



SPECIAL FEATURE

# Well-Being:

For a Healthy and Fulfilling Tomorrow

特集

## Well-Being

—为了健康且身心愉悦的明天—

## Various Shopping Scenes Portrait #8

### Getting Healthy the Modern Way

I was confident about my physical strength, but no one can turn the clock back. Recently, I can't shake my fatigue off, and I'm aware of my pot belly. Although I began walking as exercise with my wife, I haven't kept it up because I'm not always motivated to go out when it's so cold outside. Shame on me. That being said, even I try to choose healthy drinks for lunch and for breaks during work. Nowadays, it's convenient because products carrying the "Food for Specified Health Use" label can easily be purchased at supermarkets, convenience stores and drug stores. Everyone wishes to stay young and healthy forever. They say getting enough sleep, a balanced diet, and moderate exercise are required for this, but it's quite hard to do everything at the same time. That's why I'm all the more grateful for these products that support health.

Of course, I shouldn't rely just on these drinks to manage my physical condition. Spring is just around the corner. Today, I'll start by walking home at a quick pace from the station.

## 购物百景 第八景

### 现今的保持健康

我曾经对自己的体力有信心,但难挡年龄带来的体力不佳。最近常感到疲劳,腹部也开始隆起来了。与妻子一起开始的跑步也没有坚持多久,天气一冷就懒得出门。真让我惭愧。即使这样我尽量在午饭时间或工作之余选择购买健康饮料。最近在超市、便利店、药店可以随手购买标有“保健食品”的商品。每个人都想一直保持年轻、健康的状态。为此有必要保持充分的睡眠、平衡膳食、适量运动,但要坚持这3项事是非常困难的。因此我感谢这些帮助维持健康的商品。

尽管如此,自身的健康管不能仅依赖于健康饮料。春天的脚步近了。首先,今天还是从车站快步走回家。



Illustration by SACHIKO IKOMA



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Illustration by TATSUNO HIGUCHI

Illustrator characterized by soft brush touches and modern colors. Depicting motifs representing a healthy lifestyle both in mind and body for this special feature.

笔触柔和且擅长采用现代色彩的插画家,结合特集内容,表达主题为身心健康的生活方式。

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# Well-Being: For a Healthy and Fulfilling Tomorrow

The population is aging rapidly in Japan.

The state and municipalities are providing services required by the elderly, while rolling out various health promotion policies including those related to lifestyle disease prevention and increasing healthy life expectancy, in an effort to control costs such as those related to medical care and nursing care. Aeon is also promoting initiatives aimed to realize the well-being and healthier and more fulfilling lives of customers by capitalizing on the characteristics of a retailer having many contacts with the consumer on a daily basis.

## Well-Being

一为了健康且身心愉悦的明天一

日本的老齡化程度正急速加剧。政府和自治体在为老年人提供必要服务的同时,推出了如预防生活习惯病、帮助延长寿命等各种健康辅助措施,希望能有效抑制医疗、护理等相关费用的支出。  
永旺灵活发挥零售业与消费者日常紧密相连的特点,积极开展各项努力,帮助顾客实现Well-Being及更加健康愉悦的美好生活。



## Interview

# Collaborating to Create a Prosperous and Secure Society

With the population aging rapidly, the state and municipalities are moving ahead at a fast pace to create an environment to support the lives of the elderly. Here to provide insight is Shinsuke Muto, the Chairman and Director of You Home Clinic and the Chairman of the Leading Aging Society Forum, working to resolve the issues facing the aging society in order to create a society where people can age with a sense of security.

## 携手共创安心富裕的社会

在人口老龄化程度急速加剧的背景下，国家和地方自治体正加速建设有助于老年人生活的环境。本期我们采访了正在为解决老龄化问题和创建民众能够安度晚年的社会而奔走的祐HomeClinic的理事长兼院长、“高龄先进国模式构想会议”的代表理事武藤真祐先生。

### Aiming for a society where people can live with pride even as they age

After working as a doctor in the field of acute medical care at medical institutions including a university hospital, I worked for a consulting company and then in January 2010, opened a home medical care clinic in Sengoku, Tokyo. Since then, I have strived to develop a local community model that supports the lives of the elderly, with focus on home medical care. Creating a society that is attentive to providing necessary services, where people can live with pride even as they age, will lead to a prosperous society for the next generation. Together with medical institutions, nursing care service providers, companies, and NPOs empathizing with this concept, we established the Leading Aging Society Forum. Just after its launch, an unprecedented disaster occurred, the Great East Japan Earthquake. When I visited Ishinomaki City in Miyagi Prefecture seriously affected by the disaster and saw an unimaginable reality unfold before my eyes, I strongly felt the need to take action there to help resolve the situation. At the time, not only the minimum infrastructure including housing and food was not available, but the needs were also not met for people requiring priority attention, such as the elderly, people with disabilities, infants and pregnant women. The situation appeared to me like a microcosm of the aging society in Japan 10 years or so into the future. In 2025, the majority of the baby boom generation will be 75 years or older, but social welfare provided by the state and administrative organs will likely be insufficient. The number of single elderly households will increase, and more people will become isolated in the society, which may create a situation where necessary support does not reach them. Thus, based on the thought that resolving the challenges of Ishinomaki City will also be important for building the future society in Japan, we took up the challenge to provide assistance to the disaster-afflicted areas and then to develop a system necessary for the super aging society.

Our efforts at Ishinomaki City focused on developing a system to collect information that identified the needs for each person and using the information to build an organization to carry out continuous operations. In particular, a system was required to integrate information related to “medical care” such as medical and medication history, information related to “nursing care” such as area of residence, family structure, and what the patient can do independently without assistance, and lastly information related to the patient’s “needs,” which must be respected to live a better life. This led to the opening of a home medical care clinic in Ishinomaki City in September 2011. This was followed by the establishment of the Home Medical Care and Nursing Care Information Sharing Promotion Council in 2012, so that all parties related to medical and nursing care for patients are able to share and use the information on each patient. We are promoting collaboration with administrative organs, core hospitals in the community, medical associations, and other parties. This has laid out a system for the community as a whole to support the elderly and patients and to provide more detailed assistance to them. This initiative is presently adopted as a guideline and infrastructure project of the Ministry of Health, Labour and Welfare and the Ministry of Internal Affairs and Communications and is being rolled out together with Kashiwa City, Chiba Prefecture and other parties. In the future, we hope to spread the initiative throughout Japan and make it a standard model for sharing information on home medical care and nursing care.

### Must mobilize the power of the private sector

What becomes more important is the collaboration to work toward meeting the “needs” of each person, and especially the power of the private sector will need to be

### 力求创建老年人也能自豪生活的社会

我曾是大医院的医生，从事急性期医疗工作。之后我又辞去咨询公司的工作，于2010年1月在东京千石开设了一家居家医疗诊所。此后我一直希望建立一个以居家医疗为中心，协助老年人生活的地区社区模式。我认为创建一个服务周全、让老年人也能自豪生活的社会与为下一代创造富裕社会息息相关。于是我与志同道合的医疗机构、看护事业者、企业、NPO等一同设立了“高龄先进国模式构想会议”。其后不久，东日本大地震这一空前灾难就发生了。我前往受灾严重的宫城县石卷市，当看到令人难以想象的灾情时，我强烈地感到必须在当地解决这里面临的问题。当时不要说居住、饮食等最低限度的生活保障，就连老人、残疾人、婴幼儿、孕妇等需要优先照料的人群的需求都无法满足。而我感到，这种状况就是10多年后持续不断地老龄化的日本社会的缩影。到2025年，“团块一代”（专指日本在1947年到1949年之间出生的一代人，是日本二战后出现的第一次婴儿潮人口）中的大多数人都超过了75岁，但我们很难想象，国家和政府在那个时候能否有充分的社会保障。而且可以预见，高龄独居家庭将增加，社会上有越来越多的人处于孤立无援的境地。鉴于此，我认为解决石卷的问题是建设今后日本社会所必要的，于是我们向援助灾区并构建一个超老龄社会所需的体系发起了挑战。

