation, Aeon plans to roll out the auto loan scheme mainly to countries in Asia.

In addition to business development tailored to the situation in each country, Aeon also aims to realize seamless connections among the services in Asian countries. In the near future, even if customers travel from one Asian country to another, they will be able to use the services with comfort within one Aeon platform that transcends the local currency in each country. For example, a customer can use points earned by shopping in Japan such as to pay for a purchase in Malaysia. To realize this, Aeon together with IBM Japan, Ltd. began operation tests on blockchain technology in June this year. Technical development is underway with a view toward practical implementation.

By providing services that look one step ahead into the customer’s future, Aeon aims to contribute to developing customer lifestyles and economies in each country.

Philippines (2008 ~)



功能。顾客即便身上未带现金也能在永旺的店铺内购物。此外,该卡还能在国际品牌VISA的加盟店内使用,顾客由此能在全世界各个地方轻松结算。面向今后日益扩大的无现金化趋势,永旺除了将在亚洲各国推广上述服务外,预计还将推出与“Aeon Member Plus Card”关联的智能手机应用程序,及使用二维码的手机结算服务。

在菲律宾,永旺从今年7月起启动了促进就业的金融服务,即面向电动三轮车(三轮出租车)司机,永旺与Global Mobility Service, Inc. 合作推出汽车贷款。

在菲律宾,人们频繁乘坐电动三轮车作为生活的交通工具。但很多人即使想从事三轮车司机的工作却因为信用不足无法贷款和购买车辆。面对这一现状,在该国开展金融事业的Aeon Credit Service (Philippines) Inc. 基于“创建无论收入高低,让努力工作之人都能得到肯定的美好社会”这一理念,让希望成为司机的顾客都能享受到金融服务。由Global Mobility Service, Inc. 开发的远程控制装置被安装在电动三轮车上。如果司机拖欠还贷,三轮车发动机将停止运转,一旦正常还款发动机又将启动,通过上述机制确保司机如期还贷。通过让司机利用这一机制来维持生计的方式,永旺能让顾客获得稳定的收入,就业人数不断增加,也能起到提高该国经济水平的作用。据悉,包括菲律宾在内,因无法通过贷款审核所以无力购买汽车的人数在全世界约有20亿。为能打破这一局面,永旺将以亚洲为中心,大力推广汽车贷款的相关举措。

除根据各国国情拓展事业外,永旺还以实现亚洲各国服务的无缝式衔接为目标。在不久的将来,各国顾客往返于亚洲之内,在“永旺”这一平台内便可享受超越各国货币力量的舒适服务。例如:在日本购物时攒下的积分可以在马来西亚购物时抵用。为实现这一理想目标,永旺从今年6月起,与IBM Japan, Ltd. 携手启动区块链技术的实证试验工作。永旺正以区块链技术的实用化为目标,大力推进技术开发。

永旺走在顾客的前列聚集未来,提供服务,旨在为各国顾客的生活和经济发展做出应有的贡献。

Innovation

Continuing the Challenge to Create New Services Always with a Flexible Mind

始终以灵活的创意不懈挑战以创造全新服务

In the financial industry, many new services including those collaborating with different types of businesses are being developed one after another. Aeon Financial Service Co., Ltd. (hereinafter, Aeon Financial Service) has continued the challenge to create services that are easily accessible in the daily lives of customers by gaining insight from the Group as well as from outside parties.

Commercialization of ideas that leverage Aeon's platform

Aeon Financial Service organized Aeon Financial Service Innovation for the first time last year, which is a business contest aiming to realize early application of new fintech services. The contest solicits ideas on original and innovative services and solutions that would realize the "merger of commerce and finance." The ideas are collected on condition that they make full use of Aeon Group's platform, which includes Aeon Card holders, Aeon stores, banks and insurance shops. The contest assumes the proposal winning the first prize will be commercialized and introduced as a service. Last year's contest was short and intensive, comprised of an "ideathon"^{*1} for several hours and a two-day "hackathon"^{*2}. Development is now underway for the first prize "Communication-type household account app" proposed by Neos Corporation with an introduction from Aeon Bank, Ltd. targeted for next spring.

