



February 26, 2015  
AEON CO., LTD.

## **Co-hosting Dementia Supporter Training Program with Asahikawa City** **The number of dementia supporters at AEON stores reaches 50 thousand**

Aeon Co., Ltd. hereby announces that the cumulative number of Supporters for People with Dementia\* at Aeon stores, who have completed special training program for understanding dementia reaches 50-thousand in March 2015. This number is one of the largest scales among companies in Japan nurturing the Supporters.

Aiming to realize comfortable shopping environment for all customers through equipping all employees with correct understanding of dementia for appropriate action in the face of any incidents involving dementia patients, and thus Aeon joined a joint initiative supporting dementia patients promoted by the Japanese Ministry of Health, Labour and Welfare and Japanese NPO Community-Care Policy Network in 2007.

To date, Aeon has provided training programs to increase dementia supporters while also nurturing in-house instructors called Caravan Mate. In addition to the training aimed for the employees at the existing stores, Aeon provides group training for to-be employees for new stores during the preparation period for opening. In recent cases, the employees at Aeon Mall Kyoto-Katsuragawa and Aeon Mall Okayama participated in the training towards store opening, where they learnt the importance of hospitality for customers.

This year, Aeon holds trainings for to-be employees on Wednesday, March 4, and Thursday, March 5, for the opening of Aeon Asahikawa Ekimae Store operated by Aeon Hokkaido Co., Ltd, followed by another one scheduled on Tuesday, March 24, for the opening of Aeon Mall Okinawa Rycom of Aeon Ryukyu Co., Ltd.

Additionally, in order to further increase the number of dementia supporters, Aeon Hokkaido Co., Ltd., Aeon Kyushu Co., Ltd., and other Aeon Group companies are making efforts to nurture in-house Caravan Mates, who gives lectures to store employees between work shifts. The number of Caravan Mates within Aeon Group has reached approximately 900 as of today.

The dementia supporter training program provides not only the knowledge on dementia but also opportunities for the employees to think how they should act towards dementia patients in the real setting at stores through role playing.

Aeon will continue to strengthen its initiatives to support dementia patients and their families, through nurturing more dementia supporters with hospitality, in order to make local communities a place where everyone can live with a sense of security.



\*In order to “build a community where people with dementia can live a safe and independent life,” Ministry of Health, Labour and Welfare and Community-Care Policy Network (NPO) joined hands and launched a 10-year nationwide public campaign called 10 years to Understand Dementia and Build Community Network in 2005. The Campaign provides trainings for the attendees to become a dementia supporter and understand dementia correctly through such initiatives as the Nationwide Caravan to Train One Million Dementia Supporters.