

SPECIAL FEATURE

ENJOY AEON!

Presenting the Attractions of Japan to the World

特集

ENJOY AEON!

—向世界传递日本的魅力—



Various Shopping Scenes Portrait #10

The Attractions of Japan

Recently, I've been hearing foreign languages being spoken on more occasions here in Japan. At stores, I see many people from abroad with shopping carts overflowing with goods to take back home. I recently visited a new shopping mall in Okinawa Prefecture. What caught my attention there were tourists giving serious thoughts about what to buy, while enjoying themselves at the same time. My wife whispered, "Visitors from abroad may be the key to stimulate Japan in the future."

They say the number of foreign tourists visiting Japan has surged in recent years. Their strong consumption activity will likely vitalize the Japanese economy. In addition to this direct benefit, they allow us to discover the attractions of Japan that we'd never even noticed. "Hopefully they like Japan and will want to come back again," I said. My wife nodded with a smile.



Illustration by SACHIKO IKOMA

购物百景 第十景

日本的魅力

最近虽在日本也经常听到用外语交流的谈话。在店铺时常常看见在购买日本特产，买到整个购物车也放不下的外国游客。有一次去冲绳新开业的购物中心的时候的事情。我的目光被一群正愉快地、认真选购商品的外国游客所吸引时，妻子嘟囔着说：“今后，能给日本带来活力的可能就是这些来自海外的游客。”

听说这几年访日的外国观光游客逐年增多。他们旺盛的消费活动将给日本经济带来活力。这样的正面影响之外，他们还是让我们发现我们没有想过的自己国家魅力的贵重存在。“喜欢上日本，下次还想再来日本，游客们都能这么想有该多好啊！”对我的这句话，妻子面带笑容点头赞同。

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Illustration by JUNICHI KISHI

An illustrator active in a broad range of genres including the fashion field. For this special feature, depicting the attractive scenery and features of Japan.

活跃于时尚等众多领域的插画家，结合特集内容，展示魅力无限日本风物。

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SPECIAL FEATURE 特集

ENJOY AEON!

Presenting the Attractions of Japan to the World

The demand for overseas travel is expanding mainly in Asia showing rapid growth. "Tourism" not only promotes cultural understanding and deepens international exchange but also generates large economic effects such as revitalizing the local economy and creating employment. The Japanese government has taken measures that include relaxing the visa requirements for tourists and revising the consumption tax exemption system. Tourism is positioned as one of the pillars of the growth strategy to make Japan a tourism-oriented nation. Indeed, 13.41 million foreign tourists visited the country in 2014, and their consumption in Japan exceeded 2 trillion 27.8 billion yen*, up by 43% from the previous year. This issue features Aeon's challenges to capture this new market.

* Japan Tourism Agency "Annual Figures for Consumption Trend Survey for Foreigners Visiting Japan 2014"

ENJOY AEON!

— 向世界传递日本的魅力 —

以高速发展的亚洲诸国为中心，海外旅游的需求正在不断上升。“观光”不仅能促进文化理解、加深国际交流，在激发地区活力、促进就业等方面均能带来巨大的经济效应。日本政府实施了诸如放宽旅游签证申请条件、改革消费税免税制度等举措。观光旅游正逐渐成为日本发展战略的支柱，从而实现“观光立国”这一目标。2014年，到访日本的外国游客为1,341万人，消费额同比增长43%，超过20,278亿日元*。本期内容将介绍永旺为获得全新市场的各种挑战。

* 观光庁“访日外国人消费动向调查 2014年 全年数据”

Interview

Making Japan a Tourist Destination for “Today,” not “Someday” in the Future

Strengthening of inbound tourism has been adopted as a national policy in Japan. Here to provide insight on the present situation and future challenges in the inbound tourism market is Ryoichi Matsuyama, President of Japan National Tourism Organization, playing a central role in promoting inbound tourism.

从“什么时候”想去日本看看到“现在”来一场说走就走的旅行

加强赴日外国游客的应对被列为一项国家方针。本期，我们邀请了在推动活动中发挥核心作用的日本政府观光局长理事长松山良一先生，为我们介绍外来游客访日市场的现状和今后的课题。

To attract visitors to Japan

According to the survey Country Brand Index, Japan's brand strength is ranked in the top class among countries in the world¹⁾, and Japan is one of the countries that people want to visit. In spite of this, the number of foreigners actually visiting Japan is still not that significant²⁾. The mission of Japan National Tourism Organization (JNTO) is to fill this gap. The activities of JNTO are centered around three pillars to make Japan a tourist destination for “today” and not “someday” in the future.

The first pillar is to enhance the Japan brand. In recent years, the way of travel is shifting from group tours to independent travel, and more people tend to place importance on word of mouth when deciding a travel destination. Against this backdrop, JNTO is dispatching information extensively across borders via the website as well as using social networking services (SNS) and other methods with potential to disseminate information through human interactions. The second pillar is to support the invitation and organization of international conferences in Japan. The third pillar is to develop the environment to welcome foreigners to Japan. Through collaboration with the Japan Tourism Agency and other related ministries and agencies, private companies and municipalities, JNTO is disclosing the latest marketing data and offering advice from various angles on such matters ranging from infrastructure required to accept foreigners visiting Japan to how to welcome them. Through these efforts, we are advancing promotions and marketing activities by playing the leading role in inbound tourism in Japan.

Evolution in the tourism industry will lead to vitalizing the local economy

There were 13.41 million foreign tourists that visited Japan in 2014. At this pace, the target to attract 20-million tourists in 2020 is definitely attainable. However, considering the figure for France, the world's top country attracting 83.7 million tourists, there is a chance to increase the number of tourists to Japan through the approach taken. It is important for the government and businesses in the tourism industry, along with everyone in Japan to recognize that “tourism is Japan's key industry” and make positive efforts to promote inbound tourism.

The efforts should focus on two courses of action. The first is to strengthen the capabilities of regional areas to welcome tourists. The regional areas of Japan already have abundant resources to attract tourists. These resources need to be brushed up so that they can also be enjoyed by foreign tourists. Catering to the needs by targeted nationality and age group will also be necessary. In addition, the creation of “tourism routes covering multiple regions” being promoted by the government is also effective. This concept is similar to the Romantic Road in Germany. A route is arranged to cover multiple prefectures, and its brand value is enhanced by giving it a theme or storyline. This collaboration of regions will create new attractive features, which will be publicized to the world. As a result, tourists that tend to concentrate in Tokyo, Kyoto, Osaka, and other major cities, can be attracted to various places in Japan, which in turn will contribute to vitalizing the local economy.