我们在石卷市建立了将每个人所需的信息明确地进行收集的机制，以及将这些信息不断加以利用的组织。具体而言，有必要建立这样的体制，即收集病历和服药记录等“医疗”相关信息、居住地、家庭成员、在没有辅助的情况下本人能够做的事情等“护理”相关信息以及为了更好生活而应得到尊重的本人“需求”的相关信息。2011年9月，我们在石卷市开设了居家医疗诊所。随后，为了让与患者相关的所有医疗和护理人员能够共享和利用信息，我们于2012年设立了“居家医疗和护理信息共享推进协议会”，与政府、当地的骨干医院、医师会等开展着密切合作，从而确立了能在整个地区为老年人和患者提供更加细致援助的良好体制。现在这一模式已作为厚生劳动省、总务省的蓝图指南·基础事业在千叶县柏市等地区推广。希望今后这一模式能够推广至全日本，作为居家医疗和护理信息共享的标准模式。

### 团结民间力量不可或缺

更为重要的是必须开展满足每个人不同“需求”的合

## Developing a structure to reflect many “voices” will lead to realizing a prosperous and happy society

如果能建立群策群力的机制，就能实现富裕幸福的社会。



### PROFILE Shinsuke Muto

Chairman and Director of Tetsuyu-Kai Medical Corporation, You Home Clinic. Worked as a physician in the cardiovascular medicine and emergency care departments of The University of Tokyo Hospital and Mitsui Memorial Hospital, and also served as the court physician at the Imperial Household Agency. Currently practices medicine at the home medical care clinics he opened in Sengoku, Tokyo and Ishinomaki City, Miyagi Prefecture, while serving as the Chairman of the Leading Aging Society Forum, Director of Home Medical Care and Nursing Care Information Sharing Promotion Council, and other posts.

### 武藤真祐

医疗法人社团株式会社 祐HomeClinic理事长兼院长。曾在东京大学医学部附属医院、三井纪念医院就职于心脏内科、从事急救医疗工作。拥有在宫内厅担任主治医生的经历。目前在东京千石和宫城县石卷市开设居家医疗诊所并亲自诊疗。同时担任一般社団法人高龄先进国模式构想会议的代表理事及居家医疗和护理信息共享推进协议会事务局长等职务。

mobilized for this. Over 50 companies and other parties are currently participating in the Leading Aging Society Forum. When the aging of the population reaches its peak phase, the private sector including corporations will need to fill the gaps not covered by the state and municipalities, and I believe Aeon is one of these corporations. I hope Aeon will leverage the features of the private sector to develop products and services with flexibility and a sense of speed, and offer such products and services to people requiring them.

Meanwhile, private companies will need to have strong commitment in entering a market to provide support that is close to the level taken on by the public sector. In addition, being a corporation, its business activities will be affected by its financial performance. I would like a company to reflect the activities supporting society into its main business and also to collaborate with other companies, including competitors at times, instead of working alone. I hope to share the social mission and work with everyone toward finding its solutions.

作，这就尤其需要我们团结民间的力量。现在已有50多家企业和组织加入了“高龄先进国模式构想会议”，在老龄化达到顶峰的时候，我们认为能够对国家和政府力所不及之处进行弥补的是以企业为首的民间力量，永旺也是其中的一股力量。希望你们能够发挥民间企业独有的灵活性和敏捷性，开发出好的商品和服务提供给需要的人们。

另一方面，民间企业应该具备共同承担的意识。此外，既然是企业，业务活动就会受到业绩的影响，这也是事实。为此我们需要思考如何将支持社会的活动融入到业务中，我们不是单打匹马，而是要与其他公司合作，有时甚至需要与竞争对手合作。希望我们大家都拥有社会使命感，共同思考解决问题的对策。

## Introduction

## Supporting a Healthy Life in Both Mind and Body

"Vitalizing the health industry and providing high-quality healthcare services" has currently been adopted as one of the key measures of the Japan Revitalization Strategy. Aeon is promoting various initiatives through business in order to support the healthy and fulfilling lives of customers. This issue explores the implication of these initiatives taken by Aeon.

## 全力支持身心健康的美好生活

作为“日本振兴战略”的关键性举措之一，政府提倡“激发健康产业的活力并提供高品质的保健服务”。永旺为支持顾客拥有身心健康的美好生活，通过事业主体，推进着各项举措。本期我们将一同思考这一系列举措的深刻意义。



Healthy food  
健康的食品

Comfortable and functional innerwear  
穿着舒适的功能性内衣

Relaxing bedding and linens  
舒适的床上用品

## Utilizing various Group resources

Aeon is involved in a variety of business segments concerning people's lives and has know-how nurtured in these segments, which not only include general merchandise stores, but also dispensing medicine, health and beauty care, drugstores and pharmacies, financial services, E-commerce and other businesses. By leveraging these Group resources, Aeon comprehensively and seamlessly offers products and services that help to shape the customer's healthy life in both mind and body. To make daily lives healthier, for example, the food section proposes a balanced diet, the housing and recreational product section in the general merchandise store offers bedding to improve quality of sleep as well as health equipment and other products to support physical fitness development. In addition, Aeon manages the Aeon Fitness Studio where customers can actually do some exercise. It is also expanding specialty stores such as Reposer Fleur and Flower & Garden, offering flowers and plants that help enrich lives, Aeon Pet stores proposing a fun life with pets, and others.

Meanwhile, a dispensing pharmacy with a pharmacist is a place to rely on when you

## 灵活运用多种集团资源

永旺除拥有综合超市外，还涉及配药、健康美容保健、药店、综合金融、电子商务等与日常生活密切相关的众多事业领域，并在其中积累了丰富的知识和经验。永旺灵活运用这些集团资源，全面周到地提供着各种商品和服务，为顾客拥有身心健康的美好生活做出贡献。例如，为让日常生活更加绿色健康，我们在食品卖场为营养均衡的饮食生活提供各种建议，在综合超市的家居休闲卖场推出诸如提高睡眠质量床上用品及帮助增强体力的健康仪器等多样商品，同时还运营能实际锻炼身体健身房的“Aeon Fitness Studio”。除此之外，永旺还开设了装点愉快生活的专业花草植物店“Reposer Fleur”、“Flower&Garden”，以及为宠物的快乐生活提供各种建议的“Aeon Pet”等专业店铺。

are not feeling well or have become ill. Companies in Aeon's Drugstore Business, striving to become the "pharmacy for the family" in the community, have been introducing dispensing pharmacies. Aeon Pharmacy sections have also been placed within general merchandise stores, where customers can feel free to consult about their health. These initiatives facilitate customers to receive dispensing services in the course of their daily shopping and offer the convenience of everyday services as well.

In 2012, Aeon has added the Body Memory service featuring a function as a medicine notebook and to support health management to its E-money "WAON." With the aim of "managing own personal data related to health," customers can register and manage medication history, along with blood pressure and pedometer counts by themselves. Customers can get information from not only personal computers and smartphones, but also from terminals installed at Aeon Pharmacy with this "WAON" card. Thus, they can receive proper medication guidance from pharmacists wherever they are in Japan, even while traveling for pleasure or business.

当身体不适或患病时，有药剂师常驻的处方药店将成为人们的坚强后盾。各药店事业公司以建设地区居民能经常就诊的药店为目标，致力于处方药店的导入工作。综合超市内也开设了“永旺药店”，从而方便顾客就健康问题开展咨询。通过上述举措，配药服务被自然融入日常的购物间隙，顾客能享受到365天无间断的便捷服务。

2012年，永旺的电子货币“WAON卡”上正式启动附加药品记录和支持健康管理的全新功能——“身体记忆”服务。该项服务以“自行管理健康数据”为目标，能够记录并管理顾客自身的服药履历、血压和步程数。由于在电脑、智能手机和设置在“永旺药店”的终端机上都可以通过使用“WAON卡”查询相关数据，因此无论是旅行还是出差，在日本全国的各个地方都能接受药剂师更加准确周到的服药指导。



Flowers and plants that enrich our hearts  
滋润心灵的花草植物

Consultation desk on health management  
健康管理的咨询窗口

Place for exercising on a continuous basis  
能坚持健身运动的场馆

Furthermore, with the wish to "bring medical care closer to the consumer," Aeon is promoting the development of the medical mall, which installs facilities for different clinical departments within a shopping mall. It aims to offer greater convenience so that customers can easily get a full line of services ranging from daily health management to medical treatment at the familiar and comfortable shopping mall.

In addition to these initiatives for services and products, the tangible side of shopping malls is also evolving. Aeon is promoting designs based on the concept of universal design to create a place to make young people and families comfortable on days off. It also aims to become an enjoyable place with safety and security for the elderly and the physically challenged, who tend to often stay home. Aeon provides support from both the tangible and intangible sides by assigning employees who are qualified Service Care-Fitters.

