

March 18, 2015
AEON CO., LTD.

with “Daimanzoku” Initiatives Highly Evaluated
AEON was Selected into the FY 2014 Diversity Management Selection 100
Hosted by the Ministry of Economy, Trade and Industry

On March 18th 2015, Aeon has been selected into the FY 2014 Diversity Management Selection 100 hosted by the Ministry of Economy, Trade and Industry (METI), as one of the leading companies achieving outstanding outcomes in the creation of innovation and improvement of productivity by leveraging diverse human resources.



On the basis of Aeon's Basic Principles, “Pursuing peace, respecting humanity, and contributing to local communities, always with the customer's point of view as its core,” Aeon, since the time of its predecessor, Okadaya, has respected human rights and resisted any discrimination based on nationality, race, gender, educational background, religion and disabilities, in order to become a company where all employees with varied individuality can exercise their potential abilities.

In 2013, Aeon set out to become the most ideal company for women with women-friendly working environment where they can display their full abilities, while setting goals of increasing the rate of female managers in its Group companies to 30% by 2016 and to 50% by 2020. To achieve these goals, Aeon newly established the Diversity Promotion Office in 2013 under the immediate control of Group CEO. The Office has led Group-wide efforts in promoting diversity, helping Group companies develop diversity framework. Under the slogan of “Daimanzoku,” a coined word referring to the satisfaction of “Employees and their families,” “customers” and “company” achieved through respecting diversity, the Group as a whole is promoting diversity management, which gradually started to bear a fruit. In 2014, for example, Aeon set up “Aeon Yume Mirai (Dreams for the future) Nursery school” in Aeon Mall Makuhari New City, which has enabled working parents at the Mall to widen the choices in working style and exercise their full potential in their job without being bothered about pick-up time for their children.



Logo for “Daimanzoku”

“Daimanzoku” Award ...Yearly commendation program for advanced diversity initiatives
“Daimanzoku” Summit...Quarterly meeting for diversity management leaders
“Daimanzoku” College... Learning platform for solving common issues

These initiatives at Aeon led to the selection in the FY 2014 Diversity Management Selection 100 hosted by METI. This commendation followed the Grand Prize for the Basic Achievements Award that Aeon received on March 6th 2015 in the J-Win Diversity Award hosted by NPO Japan Women's Innovative Network (J-Win). Aeon received the Award as the first winner from retail industry.

■About Diversity Management Selection 100

METI hosts Diversity Management Selection 100 with an aim to expand the base for promoting diversity management. In the program, METI recognizes enterprises of various sizes and in various industries that proactively make efforts towards promoting diversity management as those possessing a management capability that contributes to Japan economic growth. In 2012 when the project first started, METI selected 43 outstanding enterprises, 46 next year, and 52 in 2014. The initiatives of the selected enterprises will be compiled in a collection book as best practices and publicized, which is believed to accelerate the move in society towards employing and leveraging diverse human resources.

■Evaluated Initiatives

Aeon's initiatives below are the specific points evaluated by METI for the FY 2014 Diversity Management Selection 100. These initiatives and outcomes are regarded to have positive impacts on the company's performance.

- Setting the goal in 2013 of increasing the rate of female managers in Group Companies to 50% by 2020
- Propelling Group-wide efforts towards diversity management through Diversity Promotion Office established in 2013 under the immediate control of Group CEO.
- Achieved successes including increase in clothing sales by involving women in market development and product development, and by introducing an idea from female worker of introducing counter selling, which enabled a better care for each customer.

Furthermore, one of the Group companies Kajitaku Co., Ltd., which provides house work support service, likewise values opinions and proposals from female workers and utilizes them in developing new services.

- Enhancing training program for executive and manager candidates at Group companies in China and ASEAN countries, which has resulted in stable retention and employment of foreign nationalities.

In addition, cooperated with local employees in Group companies overseas and about 2,400 foreign Group employees based in Japan towards the same goal of improving services for foreign tourists to Japan.

■Related Websites

- AEON's Diversity Initiatives: 「Promoting Diversity」 in Aeon Environmental and Social Report 2015 on cooperate website
 - http://www.aeon.info/export/sites/default/common/images/en/environment/report/e_2015pdf/full/12.pdf
- Ministry of Economy, Trade and Industry: “FY 2014 Diversity Management Selection 100”
 - http://www.meti.go.jp/english/press/2015/0318_01.html