The other course of direction is to enhance the standards in the tourism industry. Having different lines of business such as retail, restaurant and communication companies, in addition to travel agents and hotels, enter the inbound tourism market will lead to raising the service capabilities and quality of the tourism industry as a whole. In particular, data on the component ratio of the items of expenditure by foreigners³⁾ shows “shopping” accounting

为提升外来游客访日欲求

国家品牌指数调查显示，日本的品牌力在世界各国范围内位居前列¹⁾，是游客们希望前往的国家之一。但与此相对，实际到访日本的外国游客人数却并不太多²⁾。弥补这种差距是日本政府观光局的使命。为使游客们能从“什么时候”我想去日本看看转变为“现在”来一场说走就走的旅行，我们正从三大方面开展活动。

第一，提升日本品牌力。目前，旅游形态正逐步从跟团旅游向自由行转变。而且游客在决定目的地时，非常看重他人的评价。在这种背景下，我们正大力推进对网站和社交平台(SNS)的利用，网站可以超越国界大范围传递信息，我们也非常期待SNS能通过人与人之间相互联系传播信息。第二，支持吸引和举办国际会议。第三，完善日本国内的游客接待环境。我们在与以观光厅为首的政府部门、民企和地方自治体合作的基础上，公开最新市场数据，并从各个角度提供建议，大至迎接访日游客所必备的基础设施，小至具体的接待细节。我们希望通过采取这些举措，能够作为日本对外来游客的先导力量，提升宣传效应，推进市场活动的开展。

观光产业的发展同时有利于地区创生

去年到访日本的外国游客为1,341万人。从现阶段形势来看，极有望在2020年达到2,000万人这一目标。但鉴于排名世界第一的法国游客人数达8,370万，如加强举措，访日游客数依然有巨大的增长空间。因此，极为重要的一点是，从政府、观光行业企业到日本所有民众，都需要认识到“观光是日本的基干产业”，并积极采取措施迎接外来游客。

为此，有两方面需要加强。第一，强化地方应对外来游客的能力。日本各地已具备丰富的观光资源，但需要进一步打造和宣传，以使外来游客也能为之心动。与此同时，还需要有应对不同国籍和年龄段游客需求的能力。并且，由政府推进建设的“广域观光游览路线”也能收到良好效果。比如类似“德国浪漫之路”的创意。这需要我们跨越都道府县的界限设定路线，并通过确立主题和加强故事性来提升品牌价值。将广域合作产生的全新魅力传递给世界，同时还能将集中于东京、京都和大阪的游客吸引到日本各地，从而为促进地方再生做出贡献。

第二，升级观光产业水平。除旅游及住宿行业等主干，如零售、餐饮、通信等其他行业也能同时加入，将有助于扩大观光产业的整体服务范围并提升服务质量。特别值得一提的



It's important to promote a nation-wide effort by recognizing that “tourism is Japan's key industry.”

认识到“观光是日本的基干产业”，全日本共同行动至关重要。

PROFILE Ryoichi Matsuyama

President of Japan National Tourism Organization. After joining Mitsui & Co., Ltd., he successively held executive positions including President and CEO of Mitsui & Co. (U.S.A.) and Senior Vice President of Mitsui & Co. (U.S.A.). He also served as the Ambassador of Japan to the Republic of Botswana and Special Representative of the Government of Japan to Southern African Development Community. President of JNTO since 2011.

松山良一

日本政府观光局长理事长。入职三井物产株式会社后，历任意大利三井物产社长、美国三井物产副社长，曾担任日本驻博茨瓦纳特命全权大使、南非洲开发共同体日本政府代表等职。2011年起就任现职。

for 35% of their consumption. Therefore, it is essential that retailers enter the market. In this situation, we hope that Aeon will work together with the community where Aeon stores are located to make an effort to enhance the attractive points of the area. At the same time, we hope that Aeon stores overseas will also actively dispatch the attractive points of Japan to encourage visits to the country.

是，外国游客消费结构比例³⁾中，“购物”占35%。这一数据显示观光产业的发展离不开零售业的积极参与。在这一前提下，我们希望永旺能与店铺所在地区融为一体，为提升地区魅力尽职尽责。同时，也希望位于国外的永旺店铺能积极传递日本的魅力，为促进游客前往日本提供良好契机。

¹⁾ “Country Brand Index 2014-15” by FutureBrand ranked Japan at No. 1 in the overall ranking and No. 2 as a tourism brand.

²⁾ FutureBrand 2015年“国家品牌指数2014-2015”由未来品牌咨询公司发布。观光品牌排名第2位。

³⁾ “International Tourist Arrivals by Country and Region (2014)” compiled by JNTO based on figures from the World Tourism Organization (UNWTO) and national tourist bureaus of various countries. Japan is ranked No. 22.

注：JNTO根据世界旅游组织（UNWTO）及各国国家旅游局提供的统计数字制作的《前往世界各国及地区外国游客人数（2014年）》中，日本位居第22位。

³⁾ Japan Tourism Agency “Annual Figures for Consumption Trend Survey for Foreigners Visiting Japan 2014” “观光”访日外国游客消费倾向调查 2014年 全年数据。

Introduction Challenges in the Foreign

The increase in tourists visiting Japan has great potential for revitalizing local economies in Japan through new business opportunities. This issue examines Aeon's strengths and potential in responding to the demand in inbound tourism.

挑战外来

访日游客的增加不仅有利于挖掘旅游资源，而且可以创造全新的商业机会。本期内容将探讨永旺在推进外国

As a global retailer connecting countries in Asia

In light of the nation-wide effort to provide further solutions to inbound tourism, targeting to attract 20 million foreign tourists to Japan, there are three major areas in which Aeon can utilize its strengths. The first is being able to efficiently offer products and experiences through one-stop shopping with abundant line-ups and services at shopping malls and general merchandise stores (GMS). The second is being able to offer services tailored to the characteristics of each community, based on the relationship of trust built with municipalities and people in the community. The third is being able to promote initiatives in collaboration with Aeon Group companies developing business in Asian countries. Based on these strengths, Aeon's response to inbound tourism is shifting into full swing to connect Japan with customers in various countries.

In order to enhance services to customers from overseas, what will be effective is to make a group-wide effort gathering various experiences and knowledge. To begin with, the Inbound Team was set up at Aeon Retail Co., Ltd., which had gone ahead starting about seven years ago to welcome cruise passengers. Furthermore, Inbound Promotion Leaders were assigned at 37 malls out of the approximately 150 malls in Japan operated

作为全球零售商连接亚洲各国

为实现外国游客达2,000万人的目标，日本正举全国之力加强应对访日旅游工作。永旺主要可以在三大方面发挥自身优势。第一，通过购物中心及综合百货超市（GMS）的丰富商品和服务，能高效地为顾客提供一站式所需。第二，以与地方自治体和地区居民构筑的信任关系为基础，能提供具备各地区特色的服务。第三，能与永旺驻亚洲各国的企业法人合作共同采取相关举措。基于以上三点，为将日本和各国的顾客紧密相连，永旺已正式展开应对外来游客的相关工作。

为完善面向海外顾客的服务，综合借鉴各种经验和知识，举集团之力采取措施将是行之有效的方法。这里列举一些典型事例。首先，AEON Retail Co., Ltd. 在公司内成立了“外来游客应对小组”，该公司早在约7年前就已率先推进对邮轮旅客的接待工作。此外，经营购物中心的AEON Mall

Foreign Tourist Market

als for not only uncovering tourist resources but also for opportunities, creation of employment, and other factors. s in responding to the demand in inbound tourism.

