

Interview

Sarah Marie Cummings

President, Bunkajigyobu Corporation

专访

莎拉·玛丽·卡明斯

株式会社文化事业部 董事长

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Fully Global, Truly Local

SPECIAL FEATURE

# Creating the Future of the Region Together

特集

## 携手共创地区未来



Soft and fragrant burdock grown from red soil

## Meiji Gonbou

(Ibara City, Okayama Prefecture)

The Meiji District of Ibara City is a highland at an altitude of about 400m with vast red-earthen fields. Gobou or burdock is called "gonbou" in certain regional dialects, and the ones cultivated in this district are known as "Meiji gonbou". In clay-like red soil, they are slowly grown 2~3 months longer than general burdock making them thick, soft and highly fragrant. The softness can be enjoyed in tempura and meat rolls and a crisp texture comes out in kinpira-style sauteed burdock and salad dishes making it a regional food ingredient to be proud of.

红土育出的口感软糯、香浓的牛蒡

## 明治Gonbou

(冈山县井原市)

井原市位于海拔约400米的高原，这里有着广阔的红土地。当地方言称牛蒡为“Gonbou”，当地栽培的牛蒡名为“明治Gonbou”，让人倍感亲切。牛蒡在粘土质地的红土中生长较为缓慢，生长周期比普通牛蒡长2~3个月。成熟后的明治Gonbou形体粗壮，口感软糯，香味扑鼻。明治Gonbou是当地引以为傲的食材，用其制作的天妇罗和肉卷口感软糯，用其制作的炒牛蒡丝和沙拉清爽可口。



In cooperation with the region, the Meiji Gonbou Promotional Association 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)”活动中设立了与地区共同协作的“明治Gonbou振兴协议会”，以守护乡土风味的生产者携手合作为基础，努力推动传统技艺的传承。

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

Illustration by AYA COHARU



SPECIAL FEATURE 特集

# Creating the Future of the Region Together

What can Aeon do to enrich the lives of local customers?

As an example of how Aeon aims for co-creation and co-prosperity with local areas, this issue features Aeon's efforts to promote regional cultures and the foods only found in those areas. The interview with Sarah Marie Cummings, currently the president of Bunkajigyobu Corporation, provides insight into her efforts to promote the culture and traditional industries in Nagano Prefecture since the 1990's.

## 携手共创地区未来

为了让当地顾客的生活更加丰富多彩，永旺应该如何行动？

本期将介绍永旺以实现与地区共创共荣为目标开展的地区文化振兴活动，例如宣传当地独特食品的事例。在卷首专访中，我们采访了从90年代起在长野县投身于振兴文化、传统产业，现为株式会社文化事业部董事长的莎拉·玛丽·卡明斯女士。

Illustration by MOMIJI



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Cover Art by ASAKO MASUNOUCHI

An artist who warmly draws everyday life and specializes in filling her illustrations with playfulness. For this special feature, people are drawn enjoying traditional arts, festivals and special products in a city with Aeon, expressing how Aeon is rooted in the local areas.

作家擅长采用温暖的笔触描绘日常，其插画作品充满童趣。这幅作品描绘出人们在永旺所在的城市享受传统技艺、祭典、特产等所带来的乐趣，展现出一个扎根当地的永旺。

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“The key to community development is to be sustainable. I hope we will create a society that leads to a better future.”

“地区发展的关键词是可持续发展。希望我们能创造出前景光明的社会。”



### Profile

Born in the United States. She came to Japan in 1993 to help prepare for the Nagano Olympics. Joined Obusedo Corporation in 1994. Appointed as the Director of the company in 1997. Received the “Nikkei Woman of the Year 2002” grand prize in recognition for her endeavors to promote local culture and industries. Currently the president of Bunkajigyobu Corporation.

出生于美国。访日契机是1993年举办的长野奥运会，次年入职株式会社小布施堂。1997年担任该公司董事。致力于振兴地区文化和产业。荣获“日经年度女性2002”大奖。现为株式会社文化事业部 董事长。

President, Bunkajigyobu Corporation 株式会社文化事业部 董事长

# Sarah Marie Cummings

莎拉·玛丽·卡明斯

## Culture is not something to pass on but to make use of

For many years, Sarah Marie Cummings has continued to communicate the charms of local cultures and traditional industries.

Having spent a quarter of a century in Japan, from Nagano Prefecture she provides insight on how she sees local communities in Japan.

### 文化，不止步于留存更活跃于传承

莎拉·玛丽·卡明斯女士长期以来不懈传播地区文化及传统产业的魅力。来日已超过25年的她，对日本的地区有何所思所见呢？我们来到长野县探访莎拉女士。

Sarah came to Japan in 1993. Captivated by Japanese traditional culture and traditional industries, she joined Obusedo Corporation and Masuichi-Ichimura Sake Brewery, a long-established company making chestnut sweets and brewing sake. With her unique view as a foreigner, she promoted the local culture and industries by proposing and implementing a series of ideas, such as opening a restaurant, reviving barrel-brewed sake, and holding talk sessions that invited cultural figures. Having lived 25 years in Nagano and seeing the changing times, Sarah shared her current thoughts and spoke about her endeavors.

### Energizing people also energizes the community

When I first came to Japan, I worked frantically as if moved by a sense of mission to somehow contribute to carrying on the Japanese culture. As time went by, I felt a sense of crisis about how nature was being destroyed in all parts of Japan. Today, I have established Bunkajigyobu Corporation and am promoting initiatives to develop the local community, while aspiring to revive agriculture and “satoyama” (mountains near rural settlements) by taking a hint from how our predecessors valued and lived in harmony with mountains and water.

To energize local communities, it is important that the people who live there are energized to begin with. When people truly feel they are being useful to others, they will feel energy being generated from within. To vitalize people’s minds, it is important to have a place where people can meet and interact. Since there are few places in Japan where people can have discussions, creating “places” where you could meet with different people would put greater vitality into the local community. In terms of a place for exchange, the Tokyo Olympics is a golden opportunity. I hope wearing yukata (casual summer kimono) at the opening ceremony and other activities will serve as opportunities to experience and rediscover the Japanese culture.

The most important aspect in promoting the development of local communities is to be “sustainable.” A society will not develop unless the development is sustainable. Traditions and culture are often thought of as something to “pass on,” but I feel it’s important to not just “pass on” but to “make use” of tradition and culture. I believe the process is not just about succeeding old things, but about making use of them now and for the future because we can benefit from them. An accumulation of these efforts will lead to “sustainable” activities.

### Developing the community through the creation of a recycling society

I am currently involved in the Kanoyama Project, which looks at revitalizing the community from the aspect of the natural environment. Kanoyama is a play of words meaning “Kanou-na yama (mountain with potential)” in Japanese. It aims to realize a recycling society like that of “satoyama” in Japan in the olden days, where people developed forests and mountains close to nature that originally existed, receive pure water from the mountains, produce organic apples, persimmons and vegetables using the fertilizer from livestock, and have honeybees pollinate fruit trees. By keeping fowls, they will eat insects. By not using agrochemicals, butterflies will flutter about. I want to make the most of these traditional wisdom and advantages. I still have a way to go to reach my goal, but my aspirations are high for what the future holds.

There is a proverb that says, “Where there is a will, there is always a way.” This has been my unflinching belief since 25 years ago. By keeping true to this belief, I hope to embrace traditional lifestyles, people and nature.

Large-scale stores like Aeon always have their lights on and provide a sense of safety and security to the people in the community. This is an encouraging added value. I hope to see Aeon develop business models to coexist with local shops and expand a win-win relationship.

In rural areas, for example, Aeon stores could serve as a spot to transmit culture, as there are few places where the local people can perform music and dance that they have practiced. In addition, it’s important to create an environment where the younger generation remains open to culture, such as organizing events that allow young people to learn about traditional dishes. There is a limit to what an individual can do for these types of activities. By leveraging its strength of having stores across the country, I hope that Aeon will expand the circle of communicating culture in all parts of Japan.