The outline of the second contest for this year was announced in October. Ideas will be collected extensively based on the theme, "Future store x shopping x service that is a step ahead of existing EC services." The final decision on the idea to be introduced will be made in January 2018 following screening of documents and presentations.

In order to realize novel ideas, Aeon is actively looking to collaborate with partner companies. And to respond to the diversifying lifestyle needs of customers, it is committed to taking on the challenge to realize new convenient services for the customer.

^{*1} A word coined by combining "idea" and "marathon." An event where participants work in groups to generate ideas and reach a consensus on a particular theme.
^{*2} A word coined by combining "hack" and "marathon." An event that brings together software developers to work intensively for a certain period of time to develop a program or design a service and compete on the results.
 "hack" with "marathon" the combination. Software developers in a certain period of time concentrate on program development and service design, for the results to be achieved through the activity.

The Voice of "Aeon Financial Service Innovation 2016" Participants

参赛者感言

We got detailed answers to technical questions at the orientation. We hope to participate in similar events in the future.
 说明会上永旺工作人员耐心地解答了技术性問題。希望今后还能参加此类活动。

We took part because it's an opportunity to connect with Aeon. It's great how it envisions putting the collected ideas to practical use.
 我觉得这是一个能将自己与永旺相连的好机会。比赛不仅征集创意，以创意实用化为前提的理念非常好。



Orientation for Aeon Financial Service Innovation 2017 held on Oct. 31, 2017. Many participants listened attentively.
 于今年10月31日举办的“Aeon Financial Service Innovation 2017”说明会，众多参赛者满怀热情地前来聆听。

金融行业通过与其他行业的合作等方式不断衍生出全新的服务。Aeon Financial Service Co., Ltd.以集团内部为基础，同时吸取外部见解，以创造能让顾客在日常生活中轻松享用的服务为目标不懈挑战。

活用永旺平台将优秀创意形成事业

去年，Aeon Financial Service Co., Ltd.为尽早实现全新的金融科技服务，首次举办了名为“Aeon Financial Service Innovation”的商务竞赛。这一竞赛旨在征集能“将商业与金融相互融合”，与崭新而划时代的服务及解决方案相关的创意。征集前提是最大程度地活用以永旺卡会员为首的、永旺店铺、银行、保险网点等永旺集团的各类平台。同时以形成事业、导入服务为前提评选出最优秀提案。去年举办的短期集中型竞赛分为数小时的创意马拉松(ideathon)^{*1}和两天的编程马拉松(hackathon)^{*2}。Neos Corporation的“交流型家庭账本APP”最终夺得最优秀奖，目前Aeon Bank, Ltd.正大力推进开发工作以明年春季发布上线。

今年将举办第二届商务竞赛，10月已经发表了参赛概要。本届设定的主题为“走在现有电商服务之前的未来店铺×购物×服务”，将广泛征集各界创意。经过资料评审、自述评审环节，2018年1月将最终确定被采纳的创意。

永旺为实现前所未有的创意正积极与伙伴企业构建合作框架。同时，为应对顾客多样化的生活方式，永旺将不懈挑战以实现为顾客而言方便、实惠的崭新服务。

SUSTAINABLE DEVELOPMENT GOALS

To Fulfill a Corporate Mission

为实现企业的使命

In the “Sustainable Development Goals (SDGs^{*1})” adopted by the United Nations, 17 goals were established that are common to the international community in pursuing a better life while protecting the planet's environment and the lifestyles of people.

We would like to introduce AEON's activities which are related to SDGs..

联合国通过的“可持续发展目标 (SDGs^{*1})”制定了国际社会的17个共同目标，旨在不断追求丰富性，保护地球环境和人类生活。本期介绍永旺为实现SDGs的相关举措。



Volume 2

Fairtrade Products

公平贸易商品



1. Development of reasonably priced economy size
推出价格实惠的优惠包装
2. Dominican cacao producer
多米尼加的可可豆生产者
3. Fairtrade products that blend into daily life
完全融入生活的公平贸易商品

Daily Shopping Can Enrich Lives in Developing Countries

让日常的购物丰富发展中国家人民的生活

"Fairtrade" is a system in which products are continuously purchased from developing countries at a reasonable price to support the improvement of living conditions of the producers and their economic independence. In 2002, Aeon began Fairtrade product development ahead of the rest of the industry.