Aeon is putting forth Group-wide efforts to make the stores and facilities places full of smiles where people can connect with each other and to make them familiar and convenient locations for promoting health.

此外，基于“让医疗更加贴近顾客”的理念，永旺致力于推进在购物中心内设置多家诊疗设施的医疗卖场。在购物中心这一贴近顾客且环境舒适的空间内，纳入了从日常健康管理到专业治疗的方方面面，进一步提高了顾客使用的便利性。

除了上述在服务和商品层面上的努力，永旺也在不断提升购物中心自身的硬件水平。作为年轻人和全家假日休闲的理想去处，并成为平时不易外出的老年人和残障人士也能“安全、安心”享受愉快时光的美好空间，永旺采取了基于通用设计理念的全新设计方案。同时通过派驻具有护理人员资格的员工，为顾客提供硬件和软件的双重服务。

为使旗下的店铺和设施都能成为人们增进联系、舒展笑容的平台以及身边便捷的健康加油站，永旺正集结集团的力量，努力为广大消费者做出贡献。

## Product Development

# Making Everyday Meals Healthy and Satisfying

Organic food is finding its way into the tables of general households in Western countries. The wide variation in available products with easy access to purchase them is one of the factors behind this trend. In recent years, more consumers even in Japan are taking an interest in organic food, and Asian countries are also seeing a rise in the needs for healthy and high quality food.

### 让每日三餐健康且丰盛

在欧美，有机食品已经普遍出现在一般家庭的餐桌上。商品种类丰富且购买方便是其得到普及的重要原因之一。如今，关注有机食品的日本消费者数量也与日俱增，亚洲各国对更健康、具有更高品质食品的需求也不断上升。

I want to easily enjoy organic foods in my daily meals

希望在日常餐饮中轻松加入有机食品



A wide selection of organic foods  
种类丰富的有机食品



Affordable prices

适中的价格



Wide selection

丰富的品种

Easy access

方便购买

Topvalu Gurinai Organic Food Series  
“TOPVALU Gurinai”有机食品系列



It's great to have tasty and healthy tempura  
能吃到美味健康的天妇罗真好!



Developed tasty and also healthy tempura  
开发出兼具美味与健康的天妇罗食品

### Bringing organic food closer to customers

In October 2014, the Organic Food Series has been introduced to Topvalu Gurinai, the brand that ensures safety and security with consideration to products that are healthy to the body and friendly to the environment.

Aeon had received many requests from consumers to handle more organic food products. Among the people who care for healthy lifestyles, there is great interest in organic foods that take the global environment into consideration and offer the natural flavor and taste of the ingredients with less worries about pesticides and other matters. However, organic foods in Japan were not easily accessible because they are generally expensive with a small lineup of products, and available in a limited number of stores.

That is why Aeon launched the development of products to respond to these needs and to allow customers to enjoy life with organic foods. In order to realize a wide selection of products at affordable prices, the product development capabilities of Aeon's private brand Topvalu and its unique infrastructure to procure products and raw materials from all around the world were put to full use. Furthermore, in order to enable Aeon to procure and to use for product development certified organic products not only in Japan but also from overseas countries with organic certification systems equivalent to the Japanese Agricultural Standards (JAS) certification, such as USDA in the United States and Euro Leaf in Europe, Aeon Topvalu Co., Ltd. and Aeon Global Merchandising Co., Ltd. have obtained the JAS certification for importers of organic agricultural/processed food products, a certification issued by the Ministry of Agriculture, Forestry and Fisheries. Enhancing the product lineup, Aeon is rolling out 120 food items at 4,000 stores across Japan as the first group of products for the Topvalu Gurinai Organic Food Series.

Meanwhile in September 2014, Topvalu, delivering basic life items with reliable quality at affordable prices, introduced oolong tea blended with dietary fiber to help moderate absorption of sugar for those who are concerned about blood sugar levels. This is the first Food for Specified Health Use (FOSHU) beverage in a PET bottle as a private brand product.

As the brand to embody Aeon's "Customer-First" philosophy, Topvalu will continue to promote the development of products that respond to more health-conscious

### 让有机食品贴近你我

倡导“安全、安心”的品牌“TOPVALU Gurinai”重视消费者的身体健康和环保理念，自去年10月起正式增加了有机食品系列。

此前，众多的消费者都向我们表达了“希望增售有机食品”的强烈心声。有机食品减少了消费者对农药滥用的担心，既能保持食材的原有风味和美味口感，又对地球环境有益，因此希望拥有健康生活方式的消费者对其寄予了极大的关注。但是，以往日本的有机食品普遍存在价格高和品种少的问题，销售有机食品的店铺也十分有限，因此购买较为不便。

永旺基于这一背景积极响应消费者的需求，并希望更多的顾客能享受有机食品带来的美好生活，努力投身于商品开发工作。为丰富商品系列并实现适中的价格，永旺全面活用了自主品牌“TOPVALU”的商品开发能力，以及从世界各地采购商品和原料的独有渠道资源。同时，我们还将目光放眼全球，聚焦经美国的USDA及欧盟的“欧洲叶（Euro-leaf）”等与日本有机农业标准（JAS）“同等严格”的海外标准，努力开展经上述标准认证的有机食品的采购和相关食品开发工作。为此，AEON TOPVALU CO., LTD.及AEON MERCHANDISING Co., Ltd.还取得了日本农林水产省认定的JAS有机农作物加工食品的“认证进口商”资格。为充实商品的种类，第一批开发的120个单品将在日本全国的约4,000家店铺中销售。

此外，去年9月，以安心的品质和优惠的价格为消费者提供基本生活单品的“TOPVALU”还向努力控制血糖的消费者推出了一款能稳定吸收体内糖分且含有食物纤维成分的乌龙茶。这是自主品牌销售的首款具有特定保健功能的宝特瓶装饮料。

customers through cooperation with partner companies.

### Easily accessible prepared dishes are also made healthy

Prepared dishes are becoming more popular in response to the needs for shorter cooking time and greater convenience. Even in the area of prepared dishes, Aeon is responding to consumers who are more health-conscious.

In July 2014, Aeon Retail Co., Ltd. together with Ajinomoto Co., Inc. and Nissin Foods Inc. introduced tempura newly developed in response to the customer feedback, “I like tempura, but I'm concerned about its high cholesterol and high calorie.” The tempura uses Ajinomoto's FOSHU oil for frying oil, and original tempura flour developed together with Nissin Foods in the batter. This realized healthy tempura that is also crispy, light but rich in flavor. A variety of different seafood and vegetables are being offered for each season.

Aeon will develop products that certainly ensure safety and security and also offer additional value such as tasty and healthy attributes to contribute to creating the customer's satisfying lifestyle in both mind and body.

体现永旺“顾客第一”这一企业理念的“TOPVALU”品牌，今后将携手合作企业，致力于研发和生产能满足顾客健康需求的优质商品。

### 让方便的副食家常菜更加有益健康

由于人们渴望缩短烹饪时间、简化烹饪步骤，因此副食家常菜越来越受到消费者的青睐。永旺在家常菜的开发方面也努力满足顾客的健康需求。

去年7月，AEON Retail Co., Ltd.携手味之素株式会社、日清Foods株式会社，为满足“喜欢吃天妇罗，但又害怕高胆固醇、高热量”的顾客心声，推出了新开发的天妇罗食品。油炸用油选用味之素特定的保健类食用油，面衣使用与日清Foods共同开发的原创天妇罗粉。更加健康且口感酥脆、香味浓郁的全新天妇罗由此诞生。我们还将根据季节更替，选择不同食材，制成最美味的应季食品。

今后永旺在秉承“安全、安心”宗旨的同时，还将开发兼具美味与健康等附加价值的商品，为顾客拥有身心愉快、充实美好的生活做出贡献。

### Voice

#### Customer feedbacks on Topvalu Gurinai Organic Food Series

- There were few stores offering organic food, so I'm happy I can easily buy them now.
- I hope Aeon will continue to handle them.
- The prices are affordable.
- I'm surprised at the wide selection.
- I have a small child and have been interested in organic food, so it's convenient to be able to buy them at Aeon.