莎拉女士于1993年来到日本。被日本传统文化和传统产业的魅力所征服，她就职于小布施堂·榎一市村酿酒厂。这里既是栗子点心的老店铺，也从事酿酒。莎拉女士以外国人的独特视角出发，积极构想并实施了各种振兴地域文化和产业的方案，例如开设餐厅、重拾木桶酿酒法、邀请文化人士开办讨论会等。在长野度过25年，目睹时代变迁的莎拉女士，向我们讲述了她现在的见解与从事活动。

### 活力四射的地区源于活力四射的人

刚来日本时，我为了继承日本文化竭尽一己之力，鼓足了劲将其付诸以行动。随着时光流转，如今目睹日本各地的大自然渐渐消失，我忧心忡忡。现在我建立了株式会社文化事业部，以农业和山林的重生为目标，从先人们珍视的山、水、人共生关系中汲取灵感，投身于地区发展。

想要建设活力四射的地区，在该地区生活的群众的活力是不可或缺的。赠人玫瑰，手留余香——为他人付出可以点燃人们内心的火炬。走到一起共同交流的场所是赋予人心活力的重要元素。我觉得日本缺乏可以各抒己见的场所，所以如果能与各种各样的人相逢相识的“场所”，就可以增强地区活力。奥运会可谓是千载难逢的交流佳所。如果可以通过开展在开幕式上穿浴衣等活动，来体验并重新认识日本文化，没有比这更开心的了。

对于振兴地区社会而言，“可持续发展”是重中之重。没有可持续发展性的社会无从发展。很多人都有留存传统文化的意识，但我认为比起“留存”，“传承”才是关键。不止步于接手古老文化传统，更要意识到它的优点，并将其运用于现在，传承至未来。这样聚沙成塔的努力才会成就“可持续发展”性活动。

### 构建循环型社会 推动地区发展

目前，我们从自然环境角度出发，推动“Kanoyama(每个人心中的一座山)计划”，致力于地区创生。“Kanoyama(每个人心中的一座山)”中蕴含着“Kanou-na yama(可能性之山)”的意义。在古代日本，依山而生的人们从山中汲取清澈水源，用畜养家畜获取的肥料耕作，收获无农药苹果、柿子和蔬菜。用蜜蜂帮助果树授粉——我们想通过本次计划实现这样的循环型社会的构建。养鸡可以吃害虫，不使用农药就可以看到蝴蝶翩翩飞舞，我们想充分发挥这些自古以来的先人智慧与优势。虽然还没有完全实现，但我对未来的可能性充满希望。

俗话说得好：“世上无难事，只怕有心人”。从25年前开始，这一直都是我坚定不移的信念。今后我也将怀抱信念，探索关于昔日的生活方式、人、自然的题旨。

像永旺这样的大型店铺，总保持着灯火通明的状态，为地区人们提供着安全和安心。这是很鼓舞人心的附加价值。希望能看到永旺构建起和地区商店共存商业模式，拓展双赢关系。

就算练习声乐舞蹈，也没有可供发表的场所，这是地区难以解决的问题之一，所以我希望永旺店铺能成为地区的文化传播场所。此外，还需要整備环境，防止年轻一代人对文化敬而远之，比如开展面向年轻人的传统料理活动等。这样的环境整備仅靠个人的力量是有限的。希望在日本全国拥有店铺的永旺能发挥强项，在各地加强文化传播的影响力。



Kameyama Children's Kagura Troupe active in Asakita-ku, Hiroshima City, has 26 members from 1st grade in elementary school to 3rd grade in junior high school. Besides dancing the full-scale Kagura, the children also played the musical accompaniment. 在广岛市安佐北区活动的“龟山儿童神乐团”里有从小学一年级到初中三年级的26名团员，孩子们不仅表演了地道的神乐舞，还包揽了伴奏。



The first program was "Akkoden (The Legend of the Fox Demon)," a story about a master archer and others who set out to exterminate a wicked, golden-haired fox with nine tails. The dynamic dance and gorgeous costumes always please the crowd. 第一次演出节目为“恶狐传”，故事中有无恶不作的金毛九尾狐和为了降服恶狐挺身而出的名射手登场。魄力逼人的舞蹈与绚烂豪华的服装是魅力看点。

## Carrying on the Traditional Culture into the Future

### 传统文化 继往开来

Aeon aims to create stores where people can discover the appeal of the community and deepen their love for the community. One such endeavor is how Aeon is conveying the unique traditional culture of the community by making use of its stores that anyone can easily access.

#### Making the place for daily shopping a place to experience traditional culture

Hiroshima Kagura is a spectacular performance by dancers dressed in gorgeous costumes, who dance with musical accompaniment. The traditional performing art was introduced from Shimane during the Edo Period as a festival to celebrate the autumn harvest and took root in various parts of Hiroshima. Even today, there are around 300 Kagura troupes in the prefecture. Because Kagura developed uniquely in each community, the stories and presentations vary by each Kagura troupe. For example, Kagura in the Geihoku area is known for an ogre appearing in the performance. The challenge in recent years, however, has been to find a way to carry on the tradition with a shortage of successors due to the decreasing birthrate and aging of the population, besides fewer chances to perform.

In light of this, Maxvalu Nishinohon Co., Ltd. is organizing Kagura performance events at the store to offer local customers a chance to enjoy Hiroshima Kagura. At the event held at Maxvalu Sera Store (Hiroshima Prefecture) on September 2, the Kameyama Children's Kagura Troupe put on a full-scale Kagura performance. At the venue, a class for children to experience Kagura was also held to allow them to try on costumes and play Japanese

永旺致力于运营可以体会地区魅力，增加居民对居住地区喜爱之情的店铺。我们有效利用永旺老少咸宜、便于造访的环境，致力于传播当地特色传统文化的措施，也是实现这一目标的环节之一。

#### 将日常购物的场所升华为体验传统文化的场所

广岛神乐是在广岛各地扎根的传统艺术技能之一，原为庆祝秋季丰收的祭祀活动，在江户时代从岛根县传到广岛县。演员们会身穿华丽服饰，迎合伴奏尽显华丽舞姿。目前县内约有300多个神乐团体。在各个地区扎根的神乐均有独特的进化之路，各个团体的故事情节和表现手法丰富多彩。例如，艺北地区的神乐表演中会有鬼登场。然而近年来，受少子老龄化以及公演机会减少导致缺乏后继之人等问题影响，如何继承传统成为一大课题。

在这样的背景下，为了给地区的顾客们创造与广岛神乐亲密接触的机会，Maxvalu Nishinohon Co., Ltd.在店铺中举办了神乐公演会。9月2日，“龟山儿童神乐团”在美思佰乐世罗店（广岛县）举办的公演会上展露了地道的神乐。在会场里还举办了“儿童神乐体验教室”，可以零距离接触服装和日式乐

struments. Elsewhere, Maxvalu Hongo Store (Hiroshima Prefecture) that was damaged by the Heavy Rain Event of July 2018 hosted a performance by Oogusa Kagura Children's Research Club when it reopened after renovation on September 15, which livened up the disaster-affected area.

Sadahiko Morimoto of Hiroshima Regional Urban Area's "Kagura" Town Revitalization Council secretariat, working to spread Hiroshima Kagura, commented as follows. "Performing at the store is a great chance to convey the appeal of Kagura to the young people who are not so familiar with it. In order to carry on the tradition, I hope more children become interested in Kagura."

Aeon is aspiring to become the center for transmitting local cultures in order to create opportunities for people to come in contact with the local traditional culture in their daily lives.

器。此外，在“平成30年7月暴雨”中受灾的美思佰乐本乡店（广岛县）在9月15日翻新开业时举办了“大草神乐儿童研究俱乐部”的神乐公演，为受灾地区增加了一份活力。

广岛广域都市圈“神乐”地区振兴协议会事務局致力于普及广岛神乐，事務局の森本貞彦先生如是评论：“店铺内公演是让与神乐没什么交集的年轻一代了解其魅力的好机会。为了让神乐后继有人，希望能让更多孩子们对神乐产生兴趣。”

为了制造在日常生活里接触地区传统文化的平台，永旺将努力成为地区文化传播据点。



The Kagura performance event took place at a special venue set up in the parking area. Around 700 customers gathered for the two performances in one day. 在停车场内设置特别会场，举办神乐公演会，公演会一天两场，吸引了约700名顾客。

Since ancient times, festivals organized through a united effort by the local people have served as an important role in community development. Striving to exist in harmony with local communities, Aeon participates in festivals around Japan as a member of the community and is strengthening bonds with local residents.

