

SPECIAL FEATURE

# Protecting Daily Living

特集

为维护宁静平和的生活。





## Various Shopping Scenes

Portrait #3

### A Family Patriarch's Resolve

My wife and I went to the shopping center to pick out Christmas presents for our grandson. I enjoy browsing the aisles and thinking about him and what he would like. As we were getting ready to head home with our arms full of gifts, we found it was pouring down rain. We weren't in a rush to get home, so we took refuge in a coffee shop inside the shopping center.

A news headline about record-breaking heavy rains suddenly crossed my mind, and I wondered out loud what would happen if a major disaster were to strike. My wife said, "This is a sturdy building so we'd be fine. A lot of the employees here know us, and if something were to happen there's plenty of food and other necessities, so you don't need to worry." I took a new look around this place where I had always spent time without a second thought. Safety preparedness underpins its comfortable atmosphere. I realized that thanks to this preparedness, we also receive the intangible service of peace of mind.

As the head of my family, it also occurred to me that I needed to upgrade our emergency supplies for my wife and myself as well as for my daughter's family, so we decided to have a look at the emergency supplies corner.



Illustration by SACHIKO IKOMA

## 购物百景 第三景

### 一家之主的决心

为了给孙儿选购圣诞礼物,我和妻子一起去购物中心。脑海中浮现着孙儿可爱的面庞,我和妻子也沉浸在东挑西选的欢乐时光里。正当我们怀抱礼物满载而归时,外面下起了倾盆大雨。我和妻子并不急着回家,于是选择了去购物中心内的一家咖啡店避雨。

突然,脑中想起最近听到的“前所未有的大雨”的报道,不禁低声念叨:要是现在发生了大型灾害该怎么办呢?妻子却镇静地说:“没事的,这栋大楼很坚固。而且还有这么多熟悉的店员,万一真发生了什么灾害,也有足够的食品和生活必需品,所以不用担心。”听完妻子的话,我再一次认真环顾了平常没太留意的店内环境。看来舒适购物环境的背后是有着各种安全预防工作在提供强大的支撑。我也再一次体会到,这一系列安保工作让我们享受到了安全放心这一无形的周到服务。

作为一家之主,也为了女儿一家的安全,我深刻意识到应该做好强化安全,预防灾害的工作,于是我们决定前往防灾用品区选购商品。

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Illustration by TOSHIYUKI HIRANO

Multi-faceted illustrator based in Tokyo. Depicting a community where people are able to live with peace of mind for this special feature.

以东京为据点,活跃在多个领域的插画家。插画结合本期特集内容,展现了能让人们安心生活的美好地区社会。

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SPECIAL FEATURE 特集

## Protecting Daily Living

This March, the Cabinet Office of Japan announced estimates of human casualties and property damage in the event of a *major earthquake along the Nankai Trough*. The Japan Meteorological Agency also began an *Emergency Warning System* in August to issue special alerts after frequent natural disasters in recent years caused by concentrated heavy rains, typhoons, and tornadoes.

How much we can prepare for and respond to emergency situations that eclipse past experience and understanding of disasters is becoming an issue of global importance.

Based on these circumstances, this issue introduces Aeon's efforts to serve as a community lifeline and disaster prevention base.

## 为维护宁静平和的生活。

今年3月,内阁府发表了“南海沟大地震”倒塌房屋和人员伤亡相关的推测结果。面对近年多发的局部暴雨、台风和龙卷风等大型自然灾害,气象厅于8月正式启动了特别警报系统。

面对这些超越以往的认识与经验的非常事态,我们应该如何预防和应对,这已经成为世界规模的重要课题。

本期将向大家介绍永旺为发挥地区生活基石和防灾据点的作用而做出的各种努力和尝试。

Illustration by TOSHIYUKI HIRANO

## Interview

## A Spirit of Helping Each Other Leads to Disaster Prevention

Natural disasters—earthquakes, tsunamis, volcanic eruptions, and also typhoons, and tornadoes—can destroy in an instant the everyday we take for granted. How should we prepare ourselves for these disasters? What actions should we take? Here to provide insight is Takehiko Yamamura, Director of the Disaster Prevention System Institute. Mr. Yamamura has gone out to more than 1,000 disaster sites to assist in relief activities and conduct on-site investigations based on a hands-on approach.

## 互助之心促防灾

地震、海啸、火山喷发、台风、龙卷风等自然灾害往往能在一瞬间之间将我们的日常生活毁于一旦。面对这些自然灾害，我们应怎样开展防灾准备工作呢？就这一问题，我们采访了防灾系统研究所山村武彦所长。山村所长提倡现场主义，足迹遍及1,000多个灾害现场，开展了救援和现场调查工作。

## PROFILE

## Takehiko Yamamura

Director of the Disaster Prevention System Institute. Established the Institute after the Niigata earthquake of 1964. A leading expert on practical disaster prevention and risk management measures. A member of the Japan Society for Disaster Information Studies and the Institute of Social Safety Science.

## 山村 武彦

防灾系统研究所所长。1964年新潟地震后设立该研究所。堪称实践性防灾及危机管理应对的第一人。目前隶属于日本灾害信息学会、地区安全学会。

The people you can most quickly help in a disaster are *the people close to you*

发生灾害时最早能够提供救助的是“邻近之人”

“*Spirit of Helping Those Close by*” Needed to Survive Disasters

The Japanese archipelago is blessed with islands home to a diversity of nature, while it is exposed to serious risks from the forces of nature. Approximately 20% of the world's earthquakes with a magnitude of 6.0 and above occur in and around Japan. Japan is also home to about 10% of the world's active volcanoes.

In this environment, Japanese people have overcome one disaster after another while helping each other. Japanese people's consideration and courtesy for others, which was praised around the world in the aftermath of the Great East Japan Earthquake, is the product of having lived through so many disasters in the past.

Disasters are nothing more than a natural cycle. We are privileged to live among these natural phenomena, and even with various technological advances over the ages, human beings are still unable to prevent disasters from happening. For this reason, it is essential that we appreciate the blessings of nature on the one hand while on the other remain aware of and prepare for disasters so that we may survive them.

I believe in “*a spirit of helping those close by*” as an approach to disaster prevention. It means taking a reasonable interest in your neighbors and building a relationship where you check on each other in case of emergency or some kind of trouble. In other words, people who *live in proximity* to each other help each other instead of being onlookers. In the Great Hanshin-Awaji Earthquake centered in Kobe, Japan around 35,000 people were not able to get out of their homes in time and became trapped inside. In a follow-up study conducted later, we learned that 77% of them were helped not by fire fighters, the police or the Self-Defense Forces, but by their neighbors. It is the people *close to us* who can help in times of disaster. Routinely fostering and practicing “*a spirit of helping those close by*” is an effective way to prepare against disasters.

Prepare for the Unexpected with Cooperation and *Footwork*

In today's era, not just people but also companies are expected to have “*a spirit of helping those close by*.” Up to now, corporate business continuity planning (BCP) has tended to be a self-contained activity with the objective of continuing the business of a single company or its group. But experience in past disasters has shown that what a company is able to do on its own is limited. Companies are expected to fulfill the role of a *corporate citizen*, in other words act as a member of the community and work together with government bodies, community residents and other companies. At the same time, knowing that we cannot predict exactly how disasters will strike, we must be prepared to take flexible action depending on the circumstances. Therefore, it is necessary to move away from traditional self-contained business continuity plans to ones that factor in cooperation with others and focus on *footwork* enabling concrete action to be taken.

Aeon is developing a range of businesses related to daily living and has collective Group strengths—certainly with its store facilities, but also with its workforce and head office back-up systems, which allow Aeon to play many roles in times of disaster. I would like to see Aeon mobilize its strength of having stores where it can hear directly from customers while broadly coordinating with the government and other groups to actively build safety mechanisms tailored to the local community. I look forward to seeing Aeon become a kind of disaster prevention base that serves as a safe haven for people in the community.

