

Interview

Yoshiki Ishikawa

Preventive medicine researcher

专访

石川善树

预防医学研究专家

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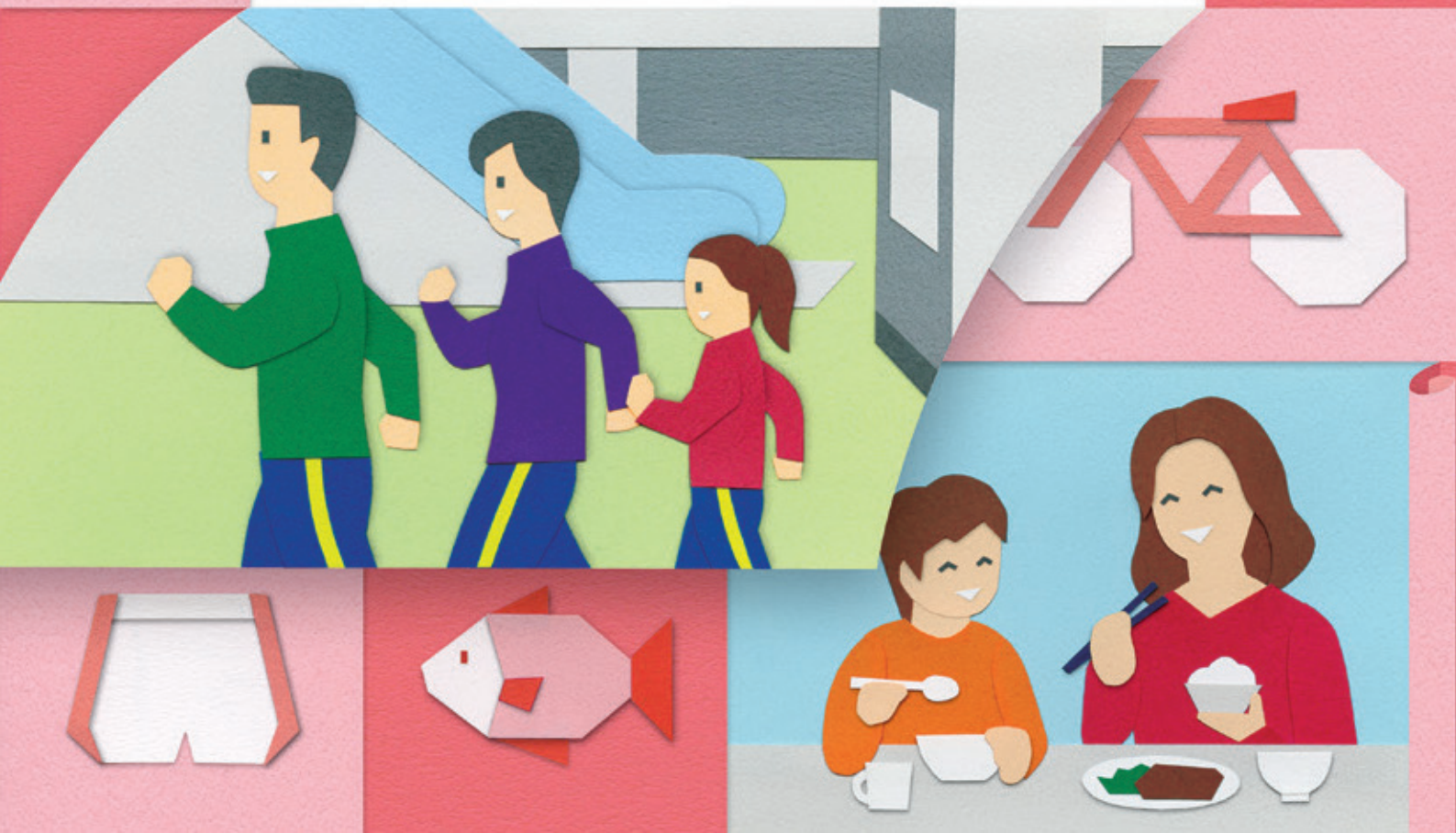
Fully Global, Truly Local

SPECIAL FEATURE

With Health & Wellness as the Base:
Supporting a Daily Lifestyle
Full of Energy

特集

支援活力充沛的日常生活
—作为健康与保健的据点—



The Power of Local Specialties
当地物产的力量 10

Rich sweetness and creaminess that melts in your mouth

Anno Sweet Potato

(Nishinoomote City, Kagoshima Prefecture)

The “Anno sweet potato” from Tanegashima grow bathing in the strong summer sunlight and ocean winds. By letting them mature for over three weeks after harvest, the sugar concentration is increased. Its characteristics are the syrup-like rich sweetness and the creaminess that slowly melts on your tongue. To truly enjoy the taste of Anno potatoes, it's recommended they be slowly roasted or as a confectionary sweet.

浓香甘甜与润滑口感
安纳红薯
(鹿儿岛县西之表市)

种子岛的“安纳红薯”充分沐浴在盛夏强烈的日照与海风中。采收后成熟三周以上，糖度得以提高。“安纳红薯”具有如蜂蜜一般浓厚的甘甜和融化于舌尖的润滑口感。建议品尝经过长时间烤制的烤红薯、甘薯点心等感受食材最原始的美味。



In cooperation with the region, the Tanegashima Anno Potato Food Service Industry Board was established as part of Aeon's Food Artisan project, which strives to inherit traditional skills through partnerships with producers who are working to preserve local specialties.

永旺在“Food Artisan (食品匠人)”活动中建立了与地区共同协作的“种子岛安纳红薯食品产业学会”，以守护乡土风味的生产者们携手合作为基础，努力推动传统技艺的传承。

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

Illustration by AYA COHARU



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Interview

To Think About Health is to Think About Life

Yoshiki Ishikawa Preventive Medicine Researcher

思考健康即思考人生
石川善树 预防医学研究专家

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Cover Art by HIROKI SUZUKI

An artist who places special emphasis on the feeling and texture of cutting, folding and ripping paper. For this special feature, he has depicted how the AEON stores help create healthy lifestyles for the customers and community through its health-related products and services.

擅长通过剪、折、撕纸等手法塑造质感的艺术家，插画展现了满载健康商品与服务的永旺店铺开启顾客健康生活的景象。

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SPECIAL FEATURE 特集

With Health & Wellness as the Base:
Supporting a Daily Lifestyle Full of Energy

Longevity is progressing in Japan, and it is becoming normal for people to live for over 100 years. In light of this, Japan is aiming to realize an even longer-living healthy society in which each citizen can live a full and happy life. This issue features Aeon's efforts to support the health of people in the community with health & wellness as the base principle. The interview with Yoshiki Ishikawa, a preventive medicine researcher, provides insight on his ideas of how people can live better.

支援活力充沛的日常生活
—作为健康与保健的据点—

日本长寿人口日益增多，人能活到100岁以上变得越来越寻常。在这一趋势下，日本提出了建设延长健康寿命社会的目标，让每一位国民能始终精神饱满地生活。本期将介绍永旺作为健康与保健的据点帮助当地民众打造健康生活的相关举措。卷首访谈采访了为人们实现更好人生提供建议的预防医学研究专家石川善树先生。

Yoshiki Ishikawa

石川善树

To Think About Health is to Think About Life

Preventing an illness from developing, that is preventive medicine. Here to provide insight on his research on the factors that influence one's health and his proposals on how people can lead better lives is Yoshiki Ishikawa, preventive medicine researcher.

