

SPECIAL FEATURE

Creating Markets with “Live” Features

特集

“现场感”开启全新市场。



Various Shopping Scenes

Portrait #4

购物百景 第四景

Lucky Shopping Experience

Since I hadn't been getting enough exercise lately, I decided to take up golfing for the first time in a long while. The golf club that I used when I was younger no longer felt right, so I decided to go buy a new one. I was surprised to find a mall specializing in sports at the newly built shopping mall.

As I was comparing a few clubs and was ready to call a sales assistant, a stranger came up to me and said, "That club will help you improve your drive." The man with a happy smile on his face turned out to be another customer at the store. He told me how he tried the club before deciding to buy it. According to him, a store staff with expert knowledge is available to offer support and advice.

In fact, I was able to feel whether the club was right for me by hitting with it and to buy one that I really liked. Just to have a chance to try the clubs was a refreshing experience for me.

I thanked the man for giving me the tips and found the courage to ask him if he wanted to join me sometime at the driving range. I had found a new golfing friend in addition to being able to try golf clubs at the store, and I left there feeling quite lucky.



Illustration by SACHIKO IKOMA

AEON Magazine February 2014 Vol.44

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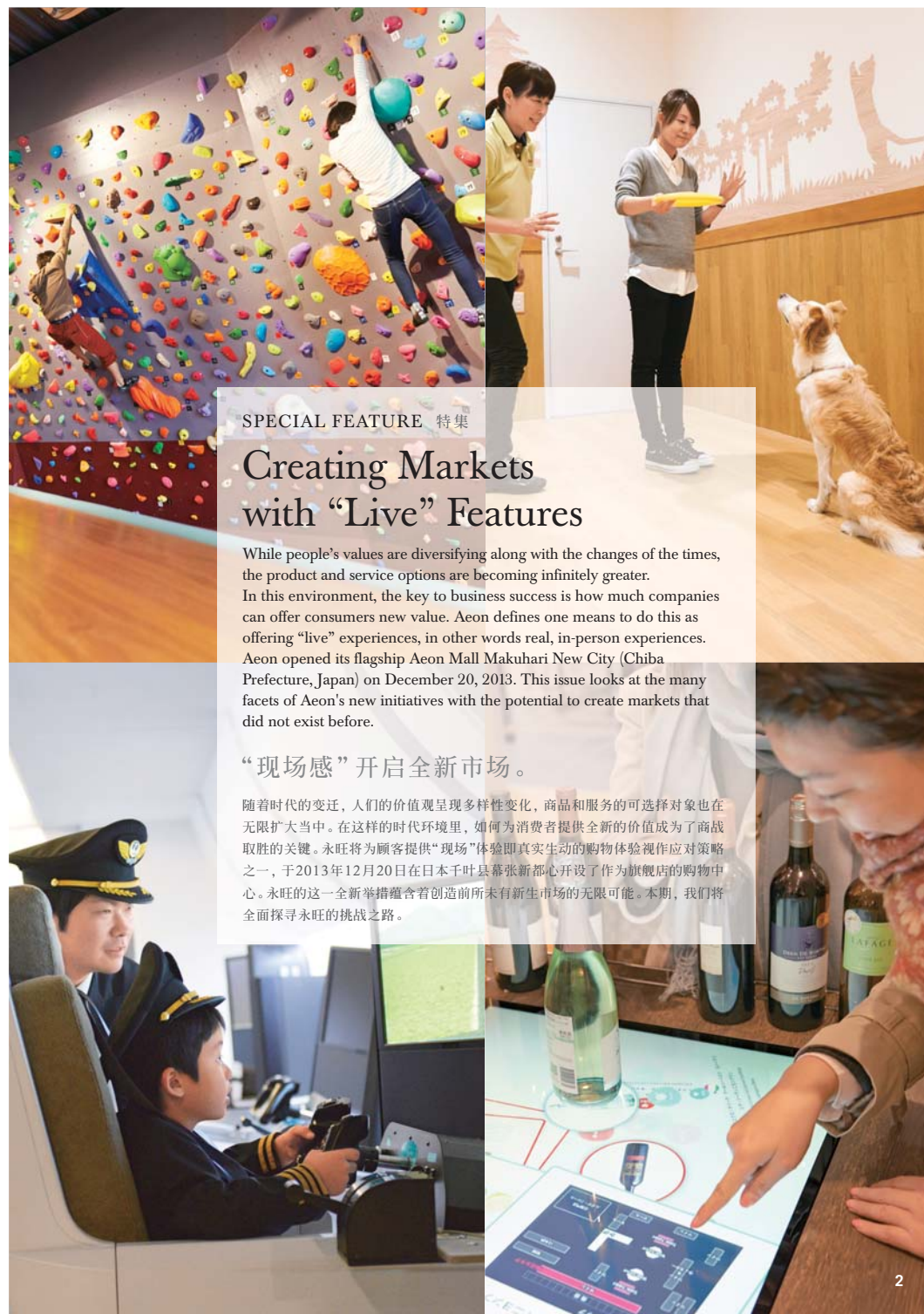


Illustration by HATSUKI MIYAHARA

The illustrator's signature style uses vivid colors and flowing, unconstrained lines, depicting images of a next-generation shopping mall bustling with activity in multi-layered expression. 五彩斑斓的亮丽色彩和生动舒展的轮廓是插画师典型的创作风格。配合本期特集内容，插画师多层次展现了新一代购物中心内洋溢的欢乐现场感。

Published on February 28, 2014
by the Corporate Communications Dept. of Aeon Co., Ltd.
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Tel (+81)43-212-6061
Website: <http://www.aeon.jp/>
发行日期: 2014年2月28日
发行单位: 永旺株式会社企业宣传部
邮编261-8515 千叶县千叶市美滨区中瀬1-5-1
电话(+81)43-212-6061
公司网址: <http://www.aeon.jp/>

Aeon magazine is published by Aeon Co., Ltd.
Aeon is also the name of a corporate group. Opinions expressed in Aeon magazine are not necessarily those of the publisher.
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SPECIAL FEATURE 特集

Creating Markets with "Live" Features

While people's values are diversifying along with the changes of the times, the product and service options are becoming infinitely greater.

In this environment, the key to business success is how much companies can offer consumers new value. Aeon defines one means to do this as offering "live" experiences, in other words real, in-person experiences. Aeon opened its flagship Aeon Mall Makuhari New City (Chiba Prefecture, Japan) on December 20, 2013. This issue looks at the many facets of Aeon's new initiatives with the potential to create markets that did not exist before.

“现场感”开启全新市场。

随着时代的变迁，人们的价值观呈现多样性变化，商品和服务的可选择对象也在无限扩大当中。在这样的时代环境里，如何为消费者提供全新的价值成为了商战取胜的关键。永旺将为顾客提供“现场”体验即真实生动的购物体验作为应对策略之一，于2013年12月20日在日本千叶县幕张新都心开设了作为旗舰店的购物中心。永旺的这一全新举措蕴含着创造前所未有新生市场的无限可能。本期，我们将全面探寻永旺的挑战之路。

Interview

Creating New Values Through Exchange

While the modern times are overflowing with goods and information and what we need is readily available, it is also an era in which sustained corporate growth becomes difficult if companies are not able to offer what consumers truly seek.

What should companies do in order to survive these times?

Here to provide insight is Junzo Ishii, President of University of Marketing and Distribution Sciences, an academic in the marketing field known for practical research on businesses.