## 战胜灾害应具备“近助精神”

日本列岛被丰富的大自然所眷顾，但同时也是受自然灾害威胁风险巨大的国度。全世界6.0级以上的地震约20%发生在日本周边，约10%的活火山分布在日本。

在这样的自然环境中，面对突发的自然灾害，日本人相互帮助，战胜了一次又一次灾难。东日本大地震发生时，日本人对他人关爱以及谦让的礼节获得了全世界的称赞，这些可以说是与众多自然灾害斗争中形成的宝贵品质。

灾害不过是大自然的一种循环规律。我们生活在这些自然现象中，即使时代变迁、技术进步，人类也不可能防止自然灾害的发生。因此，我们在享受自然馈赠的同时，保持对抗灾害的觉悟意识并做好战胜灾害的准备极为重要。

从防灾角度出发，我提出了“近助精神”这一理念。即关心身边他人，建立友善关系，一旦发生危险或陷入困境时，能够相互帮忙，而不是只当旁观者。邻近的人彼此相互帮助，这就是“近助精神”。阪神淡路大地震中，约有3万5千人被埋在建筑物的废墟里。从之后的跟踪调查中我们得知，其中约77%的人是被邻近的人所救，并非消防局、警察或自卫队。灾害发生时，能够帮助他人做的就是“邻近之人”。在日常生活中培养“近助精神”并付诸于行动将成为应对灾害的有效前期准备。

## 通过合作和策略应对意外事态

如今，我们已经进入了个人和企业都需具备“近助精神”的时代。此前的企业BCP（事业持续计划）一般都以企业个体或所在集团的事业持续性发展为目标，具有个体完结型的模式倾向。但是，从以往的受灾经历中可知，企业单枪匹马的能力实属有限。如今，企业需要和行政机关、地区居民以及其他企业携手合作，作为地区的一员，也就是以“企业市民”的形象发挥自身应有的作用。此外，基于自然灾害发生的不可控性，做好灵机应变的各种准备也至关重要。为此，我们有必要将原有的个体完结型BCP转变为包含与他人的合作意识并重视能够采取具体行动的策略模式。

永旺集团的事业领域涉及生活相关的各个方面，具备店铺设施、从业人员、本部支援体制等集团综合实力，灾害发生时将起到各种重要的作用。希望永旺能发挥拥有直接倾听顾客心声的店铺这一强大优势，与行政机构等各方面开展广泛合作，积极致力于构建符合当地特点的安全体制，成为如同地区避难所一样重要的防灾据点。



## Three Factors in Aeon's Disaster Prevention 永旺的防灾三大要素

### Introduction

## To Get Back the Everyday Life of Being Able to Shop as Quickly as Possible

Recovering from the chaos when a disaster strikes and once again being able to buy what you want as usual...

This gives people a feeling of relief and the sense that they are one step closer to getting their lives back to normal.

Aeon is implementing a number of disaster prevention measures to be able to get back the everyday life of being able to shop as quickly as possible even in times of disaster.

### 为早日回归能安心购物的日常生活

灾害发生时能迅速走出混乱状态并和平常一样购买心仪的商品。

这可以说是人们感觉到接近日常生活的状态，终于可以松口气的瞬间。

为了让顾客在灾害发生时也能早日回归安心购物的平静生活，永旺积极致力于防灾工作的各个方面。

### As a lifeline supporting daily living, supporting communities

Aeon believes it has a mission to serve as a lifeline supporting customers' daily living and supporting communities. This belief is the same in normal situations as well as in times of disaster. Aeon believes in restarting operations quickly and allowing customers to shop as they always do, because this is one way to provide reassurance and restore calm to people in the community.

**The keys to disaster prevention are Products, Facilities and People**  
Aeon's disaster prevention efforts incorporate three key factors.

The first is *products*. This means rapidly securing inventories of the highest-priority products in times of disaster, such as water and food. Aeon is building a system that can quickly get products to stores by using all of the networks at its disposal even if the transportation network is disrupted.

The second factor is *facilities*. Shopping centers and stores are designed to be comfortable spaces for customers to spend time in. At the same time, they must also be able to withstand various disasters. Based on this concept, Aeon is strengthening and upgrading facilities so that they may serve as disaster prevention bases, for example as temporary shelters once facility safety is confirmed for people affected by a disaster.

The third factor is *people*, in other words, Aeon's employees. In an emergency, employees must be able to lead customers to safe locations and provide first aid as well as ready the store and relief supplies in the event of using the store as a temporary shelter. In addition, they must also get stores ready to reopen as quickly as possible. Aeon's



### Facilities

Upgrading facilities to serve as  
community disaster prevention bases  
充实作为地区防灾据点的各种装备



### People

Workforce to quickly  
provide reassurance  
能早日重新开业并为当



作为生活基石支撑日常生活和地区发展

永旺将发挥支撑顾客生活、支持地区发展的生活基石作用作为自身的使命。无论是在一贯的平静生活中还是发生灾害时，这一点始终不变。因为永旺相信尽早重新开业能让顾客和往常一样购物能让当地居民尽快重拾安心与平静。

防灾的关键是“Products”、“Facilities”、“People”

永旺推进的防灾举措中共有三个重要因素。

第一是“Products”，即当灾害发生时，从水、食品等需求量大的商品优先，迅速确保商品库存。即便交通中断，永旺也构建了能使用所有网络资源将商品迅速且确实地送达店铺的体制。

第二是“Facilities”。购物中心和店铺不仅是能让顾客度过愉快时光的空间，同时也必须是能抵抗各种灾害的场所。基于这一理念，永旺不断强化设施功能和装备充实度，努力发挥防灾据点的重要作用，在确认设施安全后为灾民提供临时避难场所。

第三是“People”，即广大员工。一旦发生紧急情况，员工除了应将顾客引导至安全场所并实施救护外，还应在店铺这一临时避难所内营造好的环境并准备各种支援物资。同时还必须着手准备尽早重新开业。永旺的员工将根据灾害的程度，各自发挥不同的作用。



### Products

Original procurement capabilities and  
logistics network to deliver products to stores

通过独立的筹措能力和物流  
网络向店铺运送商品



### People

restart operations and  
to the community  
地带来“安心”的人力资源



employees will have many roles to play depending on how the situation develops.

Only when these three factors are present will Aeon be able to serve as a disaster prevention base and lifeline for communities.

### Building a disaster prevention system based on practical training to more quickly and effectively respond to disasters

How much preparation is taken before a disaster can have a large influence on the initial and subsequent response in times of disaster.

Aeon conducts collective Group earthquake disaster trainings twice a year and changes the disaster scenario each time to prepare for a variety of contingencies. This November, drills were conducted for a major earthquake along the Nankai Trough that simulated conditions including the earthquake, liquefaction, and a tsunami at stores. It was the largest training held to date, with about 80 Group companies and approximately 7,000 stores and offices as well as business partners outside the Group taking part. They set up emergency headquarters and then collected information, responded to requests for aid, and managed the logistics situation. People in the community also took part in the drills at stores, where temporary shelters were set up for the simulated earthquake and tsunami. Aeon will create an action plan to rectify areas that the training revealed were inadequate so that it may more quickly and effectively respond in the event of a disaster. By repeatedly holding these drills, Aeon is building a disaster prevention system that offers safety and security.

### Collective Group earthquake disaster training to realize *safety and security*

旨在实现“安全·安心”目标的集团综合防灾训练



1. Teleconference between the Head Office emergency headquarters and the regional emergency headquarters  
联合本社灾害对策本部和地区对策本部事務局，召开电视会议
2. At stores, drills including evacuation guidance for customers who use wheelchairs are held (Aeon Nobeka Store)  
在店铺开展带领乘坐轮椅的顾客进行避难的训练(永旺超市)

只有具备了上述三个要素，永旺才能真正发挥地区防灾据点和生活基石的关键作用。

### 通过实践性训练， 建立更加迅速和到位的防灾体制

事前准备和预防工作的到位程度将使灾害发生的最初反应和此后的应对出现巨大差异。

永旺每两年实施一次集团综合地震防灾训练，针对各种突发情况，每次设定不同场景。今年11月的训练主题为“南海沟大地震”，在模拟了各店铺地震、液化、海啸情况的基础上开展了训练。从对策本部的成立、到信息收集和对支援请求的应对，再到物流跟进，集团旗下约80家公司、7,000个店铺和事务所，另外加上集团外的合作伙伴的协助齐心协力，使得此次训练达到了历史最大规模。店铺还邀请当地居民参与，开展了应对地震和海啸的紧急避难演练。永旺将通过训练不断弥补所发现不完备的地方，制定应对更加迅速和到位的行动计划，并通过反复不懈的努力，构建能实现“安全·安心”目标的防灾体制。



## Products

# Getting Products to Stores Quickly with Original Procurement Channels and Logistics Network



Aeon has built original product procurement and logistics networks in order to provide even better products at reasonable prices to customers. Aeon is innovating these networks as well as strengthening cooperation with business partners in each field to be able to quickly deliver products in normal situations as well as in times of disaster.