思考健康即思考人生

预防医学的主旨是防止疾病发生。本期我们采访了预防医学研究专家石川善树先生，他通过研究对健康造成影响的主要因素，为人们实现更好的人生提供建议。

In order to aim for a state of well-being It is important to have many connections

In 1979, the United States adopted a "Healthy People" policy concerning health promotion. Upon conducting a quantitative study on how the four factors of medical system, environment, genetics and lifestyle habit effect health, it became evident that lifestyle habit is the most influential. Based on this, preventive medicine as in improving lifestyle habits to prevent the occurrence of disease attracted attention. Up until then, importance had been placed on treatment and a medical system for people with illnesses to make sure the illness didn't get worse. However, the health policy contents of each country have changed from treatment to prevention and the improvement of lifestyle habits.

Since 2000, it has been proven that the "connection" between people has an even greater influence on health than lifestyle habits such as diet and exercise. With such a great discovery, modern day preventive medicine is changing from "disease prevention" to "prevention from dropping from a healthy state". In other words, it is changing direction to aim for "well-being (a state of being full-heartedly happy and satisfied)".

Humans are social animals which instinctively seek connections with people. For example, all humans have the desire to be trusted by others. When this desire is satisfied, it has been medically proven that oxytocin which is called the "trust hormone" increases in the body and leads to a sense of security. This trust only comes from connection with people.

It is also known that it is better to have more connections with people. It is not only easier to obtain help and information from people, but one dissertation ascertained that patients with heart disease were apt to live longer the more people they had come to visit them. In addition, it is good to belong to multiple communities such as work, hobbies and learning. However, frustration will be accumulated if there is just a connection with no change in each area. Therefore, in order to live a long satisfactory life, it is important to reflect upon each week and find at least one thing that has progressed and changed.

It is important to think WHY and HOW in life and business.

I have talked about how it is important to have many connections with others to aim for a state of well-being. However, this is only a methodology (WHAT). Japanese people are well read on the topic of health and are knowledgeable about methodology

保持众多的人际纽带对拥有幸福与康乐生活至关重要

1979年，美国提出了与增进健康相关的政策规划——“健康人民(Healthy People)”。在制定规划时对医疗制度、环境、遗传、生活习惯这四大因素对健康所产生的影响进行了定量调查，结果表明生活习惯产生的影响最大。改善生活习惯、预防疾病发生的预防医学理念受到广泛关注。在此之前，社会普遍重视的是以患病者为对象，让疾病不再恶化的治疗及医疗制度。预防医学概念诞生后，各国的健康政策内容也从治疗向预防、改善生活习惯逐渐转变。

2000年后，有关研究证明：较比饮食、运动等生活习惯，人与人之间“纽带”是对健康最大的影响因素。在这一重大发现的背景下，现代预防医学逐渐从“预防疾病”向“预防从健康状态衰退”的方向转变。换言之，即向拥有“well-being(发自内心的幸福与康乐生活)”状态的方向转变。

人是本能渴望与他人保持纽带联系的社会性动物。例如，人都渴望被他人所信任。医学证明如果这一欲望得到满足，人体将增加一种被称为“信任荷尔蒙”的脑下垂体后叶激素，有助于产生安心感。而这种信任只在人与人的纽带关系中产生。

研究可知人际纽带丰富则更好。这样便于获得来自他人的帮助和信息，曾有论文甚至得出这样的结论：前来探望的人越多，心脏病患者的寿命就越长。此外，加入工作、兴趣、学习等多个社团更好。但如果仅保持纽带却在各领域内无任何变化，就会累积挫败感。因此，要想心满意足地度过漫长的人生，就要注重让生活富有变化，坚持做到每周总结，发现自己的任何一点小进步。

思考WHY和HOW对人生与事业均十分重要

以上主要阐述了保持多个与他人的纽带对实现幸福与康乐生活的重要性。但这归根结底仅是方法论(WHAT)。日本人保持健康的能力十分高，已经深知实现健康的方法论(WHAT)。

“Think about why you want to live and how you want to live”

“不妨认真思考为何而生、如何而生”

Profile

Preventive medicine researcher, doctor of medicine. Conducts interdisciplinary research with corporations and universities on the theme of "what it means for people to live better". Fields of study are preventive medicine, behavioral science among others. Scheduled to be published "The Ideology of Preventive Medicine".

预防医学研究专家，医学博士。以“什么是更好的人生”为主题与企业、大学开展各学科间的研究。专业领域涉及预防医学、行动科学等。近期即将发行刊物《作为思想的预防医学》。

(WHAT). Nevertheless, before considering what to do in order to be healthy, it is important to think about why you want to live long (WHY) and how you want to live your life (HOW). If these two become clear, you should be able to see what you need to do yourself. "Wake up with hope, become absorbed in what you do, sleep with gratitude" is a scripture I saw in a temple before. To live an even better life, I try to ask myself things such as if I was able to become absorbed in something that day and if I was grateful to my family.

To think about WHY and HOW before WHAT is also important in business. I heard that Aeon is aiming to become a presence in which the stores are a "place of comfort for the soul" for the people of the community and is also taking on the field of digital technology. "A place of comfort for the soul" should not just be a place to fill a void, but a place to fulfill the spirit. In other words, is it that Aeon aims for the "well-being" of people who use its services and to be a presence that provides a healthy lifestyle? By pursuing how Aeon wants to be in society, I hope that services be it about the stores, digitalization or other policies are said to be "Aeon-like".

但思考怎样才能保持健康之前还有一点非常重要，即思考为什么渴望长寿(WHY)、如何度过自己的人生(HOW)。如果能明确这两点，自然而然便知道应该如何做了。我曾在寺庙里见过的一则标语——“满怀希望地醒来，忘我地度过一天，心怀感恩地入眠。”我为了让自己能活得更美好，现在每天都会扪心自问，今天是否有让自己投入之事？是否对家人表达了感谢？

在WHAT之前思考WHY和HOW，对于开展商务事业同样重要。听闻永旺旨在成为地区民众的“精神支柱”，如今也向数码领域发起了挑战。“精神支柱”不是单纯满足所缺之物，而是让精神获得满足的沃土。相信永旺的目标正是为享用服务的顾客送去幸福与康乐生活，成为提供健康生活的重要存在。衷心希望永旺能不断追问如何立足于社会这一命题，在店铺、数码等所有战略中均实现具有永旺特色的服务。

Vision

Providing a Place Which Makes One Naturally Happy

提供自然而然获得活力的场所

As the population composition ratio of Japan changes due to the declining birth rate and aging population, the type of customers that visit Aeon is also changing. In addition, health consciousness is growing beyond generations, therefore, Aeon is strengthening its efforts concerning health & wellness. The keyword being "predisease".

Aiming to contribute to the social issue of extending healthy life expectancy

Predisease refers to a condition of not being ill, but also one that cannot said to be healthy. An issue for a super aging society is extending "healthy life expectancy" which means being able to live on one's own without nursing care. The key to solving the issue is to of course stay healthy, but also to live life at the point right before getting sick. Japan is promoting the "Healthcare and Medical Strategy" as a national policy as it views the improvement of predisease as an effective means to extend healthy life expectancy. Local municipalities are also dealing with predisease. In November 2017, Kanagawa Prefecture and the World Health Organization (WHO) embarked on creating a global indicator for predisease. Aeon aims to become a base for health & wellness in the community to help improve predisease.

Up until now, Aeon has conducted environmental preservation activities such as tree planting and worked as a group in pursuit of "safety and security" of such things as products and store facilities. In addition, "health" has become an important theme and Aeon would like to solve the social issue of extending healthy life expectancy.