游客市场

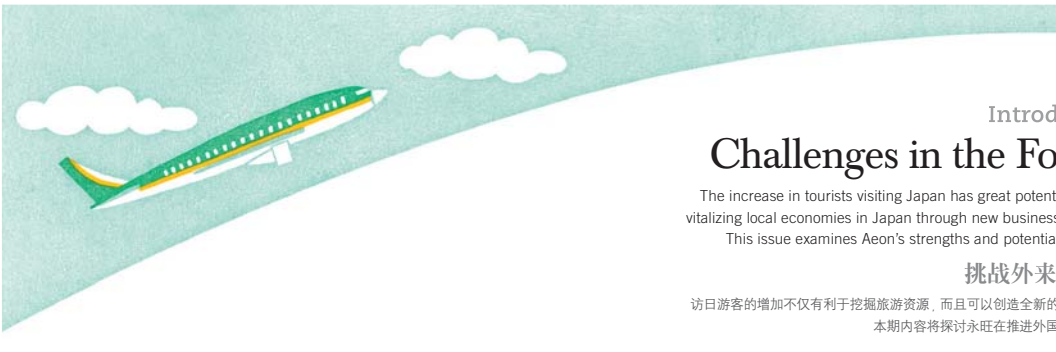
商业机会，增加就业，在促进日本地区活力方面具有极大的潜力。人赴日旅游方面的优势和潜力。

by Aeon Mall Co., Ltd. These malls have particularly high expectations to receive customers from abroad. Group companies are also assigning persons in charge to promote collaboration with each other. This collaboration has realized a more prompt response, by separating challenges that need to be addressed at the Group level, such as formulating the action policies and developing infrastructure, from those that need to be addressed through initiatives taken on site by stores or malls. Presently, Aeon is strengthening the Group's response mainly in the areas of customer acquisition, products, tax exemption, and labeling.

In addition, by enhancing ENJOY AEON!, the Group's website providing information on Aeon stores and services to foreigners visiting Japan, Aeon is working to support them enjoy shopping and services at Aeon in Japan.

Co., Ltd. 在全日本拥有约150家店铺，在其中37家有望接待海外游客的店铺特别设置了“外来游客推进负责人”。集团各公司也分别确立负责人以推进相互合作。通过合作，永旺将需要解决的课题分为两类以实现快速应对，一类是制订政策方针、整建基础设施等需集团整体应对的课题；另一类是需各家店铺、购物中心，以一线力量为主导处理的课题。目前，以揽客、商品、免税和标识为中心，永旺正全面加强集团的应对力度。

此外，永旺正进一步完善特别面向外国游客的集团网站“ENJOY AEON!”，希望通过这一平台发布永旺的店铺和服务信息，使游客能够更加享受在日本永旺店内的购物和服务体验。



Tax Free

Aeon GMS in Japan with tax exemption services
永旺在日本全国提供免税服务的综合百货超市

500 stores
(AS of end of July 2015)
家
(截至2015年7月底)



Tax exemption procedures completed instantly
可在短时间内办完免税手续



Abundant product line-up
品种丰富



Find everything from foods and daily necessities to clothing and medication
从食品到日用品、服装、医药品，应有尽有



Enjoy a relaxing meal in a spacious environment
在宽敞舒适的空间享受美食

Shopping
购物

Environment
环境

More Comfort through One-stop Shopping

"Shopping" is one of the things travelers look forward to during a trip. In order to meet their expectations for "shopping comfortably and convenient shopping," Aeon is working to offer not only a comfortable and convenient shopping environment, but also to have customers enjoy their time at its shops.

Customers look forward to during a trip. In order to meet their expectations for "shopping comfortably and convenient shopping," Aeon is working to offer not only a comfortable and convenient shopping environment, but also to have customers enjoy their time at its shops.

舒适的一站式购物

站式购物

购物是旅行的乐趣之一。为永旺正致力于为为顾客提供良好的便利地购物，还能让顾客在

为了满足顾客对购物的期待，购物环境，不仅让顾客能够舒适、商场和店铺度过充实的时光。

Convenient financial services
便利的金融服务



Withdrawal in Japanese yen and foreign exchange are available
可以提取日元或者兑换外币

Capable of responding to various inquiries
可以咨询各种事项



Rest assured even if customers don't speak Japanese
让顾客即使不会说日语也能放心购物

A great variety of foods
种类繁多的美食



Have a fun time
渡过愉快的时间



An array of amusement facilities and events
充实的游乐设施与各种活动



Offering an abundant product line-up and the convenience of one-stop shopping

Shopping malls and general merchandise stores (GMS), housing a variety of stores and offering convenient services all in one location, are of great help to customers from overseas with limited time in Japan. In fact, a statistical result shows that "supermarkets and shopping malls" are ranked No. 1 among foreign tourists as the place to go shopping*.

Aeon is responding to the needs of customers of different nationalities by offering an array of "safe and secure" products at GMS, including food, clothing, daily commodities as well as cosmetics and pharmaceuticals. The malls also have an extensive choice of restaurants and food courts for casually enjoying a variety of food, as well as amusement facilities and other facilities. In addition, Aeon is utilizing its Group infrastructure to strengthen services so that customers from abroad can spend time more comfortably. Such services include the introduction of free Wi-Fi, Aeon Bank ATMs for withdrawing money in Japanese yen with credit cards issued in foreign countries, and foreign exchange services. Tax exemption is another service being strengthened. Since the revision of the consumption tax exemption program for foreign visitors in October 2014, purchases of "consumable goods" such as

提供丰富的商品和便利的一站式服务

各种店铺林立并能够一站式提供各种便利服务的商场和综合百货超市(GMS)深受停留时间有限的外国顾客的欢迎。有统计结果显示，“超市和商场”是外国顾客最喜欢的购物地点。

永旺在GMS备有食品、服装、生活用品以及化妆品、医药品等各种“安全、安心”的商品，以满足各国顾客的购物需求。商场里设有让顾客轻松享用各种美食的餐厅、美食广场以及游乐场等各种设施。此外，为了让外国顾客能够更加舒适地度过购物时光，永旺还利用集团基础资源加强服务质量，顾客可以在商场免费使用Wi-Fi，并能够使用外国银行卡在永旺银行ATM上提取日元和兑换外币。免税服务方面，由于日本政府于去年10月对消费税免税制度进行了调整，除了家电等“一般物品”外，免税对象商品还扩大到食品、化妆品、药品等“消耗品”。由于永旺的商品基本上都

foods, cosmetics, and medicines are now tax exempt, in addition to "general goods" such as consumer electrical appliances. Most of the products handled by Aeon are now tax exempt. In light of this, Aeon Integrated Business Service Co., Ltd. responsible for the Group's IT function has developed Aeon's own system to facilitate the procedure to receive tax exemption. At the GMS, documents are completed by simply scanning the passport and receipt. This has significantly reduced the time required for the procedure. Moreover, the procedure to receive tax exemption can now be done by an agency since the revision of the law in April 2015. Following this, Aeon Mall Co., Ltd. has opened centralized "tax free counters" to handle tax exemption procedures for specialty stores offering tax exemption in the mall, starting with Aeon Mall Narita and Aeon Mall Okinawa Rycom. It is also proceeding with allocation of employees who speak foreign languages, introduction of telephone interpreting services, and use of pictograms and multilingual signage in stores.