#### 顾客对“TOPVALU Gurinai”有机食品系列的反馈

- 以前销售有机食品的超市很少，现在能很方便地买到实在令人高兴。
- 希望一直都有销售。
- 我觉得价格实惠，能接受。
- 我很惊讶居然有这么多种类！
- 我家有小孩儿，一直对有机食品很感兴趣，现在能在永旺买到，十分方便。

#### What is organic food?

##### 有机食品的概念

Organic foods are agricultural and livestock products or processed products of such food that are produced by utilizing natural power including sunlight, water and soil without relying on pesticides or chemical fertilizers. They contribute to protecting the environment and the diverse ecosystem, while also providing people with healthier diets by not using chemical preservatives and artificial coloring. 不依赖农药与化学肥料，利用太阳、水、土壤等自然力量培育而成的农作物、畜产品，以及其加工食品，不仅能保护多样的生态系统和自然环境，由于未使用化学合成的防腐剂 and 着色剂，更加有益健康。

## Healthcare

# Aiming to Become a “Pharmacy for the Family”

The concept of “self-medication” is gradually taking root, for each of us to be responsible for our own health and to get in shape by ourselves. With more people receiving medical treatment for illness and nursing care at home, a greater role should be played by drugstores and dispensing pharmacies with pharmacists and registered sellers willing to offer consultations.

### 力求成为当地顾客的“专属药房”

如今人们对自身健康负责，逐渐形成了身体的轻微不均自行治疗的“自我医疗”式思路。在家中养病和接受护理的人也越来越多。在这一背景下，拥有能够提供便利咨询服务的药剂师和注册销售员的药妆店和配药房在当地发挥着越来越大的作用。



### Becoming a place that local customers can rely on

The drugstore is a familiar place for purchasing medical supplies, food products to help maintain health, and also daily necessities. Hapcom, the drugstore group operating about 4,000 stores in Japan including Welcia and HAC Drug, is working toward developing unique products and stores that reflect feedbacks from customers and in-store pharmacists, with an aim to become the “pharmacy for the family” that people in the community can rely on.

### Fostering pharmacists and registered sellers unique to Aeon

Aeon and Hapcom are providing education and training for pharmacists and registered sellers\* working at the stores, through the Aeon Hapcom Comprehensive Personnel Training Organization. As a credentialing body (provider) of the Continuing Education

### 成为当地顾客信赖的药房

药妆店为方便民众购买医药品、保健类食品和日用品等的场所。在全日本拥有约4,000家“Welcia”、“Hac Drug”等店铺的药妆店集团——“HapYcom”正致力于开发独家产品，通过听取顾客和现场药剂师等的建议推动店铺建设和发展，力求成为当地民众信赖的“专属药房”。

### 培养永旺特色的药剂师和注册销售员

永旺和“HapYcom”通过一般社団法人永旺·HapYcom人才综合培训机构对在药妆店工作的药剂师和注册销售员\*1进行教育和培训。作为“认证药剂师\*2”终身培训认证制度的实施机构(服务提供者)，该机构通过提供丰富的培训课程，让学员正确掌握各种药品的使用方法，提高配药的知识 and 技能水平，此外还基于“药剂师需要能设身处地地为每一位顾客提供零售业务”服务的培养理念，除了由经验丰富的药剂师根据现场经验提供指导外，还开展实际操作型学习，让学员通过角色扮演体验患者和药剂师的双方立场。另外，该机构还拥有独家培训课程体系，学员能够了解和掌握到在大学等其他培训机构几乎没有机会接触到的一般医药品(OTC医药品)方面的知识。

除了药剂师外，还值得特别一提的是注册销售员的培训。药妆店涉及的商品种类繁多，包括医药品、中药、老年人护理用品、保健食品等，由工作范围广泛的注册销售员委需应对顾客需求，另外由



1. Pharmacists provide consultations with care 药剂师亲切地提供咨询服务  
2. Senior pharmacists act as customers for the training on selling OTC drugs to customers 在经验丰富的药剂师的指导下进行OTC医药品的待客培训

\*1 Registered seller: Public qualification to sell Type 2 and Type 3 pharmaceutical products among the OTC drugs 注册销售员：具备能够销售一般医药品(OTC医药品)和准医药品(OTC医药品)的资格  
\*2 Certified Pharmacist: Pharmacist accredited under the pharmacist's credentials as having high knowledge, skills and experience 认证药剂师：在药剂师认证制度下获得认证且具备高水平的知识、技能、经验的药剂师

Credentialing Programs authorized to accredit Certified Pharmacists\*2, the organization offers a complete program aimed to enhance knowledge and skills on dispensing to properly handle various drugs. Furthermore, the organization endeavors to foster pharmacists empathizing with customers, who have different conditions or concerns related to health, and offering customer-focused retail services. This has led to the introduction of coaching by experienced pharmacists based on on-site experience, as well as a practical learning method using role playing to experience the roles of both the patient and the pharmacist. In addition, it has developed its own educational program to learn about over the counter drugs (OTC drugs), which is seldom covered in programs of other providers such as universities.

Of particular note is the fact that the organization also trains registered sellers, in addition to pharmacists. The stores handle a wide array of products, including pharmaceutical products, Chinese herbal medicine, senior care products, and health foods. Registered sellers having broad knowledge and experience respond appropriately to the request from each customer. Meanwhile, pharmacists with a customer-oriented mind offer more technical and detailed services. Through collaboration between the two roles, Aeon aims to develop pharmacies that people in the community can rely on.

### Supporting medical treatment at home

With the rapid aging of the population, more people in Japan are receiving medical treatment and nursing care at home. Drugstores are playing a more significant role as a supporter of these people. Welcia Yakkyoku Co., Ltd., a subsidiary of Welcia Holdings Co., Ltd. that became a part of the Aeon Group in November 2014, is promoting the introduction of the “sterile dispensary” capable of preparing drugs such as intravenous drips. The facility is made available to parties such as dispensing pharmacies of other companies. Having a facility near the home capable of delivering medication would allow people to have a choice of receiving medical treatment at home. In addition to Aeon's pharmacists providing instructions on the use of drugs, the problem that each patient faces is being improved or resolved through collaboration with the patient's physician and nursing care staff. Aeon will continue to improve its function as an infrastructure in the community and enhance the support structure so that more people can live at home in a familiar surrounding and rest assured about leading one's own life.



1. Sterile dispensary 无菌配药室  
2. Making precise prescriptions for various medicine 正确配置各种药品  
3. Chinese herbal tea section 中药茶区

具备待客意识的药剂师提供更加专业和细致的服务，通过两者结合，力求成为当地居民信赖的药房。

### 为在家疗养提供援助

随着日本社会老龄化程度日益加剧，越来越多的日本人选择在家养病和接受护理。从支持这一人群的意义来看，药妆店的作用将越来越大。去年11月加入集团的WELCIA HOLDINGS CO., LTD. 旗下的WELCIA YAKKYOKU Co., Ltd. 正推动引进能够配制点滴用制剂等的“无菌配药室”，并向其他公司的配药房等开放设施。在住宅区附近建设此类设施，整合备药上门的环境，患者便能选择在家疗养。这样一来，由药剂师指导用药，在医生和看护人员的协同下，改善和解决每位患者所面临的问题。今后，我们将提高药房作为地区基础设施的功能，进一步强化支援体制，让更多的患者能够在自己熟悉的家中过上安稳的生活。



## Collaboration with the Community

# Together with the Community, Aiming for a Society with People Full of Life and Energy

With an aim to realize a society of healthy longevity, municipalities are promoting various initiatives to encourage residents to maintain and promote health, and to eventually prevent diseases. As a member of the local community, Aeon is also promoting closer collaboration with municipalities and communities to help vitalize each community by leveraging its Group infrastructure.

## 与地区联合创建生机勃勃的健康社会

为实现健康长寿社会，各自治体正开展多项工作，提高民众保持健康和增进健康的积极性，从而达到预防疾病的目的。作为地方社区的一员，永旺正加深与各自治体的合作，利用集团的基础设施，为激发地区活力助一臂之力。

### Promoting collaboration tailored to the challenges and characteristics of each community

We all want to lead a healthy life as we grow older. We also want to manage and improve our physical strength. However, it may require some kind of opportunity to put these thoughts into concrete action. With an aim to create a vibrant society, municipalities are launching various initiatives to promote the health of residents. In October 2014, Aeon has also formed a cooperative framework between industry, academia and government with Aomori Prefecture and Hirosaki University, aimed to extend healthy life expectancy in the Prefecture. The Tsugaru Health Point Program was launched to help develop the habit of exercising during the winter season. Participants conduct Mall Walking inside Aeon Mall Tsugaru Kashiwa and use "Body Memory," the electronic medication record book to manage records on pedometer counts and physical conditions. In addition, participants measure and check the effects of exercising at gatherings held regularly to measure health conditions, which encourage further fitness and health promotion. They accumulate "health points\*" by participating in the safe and comfortable walking exercise inside the mall and the gatherings to measure health conditions. The participants can exchange them for Aeon's E-money WAON points and use them for shopping and other purposes. In addition to offering this fun process to "walk," "accumulate" and "use" points, and "understand," Aeon proposes products that motivate exercise and holds events such as walking lessons. The scheme facilitates participants to continue exercising by taking part in the program.