少子老龄化使日本的人口结构发生改变, 光临永旺的顾客层也随之悄然变化。同时, 鉴于各年龄层健康意识的日益上升, 永旺正不断加强在健康与保健领域的举措。其中的关键词便是“亚健康”。

旨在为延长健康寿命这一社会性课题做出贡献

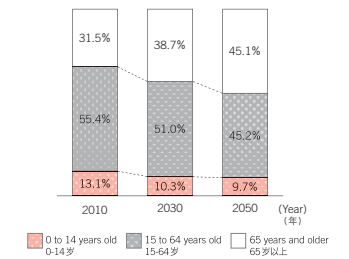
亚健康是指虽未生病但又无法称作健康的状态。超老龄社会面对的一大课题是如何延长健康寿命, 即无需他人护理并能独立生活。想要解决这一课题, 努力保持健康自不用说, 在患病前如何生活起到至关重要的作用。日本在“健康与医疗战略”中明确指出, 改善亚健康是延长健康寿命的有效手段, 并将此作为国策大力推进。2017年11月, 神奈川県提出与世界卫生组织(WHO)共同制定亚健康的世界标准, 自治体也不断推进亚健康的应对举措。永旺致力于改善亚健康问题做贡献, 努力成为地区健康与保健的重要据点。

一直以来, 永旺都举全集团之力投身植树等环保活动, 始终追求商品、店铺设施等的“安全与安心”。在此基础上, 永旺将“健康”定为今后的重要主题, 希望能为延长健康寿命这一社会性课题

What is important is to make it possible for customers to enjoy healthy living. In order to do so, health maintenance and improvement of predisease is a given, but also to provide a full lineup of "products" and "services" that make every day exciting. Useful information and services that will promote the health of customers will also be provided at Aeon stores across Japan and proposals will be made for a mentally and physically healthy lifestyle. Various initiatives are also being developed so there are "factors" that will make customers look forward to visiting the stores and spending a fulfilling time. By making these initiatives even better, customers not only shop, but move their bodies and interact with other people in the community so that it becomes a place where people become naturally happy.

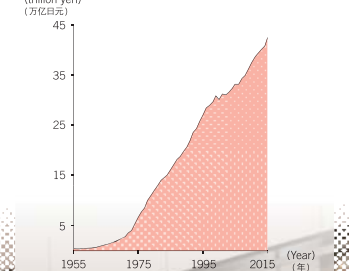
找到解决方案。我们十分重视让顾客在享受愉悦的同时拥有健康生活。为此, 永旺除推出有助于维持健康、改善亚健康的相关举措外, 还不断充实能让顾客每天都兴奋激动的各类“物品”与“服务”。我们还通过遍布日本全国的永旺店铺, 提供有助于顾客健康的信息与服务, 并为身心健康的生活方式献计献策。同时永旺还推出了形式多样的各种举措, 例如丰富“活动”让顾客对光临永旺充满期待; 打造舒适空间让顾客能在店内度过充实时光等。我们希望通过不断深化上述举措, 让顾客在永旺内不仅购物, 还能活动身体或与同地区的近邻相互交流, 提供让顾客自然而然获得活力的场所。

Japan's future population trend by age category (total population ratio)
 日本各年龄段未来人口推测统计(总人口比)



Source: 2016 Annual Report on the Aging Society (Cabinet Office)
 出处: 2016年版老龄社会白皮书(内阁府)

Annual trend of national medical expenditures
 国民医疗费用的逐年变化



Source: 2015 National Health Care Expenditure Outline (Ministry of Health, Labour and Welfare)
 出处: 2015年度国民医疗费概况(厚生劳动省)





Morning exercises being performed at the store (Aeon Style Kemigawahama) 店内推出的晨间早操 (Aeon Style 池见川滨)

Community

A Place Where People Gather and Smiles are Born

打造人群汇集、笑颜绽放的美好空间

The participation and interaction within the local communities are indispensable for mental and physical health. Aeon plays that role with its stores and is strengthening the functions of stores.

Providing a variety of functions and opportunities to spend healthy time in stores

In 2013, Aeon Retail Co., Ltd. renovated and re-opened its Aeon Kasai Store (Tokyo) that had been in business for over 30 years to meet the needs of grand generation*1 (hereinafter G.G) customers. The reason being the clientele had changed with an increase in 55 years and older active seniors in the shopping area. The concept is to provide fulfilling ways to spend time and help resolve concerns about physical and financial well-being, isolation and nursing care which will lead to future security. There is also an abundance of functions and opportunities to help support a full and healthy lifestyle for customers.

One of the efforts is "asakatsu (morning activity)" in which the day can be started in a healthy way by using the morning time efficiently. Morning exercises are held at G.G concept stores and many customers have participated since it began. Customers that have participated in the morning activity have become "asatomo (morning friends)" and talk over breakfast at a café. As the relationships become closer, they go

*1 The "Grand Generation" is a concept that refers to the senior generation as the top class generation in life experience as advocated by Mr. Kundo Koyama. 小山康堂提倡的理念，将老年阶段定位为人生最宝贵的“顶级年代”。

参与和交流地区社群是营造身心健康不可或缺的重要因素。为让店铺发挥上述职能，永旺正大力加强店铺的设施建设。

在店铺提供实现健康生活的丰富功能和机会

2013年，Aeon Retail Co., Ltd. 将经营30多年的永旺葛西店（东京都）重新装修为满足“顶级年代(Grand Generation, 以下简称G.G)”*1消费者需求的新店。此举是因为店铺开业30年以来顾客属性逐渐变化，商圈内55岁以上的“活跃银发族(active senior)”群体不断庞大。店铺推出两大理念：第一，充实个人时间利用；第二，消除身体、经济等消极因素或对孤独、护理等不安，对未来感到安心。为全面支援顾客的丰富生活，店铺推出了有助于健康生活的多样化和功能机会。

其中之一便是“晨间活动”——有效利用早晨的时间开启健康的一天。G.G概念店推出



1. POP and display method making pre-disease products easy to find 精心设计POP和陈列方式，有助于改善亚健康商品一目了然
2. Checking physical condition at the free Salud Station in the store 在店内的免费健康站检查身体状况

"Healthy Mahjong Ton Ikkyoku Matsudo West Exit Store" crowded with a large number of senior citizens. Photo taken when the Japan Professional Mahjong League pro Yukiko Izumi made a visit

众多老年人欢聚一堂的“健康麻将 东一松户西口店”，照片摄于日本职业麻将联盟的职业选手和泉由希子莅临健康麻将店当天。



on trips together and create clubs in which new communities are formed. There are instances of people who used to stay at home but now put on makeup and take care of their appearance before visiting the stores and meeting friends. At the G.G concept stores, other events besides the morning activity are held in cooperation with the government, local community and other merchants. Efforts are being made to motivate the customers to come to the stores.

There are also efforts being carried out so that G.G customers become naturally more knowledgeable and conscious about their health while they are at the stores. For instance, there are POP displayed in the food sales areas which read "Let's eat vegetables". It is to resolve the issue of lack of vegetable intake together with reduced salt content products and smaller portion of cooked dishes and vegetables in a wide variety. These efforts are not just limited to food, but created throughout the store. In one corner of the health & beauty sales area, there is a Salud Station*2 which can be used free of charge for daily body maintenance. At the station, customers can use measurement devices to check their physical condition such as body composition, blood pressure and blood vessel age. In addition, health checkups and consultations are held in cooperation with local governments and hospitals at the event hall. This makes local health promotion services more accessible while getting shopping done.