Through capitalizing on the Group's collective strength in developing various businesses, such as retail, shopping center development, financial services and other services, Aeon is working to collaborate with Group companies and to provide seamless services so that customers from abroad feel reassured about using Aeon stores and its services.

属于免税对象，为了方便顾客办理免税手续，负责集团IT业务的AEON Integrated Business Service Co., Ltd.搭建了永旺自有系统，顾客在GMS只需扫描护照和收银条便能享受免税服务，从而大幅缩短了手续的办理时间。日本政府于今年4月修改相关法律，允许代办免税手续。鉴于此，AEON Mall Co., Ltd.从成田和冲绳来客梦这两家梦乐城着手设置“免税手续服务台”，统一办理商场内专卖店(实施免税店铺)的免税手续。此外，商场内还配备了能用外语沟通的服务员并提供电话口译服务，店内的标识也变得更加图形化和多语言化。

为了让外国顾客能够放心地在店铺购物和享受服务，永旺将综合运用集团在零售、商业地产开发、金融、服务等各方面的业务力量，联合各公司为顾客提供无缝式周到服务。

* Japan Tourism Agency "Annual Figures for Consumption Trend Survey for Foreigners Visiting Japan 2014"
* 观光庁「訪日外国人消費動向調査2014年 全年数据」

Activities in Each Community
在各地开展的活动

Bringing Discoveries and Joys All Around Japan

According to a survey*¹ of tourists from foreign countries, more than 90% of tourists were in fact "very satisfied" or "satisfied" overall with their trip to Japan. Slightly more than 50% of the tourists are repeaters to Japan, and their range of activities in the country is expanding. Aeon is promoting collaboration with local communities to communicate the unique attractions of the areas through its stores located around the country.

*1 Japan Tourism Agency "Annual Figures for Consumption Trend Survey for Foreigners Visiting Japan 2014"

在全日本的新发现与惊喜

针对外国游客的调查*¹ 结果显示, 回答“非常满意”和“满意”的赴日游客占了整体的90%以上, 回头客的占比也略高于50%, 游客在日本的行动范围也越来越大。永旺正通过位于日本各地的店铺与各地区加强合作, 以展现当地独有的魅力。

※1 观光庁“访日外国游客消费动向调查 2014年 全年数据”



Shizuoka

Located at an about-3-minute walk from Fuji-nomiya Station, from where the mountain bus to Mt. Fuji 5th station departs, the mall responds to the needs of tourists going to Mt. Fuji

Aeon Mall Fujinomiya

距开往富士山五合目的登山大巴发车的富士宫站步行约3分钟, 接待去游览富士山的顾客

永旺梦乐城富士宫



Vicinity of Tourist Spots 景区近郊



Kyoto

Mall interior features a design resembling the streets lined with mercantile houses or traditional stores of Kyoto to blend in with the scenery of the ancient town

Aeon Mall Kyoto Katsuragawa

商场内随处可见让人联想起京都独特商家的设计, 力求与古都京都的景观协调

永旺梦乐城京都桂川



Shopping 日本全国的购

17

*2 Including SCs operated of over 20,000 m²
※2 除“永旺梦乐城”外, 还包括

Malls in Japan 购物中心

4 家

*2 (As of end of July 2015)
※2 (截至2015年7月底)
under the name of Aeon Mall as well as those with total leased area 总面积租赁面积20,000m²以上的SCs



Hokkaido

Connected to Asahikawa Station, the regional hub for northern Hokkaido. In light of the increase in foreign tourists, a touch panel-type floor map compatible with five languages was installed

Aeon Mall Around Asahikawa Station (Opened in March 2015)

直连作为道北据点的旭川站, 设置了支持5国语言的触摸屏式楼层示意图, 以接待越来越多的外国游客

永旺梦乐城旭川站前 (今年3月开业)



Vicinity of Airports and Stations 机场和车站近郊

Chiba

Due to its proximity to the airport, employees who can speak foreign languages were assigned and multi-lingual store displays were introduced from early on

Aeon Mall Narita

由于地点靠近机场, 因此第一时间配备了能够使用外语沟通的服务员, 店铺标识也使用了多种语言

永旺梦乐城成田



Contributing to "developing attractive sightseeing areas"

In July this year, a large cruise ship from China made its first port call at Sakai Port in Tottori Prefecture. This was much talked about, as about 4,700 passengers visited local tourist spots, as well as Aeon Mall Hiezu. Foreign tourist destinations are no longer limited to large cities but expanding to locations throughout Japan. In order to link this to vitalizing local economies, municipalities are stepping up efforts to meet the needs of foreign tourists and working to "develop attractive sightseeing areas." As set forth in the Aeon Basic Principles, Aeon is dedicated to contributing to the community and is also working to strengthen collaboration with these municipalities.

Aeon Malls and Aeon stores located near airports and ports serving as gateways to Japan and those connected to stations in major cities are aiming to raise awareness of Aeon as a convenient facility even for customers from foreign countries, by regularly distributing store pamphlets at tourist information centers and accommodation facilities and by collaborating with travel agencies. Moreover, Aeon is working with the local people in ways such as collaborating with the local shopping districts and living up events like festivals, so that tourists can enjoy productive time in the community.

为“建设富有吸引力的观光地”做贡献

今年7月, 来自中国的大型游轮首次停靠鸟取县的境港。约4,700名游客光临了周边景区和永旺梦乐城日吉津等商场, 成为人们议论的话题。外国游客的目的地不再局限于大城市, 而是逐渐向日本各地扩大。为了借势促进地方创生, 自治体开始不断加强对外国游客的接待能力, 并致力于“建设富有吸引力的观光地”。秉承为地区社会做贡献这一理念的永旺也力求加强与这些地区的合作。

在一些与机场、港口等日本的门户以及景区、主要城市站点直连的永旺商场和店铺, 配置有观光景点介绍处, 并摆放有各种住宿设施的介绍手册, 加强与旅行社的合作, 提高知名度, 以方便外国顾客光临。此外, 为了让游客在当地度过充实的时光, 永旺还在当地与商业街合作, 并举办研讨会等各种丰富活动。

Communicating the unique attractions of the local area

Customers of foreign nationality visiting Aeon speak various languages and have come to Japan for various purposes. Some of them live in Japan. Their characteristics vary by store, and so do their needs. What becomes important here is to provide solutions according to each regional characteristic. The Inbound Team therefore analyzed the data on tax free products purchased by customers from overseas. Aeon shares the results with Group companies, while exchanging information with manufacturers, tenants and the local people to offer a detailed product line-up by store and enhanced services.