## 通过独立的采购渠道和物流网络将商品迅速送至店铺

为以优惠的价格向顾客提供更优质的商品，永旺始终致力于构建独立的商品采购和物流网络，在不断推进和完善这些网络渠道的同时，永旺不断强化与各领域伙伴的合作，从而在平时及灾害发生的紧急时刻都能迅速将商品运抵店铺。

### Self logistics network able to perform in normal situations and even in times of disaster

In the recovery period after a disaster, the key is how quickly food, daily necessities and other goods supporting regular living can be secured and delivered to the disaster-affected areas.

Aeon has striven to consistently provide ever better products at more reasonable prices by developing product procurement channels in Japan and overseas through Group company product divisions, building up its original logistics network through Aeon Global SCM Co., Ltd., and developing the Aeon's private brand Topvalu. These channels and networks also demonstrate their effectiveness in times of disaster. Aeon currently has about 60 logistics bases in Japan and has standardized operations by introducing advanced IT system and realized optimization of product inventories and more efficient truck delivery. Even if one of these logistics bases were damaged by a disaster, other bases could be utilized in its place to enable flexible product delivery by securing product supplies from several directions. In addition, local companies to handle logistics have been established and begun operations this year in countries such as China and Malaysia. In the future, Aeon will be able to control a flexible logistics function transcending national frameworks.

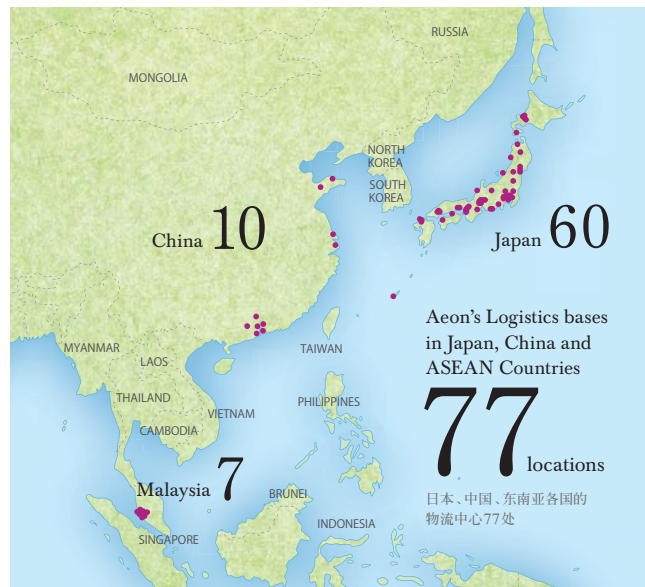
在平时和灾害发生时都能发挥强大作用的永旺物流网

在灾害发生后的重建阶段，如何迅速确保并向灾区运送食品、日用品等生活支援物资将成为关键。

永旺旨在通过集团各公司的商品部门开拓日本国内和海外的商品采购渠道，整合通过永旺全球SCM株式会社所建立的独立物流网络，并通过开发永旺自有品牌“TOPVALU”等措施，努力以优惠的价格为广大消费者提供更好的商品。当灾害发生时，上述措施都能发挥巨大威力。目前，永旺在日本全国设有约60个物流枢纽，通过导入先进的IT系统，实现了各物流枢纽业务的标准化、商品在库的最优化以及配送卡车的高效率运用。在灾害发生的紧急时刻，即使某一处物流枢纽受灾，我们也可以从其他枢纽进行代替并从而确保商品供给，从而实现灵活的商品配送。此外，从今年起，永旺还在中国、马来西亚等地设立了具有物流职能的现地法人企业并已开始运营。在不久的将来，永旺将实现跨越国界及更具灵活性的物流调控。



1. Products are received at ports around Japan and delivered to nearby logistics bases  
灵活运用日本各地港湾输入商品再向邻近物流枢纽运输  
2. Product flow is managed with GPS  
通过GPS管理商品走向



### Concerted BCP efforts with business partners from manufacturing to sales

Cooperation with business partner companies is essential to fully utilize Aeon's original procurement and logistics networks. Aeon discloses its forecasts of product demand based on sales performance and figures such as delivery ratio and inventory days. Aeon has introduced a system that allows mutual streamlining of operations with business partners and incorporation of production plans, and is increasing the number of participating companies. Now Aeon has just begun efforts to mobilize this cooperation during emergencies as well. Aeon is sharing information in advance about the initial response framework and the product groups that should be preferentially shipped in disasters. Exchanging information on the operational status of Aeon's logistics bases and product production capacity at business partners' factories will allow Aeon to select channels to quickly deliver products to where they are needed during a disaster. Aiming to realize this system, Aeon is building an information-sharing platform (BCP portal site) and implementing policy to further strengthen this system.

### Cooperation beyond the Group framework to quickly deliver goods and supplies

After the Great East Japan Earthquake, Aeon was able to quickly deliver goods and supplies to the disaster-affected areas thanks to many companies, including the cooperation of logistics partner companies to be able to arrange trucks in addition to cooperation from Japan Airlines Co., Ltd. and Japan Freight Railway Company. At the same time, new issues were revealed to enable taking action quickly even in times of confusion. Based on this, Aeon has just begun to build a more detailed cooperative framework.

In addition, in order to strengthen cooperation with communities, Aeon has concluded disaster prevention agreements with a total of 697 local authorities (as of February 28, 2013), which include providing relief supplies and emergency shelter during disasters at 1,232 stores and business locations. Aeon also responds to requests for emergency relief supplies from organizations including the Japan Self-Defense Forces and Red Cross.

Even during times of disaster, Aeon aims to ensure delivery of the needed goods to the needed places just like always. Now this aim is spreading beyond the Group framework.

### Ongoing efforts at cooperation between local communities and stores



Total of

# 697

disaster prevention agreements concluded with local authorities

签订防灾合作协议的地方自治体超过697个



Toyoshi Kuroda  
Manager, Airport Support Office  
Japan Airlines Co., Ltd.  
黑田 丰志  
日本航空株式会社企划部  
统括经理

### Voice

### Delivering Peace of Mind to Customers Through Airport and Store Cooperation

Cooperation during emergencies works both ways. JAL is responsible for transporting emergency supplies, while nearby Aeon stores and logistics centers deliver food and drinks when there are people stranded at airports due to flight disruptions from typhoons, heavy rains and other adverse weather. We intend to strengthen the cooperation between JAL, which has bases at airports in various regions, and Aeon, which has stores, to be able to give customers peace of mind.

我们与永旺在灾害紧急时刻开展着双向性合作，除了本公司承担紧急物资运输外，当因台风、暴雨等恶劣天气航班受到影响，导致机场内滞留无法回家的乘客时，邻近的永旺店铺和物流中心也会分发食品和饮料。在各地机场设有服务点的日本航空和在各地拥有店铺的永旺今后将继续努力，不断强化合作关系，让广大顾客能感到安心。



## Facilities

# Becoming Community Disaster Prevention Bases by Building Facilities Able to Withstand Disasters

Once a disaster occurs, shopping centers and stores turn into shelters that protect people. Aeon is working to build stores able to withstand disasters in order to serve as community disaster prevention bases as well as bases that help restore communities after a disaster strikes.

## 建设强力应对灾害的设施作为地区防灾据点

一旦发生灾害，购物中心及店铺将成为保护顾客的避风港。为发挥地区防灾据点以及灾情发生后救援重建据点的作用，永旺正积极致力于建设具有强大防灾能力的店铺设施。



### Ceaseless pursuit of safety and security to create 100 Aeon disaster prevention bases

Based on its experience in the Great East Japan Earthquake, Aeon is strengthening its disaster prevention facilities at shopping centers and stores so that they may serve as community disaster prevention bases that protect customers' safety during a disaster and at the same time, are able to restart operations as quickly as possible. Aeon analyzes regional characteristics and the anticipated damage from potential disasters to prioritize and implement countermeasures.