The G.G concept stores not only provide products and services that satisfy G.G customers, but also for single people, child rearing parents, families and every generation. The eatable portioned food is convenient for single people, too. The "same day delivery" service which delivers products that were purchased that day is also popular with the parenting generation. Aeon Retail Co., Ltd. plans to develop 100 G.G concept stores by 2025 in commercial areas with many active seniors. The aim is to become not just a place to shop, but a presence like a community hall which is needed in the community.

It is also important to have hobbies for a spiritually rich life. There are also efforts to deepen exchanges with people through hobbies to make it useful for good health. In August 2017, Aeon Fantasy Co., Ltd. which operates amusement facilities opened "Ton Ikkyoku" a store where healthy mahjong can be enjoyed. Healthy mahjong can be enjoyed under the motto of "no drinking, no betting, no smoking". It is hoped that by moving the fingers and using one's brain, it will prevent dementia and nursing care and that it will become a place of communication and exchange. In November 2017, Aeon Fantasy conducted a business tie-up with the Japan Professional Mahjong League and plans to expand "Ton Ikkyoku" to 100 stores.

*2 "Salud" means "health" in Spanish. "salud"为西班牙语健康之意。

了晨间操。自举办以来，众多顾客踊跃参与。参加晨间活动的顾客成为“晨友”，在咖啡馆一边享用早餐一边愉快聊天，还随着交流的深入，晨友们一起旅行、成立兴趣小组，全新的社群由此诞生。有一位曾经喜欢宅在家中的顾客，因为感受到与朋友见面的快乐，所以后来一直精心化妆，注重穿着，兴高采烈地光临永旺。除晨间活动外，G.G概念店还与政府、地区、交易方合作，每天推出丰富多彩的活动，让这些举措成为顾客光临店铺的动机。

我们想方设法让G.G顾客们能在停留店内的时间中，自然而然地提高健康知识，帮助他们建立健康的生活习惯。例如在食品区，我们设置了“多吃蔬菜”的POP标识，呼吁顾客弥补蔬菜摄入的不足，同时增加了减盐食品、一顿量的副食及蔬菜等品种。这样的卖场建设不仅限于食品，而是遍布店内的每个角落。在健康与美容卖场的一角，我们设置了免费的健康站(Salud Station)*2，希望为顾客每日的身体护理提供帮助。同时，我们还准备了体脂仪、血压仪、血管年龄仪等测定设备，让顾客随时可以检查在意的身体状况。此外，举办活动时我们还会邀请自治体、医院前来提供健康诊断、健康咨询等服务。我们通过以上方式，方便顾客在购物时顺便享受地区的增值健康服务。

除G.G顾客群外，G.G概念店也提供特色商品和服务以满足单身人士、有几家庭、多代家庭等各类顾客群的需求。单次分量的食品方便单身人士享用。所购商品当天即可送货上门的“当日配送”受到有几家庭的一致好评。Aeon Retail Co., Ltd. 计划将在活跃银发族众多的商圈，到2025年前开设100家G.G概念店。我们的目标不仅限于购物，更是成为如公民馆一样地区不可或缺的重要存在。

培养兴趣爱好对拥有内心丰富的人生也十分重要。永旺也推出了让顾客通过兴趣加深交流、有益健康的诸多举措。运营娱乐设施的Aeon Fantasy Co., Ltd. 于2017年8月开设了玩健康麻将的店铺“东一曲”。健康麻将以“不喝酒、不赌博、不吸烟”为口号，提倡健康麻将。活动指尖、开动大脑预防老年痴呆，防止衰退至被人护理的状态。健康麻将作为以麻将为契机建立沟通的交流平台被寄予厚望。该公司于2017年11月与日本职业麻将联盟达成业务合作意向，“东一曲”计划将以100家店铺的规模逐步拓展。



Welcave is a place of relaxation for neighboring residents
Welcave成为附近居民休息的好去处

Implementing initiatives to assist national policies and cooperating with local governments

Health promotion is an important issue for the country and regions. Therefore, Aeon is actively cooperating with local governments and regional organizations.

The Ministry of Health, Labour and Welfare is aiming to establish a "Community-based Integrated Care System".* Welcia Yakkyoku Co., Ltd. has been establishing community spaces "Welcave" within stores since 2015. Customers can use it freely as a rest space or a place to chat during their walks or shopping. Events are also held by local governments, companies and NPOs to communicate information about health, beauty, child rearing and nursing care. The aim is to create a cooperative society where people can live the ways they want in the area they are familiar with. Welcia Yakkyoku Co., Ltd. plans to increase the number of Welcaves to approximately 300 by the end of fiscal 2019 so that people in the communities can have a place to freely interact and a place where social issues can be solved together with the community.

In the "Smart Life Project" aimed at extending healthy life expectancy, the Ministry of Health, Labour and Welfare recommends "daily plus 10 minutes exercise". Aeon Mall Co., Ltd. has an "Aeon Mall Walking" program inside the mall which places importance on "safety and security" so that customers can exercise without being influenced by the weather. The mall walking at each mall since ten years ago has now expanded nationwide. Regular walking lessons are also held to encourage participation at some malls. There are also dedicated walking courses inside the mall with signs indicating the calories burned according to the distance walked so that customers can continue without having to push themselves too much. During FY 2017, 142 malls plan to improve walking conditions.

Aeon will continue to strengthen the function of the store to help promote good health. Along with the country and regions, Aeon will support customers so that they will be able to live long happy lives full of energy.

* As the baby-boomer generation will be over 75 years old around 2025, it is a structure that comprehensively ensures housing, health care, nursing care, prevention and livelihood support so that the elderly can live the rest of their lives in their own ways in environments familiar to them, even if they become heavily in need of long-term care.
高龄者从第一代到2025年时满75岁，到2025年前后高龄者居住、医疗、护理、预防和生活支援于一体的环境，让老年人即使陷入完全需要护理的状态，也能在熟悉的地区按照自己的想法度过余生。

与自治体开展合作并推出有助于贯彻国家战略的举措
增进健康对于国家和地区都是重要的课题。为此，永旺积极推进与自治体及地区团体的合作。

厚生劳动省提出了建设“地区总括型关爱系统”的目标。Welcia Yakkyoku Co., Ltd.自2015年起在店内创设了社群空间“Welcave”。散步购物或前来购物的顾客将这里作为休息与闲聊的好去处自由享用。此外，“Welcave”还邀请政府、企业、NPO等对象举办丰富活动，发布健康美容、育儿护理等各类信息，旨在构建共助型社会，让当地居民在久居习惯的地区拥有符合自身个性的人生。为创建让地区民众轻松交流的平台，与地区力量协同合作解决社会课题，Welcia Yakkyoku Co., Ltd.计划在2019年底前将“Welcave”的店铺数量扩大到300家左右。

厚生劳动省在以延长健康寿命为主旨的“智慧人生计划”中建议“每天多运动10分钟”。Aeon Mall Co., Ltd.在保证“安全、安心”的购物中心内推出了“永旺梦乐城快步走”活动，让顾客不受天气的影响每天都能运动。大约10年前始于各店的此项举措如今已扩大至日本全国。部分店在定期还会举办步行方式讲座，鼓励顾客多多参与。同时，为了让顾客在体力的合理范围内坚持运动，购物中心还将根据专用走道、步行距离设置卡路里消耗提示牌，计划2017年度内在142家购物中心完善上述环境。

永旺今后将继续强化店铺功能，为塑造健康发挥应有作用。同时，我们也将携手国家和地区，帮助顾客拥有活力无限的美好生活。



Health portal site for employees
面向员工的健康门户网站

Management

Health Promotion Even in Business Management 在经营中同时增进健康

Aeon supports the health of customers as a business activity while promoting health management in helping employees stay healthy

永旺在事业活动中全力帮助顾客塑造健康，同时也推进健康经营，竭尽全力为员工提供健康支援。

Supporting the health of employees as part of the management strategy

"Health management" is to have an understanding of the employee's health from the viewpoint of management and take strategic action. By investing in the health of employees, it is expected to revitalize the organization by improving the vitality and productivity of employees and result in improved performance. Aeon believes employees are the center of corporate activities, so that they must be healthy mentally and physically to provide service that will bring good health and well-being to local customers. In January 2017, the "Aeon Health Management Declaration" was announced. In implementing the declaration, a Chief Health Officer was assigned to each group company to strengthen the management system.