Products that customers can continue to purchase

At the time, awareness of fairtrade was still low in Japan. There were only a few companies which handled such products. Very few domestic manufacturers had acquired fairtrade certification, maintained a manufacturing line and manufactured products. As a result, fairtrade products distributed in Japan were manufactured overseas and most of them were rather expensive because of the added import cost. How can fairtrade take root in Japan? In response to this, Aeon decided to make it so consumers could purchase fairtrade products at a reasonable price.

Two years after starting product development, Aeon began selling fairtrade certified coffee as a product of the Aeon brand "Topvalu." Furthermore, the next goal became manufacturing development of fairtrade products within Japan in order to keep import costs down. With the cooperation of domestic manufacturers and repeated trial and error, Japan's first "domestic manufactured" fairtrade certified chocolate started to be sold in 2010 at 3,500 group stores nationwide for 110 yen per box^{*2} (48g, 12-count bite-size). In 2014, Aeon was the only company from Asia to join the "International Fairtrade Sourcing Programs"^{*3} which encourages the spread of fairtrade. At that time, Aeon set a target to raise the procurement amount of fairtrade certified cacao by ten times by 2020 compared to the 2012 amount. Since then, the best-selling economy-size chocolate was also developed and the procurement amount is steadily increasing so the goal can be met.

It has been fifteen years since Aeon has begun working on fairtrade. In addition to increasing the lineup of "Topvalu" fairtrade products, such as coffee, chocolate, jam and bananas, the number of group company stores selling the products is also increasing. The aim of the initiative is to have the producer support system fully be a part of everyday shopping. The aim is to increase not only purchases that support the cause, but opportunities in which the product is picked up from "wanting to buy chocolate" and it just so happens to be a fairtrade product.

"公平贸易"是一种以正当价格持续采购发展中国家商品从而帮助生产者改善生活并实现经济独立的举措。2002年，永旺在业界率先尝试开发公平贸易商品。

提供能让客户不断购买的商品

在当时的日本，社会对公平贸易的认知度尚低，经营公平贸易商品的企业更是寥寥无几，几乎没有能通过公平贸易认证，维持生产线开展商品制造的日本国内生产商。最终结果就是，在日本流通的公平贸易商品几乎都是海外制造，由于附加了进口成本，价格较高。如何才能让公平贸易扎根于日本呢？面对这一课题，永旺首先认为应该有所作为让消费者能以可接受的价格购买公平贸易商品。

着手商品开发两年后，永旺将公平贸易认证咖啡作为自有品牌"TOPVALU (特慧优)"的商品开始销售，为进一步降低进口成本，永旺希望能在日本国内进行公平贸易商品的制造。在国内生产商的大力支持下，经过不断探索，日本首个“国内制造”的公平贸易认证巧克力以一箱110日元^{*2} (48g，一口大小共12颗)的价格，于2010年在全国3,500家永旺集团店铺开始销售。2014年，永旺作为唯一一家亚洲企业参加了旨在普及公平贸易的“国际公平贸易认证采购计划”^{*3}，并在当时提出了在2020年前将公平贸易认证可可豆的采购数量提高到2012年10倍水平的目标。此后，价廉物美巧克力等各类畅销品陆续上市，永旺正为实现上述目标稳步扩大采购量。

永旺在公平贸易领域的努力已有15年之久，在丰富咖啡、巧克力、果酱、香蕉等"TOPVALU (特慧优)"公平贸易商品种类的同时，集团企业销售上述商品的店铺数量也日益增加，这一举措的最终目标是将生产者的支援计划全面渗透到日常购物中，不只因贵贱这一主旨而购买商品，也有不少例如想购买巧克力时碰巧选择公平贸易商品的此类机会将不断增加。

^{*1} SDGs details can be seen on the "2030 Agenda" within the United Nations Information Centre homepage.
 SDGsの詳細内容確認或取联合国信息中心(United Nations Information Centre)官网上的《2030可持续发展议程》。
^{*2} The price at the time. Current price is 108 yen (excluding tax)
 当时的实物价格。目前价格为108日元(不含税)。