Aeon Mall Okinawa Rycom that opened in April this year is communicating the appealing points of Okinawa through events to appreciate traditional performing arts, the select shop Churao.net offering items such as souvenirs made with local products and traditional crafts, and proposals on resort fashion with brands from Okinawa at the GMS, among other things.

Aeon will develop stores unique to the area and promote enhanced services, so that in addition to sightseeing, the experience at Aeon becomes a precious memory of the trip.

展现当地独有的魅力

光临永旺的外国顾客使用不同的语言, 赴日目的也多种多样。顾客中也有当地的外籍居民。由于特点因店铺而异, 需求也在发生变化, 因此结合各地特点加以应对至关重要。鉴于此, “外来游客应对小组”对外国顾客购买的免税商品的数据进行分析, 通过与集团各公司共享结果以及与厂商、承租商、当地民众沟通, 力求每家店铺不断充实更加细化的商品品种和更加完善的服务。

今年4月开业的永旺梦乐城冲绳来客梦正通过举办传统表演鉴赏活动、开设销售当地特产和传统工艺品等商品的精品店“美音.net”, 在GMS以提供冲绳品牌度假方案等来展现当地的魅力。

永旺将不断打造具有当地特色的店铺, 并不断充实服务内容, 让除观光之外, 在永旺的体验也成为顾客旅行中的重要回忆之一。

Okinawa

Offers an extensive line-up of unique products of Okinawa, such as souvenirs, traditional crafts, and Kariyushi, traditional costumes of Okinawa. Traditional performing arts events are also held

Aeon Mall Okinawa Rycom

(Opened in April 2015)

丰富土特产 传统工艺品以及嘉利吉衫衫等冲绳独有的商品, 举办传统表演活动

永旺梦乐城冲绳来客梦 (今年4月开业)



Dispatching Information Overseas
海外信息发布

Utilizing Overseas Locations to Promote the Attractiveness of Japan

When communicating the attractive points of Japan to people overseas, face-to-face exchange and the experience of actually coming and appreciating local products are priceless. According to statistics*, about 80% of foreign visitors to Japan come from Asian countries. Through its extensive store network in Asia, Aeon is directly promoting to customers in Asian regions to travel to Japan and visit Aeon stores in the country.

* Japan National Tourist Organization's "Foreign Visitors to Japan for 2014"

利用海外据点宣传日本魅力

在向外国民众传递日本魅力时，面对面交流、直接触摸和品尝产品都是无可替代的宝贵体验。据统计*，约8成赴日外国游客来自亚洲各国，永旺一直坚持通过遍布亚洲的各大店铺网络，直接对各地顾客进行宣传，开展吸引外国顾客到访日本及永旺店铺的诸多举措。

※ 日本政府观光局“2014年访日外国游客人数”

Collaboration among Group Companies
集团企业合作



Number of card holders overseas
海外持卡会员数

Approx. **11 million people** (As of the end of June 2015)
大约 **1,100万人** (截至2015年6月底)

Left: Introduction of ENJOY AEON! website at branches of Aeon Thana Sinsap (Thailand) Plc. 左: Aeon THANA SINSAP (THAILAND) PLC. 的店铺也在介绍“ENJOY AEON!”网站 (泰国)
Right: Brochure for card holders (Taiwan) 右: 寄赠持卡会员的宣传册 (台湾)



Introducing Japan and Aeon in Japan to Aeon fans overseas

The first Aeon mall in Indonesia opened on May 30 this year, and it continues to attract many customers every day. There are many customers who shop at Aeon stores and use Aeon's services in ASEAN and China besides Japan. Group companies in various parts of Asia are collaborating to promote initiatives to introduce Japan and Aeon stores operating in the country to these customers overseas. Aeon Stores (Hong Kong) Co., Limited has put up ENJOY AEON! posters in stores to publicize that customers can rest assured about shopping in a familiar Aeon environment when they visit Japan, while introducing how Aeon is enhancing services for foreign tourists such as the tax exemption service.

Aeon is also strengthening dispatch of information by capitalizing on the advantage of having financial services businesses in Asian countries with over 11-million cardholders. Aeon Credit Service (Asia) Co., Ltd. in Hong Kong is offering its members benefits on shopping at Aeon in Japan. A similar program has also been introduced in Taiwan. Meanwhile, Aeon Thana Sinsap (Thailand) Plc. is providing information about Aeon in Japan to passengers of Thai Airways International Public Company Limited, with which it issues affiliated credit cards.

Based on the trust with customers and collaboration with local companies developed in each country, it is actively dispatching the attractive points of Japan and Aeon to uncover potential needs and encourage visits to Japan.

Dispatching the attractive points of Japan together with municipalities

Aeon holds fairs featuring foods and products from prefectures around Japan and other events at its stores in Asia. They provide opportunities for local customers to come in contact with the attractive features of local areas in Japan. The events are well received by participating municipalities and producers, and they have gladly offered cooperation because the events can directly appeal and raise awareness about local specialties and tourist sites. In July this year, Aeon Group's Headquarters for ASEAN (Aeon Asia Sdn. Bhd.), responsible for the ASEAN business, concluded a comprehensive cooperation agreement with the Union of Kansai Governments, comprised of seven prefectures and four ordinance-designated cities in the Kansai region. This is the first time for Aeon Asia Sdn. Bhd. to conclude an agreement with a municipality in Japan. Both parties plan to strengthen collaboration by

向海外的永旺粉丝介绍日本及日本的永旺

今年5月30日，印度尼西亚的永旺梦乐城1号店正式开业，连续多日，顾客络绎不绝，热闹非凡。在日本以外，东南亚、中国也有每天都前往永旺店铺享受周到服务的顾客。针对这些顾客，亚洲各地的集团企业相互合作，积极介绍日本和在日本经营的永旺店铺。如永旺(香港)百货有限公司通过张贴“ENJOY AEON!”海报，告诉顾客在游访日本时也能在熟悉的永旺安心购物，同时介绍免税手续等面向海外游客的相关服务。

此外，永旺还在亚洲各地拓展金融事业，拥有超过1,100万的持卡会员及营业网络。永旺试图利用这一优势，加强信息传播能力。AEON信贷财务(亚洲)有限公司为会员在日本永旺购物时提供特别优惠。在台湾也实施同样的政策。在泰国，AEON THANA SINSAP (THAILAND) PLC.与泰国国际航空公司合作发行会员卡，并为持卡乘客介绍日本的永旺。

永旺希望利用长期积累的顾客信赖，与本地企业合作，积极传递日本及永旺的魅力，深度挖掘“想去日本旅游”的潜在需求。

与自治体携手传递日本魅力

永旺在亚洲各地店铺举办日本各县的特产展，为当地顾客提供接触日本各地区魅力的机会。特产展能直接宣传各地产品和风景名胜，有利于加深顾客对日本各地区的了解。参加特产展的自治体和生产商也对展会予以好评，并积极协助我们开展工作。今年7月，负责东南亚地区整体事业的永旺集团东南亚总公司(AEON ASIA SDN. BHD.)与关西广域联合(由关西7个府县和4大政令指定都市构成)签订统筹合作协议。这是AEON ASIA SDN. BHD.第一次



Promoting the attractiveness of regions in Japan to Asian countries
Mie Prefecture Fair (Malaysia)
在亚洲各国宣传日本的魅力
“三重县主题节”(马来西亚)



Collaboration with Communities
与地区合作



Utilization of Stores Overseas
有效利用海外店铺

Publicity at stores using ENJOY AEON! posters (Hong Kong)
在店铺内张贴“ENJOY AEON!”海报进行宣传(香港)



Collaboration with Countries and Other Corporations
与国家及企业合作

Aeon booth at overseas travel exposition (Hong Kong)
“海外旅行博览会”的永旺展位(香港)

capitalizing on their resources, such as networks and local specialties.