作为经营战略的一环公司全力为员工提供健康支援

"健康经营"是指从经营视角考虑员工的健康管理并开展战略性实践。对员工进行健康投资，有助于提高员工的活力和工作效率，激发组织活力，有望最终达到提升业绩的良好效果。永旺认为员工是企业活动的关键，只有员工身心健康、长久稳定工作，才能提供为当地顾客送去健康与幸福的服务。2017年1月，集团正式发布了《永旺健康经营宣言》，并以此为契机设置了集团健康责任人，不断加强管理体制。

Data health is the indicator for health management. In 2014, the national "Guidelines on Conducting Insurance Business Based on the National Health Insurance Act" was revised. In accordance, all insurers such as health insurance associations are requested to announce, implement and evaluate the "data health plan" in order to maintain and improve the health of the subscriber based on data analysis such as medical bills (receipts) or medical examination results, etc. from 2015. Prior to this, Aeon began health management of its employees using data from 2012. By providing advice to each employee based on the data, employees can make use of the information to improve their health. In addition, data is compiled for each company and is used to improve health management.

健康数据是开展健康经营的重要指标。2014年，日本对《基于健康保险法实施健康事业的有关方针》进行了修改。随之，要求健康保险组合等所有的保险人发布、实施并评价《健康数据计划》，为了维护并增进参保人的健康，从翌年的2015年起，根据对诊疗明细单（医疗账单）、体检结果等数据的分析。永旺走在这一事业的前列，从2012年起便活用数据启动了对员工的健康管理，基于数据为每一位员工提供健康建议，从而让员工受益于增进健康举措。健康数据以公司为单位统计，也能为改善健康经营发挥作用。

In February 2018, the Aeon Health Insurance Association, which has 83 group companies and approximately 170,000 employees, opened a health portal site for employees. The employees can easily check information about their health using their own computers and smartphones to help create healthy lifestyle habits. If improvement is recognized from the health examination result or health age*, health points will be awarded which can be exchanged for WAON points**. Efforts are being made so employees can improve their health while maintaining motivation.

2018年2月，83家集团企业、约17万名员工加入的永旺健康保险工会开设了面向员工的健康门户网站。员工能使用自己的电脑或智能手机轻松了解健康信息，由此形成健康的生活习惯。如检查结果或健康年龄*确认为有所改善，员工能获得健康积分并兑换成WAON积分**。集团想方设法推出各种举措，希望员工能作为增进健康的主体始终保持动力，积极投身增进健康的一系列工作。

The merit of Aeon performing health management is not only to improve the health of employees and corporate performance. If healthy lifestyle become habitual while working, good health can be maintained after retirement which will lead to the reduction of medical expenses for the country. Therefore, one of Aeon's goals is to lower the health age of the entire group by one year. By realizing the health management declaration, it will lead to the health of society as a whole.

永旺开展健康经营的益处不仅仅在于提升员工的健康和企业的业绩。如果能在职业生涯中养成健康的生活习惯，退休后也积极维持健康，最终将实现降低国家医疗费用的目标。为此，永旺将集团全体员工的健康年龄*降低一岁定为目标之一。我们将努力落实健康经营宣言，最终实现社会整体的健康。

* An index that expresses an individual's health condition by age. "Health age" is a registered trademark of the Japan Medical Data Center Co., Ltd.
通过计算个人健康数据所得的指标。“健康年龄”是日本医疗数据中心株式会社的注册商标。

** The points can be exchanged to Aeon's E-money "WAON" and used for shopping etc.
在购物时使用可兑换电子货币“WAON”的积分。



1. "Aeon Mall Walking" which can be done without being affected by the weather
不受天气影响的“永旺梦乐城快步走”活动
2. In-store signs indicating the distance walked and calories burned
店内标识显示步行距离和卡路里消耗量

In the "Sustainable Development Goals (SDGs*1)" adopted by the United Nations, 17 goals were established that are common to the international community in pursuing a better life while protecting the planet's environment and the lifestyles of people. We would like to introduce AEON's activities which are related to SDGs.
联合国通过的“可持续发展目标 (SDGs*1)”制定了国际社会的17个共同目标，旨在不断追求丰富性、保护地球环境和人类生活。本期介绍永旺为实现SDGs的相关举措。



Volume 3

FSC®-Certified Wood
FSC®认证材料



1. Ministop wooden framework completion 主体结构完工的Ministop
2. Completed wooden store (Ministop Fukaya Omaeda Store) 竣工的木结构店铺 (Ministop深谷小前田店)
3. FSC-certified timber waiting to be reused 可再利用的FSC认证木材

FSC (Forest Stewardship Council) certification is an international system which indicates timber and wood products that are beneficial to society and are environmentally-friendly.

Aeon has developed approximately 130 private brand FSC-certified products such as study notebooks and kleenex, however, the efforts to use FSC-certified material does not stop there.

The best policy for both the environment and business activities

In 2009, Ministop Co., Ltd., which is responsible for Aeon's small-sized store businesses, constructed a convenience store "Ministop Koshigaya Lake Town East Store" (Saitama Prefecture) using domestic FSC-certified timber making it the first commercial facility in Japan to acquire store certification. Since then, the number of stores constructed using the same kind of timber has increased to a total of 250 stores (as of the end of January 2018).

The unprecedented idea of "wooden convenience stores" took form when searching for an inexpensive alternative to the conventional steel construction. Furthermore, by utilizing timber produced under responsible forest management, it will lead to forest preservation. By procuring domestic timber, it is also possible to reduce the environmental burden of transport. That is why

FSC (Forest Stewardship Council: 森林管理委员会) 是对关环境、实现社会利益的木材及木材产品进行认证的国际体系。

永旺推出了练习本、面巾纸等约130种自有品牌的FSC认证商品，活用FSC认证材料的举措从商品扩大至其他领域。

环境保护和事业活动均采取最佳对策

开展永旺小型店事业的Ministop Co., Ltd. 使用国产FSC认证木材建成的便利店"Ministop越谷Lake Town东店" (埼玉县) 于2009年通过了FSC认证。这是日本国内首家通过该认证的商业设施。在此之后，使用同样木材建成的店铺扩大到约250家 (截至2018年1月底)。

对比钢筋结构更廉价的施工方法进行探索时，诞生了史无前例的“木结构便利店”的创意。采用在负责森林管理下生产出的木材，有助于起到保护森林的作用。通过国内供应，又能降低

Making the best use of properly managed forest resources
活用经合理管理的森林资源

Ministop decided to use domestic FSC-certified timber for the framework of its stores.