^{*3} Companies and organizations commit to increasing the procurement amount of a specified fairtrade certified raw material. This makes the expansion of product development within a new framework possible.
 企业和团体参与扩大某种特定公平贸易认证原料的采购量，通过使用该原料，在经过认证的全新框架内实现商品扩大化。

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

"Asia Youth Leaders 2017" Held Gathering 53 High School Students from Six Countries

Aeon 1% Club Foundation held the Asia Youth Leaders 2017 event in Japan from August 21 to 26. The event gathered 53 high school students from China, Indonesia, Japan, Malaysia, Thailand and Vietnam to deepen their understanding on the theme "dietary education" through lectures by experts, an activity to conduct a survey on dietary life, and other programs, and the students gave a presentation on the solutions that were discussed in group sessions. The program to nurture the ability to take proactive action and global sensibilities among high school and university students leading the next generation began in 2010, and the number of participants has reached 722 students, including this year.

举办了聚集6个国家53名高中生参加的 "Asia Youth Leaders 2017"

公益财团法人永旺1%俱乐部于8月21日至26日期间在日本举办了 "Asia Youth Leaders 2017"，来自中国、印度尼西亚、日本、马来西亚、泰国、越南的53名高中生聚集在一起，以 "食育" 为主题通过专家的讲义、与饮食生活相关的调查活动等，分组进行了讨论后对课题实施了解决方案的建议，培养担负下一代的各国高中生。大学学生的自发的行动力和跨国视野的该活动从2010年开始实施，包括这次的举办其参加人数达到了共722名。



High school students conducting interviews at Aeon Style Miyazaki
高中生们在 Aeon Style 宫崎店进行采访

Environmental Preservation 环境保护

Aeon Signed the First Partnership Agreement on UNESCO Ecoparks in Japan

On August 7, AEON Environmental Foundation signed a partnership agreement with Japan Biosphere Reserves Network, the first such agreement in Japan, with an aim to balance conservation of ecosystems and sustainable utilization. The partnership will collaborate in efforts related to three functions of UNESCO Ecoparks*: "conserving ecosystems," "developing economy and society" and "supporting academic research."

* Sites registered by UNESCO as biosphere reserves aimed to balance conservation of ecosystems and sustainable utilization. Nine sites are registered in Japan.

有关联合国教科文组织(UNESCO)生物圈保护区在国内举首次缔结合作协议

公益财团法人永旺环境财团于8月7日以生态系的保护和可持续利用和共享的协调为目标，与日本联合国教科文组织 (UNESCO) 生物圈保护协会缔结在国内举首次的合作伙伴关系。今后，将对联合国教科文组织 (UNESCO) 生物圈保护区*的3个功能 "保护机能"、"经济和社会的发展"、"学术的研究支援" 开展合作。

* 以生态系的保护和可持续利用和共享的协调为目的，由联合国教科文组织认可其登录的地区。在日本国内登录数为9件。



Partnership agreement signing ceremony. Chairman Okada of the Foundation (front row, left) 合作协议缔结仪式。前列左边为该财团冈田理事长

"Tree Planting in Iwaki City, Fukushima Prefecture" Held to Restore Greenery Along the Coast

On September 16, AEON Environmental Foundation conducted Tree Planting in Iwaki City, Fukushima Prefecture. Based on the Agreement to Restore Forests signed with Fukushima Prefecture and Iwaki City, the tree planting aims to restore the coastal area including coastal disaster prevention forests washed away by the Great East Japan Earthquake. Aeon planted 7,000 trees together with 700 volunteers. On the same day, the ceremony Tree-planting Relay to Build Forests and Ties was held to pass the baton to the 69th National Tree-planting Festival to be held in June 2018.

