

July 10, 2013
AEON CO., LTD.

Establishment of the Office of Diversity

Aeon will newly establish the Office of Diversity with a view to fostering diversity management, which means to respect the individualities of Aeon Group employees and make use of a range of human resources as a driving force for corporate growth.

The Office will be launched as a section that directly reports to the Group CEO and composed of the manager and two other members, who will start tackling diversity issues giving priority to gender diversity. They will formulate a medium- to long-term action plan possibly within a year to make Aeon the best company for women to work and display their abilities for and to achieve the target of increasing the rate of female managers to 50% of the total by 2020.

The Aeon Group will foster diversity management receiving advice and support from Ms. Yukako Uchinaga, who is one of Aeon's outside directors and is the chairperson of Japan Women's Innovative Network, an NPO supporting companies in promoting diversity management from the viewpoint of management strategies.

Through the newly established section, the Aeon Group will strive to build an environment where diverse human resources can display their abilities, as a means to maximize customer satisfaction and corporate value as an innovative corporate group.

1. Structural reform (dated July 9)

The Office of Diversity will be newly established as a section that directly reports to the Group CEO.

2. Personnel change (dated July 9)

New assignment	Former assignment	Name
Manager, Office of Diversity	Corporate Communications Department	Emi Tanaka