First, Ministop has the certified timber prepared to meet store specifications and has kits created at the factory. As a result, the amount of waste material was greatly reduced at each store construction site. It also simplified the foundation work reducing CO₂ emissions by 33% during construction and the construction time was cut by about ten days (compared to steel construction). Basically, Ministop's "wooden convenience store" designs allow for environmentally-friendly and speedy store openings. By creating construction material kits, it is also possible to reuse material after a building is disassembled and the timber can be used for a long time. In January 2018, the first store made of domestic FSC-certified reused timber "Ministop Fukaya Omaeda Store" (Saitama Prefecture) was opened.

As long as there are no restrictions on construction conditions such as the effects of the climate, newly opened Ministop stores will be made of wood. By Ministop continuing to be a stable buyer of certified timber, it will contribute to the management of sustainable forest resources.

What can be done to further spread efforts

Office supplies such as product tags, cardboard boxes for delivery, label stickers for the boxes, copy paper, etc. - there is an array of material that is indispensable for the sales activities of Aeon Group's stores and businesses.

Aeon Delight Co., Ltd. which procures these materials started handling FSC-certified products in 2005. The corrugated cardboard used by the Aeon brand "TOPVALU Gurinai" also uses FSC-certified products procured by Aeon Delight. Also, price tags using certified material can be seen attached to products such as clothing items and bags at Aeon stores.

The number of certified products handled by Aeon Delight Co., Ltd. is approximately 60 items (as of the end of January 2018). The lineup of certified products is also being increased so that businesses can use certified products as sales material to have them used even more.

In April 2017, Aeon formulated the "Aeon Sustainable Procurement Policy" and "Sustainable Procurement Goals for 2020". For paper, pulp and timber, the aim is to use 100% FSC-certified material for private brands in the major product categories such as study notebooks, toilet paper, paper towels, etc. by 2020. To protect the forests and conserve the environment, the use of FSC-certified material will be continued of course in products as well as in places not seen by customers.

因运输对环境产生的污染，基于上述原因，Ministop Co., Ltd. 决定采用国产FSC认证木材建造店铺的主体结构。

该公司首先在工厂根据店铺实际规格配备认证木材，通过这一方式，大幅减少了各地店铺建设现场的废材，简化了基础工程。工程期间二氧化碳排放量降低约33%，工期约缩短10天 (较比钢筋结构)。由此可见，Ministop Co., Ltd. 的“木结构便利店”是具有环保作用同时能加快开店速度的独特设计。匹配化让建筑物分解后建材实现再利用，实现对木材的长久使用。2018年1月，作为国产FSC认证木材的再利用店铺，“Ministop深谷小前田店” (埼玉县) 顺利开业。

只要无气候影响等建筑条件的限制，Ministop Co., Ltd. 决定今后新开设的Ministop店铺均采用木结构。该公司希望成为认证木材的稳定采购者，从而为管理森林资源做出持久性贡献。

为实现进一步普及的力所能及之事

商品采用的标签、运输用的瓦楞纸、纸箱上黏贴的运单、复印纸等办公用品……对于永旺的集团店铺及事业所的业务活动而言，不可或缺的材料种类繁多。

供应上述材料的Aeon Delight Co., Ltd. 从2005年起开始采用FSC认证产品。永旺自有品牌“TOPVALU Gurinai”的外包装瓦楞纸也使用了该公司采购的FSC认证产品。在永旺店铺内，价签采用FSC认证产品的服装、箱包等商品随处可见。

Aeon Delight Co., Ltd. 共采用了约60种认证产品 (截至2018年1月底)。目前，该公司正不断增加认证产品的系列。让事业者能将认证产品作为营业素材而非仅为商品大力推广。

永旺于2017年4月制定了“永旺可持续采购方针”与“可持续采购2020年目标”。在纸、纸浆、木材领域，永旺希望在2020年前，练习本、卫生纸、厨房纸巾等主要商品类的自有品牌100%使用FSC认证材料。除商品外，永旺致力于在顾客不可见的领域也大力活用FSC认证材料，以实现保护森林、保护环境的美好愿望。



4. Product tags using FSC-certified paper 采用FSC认证纸张的商品标签
5. Expansion of FSC-certified products being handled 扩大采用FSC认证商品

美味礼赞

Epicurean Delights

Food is what sustains a healthy life and is also culture portraying the natural features and values of each country.

Where there is delicious food, there are people full of smiles.

This issue features epicurean delights that bring smiles to the people of Japan, China and Laos, food to start the day.

饮食是我们渡过健康生活的必要粮源，也是可以显示出各国风土和价值观的文化。并且有美食的场所，洋溢着人们的笑脸。

本期向大家介绍给人们带来笑脸的日本、中国、老挝的“一天的开始早餐”美味礼赞。

JAPAN



Morning Set Meal 早餐套餐

A nutritionally balanced traditional menu
营养均衡的传统食谱

Japanese food is registered as a UNESCO Intangible Cultural Heritage. The basic set "one soup and three dishes" is rice and soup with pickled vegetables, a main dish and two side dishes. A traditional morning table is set with grilled fish, boiled greens and stewed dishes. It is a healthy menu in which a good balance of various nutrients can be consumed.

被列入联合国教科文组织的无形文化遗产的日本料理。米饭和汤、咸菜，加上主菜、副菜2种的“一汁三菜”为其基本。日本传统的早餐饭桌会摆放烤鱼、拌青菜、煮食等。是一种均衡地摄取各种营养成分的健康食谱。

Mantou 馒头

Staple food that is a steaming hot bun
刚蒸出来热乎乎的主食面包

"Mantou" is made by adding yeast to wheat flour, fermenting it and steaming the shaped dough. It is regarded as the roots of the Japanese sweet "bun", but originally it was a staple food rather than a snack. It is an indispensable breakfast food in northern China where the climate is not suitable for rice cultivation. It can be characterized by the floury taste and soft, chewy texture which is consumed with stir-fried food and soup.

小麦粉加上酵母发酵，调整形状后蒸出来“馒头”，是日本点心“馒头”的起源，本不是零食而是主食。在不适合种植水稻的中国北部，早餐是必不可少，其特征是小麦粉的风味和嚼头的口感，与炒菜和汤一起食用。



CHINA

Khao Piak Khao Khao Piak Khao

Standard fast food
招牌快餐

In Laos where the eating out culture has developed, it is common to see people eating breakfast at food stands on their way to work. One of the popular standard menus is "Khao Piak Khao". Khao means "rice" and Piak means "wet". The chicken broth soup porridge can be topped with fried garlic, flavored vegetables or the topping of your choice.

外食文化发达的老挝，在小吃摊上吃早饭上班的人们的身影很引人注目。受欢迎的招牌菜单之一就是“Khao Piak Khao”，“Khao”是米，“Piak”是“湿”的意思。用鸡骨等熬出来的汤做成的粥，上面加上个人喜好的油炸大蒜、香菜等配料。

LAOS



AEON SUSTAINABLE ACTIVITIES

Oct.-Dec. 2017

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

Social Contributions 社会贡献

Safe Water for the Children of Cambodia and Myanmar

On December 8, Aeon 1% Club Foundation donated a total of 26,669,186 yen to the Japan Committee for UNICEF at the Cambodia and Myanmar embassies in Japan. The donation is a combination of contributions received from customers through the "AEON-UNICEF Safe Water Campaign" and from the Aeon 1% Club Foundation. Another part of the donation was part of the sales proceeds from "TOPVALU Natural Mineral Water" (500ml). The money will be used to install water supply facilities to protect the health and livelihoods of the children.