以洋溢绿色的海岸的再生为目标，实施了 "福島县Iwaki市植树" 活动

公益财团法人永旺环境财团于9月16日实施了 "福島县 Iwaki 市植树" 活动。该植树根据福島县及Iwaki市缔结的 "有关森林创造的协议"，以恢复在东日本大地震流失的防灾海岸林和沿岸部的美丽景观的再生为目的。与约700名志愿者一起，种植了7,000棵树苗。此外，当日还实施了与将在明年6月份举办的 "第69届全国植树节" 活动相联系的 "与森林创造纽带植树接力" 仪式。



Planted 7,000 trees, including six kinds such as black pine and wild cherry 种植了黑松、山樱等6种7,000棵树苗



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。

Promoting "Aeon Future Co-creation Program" with the People of Minamisoma City, Fukushima Prefecture

Aeon has been promoting the Aeon Future Co-creation Program since FY 2016, which aims to help resolve the challenges faced by the disaster-afflicted region through exchange. On September 1 to 3 at Odaka District of Minamisoma City, Fukushima Prefecture, Group company employees held discussions on support measures that would lead to revitalizing the community. They decided to decorate the Odaka Station front with illuminations in late November and to sell boxed lunches planned by local high school students and made with local ingredients in January 2018. Aeon will work with the people in the community to promote regional revitalization.

与福島县南相马市的大家一起推进 "永旺 未来共创计划"

永旺从2016年开始推进以通过交流支援受灾地区的课题解决为目标的 "永旺 未来共创计划"。在福島县南相马市小高于9月1日~3日期间集团各公司的员工聚集在一起讨论了让这一地区活性化支援方案，决定了11月下旬在JR小高站前实施彩灯。另外，从2018年1月份将销售由当地高中生设计的使用当地食材制作的便当。今后，为面向地区活性化，将与当地居民合作实施。



The planning meeting was held by 30 Group employees at Odaka Industrial Technology and Commerce High School in 小高产业技术高校永旺集团各公司的30名员工聚集在一起实施了便当企划会议

Aeon Consolidated Financial Results

For the Six Months Ended Aug. 31, 2017

2018年2月期第2季度 永旺株式会社合并结算概要

Posted Record Highs in Operating Revenue, Operating Income and Ordinary Income Significant Improvement in GMS Business Performance

营业收入、营业利润、经常利润刷新历史最高水平
GMS事业业绩大幅改善

For the first six months of the fiscal year ending February 28, 2018, Aeon posted record highs in consolidated operating revenue, operating income and ordinary income. Five of the seven businesses achieved increases in operating income.

In the General Merchandise Store (GMS) Business, Aeon products and sales measures were promoted at stores transferred from The Daiiei, Inc., which led to improved sales and sales promotion plans. Aeon Retail Co., Ltd. offered Topvalu products at reduced prices in response to budget-minded customers, strengthened the delicatessen and eat-in sections, and enhanced cross merchandising to display products from different categories along with other measures to achieve a higher number of items purchased per customer. In addition, profitability greatly improved by implementing efficient use of sales promotion expenses and other expense controls. In the Supermarket (SM) Business, although operating income dropped due to bad weather and other factors, Aeon worked to offer products and to create sales floors tailored to customers in each community. The Drugstore and Pharmacy Business posted a growth in sales as a result of new store openings and refurbishment of existing stores to develop more stores with a dispensing pharmacy and those open 24 hours. The Financial Services Business increased the number of cardholders and the transaction volume owing to efforts such as collaboration with outside companies, new cards issued with a character design, product development and promotions through cooperation with partner companies. In the Shopping Center Development Business, 11 existing shopping centers expanded their sales area or underwent refurbishment, which contributed to increased customer traffic and specialty store sales compared with the corresponding period in the previous year.

第2季度中，合并营业收入、营业利润及经常利润均刷新了历史最高水平。七大事业中有五大事业实现增益。

GMS(综合百货超市)事业在The Daiiei, Inc.的继承店中渗透永旺的商品和销售政策，同时改善营业额和促销企划。AEON Retail Co., Ltd.针对顾客的节约意识下调 "TOPVALU (特惠优)" 的价格，强化熟食和店内用餐，实施跨部门的交叉式销售规划。通过一系列举措成功提升了顾客的人均购买量，除此之外，通过高效地使用促销费用并控制经费，收益性得以大幅改善。SM(食品超市)事业由于受到天气反常等影响最终收益降低，但为应对各地区顾客的需求在商品展开和卖场制作方面付出了扎实的努力。药品配药销售事业通过新设店铺、激活现有店铺等方式，扩大了同时设置配药服务和24小时营业的店铺，营业额实现稳步增长。综合金融事业发行了启用卡通形象的新卡，与合作伙伴携手进行商品开发和宣传促销，上述举措成功满效。会员人数及刷卡消费的营业额双双增加。商业地产开发事业在11家现有购物中心内实施面积扩大及活性化等措施，使来店顾客人数和专卖店营业额均超过去年同期水平。