### Being inspired, having fun and sharing moments together

Festivals offer opportunities to carry on long-held traditions and at the same time build face-to-face relationships between customers and Aeon.

Aeon supports Morioka City's idea to make Morioka Sansa Odori Festival a festival representing the Tohoku region and participates in the Morioka Sansa Odori Festival parade every year. Aeon's team is characterized by the fact that customers dance together with Aeon employees. Almost no other participating corporate teams except for Aeon encourage this. Meanwhile, Aeon Ryukyu Co., Ltd. employees participated in the "10,000 Eisa Group" dance parade as a team and entertained the local customers with their dance. At Aeon Honami Store in Fukuoka Prefecture, many employees participate in the Iizuka Yamakasa Festival with a 290-year history and are cultivating trust with the neighborhood association.

Together with its customers, Aeon will continue to energize the local community through festivals and generate vitality that leads to a better future.

自古以来，齐心协力举办庆典的行为在形成社会团体的过程中发挥着重要的作用。永旺力求与地区共生，在日本各地作为地区一员参与庆典，加深和当地人们之间的纽带关系。

### 同喜同乐共享时光

庆典既是传承昔日传统的活动，也是在永旺和顾客之间建立透明可见的信赖关系的机会。

永旺支持盛冈市“将盛冈三飒舞办成代表东北地区的庆典”的构想，每年参与“盛冈三飒舞”游行。在参与活动的企业团体中几乎只有永旺，能看到顾客和员工在同一舞队，这是永旺舞队的特征。Aeon Ryukyu Co., Ltd.的员工还会组队参与“一万人的哎萨舞队”，融入团体为当地顾客带来欢笑。福冈县的永旺穗波店很多员工都会参与拥有290年历史的“饭塚山笠”，加强与町内会的信赖关系。

永旺今后也会通过庆典和顾客一起为地区带来生机，孕育活力四射的未来。

### Employees from stores in Okinawa participating in "10,000 Eisa Group" dance parade

冲绳各店铺员工参与“一万人的哎萨舞队”

Okinawa's traditional performing art called "Eisa" is like the Bon festival dance in mainland Japan. The dance has been passed down in various parts of the prefecture, with varying forms and costumes for each area. These all come together once a year in August at the "10,000 Eisa Group" dance parade held in Naha City. Aeon Ryukyu Co., Ltd. empathized with the festival's concept to spread and pass on Okinawa's traditional culture, and formed the Aeon Ryukyu Eisa Team, which has joined the festival every year since 2015. The team gathered 60 employees from Aeon stores around the prefecture. The members performed their dance hoping that customers will enjoy the festival.

冲绳传统艺术技能“哎萨舞”类似于日本其他地区的盆舞，在冲绳县内各地以各种形式传承至今，各地舞蹈跳法和服装各不相同，而每年8月在那霸市举办的“一万人的哎萨舞队”则是各地舞队汇聚一堂的盛会。庆典旨在普及并传承冲绳传统文化，对此深有感触的Aeon Ryukyu Co., Ltd.从2015年起每年会组织“永旺琉球哎萨队”参与其中。队内集结了来自各县内各店铺的60名员工。庆典当日，为了让顾客度过尽兴时光，倾情表演舞蹈。

Okinawa



### DATA "10,000 Eisa Group" dance parade "一万人的哎萨舞队"

A festival held annually since 1995 along Naha Kokusai Street on the first Sunday in August. About 70 groups perform the Eisa in various styles as they parade down the 1.6-km long street.

1995起，本庆典在每年8月的第一个周日于那霸国际通街道举办。在1.6公里的道路上，约有70个团体一边展现风格各异的哎萨舞，一边缓步前行。



## Strengthening Bonds with Communities

### 加强与地区间纽带关系

Iwate



### Customers and Aeon dance in one team at Morioka Sansa Odori Festival

组织顾客和员工亲密无间的队伍“盛冈三飒舞”

Morioka Sansa Odori Festival is famous as the world's largest drum parade with 10,000 drummers dancing in groups. Under the catch phrase "Come, see, be fascinated by and join Sansa Odori," the festival offers a wide variety of programs including performances by Miss Sansa Odori dancers, dances by groups participating from the general public, and circle dancing in which anyone is free to join. Aeon has participated in the parade for 12 years in a row with an Aeon team formed by employees from six Group companies\*. This year, 45 employees participated together with 120 customers who applied from the general public. The Aeon team practiced more than 20 times and displayed strong solidarity, beautiful alignment and energetic calls to liven up the festival.

有1万架大鼓铸造声势的“盛冈三飒舞”是世界规模最大的大鼓游行，人人皆知，以“来访、观赏、吸引、加入三飒”为口号，不仅有三飒舞小姐的演奏、一般团体舞，还有任何人都能参加的轮舞等多种活动，来自永旺的6个集团公司的“员工组成”永旺队，连续12年参与游行。今年有45名员工和通过一般报名参与的120名顾客共同参加，永旺队通过20多次练习强化团队力，以美丽队列和热情号子为庆典锦上添花。

\* Participating companies: Aeon Retail Co., Ltd., Aeon Supercenter Co., Ltd., Maxvalu Tohoku Co., Ltd., Sunday Co., Ltd., Aeon Mall Co., Ltd., Aeon Credit Service Co., Ltd.  
参加企业: Aeon Retail Co., Ltd., Aeon Supercenter Co., Ltd., Maxvalu Tohoku Co., Ltd., Sunday Co., Ltd., Aeon Mall Co., Ltd., Aeon Credit Service Co., Ltd.

### DATA Morioka Sansa Odori Festival “盛冈三飒舞”

A parade was formed by bringing together Sansa Odori dances that have been passed down in communities around Morioka City, Iwate Prefecture. This year's 41st festival was held from August 1 to 4. It attracted around 250 groups, around 34,500 dancers and as many as 1.3 million spectators in total.

将传承与岩手县盛冈市周边地区的各地“三飒舞”组织为三飒舞游行，今年8月1日至4日迎来第41次举办。来自大约250各团体的3万4500人参与舞蹈，共计130万人观舞，一享庆典之乐。

Fukuoka



### Participating in Iizuka Yamakasa as a member of the neighborhood association

作为町内会一员参加“饭塚山笠”

Held in Iizuka City, Fukuoka Prefecture, the Iizuka Yamakasa is a festival to race huge "yamakasa" floats by teams called "nagare," which are formed in units of neighborhood associations. The climax of the festival is called "oiyama," an event in which each "nagare" team races for the best time. Since 2007, Aeon Honami Store (Fukuoka Prefecture) has participated in the festival as a member of Tokuzen Town, where the store is located. Tokuzen Town has around 70 to 80 carriers called "kakite" participate every year, and around 20 to 30 of them are Aeon Honami Store employees. Teamwork is essential to safely move the huge "yamakasa" float, and every member must be focused. Aeon Honami Store will continue to contribute to passing on the festival through a united effort with the neighborhood association.

在福冈县饭塚市举办的“饭塚山笠”，是汇聚由各个町内会组成的队伍（称之“流之队”），让各队扛起巨大花车“山笠”奔跑而过的庆典。各队竞争比速度的“追山”可谓是庆典最高潮。永旺穗波店（福冈县）店铺位于德前町，作为德前町一员自2007年开始参加“饭塚山笠”。德前町每年有70至80人作为花车“抬手”参与，其中20至30人是永旺穗波店员工。为了安全抬举巨大山笠团队需要全员齐心协力，共同参与，永旺穗波店今后也将与町内会团结一心，为传承庆典活动做出贡献。

### DATA Iizuka Yamakasa “饭塚山笠”

A traditional festival held in Iizuka City, Fukuoka Prefecture with a history dating back about 290 years. As many as 3,000 men race around town carrying huge "yamakasa" floats as spectators on the streets splash water on them.