交流缔造全新价值

这是个充斥着丰富的商品和信息，能轻松获取各种所需品的现代社会。因此，可以说在这个时代，如果不能提供顾客真正所要的商品，那这个企业便难以继续长足发展下去。那么，企业应该怎么做才能在这一时代背景下立于不败之地呢？本期我们采访了从事商业市场研究的流通科学大学校长石井淳藏先生。

What We Need Now Is

Exchange Between Companies and Consumers

The transition in the distribution industry can be divided into three periods. The first is the mass distribution period. As represented by general merchandise stores, the retailers secured land to build multiple outlets and generated profit by reducing cost through advantage of scale. In other words, growth in this period was achieved by owning and leveraging a considerable amount of resources. The second period is characterized by multi-frequency and small-lot delivery with high accuracy. Market research with trial sales of a wide variety of products in small quantities was conducted to identify customer trends and needs, and then a system was built to supply the market with only products that would sell in necessary quantities. At the time, I believed there couldn't be a better business model than this. However, we are now in the third period when that model alone is becoming insufficient. These modern times with a mature economy and abundance of products and information make it hard to identify consumer needs, and it is a period of “sociality” in which relationships with others built through exchange, communication and empathy become important.

What companies need to do in order to survive is to put latent needs or “what does not yet exist” into tangible form by using originality and ingenuity, and to provide new values.

This is where our approach toward communication becomes important. Let us look at this through a conversation between a mother and daughter. The mother is coming down with a cold and asks her daughter, “Could you go buy me some cold medicine?” Would the daughter just go and buy the medicine and hand it to her? She would probably ask, “Are you all right? Do you want to see a doctor?” The mother may have just wanted some medicine, but the communication between the two may result in actually going to the hospital. Communication is not about simple mutual understanding by conveying what you think to the other person and getting the response that you expect. It's about showing consideration for the other person and changing your remarks or behavior according to the feedback, which leads to creating a new reality.

When we share information with each other in communication and change according to the situation, a new reality is created, and both sides continue to change according to this new reality. In marketing, this is called “Creative Adaptation.” This “Creative Adaptation” is also required in relationships between companies and consumers. This so-called unexpected reality created by communication is what inspires us to create “what does not yet exist.”

Empathy Connecting Local Community and Companies

I feel that good communication is being created at the retail stores recently. This is because a barrier due to difference of positions, which used to exist between store employees and consumers, is starting to disappear. The local housewives working at the store can no doubt reflect the customer's sense in product development and selection, which develops empathy, and they gradually associate themselves in the community. This is how I see the retail business based on sociality should be.

企业与消费者的交流在当今不可或缺

流通行业的发展经历了三大时代。第一阶段是“大量销售”时代。综合超市可以视为这一时期的典型代表，即迅速确保用地面积、拓展多家连锁店铺，并通过规模优势削减成本进而营利。也就是说，这是一个活用所拥有的大量资源并寻求发展的时代。第二阶段是“高频率、小批量、高精度”时代。在这一阶段中，企业构建了一种特定的运营模式，即试销少量的多品种商品并进行市场调查，掌握消费者倾向和需求，然后再以预计的热销规模生产畅销商品并正式推向市场。当时我认为应该没有能超越这种体系的商业模式了。但是现在，这种模式也已经无法适应时代的需要，也就是说我们已经进入了第三时代。经济成熟、商品信息充裕、消费者需求日益不明朗化的现今，正是交流、沟通、共鸣等与他人的关系日益重要的“社会性”时代。

通过创意思激发潜在需求，即让“现在尚无的某种东西”成为现实并以此提供全新价值，正是企业长盛不衰的最大秘诀。

这其中起到关键作用的就是对交流的思考。下面这对母女的对话形象阐释了这一点。得了感冒的妈妈对女儿说：“去帮我买点感冒药”，听了这话女儿就会仅仅买药回来再递给妈妈吗？估计女儿肯定会担心地问妈妈：“难受吗？要去医院吗？”原本妈妈只是想要点药，但两人对话的结果可能是一起去医院。沟通交流不是将自己的想法告诉对方、对方按照自己的预想进行反应的单纯意思传达。真正的交流是相互关切在意，根据对方的反应发表意见并付诸行动，从而创造出全新的现实结果。

双方通过交流共享信息并根据实际情况随机应变，从而创造出全新的结果，并在此基础上再进行灵活调整。这在市场领域被称为“创造性适应”。就企业和消费者的关系而言，这种“创造性适应”不可或缺。通过沟通交流产生的所谓“意想不到的现实”，将成为缔造“现在尚无的某种东西”的重要契机。

共鸣连接地区社会和企业

我觉得如今的零售业店铺内存在着非常好的交流氛围。这可能是因原本存在于店铺销售员和消费者之间的立场差异这道壁垒逐渐瓦解。以在店铺工作的当地主妇为代表，员工们将顾客的感觉直接反映到商品开发和品种设计上，以此缔造共鸣，让企业成为地区的好伙伴。这可以说是基于“社会性”的零售业的生存之道。

The unexpected reality created by communication is what inspires us to overcome the “present”

沟通交流产生的“意想不到的现实”才是打开“当下”的金钥匙



PROFILE

Junzo Ishii

President of University of Marketing and Distribution Sciences. Specializes in marketing, marketing management and distribution system theory. Also serves as the first Chairman of Japan Marketing Academy since November 2012.

石井 淳藏

流通科学大学校长。从事市场、市场营销、流通系统论等研究。于2012年11月担任日本市场学会首任会长。

I have the impression that Aeon is a company that excels in community building and creating stores that empathize with the local community. Aeon does not simply build a store and sell products. When developing business in a new country, Aeon is highly conscious about respecting the local culture and becoming a part of the community. This stance is also reflected in initiatives such as tree planting and educational support. The ability to always stay close to the community and consumers is Aeon's greatest strength.

This stance may appear to be an indirect path in business. However, I believe it is what is required of companies to survive the times.

永旺有着善于与地区社会的共鸣中构建交流机制与店铺体系的企业形象。永旺并不是单纯地开店和销售，而是在一个新的国家或地区开展事业时，不仅重视地区文化，同时也有着努力成为当地一员的高度意识。植树活动、教育支援等社会贡献也是如此。可以说能陪伴在地区和消费者左右的坚实力量是永旺最大的优势。

这样的思路可能会被认为是商业道路上绕远路。但我觉得这才是企业想在当今时代生存发展的必备资本。

To be a place where each customer can find new fascinations

In December 2013, Aeon's flagship Aeon Mall Makuhari New City opened in Chiba City, Chiba Prefecture. It comprises four “lifestyle malls,” namely the Grand, Family, Active, and Pet Malls, which all share the concept of “A place where you find new fascinations.” As the first effort by Aeon to promote omni-channel retailing, this next-generation shopping mall focuses on in-person experiences and utilizes events and the Internet. Its key words are “experiences, products and the Internet—Aeon omni-channel retailing.”

The shopping mall is home to many new types of shops and facilities opened by various companies offering experiences as well as those from overseas that are the first to open in Japan. The Aeon Makuhari New City general merchandise store, an anchor store of the shopping mall, is also developing several new initiatives including omni-channel retailing, by proposing an Aeon Style Store on all floors for food, clothing and the home.