为柬埔寨和缅甸的孩子们提供安全的水

公益财团法人永旺1%俱乐部于12月8日在柬埔寨和缅甸两国的驻日本大使馆向公益财团法人日本国际联合儿童基金捐赠了共2,666万9,186日元。这笔捐款是通过“永旺-UNICEF Safe Water活动”，把顾客捐款和公益财团法人永旺1%俱乐部捐赠的同额捐款以及“TOPVALU矿泉水”（500ml）的销售额的一部分合在一起，将有效利用在设置为守护孩子们的健康和生活的供水设施。



"AEON-UNICEF Safe Water Campaign" donation presentation ceremony (Royal Embassy of Cambodia in Japan) 实施了“永旺-UNICEF Safe Water活动”捐款的捐赠仪式（于柬埔寨大使馆）

Environmental Preservation 环境保护

Tree Planting at Aya Biosphere Reserve* "Aya Town Aeon Forest"

On November 4th, the AEON Environmental Foundation planted 1,200 saplings of trees native to the area with 200 volunteers at the "Aya Town Aeon Forest" in Aya Town, Higashimorokata-gun, Miyazaki Prefecture to create a new forest. Along with Aya Town, 15,000 trees have been planted in this forest. The forest was started with the signing of a cooperation agreement with Network of UNESCO Ecoparks in Japan in August 2017. The aim is the conservation of biodiversity and to be used as a place for the environmental education of children.

在联合国教科文组织（生物圈保护区）的“绫町永旺森林”实施了植树活动

公益财团法人永旺环境财团于11月4日在宫崎县东诸县郡绫町的“绫町永旺森林”作为新的森林创建活动，与200名志愿者一起种植了自然生长在本地区的1,200棵树苗。在这一森林从2013年开始与绫町一起种植了1万5,000棵树。2017年8月份和日本UNESCO ecopark network 缔结合作协议为契机，开始了这次的森林创建活动。是以生物多样性保护和孩子们的环境教育的场所灵活运用为其目的。

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

* 以生态系统的保护和可持续利用为目的，由联合国教科文组织认可其登录的地区。在日本国内登录数为9件。

"EV Chargers" Installed in 143 Malls in Japan to Promote Electric Vehicles (EV)

On November 10, Aeon Mall Co., Ltd. was the first Japanese company to participate in "EV100", an international business initiative which was established in the aim of promoting the use of EV and environmental improvement. In 2008, Aeon Mall installed an EV charger at Aeon Lake Town as the first domestic commercial facility to do so. In February 2018, EV chargers have been installed at all 143 domestically managed and operated shopping malls.* Along with creating an environment in which shopping can be done safely with EV, the introduction of the latest technology will be actively promoted to minimize the burden on the environment.

对应电动汽车（EV）的普及，在国内全店143家梦乐城设置了“EV充电器”

永旺梦乐城株式会社于11月10日以推进EV的使用和环境整备为目标的国际商务提倡而成立的“EV100”作为日本企业首次参加。该公司已在2008年在永旺Lake Town作为国内商业设施首次设置了EV充电器。2018年2月，在其管理和运营的日本国内的所有店铺143家梦乐城完成了EV充电器的设置。今后，将积极推进能安心使用EV进行购物的环境整备的同时将引进最低限度抑制对环境负荷的最新技术。

* Excluding some contract malls.

* 一部分委托的梦乐城除外。



Example of EV charger installation at a store parking lot 在店铺停车场设置EV充电器之例



Join Hands and Foster the Power of Hometown "Nigiwai Tohoku" 相互联结，感受来自故乡的力量，“活力东北”

Aeon is conducting a variety of initiatives in partnership with people across Japan and around the world, from the Tohoku region as the starting point, to work toward a future filled with smiles. 永旺为了建设充满欢笑的未来，以东北地区为起点，与世界各地的大家携手开展了各种各样的活动。

Participation in "Tohoku Cotton Project 2017 Harvest Festival" in Higashi matsushima City in Miyagi Prefecture

Cox Co., Ltd. which develops casual fashion brands has participated in the "Tohoku Cotton Project" since 2012 as part of Tohoku reconstruction support and revitalization activities. The Tohoku Cotton Project is a comprehensive undertaking to revive the fields devastated by the Great East Japan Earthquake that are now heavily salinated and unfit for growing rice. The project cultivates the cotton and then spins, weaves and manufactures it into merchandise to sell. On November 18, Cox employees participated in the "Tohoku Cotton Project 2017 Harvest Festival" held at the Higashi matsushima Farm in Higashi matsushima City, Miyagi Prefecture and handpicked cotton with the local people. The harvested cotton is scheduled to be sold as clothing items in 2019.

宫城县东松岛市参加了“东北棉花计划2017收获节”

开展休闲服装品牌的Cox Co., Ltd.作为东北复兴支援·创生活活动的一个环节从2012年开始参加了“东北棉花计划”。这一计划是在东日本大地震的海啸因盐害耕作困难的农地，支援从棉花的栽培开始至纺织、面料化、商品化、销售所有的工序。11月18日，宫城县东松岛市的东松岛农场举办了“东北棉花计划2017收获节”，该公司员工也参加，与当地居民一起用手收获棉花。收获的棉花将使用在2019年服装作为销售。



Employees participating in the "Tohoku Cotton Project 2017 Harvest Festival" 参加“东北棉花计划2017收获节”的员工

10/9

In Thinking About the Importance of Food and Global Food Issues Taking Action With "Onigiri (Rice Ball) Action"

● Aeon held "Onigiri Action 2017" at approximately 400 "Aeon" and "Aeon Style" stores throughout Japan from October 9 to 22. A portion of the sales proceeds of sponsor-related products such as Aeon Topvalu Co., Ltd. which amounted to 5,782,520 yen was donated to the NPO Table For Two International. Through the NPO, 290,000 meals will be delivered to children in Africa and Asia.

实施了思考和实践饮食的重要性和世界粮食问题的 "Onigiri Action"

永旺于10月9日~22日期间在国内的"Aeon"、"Aeon Style"约400家店铺实施了"Onigiri Action 2017"。Aeon Topvalu Co., Ltd.等赞助企业将其相关商品销售额的一部分578万2,520日元捐赠给了NPO法人Table For Two。通过该法人派送约29万人的伙食给非洲和亚洲的孩子们。

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



Issued on October 13
"Tokachi Obihiro WAON"
10月13日发行
"十胜带广WAON"卡

Cumulative number of cards issued 累计发行数量
Approx. 68.6million 达到 6,860万张
(As of the end of Dec. 2017) (截至2017年12月底)



On December 21, "TOPVALU Hand-rolled Onigiri (Rice Balls)" went on sale using salmon and cod roe that is MSC-certified meaning that they are marine products which were caught by sustainable fishery.

Aeon participated as the first Asian retailer in "The Global Sustainable Seafood Initiative (GSSI)". Aeon is promoting efforts to expand sustainable marine product procurement through increasing the number of MSC-certified products it handles.