For instance, during a strong earthquake, ceiling panels and glass smoke barriers (panels hung from the ceiling to keep smoke out) may fall down, so Aeon is switching to lighter weight materials and strengthening their installation to prevent injuries. In addition, mainly large stores in 28 locations have been equipped with large emergency tents called "balloon shelters". The tents can be set up in a parking lot during a crisis for use as temporary shelters. By equipping stores with private power generation facilities, communications infrastructure, and supplies of food and cold-weather goods, Aeon is aiming to have 100 stores in Japan serve as disaster prevention bases by the end of fiscal 2020 and fulfill the dual roles during emergencies of temporary shelters

### 毫不松懈地追求安全与安心，将100处永旺店铺建设成防灾据点

永旺基于东日本大地震中获得的宝贵经验，在灾情发生时力保顾客安全的同时，也为尽早重新开业并发挥地区防灾据点的作用，正不断强化购物中心和店铺的防灾关联设备。我们认真分析基于地区特点和灾害情况的受灾预测，按照优先顺序采取各种对策。

例如，为防止天花板和玻璃质地的防烟垂壁（附着在天花板上的防烟壁板）等在强震中坠落而伤及顾客，我们换用了轻型材料并提升了设置强度。此外，我们还在以大型店铺为中心的28个场所设置了专门用于紧急避难的大型帐篷“气球避难所”。这种帐篷将在紧急时刻被设置在停车场，作为避难所发挥重要作用。此外，我们还通过配备独立发电设备、通信基础、储备食品和御寒用具等方式，预计到2020年底可将日本的100所永旺设施建设成防灾据点。届时，这些防灾据点将充当紧急临时避难所，并通过确保食品卖场的电力供应发挥生活基础设施的双重作用。

我们将采取各种措施让各地区的顾客因为身边有永旺而感到可安心生活。

### 加强防灾工作导入最新设备并开展全新合作

今年5月，“永旺梦乐城大阪圆顶城”作为防灾对应型店铺的1号店正式开业。

该店的最大特点是，通过与大阪煤气株式会社的合作导入了煤气电热供应系统。今后即使停电，也可以通过煤气发电为食品卖场和防灾中心等提供必要的电源保障。为应对海啸袭击，我们在设置防潮门的同时，首次导入了集齐医药用品、卫星电话等防灾用品的“第一救助站(First Aid Station)”，从而迅速开展应急救援和处理。此外，我们还与大阪市及关西学院大学等机构合作，设置了“防灾和环保的信息中心”，从平时开始发送当地相关信息。今后永旺计划根据店铺特性将这些全新的防灾措施扩展到其他的店铺。

11月，永旺与以在全国拥有38个分局的Tokyo FM为首的全国FM放送协会签订了《关于构建灾害发生时综合防灾网络的协议》。基于该协议，永旺在确保灾害发生时必要的安全和物资保障的基础上，还将升级成为具备丰富信息的防灾据点。同时，通过将店铺周边和营业服务状况等信息提供给FM广播台，我们希望永旺能作为灾害发生时的信息发布源为当地地区做出贡献。



1. Aeon Mall Osaka Dome City, the first disaster-resistant shopping center (防灾对应型店铺的1号店“永旺梦乐城大阪圆顶城”)
2. Gas cogeneration system (煤气电热供应系统)
3. First Aid Station (第一救助站)

### Broadcasting Useful Information Through Aeon Store and FM Station Partnership 通过店铺和FM电台的合作发布具有帮助性的信息



Kenro Yoshida  
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TOKYO FM BROADCASTING CO., LTD.

吉田 乾朗  
株式会社FM东京  
执行董事 经营企划室长  
兼 综合媒体战略室长

The information needed during a disaster changes from moment to moment as time passes. During the Great East Japan Earthquake, we focused on reporting information above all from the point of view of the people affected by the disaster. We subsequently proposed a partnership with Aeon as part of our examination of disaster prevention measures. We aim to create a system where information can be shared in a timely manner. We want to collect detailed, real-time information from stores in the vicinity of a disaster and provide it to local communities and at the same time, let people all over Japan hear from people affected by the disaster through our network of stations. We would like to transcend our different business sectors and together contribute to communities and the people in them.

灾害发生时的必要信息会随着时间的推移时刻变化。东日本大地震发生时，我们以广大灾民的视点来进行报道。在灾后探讨防灾对策时，我们向永旺提出了合作建议。我们希望能从灾区周边的永旺店铺收集最新最全面的信息并向当地播报，同时也通过我们前广网络将灾民们的声音传到全国各地，从而建立起及时共享信息的全新体制。我们衷心希望能联合各个领域的力量，为地区民众做出贡献。

and social infrastructure by securing power sources for food departments.

Aeon is moving forward with a variety of initiatives so that customers in the community can live with peace of mind knowing that an Aeon store is close by.

### Introducing the latest facilities and new collaborations to prepare against disasters

This May, Aeon Mall Osaka Dome City opened as the first disaster-resistant shopping center.

Its largest feature is introduction of a gas cogeneration system in a collaboration with Osaka Gas Co., Ltd. The system is able to secure the power required for food departments and a disaster prevention center through gas power generation even during a power failure. To prepare against a tsunami, Aeon has installed flood barriers and introduced a *First Aid Station* for the first time, which assembles disaster prevention equipment including medical supplies and a satellite telephone to enable emergency first aid treatment. Additionally, the store has set up a *Disaster Prevention and Eo Information Center* and is communicating community information on a daily basis through a collaboration that involves partners such as Osaka City and Kansai Gakuin University. Aeon plans to develop these types of new disaster prevention initiatives at other stores in the future in conjunction with store characteristics.

In November, Aeon and the Japan FM Network Association, which includes Tokyo FM and its nationwide network of 38 radio stations, concluded the Agreement Regarding the Development of a Comprehensive Disaster Prevention Network in Times of Disaster. Based on this agreement, in addition to Aeon securing needed safety and supplies during a disaster, Aeon will also develop into disaster prevention bases equipped with everything including information. At the same time, by providing FM radio stations with updates on conditions in the vicinity of Aeon stores and its operations and services, Aeon aims to support communities by also serving as information hubs in times of disaster.



1. Reducing the risk of falling building materials by changing ceiling materials to ceiling film and eliminating interior panels (通过将天花板材料更换成膜材或骨架化等方式降低坠落风险)
2. Installing a water faucets to secure an emergency supply of drinking water even if electricity and water supplies are disrupted (设置紧急供水口保证在停电断水时也能从水槽中获得饮用水)
3. Installing a water faucets to secure an emergency supply of drinking water even if electricity and water supplies are disrupted (设置紧急供水口保证在停电断水时也能从水槽中获得饮用水)







## Providing *Safety and Security* as a Member of the Local Community

Aeon's employees working at stores have roots in local communities and daily contact with community residents. In times of emergency filled with the confusion and anxiety a disaster brings, employees become key persons who give courage and restore calm to those affected by the disaster.

### 作为地区社会的一员为顾客提供“安全·安心”

在地区扎根，平日便与地区顾客有着密切接触的店铺员工们。他们是在不安与混乱交织的紧急时刻给与灾民勇气，让他们重获安心的关键人物。



### Employees are also familiar faces that can be counted on even in times of disaster

Employees working at stores should play the key role of leading customers to a safe location in the event of a disaster. If the store becomes a temporary shelter, they also provide care for people affected by disaster. This actually happened after the Great East Japan Earthquake. Aeon's employees stayed at stores to help people in disaster-struck areas and received many words of praise for their actions. For example, pharmacists at the Aeon Ishinomaki Store worked in shifts 24 hours a day to provide healthcare advice and fill prescriptions for victims of the disaster. Because store employees had already built trustworthy relations from their interactions with community residents, they felt a sense of mission even during the turmoil of the time and were able to fulfill their duty.

Nonetheless, it is still difficult for employees in a disaster-affected area to resume store operations by themselves. Therefore, Aeon has established a system during contingencies to send support staff from Group companies in each region. During the earthquake, a total of 2,500 staff provided assistance.

To help enable full utilization of this manpower, this May, Aeon Integrated Business Services Co., Ltd., which handles the Group's IT functions, restructured the *safety confirmation system for employees*. The company plans to expand future use of the system, which can rapidly integrate information on the safety of some 400,000 employees.

### To fulfill the mission of protecting *daily living*

Disasters never strike as predicted. Therefore, there is never an end to preparing for disaster and BCP. Planning for every possible contingency, devising countermeasures and repeatedly holding drills is the only way to gain the ability to resourcefully respond in a disaster. Aeon will continue to work together with community residents, local authorities, business partners and alliance partners to actively undertake disaster preparation measures with the mission of serving as infrastructure supporting daily living.