For the Six Months Ended August 31, 2017 (Cumulative) Financial Results by Business Segment¹

2018年2月期第2季度 (累计) 各事业业绩¹

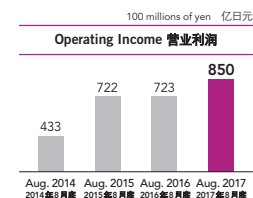
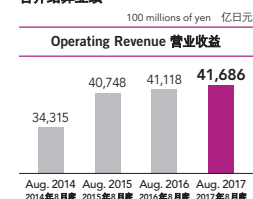
	100 millions of yen 亿日元			
	Operating Revenue 营业收入	YOY 前年同期比	Operating Income 营业利润	YOY 前年同期比
General Merchandise Store (GMS) Business GMS(综合百货公司)事业	15,251	99.8%	-104	+99
Supermarket Business SM(食品超市)事业	16,228	100.6%	108	-49
Drugstore & Pharmacy Business 药品配药销售事业	3,411	109.5%	138	+31
Financial Services Business 综合金融事业	1,979	107.7%	329	+11
Shopping Center Development Business 商业地产开发事业	1,649	106.1%	235	+27
Services & Specialty Store Business 一般服务、专卖店事业	3,977	101.4%	152	-6
International Business 国际事业	2,039	99.3%	-12	+22
Consolidated Total ² 合并总计 ²	41,686	101.4%	850	+126

¹ Past fiscal years' performance is revised in accordance with this fiscal year's accounting policy and indicators.

根据本季的会计方针及表示修正上年度的实际业绩。

² Consolidated total includes total for each business as well as other business and adjustments.
合并总计中除各事业会计外，还包括其他事业业绩及调整金额。

Consolidated Financial Results¹ 合并结算业绩¹



Business Forecast for the Fiscal Year Ending Feb. 28, 2018 (Revised)^{*3} 2018年2月期的业绩预测 (修正后)^{*3}

100 millions of yen, (YOY) [*] 亿日元、(前期比)			
Operating Revenue 营业收入	Operating Income 营业利润	Ordinary Income 经常利润	Profit attributable to owners of the parent 归属母公司股东的本期净利润
83,000 (101.1%)	2,000 (108.3%)	2,000 (106.8%)	150 (133.3%)

^{*3} Full-year forecasts for both operating income and ordinary income have been revised upward to 200 billion yen from 195 billion yen and 190 billion yen, respectively.
将全年业绩预测的营业利润1,950亿日元、经常利润1,900亿日元均上调为2,000亿日元。

7/11

Aeon Declares Its "COOL CHOICE" to Think and Take Action Together with the Customer

In support of the purpose of "COOL CHOICE," a national movement to encourage "smart choices" that contribute to global warming countermeasures promoted by the government, Aeon has declared to continuously dispatch information and implement initiatives as a Group-wide effort. By using its strengths as a retailer, Aeon will contribute to raising public awareness through products and services based around the store, such as the "Suzu-Mall (Cool Mall)" plan to allow customers to spend fun, cool, and comfortable time at Aeon Malls.

宣布了与顾客一起思考、开展的永旺的"COOL CHOICE"宣言
永旺赞同国家推进的温暖化对策所有提倡的"聪明之选择"国民运动"COOL CHOICE"的宗旨，集团融为一体宣布了持续発信和做出贡献的宣言，利用零售业的优势，举办了在永旺梦乐城能享受快乐的凉爽的舒适的企划"凉 mall"等活动，以店铺为据点，通过商品和服务对其推广发出做出贡献。

Participation-type events held with customers
实施了顾客参加型活动

**Aeon's E-money "WAON" (Newly issued cards)**
永旺电子货币"WAON"卡(新发行)

Issued on June 30 KOBE WAON
6月30日发行"Kobe WAON"卡

Cumulative number of cards issued
Approx. 67.3million
(As of the end of Sep. 2017)
累计发行数量
达到 6,730万张
(截至2017年9月底)