这是在福冈县饭塚市流传290多年的传统庆典，据说有3000人的汉子们肩抗巨大山笠花车，在沿路泼水洗礼下飞奔于街道间。

What can a retailer do to convey the appeal of local food cultures and specialties? Aeon is collaborating with local companies and working together with customers to develop, produce and sell products that are rooted in the community.

### Living up the local food culture scene

Aeon Hokkaido Corporation (hereinafter, Aeon Hokkaido) is involved in an initiative to spread the food culture of the ethnic Ainu, which has been passed down in Hokkaido over the centuries. A "Taberu Soup (soup for eating)" product made with ingredients from Hokkaido was commercialized based on an Ainu cuisine recipe. It uses the winning best recipe at the "Future 'Taberu Hokkaido Soup' Recipe Contest\*1" sponsored by organizations including a hotel in Sapporo City. The contest is part of Hokkaido's 150th Anniversary Project. Aeon Hokkaido supported the contest's purpose to pass on the local food culture to the future and assumed the role to commercialize the winning recipe, "Deer Citatap Soymilk Soup." In Ainu cuisine, minced meat made by chopping it is called "Citatap." The recipe for the product chops up venison into meatballs, which are used to make into a hearty soup. Aeon Hokkaido is cooperating with local companies to procure venison that has limited distribution. Hideyuki Matsui of Aeon Hokkaido's Food Product Department who judged the contest says, "Ainu cuisine is not familiar to many people, even those who live in Hokkaido. It is really meaningful to be able to buy it at a local supermarket."

\*1 The recipe contest was jointly planned and organized by Century Royal Hotel and Hokkaido Dietetic Association. 世纪皇家酒店和公益社団法人北海道营养师协会共同企划举办的食谱大赛。

为了宣传当地的饮食文化和特产的魅力，零售企业能够做什么呢？永旺正与当地企业合作，与顾客一起开发、生产以及销售扎根当地的产品。

### 弘扬当地的饮食文化

Aeon Hokkaido Corporation正在推广古时候传到北海道的阿伊努饮食文化，将根据阿伊努料理食谱里使用北海道产的食材所做出的“汤食”商品化。所用到的食谱来自于札幌市内酒店等主办的“未来的‘北海道汤食’”食谱大赛\*1中荣获最优秀作品奖的食谱。该大赛是北海道150周年事业的一项活动。Aeon Hokkaido Corporation赞同“向未来传承当地饮食文化”这一大赛宗旨，担负起将最优秀作品“鹿肉丸子(Citatap)豆奶汤”商品化的重任。阿伊努料理中的“Citatap”是指将肉类捶打成肉馅。商品化的食谱是将鹿肉馅搓成丸子，然后搭配多种配料制作成汤食。鹿肉流通量小，Aeon Hokkaido Corporation与当地企业合作采购。该公司食品商品部的松井秀之作为评委参加了食谱大赛，他表示：“即便是北海道当地人，多数也不太了解阿伊努料理。让大家能够在附近的超市购买是件很有意义的事情。”

## Sharing Unique Local Foods

### 宣传当地特有的饮食



1. Meeting with Ayaka Ogura (center), a 2nd year student at Kushiro Junior College who created the winning recipe, her seminar members and Aeon Hokkaido staff. She commented, "I'm happy it turned out so colorful. I'll tell everyone about it when it's available at stores." The product is planned for launch in end November. 设计出最优秀作品的小椋短期大学2年级学生小椋彩花(中间)和所属研讨会成员一起与Aeon Hokkaido Corporation的负责人举行碰头会。小椋彩花表示：“成品的色彩和点缀都很棒，让人很开心。希望产品能够摆放在店里让更多人品尝。”产品计划于11月底发售。
2. The winning recipe "Deer Citatap Soymilk Soup" 最优秀作品“鹿肉丸子(Citatap)豆奶汤”
3. At the finals held on August 20, trial products were made for 12 items out of 36 entries. 36个作品参加了8月20日举行的决赛评审，试制了12个作品

Aeon is involved in various other initiatives across Japan to offer many customers a chance to enjoy local specialties.

### Aeon Japanese Sake Project

One of the activities that leverage Aeon Group functions to deliver local flavors to other parts of Japan is the "Aeon Japanese Sake Project," which is in its fourth year this year. Aeon Liquor Co., Ltd. and breweries in various locations collaborate to make sake by using sake rice grown at Aeon Saitama Hanyu Farm as raw material. The brewed sake is sold at Aeon stores in Japan, with plans to market them at stores in Cambodia and other Asian countries.

### Joint development of bento with high school students

Aeon created bentos (boxed meals) packed with local delicacies by merging local ingredients with ideas from high school students.

Aeon Hokkaido and Hokkaido Mikasa High School's culinary department jointly developed two types of special bentos, which were sold at 36 Aeon stores in Hokkaido. In addition, a bento planned together with students from Fukushima Prefectural Odaka Industrial Technology and Commerce High School as part of the Aeon Future Co-creation Program\*2 was sold at around 240 Aeon stores in Fukushima and Miyagi Prefectures. The bento made with plenty of local ingredients from the Soso region such as anglerfish, onions, and new rice "Ten-no-tsubu" is also filled with wishes for an early reconstruction and gratitude for support.

### Local elementary school students experience selling grapes

Through collaboration with local companies, Aeon is also offering children opportunities to experience selling local farm produce. Aeon Nobeoka Store (Miyazaki Prefecture) is having local elementary school students try their hand at selling grapes that they helped grow at Gokase Winery. This is also giving the children a chance to become familiar with local specialties.

Aeon's role is not only to support lifestyles through shopping, but also to create a prosperous future for the community together with local customers and municipalities. Aeon is committed to co-creation and mutual prosperity as a member of the community through activities that are rooted in the community.

除此之外，永旺还在全国各地开展让更多顾客亲近地区特产的活动。

### 永旺日本酒项目

今年迎来第4个年头的“永旺日本酒项目”是永旺聚集集团之力向全国推广地区美酒的活动之一。产品以永旺埼玉羽生农场生产的酒米为原料，由Aeon Liquor Co., Ltd.和各地酿酒厂合作酿造。酿成的日本酒除了在全国永旺店铺销售外，还计划在柬埔寨等亚洲国家的店铺销售。

### 与高中生共同开发盒饭

永旺将当地食材与高中生的创意相结合，开发出了融入当地美味的盒饭。Aeon Hokkaido Corporation与北海道三笠高中烹饪部联合开发了两款特制盒饭并在北海道内的36家永旺店铺销售。此外，作为永旺“未来共创项目”\*2的一个环节，永旺与福岛县立小高产业技术高等学校的学生们一起设计盒饭，并将成品放在福岛县和宫城县的大约240家永旺店铺内销售。大量加入鲑鱼、洋葱、新米“天之粒”等相双地区食材的盒饭蕴含着对复兴的祝愿和感激之情。

### 当地小学生体验销售葡萄

永旺与当地企业合作开展让孩子们体验销售当地农作物的活动。永旺冈店(宫崎县)在店内销售当地小学生在五个酿酒厂参与栽培的葡萄，为孩子们创造亲近当地特产的机会。

永旺的职责不仅要通过购物保障民众生活，还要与当地顾客以及自治体一起创造当地丰富多彩的未来。今后，永旺将扎根地区，作为地区的一员为实现共创共荣努力奋斗。

\*2 One of the projects in the Project Aeon Joining Hands to support the reconstruction after the Great East Japan Earthquake. It matches the business characteristics of Group companies with the needs of disaster-affected areas to help resolve local issues. 东日本大地震支援“永旺心心相印项目”活动之一，致力于将各集团公司的事业特点与灾区需求对接，解决当地面临的课题。



1. The sake rice "Sake Musashi" is grown at a farm managed by Aeon Agri Create Co., Ltd. Aeon Liquor Co., Ltd. employees helped harvest the rice by hand. 酒米"Sake武藏"在Aeon Agri Create Co., Ltd.运营的农场生产，Aeon Liquor Co., Ltd.的员工参与收割。
2. Sake was produced at three breweries using the same sake rice. Each sake took on a different character and taste by brewery, due to how the rice is polished, brewing methods and the local water quality. 在3个酒窖酿造，虽然酒米相同，但成品会因各酒窖的磨米和下料方法以及土地水质等不同而呈现出各具特色的口味。