### 让员工成为灾害发生时能让顾客依靠的存在

当灾害发生时，在店铺辛勤工作的员工将承担把顾客引导至安全场所的重要职责。同时，当店铺成为临时避难所时，他们还要为受灾的民众提供帮助和照顾。东日本大地震发生时，始终在顾客身边默默奉献的永旺员工们获得了来自各方的感谢的声音。例如，永旺石卷店的药剂师24小时交替为灾民提供健康咨询和药品配方。正是因为永旺的员工们在与当地顾客的日常接触中建立了信任关系，才使他们在混乱的紧急状态下依然保持高度的使命感，出色地履行自己肩负的职责。

尽管如此，单靠灾区的员工们依然难以实现店铺的重建。为此，永旺确立了在紧急时刻能从各地集团公司调遣支援人员的应对体制。东日本大地震中，前赴灾区支援的员工超过了2,500名。

作为最大限度地活用人力资源的途径之一，今年5月，承担集团IT职能的永旺Integrated Business Services株式会社再次构建了员工的“安危确认系统”。他们希望该系统能具备迅速统计40万人安危信息的功能，并将进一步扩大今后的使用范围。

### 为实现维护“平静”和生活的使命

灾害不按人们的预期而发生。因此，防灾准备绝不能仅仅停留在BCP之上。我们只有通过设想所有的事态变化、逐一确立对策并反复训练，才能具备灵活应对各种灾害的能力。永旺今后将进一步与当地顾客、自治体、商业伙伴、合作企业等各方伙伴携手，坚守发挥生活基础设施职能的重要使命，积极致力于各项防灾工作。

### Comments from customers after the Great East Japan Earthquake

#### Voice 东日本大地震时顾客的声音

- When the earthquake struck, the store manager made the quick decision to evacuate 230 people to the roof. Everyone was safe even when the tsunami came. (Maxvalu Shiogama Store, Miyagi Prefecture)
- Even though store employees had their own families and other worries, they opened the store for business right after the earthquake, which meant a lot to me. (Maxvalu Izumiosawa Store, Miyagi Prefecture)
- After the rolling blackouts were suspended, seeing the Aeon store's lights on while many stores were still closed gave me a sense of relief. (Aeon Hinode Store, Tokyo Prefecture)
- 地震发生时，店长当机立断，让230人都到屋顶上避难。尽管海啸来袭，但我们都安然无恙。(Maxvalu 盐釜店/宫城县)
- 店员们虽然担心家人的安危，但还是在地震后很快重新营业，为我们提供所需的商品，非常感谢他们。(Maxvalu 泉大泽店/宫城县)
- 计划性停电解除后，很多店还是没有开业，但看到永旺卖场里灯火通明，让我觉得特别安心。(永旺日出店/东京都)



Employees handing out rice balls at the Aeon Ishinomaki Store, which was used as a temporary shelter in becoming a temporary shelter for disaster-stricken residents.

#### China 中国

### Kite history going back thousands of years

Enjoyed in countries the world over, kites are said to have originated in China as a pastime of the aristocracy. Subsequently they were even used as a means of communication. Kites are believed to have been popular as a recreational pastime during the Sung Dynasty.

#### 从公元前持续至今的风筝历史

风筝诞生于中国，后在其他各国广为流传，相传风筝最初为贵族的玩具，其后在某一时期也曾用来传递信息。从宋朝开始，放风筝成为一般性娱乐活动，广受欢迎。

#### Unique Point

### Vivid colors are created with skillful brushwork

巧夺天工的刷绘工艺绽放绚丽色彩



### Lifestyle Elegance 生活之风雅

## Amusement—kites 享受娱乐——风筝——

Small items that bring us pleasure in daily life are imbued with culture and traditions worth preserving for the next generation. Japan, China and the countries of the ASEAN are home to many fascinating items...

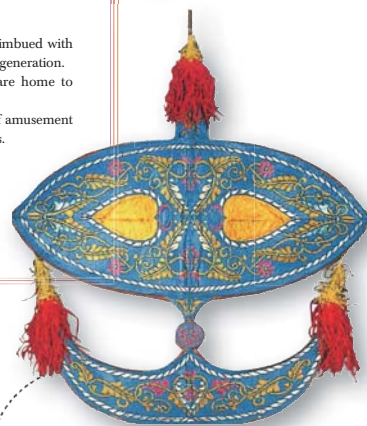
This issue introduces kites, a cherished form of amusement and a part of festivals and rituals from ancient times.

在日常生活里为我们的心灵不断注入甘露的优美精品中，蕴含着代代相传的传统与文化。日本、中国、东南亚地区的各种精品，让我们心驰神往……本期将向大家介绍自古以来便常出现在人们的娱乐活动及各种节日里的“风筝”。

#### Unique Point

### Decorative tassels give the kite superb balance in flight

在天空上演美轮美奂平衡艺术的流苏



#### Japan 日本

### Beloved Edo-period kites reflected popular sentiment

Kites began being decorated with pictures of samurai warriors in the late Edo period. The images of valiant samurai in their coats of armor were popular with commoners who were looking for heroes in difficult times. Since then, the designs become commonly known as a traditional kite pattern.

#### 反映民众心声广受喜爱的“江戸风筝”

江戸时代后期出现了绘有武士形象的风筝，民众希望身披铠甲的勇猛武士能为社会注入活力，所以非常喜爱这种设计。此后，武士图绘成为日本风筝的经典传统图案流传至今。

#### Malaysia 马来西亚

### Showing the half moon, full moon and new moon in one kite

Called *wau bulan*, Malaysia's moon kite is believed to have been created about 2,000 years ago. It is still flown at festivals today to pray for good weather. The kites remain popular with many Malaysians and even design contests and kite competitions are held in modern times.

#### 一枚风筝展现新月、半月、满月的美妙变幻

相传诞生于2,000年前的“月亮风筝”至今仍用于祈求好天气的各种祭祀，如今在各种设计比赛和放风筝大赛上，“月亮风筝”依然受到人们的青睐。

Photos courtesy of Kite (Bunkaido Co., Ltd. text by Masaaki Moriguchi, edited by Japan Kite Association)  
照片：选自《风筝》(文芸堂出版 日本风筝协会监修出版)



# 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，不断持续开展环境保护和社会贡献活动。

## Environmental Preservation 环境保护

### 6,000 Trees Planted in the First Myanmar Yangon Tree Planting Project

On July 21, the Aeon Environmental Foundation conducted a tree-planting event around Pyugyi Reservoir. Pyugyi Reservoir supplies water to Yangon for domestic use, but is facing deteriorating watershed conditions due to deforestation. The Foundation plans to plant 20,000 trees over three years with the objective of achieving forest regeneration and sustainable use of the reservoir as a natural resource. Six thousand trees were planted in this first year of the project.

首次实施“缅甸植树活动”，植树6,000棵



Approximately 700 volunteers from Myanmar and Japan planting trees 与来自缅甸、日本的志愿者700多人一起植树

7月21日，公益财团法人永旺环境财团在Pyugyi湖畔实施植树活动。Pyugyi湖因森林采伐，供仰光市的生活用水的水源储蓄能力下降。财团法人以重建森林和能作为自然资源可持续利用为目标，制定了利用3年时间种植2万棵树木的计划。今年作为此活动的第一年度，种植了6,000棵。

### Tree-Raising Activities for Trees Planted along the Great Wall of China

Since 1996 the Aeon Environmental Foundation has conducted the Great Wall Reforestation Project with the Beijing municipal government, which has so far planted one million trees. On September 11, the Foundation and approximately 600 volunteers checked the growth and health of planted trees and spread fertilizer as part of tree-raising activities.

在万里长城实施了对已种植树木的“育树活动”

从1996年起，公益法人永旺环境财团与北京市政府一起实施了“万里长城，森林的再生工程”。迄今为止累积植树100万棵。9月11日，与600余名志愿者一起实施了对已种植树木的成长状态确认和施肥活动为内容的“育树活动”。



Spreading fertilizer as part of tree-raising activities 实施了以施肥等“育树活动”

### Aeon Obtains ISO 50001 Energy Management Certification

Aeon Co., Ltd. has become the first retailer in Japan to obtain International Organization for Standardization (ISO) 50001 certification, an energy management certification. ISO 50001 is used around the world as a guideline to establish energy management systems based on the PDCA (Plan-Do-Check-Act) cycle. Aeon established an energy management system in a Group-wide effort to improve energy efficiency, which led to obtaining the certification.

取得能源管理体系ISO50001认证

永旺株式会社在日本零售业首次获得国际标准化组织(ISO)的能源管理体系ISO50001认证。本标准根据PDCA方法，作为构建能源管理体系的指引，世界各国的企业运用此体系。永旺与集团公司一起建立了能源效率化体系，终于获得了本认证。

## Social Contributions 社会贡献

### First Aeon Asia Eco-Leaders Forum Held in Indonesia

The Aeon 1% Club began the Aeon Asia Eco-Leaders Forum to have students in Asian countries discuss environmental issues. It held a high school program in August and will hold a university program in November, both in Indonesia. The high school program brought together 80 students from the six countries of Japan, China, Indonesia, Malaysia, Thailand and Vietnam. Students discussed ways to educate larger numbers of people about garbage-related problems and presented their findings to government officials in Jakarta.