Meanwhile, Aeon also takes active part in events such as overseas travel expositions and Japan fairs held in various countries around the world and opens its booth at these events. In the future, Aeon will implement PR activities through collaboration with business partners, such as manufacturers and other companies, as well as municipalities.

Promoting mutual exchange across borders

To prepare for the Tokyo 2020 Olympic and Paralympic Games, Japan will step up efforts to attract foreign tourists. Aeon will also advance its efforts in inbound tourism to satisfy customers visiting from various parts of the world. However, 2020 is not the goal but merely a stepping stone. Aeon will continue to strive to attract customers and contribute to the development and the active interaction of people in Japan, China, ASEAN and other countries and regions.

与日本自治体签署协定，今后将通过有效利用双方所拥有的关系网络及产品等资源加强合作。

此外，永旺还积极参加在世界各地举办的“海外旅行博览会”、“日本博览会”等活动，我们推出了永旺展位，与生产商等合作企业及自治体共同携手，加强宣传互动。

促进跨越国界的相互交流

2020年东京将举办奥运会及残奥会，为此日本将进一步加强对外国人赴日旅游的相关措施。为赢得来自世界各国游客的满意，永旺也将推进迎接外来游客的相应举措。但2020年并不是终点，仅是我们的一个经节点。之后，我们仍要继续采取措施吸引顾客，并为促进日本、中国、东南亚等各国各地区的发展及民众交流做出贡献。



Hirofumi Kamesawa
Director of Tourism Division,
Region-wide Tourism and
Culture Promotion Office,
Union of Kansai Governments

Together with Aeon, Communicating the Attractiveness of Kansai to Customers Overseas

Administrative organs have their “prefectural borders,” but it is of no concern to tourists. That is why the Union of Kansai Governments is working to promote inbound tourism for the entire Kansai region that goes beyond prefectural boundaries. Through collaboration with Aeon Asia Sdn. Bhd., we hope to continuously attract foreign tourists with the appealing points of the food culture and tourism resources in the Kansai region and by utilizing Aeon's know-how accumulated through its business in ASEAN.

携手向海外游客传递关西魅力

行政区划上明显划分的“县境”对于游客而言并不存在。正因为如此，本广域联合跨越府县界限，致力于推进整个关西地区的观光振兴事业。我们希望通过与AEON ASIA SDN. BHD.的合作，充分利用日本饮食文化及观光资源的魅力，发挥永旺在东南亚事业中积累的知识经验，持续不断地大力推进外来游客的招揽工作。



Events have been held at Aeon stores overseas since before the conclusion of the agreement in July this year. The photo above is of tourism exhibition in Malaysia in 2014.

从今年7月正式签约前开始在永旺的海外店铺开展丰富活动。照片为2014年在马来西亚举办的观光展会。



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。(April - June 2015)

Environmental Preservation 环境保护

First Tree Planting Project Held in Atsuma Town, Hokkaido

On June 13, Aeon Environmental Foundation launched a tree planting project in collaboration with Atsuma Town, Yufutu District in Hokkaido Prefecture. A total of about 550 people participated, including local residents and volunteers from around Japan. The project will plant approximately 17,000 trees in three years with an aim to recover the watershed protection function of forests, so as to protect agriculture, the key industry in Atsuma Town, and life in the community.

实施了第一届“北海道 厚真町植树”活动

6月13日，公益财团法人永旺环境财团与北海道勇壮郡厚真町一起开始了植树活动。地区的居民和来自日本全国的志愿者共约550人参加了此活动。为了保护该街市的基础产业的农业和地区居民生活，以恢复森林持有的水源涵养功能为目标，3年间计划种植约1万7,000棵树木。

Launch of 3-year Tree Planting Project at the Largest Wildlife Reserve in Cambodia

On June 27, Aeon Environmental Foundation held the first tree planting activity in Phnom Penh, Cambodia. A total of 730 volunteers from Japan and Cambodia planted 7,000 trees native to the region at the Phnom Tamao Zoological Park and Wildlife Rescue Centre, a popular recreational area for citizens. The project aims to regenerate the woodlands devastated by civil conflicts and lumbering and to preserve biodiversity.

在柬埔寨最大规模的野生生物保护园，开始了为期3年计划的植树活动

6月27日，公益财团法人永旺环境财团实施了第一届“柬埔寨金边植树”活动。在作为市民的休息的场所而受到喜爱的金边野生生物保护协会，与来自日本和柬埔寨的志愿者共计730人一起，种植了能自然生长在本地地区的7,000棵树苗。为了以在内战和生活用木材采伐而枯萎的森林再生和生物多样性保护为目标。



Tree planting project in Phnom Penh, Cambodia 柬埔寨金边植树活动

Social Contributions 社会贡献

Donation Made for Recovery from the Nepal Earthquake

In light of the major earthquake in Nepal, Aeon 1% Club Foundation donated 10-million yen as emergency recovery funds to the Embassy of Nepal in Japan on April 30. In addition, fund raising activities to support the recovery were conducted at about 9,600 Group stores and offices from April 28 through May 10. A total of 108,748,194 yen, combining the donation collected from customers and the same amount as contribution from the Foundation, was donated on May 19.



Presentation of the recovery funds at the Embassy of Nepal in Japan 向驻日尼泊尔大使馆敬赠了复兴支援金

捐赠了尼泊尔地震后的重建募款

公益财团法人永旺1%俱乐部得到尼泊尔大地震的消息，4月30日把1,000万日元的紧急复兴支援金捐赠给了驻日本尼泊尔大使馆。除此之外，从4月28日至5月10日期间在集团下属店铺等约9,600场所实施了复兴支援金募款活动。5月19日，该财团把来自各界的募款和该财团也捐出同额募款，共筹集了1亿874万8,194日元实施了捐赠。

Supporting the Sound Growth of Children in Asia with PET Bottle Caps

As part of the campaign to “put a smile on the faces of children in the world over using PET bottle caps,” Aeon collected PET bottle caps from approximately 650 Group stores in Japan. On May 21, the proceeds of 3,898,572 yen from the sale of 284,587,000 bottle caps collected between August 21, 2013 and February 28, 2015, were donated to three organizations, namely Plan Japan, Save the Children Japan, and Japan Committee Vaccines for the World's Children.