\* Health points: Points earned by participating in programs aimed to promote health, such as sports events, organized by the municipality. The points can be exchanged for items such as gift certificates and facility vouchers for use locally, depending on the municipality. \* 健康积分：通过参加自治体开展的体育锻炼等有助于增进健康的活动获得的积分。积分可换取在当地使用的商品券或设施利用券等，具体根据自治体而异。

I want to find an easy way to get some exercise 能轻松地愉快地活动一下真是太棒了



### 根据地区的课题和特性开展合作

人们都希望增强体质以及健康长寿，但落实到具体行动，还需要一些契机。为创建活力社会，自治体开展了各项增进民众健康的工作。永旺也于去年10月与青森县以及国立大学弘前大学共同建立了产学研的合作体制，力求为青森县居民延年益寿做出贡献。为促进民众养成冬季运动的习惯，永旺启动了“Tsugaru健康积分”活动，组织民众在永旺梦乐城Tsugaru柏店内“逛商场”，并利用电子版健康手册“身体记忆”对步数和健康状况进行管理。此外还定期举行“健康测定会”，对运动效果进行测定和确认，进一步帮助民众增强身体健康。民众通过在安全、舒适的商场内参加散步活动和测定还能积攒“健康积分\*”，然后可利用这些积分换取永旺的电子货币“WAON”用于购物。在设定“步行”、“积分”、“积攒”和“使用”、“了解”等有趣的环节的同时，还开展提高民众运动欲望的商品提案和步行课程等活动，以形成一个促进民众参加各种活动，持续运动的体制。

永旺正是通过店铺与当地民众建立了长期的信任关系才得以形成这一合作体制。2011年，永旺便与青森县签订了全面合作协议，开展了旨在继承传统饮食文化的“Food Artisan（食品匠人）”等活动，并致力于激发当地的活力。此外，永旺还与日本各地的自治体签订了类似的全面合作协议，以合作形式开展各项工作，提升当地商业、旅游业的活力，推动地产地销，并开展环保和增进民众健康的活动。例如今年1月，永旺在神奈川县启动

The cooperative framework was realized based on the mutual trust built over the years between Aeon and the people in the community through its stores. Aeon also concluded a comprehensive cooperation agreement with Aomori Prefecture in 2011, and has promoted the Food Artisan Project to preserve the traditional food culture. In this way, Aeon and the Prefecture have been working together to revitalize the community. Similar comprehensive agreements as the one with Aomori Prefecture have been concluded with municipalities around Japan for initiatives in revitalizing commerce and tourism, local production for local consumption, environmental conservation, promoting the health of residents, and others. For example, in January this year, the program called, “Curing ‘ME-BYO!’ Your body check & Healthy walking,” was launched in Kanagawa Prefecture combining health checks and walking to treat disease before symptoms appear.

Meanwhile, other initiatives include those that try to offer a place for exchange in the local community or a place with easy access to consultations about daily life and nursing care. Aeon Kyushu Co., Ltd., together with Kumamoto Prefecture and Yatsushiro City Council of Social Welfare have established the Yatsushiro Fureai Exchange Center Hinatabokko at Aeon Yatsushiro Shopping Center. The center offers a place to take a rest during shopping and is also a welfare service location to encourage people to gather and support each other, where resident counselors from the social welfare council provide consultations about matters such as welfare, nursing care, and financial difficulties in living. Setting up the center inside a familiar store environment with easy access allows the customer to more readily receive consultations. They aim to encourage use by more residents by raising the awareness of the center.

The challenges facing municipalities and initiatives taken by them vary, even though the objective to maintain and improve the mental and physical health of residents is the same. Aeon will continue to work toward resolving the challenges of the community by leveraging its infrastructure in a way that is tailored to the characteristics of each community.



1. Gatherings to measure health conditions 举行健康测定会  
2. Walking lesson 步行课程的情况

了将体检和步行结合起来的“治疗亚健康！自我体检&健康步行”活动。

另一方面，永旺还通过设置民众交流场所和方便进行生活和护理咨询的场所来为增进民众健康做贡献。例如，AEON KYUSHU CO., LTD与熊本县和八代市社会福祉协议会在永旺八代购物中心内开设了八代民众交流中心“Hinatabokko”，作为民众购物的休息场所以及共生型福祉网点。八代市社会福祉协议会的咨询人员常驻于此，就福祉、护理、生活问题等提供咨询。通过在民众方便经常前往的店铺内设置此类场所，降低了民众咨询相关问题的门槛，此外还提高了中心的知名度，有助于让更多的民众光顾。

即便在保持和增进民众身心健康这一相同目的下，各自治体面临的课题和开展工作的方式仍形成特色。今后，永旺将根据地区特性，利用自有的基础设施，与自治体一同致力于解决地区课题。

## Voice

### Getting healthy with comfortable Mall Walking

In the process of studying measures to promote health, the staff at Aomori Prefectural Government came across Mall Walking and proposed to make it a project. It was launched with the cooperation of Aeon Mall Tsugaru Kashiwa. Recent questionnaire results show that 70% of the participants are continuing the walking exercise on the opportunity when they shop at the mall. They have voiced positive comments such as, “I’m feeling a change in my body,” and “Learning the proper way of walking has reduced the burden on my knees.” With the point program now underway, the fun scheme is much more enhanced in content. We hope that Aeon will continue its community-based initiatives.

### 通过舒适的“逛商场”活动打造健康

本县的职员在探讨增进县民健康对策的过程中，了解到有“逛商场”这样一种活动，并做出了事业化提案。这一提案得到了永旺梦乐城Tsugaru柏店的大力支持，从而最终得以成行。最近的问卷调查显示，7成参加者在购物的同时仍坚持在商场内散步。许多顾客高兴地反映，他们明显感受到了身体的变化，通过学习正确的走路姿势，也减轻了对膝盖的负担。目前积分活动已经启动，并增加了许多富有乐趣的环节。我们衷心希望永旺今后能继续致力于推广与地区紧密结合的各项举措。



Harumi Shirota  
Deputy Manager,  
District Support Office  
of Northwest District  
Administration Bureau,  
Aomori Prefectural  
Government  
白戸 Harumi  
青森县西北地区县民局  
地区支援室 副室长

It's great to be able to exercise even when it's snowing 外面下着雪也能运动真是太棒了

### Walk 步行



I met new friends to walk with 结交到了一起散步的伙伴



Accumulate points according to the pedometer count 根据步数积攒积分

### Accumulate 积攒



Earn points at the gatherings to measure health conditions 参加健康测定会也能获得积分



I think I'll buy new walking shoes with the accumulated points 用积攒的积分换购新的步行鞋

### Use 使用



Let's use points to see a movie 用积分看电影



It's reassuring to be able to consult a pharmacist 能咨询药剂师而感到安心

### Understand 了解



I can understand the transition in blood pressure 还能了解血压的变化





# AEON SUSTAINABLE ACTIVITIES

Striving for a sustainable society, Aeon continues environmental preservation and social contribution activities with local communities. 为创建可持续发展社会，与当地居民携手合作，不断继续开展环境保护和社会贡献活动。(October - December 2014)

## Environmental Preservation 环境保护

### Award Ceremony and Winners' Forum Held for The MIDORI Prize for Biodiversity 2014

Aeon Environmental Foundation has awarded The MIDORI Prize for Biodiversity 2014, honoring individuals who have made contributions to biodiversity conservation activities, to three recipients, Dr. Kamal Bawa (India), Dr. Alfred Otey-Yeboah (Ghana), and Dr. Bibiana Vilá (Argentina). The award ceremony was held in South Korea on October 15, 2014, while the forum was held in Japan on October 21.