首次在印度尼西亚实施“永旺亚洲·节能高手”活动

永旺1%俱乐部举办了亚洲各国的学生考虑环境问题的“永旺亚洲·节能高手”比赛。8月份实施了高中生部门的比赛，11月份举行了大学生部门的比赛。



High school students from each country suggest solutions to garbage-related problems 各国的高中生对“垃圾问题”进行提议

在高中生部门的比赛，来自日本、中国、印度尼西亚、马来西亚、泰国、越南6个国家的80名学生参加。学生们对如何把“垃圾问题”让更多的受人重视的这一问题进行了讨论，并把其成果提交给了雅加达政府。

## Making Wishes for Recovery from 3.11 Come True 化3.11重建祈愿为行动

Aeon is conducting a variety of initiatives in partnership with customers to realize recovery and a bright future in the disaster-afflicted areas. 永旺为实现灾区重建并创造充满梦想的未来，与顾客携手开展了丰富多样的活动。

### 2,000 Trees Planted in Ooshima, Kesennuma City, the Largest Inhabited Island in the Tohoku Region

On September 22, Aeon held a tree-planting event under the Aeon Hometown Forests Program in Ooshima, Kesennuma City, Miyagi Prefecture, in cooperation with the Kesennuma Ooshima Tourism and Convention Bureau. The event was held with the aims of restoring the beautiful forest of Ooshima, much of which was devastated by fire in the Great East Japan Earthquake, showing children the beauty of the landscape, restoring tourism resources, and contributing to the economic revitalization of the city. About 200 local residents and Group company employees participated in planting trees.

在东北地区最大的有人岛气仙沼市大岛实施了2,000棵的植树

9月22日，在气仙沼大岛观光协会的协助下，在气仙沼市大岛实施了“～面向新的未来～永旺故乡森林”植树活动。

在东北大地震、大岛因火灾焚烧了很多树木，本次活动的目的在于再创造美丽的森林给孩子们们其风景，并发展观光旅游资源来贡献给气仙沼市的经济复兴，地区居民和永旺集团公司的员工200多人参加了此次植树活动。

## AEON GROUP FINANCIAL RESULTS

For the Six Months Ended Aug. 31, 2013  
2014年2月期第2季度

## Strengthened Earnings Power and Business Foundation Lead to Record Operating Revenue

强化盈利能力和事业基石，营业收入再创历史新高

In the consolidated results for the six months of the fiscal year ending February 28, 2014, the GMS Business achieved a substantial increase in revenue due to ongoing efforts to implement GMS Reforms, including refurbishing existing stores, promoting sales area specialization, and strengthening sales of the Aeon's private brand Topvalu. In addition, the Financial Services Business has made efforts to strengthen its business foundation and offer more convenient services with the establishment of Aeon Financial Service, Co., Ltd., a bank holding company, in April. The Shopping Center Development Business promoted its strategies to open new shopping centers as well as aggressively to renovate existing ones. Each business has steadily improved its performance. Furthermore, Aeon has made progress allocating resources into the four strategic areas in Aeon Group Medium-Term Management Plan (FY 2011~FY2013) of Asian markets, urban markets, senior-oriented markets, and digital markets and building a business foundation for the next stage of growth. As a result, Aeon recorded the highest operating revenue ever on a consolidated basis for the first six months of the fiscal year ending February 28, 2014. Increased revenue was achieved in every business segment.

在本年度第2季度合并累计期间，集团继续加强了在GMS领域的改革，通过在既有店活性化、卖场专业化、强化永旺自有品牌“TOPVALU”销售事业等方面取得的成果。GMS事业取得了大幅增收。综合金融事业方面，以4月成立的银行控股公司Aeon Financial Service株式会社为主体，集团以强化营业基础为目标，提供了更为便利的高品质服务。商业地产开发事业方面，通过新开购物中心和实施积极翻新等举措，各项事业都实现了业绩增长。此外，集团还向在中期营业计划(2011年度~2013年度)中作为企业共同战略的“亚洲”、“大城市”、“老龄”和“数码化”四大领域进行了集中性经营资源分配，进一步推动了面向今后发展阶段的事业基础构建工作，通过上述各项成果，本年度第2季度合并累计期间的营业收入再创历史新高，集团在所有事业类型上都取得了增收的好成绩。

## Financial Results by Business Segment<sup>1</sup>

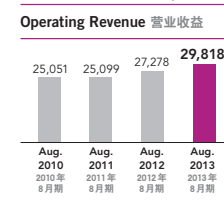
各事业业绩<sup>1)</sup>

(100 millions of yen) (亿日元)

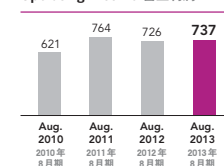
	Operating Revenue 营业收入		Operating Income 营业利润	
	Six months ended August 31, 2013 2013年8月期	(YOY) (前期比)	Six months ended August 31, 2013 2013年8月期	(YOY) (前期比)
General Merchandise Store (GMS) Business GMS (百货超市)事业	13,255 (103.5%)		110 (141.9%)	
Supermarket Business SM (食品超市)事业	7,711 (107.9%)		36 (37.4%)	
Strategic Small-size Store Business 战略性小型店事业	1,355 (116.9%)		24 (75.4%)	
Financial Services Business 综合金融事业	1,326 (150.2%)		147 (113.6%)	
Shopping Center Development Business 商业地产开发事业	1,064 (108.8%)		199 (102.2%)	
Service Business 一般服务事业	2,024 (116.0%)		116 (117.8%)	
Specialty Store Business 专卖店事业	1,726 (106.2%)		35 (117.8%)	
ASEAN Business 东南亚事业	867 (194.6%)		30 (118.9%)	
China Business 中国事业	692 (121.6%)		-15 (—)	
Consolidated Total <sup>2)</sup> 统一结算合计 <sup>2)</sup>	29,818 (109.3%)		737 (101.4%)	

## Consolidated Financial Results<sup>1</sup> 合并结算业绩<sup>1)</sup>

(100 millions of yen) (亿日元)



## Operating Income 营业利润



## Consolidated Operating Results Forecast 合并结算业绩预想

(100 millions of yen) (亿日元)

Operating Revenue 营业收入		Operating Income 营业利润		Ordinary Income 经常利润		Net Income 本期净利润	
Fiscal Year Ending February 28, 2014 2014年2月期	(YOY) (前期比)	Fiscal Year Ending February 28, 2014 2014年2月期	(YOY) (前期比)	Fiscal Year Ending February 28, 2014 2014年2月期	(YOY) (前期比)	Fiscal Year Ending February 28, 2014 2014年2月期	(YOY) (前期比)
60,000	(105.5%)	2,000~2,100 (104.9~110.2%)		2,150~2,250 (101.2~105.9%)		750	(100.7%)

<sup>1</sup> Past fiscal years' performance is revised in accordance with this fiscal year's accounting policy and indicators. <sup>2</sup> 1. Based on the accounting policy and calculation method for this fiscal year's performance, revised from the previous year's performance.

<sup>2</sup> Consolidated totals include totals for each business as well as other business and adjustments. <sup>2</sup> 2. Consolidated totals include totals for each business as well as other business and adjustments.



# GROUP NEWS

July >>> September 2013

## Global Initiatives

### First Maxvalu Opens in Qingdao, China

Aeon Maxvalu (Qingdao) Co., Ltd. has opened Maxvalu Qingdao HNA Wanbang Zhongxin, the first Maxvalu store in Qingdao City. The supermarket serves to support the everyday living of customers in the greater Qingdao area of Shandong Province.

### 在中国青岛Maxvalu (美思佰乐) 1号店正式营业

永旺美思佰乐(青岛)商业有限公司(Maxvalu 青岛)在中国青岛市成立了1号店美思佰乐万邦中心店。该公司今后以山东省青岛市为中心,开展为顾客的日常生活的超市事业。



Maxvalu Qingdao HNA Wanbang Zhongxin  
美思佰乐万邦中心店

## Corporate Initiatives

### Aeon Establishes the Office of Diversity

Aeon Co., Ltd. has newly established the Office of Diversity to foster diversity management, which utilizes a range of human resources to drive corporate growth. The Office will first prioritize gender diversity with the objective of achieving a 50% ratio of managerial positions held by women by 2020.

### 设立了“多样化推进室”

永旺株式会社新设立了“多样化推进室”。公司推进以多样的人才自由发挥其特点是企业发展的原动力的“Diversity(多样化)”管理。今后,先从社会性别多样性(Gender Diversity)开始实施,以“2020年实现女性管理职位比率50%”为目标。



Topvalu Barreal, a new-genre beer, received a makeover on July 1. A cumulative total of 500 million cans (350-ml equivalent) have been sold since the beer was launched in 2010.