How did this type of shopping mall come to be? The main target generation when Aeon was actively pursuing shopping mall development around 2000 has reached its 40s and 50s, the peak of child-rearing is almost behind them and they

成为让每个人“乐而忘返的乐园”

2013年12月，位于日本千叶县千叶市的永旺旗舰店“永旺梦乐城幕张新都心”盛大开幕。由“Grand”、“Family”、“Active”和“Pet”四大“生活中心”构成的该商城，以“沉醉于购物的乐园”为统一设计主题。作为永旺全方位渠道化战略的第一家店铺，“永旺梦乐城幕张新都心”是灵活运用各类活动和网络并重视实际体验的全新一代购物商城，关键词锁定为“活动·商品·网络 永旺的全方位渠道”。

“永旺梦乐城幕张新都心”内集结了众多能提供体验元素的新业态和首次登陆日本的店铺。核心店铺之一的永旺综合超市“永旺幕张新都心店”也将衣食住的整个卖场称为“Aeon STYLE STORE (永旺特色店)”，实践以全方位渠道化为首的各种全新战略。

那么，永旺为什么要创建这样的购物中心呢？这是因为在永旺积极推进店铺拓展的2000年前后，当时的主要目标群体现在

are looking ahead to having more leisure time. Moreover, their parents' generation is called the “G.G.”* who lead active and diverse lifestyles that do not fit with the conventional image of senior citizens.

As this mature generation ages and transitions to a new life stage, its values and needs are also changing. The Grand Mall was created to meet the needs of these adults. Meanwhile, the Family Mall is packed with options to entertain children as well as adults. The Pet Mall covers all pet needs from product sales to medical care, while the Active Mall was created for sports and exercise enthusiasts. In this way, Aeon Mall Makuhari New City was created to fully satisfy the needs of customers with different interests and preferences.

Aiming to offer a one-and-only shopping mall experience

Aeon Mall Co., Ltd., a developer specialized in shopping malls, has played a central role in development and operation of Aeon Mall Makuhari New City. In developing this flagship Aeon mall, the company's outlet marketing staff were involved from the shopping mall's design stage in efforts to create appealing shopping mall spaces. Each of the malls has been created with next-generation entertainment zones and adult hobby zones. Aeon Mall Co., Ltd. and mall tenants have worked together and tenants have also actively collaborated among themselves to create enriched spaces. For example, Tsutaya Book Store, JTB Travelgate, Shimamura Music and Starbucks Coffee are among the tenants that cooperated to offer a space to satisfy the needs of customers who like to travel. This is an attempt to create a new market by attracting people who have a specific purpose in mind.

In addition, the Makuhari Messe convention complex and QVC Marine Field baseball stadium are located in the Makuhari New City area, and the area has the potential to attract people from Japan as well as overseas. The shopping mall will cooperate with these nearby facilities aiming to contribute to community revitalization by improving the appeal of both the shopping mall and the surrounding area as well as enhancing their ease of getting around the area.

Through these numerous endeavors, Aeon is developing shopping malls that are one step ahead of the times.

*G.G (Grand Generation): “Grand” has the meaning of “topmost,” so the Grand Generation concept views the senior generation as belonging to the topmost generation in life.

已经进入了4、50岁的人生阶段，他们逐渐走出育儿高峰的年龄段，今后将拥有丰富的空闲时间。此外，他们的父母辈再也不是传统概念中的老年一代，而是过着丰富多彩且积极向上生活的“G.G一代”。

随着年纪的增长和人生阶段的递进，这些成熟一代的价值观和追求正不断发生变化。“Grand Mall”正是为应对这些新变化而设立。“Family Mall”里则随处可见以小朋友为中心、全家都能欢度快乐时光的创意设计。“Pet Mall”集齐了从实用物品到医疗的所有宠物服务，而喜欢运动的顾客也可以在“Active Mall”找到动感刺激。永旺基于不同消费群体的兴趣爱好，创建了能全方位满足顾客需求的新一代商城。

旨在打造独一无二的购物中心体验

在“永旺梦乐城幕张新都心”的开发和运营中发挥轴心性作用的是专业开发商永旺梦乐城株式会社。为圆满完成永旺旗舰店的开发工作，店铺负责销售的员工也从设施的设计阶段参与其中，不断努力打造魅力空间。在四大中心内，我们还设立了“新一代娱乐专区”、“成人爱好专区”等特色区域，除开展永旺和进驻企业之间的交流，还通过进驻企业间的积极合作打造充实而丰富的魅力空间。例如，“鸟屋书店”、“JTB旅行社”、“岛村乐器”、“星巴咖啡”等携手为喜欢旅行的顾客打造出了满足他们需求的创意空间。永旺正努力做出大胆尝试招揽具有特定需求的各类顾客，从而创造全新的市场。

幕张新都心地区同时设有幕张Messe（综合会议设施）、QVC海滨棒球场等设施，具有吸引日本乃至国外游客的实力。“永旺梦乐城幕张新都心”希望与周边其他设施紧密合作，通过提升购物中心和当地地区两者魅力并提高顾客巡回游览宽度的方式，为促进当地地区的发展做出自己的贡献。

永旺旨在通过上述诸多挑战，打造走在时代前沿的新型购物中心。

*G.G (Grand Generation: 顶级年代)·Grand寓意顶级，这是将老年人视为人生中最精彩、最富挑战一位的全新设定。

Introduction

New Proposals to Meet the Needs of Diversifying Values and Lifestyles

Aeon has operated its shopping mall business for about 40 years. During this time, people's lifestyles and views on consumption have undergone large changes. People now spend more time and money than before to satisfy their interests and preferences instead of simply purchasing essential commodities. In this era, what values do people seek in their shopping mall?

应对价值观和生活方式多样化的全新创意

永旺在购物中心这一事业领域已经奋斗了约40年。这期间，人们的生活方式以及对消费的认识发生了巨大的变化，顾客已不再停留在单纯购买生活必需品的阶段，而是为了满足个人兴趣和追求，将更多的金钱和时间花在了购物消费上。那么，什么样的购物中心才能满足这个全新时代的要求呢？



Live Experience

Shifting Shopping Malls from Consumption to Experience

Nowadays people do not just go to shopping malls for the purpose of shopping. They want to spend an enjoyable time and discover something new. To meet these expectations, Aeon Mall Makuhari New City offers real, "live" experiences only available at the mall.

让购物中心从消费平台转型成体验空间

如今,光临购物中心的目的已经不仅仅停留在购物层面上,希望度过愉快的时光,希望邂逅全新的创意……为满足顾客的这些期待,“永旺梦乐城幕张新都心”全力为顾客打造独一无二的“现场”体验。

A “live” feel that can only be experienced then and there

Among the 360 specialty stores at Aeon Mall Makuhari New City, approximately one-third of them are experiential based. They offer experiences with a “live” feel that can only be found then and there.

Live Kitchen, the food court targeting adults in the Grand Mall, is one such place. Many restaurants are spread out with a glass-walled kitchen, some like islands, in an area with a seating capacity of 1,500. Customers can watch their food being prepared up close, with the flames, steam and aromas wafting from the kitchen turning the wait for a meal into fun and excitement. The food court also serves alcoholic beverages, and customers can enjoy a meal and a drink in a relaxing and fun atmosphere.