用塑料瓶盖支援亚洲孩子们的健康成长

永旺作为“通过回收塑料瓶盖给世界的孩子们带来微笑”活动的一环，在日本全国的集团下属店铺约650家场所回收了塑料瓶盖。从2013年8月21日至2015年2月28日期间共收集到了2亿8,458万7,000个瓶盖。其售款达到了389万8,572日元。5月21日，永旺把这—售款捐赠给了“公益财团法人Plan Japan”、“公益财团法人Save the Children Japan”、“认定NPO法人Japan Committee Vaccines for the World's Children”这三家团体。

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。

Volunteer Activities for FY2015 Begin

Aeon employees and their family have been continuing volunteer activities in the disaster-afflicted areas. The first activity for FY2015, which marked the 58th activity all together, was implemented from April 22 to 24. It included cutting bamboo in the zone being prepared for the lifting of the evacuation order in Minamisoma City, Fukushima Prefecture.

开始了2015年度志愿者活动

永旺与员工和其家人一起将继续在受灾地的志愿者活动，从4月22日至24日期间，实施了第58届作为在2015年度首次的志愿者活动。在福岛县南相马市的避难指示解除准备区域实施了竹子的采伐等活动。

Supporting the Lives and Schooling of Children in Iwate, Miyagi and Fukushima Prefectures

Aeon donated a total of 99.4 million yen to the three prefectures of Iwate, Miyagi and Fukushima, which combined contributions based on the Aeon Happy Yellow Receipt Campaign and the amount paid through the WAON for Tohoku Restoration card, as well as donations from customers and others. The donation will be used to support the children in these prefectures.

支援岩手县、宫城县、福岛县的孩子们的生活和就学

通过“永旺幸福黄色小票活动”、“东北复兴支援WAON”卡利用金额的捐出金，加上来自顾客的捐款等，筹集到的捐款达到了约9,940万日元。永旺把这一捐款赠送给了岩手、宫城、福岛3县，捐款将利用在孩子们的身上。



Japan 日本 Gamaguchi wallets inspired by Western-style handbags

Taking its name from gamaguchi, which means “a toad's mouth” in Japanese, the wallet is shaped like a toad with its mouth wide open. It was first created in Japan during the Meiji era (1868-1912), inspired by Western-style handbags with a metal clasp. The palm-size wallet is the most popular, mainly for carrying coins.

改良了西洋手提包的“荷包”钱包。仿如蛤蟆大口张开时的模样而起的“荷包”钱包，是受到西洋的口袋式手提包的启发，首次出现在明治时代，多用于装零钱，以手掌大小的尺寸为主流。

Unique Point

Characters with meanings such as “fortune” are preferred for festive occasions

喜庆之事受欢迎的“福”等文字



China 中国 Pouches carried by the wealthy

In China, coins with a hole were in circulation for about 1,000 years since the Qin dynasty (221-201 BC). The wealthy people such as merchants carried these coins threaded with a string, in a pouch made of colorful fabric. Today, the pouch is used to hold gifts such as jewelry for giving on Chinese New Year and festive occasions.

富裕阶层携带的钱袋

在中国从秦朝时代起有孔的硬币流通了历千年，商人等富裕阶层把钱袋拴在一起放到用华丽布料制作的钱袋里随身携带。在现代，利用在春节和喜庆之事赠送珠宝等场合。

Unique Point

A wide opening for easy access to coins 易于取出零钱的开口部



Lifestyle Elegance 生活之风雅

Treasuring — Wallets

尊贵 — 钱包

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 wallets, an essential item in daily life that reflects the personality of the user.

在日常生活里为我們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……

本期将向大家介绍呈现使用者个性的

日常生活中的必需品“钱包”。



Vietnam 越南 Long wallets to hold plenty of different types of bills

Long wallets are commonly used in Vietnam, where bills are used more often than coins. Many are adorned with Vietnamese embroidery expressed with colorful threads, whose designs range widely from those originating in the king's palace to those handed down among minority ethnic groups.

可以容纳各种各样纸币的长款钱包。在越南比起硬币使用纸币较多，一般使用长款钱包。其大部分用色彩多样的毛线表现出越南刺绣。其花纹有由来自于皇官的图案到流传于少数民族的图形，种类丰富多样。



Unique Point

A geometric pattern handed down in a minority ethnic group in the north of Vietnam

流传于北部的少数民族的几何图形花样

GROUP NEWS

April >>> June 2015

Corporate Initiatives

Industry-Government-Academia Collaboration Aims to Establish Model Project to Vitalize the Local Economy Through Agriculture

Aeon Retail Co., Ltd. launched a trial project for the next generation food production in collaboration with Aizuwakamatsu City and Tokyo University of Agriculture. The project will work to develop new production techniques such as producing vegetables with high nutritional value and functionality, and maintaining freshness, aiming to promote the branding of the City's agricultural products and create employment, while establishing a model project to vitalize the local economy.

通过农业确立地方再生典范事业为目标，产学研携手合作

Aeon Retail Co., Ltd. 与会津若松市、东京农业大学携手合作，开始了下一代新型食品生产试行业。以通过开发高营养和高功能蔬菜并保持新鲜度等方面，开展新的生产技术开发，促进本地农产品品牌化、创造出新的雇佣机会，还力争确立地方再生典范事业为目标。

Global Initiatives

Ministop Co., Ltd. Partners with Sojitz Corporation in Vietnam

With an aim to further develop the business in Vietnam, Ministop Co., Ltd. announced a partnership with Sojitz Corporation having abundant business experience in Vietnam. The partnership aims to establish a store network of more than 800 stores in the next 10 years to expand market shares in the convenience store and retail markets in Vietnam, through supporting the store expansion and strengthening the product development of Ministop Vietnam Company Limited the managing company established through local capital.

MINISTOP CO., LTD. 在越南与双日株式会社合作

MINISTOP CO., LTD. 为谋求在越南的事业更上一层楼，发表了与在该国拥有丰富的商务经验的双日株式会社携手合作。通过在当地设立的事业运营公司MINISTOP VIETNAM COMPANY LIMITED的支援店铺开展，强化商品开发，预计今后10年间将开设800家以上的连锁店，以扩张在便利店市场和零售市场的市场占有率。

Global Initiatives

Aeon Mall BSD City Opens, the First Aeon Shopping Mall in Indonesia

Aeon Mall BSD City opened in the southwest district of Jakarta, Indonesia. The mall offers a variety of approximately 280 specialty stores, with the general merchandise store, Aeon BSD City Store as the anchor store. In line with the consumption rise in the middle-income class, the mall will cater to the diversifying needs of local customers and propose a new lifestyle with the convenience of one-stop shopping.

