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“Reborn,” to offer the newest in fashion, services and eco-friendliness

Aeon Mall Yahata Higashi to Open Anew on March 15

First large-scale commercial facility to participate in the Kitakyushu Smart Community Project

Aeon Mall Yahata Higashi will reopen on Friday, March 15, 2013, upon completion of the renovation.

Today marks the grand reopening of Aeon Mall Yahata Higashi following the completion of a 70-day full-scale renovation project, undertaken since the mall opened in November 2006. Planned under the slogan “Reborn,” the renovation is intended to introduce customers to a new retail concept: offering products lineups developed with a focus on the latest trends and diverse lifestyle-related needs. At the same time, non-retail initiatives—in the form of facilities aimed at creating a more comfortable shopping environment and services designed to meet a variety of household needs—have also been introduced. In line with this concept, the remodeled mall aims to establish itself as a local community space by delivering enhanced products and services that cater to the needs of wide-ranging age groups, particularly young families and the “grand generation.”*¹



Green commitment is a key element of the “Reborn” mall. In support of the Kitakyushu Smart Community Project*², Aeon Mall Yahata Higashi has introduced state-of-the-art technology that will contribute to reducing the energy consumption of the Kitakyushu area, where the mall is located. The newly installed smart building energy management system (BEMS) monitors energy use throughout the entire complex and provides a visual representation of real-time usage, thereby raising environmental awareness and encouraging action to improve energy efficiency.



As the first store to launch “Smart Aeon”, the Group’s next-generation ECO Store program, Aeon Mall Yahata Higashi will lead this green initiative with the aim of contributing to efficient local energy-use management.



*¹ “Grand generation” is a term introduced and promoted by Kundo Koyama—a Japanese figure known for his extensive activities as a screenwriter, professor, and among others—to replace the term “elderly people.” The word “grand,” meaning “highest level,” has been selected to show respect for individuals who can actively enjoy a high quality of life.

*² The Kitakyushu Smart Community Project is one of the four projects selected under the Next-Generation Energy and Social Systems Trial program organized by the Ministry of Economy, Trade and Industry with a view to creating a Japanese model of a smart grid network system that can be exported to other countries in the future.

“Smart Aeon” program to start at Aeon Mall Yahata Higashi

◆ “Smart Aeon” program

From 2005, Aeon has promoted the development of eco- friendly stores such as ECO Stores by implementing a number of measures, including the installation of solar panels, the adoption of functions and activities that have cut energy consumption by more than 20%.

“Smart Aeon” is the Group’s new green initiative, developed as a next-generation eco-friendly store program. Aeon Mall Yahata Higashi has been selected as the first mall to implement the plan. The new program has been formulated in response to the recent increase in calls for energy saving and the expected chronic power shortfalls. It is largely based on action taken to address disrupted power supplies in the wake of the Great East Japan Earthquake, including upgrading the earlier efforts for broader implementation throughout surrounding communities. Implementing this program in cooperation with local communities with a focus on building of smart energy system (power transfer), local infrastructure development for disaster prevention, biodiversity conservation landscape preservation, Aeon will work to achieve the sustainable development of its retail business and of the communities where its stores are located, with due considerations given to local needs and characteristics.

◆ “Smart Aeon” program launched first at Aeon Mall Yahata Higashi

As part of the Kitakyushu Smart Community Project, the city government is implementing an area-wide project targeting increased energy efficiency. This project involves the introduction of a community energy management system (CEMS) under which homes, companies and other organizations are networked to achieve optimal power usage through monitoring and control in accordance with fluctuations in the supply and demand balance.

Higashida, where Aeon Mall Yahata Higashi is located, is one of the districts selected to introduce the CEMS platform. An estimated 30% of the area’s total power use is attributed to the mall. By participating in the regional project, Aeon Mall Yahata Higashi will do its part to achieve sustainable business development as the first “Smart Aeon” shopping complex, thereby making a valuable contribution to society.

◆ Major initiatives

(1) Monitoring and predicting electricity use

The smart building energy management system (BEMS) has been introduced to enable the mall to routinely predict the amount of solar power available in accordance with weather conditions and expected electricity consumption based on estimated store visitor numbers. This data can then be shared via the CEMS network with other participants, thereby increasing total energy efficiency for the entire local area.



(2) Increasing energy use efficiency

Tablet devices will be provided to specialty stores (one per store) to enable each store to monitor their own power use for services like air-conditioning and lighting. This measure is intended to allow individual stores to respond promptly to the start of dynamic pricing*³ hours and control their energy use according to their operational situation.



(3) Generating electricity

Solar panel systems have been installed on one of the rooftops and in the parking lots. These panels will generate a total of 200 kW of power, providing approximately 5% of the entire mall's energy needs.

(4) Raising the public awareness of the projects operated by Kitakyushu City

Digital signage showing its own energy use in real time will be installed inside the mall. The mall is also planning to create publications, such as brochures, to raise public awareness of the regional project operated by Kitakyushu City.

³ Dynamic pricing is a rating scheme in which electricity prices may change hourly to reflect the current supply-demand situation of a region. Under the Kitakyushu Smart Community Project, the system is expected to play a key role in encouraging users to actively save energy.