12月21日开始销售了取得可持续的渔业捕捞的水产品MSC认证的鲑鱼和明太子为食材的"TOPVALU"手卷饭团。

永旺作为亚洲零售业首次参与了"全球可持续水产品的机构(GSSI: The Global Sustainable Seafood Initiative)"。通过广泛使用MSC认证商品,推进可持续的水产品供应扩大之举。

10/16

Setting Food Waste Reduction Targets in Working Towards Realizing a Sustainable Society

● Aeon has set food waste reduction targets to half the amount of 2015 by 2025 ahead of the "Sustainable Development Goals (SDGs)" 2030 target adopted by the United Nations. At the same time, there is a target to build over ten "food resource recycling models" by 2020 nationwide which recycle food waste into fertilizer and other resources.

为实现可持续发展,制定了削减食品废弃物的目标

永旺迎联合国发布的"可持续发展目标(SDGs)"的2030年目标,首先制定了至2025年为止把食品废弃物比2015年削减一半的目标。同时,建立把食品废弃物再利用等作为资源活用的"食品资源循环模式",还于2020年为止把这一模式在日本全国建立10处以上为其目标。

Development of preservation containers for the sales areas to call for food waste reduction

在食品卖场开展了保存容器,呼吁削减食品废弃物



Signing ceremony held at Aeon Mall Makuhari New City (second from left: Akinori Yamashita, Director, Executive Vice President and Executive Officer) in永旺梦乐城幕张新都心实施的签约仪式(照片左起第二位是山下昭典董事 执行副总裁)

11/27

Start of Empty-handed Bank Transaction Service with Fingerprint and Vein Biometric Authentication

● Aeon Bank, Ltd. is the first domestic bank to introduce a service that allows bank transactions to be performed only with biometric authentication. Operation has begun at five stores. A high level of security is realized by identifying the two elements of fingerprint and veins. Bank transactions can be carried out without the use of cash cards or PINs. The introduction of the service will be gradually expanded.

开始了只用指纹和静脉的生物验证特定本人可空手进行银行交易的服务

Aeon Bank, Ltd.在日本国内银行首次引进了只用生物认证进行银行交易的系统。用指纹和静脉两个要素可以特定本人实现高度安全性。即使没有银行卡和密码、印章、证明本人文件等,也可以在ATM机提取现金。也可以在店内实施住址变更手续。已在5家店铺开始了运营,今后将依次扩大在店铺引进。

11/29

Signing of Comprehensive Memorandum of Understanding on Sales Promotion Using Distribution and Retail Networks

● Aeon Co., Ltd. has concluded a "Comprehensive Memorandum of Understanding on the Sales Promotion of Indonesian Products" with the Indonesian State Export Development Department. In Indonesia, the first Aeon store opened in 2015 and the second one in 2017. Cooperation with the State Department will be strengthened by utilizing Aeon's distribution and sales networks which will continue to spread in Asia and the development of Indonesia's halal products.

缔结了灵活运用物流网和零售网有关销售促进全面合作的备忘录

永旺株式会社与印度尼西亚国家出口发展局一起缔结了"有关印度尼西亚商品的销售促进全面合作的备忘录"。在该国2015年开设了永旺1号店,2017年开设了2号店。今后,灵活运用在亚洲开展的永旺的物流和销售网并开展该国的清真商品等,将强化与该局的合作。

11/8

Conducting "The 7th Aeon-Doyuten Role Player National Contest"

● Aeon-Doyuten* employees competed in hospitality skills such as grooming and language, product knowledge and recommendation ability to customers in a national role player contest that was held in Japan. 30 finalists who won the preliminaries of each district from about 30,000 stores operated by 8,000 companies nationwide conducted role playing in a "recommended a product suitable for the customer" setting. Skills that had been cultivated were demonstrated.

举办了"第7届永旺同友店角色扮演大赛全国大会"

永旺举办了同友店"员工比拼仪容仪表和措辞、商品知识、对客人的提案力等"技术、角色扮演大赛全国大会。从全国约8,000家公司、3万家店在各地区参加预选赛获胜的30名参赛者,设定"为顾客推荐合适的商品"为主题实施了角色扮演。他们展示了其培养出来的技术。

* Specialty stores in Aeon's shopping malls and general merchandise stores.
* 在永旺的购物中心、综合超市进驻的专卖店

Award winners of "The 7th Aeon-Doyuten Role Player National Contest" in "第7届永旺同友店角色扮演大赛全国大会"的获奖者



Participating in the tree planting ceremony Domestic Trade, Cooperatives and Consumerism Minister YB Dato' Seri Hamzah Bin Zainudin (photo center) 马来西亚国内贸易、协同组合、消费者省的马里西亚国内贸易、协同组合、消费者省的大臣(照片中央)也参加了纪念植树活动

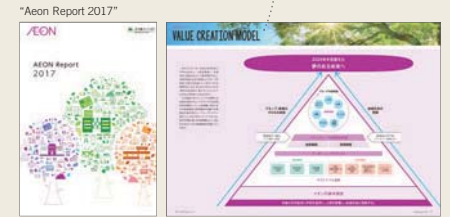
11/20

Issuing the First Integrated Report of Aeon Co., Ltd. "Aeon Report 2017"

● Aeon Co. Ltd. has issued "Aeon Report 2017" which covers "sustainable management" that balances "growth of the group" and "development of society", and the medium-to-long term value creation story. There are integrated reports on financial information and environment and social contribution activities. It also explains Aeon's corporate stance and management philosophy in an easy-to-understand manner for stakeholders.

永旺株式会社发行了首次整合报告书"Aeon Report 2017"

永旺株式会社发行了兼顾"集团发展"和"社会发展"的"可持续经营"和中长期创造价值方针的"Aeon Report 2017"。整合记载了财务状况和环境、社会贡献活动等信息。把永旺的企业形势和经营哲学给股东们进行了浅而易懂的解释。



Aeon Mall Wuhan Jinqiao 永旺梦乐城 武汉金桥



12/2

Aeon Big Malaysia Fifth Year Anniversary Ceremonial Tree Planting

● Aeon Big (M) Sdn. Bhd. held a tree planting under the theme of "Thank you Malaysia" to commemorate five years since its establishment. 3,500 saplings of the durian, mangosteen and other trees were planted in the durian producing area of Taiping, Perak State. 500 people participated including the Malaysia Domestic Trade, Cooperatives and Consumerism Ministry minister, local customers and junior high school students.

Aeon Big马来西亚实施了为设立5周年纪念的植树活动

Aeon Big马来西亚为纪念创立5周年,实施了"Thank you Malaysia"为主题的植树活动。在榴梿产地之一的霹靂州太平与马来西亚国内贸易、协同组合、消费者省的大臣和地区顾客、中学生等500名人士一起,种植了榴梿和山竹等约3,500棵树苗。

12/7

Opening of "Aeon Mall Wuhan Jinqiao" in Wuhan City, Hubei Province, China

● Aeon Co., Ltd. opened "Aeon Mall Wuhan Jinqiao", its third store in Wuhan City, Hubei Province, China. With the general merchandise store "Aeon" as the key store, there are 200 specialty stores including 49 stores to open for the first time in Wuhan City. A new lifestyle will be proposed to customers through the "Bin Fen Shi Le Jie (restaurant area full of variety)" where food from around the world can be enjoyed and an indoor play area for children.

中国湖北省武汉市"永旺梦乐城 武汉金桥"盛大开业

永旺梦乐城株式会社在中国湖北省武汉市的第3家购物中心"永旺梦乐城 武汉金桥"盛大开业。以综合超市"永旺"为核心店铺,包括在该市首次开业的49家店铺总共集约了200家专卖店。设置了可以享受世界各地料理的餐厅街"缤纷乐食街"和面向孩子们的室内游戏厅等,为顾客提案新的生活方式。

