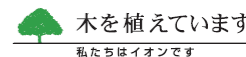




# NEWS RELEASE



June 24, 2016  
AEON CO., LTD.



Recognized as a superior company for supporting active women's roles and  
child-rearing

## Aeon Co., Ltd. Earns Double Certification!

"Eruboshi" and "Platinum Kurumin" from Minister of Health, Labour, and Welfare

Aeon Co., Ltd. (hereinafter "Aeon") has earned the highest-level Stage 3 of "Eruboshi" certification granted by the Japanese Minister of Health, Labour and Welfare to companies with superior initiatives for the promotion of women's participation and advancement in the workplace. Aeon has also acquired "Platinum Kurumin" certification recognizing the company's superior initiatives to support employees' work-life balance.

"Eruboshi" certification mark



"Platinum Kurumin" mark



Based on the Act of Promotion of Women's Participation and Advancement in the Workplace, which went into effect in April 2016, Japan's Minister of Health, Labour and Welfare grants "Eruboshi" certification to companies with superior initiatives in the five areas of "hiring," "continued employment," "working hours and other conditions," "ratio of female managers," and "diverse career paths." Aeon has met the government's standards in all five categories, earning it the highest-level Stage 3 of "Eruboshi" certification. Four Group companies (Aeon Retail Co., Ltd., Ministop Co., Ltd., Aeon Integrated Business Service Co., Ltd., and Aeon Marketing Co., Ltd.) also received the certification. All five Group companies received certifications from Director of Chiba Labor Bureau on June 30, 2016. Currently, a total of 11 Aeon Group companies have been "Eruboshi" certified.

"Platinum Kurumin" certification is granted to "Kurumin" certified companies for their support of child-rearing based on the Act for Measures to Support the Development of the Next-Generation Children that have implemented more advanced initiatives to meet the specified standard. After acquiring "Kurumin" certification in August 2013, Aeon implemented measures encouraging fathers to take childcare leave and to establish childcare facilities at worksites, while also receiving recognition for its childcare subsidy program. These initiatives led to the Group's first acquisition of "Platinum Kurumin" certification.

Aeon seeks to be an enterprise that continually creates new value. As part of this goal, the entire Aeon Group is promoting diversity management to leverage a diverse range of values among employees. With the belief that a comprehensive approach is important, Aeon is taking initiatives, aside from promoting active roles for women, to reform internal awareness and enhance internal

systems, while also establishing childcare facilities at worksite and other measures to build an infrastructure to support employees raising children. The comprehensive initiatives allowed Aeon to receive two certifications.

Moving forward, Aeon takes measures to further promote diversity management, and strives to create a culture in which a diverse group of employees can thrive together in mutual respect as a corporate group with its ever-lasting innovative spirit.

## Reference

### ■Aeon Group companies with “Eruboshi,” “Platinum Kurumin,” and “Kurumin” certification (as of June 2016)

Companies certified based on the Act of Promotion of Women's Participation and Advancement in the Workplace

#### Stage 3 “Eruboshi”

AEON CO., LTD.  
AEON Integrated Business Service Co., Ltd.  
AEON KYUSHU CO., LTD.  
AEON BANK, LTD.  
AEON BIG CO., LTD.  
AEON MARKETING CO., LTD.  
AEON Mall Co., Ltd.  
AEON Retail Co., Ltd.  
KASUMI CO., LTD.  
MINISTOP CO., LTD.

#### Stage 2 “Eruboshi”

AEON Fantasy Co., Ltd.

(total of 11 companies)

Companies certified based on the Act for Measures to Support the Development of the Next-Generation Children

#### “Platinum Kurumin”

AEON CO., LTD.

#### “Kurumin”

AEON KYUSHU CO., LTD.  
AEON CREDIT SERVICE CO., LTD.  
AEON GLOBAL SCM CO., LTD.  
AEON Mall Co., Ltd.  
AEON Retail Co., Ltd.  
AEON RYUKYU CO., LTD.  
ORIGIN TOSHU CO., LTD.  
KASUMI CO., LTD.  
The Daiei, Inc.  
SUNDAY CO., LTD.  
CFS Corporation  
Maxvalu Chubu Co., Ltd.  
Maxvalu Nishinohon Co., Ltd.

(total of 14 companies)

### ■Aeon’s Diversity Promotion Initiatives

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.



#### “Daimanzoku” Diversity Summit

In April 2014, Aeon held the first “Daimanzoku” Diversity Summit to gather diversity promotion staff and leaders at Group companies, attended by 180 employees from 65 companies. Diversity summits are currently held quarterly in order to share information and allow staff to gain new insights into diversity.



#### “Daimanzoku Award” for Diversity

This Aeon internal award is presented annually to Group companies promoting diversity. The award recognizes companies with superior diversity programs and enables these companies to share their approaches, thereby helping to drive Group activities forward.

#### “Daimanzoku” Diversity College

The college offers three courses: career design course (for female employees with five years’ tenure), career advancement course (for female managerial candidates), and a management course (for current managers). Employees from Group companies use these courses as opportunities to nurture human resources and raise awareness for implementing diversity management.



## ■Establishing Yumemirai (Dreams for the Future) Nursery School at Worksites

Aeon is establishing childcare facilities at worksites as a way to enable a smooth return to the workplace for employees giving birth and raising children, while actively supporting employees raising children. Aeon currently has eight childcare facilities for employees located at worksites, including six Aeon Yumemirai Nursery Schools available for Group company employees, employees of tenant businesses in Aeon's shopping facilities, and local residents, and two general childcare facilities with which Aeon has alliances. These facilities are open from 7:00 am to 10:00 pm, 365 days a year to support a diverse workforce and their family needs.



Aeon Yumemirai Nursery mark



## ■Promotion of Nurturing “Ikuboss”

As part of its diversity management promotion, Aeon believes that it is necessary to achieve work-life balance through nurturing “Ikuboss” and promotes “Ikuboss” nurturing activities. Currently, 13 Group companies are “Ikuboss Corporate Alliance” members of a program run by Fathering Japan, a specified nonprofit organization. Group companies are also holding “Ikuboss” nurturing activities in collaboration with local communities. For example, Group companies have held the “Ikuboss Promotion Talk” attended by Mie Prefectural Governor Eikei Suzuki (November 2015), the industry-government-academia “Ikuboss joint statement” together with Chiba City (November 2015), and the “Mie Ikuboss Alliance” (April 2016).



For more details on diversity promotion initiatives, please refer to the following website (Japanese only)  
<http://www.aeon.info/diversity/>