举办“第三届生物多样性绿色奖”颁奖仪式和获奖者论坛  
公益财团法人永旺环境财团给Kamal Bawa博士(印度)、Alfred Otey-Yeboah博士(加纳)、Bibiana Vilá博士(阿根廷)3名人士授予了对生物多样性保护和可持续发展做出卓越贡献的“The MIDORI Prize for Biodiversity 2014(第三届生物多样性绿色奖)”。10月15日，在韩国举办了颁奖仪式，21日在日本举办了论坛。

### The Number of Ministop Stores Using Lumber Made in Japan with FSC® Certification Reaches 100

The number of Ministop stores using lumber made in Japan with the Forest Stewardship Council (FSC) certification\* has reached 100 (as of November 14, 2014). Ministop Co., Ltd. has promoted the use of the lumber as building material since 2009. Saving the weight of the building has simplified the process of foundation work, which allows the construction period to be shortened by 10 days compared with conventional steel frame construction methods. As a result, CO<sub>2</sub> emissions are reduced by about 33%. In addition, the material can also be reused by dismantling and reassembling the building.

\*Certification system for forests and lumber managed with consideration for the environment and the local community

### 使用日本产FSC®认证木材的“MINISTOP”店铺达到100家

有效利用日本产FSC(森林管理协议会)认证木材的“MINISTOP”店铺达到100家(截至11月14日)。MINISTOP CO., LTD.从2009年开始作为建筑材料推进该材料有效利用。这样可以实现建筑整体轻量化，比以前的钢骨架建筑可以削减约33%的二氧化碳，工程可缩短10天。此外，还可以分解建筑物后重建，可以再利用。

※是考虑生态和地区社会，对按标准管理的森林，木材实施认证的制度

## Social Contributions 社会贡献

### Donation Presented to the 37th 24-Hour Television “Love Saves the Earth”

A charity fundraising campaign was conducted in line with the 37th 24-Hour Television “Love Saves the Earth” at 11,305 locations throughout Japan, including Aeon and Daei stores. On December 16, 2014, Aeon presented 296,154,623 yen to the 24-Hour Television Charity Committee. The donation will be used to support the recovery from the Great East Japan Earthquake and other purposes.

24小时电视37捐赠“爱拯救地球”募捐  
在日本全国的“永旺”、“Daei”等1万1,305家店铺实施了24小时电视37“爱拯救地球”的慈善募捐活动。12月16日，永旺把筹集到的2亿9,615万4,623日元捐赠给了公益财团法人24小时电视慈善委员会。这一捐款将利用在东日本大地震复兴支援等活动。



The presentation ceremony held at the headquarters of Nippon Television broadcasting the program  
在播放此节目的日本电视台总部举行了捐赠仪式

### Donation of Myanmar School Construction Support Fund Presented Construction Planned for 10 More Schools

On December 8, 2014, Aeon 1% Club Foundation donated a total of 75,657,610 yen to the Japan Committee for UNICEF, the sum of customer donations for the Myanmar School Construction Support Fund and the same amount as contributions from the Foundation. Twenty schools have opened since the initiative began in 2012, and the donation this time will be used to construct 10 more schools.

### 捐赠缅甸学校建设支援募款，将新建设10所学校

12月8日，一般财团法人永旺1%俱乐部把来自顾客的“缅甸学校建设支援募款”加上该财团法人也捐出同额捐款，共筹集了7,565万7,610日元，捐给了公益财团法人日本联合国儿童基金会。从2012年开始已建立了20所学校，本次筹集到的募款将新建设10所学校。

## 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。

### 5,000 Trees Planted in Kesennuma, Miyagi Prefecture

On October 12, 2014, Aeon held the 3rd Seaside Forest Tree Planting together with NPO Planting Seaside Forests and Kesennuma City in Miyagi Prefecture. About 5,000 saplings were planted, which were nurtured for a year by customers and employees from all over Japan through the Sapling Foster Parents Campaign.



About 300 people including volunteers planted trees  
约300名志愿者等各界人士参加了植树活动

### 在宫城县气仙沼种植了5,000棵树

10月12日，永旺与NPO法人Umibenomori和气仙沼市一起举办了“第3届海边森林植树活动”。种植了通过“树苗认领活动”由日本全国各地的顾客和员工精心栽培了1年时间的约5,000棵树苗。

### Santas' Departure Ceremony Held at Aeon Town Kamashi

On December 25, 2014, the departure ceremony was held for the “100 Santas!” event to distribute Christmas presents to disaster-afflicted areas (organized by NPO Tono Magokoro Net). Aeon has been participating since 2012 to support the goal of the event to encourage those affected.



About 30 Aeon employees participated as volunteer Santas  
约30名永旺员工装扮成志愿者，圣诞老人参加了活动

### 在永旺Town釜石店举办了圣诞老人出发仪式

12月25日，举办了给受灾地区的居民送去圣诞礼物的“100名圣诞老人来临”(NPO法人远野真心Net主办)活动的出发仪式。永旺赞同鼓舞受灾地区群众的该活动的主旨，从2012年开始参与。

Unique Point

The unique color shade is said to mimic that of jade 近似“翡翠”独特的色调



China 中国

### Celadon adding prestige to a banquet

First produced in the Later Han Dynasty, celadon is a special type of porcelain that has been cherished by the successive emperors of China as well as subsequent influential figures. That is why even today celadon drinking vessels are considered to add prestige to a banquet. Since Celadon also acts as an antioxidant, it is used as jars for Shaoxing wine, a typical Chinese alcoholic beverage.

### 提升宴会格调的青瓷

诞生在东汉时代的青瓷是受到中国的历代皇帝及之后的权威人士所喜爱，也具有特别的存在价值。因此青瓷酒器在现代社会也被视为提升宴会格调的物品。同时，青瓷具有抗氧化的作用，因此用来装代表中国的“绍兴酒”的盛器。

所属 / 户美美术馆

Unique Point

Lacquer produces a beautiful gloss 漆营造出美丽的光泽



Lifestyle Elegance 生活之风雅

## Enjoying — Drinking vessels 爱好 — 酒器

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 drinking vessels that are ideal for relaxing moments or special days.

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……

本期将向大家介绍在人们的休息时间及特别的日子广泛使用的“酒器”。



Japan 日本

### Lacquerware giving a special impression for festivities

Lacquerware is light but strong, and also has high antibacterial effects. In earlier times, households owned two sets, one for daily use and the other for festivities. Black or vermilion lacquered drinking vessels were used to welcome important guests. For formal events such as New Year and wedding, flat sake cups with a gentle touch on the lips are used to set a special mood of the festive occasion.

### 带来祝福的特别气氛的漆器

漆器轻而坚固，有较高的抗菌作用。自古以来，每个家庭都备有日常用和庆祝用的两种漆器。迎接重要顾客的时候使用黑漆和朱漆的酒器。在元旦和婚礼等正式场合，则使用制造成锐角的特别圆形的，表面平滑而触感柔和的杯子。

Unique Point

Gold trimming and traditional Thai patterns of flowers, plants and other motifs 金色缘边和泰国独有的草花等图案



Thailand 泰国

### Benjarong ware creating colorful dining tables

Benjarong, literally meaning “five colors,” has been creating colorful dining tables in the royal court of Thailand for about four centuries as the vessel used by the royal family. The brilliant colors became widely popular after the common people were allowed to own Benjarong ware around 1950. Today, more people casually enjoy beer, Mekhong and other drinks with them.

### 给餐桌增添光彩的五彩瓷

含有“五色”之意的五彩瓷作为泰国皇室的专用瓷器，近400年点缀了宫廷的餐桌。自1950年起允许了一般市民的所有，华丽的色彩赢得了广泛的喜爱。如今，用来盛啤酒和洋酒等，越来越多的年轻人可轻易品味其中的乐趣。

## Corporate Initiatives

### Decided to Establish U.S.M.H U.S.M Holdings

Maxvalu Kanto Co., Ltd., a consolidated subsidiary of Aeon Co., Ltd., The Maruetsu, Inc., and Kasumi Co., Ltd., together with Aeon Co., Ltd. and Marubeni Corporation have decided to establish a joint holding company, United Super Markets Holdings Inc. (U.S.M Holdings). The company aims to achieve sales of one trillion yen and develop 1,000 stores by 2020 to become the No. 1 supermarket in the Tokyo metropolitan area.

#### 决定设立U.S.M控股公司

永旺株式会社的联结子公司的MAXVALLU KANTO CO., LTD.与The Maruetsu, Inc., KASUMI CO., LTD. 决定和永旺株式会社及丸红株式会社共同持股公司United Super Markets Holdings Inc. (U.S.M控股公司)。拟2020年构建“销售总额为1兆日元, 1,000家店铺”体制, 以在首都圈的超市业态中占居No. 1为目标。

## Global Initiatives

### Ministop Korea Received the Korea Distribution Award

Ministop Korea Co., Ltd., which began business in South Korea 25 years ago, received the Minister's Award of the Ministry of Trade, Industry and Energy in the Creative Management Category of the 19th Korea Distribution Award, a government-sponsored one hosted by South Korea's distribution association and other organizations. Meanwhile, the number of Ministop stores in South Korea reached 2,000 as of December 30, 2014.