One attraction popular with children is the kids' zone “Miraiya-no-Mori” produced by the Group's operator of bookstore specialty stores, Miraiya Shoten Co., Ltd. Miraiya Shoten has created a space inside the bookstore where children can play with educational toys and draw and color while parents and grandparents can enjoy watching their little ones absorbed in play. The Family Mall features plenty of options for families with children to have fun. Operated by Kandu Japan Inc., the first Kandu to open in Japan is a theme park that allows children to try out various jobs. It also has a restaurant

此时、此地独一无二的“现场感”

“永旺梦乐城幕张新都心”的360个商家中,约三分之一是体验型店铺。在这里,顾客能体会到仅此独有的绝佳“现场感”。

位于“Grand Mall”成人美食区的“Live Kitchen”就是典型的代表。在多达1,500张的坐席中设有饮食店,透过明亮的玻璃就能看到厨房。顾客能近距离感受到烹饪现场、火苗、热气 and 扑鼻香味,就连等待配餐的时间都成为一种令人兴奋不已的快乐。这里还为顾客准备了丰富的酒水饮品,营造出悠闲品尝美酒佳肴的空间氛围。

备受小朋友们喜欢的是由永旺的书籍专门店株式会社未来屋书店所运营的儿童乐园“未来屋之林”。“未来屋书店”内设有益智玩具和绘画专区,爸爸妈妈和爷爷奶奶都能看到护好专心游戏的孩子,度过温馨的美好时光。“Family Mall”里集结了众多以小朋友为中心、全家都能共享欢乐的店铺。由株式会社Kandu Japan开设的日本首家“Kandu”是为小朋友提供体验各种工作的主题乐园。内设餐厅,让家长们也能在其中度过愉快时光。小朋友们还能在株式会社栗山米果的“Bakauke Circus”里亲手烤制仙贝,在“Pizzaland Tokyo”能体验烘烤出美味的披萨。体验型娱乐博物馆“东映Hero World”还为小朋友们准备了东映株式会社在作品制作中所使用过的珍贵道具和能成为特效英雄的游戏设施。这里将成为假日里与家人共度美好时光的一站式乐园。

在日本最大的体验型体育中心“Active Mall”内,顾客可以



Children's play kitchen at "Miraiya-no-Mori"
“未来屋之林”的儿童厨房



Golf club try out corner at Sports Authority
“Sports Authority”的球杆试打区



Kids' ring at Sky Park
“Sky Park”的小孩游戏场

located inside and gives the adults accompanying children opportunities to have fun. Children can grill their own rice crackers at Bakauke Circus by Kuriyama Beika Co., Ltd., and make their own pizza at Pizzaland Tokyo. The interactive entertainment museum Toei Hero World features beloved costumes and props used in Toei Co., Ltd. productions and attractions that let visitors become special effects heroes. These facilities are sure to play a part in making family memories on special days.

The Active Mall is one of Japan's largest interactive sports malls. Customers can take bicycles on test rides and try swinging baseball bats and golf clubs while getting advice from the highly knowledgeable sales staff and former professional athletes who are always available on site, leading to increased shopping satisfaction. The mall also features sports facilities such as a futsal court, an all-weather indoor tennis court and a bouldering studio. A “runners' station”(with lockers and showers) has also been installed for people who use the running course set up around the perimeter of the mall. The Active Mall allows customers who come here to try out and buy products as well as have fun playing an actual sport.

Rest and relaxation while shopping

Aeon Mall Makuhari New City also has a focus on offering rest and relaxation.

The Green Walk promenade set up next to the Grand Mall allows visitors to take leisurely strolls and enjoy the greenery and views of the ocean from the Makuhari New City area. Meanwhile, children can have fun at Sky Park, a rooftop park on top of the Family Mall. The mall is developing an environment that can attract visitors to stores and allow them to spend time there in a number of ways even if the purpose of their visit is not shopping.

试骑自行车、试用高尔夫球杆球棒等。专业知识丰富的销售员和常驻店内的退役专业运动员顾问能提供周到详细的建议,顾客满意度也在不断攀升。中心内同时设有五人制足球场、全天候室内网球场、攀岩教室等众多体育设施,此外还为配合周边跑步专用道特设了跑步练习者休息站。体育中心拥有集试用、购物、亲身参与体育运动于一体的完善设施和良好环境。

在购物间隙寻得放松与休憩

“永旺梦乐城幕张新都心”十分重视打造放松和休憩的惬意时光。

在“Grand Mall”周边的人行道“Green Walk”上,能在远眺幕张新都心地区美丽海景的同时,在怡人景色与绿树环抱中悠闲散步。儿童乐园“Family Mall”的屋顶公园“Sky Park”等都能让不以购物为目的光临的顾客轻松享受愉快氛围。“永旺梦乐城幕张新都心”致力于为顾客打造度过难忘时光的美好环境。



The dynamic sight of food being prepared at the Live Kitchen stimulates all five senses
“Live Kitchen”活力四射的烹饪现场刺激着食客们的五感



Voice Feedback from Aeon Mall Makuhari New City customers

- The bookstore with lots of places to play was fun. (Child)
- I'm glad there are many things for children to try and do so they can spend time here without getting bored.
- The mall is spacious but all the stores I want to go to are here so it's really easy to browse.
- You can have fun all day without wanting to leave. The tablets also looked easy to use.

“永旺梦乐城幕张新都心”的顾客之音

- 书店里有很多好玩的地方,特别开心。(小朋友)
- 能亲身体验的设备非常多,孩子百玩不厌,实在太好了。
- 购物中心非常大,自己想逛的店都有,挺方便的。
- 待一整天都觉得乐趣无穷。平板电脑也看起来容易使用。

Creation

Creation from New Networks and Communities

Aeon Mall Makuhari New City is advancing omni-channel retailing mainly through the Aeon Makuhari New City general merchandise store. Aeon aims to create new communities and networks among the people visiting this area by increasing integration between brick-and-mortar stores and online media.

新的社会网络和生活社区创造全新体验

“永旺梦乐城幕张新都心”以综合超市“永旺幕张新都心店”为中心，积极致力于推进全方位渠道化战略。永旺旨在通过实体店与网络店的交融，在造访该地区的顾客中创建全新的生活社区和社会网络。

Aeon omni-channel retailing through integration of experience, products and the Internet

While further enhancing the level of service at brick-and-mortar stores where customers and staff interact face-to-face, Aeon is mobilizing information and communications technology (ICT). Aeon is taking steps to realize omni-channel retailing, including beginning to offer new shopping experiences and services through linkages between stores and online media. The Aeon Makuhari New City store, an anchor of the shopping mall offers people visiting the store new discoveries and delights through integration of experiences, products and the Internet around the theme of “A place to enjoy all that Aeon has to offer.”

Aeon's vision of omni-channel retailing is the seamless connection of brick-and-mortar stores and online media to increase the opportunities (channels) for many customers to have contact with Aeon's various products and services.

For example, the “Touch & Get” service available on tablet devices placed in the store allows customers to order products not stocked on store shelves. The products can be delivered to the store or the customer's address. Customers are able to enjoy shopping based on information obtained from the Internet, including popular and recommended items that display on the tablet devices, while also receiving advice directly from shop sales staff. This service is currently available in the Housing and Recreational, Baby, and Liquor departments with plans to expand it to approximately 500 Aeon general merchandise stores while increasing the available offerings. In addition, Aeon also expects to make products available for pickup from the Group's Maxvalu food supermarkets, My Basket small-scale urban supermarkets and Ministop convenience stores.

The Snap! Info Service in the Aeon shopping app displays handy recipes when shopping just by users placing their smartphones over POP and other items. By adding services in the future such as a message service for special deals connected

通过活动·商品·网络的交融实现永旺的全方位渠道

永旺在面对面接待顾客的实体店进一步提高员工服务水平的同时，还积极将ICT（信息通信技术）运用到实际服务中。通过提供店铺与互联网联动的全新购物体验等方式，我们正在努力推进全方位渠道化战略。综合超市“永旺幕张新都心店”作为“永旺梦乐城幕张新都心”的核心店铺，以“让永旺成为乐趣无穷的乐园”为主题，通过活动·商品·网络的交融，为前来光顾的顾客带来新的发现和惊喜。

永旺努力实现的全方位渠道化战略是指让店铺和互联网实现无缝连接，让更多的顾客增加接触永旺所有商品和服务的机会（渠道）。

例如，店内设置的平板终端可以提供“点击·获取”服务，让顾客能订购卖场尚未陈列的商品，并能通过来店提取或宅急配送的灵活方式将商品送至顾客手中。电子终端会显示人气排行榜和推荐商品等实用信息，顾客可以在网络渠道获取这些信息的基础上，接受店铺销售人员的直接介绍和建议，让购物体验更加轻松和愉快。该项服务目前设在家居·时尚·婴儿·酒类卖场内，今后将在进一步扩充信息内容的同时，扩大到永旺的约500家综合超市。此外，今后还可能提供在集团超市“Maxvalu”、城市型小型超市“My Basket”、便利店“Ministop”内领取商品的便捷服务。

另一项由“永旺购物应用”提供的“扫一扫，信息到！”的服务也十分便利，只要将智能手机在POP宣传牌等上扫一扫，就能显示方便的烹调方法。据悉该款手机应用今后将加入与网络超市的



to the online supermarket and a parking lot search service, this app will offer even more value and convenience.