7/24

First Joint Operation Using RORO Ships in Japan* Launched with Sapporo Group

Aeon Global SCM Co., Ltd. and Sapporo Group Logistics Company Limited launched the first joint operation using RORO ships (cargo ships) between Chubu and Kyushu regions. The operation will reduce CO₂ emissions as well as transportation costs, while improving the work conditions of truck drivers and ensuring a Business Continuity Plan (BCP) in case of a disaster and other emergencies. This is part of Aeon's efforts to reduce environmental load and build a diverse transportation system.

在国内举首次*利用RORO船与SAPPORO集团一起开始了共同航运

Aeon Global SCM Co., Ltd. and Sapporo Group Logistics Company Limited合作在中部・九州之间在日本国内举首次利用RORO船(货物船)开始了共同航运。不但可以削减二氧化碳的排放量，还可以降低运送价格，并可以对应司机的劳动状况改善和灾害发生时等的BCP(工作持续计划)，是为了构建减轻环境负荷和多种运输体制的一项活动。

* Based on survey by Aeon Global SCM Co., Ltd. and Sapporo Group Logistics Company Limited
* 根据Aeon Global SCM Co., Ltd. 和 Sapporo Group Logistics Company Limited调查

The out-bound route transports Aeon products and the in-bound route Sapporo products to the route transport Aeon products, return route transport SAPPORO products



Tottori-Okayama Tourism and Products Fair held (Aeon Style Whampoa)
举办了鸟取岡山观光物产展(AEON STYLE黄埔)

9/1

Aeon Stores (Hong Kong) Co., Limited Appreciating 30 Years of Patronage Since Start of Operations

Aeon Stores (Hong Kong) Co., Limited celebrated 30 years since the start of operations this year. Aeon Style Kornhill, which was renovated into an Aeon Style store last year, along with other stores carried out various plans to live up to the 30th anniversary celebrations. Aeon Style Whampoa held the Tottori-Okayama Tourism and Products Fair to introduce local products and cultures from the two prefectures. Aeon will continue to offer new values to customers in Hong Kong through its products and services.

永旺香港百货感谢顾客开业至今30年来的爱顾

今年，永旺香港开业至今迎来了30周年，包括去年改装成"AEON STYLE"的AEON STYLE康怡店，各店铺实施了庆祝30周年的各种活动。在AEON STYLE黄埔举办了"日本鸟取岡山观光物产展"，介绍了两县的产品和文化，今后，将通过商品・服务为香港的顾客提供新的价值。



7/26

Aeon Donated a Part of "TOPVALU fururi" Sales to Cambodia, the Country of Manufacture

To mark one year since the start of sales of environment-friendly plastic umbrellas "TOPVALU fururi," Aeon presented a part of the proceeds from the sales, the sum of 462,860 yen, to the Association for Aid and Relief, Japan (AAR Japan) through the Aeon 1% Club Foundation. The fund will be used to develop educational facilities and help children with disabilities go to school in Cambodia where the umbrella is manufactured.

把销售额的一部分捐赠给"TOPVALU fururi"的制造国家柬埔寨

永旺以环保的塑料伞"TOPVALU fururi"开始售卖1年为契，通过公益财团法人永旺1%俱乐部把销售额的一部分46万2,860日元捐赠给了NPO法人帮助难民之会(AAR Japan)，这一笔捐款将利用在制造国家柬埔寨充实教育设施和为有残障的孩子们的就业支援等方面。

"TOPVALU fururi" donation ceremony. President Osa of AAR Japan (left), Chairman Yokoo of Aeon 1% Club Foundation (right)
"TOPVALU fururi"的捐赠仪式。AAR Japan 理事长(左)，公益财团法人永旺1%俱乐部 横尾理事长(右)



On September 19, Aeon launched the "TOPVALU Additive-Free Pet Food" series with 13 items that does not use five types of additives. This is the first such series for a private brand product in Japan. In response to the needs of customers wishing to feed their dogs and cats food they can feel safe about, the products are made in Japan without using synthetic preservatives, artificial coloring, color formers, antioxidants, and propylene glycol.