Odaka Industrial Technology and Commerce High School students visited Fukushima prefectural office to introduce the bento "Let's eat it together! Repaying for happiness bento" that they developed. 小高产业技术高等学校的学生访问福岛县厅，介绍他们开发的“大家一起吃！幸福的报恩盒饭”。



Gokase Town Kamigumi Elementary School students selling grapes they helped grow at Aeon Nobeoka Store (Miyazaki Prefecture) 五个瀨町立上小学的学生们在永旺冈店(宫崎县)内销售自己体验栽培的葡萄

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 6

## Sustainable Business Sites® Certification 生物共生事业所®认证

## Creating a Place of Relaxation Surrounded by Nature 创造出被大自然环绕的休憩场所



1. Seasonal plants and flowers can be enjoyed at "Four Seasons Woods Garden" Aeon Mall Tamadaira Woods (Tokyo) 可欣赏四季缤纷花草的“四季之森花园”永旺梦乐城多摩平之林(东京都)
2. A promenade with rich greenery and a babbling brook Aeon Mall Sakaitteppochi (Osaka prefecture) 拥有丰盈绿地与潺潺流水的散步路 永旺梦乐城堺场炮町(大阪府)
3. A livable environment for living creatures "Fureai Park" Aeon Mall Toin (Mie prefecture) 拥有适合生物生存的环境空间的“亲近自然生态公园”永旺梦乐城东员(三重县)
4. Nesting boxes installed in the rich green forest "Wonder Forest Curio" Aeon Mall Tokoname (Aichi prefecture) 在绿意盎然的森林“Curio”里安置鸟巢的永旺梦乐城常滑(爱知县)

Biodiversity is what connects the richly diverse and unique 30 million species that are said to live on this planet. As the destruction of the ecosystem becomes a serious issue, the Convention on Biological Diversity was adopted by the United Nations Conference on Environment and Development (Earth Summit) in 1992. Approximately 200 countries participated in 2016, and efforts to preserve and protect species are being strengthened around the world. Among this movement, voluntary activities by companies and business people that create new sustainable symbiotic relationships is in high demand.

### Creating a Symbiotic Space with Nature Along with Customers

Aeon has been continuing tree planting activities when opening new stores under the name of "Aeon Hometown Forests Program." This initiative does not stop at environmental preservation, but by implementing it together with customers, the hope is that the stores will become a place to gather. By planting a mixture of dozens of different types of trees native to the land, the trees compete for growth creating an environment close to that of a natural forest. Survey results were obtained which found that the trees planted by this method on the store site had

生物多样性，是指存在地球上的多达3000万种生物及其丰富繁多的关联性。生态系统遭受的破坏日益严重，1992年联合国环境与发展大会(地球高峰会议)签署了生物多样性条约，2016年已有约200个国家参与其中，致力于物种保护保护的行动在世界范围内得到强化。在这样的背景下，企业以及企业家自主发起活动，创建可持续发展的全新共生关系为时代所需。

### 携手顾客共创和大自然共生的空间

永旺从1991年起开展“永旺故乡林”，在新设店铺开业之际举办植树活动。这不仅仅为了保护环境，和地区顾客一起行动的活动里，更饱含着永旺让店铺成为交流之地的意愿。将自生于当地的数十种树苗混合种植，让其通过自然竞争，培养出更接近于天然林的环境。调查结果显示，经过数年后，比起精心修剪的园林种植，使用此方法植树的店铺林内野鸟飞来率高出数倍。

a wild bird flying ratio several times that of a nicely pruned landscape after a couple of years. In addition to this tree planting activity, efforts were strengthened to create an environment which would be easy for small animals and birds to live in. In 2010, Aeon established a biodiversity principle and set out guidelines for inside the store sites. The design was created according to the ecology of the living creatures such as the placement of trees and the flow of water within the sites. Environmental improvement has been made while considering and including the knowledge of experts.

### Increasing Opportunities to Visit the Stores Full of Greenery as a Place of Relaxation

The aim of the "Sustainable Business Sites® Certification" is to promote symbiosis between nature and people through corporate activities. It is a quantitative evaluation of the abstract phenomenon of biodiversity along the "Sustainable Business Sites® Certification Guidelines." At Aeon Mall Toin (Mie prefecture) which obtained certification in 2013, the mall adopted a "Rain Garden™" mechanism in consideration of water circulation. It is a system in which rain water flowing from the rooftop and pavement penetrates into the soil and the ground to be purified into clean water. Furthermore, in the "Fureai Park," trees and a river are arranged so that butterflies and birds can fly about. It is also a place for local children to learn about the environment.

Also acquiring certification in 2015 and receiving a special award from the Association for Business Innovation in Harmony with Nature and Community (ABINC) the certifying organization in 2016, Aeon Mall Tamadaira Woods (Tokyo) is aiming to become a new community base under the concept of "a beautiful garden full of greenery." In addition to tree planting, existing trees on the site were transplanted and preserved so that a green area "Sunshine Plaza in the shadow of trees" could be developed. On the rooftop, a biotope "Hill Space" will be created to become a habitat for living creatures. These environments are not only a place that is easy for living creatures to reside, but are used as a place of relaxation for customers.

In addition to this, various efforts and initiatives are being developed in each area such as installing nesting boxes and creating lush green forests and walking paths so people can take walks. Currently, seven stores\*3 have been evaluated as certified businesses.

Acquiring certification is one achievement as an evaluation and verification of environmental development to coexist with living things, but it is not the goal. It is important to expand and continue these initiatives not only with newly opened stores but also with existing ones. At Aeon, we will continue to make use of the characteristics of the land and coexist with the living things while developing community bases where the people of the area can freely visit and relax.

除了植树活动以外，永旺还在强化推进适合小动物以及鸟类等生存的环境整備。2010年，永旺制定了生物多样性方针，以指针规范店铺用地设计。店铺用地内树木配置、水流方向等均配合生物生态进行设计。听取专家意见进行考察，致力于环境整備。

### 走向绿意盎然的店铺增加机会 成为休憩场所

为了通过企业活动促进自然与人的共生关系，“生物共生事业所®认证”应运而生。将生物多样性这一抽象事象通过“生物共生事业所®推进指南”进行定量评价。

永旺梦乐城东员(三重县)于2013年获得认证，这里导入了兼顾水循环的“雨庭™”。将从屋顶和铺装路面流出的雨水引导到土壤中，渗透到地表内，完成水质净化。在“亲近自然生态公园”中配置便于蝶类鸟类飞舞的树木、河流。这里也是地区的孩子们学习环境相关知识的场所。

此外，永旺梦乐城多摩平(东京都)之林于2015年取得认证，并于2016年荣获该认证团体一般财团法人“生物共生事业推进协议会(ABINC\*2)”颁布的特别奖。以“绿意盎然的美丽庭园”为主题，对店铺用地内现存树木进行移植及保存，整備了绿带“树影下阳光广场”。在屋顶上设置了供生物栖息的群落生境“山丘空地”。这样的环境不仅有益于生物栖息，也能为顾客提供休憩场所。

不仅如此，永旺在各地店铺推进各种创意实施，例如设置鸟巢箱，营造绿意盎然的森林，整備供人们漫步的散步路等等。目前有7个店铺\*3作为认证事业所得评价。

获得认证，是取得针对与生物共生的环境开发和验证的评价的证明之一，但并不代表一切。重点在于不局限于新设店铺，在现存店铺中，永旺也将继续扩大相关活动范围，持之以恒。永旺今后也将有效利用土地特性，一边谋求生物共生，一边推进建设交流据点，为地区人们提供便于造访的休憩好去处。



Approximately 10,000 saplings were planted with local residents at the "Aeon Hometown Forests Program" tree planting festival THE OUTLETS HIROSHIMA (Hiroshima prefecture) 在“永旺故乡林”植树节中和居住在地区的顾客们种植了约10000棵树苗。THE OUTLETS HIROSHIMA(广岛县)