#### 韩国MINISTOP荣获“韩国流通大奖”

在韩国开始事业第25年的MINISTOP KOREA CO., LTD (韩国MINISTOP), 荣获了该国流通联合会等政府后援主办的“第19届韩国流通大奖”的“创造经营部门 产业通商资源部长官奖”。此外, 截止到12月30日在韩国的店铺达到了2,000家。



Ministop Lafesta Store, the 2,000th store in South Korea 韩国国内第2000家店铺 MINISTOP Lafesta店

## Corporate Initiatives

### First Plant Factory at Aeon's Directly-operated Farm to be Established in Spring of 2016

Aeon Agri Create Co., Ltd. announced it will build the first plant factory at a directly-operated farm in Kuki City, Saitama Prefecture in spring of 2016. Through a consortium established with Aeon Retail Co., Ltd., Saitama Prefecture and Kuki City, tomatoes will be produced based on a production plan. The initiative aims for early establishment of a business model with highly productive cultivation facilities, while also contributing to making Saitama Prefecture as a major production area of tomatoes and the branding of these tomatoes.

#### 永旺直营农场首家植物工厂将在2016年春季开始建设

AEON AGRICULTURE Co., Ltd. 发表将在2016年春季在埼玉县久喜市筹建直营农场首家植物工厂。将通过永旺零售株式会社与埼玉县、久喜市共同设立了合营公司, 实施西红柿的计划生产。早期确立高生产效率的设施栽培的营业模式的同时, 将贡献于该县西红柿的一大产业化和其品牌化。

# GROUP NEWS

October >>> December 2014



On December 16, Topvalu Select Cassis Chuhai has been rolled out, a shochu-based alcoholic drink jointly developed with Aomori Prefecture, Aomori City and Aomori Cassis Association, made with cassis from the Food Artisan.

12月16日, 青森县、青森市、青森黑加仑协会共同企划, 使用“Food Artisan (食品匠人)”的黑加仑所制造的“TOPVALU SELECT 黑加仑鸡尾酒”商品开始销售。

11.20

11.29

12.23

## Corporate Initiatives

### Aeon Yumemirai (Dreams for the Future) Nursery School Opens

Aeon has opened Aeon Yumemirai (Dreams for the Future) Nursery School, an employer-provided daycare facility at Aeon Mall Makuhari New City. Employees can generally use the facility from 7 a.m. to 10 p.m., 365 days a year according to their work shifts\*, and the children can go to lessons such as sports classes offered at the mall while at daycare. Aeon will support employees to balance their work with parenting by increasing these types of daycare facilities.

\*No additional charges are required depending on the time or day of the week in order to facilitate the use by employees working early in the morning, late at night or on weekends.

#### 开设“永旺梦未来保育园”

永旺在永旺梦未来城幕新都心店开设了办公所内保育设施“永旺梦未来保育园”。员工可根据工作时间基本上1年365天从7点到22点可利用, 保育时间内可以让孩子们利用梦未来城内的运动教室等学习班。今后, 永旺将增设保育设施, 为员工创造兼职工作和养育子女的环境。

※为了便于早晚、深夜、周六周日工作的员工, 没有按时间段和星期增收费用。



Aeon Yumemirai (Dreams for the Future) Nursery School at Aeon Makuhari New City 永旺梦未来保育园 (永旺梦未来城幕新都心店)

## Corporate Initiatives

### Aiming to Establish the No. 1 Drugstore Chain in Japan

Aeon Co., Ltd. (hereinafter, "Aeon") has agreed to the business merger of Welcia Holdings Co., Ltd. (hereinafter, "Welcia") and CFS Corporation, a consolidated subsidiary. Prior to the merger, Aeon purchased the shares of Welcia through a tender offer to make it a consolidated subsidiary on November 27, 2014. Aeon aims to establish the No. 1 drugstore chain in Japan through the collaboration.

#### 以确立日本第一药店连锁店为目标

永旺株式会社就“WELCIA HOLDINGS CO., LTD.和联结子公司的CFS Corporation经营合并”达成了合意。率先, 永旺株式会社实施了对WELCIA HOLDINGS CO., LTD的收购(TOB), 于11月27日联结子公司化, 通过携手合作, 将确立日本第一的药店连锁店。

10.20

10.22

10.31

## Global Initiatives

### Mollyfantasy Receives the Most Popular Brand Award in China

Mollyfantasy, an amusement park for children operated by Aeon Fantasy Co., Ltd., has received the 2014 CCFA Golden Lily Award's Most Popular Chain Store Brand voted by the China Chain Store & Franchise Association. The company has accelerated the development of the opening of Mollyfantasy in Japan, China and ASEAN, and the total number of outlets has reached 500 in December 2014.

#### “莫莉幻想”在中国荣获“最佳受欢迎品牌奖”

AEON Fantasy Co., Ltd.开展的面向孩子们的娱乐设施“莫莉幻想”荣获由中国连锁经营协会评选的2014金百合奖“连锁品牌最佳人气奖”。该公司在日本、中国、东南亚加速开展“莫莉幻想”, 截止12月, 店铺总数达到了500家。



Mollyfantasy Suzhou Wuzhong Store 莫莉幻想苏州吴中店

## Corporate Initiatives

### Offering Products from France's Frozen Food Specialty Store, Picard for the First Time in Japan

Aeon has introduced a section offering products from Picard, the most popular frozen food specialty store in France, for the first time in Japan at the newly opened Aeon Tamadaira-no-mori Store. By offering a wide selection of products from Picard made with unique freezing techniques, Aeon will propose the refined food culture of France to customers in Japan.

#### 在日本首次开展法国冷冻食品店“Picard”

新开业的永旺多摩平之森店在日本首次引进了在法国最佳受欢迎的冷冻食品连锁店“Picard”专卖销售区。通过开展拥有自己独有的冷冻技术和丰富多彩的商品品种的“Picard”, 为日本的顾客推荐在法国精选出的饮食文化。



Picard section (Aeon Tamadaira-no-mori Store) “Picard”专卖区 (永旺多摩平之森店)

## Corporate Initiatives

### Opening of Trial Store Aimed at Establishing the “Food Style Store” Format

The Daiiei, Inc. has reopened Daiiei Ichikawa Colton Plaza Store (Chiba Prefecture) after renovation. It will work toward establishing the new Food Style Store format offering products tailored to lifestyles with food at the core.

#### 面向“Food Style Store”业态确立设立了实验店铺

The Daiiei, Inc. 改装后重新开业了Daiiei市川Colton广场店(千叶县)。今后, 为确立以食品为轴结合顾客的生活方式的新业态“Food Style Store”而努力。



Botanical Shop is one of the typical sales floors for this format

“Food Style Store”的代表卖场之一“Botanical Shop”

Aeon's e-money “WAON” 永旺的电子货币“WAON”卡



(From top left) Issued in October: Hakodate WAON, Port Town Kisarazu WAON, Disaster Prevention and Mitigation City Nagoya WAON Issued in November: Hino Shinsengumi WAON, Gaina Awaji WAON, Sakai WAON Issued in December: Kudamatsu City Children's Future WAON, I Love Osaka WAON

(左起开始)

10月发行了“函馆WAON”卡、“港口町水津WAON”卡、“防灾、减灾都市名古屋WAON”卡 11月发行了“日野新选组WAON”卡、“了不得浪踏WAON”卡、“堺WAON”卡 12月发行了“下松市孩子们未来WAON”卡、“喜欢大阪WAON”卡

**(Pure holding company)**

**AEON CO., LTD.**  
**(General Merchandise Store Business)**

- AEON Retail Co., Ltd.
- The Daiei, 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
- Daiei 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.
- LOGIONE Co., Ltd.
- THE LOBELIA, Inc.
- OPA CO.,LTD.