7月1日改良的新型啤酒・TOPVALU Barreal\*从2010年开始销售以来,累计销售量达到5亿罐(350ml换算)。



## Corporate Initiatives

### Aeon Co., Ltd. makes The Daiiei, Inc. its Consolidated Subsidiary “Aeon & Daiiei All-Out Sales Fair” Held

Aeon Co., Ltd. has completed its tender offer of The Daiiei Inc. and has made the company a consolidated subsidiary as of August 27. Ahead of this, the two companies held the first “Aeon & Daiiei All-Out Sales Fair,” a joint sale that took place at approximately 1,000 stores from August 22 to 25. Going forward, the two companies will mobilize their management resources and benefits from the Group scale to further increase customer satisfaction.

### 把株式会社大荣为子公司化联合举办“永旺×大荣 大减价活动”

永旺株式会社取得株式会社大荣的控股权,8月27日正式把大荣公司连接子公司化。从8月22日至25日期间,在1,000多家店铺第一次联合举办“永旺×大荣 大减价活动”,今后,两家公司有效利用双方的经营资源和集团规模效益,为满足顾客的需求进一步努力。

## Corporate Initiatives

### Aeon Announces Concept for Aeon Mall Makuhari-Shintoshin (Opening in December)

Aeon has announced the concept for its new flagship Aeon Mall Makuhari-Shintoshin in Chiba Prefecture. Scheduled to open on December 20, the shopping mall has been designed under the concept of “A place where you find new fascinations.” It will consist of the four mall areas of Grand, designed for adults, and Active, featuring home appliances and sporting goods, as well as Family and Pet areas. The shopping mall will welcome customers with around 350 specialty stores including new brands and business formats making their first appearance in Japan.

### 发表了“永旺梦乐城幕张新都心”店铺(12月份开业)概要

永旺发表了作为中心店铺的“永旺梦乐城幕张新都心”(千叶县)店的概要。该店铺将在12月20日正式营业,以“创造让人陶醉的空间”为视点,店铺由面向大人的“豪华(Grand)”,以运动和家电为主题的“积极(Active)”,“家庭(Family)”,“宠物(Pet)”的4个建筑物构成。该店铺包含了首次在日本国内营业店铺在内的约350家专卖店,以崭新的面貌为顾客提供服务。

## Aeon's WAON e-money 永旺电子货币“WAON”



Issued as of July 9  
Kawasaki Kirari  
WAON e-money  
7月9日发行  
“川崎一閃(KIRARI) WAON”

Issued as of August 8  
Kumamoto Hi-no-kuni  
WAON e-money  
8月8日发行  
“熊本火之国WAON”

Issued as of September 20  
Nagasaki's Kyokaigun  
WAON e-money  
9月20日发行  
“长崎长崎WAON”

## Global Initiatives

### Aeon Malaysia Concludes Strategic Partnership with Index to Expand Business

Aeon Co. (M) Bhd. (“Aeon Malaysia”) has concluded a strategic partnership with Index Living Mall Co., Ltd. (“Index”), a leading furniture and home furnishings manufacturer and retailer in Thailand, to establish the joint venture Aeon Index Living Sdn. Bhd. Aeon Malaysia and the joint venture will utilize Index's expertise to expand their business in Malaysia.

### 永旺马来西亚为实现扩大事业范围 与Index公司缔结了战略性伙伴关系约定

Aeon Co. (M) Bhd. (“永旺马来西亚”)与泰国最大的家具、家居用品制造零售Index Living Mall Co., Ltd. (“Index公司”)缔结了战略性伙伴关系约定,设立了合营公司“Aeon Index Living Sdn. Bhd.”。今后,永旺在马来西亚引进Index公司所积累的技术知识,努力扩大事业范围。



Ceremony to conclude the strategic partnership  
战略性伙伴关系缔结仪式

## Corporate Initiatives

### Launch of Aeon Entertainment Co., Ltd.

Warner Mycal Corporation and Aeon Cinemas Co., Ltd. have integrated their operations to launch Aeon Entertainment Co., Ltd., operating 74 theaters and 609 screens, the highest number in Japan. The theater names have been unified under the name of Aeon Cinema. The company provides fun, exciting and emotional experiences through movies as well as a variety of entertainment including broadcasts of concerts and ballet performances.

### 新成立永旺 Entertainment 株式会社

株式会社Warner Mycal和株式会社永旺Cinemas合并,成立了永旺 Entertainment 株式会社。该公司拥有日本最多的74家剧场和609个映像屏幕。该公司可放映电影、实况录音、芭蕾舞的现场直播等各种娱乐节目,为顾客提供惊喜、快乐、感动。



Theater unified under the name of Aeon Cinema  
把剧场名统一为“永旺 Cinema”

7.1

7.9

8.2

## Global Initiatives

### First Japanese Company to Launch Consumer Credit Business in Myanmar

Aeon Financial Service Co., Ltd. has established Aeon Microfinance (Myanmar) Co., Ltd. in Myanmar, announcing it was the first Japanese company to begin a personal consumer credit business in the country. With a population of approximately 60 million, Myanmar has growing credit needs as well as expanding personal consumption. Aeon Microfinance (Myanmar) Co., Ltd. plans to use its strengths as a credit company based in the retail industry to offer customers a wide range of credit settlement options.

### 作为日资企业首次在缅甸开始信贷财务事业

永旺信贷财务株式会社在缅甸设立了“Aeon Microfinance (Myanmar) Co., Ltd.”。作为日资企业是首次在缅甸开始了面向个人的信贷财务事业。缅甸人口有6,000万多人。个人消费的扩大和信用贷款需求日益增高。今后,该公司运用从零售业开始的信贷财务公司的特点,为顾客提供多种结账方式。

## Corporate Initiatives

### Aeon Declares Price Freeze of Topvalu Products

Aeon has decided not to raise prices on approximately 5,000 products of its private brand Topvalu for the four months until December 31. Aeon will realize this price freeze by expanding the number of Topvalu products carried by more than 8,000 GMS, supermarkets and other stores. In addition, Aeon will utilize its original logistics system and other efficiencies to freeze Topvalu prices even while prices of raw materials continue to rise.

### 宣布“TOPVALU”价格不变更宣言

永旺决定到12月31日为止的4个月期间不变更对永旺自有品牌“TOPVALU”5,000多品种商品的价格。今后,逐渐在GMS和超市等8,000多家店铺扩大价格不变更商品品种,并在原材料价格上升的严峻情况下灵活运用永旺独自の物流系统等,实现价格不变动。



# GROUP COMPANIES 集团企业一览

Listed Companies are shown in bold print ○Equity-method Affiliates ●Affiliated Companies

## 《Pure holding company》

**AEON CO., LTD.**

## 《General Merchandise Store Business》

AEON Retail Co., Ltd.

**The Daiiei, Inc.**

**AEON Hokkaido Corporation**

**SUNDAY CO., LTD.**

**AEON KYUSHU CO., LTD.**

ATHINE, Inc.

ALTY FOODS Co., Ltd.

AEONBIKE CO., LTD.

AEON Bakery Co., Ltd.

AEON LIQUOR CO., LTD.

AEON RYUKYU CO., LTD.

OrangeFoodCourt, Inc.

The Kagoshima Sunrise Farm Inc.

Gourmetcity Kanto Co., Ltd.

Gourmetcity Kinki Co., Ltd.

JOY Co., Ltd.

The Consumer Economics Research Institute, Inc

Daiiei SpaceCreate Co., Ltd

TOPVALU COLLECTION CO., LTD.

NAKAGO Co., Ltd.

JAPAN DISTRIBUTION LEASING CORPORATION

BIG-A CO., LTD.

BIG-A KANSAI JAPAN CO., LTD.

Fun Field Co., Ltd.

Bonte, Inc.

Bon Belta Co., Ltd.

Marche Co., Ltd.

LOGIONE Co., Ltd.

THE LOBELIA, Inc.

OPA CO., LTD.

○ TENDAI CO., LTD.

## 《Supermarket Business》

**Maxvalu Chubu Co., Ltd.**

**Maxvalu Nishinohon Co., Ltd.**

**Maxvalu Tohoku Co., Ltd.**

**Maxvalu Tokai Co., Ltd.**

**Maxvalu Hokkaido Co., Ltd.**

**Maxvalu Kyushu Co., Ltd.**

○ The Maruetsu, Inc.

○ Inageya Co., Ltd.

○ KASUMI CO., LTD.

○ Belc CO., LTD.

AEON MARKET CO., LTD.

CREATE Co., Ltd.

KOHO CO., LTD.

SANYO MARUNAKA CO., LTD.

MAXVALU KANTO CO., LTD.

MAXVALU KITA TOHOKU CO., LTD.