Aeon's omni-channel retailing through integration of experiences, products and the Internet will continue to evolve while leveraging the unique strengths that Aeon possesses with its brick-and-mortar stores.

New networks created by people getting together to revitalize the community

Aeon Mall Makuhari New City offers a full range of entertainment options. In addition to movies, Aeon Entertainment Co., Ltd., the operator of Aeon Cinema, also actively holds events such as live viewings of sports events and concerts that allow audiences to share in the excitement as it unfolds. The Yoshimoto Makuhari Aeon Mall Theater by Yoshimoto Kogyo Co., Ltd. holds comedy shows, music concerts and events related to TV programs. In conjunction with the shopping mall's concept of offering experiences not available anywhere else, the mall also runs culture school where celebrities, comedians and actors become the course teachers on a regular basis.

In addition to the people who gather together for these experiential events, runners who use the nearby Makuhari Inage Seaside Running Course as well as members of the sports club located within the shopping mall also have opportunities to connect in real time and space, enabling the formation of new communities and networks.

Moreover, ongoing connections among people who come to the area are produced by creating exciting events such as outdoor festivals and fireworks shows in cooperation with nearby facilities including Makuhari Messe. While meeting the needs of these people, the shopping mall will continue to evolve and grow with the community.

联动、发布优惠信息、停车场检索服务等多项功能，成为实用方便的购物助手。

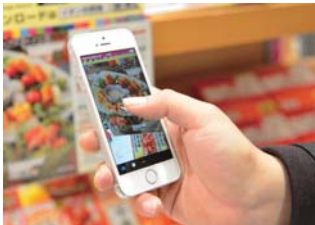
通过活动·商品·网络的交融，永旺的全方位渠道化战略将在发挥实体店具有的永旺独特优势的同时，寻求全面的升级和完善。

由聚齐人群创建的全新网络将无限激发地区的活力

“永旺梦乐城幕张新都心”还拥有丰富的娱乐资源。由永旺 Entertainment株式会社运营的“永旺影城”通过观看电影、体育比赛和音乐会等形式，让观众者能在现场获得更多的心灵共鸣与感动。在吉本兴业株式会社运营的“吉本幕张永旺梦乐城剧场”举办相声、音乐演奏会和与电视节目连线的趣味活动。结合重视在现场获得独一无二体验的“永旺梦乐城幕张新都心”的理念和主题，由艺人和明星担任讲师的文化课堂也会陆续召开。

为参加这些体验活动而聚集到一起的人们，与利用周边设置的“幕张稻毛海滨跑步专用道”的跑步练习者、梦乐城内体育设施的使用者们融为一体，形成了全新的生活社区和社会网络。

今后，我们还将和幕张Messe等周边设施携手合作，通过举办露天节日、烟花盛会等形式多样的活动，与造访幕张区域的顾客构建紧密而长期的联系。新一代购物中心将在满足这些消费者需求的同时，不断保持创新与改变，与当地社会一同成长。



Getting a recipe with the Aeon shopping app Snap! Info 通过“永旺购物应用”扫一扫，信息到！的服务获得烹饪秘方



Shopping comfortably with the Touch & Get service 利用“点击·获取”服务轻松购物



Providing venues for real experiences and interaction among people coming to the mall 为前来购物中心的人们提供相互接触的生动体验空间



Voice

Mizuho Matsuyama
Director of the Comprehensive Policy
Department, Comprehensive Policy
Bureau, City of Chiba

松山瑞穗
千叶市综合政策局综合政策部长

Revitalization of the Makuhari New City area through partnerships

The City of Chiba opened the Makuhari New City Affairs Office in April 2013 and is actively revitalizing the area. With the opening of the Aeon Mall Makuhari New City and cooperation from Aeon, we have introduced the “Macle” community bicycle-sharing program and constructed a running course. We look forward to receiving continued cooperation and proposals from Aeon in the future to make this area more enjoyable for not only the citizens of our city, but also visitors coming to the area.

通过紧密合作激发幕张新都心区域的活力

千叶市政府在2013年4月新设幕张新都心室，负责全力推进激发地区活力的相关工作。以“永旺梦乐城幕张新都心”的开业为契机，我们获得了永旺的大力支持，导入了社区自行车公用系统“Macle”并新设了跑步专用道。为了让幕张成为让市民和游客都乐在其中的活力城区，我们希望能继续获得永旺的大力支持和献言献策。

Future

Aiming to Be a Shopping Mall Befitting an International City

More tourists from overseas are expected to visit the Makuhari New City area. Aeon Mall Makuhari New City has been designed to meet the various needs of visitors from overseas who have differing cultures and customs. The shopping mall is also promoting various efforts that will encourage sending Japanese information and culture overseas.

旨在成为符合国际都市形象的购物中心

在海外游客预计将不断递增的幕张新都心地区，“永旺梦乐城幕张新都心”将努力满足拥有不同文化习惯的外国游客的多样需求，并推动永旺向国际发布各种信息和文化资讯。

From the international city of Makuhari New City to countries overseas

Makuhari New City is ideally situated within 40 to 50 minutes of both Haneda and Narita international airports by car. The number of visitors from overseas including tour groups is expected to increase in the future. Accommodations in the area have begun plans to increase their number of rooms, and the area as a whole is laying the groundwork to offer enhanced services and accessibility for tourists. Aeon Mall Makuhari New City offers a fully furnished prayer room for customers who need a space to pray. Going forward, it will continue to enhance its services of diverse cultures and religions.

Meanwhile, Aeon is also undertaking a new initiative with an eye to expansion not only in the Japanese market but also in the growing Asian market by companies with stores in the shopping mall. Namely, this is the “Japan Pop Jungle,” an area within the Grand Mall that features a group of stores with the theme of “Cool Japan.” Japanese pop culture including anime and video games receives a lot of attention overseas. After establishing their business style here, some of these companies are destined to open stores in shopping malls in China and ASEAN countries in the near future. This initiative by Aeon is an attempt to send Japan’s unique culture and businesses overseas in a form that offers more appeal.

Evolving experiential-style shopping malls in harmony with the local characteristics

Aeon Mall Makuhari New City is a next-generation shopping mall bringing together these new initiatives, but its development is still a work in progress. The shopping mall is creating new markets by capturing customer needs arising from real in-person experiences and will continue to evolve with the local community.

Beginning with Aeon Mall Okayama scheduled to open this autumn, more evolved versions of Aeon shopping malls harmonized with the local characteristics of the community will be born.

