

September 28, 2015  
AEON CO., LTD.

A Group-wide effort to build companies that leverage diverse pool of human resources



**SANYO MARUNAKA CO., LTD. Awarded the Okayama Labour  
Bureau Director General's Excellence Prize  
in FY2015 Equal Employment/Work-Life Balance Awards**

First member of Ikuboss Corporate Alliance in Okayama Prefecture

Aeon Group company Sanyo Marunaka Co., Ltd. (hereinafter "Sanyo Marunaka"), which operates food supermarkets primarily in Okayama Prefecture, received the Okayama Labour Bureau Director General's Excellence Prize in the equal employment promotion category of the FY2015 Equal Employment/Work-Life Balance Awards at a ceremony on October 2, 2015 at the Okayama Second Joint Government Building in Okayama City. The award recognizes companies that implement model programs for promoting fulfillment of potentials by female employees.

Sanyo Marunaka launched a diversity promotion project in 2013 aiming at building a company where a diverse group of human resources could take an active role in their work place, while achieving a "collaborative management" system in which every employee is encouraged to think and act for oneself. Based on the Diversity Promotion Action Plan, which was formulated in the project, the company has set numerical targets on various matters including the ration of female managers, and taken initiatives to achieve the target.

Over the past 18 months, these initiatives have resulted in a significant increase in the number of female store managers and assistant store managers. Additionally, based on the "collaborative management" approach, the company has succeeded in creating workplaces where a diverse group of human resources can make the best of their competence and skills.

In September 2015, Sanyo Marunaka also became the first company based in Okayama Prefecture to join the Ikuboss Corporate Alliance, which is organized by Fathering Japan, a specified nonprofit organization. In addition to the award-winning initiatives described above, Sanyo Marunaka strives to be a company where employees can enjoy a pleasant work environment with work-life balance, and which can create new values from working people's viewpoint through nurturing "Ikuboss" who recognize diverse values of individuals to the advantage of management. By achieving this, Sanyo Marunaka strives to be a company that thinks from the viewpoint of consumers to create new values for society.

Aiming to be a corporate group with its ever-lasting innovative spirit, Aeon will continue practicing diversity management to promote diverse values together with its all group companies.

**About "Ikuboss"**

"Ikuboss" is a figure proposed and promoted by Fathering Japan, referring to superiors (male and female managers) who recognize the work-life balance needs of their subordinates and colleagues, and support their careers and private lives as they strive for high organizational performance. These managers also know how to enjoy both work and private lives themselves.

**Ikuboss Corporate Alliance**

The Ikuboss Corporate Alliance is a network of companies recognizing the need for "Ikuboss". These companies are striving to reform the awareness of their own managers and nurture an ideal type of manager for an era in which workforces are increasingly diverse amid the promotion of female staff and men's greater involvement in family life. Sanyo Marunaka is the third group company to join the Alliance after Aeon Co., Ltd. and The Daiei, Inc. which are the first retail companies to join. (Fathering Japan, a specified nonprofit organization, website: <http://fathering.jp/>)

### About Aeon's Diversity Initiatives

Aeon's Basic Principles are, "Pursuing peace, respecting humanity, and contributing to local communities, always with the customer's point of view as its core." On the basis of these principles, Aeon respects human rights and aims to be a corporate group where a diverse pool of human resources are leveraged, regardless of nationality, race, gender, educational background, religion, and disabilities.

In 2013, Aeon Co., Ltd. set out to become the best company in Japan for women to work for and display their abilities, while setting goals of increasing the rate of Aeon Group female managers to 30% by 2016 and to 50% by 2020. To achieve the goals, Aeon newly established the Diversity Promotion Office in 2013, reporting directly to the Group CEO in 2014. A promotion system was arranged in the Group companies to promote diversity management.

Aeon pursues "*Daimanzoku*" (meaning great satisfaction) of "Employees and their families," "customers" and "company" through respecting diversity. Aeon takes initiatives to realize diversity management with the logo displayed at the right.

