

October 20, 2015  
AEON CO., LTD.

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



**The Daiei Inc. Executive Receives**  
**Special Encouragement Prize in “Ikuboss Award 2015”**  
**Promoted by the Ministry of Health, Labour and Welfare**

Aeon Agri Create Co., Ltd. and Ministop Co., Ltd. join “Ikuboss Corporate Alliance,”  
further promotes Diversity Management

An executive of The Daiei Inc. (hereinafter, the company), an Aeon Group company, was commended a special encouragement award in “Ikuboss Award 2015” implemented as part of “Ikumen Project,” a commissioned project of the Ministry of Health, Labour and Welfare, on October 19.

The Ministry of Health, Labour and Welfare supports men who actively participate in childcare as “Ikumen.” As part of “Ikumen Project” which promotes men to take childcare leave, the Ministry commends “Ikumen Enterprise Award” and “Ikuboss Award” to companies and individuals that serve as role models in promoting the creation of work environment where men can play active roles in childcare while working.

In “Ikuboss Award 2015,” three grand award winners and two special encouragement award winners were selected. The executive of the company was recognized for the below stated efforts as “Ikuboss,” a manager who supports staff balancing between work and childcare.

**About Award**

- ◆Name of award: “Ikuboss Award 2015” Special Encouragement Award
- ◆Award winner: Hideki Ito, Department Manager of the Business Category Development Department, Executive of The Daiei Inc.
- ◆Reason for recognition:
  - Promoting initiatives to improve operational efficiency through reviewing routine operation and introduction of team system based on “reducing things to do” and “increasing things which can be done” as its policies
  - Practicing to balance between work and childcare himself as a role model for junior staff by taking childcare leave
  - Making considerable achievements in the work by leveraging consumer perspective acquired through his own childcare experience

In June 2015, together with Aeon Co., Ltd., the company became the first retailer to join the Ikuboss Corporate Alliance, which is organized by Fathering Japan, a specified nonprofit organization. In October 2015, Aeon Agri Create Co., Ltd., the first agricultural corporation in the alliance, and Ministop Co., Ltd. also joined the alliance. Aeon 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.

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. Currently, five Group companies are the members of the alliance. (Fathering Japan, a specified nonprofit organization, website: <http://fathering.jp/>)

## Reference

### Group Company “Ikuboss Corporate Alliance” members

(As of October 20, 2015)

June 2015: AEON CO., LTD., The Daiei Inc.

September 2015: SANYO MARUNAKA CO., LTD.

October 2015: AEON AGRI CREATE Co., Ltd., MINISTOP CO., LTD.

A total of 5 companies

### 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.

### Recognition for Aeon’s Diversity

#### ◆J-Win Diversity Award 2015, Grand Prize for Basic Achievements



College.”

In March 2015, Aeon Co., Ltd. became the first retailer in Japan to receive the Grand Prize for Basic Achievements in the J-Win Diversity Award 2015, hosted by the Japan Women’s Innovative Network (J-Win), a nonprofit organization (NPO). Aeon was recognized for a number of Group-wide initiatives to promote diversity, including the “Daimanzoku Award,” “Daimanzoku Summit,” and “Daimanzoku

#### ◆FY2014 Diversity Management Selection 100

Aeon Co., Ltd. was selected in the FY2014 Diversity Management Selection 100 promoted by the Ministry of Economy, Trade and Industry. Aeon Co., Ltd. was recognized for proclaiming its goal of raising the ratio of female managers to 50% by 2020, the establishment of the Diversity Promotion Office reporting directly to the Group CEO, and for enhancing the training of managers in China and ASEAN to improve the retention of non-Japanese employees.



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.