从国际都市·幕张新都心走向国际

幕张新都心距离成田、羽田两大国际机场均仅有40-50分钟车程，交通十分便利。据相关预测，今后含旅行团在内的海外游客将大幅递增。周边的住宿设施也启动了增加客房等全新的应对举措，整个幕张新都心地区都在不断加强环境建设以强化游客接待能力。“永旺梦乐城幕张新都心”为有祷告需求的顾客特别设置了祈祷室，今后还将进一步强化对多种文化和宗教风俗的服务应对。

进入该商城的企业也推出了全新举措，从而为自身走出日本、朝向发展迅猛的亚洲市场做好准备。以“炫酷日本(Cool Japan)”为主题、在“Grand Mall”集结的店铺群“日本流行密林(Japan Pop Jungle)”就是其中的典型范例。动漫、游戏等日本的流行文化一直受到国际的高度关注。相信其中不少店铺一定能在“永旺梦乐城幕张新都心”确立全新业态并在不久的未来进驻中国、东南亚诸国的“永旺梦乐城”。永旺正在进行全新的尝试和挑战，从而以更具魅力的形式将日本独有的文化和商业向国际推广。

结合地区特点的体验型购物中心不断升级

“永旺梦乐城幕张新都心”是集众多全新挑战于一身的新一代购物中心，但这绝不是购物中心的终结版。通过潜心研究从现场体验中诞生的顾客需求，永旺将致力于创造全新市场，与地区发展同步，不断促进购物中心的提升。

以计划于今年秋天开业的“永旺梦乐城冈山”为首，符合各地特色并不断完善升级的购物中心，今后将不断出现在我们的身边。

Unique Point

The curved divider is based on the motif of the Taijii figure symbolizing the positive and the negative

表示阴和阳的太极图为中心思想的弯曲的隔板板

China 中国

Yin-yang pots for cooking hot pot have long been a popular item

Besides standard round pots, the yin-yang pot with a divider is often used to cook hot pot.

The shape that allows you to enjoy two types of broth at the same time reflects the thought that all things are either the positive or the negative.

“鸳鸯锅”长期以来被喜爱，是“火锅”的必备品

“火锅”有基本的圆锅以外，通常隔开的“鸳鸯锅”比较多。是起源于所有事物是以阴和阳分开的思想，是同时可品味2种汤料的形状。



Lifestyle Elegance 生活之风雅

Eating — pots 饮食 — 锅 —

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

This issue features pots used in different countries.

在日常生活里为我们的灵魂注入甘露的优美精品中，蕴含着代代相传的传统与文化。日本、中国、东南亚地区的各种精品，让我们心驰神往……本期将给大家介绍在各国使用的“锅”。

Unique Point

The slow heating process with high heat accumulation brings out the flavor of the ingredients

利用蓄热效果，慢慢加热让食材的美味渗出



Japan 日本

Earthen pots that come in different sizes

Earthen pots first appeared on the table in the mid-Edo period, around the mid-17th to mid-18th centuries.

The mass production of durable Banke pottery led to the wide use of these pots after entering the Showa period, in the 20th century.

They come in a variety of sizes and types, even earthenware pots to cook rice for one person.

备齐有各种大小的“土锅”

土锅是从江户时代中期开始使用在饭桌上，广泛被开始利用的是从昭和时代，“万古烧”被大量生产。有一人份的炊饭专用土锅等，有丰富多形大小和种类。

Thailand 泰国

Malaysia 马来西亚

Singapore 新加坡

Steamboat pots popular in ASEAN countries

The name “steamboat” comes from its shape like a steamboat funnel. The pot also resembles the Japanese shabu-shabu pot, and the origin of both pots is said to trace back to the similarly shaped Chinese hot pot.

在东南亚各国受欢迎的“蒸汽锅(Steamboat)”

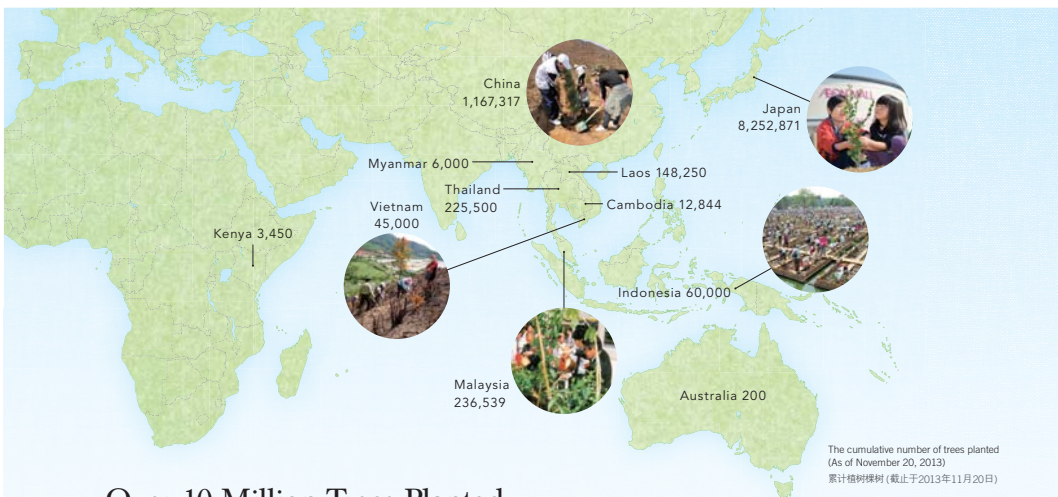
“蒸汽锅(Steamboat)”的起名字源于烟筒的形状，类似于日本的涮涮锅，也由来于中国的“火锅子”。



Unique Point

The funnel in the center increases surface area for improved heat efficiency

中央的烟筒，增加表面面积，提高了传热效果



Over 10 Million Trees Planted Tree Planting Together with Customers Now and in the Future

The Berlin Wall was torn down in 1989. As the 21st century social divide moved from East-West to North-South, Aeon viewed the environment as a key to resolving this divide. What can Aeon do as a retailer? The answer was tree-planting activities together with customers.

与顾客携手栽种树木突破1,000万棵
今后将继续致力于植树环保贡献

1989年，东德与西德之间的柏林墙倒塌，21世纪的社会问题已由“东西问题”转变为“南北问题”，永旺认为能解决这一问题的关键词为“环境”。那么作为零售企业的永旺能做些什么呢？与顾客携手开展的植树活动对此做出了最好的回答。



Together with customers now and in the future

Each time a new store is opened, Aeon conducts tree-planting activities as part of the Aeon Hometown Forests program. Leveraging its ability to have direct contact with customers as a retailer, Aeon approaches customers in the local communities and plants trees together with them. Aeon has been conducting these activities for more than 20 years, and combined with the tree planting by the Aeon Environmental Foundation, the cumulative number of trees planted topped 10 million in 2013. A total of one million customers have participated in these activities. The milestone of 10 million trees, however, is not the finish line. Aeon will continue to plant trees together with customers to create forests bustling with life for future generations in Japan and around the world.

Aeon's tree-planting activities

The first Aeon Hometown Forests program was conducted in 1991 by Malaysia Jusco Malacca (currently, Aeon Malacca Shopping Center). Since then, Aeon has conducted tree planting when new stores as well as logistics centers and other facilities are opened. Tree planting is conducted under the direction of Professor Emeritus of Yokohama National University and international authority on ecology, Akira Miyawaki, to maintain the area's original natural vegetation and its diversity. The Aeon Environmental Foundation was established with the objective of resolving environmental problems. In addition to providing support and grants to groups engaging in environmental preservation activities, it conducts tree-planting activities with volunteers from around the world, including the Great Wall Reforestation Project in China.