### About the Sustainable Business Sites® Certification (city/SC version) 关于生物共生事业所®认证(城市·SC版)

Based on the "Sustainable Business Sites® Certification Guidelines" Land Use Evaluation" constituted by the Japan Business Initiative for Biodiversity (JBIB). As certification criteria, "creation of an environment that contributes to biodiversity," "maintenance management in consideration of biodiversity," "communication with stakeholders" and efforts to conserve rare species in the region" are evaluated to be certified as an office building or commercial facility implementing sustainable land use. 基于一般财团法人 企业与生物多样性倡议(JBIB)指定的“生物共生事业所®推进指南”土地利用通信簿®制定。“营造为生物多样性做贡献的环境”、“实施兼顾生物多样性的维护管理”、“与利益相关方沟通交流”、“致力于保护地区稀有物种”——通过上述认证基准对办公大楼以及商业设施的可持续性土地利用进行评估和认证。



\*1 SDGs details can be seen on the "2030 Agenda" within the United Nations Information Centre homepage. SDGs的详细内容请查阅联合国信息中心(United Nations Information Centre)官网上登载的《2030可持续发展议程》。  
\*2 全称: Association for Business Innovation in harmony with Nature and Community

\*3 7 certified facilities: Aeon Mall Toin (Mie prefecture), Aeon Mall Tamadaira Woods (Tokyo), Aeon Mall Tokoname (Aichi prefecture), Aeon Mall Sakaitteppochi (Osaka prefecture), Aeon Mall Shijonawate (Osaka prefecture), Aeon Mall Nagakute (Aichi prefecture), Aeon Mall Matsumoto (Nagano prefecture) 获得认证的7个店铺: 永旺梦乐城东员(三重县)、永旺梦乐城多摩平之森(东京都)、永旺梦乐城常滑(爱知县)、永旺梦乐城堺场炮町(大阪府)、永旺梦乐城四条(大阪府)、永旺梦乐城长久手(爱知县)、永旺梦乐城松本(长野县)

# 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 Philippines, "Noodle dishes that bring one good fortune".

饮食是让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、菲律宾的“图取吉利的面食”美味礼赞。

## Pancit Pancit (菲律宾炒面)

**Praying for longevity with a feast**  
在喜宴上祝愿长寿

"Pancit" is a dish in which Chinese noodles or rice vermicelli is stir-fried with vegetables and meat. It is eaten at birthdays and celebrations with wishes for "longevity" in the noodle. The calamondin or so-called Filipino lemon is squeezed on top, so the dish can be enjoyed with a fresh scent.

Pancit是一道将中华面条或者米粉等与蔬菜、肉炒在一起的料理，面条带有“长寿”的寓意，人们会在过生日和喜庆的时候食用。在Pancit中挤入被称为菲律宾柠檬的卡曼橘(calamondin)的汁液，香味更加清爽。



## PHILIPPINES

## Yi Gen Mian (Noodles) 一根面

**Praying for the happiness of the family with one long noodle**  
用一根长面为家人祈福

Characterized by a single uncut noodle, "Yi Gen Mian" is a dish which is frequently enjoyed in Sichuan Province. After the flour is kneaded for a long time, it is made into a noodle about 3m long and served with soup and toppings. It is often eaten to celebrate birthdays, longevity and other special occasions to wish for happiness.

“一根面”的特点是中间没有断裂，是在四川省常见的料理。做面师傅将揉好的面拉成一根长约3米的面条，然后配上汤汁和调料。人们经常在过生日、庆长寿等喜事上食用，祝愿幸福。

## Toshikoshi Soba (New Year's Eve Soba Noodles) 除夕荞麦面

**To ward off disasters and welcome good fortune**  
消除灾祸，迎接明年的福气

Soba noodles are long and said to express "longevity" and to also have the meaning of "breaking off relations" with disasters because the noodles easily break. The custom of eating "Toshikoshi soba" on New Year's Eve spread during the Edo period. The toppings are also full of wishes for the coming year such as shrimp meaning longevity and the egg for prosperity.

荞麦面因为长而表示“长寿”，又因为容易切断而带有“消除灾祸”之意。除夕吃“除夕荞麦面”的风俗在江户时代得以盛行。上面摆上代表长寿的虾，代表繁盛的鸡蛋等表示对明年的祝愿。

## JAPAN



## CHINA



## Aeon Consolidated Financial Results

For the Six Months Ended Aug. 31, 2018

2019年2月期第2季度  
永旺株式会社合并结算概要

## New Record High in Operating Revenue for 8 Straight FYs Record Highs also in Operating Income and Ordinary Income

营业收入连续8期创历史新高，  
营业利润和经常利润均创历史新高

For the first six months of the fiscal year ending February 28, 2019, Aeon posted consolidated operating revenue of 4,266.4 billion yen, a record high for eight consecutive fiscal years. Consolidated operating income of 89.8 billion yen and consolidated ordinary income of 90.8 billion yen also reached record highs. Operating revenue increased across all business segments, and operating income in six businesses posted a surplus.

In the General Merchandise Store (GMS) Business, Aeon Retail opened four new stores and refurbished 18 existing stores. Owing to improved sales due to enhanced efforts in "Mainichi Yoruichi (daily evening promotions)," a decrease in the frequency and margin of markdowns, and growth in Topvalu sales, Aeon Retail posted a 3-billion yen improvement in operating profit on a year-on-year basis.

In the Supermarket (SM) Business, Maxvalu companies strengthened the product lineup to reflect regional characteristics, and U.S.M.H and its consolidated subsidiaries promoted joint merchandise planning and procurement while working to reduce operation costs.

In the Health and Wellness Business, Welcia Holdings and its consolidated subsidiaries actively implemented the Welcia Model built on the four pillars of drugstore and pharmacy, counseling, late-night operations, and nursing by refurbishing existing stores. An expansion of the number of 24-hour stores in order to provide customers with peace of mind and enhanced convenience, and growth in prescription drug sales led to strong performance.

In the Financial Services Business, Aeon Bank offered seamless financial services by converting all in-store branches to directly operated branches, and steadily increased its balances of deposits and loans, such as foreign currency deposits and housing loans.

In the Shopping Center Development Business, Aeon Mall expanded the sales area of two malls and refurbished five malls in Japan. In addition, more malls operating in ASEAN and China moved into the black, and Aeon Mall's overseas operations achieved profitability.

The International Business also achieved profitability owing to improved performance in both China and ASEAN.

2019年2月期第2季度累计期间的合并业绩，营业收入为4,266.4亿日元，连续8期创历史新高，营业利润和经常利润分别为89.8亿日元和90.8亿日元，均创历史新高。所有事业领域的收入均实现增加，营业利润方面，6项事业实现盈利。

GMS(综合百货超市)事业方面，Aeon Retail Co.,Ltd.开设了4家新店，并将18家现有店铺活性化。在傍晚营业额通过加强“每日夜市”活动得以改善。售价变动减少以及Topvalu营业额增长的影响下，营业利润较上年同期改善了30亿日元。

SM(食品超市)事业方面，Maxvalu旗下各公司结合地区特点加强了备货能力，此外，U.S.M.H及其合并子公司联合推动产品企划和采购，努力减少营运成本。

健康与养生事业方面，Welcia Holdings Co.,Ltd.及其合并子公司通过将现有店铺活性化，积极推行以药品&配药、咨询、深夜营业、护理为四大支柱的“Welcia模式”。受旨在为顾客提供放心产品和提高便利性的24小时营业店铺不断扩大和配药业务营业额增长的影响，发展势头良好。

综合金融事业方面，永旺银行通过将店中店全部直营化，为顾客提供无缝的金融服务，外币存款和房贷等存款以及贷款余额均表现理想。

商业地产开发事业方面，Aeon Mall Co.,Ltd.在日本国内对2家现有商场进行了扩建并对5家商场进行了翻新。此外，其在东南亚和中国的商场不断盈利，让其海外事业扭亏为盈。

国际事业方面，中国和东南亚市场的业绩均有改善并扭亏为盈。

## For the Six Months Ended August 31, 2018 (Cumulative) Financial Results by Business Segment<sup>1</sup>

2019年2月期第2季度(累计)各事业业绩<sup>1</sup>

	Operating Revenue		Operating Income	
	营业收入	前年同期比	营业利润	前年同期比
General Merchandise Store (GMS) Business GMS(综合百货公司)事业	15,346	100.7%	-58	+40
Supermarket Business SM(食品超市)事业	16,298	100.4%	111	+2
Health & Wellness Business <sup>2</sup> 健康与养生事业 <sup>2</sup>	3,948	113.3%	136	+6
Financial Services Business 综合金融事业	2,117	107.0%	319	-9
Shopping Center Development Business 商业地产开发事业	1,781	108.0%	254	+19
Services & Specialty Store Business 一般服务、专卖店事业	3,953	101.2%	137	-23
International Business 国际事业	2,204	108.1%	5	+17
Consolidated Total <sup>3</sup> 合并总计 <sup>3</sup>	42,664	102.3%	898	+48

<sup>1</sup> Past fiscal years' performance is revised in accordance with this fiscal year's accounting policy and indicators.