○TENDAII CO., LTD.  
**(Supermarket, Discount Store and Small Size Store Business)**

- MINISTOP CO., LTD.**
- Maxvalu Nishinohon Co., Ltd.**
- Maxvalu Tohoku Co., Ltd.**
- Maxvalu Tokai Co., Ltd.**
- Maxvalu Chubu Co., Ltd.**
- Maxvalu Hokkaido Co., Ltd.**
- Maxvalu Kyushu Co., Ltd.**

- The Maruetsu, Inc.
- Inageya Co., Ltd.
- KASUMI CO., LTD.
- Belc CO., LTD.
- AEON SUPERCENTER Co., Ltd.
- AEON BIG CO., LTD.
- AEON MARKET CO., LTD.
- ORIGIN TOSHU CO., LTD.
- CREATE Co., Ltd.
- KOHYO CO., LTD.
- SANYO MARUNAKA CO.,LTD.
- Network Service Co., Ltd.
- My Basket CO.,LTD
- MAXVALU KANTO CO., LTD.
- MAXVALU NAGANO CO., LTD.
- MAXVALU HOKURIKU CO., LTD.
- MAXVALU MINAMI TOHOKU CO., LTD.
- marunaka CO.,LTD.
- Red Cabbage Co., Ltd.
- MINISTOP KOREA CO., LTD.
- QINGDAO MINISTOP CO.,LTD.
- Aeon Maxvalu (Guangzhou) Co., Ltd.
- Aeon Maxvalu (Jiangsu) Co., Ltd.
- Aeon Maxvalu (Qingdao) Co.,Ltd.
- ichimaru Co., Ltd.
- ROBINSONS CONVENIENCE STORES, INC.

**(Drugstore and Pharmacy Business)**

- CFS Corporation**
- WELCIA HOLDINGS CO., LTD.**
- Medical Ikkou Co., Ltd.**
- TSURUHA HOLDINGS Inc.**
- KUSURI NO AOKI CO., LTD.**
- WELCIA KAIGO SERVICE Co., Ltd.
- WELCIA YAKKYOKU Co., Ltd.
- SHIMIZU YAKUHIN CO.,LTD.
- TAKIYA Co., Ltd.
- Lianhua merrylin business (Shanghai) limited company
- Welpark Co., Ltd.
- ZAG ZAG Co., Ltd.

**(Financial Services Business)**

- AEON Financial Service Co., Ltd.**
- AEON CREDIT SERVICE(ASIA)CO., LTD.**
- AEON THANA SINSAP (THAILAND) PLC.**
- AEON CREDIT SERVICE(M)BERHAD**
- AEON REIT Investment Corporation**
- AEON BANK, LTD.
- AEON CREDIT SERVICE CO., LTD.
- AEON S.S.Insurance Co., Ltd.
- AEON HOUSING LOAN SERVICE CO.,LTD.
- AEON Product Finance Co.,Ltd.
- AEON INSURANCE SERVICE CO., LTD.
- AEON Reit Management Co.,Ltd.
- ACS Credit Management Co.,Ltd.
- FeliCa Pocket Marketing Inc.
- ACS 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 BINH DUONG CO., LTD.
- AEON MALL VIETNAM CO., LTD.
- AEON MALL (CAMBODIA) CO., LTD.
- PT. AEON MALL INDONESIA
- PT. AMSL INDONESIA
- AEON MALL EDZ (WUHAN) BUSINESS MANAGEMENT CO., LTD.
- AEON MALL YOLUYA (BEIJING) BUSINESS MANAGEMENT CO., LTD.
- AEON MALL (GUANGDONG) BUSINESS MANAGEMENT CO., LTD.
- AEON MALL (HUBEI) BUSINESS MANAGEMENT CO., LTD.
- 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.
- AEON MALL (WUHAN) BUSINESS MANAGEMENT CO., LTD.
- L.A.Style Inc.

**(Service and Specialty Store Business)**

- AEON DELIGHT CO., LTD.**
- AEON Fantasy Co., Ltd.**
- ZWEI CO., LTD.**
- GFOOT CO., LTD.**
- COX CO., LTD.**
- Taka:Q Co., Ltd.**
- Abilities JUSCO Co., Ltd.
- AEON Eheart Co., LTD.
- AEON ENTERTAINMENT CO.,LTD.
- AEON CULTURE CO.,LTD.
- AEON COMPASS CO., LTD.
- AEON DELIGHT ACADEMY CO., LTD.
- AEON DELIGHT SECURITY CO., LTD.
- AEON DELIGHT SERES CO., LTD.
- AEON FOREST CO., LTD.
- AEON PET CO.,LTD
- AEON BODY CO., Ltd.
- AEON LIFE CO.,LTD.
- A to Z Service Co., Ltd.
- KAJITAKU Co., Ltd.
- Kankyouseibi Co., Ltd.
- Kantouengineering CO., LTD.
- Claire's Nippon Co., Ltd.
- Cosme CO., LTD.
- General Services, Inc.
- Talbots Japan Co., Ltd.
- DO SERVICE CO., LTD.

- Branshes Co. Ltd
- MIRAIYA SHOTEN CO., LTD.
- Mega Sports Co., Ltd.
- MEGA PETRO Co., Ltd.
- Reform Studio Co., Ltd.
- LAURA ASHLEY JAPAN CO., LTD.
- A-LIFE SUPPORT Co.,Ltd.
- AT Japan Co., Ltd.
- FMS Solution Co.,Ltd.
- AEON DELIGHT (MALAYSIA) SDN.BHD.
- AEON DELIGHT (VIETNAM) CO., LTD.
- AEON Fantasy Group Philippines,INC.
- AEON Fantasy Holdings (Thailand) Co.,Ltd.
- AEON FANTASY (MALAYSIA) SDN.BHD.
- AEON Fantasy (Thailand) Co.,Ltd.
- PT AEON FANTASY INDONESIA
- Dalian Neusoft Information Services Co., Ltd.
- BLUE GRASS(SHANGHAI)CO., LTD.
- LAURA ASHLEY ASIA CO., LIMITED
- Mega Sports China Co., Ltd.
- NUSTEP (BEIJING) TRADE CO., LTD.
- Suzhou Rifu Elevator Engineering Equipment Co.,Ltd.
- SUZHOU SHANGPIN Washing Service Co.,Ltd.
- SUZHOU ALLIANCE PROPERTY MANAGEMENT CO.,LTD.
- TAIWAN LAURA ASHLEY CO., LTD.
- Talbots China Co., Ltd
- PET CITY (BEIJING) CO., LTD.
- AEON Fantasy(China)Co., Ltd.
- AEON EAHEART RESTAURANT (QINGDAO) CO., LTD
- AEON DELIGHT(Hangzhou)SERVICE OUTSOURCING CO.,LTD.
- AEON DELIGHT(CHINA)CO.,LTD.
- AEON DELIGHT Sufang (Suzhou) CO., LTD.
- Aeon Delight Teda(Tianjin) Comprehensive Facility Management Service Co.,Ltd.
- Wuhan Xiaozhu Comprehensive Facility Management Service 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 INDEX LIVING SDN. BHD.
- AEON VIETNAM Co., Ltd.
- AEON (CAMBODIA) Co.,Ltd.
- AEON(Thailand) CO., LTD.
- PT.AEON INDONESIA

**(China Business)**

- AEON (CHINA) CO., LTD.
- AEON Stores (Hong Kong) Co., Limited**
- GUANGDONG AEON TEAM CO., LTD.
- QINGDAO AEON DONGTAI CO., LTD.
- AEON South China Co., Limited
- AEON EAST CHINA (SUZHOU) CO., LTD.
- AEON (HUBEI) CO., LTD.
- BEIJING AEON CO., LTD.

**(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.
- AEON GLOBAL SCM SDN.BHD.
- AEON TOPVALU MALAYSIA SDN.BHD.
- AEON TOPVALU (HONG KONG) CO., LIMITED
- AEON TOPVALU (THAILAND) CO.,LTD.
- AEON Integrated Business Service CHINA Co.,Ltd.
- Tasmania Feedlot Pty. Ltd.
- AEON Global SCM(Beijing)Co.,Ltd.
- AEON TOPVALU (CHINA) CO., LTD
- AEON Demonstration Service Inc.

- AEON 1% Club Foundation
- AEON Environmental Foundation
- The Cultural Foundation of Okada

As of the end of November 2014



1. (China) イオンモール武漢金銀潭 Aeon Mall Wuhan Jinyintan 2. (Cambodia) イオンフーズストア Aeon Phnom Penh Store  
3. (Malaysia) ファンタジーキッズーナブックメルタジャム Fantasy Kidzoona Bukit Mertajam 4. (Vietnam) イオンビズオンカナリー店 Aeon Binh Duong Canary Store