永旺的植树活动

开展“永旺 绿化故乡”活动的第一家店铺是于1991年开业的马来西亚的JUSCO Melaka店(现 永旺Melaka Shopping Center)。以此为开端，之后无论是新店开业还是新设物流中心，永旺都始终支持开展此项植树活动。“永旺 绿化故乡”的植树活动在植被学的世界性权威——宫脇昭博滨国立大学名誉教授的指导下，结合当地的潜在自然植被有效推进，以解决环境问题为目标而设立的公益财团法人永旺环境财团除对各种环境保护团体予以支持和援助外，还与世界各国志愿者们开展诸如中国“万里长城 森林再生工程”等的各类植树公益事业。

与顾客携手合作过去如此，今后亦继续

永旺每开一家新店都会开展名为“永旺 绿化故乡”的植树活动。我们充分发挥零售业能与顾客直接接触的优势，积极引导店铺所在地的顾客一同投身植树活动。2013年，已拥有20多年历史的该项活动和公益财团法人永旺环境财团开展的植树活动累计植树棵树已突破1,000万棵。参加活动的顾客人数也已超过了100万人。但是，1,000万棵的数量只是整个植树活动的经由点。为了让日本乃至全世界富有生命力的森林延续给未来的子孙后代，今后永旺将继续与顾客携手致力于开展植树环保活动。

10 million trees is merely one milestone, not the finish line. Aeon will continue planting trees together with customers

1,000万棵仅仅是环境保护事业的经由点。

今后永旺将与顾客携手栽种更多绿树。

Takuya Okada

Chairman, Aeon Environmental Foundation
公益财团法人永旺环境财团 理事长
Honorary Chairman and Adviser, Aeon CO., LTD. 永旺株式会社 名誉会长顾问

冈田卓也

公益财团法人永旺环境财团 理事长
永旺株式会社 名誉会长顾问



Aeon will also continue to hold "Tree-Raising Festivals" to care for the trees that have been planted
定期开展维护已种植树木的“育树节”

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。(October - December 2013)

Environmental Preservation 环境保护

Launch of "Aya Town and AEON Partnership Forest," a 3-Year Tree Planting Plan

On November 23, the Aeon Environmental Foundation planted approximately 20 types of saplings for 5,000 trees in Aya Town, Miyazaki Prefecture, together with the local residents of the town. The Foundation concluded the "Aya Town and AEON Partnership Forest" Maintenance and Conservation Agreement with Miyazaki Prefecture, Aya Town and Miyazaki Central Forestry Cooperative. The plan calls for planting of approximately 15,000 trees in three years to preserve the area of Aya Town where one of Japan's largest evergreen broadleaf forests remains, which is also registered as a UNESCO Eco Park.

开始实施“绿町永旺森林3年计划”

11月23日，财团法人永旺环境财团与绿町政府一起实施了约20种5,000棵树苗的植树。该财团法人与宫崎县、绿町、宫崎中央森林公会缔结了“绿町永旺”森林修建保全协定。该市登录在联合国教科文组织“生物圈保护区(Biosphere Reserves)”，是日本国内最大规模的照叶树林。为了保护此树林环境，计划在3年内种植15,000棵树木。

High School Students from Japan and Myanmar Interchange Through Local School Visits and Homestays

The Aeon 1% Club has been conducting the Teenage Ambassador Program since 1990, and the program was extended to Myanmar this time. In August, 20 Japanese high school students visited Myanmar, which was followed by the same number of Myanmar high school students visiting Japan in October. In Tokyo, the students visited the Prime Minister's official residence and attended a reception hosted by the Embassy of Myanmar in Japan. They deepened their understanding on each other through cultural programs such as a tour of the Shuri Castle in Okinawa, local school visits, and homestays. The total number of high school students who have taken part in this program has reached 1,256 from 16 countries.

通过课堂体验和寄宿民家等方式，日本和缅甸的高中生进行交流

永旺1%俱乐部在缅甸实施了从1990年起持续的“青少年大使事业”。8月份，日本的高中生20人访问了缅甸。10月份缅甸的高中生20人来自日本访问，在东京访问了首相官邸，出席了驻日本缅甸大使馆举办的欢迎会。还在冲绳县通过参观首里城等体验当地文化，课堂体验、寄宿民家的活动，加深了彼此间的友谊。至今有16个国家1,256名高中生参加了该事业活动。

Social Contributions 社会贡献

Emergency Aid and Donations Extended for Restoration from the Philippines Typhoon Damage

In light of the serious damage caused by Typhoon Haiyan in the Philippines, on November 11, Aeon donated 10-million yen as emergency aid to the Embassy of the Republic of the Philippines in Japan. Furthermore, disaster support fundraising activities were held at about 8,000 locations including Group stores and offices from November 13 to 24. Combined with a contribution from Aeon 1% Club, a total of 100-million yen, including a contribution of 48,003,806 yen from our customers, was donated to the Philippine Embassy to help the recovery and restoration in the disaster-stricken area.

为实现菲律宾台风受灾复兴

捐赠紧急灾害复兴支援款和募捐资金

受台风30号的影响菲律宾发生了重大的灾害。11月11日，永旺作为紧急灾害复兴支援资金给驻日本菲律宾大使馆捐赠了1,000万日元。并从11月13日至24日期间在集团下属店铺、事业所8,000多家公司实施了灾害支援捐款募集活动，为实现受灾地的重建、复兴，聚集了来自顾客的4,800万3,806日元和永旺1%俱乐部的捐款1亿日元，捐赠给了该大使馆。

Aeon Scholarship Program Launches in Cambodia

The Aeon 1% Club has newly launched Aeon Scholarship Program in Cambodia, a program that awards scholarships to excellent university students in Asian countries who lead the next generation. The scholarship awarding ceremony was held on November 13. Since the program began in 2006, the total number of scholarship students has reached 2,802 students from 32 universities in 6 countries, including those from Cambodia.

在柬埔寨开始了永旺助学金“永旺奖学金制度”

永旺1%俱乐部在柬埔寨开始实施了给担负下一代优秀的亚洲各国的大学生颁发助学金的“永旺奖学金制度”。11月13日实施了颁发证书仪式，“永旺奖学金制度”设立于2006年。现在授予的学生包括这次授予对象，在6个国家32所大学达到了2,802人。



Cambodian students being awarded the scholarship
给柬埔寨学生颁发奖学金证书

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。

Sapling Foster Parents Campaign of the Tohoku Reconstruction Hometown Forest Program Held at Aeon Mall Makuhari New City

Aeon has been promoting a campaign to have customers throughout Japan grow saplings to be planted in forests along the Sanriku coastline, which were heavily damaged in the Great East Japan Earthquake. On November 27, the campaign was held for the fifth time in conjunction with the tree-planting festival at Aeon Mall Makuhari New City, where approximately 3,000 saplings were distributed. The saplings grown with heartfelt wishes for recovery from the disaster will be planted a year and a half later along the Sanriku coastline.

在永旺梦乐城幕张新都心举办“东北复兴故乡树苗移植活动”

永旺实施“把生长在东日本大地震中受灾的三陆沿岸部海岸林的苗木与日本全国的顾客携手培育”的活动。结合11月27日在永旺梦乐城幕张新都心的植树活动，实施了第5次的活动。给顾客分发了3,000棵树木，含有对复兴祈愿培育的树苗将预定在一年半后移植到三陆沿岸部。

GROUP NEWS

October >>> December 2013

Corporate Initiatives

Zwei Co., Ltd. Celebrating its 30th Anniversary Opens First Stand-Alone Store

Zwei Co., Ltd. opened its first stand-alone shop Zwei Yaesu in Tokyo with enhanced capabilities to transmit information. In November, the company marked its 30th year in business and is looking to develop marriage support services from a strong customer perspective.