9月19日，在日本国内自有品牌商品中首次新销售了不使用5种添加物的"TOPVALU"考虑到添加物的宠物食品"系列13种商品，为了满足顾客想给爱犬・爱猫安心食用食物的要求，在日本国内生产不使用合成保存料、合成着色料、发色剂、抗氧化防腐剂、丙二醇的商品。

"Aeon Chubu Delica Center" Set Up to Produce Original Prepared Dishes with Focus on Fresh Ingredients

Aeon began operations of Aeon Chubu Delica Center specializing in production of prepared dishes, which was set up inside the center responsible for production, processing and delivery of fresh produce and delicatessen items in the Chubu area. Because the facility is located within the fresh produce processing center, it will focus on using fresh ingredients to speedily offer food menus tailored to the needs of local customers.

开设了"永旺 中部熟食中心"
生产重视原材料鲜度的独有的美食

永旺在担负中部地区生鲜・熟食的生产加工配送的中心内开设了专门生产熟食产品的"永旺 中部熟食中心"，充分利用了并设生鲜加工中心的特征，注重原材料的鲜度，实现了迅速满足地区顾客需求的熟食商品化。

8/21

Japanese Pears in Season to Be Continually Exported to Customers in Vietnam

Aeon began exporting Japanese pears in season to Vietnam, which marked the first shipment since the ban on pear exports to Vietnam was lifted in January this year. Pear producers in Fukushima, Miyagi and Ibaraki Prefectures, Aeon Retail Co., Ltd. responsible for procurement and exports, Aeon Vietnam Co., Ltd. responsible for sales, and the Japan External Trade Organization (JETRO) providing sales support joined hands to roll out sales at approximately 60 Aeon and other Group stores in Vietnam.

把日本的季节梨为越南的顾客继续出口

今年1月份越南解除日本梨的出口禁令后，永旺首次迎来了季节梨的出口，与福岛县・宫城县・茨城县的梨的生产家，负责输出出口的Aeon Retail Co., Ltd.，负责销售的永旺越南，负责销售支援的独立行政法人日本贸易振兴机构(JETRO)联手，在越南的"永旺"等集团的60家店铺陆续开始销售。

A departing ceremony to export pears was held in each prefecture (photo of Miyagi Prefecture) in each prefecture held a departing ceremony (photo of Miyagi Prefecture)



Aeon Mall Jakarta Garden City
永旺梦乐城Jakarta Garden City

9/30

Opening of "Aeon Mall Jakarta Garden City" the Second Aeon Mall in Indonesia

Aeon Co., Ltd. and Aeon Mall Co., Ltd. opened Aeon Mall Jakarta Garden City in Indonesia. As the latest entertainment mall, it features the largest ice skating rink in Indonesia, a movie theater, and other tenants, along with a large Ferris wheel on the rooftop, which is the largest of its kind with the most number of passenger cars in Indonesia. In response to ready-to-eat food needs, the mall has one of the largest food courts in the region with 1,300 seats, welcoming customers with a variety of food menus and features.

印度尼西亚 2号店 盛大开业
"永旺梦乐城Jakarta Garden City"

永旺株式会社和永旺梦乐城株式会社设立在印度尼西亚的"永旺梦乐城Jakarta Garden City"盛大开业。作为最新的娱乐型梦乐城开设了在该国最大的滑冰场、电影院等以外，还在楼顶设置了该国最大型和有最多坐位的大型摩天轮。此外，为了满足即食需求，开设了地区最大座位数1,300座的美食广场，准备了丰富多彩的菜单和演出来迎接顾客。

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 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.

Bio C' Bon Japon 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 YAKKYOKU Co., Ltd.

SHIMIZU YAKUHIN 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 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 (GUANGZHOU)BAIYUN 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 LIFE CO.,LTD.

A to Z Service Co., Ltd.

KAJITAKU Co., Ltd.

Kankyousei Co., Ltd.

Kantouengineering CO., LTD.

General Services, Inc.

DO SERVICE CO., LTD.

Hakuseisha CO.,LTD.

Reform Studio 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.

AEON FANTASY VIETNAM 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.

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