根据本季的会计方针及表示修正上年度的实际业绩。

<sup>2</sup> Change in name from the Drugstore & Pharmacy Business.

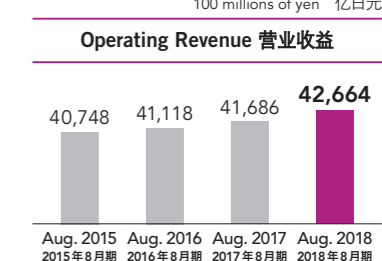
对药品配药销售事业进行了更名。

<sup>3</sup> Consolidated total includes total for each business as well as other business and adjustments.

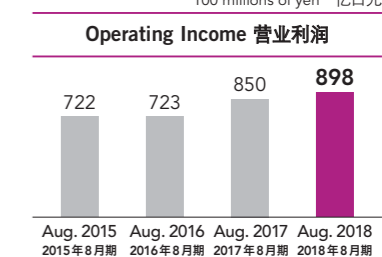
合并总计中除各事业合计外，还包括其他事业业绩及调整金额。

## Consolidated Financial Results 合并结算业绩

100 millions of yen 亿日元



100 millions of yen 亿日元



## Business Forecast for the Fiscal Year Ending Feb. 28, 2019 2019年2月期 业绩预测

Operating Revenue	Operating Income	Ordinary Income	Profit attributable to owners of the parent
营业收入	营业利润	经常利润	归属母公司股东的本期净利润
87,000 (103.7%)	2,400 (114.1%)	2,400 (112.3%)	350 (142.7%)



7/6

**Sales Launch of "ikka" T-shirts Helping Activities to Conserve the Coastal Environment**



Cox Co., Ltd. began selling t-shirts\* to support the Blue Ocean Project at "ikka" and "ikka LOUNGE" stores and on-line stores in Japan. The project activities include conservation of marine animals, mainly of the sea turtle classified as an endangered species, and the coastal environment. The support t-shirt comes with a "talking tag (QR code)" that provides an explanation in sound and image to develop a better understanding and awareness about the activity.

**开始销售了能对海滨环境保护活动作出贡献的"ikka"支援T恤**

Cox Co., Ltd. 在全国的"ikka""ikka LOUNGE"的店铺和网上店铺开始销售了"蓝海计划"支援T恤\*。该计划是以开展保护濒危物种的海龟为中心的海洋动物和海滨环境等活动。支援T恤印制有语音和图像说明的"说话标签(二维码)",致力于扩大对此活动的理解和普及。

\* A portion of the proceeds is donated to the Sea Turtle Association of Japan 把销售额的一部分捐赠给NPO法人日本海龟协会。

Support t-shirts embroidered with a sea turtle 印制有海龟刺绣图案的支援T恤



7/11

**Aiming to Promote Local Production and Consumption of Energy through Renewable Energy Use and Application**



Aeon Delight Co., Ltd. (hereinafter, Aeon Delight) was selected by the Ministry of Economy, Trade and Industry as a subsidized company for the project to promote the local production and local consumption of energy\*. The project will survey the feasibility of a low carbon energy services business at Koriyama Seibu No. 1 Industrial Park in Fukushima Prefecture. By building an original system that optimizes electricity supply and demand through the introduction of distributed energy sources such as solar power and waste power generation, Aeon Delight aims to launch the business by fiscal year 2020.

**灵活运用可再生能源,以促进能源的地产地销为目标**

Aeon Delight Co., Ltd. 被选为经济产业省实施的有关能源地产地销促进事业的辅助事业者\*。该事业以福岛县郡山市西部第一工业区为对象,调查低碳能源服务事业的可行性,引进太阳能发电和废弃物发电等的分散型电源,为电力供应的最佳化构建独自的系统,将以2020年度实现事业化。

\* Joint project with Edison Co., Ltd., Koriyama City of Fukushima Prefecture, and Digital Grid Corporation 与Edison Co.,Ltd.,福岛县郡山市、Digital Grid Coporation一起实施的事业

**Aeon's e-money "WAON" (Newly issued cards) 永旺的电子货币"WAON"卡(新发行)**



Issued on September 8 "Kushiro WAON" 9月8日发行了"钿路WAON"卡

Total number of cards issued Approx. 73.01 million (As of the end of Sep. 2018) 累计发行数量 达到7301万张(截至2018年9月底)

8/8

**"Aeon Cheers Club China" First National Convention Held in Beijing**



Aeon Cheers Club China is offering elementary and junior high school students opportunities to learn about the environment and held its first national convention in China in Beijing City. The convention gathered 27 children from seven areas (Beijing, Tianjin, Qingdao, Suzhou, Wuhan, Guangzhou, and Hong Kong) as representatives of about 2,000 members from 77 clubs. The children developed a better understanding of the natural environment through programs such as activity reports by each club, camping, and a night walk to observe insects.

**"中国永旺 奇乐思俱乐部"在北京首次举办全国大会**

以中小学生对,提供学习有关环境空间的"中国永旺 奇乐思俱乐部"在北京首次举办了全国大会。本次大会有来自77俱乐部的约2,000名孩子们的代表和7个区域(北京、天津、青岛、苏州、武汉、广州、香港)的俱乐部的共27人参加。通过介绍各俱乐部的活动报告、野营、夜间昆虫观察会等活动,加深了对自然环境的理解。

Children who participated in the national convention 参加全国大会的孩子们



8/24

**Ministop Uses FSC®-Certified Japanese Wood for Eat-in Space at "Hamamatsu Zoura Store"**



Ministop Co., Ltd. has opened Hamamatsu Zoura Store designed with Tenryu wood, a FSC®-certified\* wood produced in Hamamatsu City, Shizuoka Prefecture. The wood was used for the interior finishing, including the tables, chairs and walls in the eat-in space. The relaxing space offers the warmth of the wood. Since 2009, the company has been building stores built with wood certified as environmentally friendly. As of end August 2018, a total of 271 stores in Japan use such materials.

**在迷你岛"滨松增乐店"把国产FSC®认证材料使用在店内用餐区**

Ministop Co., Ltd. 使用获得国产FSC®认证的材料的静冈县滨松市天龙材的"滨松增乐店"盛大开业。此材料使用在了店内用餐区的桌子、椅子、墙壁等的内部装修。创造出让顾客能感受到树木的温暖并提供了能够放松的空间。该公司从2009年开始推进使用环保认证材料的店铺建设,截至2018年8月底,在全国开展了271家店铺。

\* FSC® Certification: Certification for wood and wood products cut down from properly managed forests FSC®认证:是对合理管理的森林采伐出来的木材、木材制品赋予的认证。

Eat-in space using FSC®-certified Tenryu wood (Ministop Hamamatsu Zoura Store) 使用FSC®认证材料天龙材的用餐区(迷你岛滨松增乐店)



Ceremony to present the relief fund to Atsuma Town. Shoichiro Miyasaka, Mayor of Atsuma Town (center); Yuriko Yamamoto, Secretary General of AEON Environmental Foundation (left); Yousei Honda, Secretary General of Aeon 1% Club (right) 厚真町的支援金捐赠仪式。宫坂尚市厚真町町长(中间)、山本百合子永旺环境财团事务局长(左)、本田阳生永旺1%俱乐部事务局长(右)



Volunteers from Japan and Indonesia planting mangrove trees 来自日本和印度尼西亚志愿者实施了红树植树

9/16

**Donation of Emergency Relief Fund to Areas Affected by Hokkaido Eastern Iburu Earthquake**



AEON Environmental Foundation and Aeon 1% Club Foundation have contributed a total of 10-million yen to Atsuma Town as emergency relief funds for the areas affected by the Hokkaido Eastern Iburu Earthquake. On September 19, AEON Environmental Foundation also presented 3-million yen to Mukawa Town. Aeon had cultivated exchange with the people in both towns through tree planting activities\* and is wishing for recovery and reconstruction as early as possible.