在印度尼西亚，永旺1号店“永旺梦乐城BSD CITY”盛大开业

在印度尼西亚雅加达西南部“永旺梦乐城BSD CITY”盛大开业。以综合超市“永旺BSD CITY店”为核心店铺，入驻了约有280家多彩的专卖店。随着中产阶级的消费扩大，为了满足多样化的地区顾客的需求，将给顾客提案“一站式购物(One-stop Shopping)”的便利性和新的生活方式。



Aeon Mall BSD City, first Aeon mall in Indonesia
印度尼西亚1号店“永旺梦乐城BSD CITY”

Corporate Initiatives

Diversity Training Held by Connecting 30 Aeon Cinemas in Japan

With an aim to achieve diversity management, Aeon launched trainings for the management staff of Group companies. The trainings conduct lectures by outside experts and movie viewing in line with the training themes, followed by discussions on these contents. About 1,000 participants are scheduled to receive trainings on four themes in one year. On the first training on June 11, at the beginning of the session, the Ikuboss Company Action Policy was declared by Aeon Co., Ltd. and The Daiei, Inc., the first retailers to participate in the Ikuboss Company Alliance to foster ideal managers in the new era.

连接了日本全国的“AEON Cinema”30家会场 举办了多样性(Diversity)研修

永旺为了实现多样性经营，开始了以集团公司管理层为对象的研修。通过公司外部有识者的讲演和反映研修主题的观看录像后，实施了对其内容的小组讨论。约1,000名社员将在1年内接受4个主题的研修。6月11日首次举办了研修。研修的开头，作为零售业首次加盟“IKUBOSS企业同盟”的永旺株式会社和The Daiei, Inc. 表明了“IKUBOSS企业行动方针”。



The training was held by connecting Aeon Cinemas by relay in "Aeon Cinema" connection, held a training



Symbol mark expressing how diversity yields big satisfaction of "employee and family," "customer" and "company" 表示“多样性”创造出来的“员工、家人”顾客“公司”的满足=“大满足”的象征符号



On June 5, Aeon introduced Topvalu Gurinai Amami-raised Bluefin Tuna Sashimi, the first private brand (PB) product in Japan for 100-percent aquafarmed bluefin tuna.

从6月5日开始销售。在日本国内自有品牌(PB)商品为首次推出完全养殖黑金枪鱼“TOPVALU Gurinai 奄美产新鲜黑金枪鱼”



Aeon's e-money "WAON"
永旺的电子货币“WAON”卡



Issued on April 5
Shimonoseki Shinsaku WAON
4月5日发行了
“下关晋作WAON”卡



Issued on April 23
Tonami Tulip WAON
4月23日发行了
“砺波郁金香WAON”卡



Issued on April 28
MORIO-J Card
4月28日发行了
“MORIO-J”卡

WAON card was first launched in 2007. The cumulative number of cards issued has reached 50.8 million as of the end of June 2015. As for Regional WAON cards introduced in 2009, the types of cards exceeded 100 with the MORIO-J Card issued on April 28.

2007年诞生了“WAON”卡。截至今年6月底，累计发行总数达到了5,080万张。从2009年开始发行的“当地WAON”卡，加上4月28日发行的“MORIO-J”卡，卡种类突破了100种。

Corporate Initiatives

The Daiei, Inc. Opens "Food Style Store" as Its New Store Format

The Daiei, Inc. renovated the Daiei Akabane Store in Tokyo to open the first Food Style Store as an urban-style strategic store format. The store features a fresh produce section emphasizing dialogue with the customer, Botanical Shop proposing a lifestyle that incorporates the benefits of plants, Juice Bar providing delicious solutions for health and beauty, and other sections. In addition to selected products, the store will offer specialized information for enjoying food.

The Daiei, Inc. 的新业态“Food Style Store”开业

The Daiei, Inc. 作为都市型战略业态“Food Style Store”1号店，改装了Daiei赤羽店(东京都)，边交流边购物的生鲜市场，又增设了利用植物来提案生活方式的“Botanical Shop”，用美味支援健康和美容的“Juice Bar”，除了精选的商品之外，还给顾客提供可以享受饮食乐趣的专门信息。

Corporate Initiatives

Aeon After-school Classes Open to Support Balance between Work and Parenting

Aeon Retail Co., Ltd. opened Aeon After-school Classes offering after-school childcare programs at Aeon Marinpia Specialty Store Annex (Chiba Prefecture) and Daiei Narimasu Store (Tokyo). It will support customers in the community balancing work and parenting, while proposing integrated learning methods through an array of programs comprised of physical, academic, moral and dietary education to expand the potential of children.

新开设了支援兼顾孩子和工作双方面的“永旺下课后教室”

Aeon Retail Co., Ltd. 在永旺Marinpia专卖店(千叶县)和Daiei成增店(东京都)新开设了实施了保育的“永旺下课后教室”，将为地区顾客提供兼顾孩子和工作双方面的支援，为孩子们的未来提供更多可能性。通过在体育、知育、德育、食育方面开设了丰富多彩的课程，为孩子们提案综合学习。



イオン放課後教室

Aeon After-school Class is also open on weekends and holidays (Daiei Narimasu School)

周六、周末、节假日也开放的“永旺下课后教室”(Daiei 成增校)

Global Initiatives

Aeon Fantasy Co., Ltd. Becomes World's No. 1 Company in Number of Outlets and Sales in Its Industry

As a result of a business merger with Fun Field Co., Ltd., a subsidiary of The Daiei, Inc., Aeon Fantasy Co., Ltd. became the world's No. 1 company in number of outlets and sales in the amusement facility operation industry. With an aim to achieve further growth, the company will capitalize on the synergy effect of the merger to accelerate business development in Asian countries and to work to develop new store formats.

AEON Fantasy Co., Ltd. 的店铺数量·销售额在同行业居于世界No.1

AEON Fantasy Co., Ltd. 与The Daiei, Inc. 的子公司Fun Field Co., Ltd. 经营合并，在娱乐设施运营行业的店铺数量·销售额领域居于世界No.1。该公司通过合并发挥整体效果，今后将进一步加速在亚洲各国的开展步伐并开发新业态，以谋求更上一层楼的发展。

Corporate Initiatives

Aeon Participated in Kochi Prefecture's Collective Disaster Training and Local Disaster Prevention Festival

Aeon participated in Kochi Prefecture's collective disaster training and local disaster prevention festival, as well as the training to transport supplies conducted by the Ground Self-Defense Force. Aeon is putting forth Group-wide efforts to reduce damage and to enable early recovery in case of a disaster, by continuously conducting voluntary training and by concluding comprehensive agreements with local municipalities in Japan that include cooperation in providing supplies and recovery activities in a disaster. It is deepening collaboration with the community to fulfill its responsibilities as a retailer supporting the local industry.

参加了高知县综合防灾训练·地区防灾节

永旺参加了高知县综合防灾训练·地区防灾节和陆上自卫队实施的物资输送训练。为了减轻受灾时受害程度和早日恢复正常，集团整体持续的自主训练，并与日本全国的自治区缔结了灾害发生时提供物资和协助修复活动的地区合作协议。作为地区产业的零售业担负起责任，加深与地区的携手合作。



Training to transport supplies in collaboration with the Ground Self-Defense Force

与陆上自卫队携手的物资输送训练