迎接创业30周年的株式会社Zwei首家路面店开业
株式会社Zwei设立了首家路面店“Zwei八重洲店”(东京都)。该店强化了信息发信功能,11月份迎接创业30周年的该公司,将开展基于顾客的视角为其提供结婚中介服务。



Zwei Yaesu shop
Zwei八重洲店

Corporate Initiatives

Aeonliquor Jiyugaoka Store Opens, Offering Selection of Approximately 1,100 Types of Wines

Aeon Liquor Co., Ltd. has opened Aeonliquor Jiyugaoka store in Tokyo as a flagship store. The store offers the widest selection in Japan of approximately 1,100 types of wine, provides advice by employees including sommeliers with expert knowledge about wine, and uses advanced digital technologies to convey the appeal of wine. *AEON de WINE*, a website specializing in wine sales, also opened at the same time to promote omni-channel retailing by linking real stores and E-commerce sales.

备齐1,100种类葡萄酒的“永旺Liquor自由之丘店”开业
永旺Liquor株式会社设立了“永旺Liquor自由之丘店”(东京都)。是日本最大的备齐有1,100种类葡萄酒,持有侍酒师等有丰富专业知识的员工为顾客进行提案和通过最新的科技技术为顾客展示葡萄酒的魅力。同时开设了葡萄酒销售专卖网站“AEON de WINE”,通过实际店铺和网络的联动,将利用所有渠道开拓顾客。



Wine server at Aeonliquor Jiyugaoka store
“永旺Liquor自由之丘店”的葡萄酒机

Corporate Initiatives

Listing of Aeon Reit Investment Corporation

Aeon Reit Investment Corporation was listed on the Tokyo Stock Exchange. The corporation is the first Real Estate Investment Trust (J-REIT) in the retail business to invest primarily in large-scale retail properties operated by Aeon. Together with the asset manager, Aeon Reit Management Co., Ltd., the corporation aims to maximize unitholder value by leveraging the Group's integrated capability. Aeon will make an all-out effort to further improve profitability of shopping centers and other retail properties.

永旺Reit投资法人上市

永旺Reit投资法人在东京证券交易所上市。同投资法人是以永旺的大型商业设施等为投资对象的在零售业是首次设立不动产投资信托(J-REIT)公司。资产运用公司“永旺Reit Management株式会社”与该法人灵活运用永旺的综合力量,力争为投资者争取最大价值。永旺将与集团公司一起,在包括购物中心的商业设施提高进一步的收益。



Aeon is the world's leading seller of Beaujolais Nouveau with approximately 1.35 million bottles
永旺博若莱新酒(Beaujolais Nouveau)的销售总量达到世界最大级的约135万瓶。

Global Initiatives

First Maxvalu Opens in Suzhou, China

Aeon Maxvalu (Jiangsu) Co., Ltd. opened Maxvalu Leyuan store, the first Maxvalu store in Suzhou City, Jiangsu Province in China. The supermarket will hold Aeon Day on the 11th of each month and promote initiatives such as the Bring Your Own Shopping Bag Campaign. It aims to serve customers in the greater Suzhou area and contribute to the livelihood of the local customers.

在中国·苏州(美思佰乐)1号店盛大开业

永旺美思佰乐(江苏)商业有限公司(美思佰乐江苏)1号店“美思佰乐乐园店”在中国江苏省苏州市盛大开业。将实施每月11日举办的“永旺日”和“携带购物袋运动”等活动。今后将以苏州市区为中心发展事业,力争成为贡献地区的顾客生活的超市。



Maxvalu Leyuan store
美思佰乐乐园店

Global Initiatives

Mollyfantasy, Celebrating its Opening of Over 400 Outlets, Holds a Program for Children to Experience Jobs

The number of Mollyfantasy indoor theme parks operated by Aeon Fantasy Co., Ltd., exceeded 400 outlets. To commemorate this, a program to experience different jobs was conducted for elementary school children. A total of 603 participants at outlets in Japan, China, Malaysia and Thailand experienced different jobs including serving customers and making in-store announcements.

为纪念永旺“莫莉幻想”店铺突破400家店铺
实施了儿童职业体验节目

株式会社永旺幻想开展的室内游乐场“莫莉幻想”的店铺总数突破了400家店铺。为了纪念,以小学生为对象实施了“儿童职业体验”节目。在日本、中国、马来西亚、泰国的各店铺实施。有603名参加,体验了接待顾客和店内广播等工作。



Experience in-store announcements, Mollyfantasy Tianjin Teda (in China)
体验店内广播 “莫莉幻想天津泰达店”(中国)

Corporate Initiatives

Launch of FT as New Type of Fashion and Household Goods Specialty Store

A new type of specialty store *FT* was launched as the anchor store for Aeon Town Yoshikawa-Minami. *FT* offers fashion, interior and household items that add color to your life on one floor arranged by different styles, and adjacent to the sales floor are a cafe and Kids' Lounge, where children are free to play and enjoy reading picture books. Aeon proposes a comfortable space where families can enjoy the trend while having a relaxing time.

成立了以服装和生活杂货专卖店为内容的新业态“FT”

以永旺Town 吉川美南为核心店铺,成立了新业态专卖店“FT”,在一个楼面分别开设以服装和生活杂货为主体的卖场,并且在里面开设了咖啡店和小孩看图画书等自由享受的“儿童休息室”。为顾客提供边观流行服饰,并与家人一起放松、舒适度过空间。



FT, a new type of specialty store
新业态专卖店“FT”

Corporate Initiatives

Aeon Culture Co., Ltd. Begins Operations

Aeon Culture Co., Ltd. began operations by succeeding the culture classes and other school operations from the Group companies. With the rising needs for intangible consumption related to hobbies and leisure, the company aims to establish a new type of culture school that is unique to Aeon.

永旺Culture株式会社正式运营

永旺Culture株式会社从集团公司继承了文化俱乐部等教室的运营权,正式开始营业。有关兴趣和业余时间的价值消费的需求日渐增多,该公司力争实现永旺独有的文化教室事业的确立。



Aeon Culture Club Kasai store
永旺文化俱乐部葛西店

(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.

KOHYO 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 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.

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 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 (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.

AEON MALL (CHINA) CO., LTD.

AEON MALL (ZHEJIANG) 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 CULTURE 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.

Kankyousei Co., Ltd.

Kantouengineering CO., LTD.

General Services, Inc.

DO SERVICE CO., LTD.

Reform Studio Co., Ltd.

A-LIFE SUPPORT Co., Ltd.

FMS Solution 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 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.

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.

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**

AEON Integrated Business Service Co., Ltd.

AEON AGRI CREATE Co., Ltd.

AEON GLOBAL SCM CO., LTD.

AEON GLOBAL MERCHANDISING CO., LTD.

AEON TOPVALU CO., LTD.

AEON FOOD SUPPLY Co., Ltd.

AEON MARKETING CO., LTD.

Cordon Vert CO., LTD.

Research Institute For Quality Living Co., Ltd.

Amicus Funding Corporation, LLC.

AEON GLOBAL SCM SDN.BHD.

AEON TOPVALU MALAYSIA SDN.BHD.

AEON TOPVALU (HONG KONG) CO., LIMITED

AEON TOPVALU (THAILAND) CO., LTD.

Tasmania Feedlot Pty. Ltd.

AEON Global SCM(Beijing)Co., Ltd.

AEON TOPVALU (CHINA) 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 November 2013



1. 〈China〉ミニストップ遠洋広場店 Ministop Yuanyang Guangchang store 2. 〈China〉イオン黄島店 Aeon Hang dao store
3. 〈Malaysia〉イオン Seri Manjung ショッピングセンター Aeon Seri Manjung Shopping Center 4. 〈Malaysia〉イオン Bandar Utama店 Aeon Bandar Utama store