**向北海道胆振东部地震的灾区捐赠了紧急支援金**

作为对北海道胆振东部地震的灾区的紧急支援金,公益财团法人永旺环境财团和公益财团法人永旺1%俱乐部向厚真町共支援了总计1,000万日元。此外,于9月19日永旺环境财团将300万日元赠送给了鹉川町。与两个町的诸位从以前开始就通过植树活动\*加深了交流。祈愿早日恢复原状和复兴。

\* AEON Environmental Foundation carried out tree planting activities these past six years with both Mukawa Town (2012 - 2014) and Atsuma Town (2015 - 2017). 公益财团法人永旺环境财团在过去6年分别在鹉川町(2012年至2014年)和厚真町(2015年至2017年)这两个地区实施了植树活动

9/22

**Conducted the 2nd Phase of "Mangrove Plantation in Jakarta, Indonesia" Under the 60th Anniversary of Japan-Indonesia Diplomatic Relations Project**



AEON Environmental Foundation conducted the first tree planting for the second phase of Mangrove Plantation in Jakarta, Indonesia. This activity follows the first phase implemented from 2011 to 2013. This second phase was launched to mark the 60th anniversary of Japan-Indonesia diplomatic relations. It will plant 30,000 trees over three years to restore the forest for disaster prevention. For the event this time, 1,000 volunteers from both Indonesia and Japan planted 10,000 mangrove trees.

**建交60周年纪念事业 实施了第2期"印度尼西亚雅加达植树"活动**

公益财团法人永旺环境财团实施了第2期"印度尼西亚雅加达植树"的第1届植树活动。这是继从2011年至2013年举行的第1期植树活动,第2期以日本和印度尼西亚的建交60周年为契机开始实施。为了再生防灾林,将实施为期3年,种植30,000棵树。这次与两国的1,000名志愿者一起种植了10,000棵红树。

9/22

**"Aeon Wuhan Jindi Store" Opens in the Center of Wuhan City, China**



Aeon (Hubei) Co., Ltd. opened Aeon Wuhan Jindi Store in Wuhan City's Wuchang Area, which is the center of provincial politics where many government agencies for Hubei Province are located. The store features include a delicatessen section offering freshly made products, a food section with a large assortment of fruits, vegetables, seafood and meats with choice quality and freshness, and a food court with popular restaurants. Customers can enjoy shopping in comfort and convenience.

**在中国武汉市的中心地区"永旺武汉金地店"盛大开业**

永旺湖北商业有限公司在中国湖北省政府机关所在的省政治中心武汉市武昌地区开设的"永旺武汉金地店"盛大开业。该店以备齐了现做好的美食专柜,注重品质和新颖度的水果蔬菜和水产、畜产品等丰富种类的充实的食品区、入住高人气的的美食广场等。顾客可以享受舒适且方便的购物。

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**Daiei Shijonawate Store Manager Receives "Ikuboss Award 2018" Grand Prix**



Store Manger Naoko Iwakiri of The Daiei, Inc's Shijonawate Store received the grand prix for the Ikuboss Award 2018 organized by the Ministry of Health, Labour and Welfare. The award recognizes "Ikuboss" or managers who support the work-life balance of subordinates. In addition to the support she provided, the award evaluated her efforts and work improvements to foster future Ikubosses, a store management approach that brought out the strength in each employee and other achievements.

**Daiei 四条曜的店长荣获了"Ikuboss Award 2018"最高奖**

在厚生劳动省举办的"Ikuboss Award 2018", Daiei 四条曜店的岩切尚子店长荣获了最高奖。该奖是表彰对支援部下能兼顾工作和生活的身处于管理职位"Ikuboss"授予。这次的荣获不仅仅是对此支援以外,还对培养将来的Ikuboss的举措和业务的改善,让每个人能发挥自己的强项的店铺经营等受到了评价。



Ikuboss Awards ceremony (Oct. 18) "Ikuboss Award 2018"的表彰仪式(10月18日)



# Japan-China Teenage Ambassadors 10th Anniversary Memorial Program Aiming for Further Friendship Between Japan and China

中日小大使 10周年記念活動  
愿中日友好更上一层楼

# 日本 中国 ティーンエイジ アンバサダー 10周年記念事業 日本と中国のさらなる友好を目指して



1. To promote friendship between Japan and China, the "Declaration of the Future Friendship between Japan and China" was discussed and decided upon as a guideline for the future 为促进中日友好, 研讨制定了面向未来的指针“中日未来友好宣言” 2. Goodwill ambassadors of both countries smiling with the 10th anniversary memorial logo in hand 微笑手持10周年纪念徽标的中日两国小大使 3. Ambassadors surrounding Chinese Ambassador to Japan Cheng Yonghua and Honorable Chairman and Advisor Okada 围绕中国程永华大使和冈田名誉会长顾问的小大使们 4. Chinese participants performed a traditional dance 中国参加者表演传统舞蹈 5. Commemorative photo taken with all the past participants 各届参加者集体纪念照

1. 日中友好促進のため、未来へ向けての指針となる「日中未来友好宣言」を議論し決定 2. 10周年の記念ロゴを手にする笑顔の両国親善大使 3. 中国程永華大使、岡田名誉会長相談役を囲むアンバサダーたち 4. 中国の参加者は伝統舞踊を披露 5. 歴代参加者全員での記念撮影

## Friendship Building for 10 Years, Heading Towards the Future

The Aeon 1% Club Foundation has been hosting the "Teenage Ambassadors" Program since 1990 to provide opportunities to high school students in Japan and other countries mainly in Asia to visit each other's countries and engage in international exchange. The mutual exchange with China began in 2009, and the Foundation invited past participants to Japan for a reunion to celebrate the 10th anniversary of the program which was in July of this year. In hopes that the young people who will lead the futures of Japan and China will further deepen their mutual understanding, we will continue activities to contribute to the friendship and goodwill of both countries.

**Aeon 1% Club Foundation** The major Aeon Group companies donate 1% of their pre-tax profits, and the Foundation engages in projects with the main themes of "Sound Development of the Next Generation," "Promotion of Friendship with Foreign Countries" and "Sustainable Development of Regional Communities."

## 10年友情 迈向未来

公益財団法人永旺1%倶楽部自1990年起, 以亚洲为中心, 开展了日本与各国高中生的互访交流, 即“小大使”活动。该活动与中国的互访交流始于2009年, 今年迎来了10周年纪念, 于七月邀请历届小大使重聚东京, 举办同窗会纪念活动。永旺今后也将积极举办促进两国友好交流的活动, 真诚希望身为国家未来栋梁的青少年们深化对彼此的理解。

**公益財団法人永旺1%倶楽部** 从永旺集团主要企业的税前利润中提取1%的金额, 用于推进以“保障肩负未来的青少年的健康成长”, “促进日本与其他国家的友好交流”, “促进地区社会的可持续发展”为中心的各种活动。

## 10年築いた友好、そして未来へ

公益財団法人イオンワンパーセントクラブは、1990年より、アジアを中心とした国々と日本の高校生が互いの国を訪問し、交流する「ティーンエイジ アンバサダー」事業を行っています。中国とは2009年に相互交流を開始。10周年を迎えた本年7月、歴代の参加者を東京に招き同窓会を開催しました。今後も、日本と中国の未来を担う若者たちがより一層互いの理解を深めていくことを願い、両国の友好・親善に資する活動を続けて参ります。



## 公益財団法人イオンワンパーセントクラブ

イオングループ主要企業の税引前利益1%相当額の拠出により、「次代を担う青少年の健全な育成」「諸外国との友好親善の促進」「地域社会の持続的な発展」を柱に活動しています。