

Aeon is aspiring to be 'Asia's pre-eminent retailer' by balancing Aeon Group growth with the sustainable development of society.



Group CEO,
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Since it was first founded, Aeon has continuously worked to fulfill its mission as a retailer grounded in a basic philosophy of peace, people, and the community. This mission includes continually contributing to a better life for our customers by supporting their daily needs and continually contributing to the development of society with local people through our businesses.

We have maintained this stance over the years through partnerships with like-minded companies in terms the commercialization, modernization and industrialization of the retail business, constantly responding to change in the process. Today, Aeon employs a workforce of 440,000 and posts more than 7 trillion yen in operating profit. Starting in FY 2014, we launched the Aeon Group Medium-term Management Plan (FY 2014 – 2016) to capture new growth opportunities by providing solutions to social issues while also responding to the major changes taking place in Asian markets.

The new Medium-Term Management Plan builds upon the "4 Shifts" from the previous plan, which includes the Senior Shift for realizing stores, products and services that enable

anyone to shop with confidence regardless of age, the Digital Shift for using online supermarkets and the omni-channel as main of our approach to growing e-commerce markets, the Urban shift to develop stores and businesses tailored to the lifestyle needs of people with urban lifestyles, and the Asia Shift to provide safe and reliable products and services to people in the China and ASEAN markets. Another cornerstone of this plan is the implementation of product-oriented reforms, including the further reinforcement of the TOPVALU brands. At the same time, Aeon will pursue sustainable management that contributes to a sustainable society and sharing affluence together with customers and all other stakeholders gained from common group-wide measures carried out in Japan, China, and ASEAN together with producers and manufacturers.

Aeon was the first retailer in Japan to become a signatory to the UN Global Compact and since then we have consistently supported and practiced the 10 principles set out therein, which has enabled us to steadily implement sustainable management. Once achievement of these efforts has been establishing a framework for shared growth by requesting all suppliers—everywhere in the world—of TOPVALU products to comply with the Aeon Supply CoC (Code of Conduct).

Based on its partnerships over the years with countless companies, Aeon recognizes and respects the fact that diversity is important value. Harnessing this unique Aeon strength of diversity, we are expanding training programs and career development initiatives for sharing and practicing our basic philosophy so that we can become an even stronger group of companies.

Aeon will continue, through dialogue and cooperation with our diverse stakeholders, to further evolve sustainable management and to grow over the Medium- and long-term to become Asia's pre-eminent retailer.

CONTENTS

Message from the CEO	2	Key Issue 1	
Aeon Group Overview	3	Realization of a Low-carbon Society	39
Aeon Group CSR	7	Reducing CO ₂ in Stores, Reducing CO ₂ in Products and Logistics, Generating Electricity at Stores	
Feature 1		Key Issue 2	
Dialogue with Stakeholders	11	Conservation of Biodiversity	47
Feature 2		Sustainable Resource Usage in Products, Biodiversity Conservation at the Store Level, Contributions to the Community, Initiatives through our Products	
The Challenge of Aeon people	17	Key Issue 3	
Theme 1 Promoting Energy Conservation		Better Use of Resources	55
Theme 2 Conserving Natural Resources		Initiatives for Zero Waste in Stores and Products, Together with Customers, Strengthening the Management System	
Theme 3 Building Connections Theme3 with the Community		Key Issue 4	
Theme 4 Safe and Reliable TOPVALU		Addressing social issues	63
Theme 5 Disseminating our Corporate Principles		Community Involvement, Fair Business Practices, Consumer Issues, Human Rights/Labor Practices	
CSR Management	27	Update Report Tohoku Reconstruction Initiatives	93
Corporate Governance		Awards List from the outside (FY2014)	96
Risk Management		Primary environmental conservation	96
Compliance and Corporate Ethics		and social contribution activities	96
Environmental Management		GRI Guidelines Indicators	97
FY2014 Activities	38		
CSR Promotion Framework			