MAXVALU NAGANO CO., LTD.

MAXVALU HOKURIKU CO., LTD.

MAXVALU MINAMI TOHOKU CO., LTD.

marunaka CO., LTD.

Aeon Maxvalu (Guangzhou) Co., Ltd.

Aeon Maxvalu (Jiangsu) Co., Ltd.

Aeon Maxvalu (Qingdao) Co., Ltd.

○ Aeon Every Co., Ltd.

## 《Discount Store Business》

AEON SUPERCENTER Co., Ltd.

AEON BIG CO., LTD.

## 《Strategic Small Size Store Business》

**MINISTOP CO., LTD.**

ORIGIN TOSHU CO., LTD.

Network Service Co., Ltd.

My Basket CO., LTD

RECORDS Co., Ltd.

MINISTOP KOREA CO., LTD.

QINGDAO MINISTOP CO., LTD.

## 《Drugstore & Pharmacy Business》

**CFS Corporation**

○ WELCIA HOLDINGS CO., LTD.

○ Medical Ikkou Co., Ltd.

● TSURUHA HOLDINGS Inc.

● KUSURI NO AOKI CO., LTD.

SHIMIZU YAKUHIN CO., LTD.

TAKIYA Co., Ltd.

○ Welpark Co., Ltd.

○ ZAG ZAG Co., Ltd.

## 《Financial Services Business》

**AEON Financial Service Co., Ltd.**

**AEON CREDIT SERVICE (ASIA) CO., LTD.**

**AEON THANA SINSAP (THAILAND) PLC.**

**AEON CREDIT SERVICE (M) BERHAD**

AEON BANK, LTD.

AEON CREDIT SERVICE CO., LTD.

AEON S.S. Insurance CO., LTD.

AEON HOUSING LOAN SERVICE CO., LTD.

AEON INSURANCE SERVICE CO., LTD.

AEON REIT Investment Corporation

AEON Reit Management Co., Ltd.

ACS Credit Management Co., Ltd.

TOSHIBA FINANCE CORPORATION

ACS CAPITAL CORPORATION LTD.

AEON Insurance Service (Thailand) Co., Ltd.

ACS SERVICING (THAILAND) CO., LTD.

ACS TRADING VIETNAM CO., LTD.

AEON CREDIT SERVICE INDIA PRIVATE LIMITED

AEON CREDIT SERVICE (PHILIPPINES) INC.

AEON CREDIT SERVICE SYSTEMS (PHILIPPINES) INC.

AEON Leasing Service (Lao) Company Limited

AEON MICROFINANCE (CAMBODIA) PRIVATE COMPANY LIMITED

AEON MICROFINANCE (MYANMAR) CO., LTD.

AEON MICRO FINANCE (SHENZHEN) CO., LTD.

PT. AEON CREDIT SERVICE INDONESIA

AEON MICROFINANCE (SHENYANG) CO., LTD.

AEON CREDIT SERVICE (TAIWAN) CO., LTD.

AEON CREDIT CARD (TAIWAN) CO., LTD.

AEON MICRO FINANCE (TIANJIN) CO., LTD.

AEON INSURANCE BROKERS (HK) LIMITED

AEON CREDIT GUARANTEE (CHINA) CO., LTD.

AEON CREDIT HOLDINGS (HONG KONG) CO., LTD.

AEON INFORMATION SERVICE (SHENZHEN) CO., LTD.

## 《Shopping Center Development Business》

**AEON Mall Co., Ltd.**

AEON TOWN Co., Ltd.

AEON MALL (CAMBODIA) CO., LTD.

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

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

AEON MALL VIETNAM CO., LTD.

PT. AEON MALL INDONESIA

PT. AMSL INDONESIA

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

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

## 《Service Business》

**AEON DELIGHT CO., LTD.**

**AEON Fantasy Co., Ltd.**

**ZWEI CO., LTD.**

AEON Eaheart Co., Ltd.

AEON ENTERTAINMENT CO., LTD.

AEON COMPASS CO., LTD.

AEON DELIGHT ACADEMY CO., LTD.

AEON DELIGHT SECURITY CO., LTD.

AEON DELIGHT SERES CO., LTD.

A to Z Service Co., Ltd.

KAJITAKU Co., Ltd.

Kankyouseibi Co., Ltd.

Kantouengineering Co., Ltd.

General Services, Inc.

DO SERVICE CO., LTD.

Reform Studio Co., Ltd.

A-LIFE SUPPORT Co., Ltd.

FMSSolution Co., Ltd.

AEON DELIGHT (MALAYSIA) SDN.BHD.

AEON DELIGHT (VIETNAM) CO., LTD.

AEON Fantasy Holdings (Thailand) Co., Ltd.

AEON FANTASY (MALAYSIA) SDN.BHD.

AEON Fantasy (Thailand) Co., Ltd.

ZWEI (THAILAND) CO., LTD.

Dalian Neusoft Information Services Co., Ltd.

SUZHOU Anjie Elevator Engineering Co., Ltd.

SUZHOU SHANGPIN Washing Service Co., Ltd.

SUZHOU ALLIANCE PROPERTY MANAGEMENT CO., LTD.

AEON Fantasy (China) Co., Ltd.

AEON EAHEART RESTAURANT (QINGDAO) CO., LTD.

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

Aeon Delight Sufang (Suzhou) Comprehensive Facility Management Service Co., Ltd.

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

AEON DELIGHT (CHINA) CO., LTD.

## 《Specialty Store Business》

**GFOOT CO., LTD.**

**COX CO., LTD.**

○ **Taka-Q Co., Ltd.**

Abilities JUSCO Co., Ltd.

AEON FOREST CO., LTD.

AEON PET CO., LTD.

AEON BODY Co., Ltd.

Claire's Nippon Co., Ltd.

Cosmeme CO., LTD.

Talbots Japan Co., Ltd.

Branshes Co. Ltd

MIRAIYA SHOTEN CO., LTD.

Mega Sports Co., Ltd.

MEGA PETRO Co., Ltd.

LAURA ASHLEY JAPAN CO., LTD.

AT Japan Co., Ltd.

BLUE GRASS (SHANGHAI) CO., LTD.

LAURA ASHLEY ASIA CO., LIMITED

Mega Sports China Co., Ltd.

NUSTEP (BEIJING) TRADE CO., LTD.

TAIWAN LAURA ASHLEY CO., LTD.

Talbots China Co., Ltd

PET CITY (BEIJING) CO., LTD.

## 《E-commerce Business》

Aeon Direct Co., Ltd.

AEON Link Co., Ltd.

## 《ASEAN Business》

AEON ASIA SDN. BHD.

**AEON Co. (M) Bhd.**

AEON BIG (M) SDN. BHD.

AEON (CAMBODIA) Co., Ltd.

AEON (Thailand) CO., LTD.

AEON VIETNAM Co., LTD

PT. AEON INDONESIA

## 《China Business》

AEON (CHINA) CO., LTD.

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

Guangdong Aeon Teem Co., Ltd.

Qingdao Aeon Dongtai Co., Ltd.

AEON South China Co., Ltd

AEON EAST CHINA (SUZHOU) CO., LTD.

AEON (HUBEI) CO., LTD.

Beijing Aeon Co., Ltd.

## 《Shared Function Companies and Other》

○ **YAMAYA CORPORATION**

AIC Inc.

AEON Integrated Business Service Co., Ltd.

AEON AGRI CREATE Co., Ltd.

AEON GLOBAL SCM CO., LTD.

AEON GLOBAL MERCHANDISING CO., LTD.

AEON TOPVALU CO., LTD.

AEON FOOD SUPPLY Co., Ltd.

AEON MARKETING CO., LTD.

Cordon Vert Co., Ltd.

Research Institute For Quality Living Co., Ltd.

Amicus Funding Corporation, LLC.

AEON GLOBAL SCM SDN.BHD.

AEON TOPVALU MALAYSIA SDN.BHD.

AEON TOPVALU (THAILAND) CO., LTD.

AIC MERCHANDISING (JAPAN) LTD.

Tasmania Feedlot Pty. Ltd.

AIC CHINA INC.

AEON Global SCM (Beijing) Co., Ltd.

○ AEON Demonstration Service Inc.

■ AEON 1% Club

■ AEON Environmental Foundation

■ The Cultural Foundation of Okada

■ AEON EDUCATION AND ENVIRONMENT FUND LIMITED

As of August 2013



1. 〈China〉イオン東路店 Aeon Dongbu Store 2. 〈China〉イオン黄島店 Aeon Huangdao Store 3. 〈Malaysia〉イオンSeri Manjung ショッピングセンター Aeon Seri Manjung Shopping Center