

May 25, 2017  
AEON Retail Co., Ltd.

## **AEON STYLE Shin-Ibaraki Store opens on June 3, 2017**

Under the “Grand Generation” **G.G.** Concept

Grand Generation

On June 3, 2017, Aeon Retail Co., Ltd. opens its AEON STYLE Shin-Ibaraki Store (“the Store”) under Aeon’s Grand Generation (G.G.) concept<sup>\*1</sup>.

The Store’s predecessor opened its doors in 1986 as the JUSCO Shin-Ibaraki Store under the theme of “lifestyle treasure island.” Ever since, the Store has made a steady progress with the local customers while consistently taking on new challenges. In an effort to respond to the changes in local demographics and meet new needs that have emerged over the past 31 years, Aeon is now transforming the Store into AEON STYLE Shin-Ibaraki Store as a “**G.G. Life Support Station**,” meaning a shopping complex that caters to G.G. customers by comprehensively offering “products, experiences, and places” all in one store.



All images are for illustrative purpose only.

The Aeon Group has been casting off the recognition that “the seniors” represent “elderly persons” and seeking to offer new products and services that satisfy these G.G. customers. These initiatives are well received not only by the G.G. customers, but by families.

The AEON Kasai Store (Edogawa-ku, Tokyo) was opened as the first store to embody this G.G. concept, offering products, experiences, and services especially catering to the needs of the G.G. customers, who have accumulated fulfilling life experiences and are now at the pinnacle of their life.

The AEON STYLE Shin-Ibaraki Store will also cater to these customers by serving as a venue where they can get together and interact. The Store views itself as “**Life Station Shin-Ibaraki**,” an appellation that aims to express its concept of serving as an essential platform (namely, a “station”) that sustains the daily comfort of diverse G.G. customers by offering a selection of helpful and convenient functions. The Store is set to propose a wide variety of ideas for different needs in life, including daily shopping, fashion, leisure, and others.

※1 : The “Grand Generation” is a concept that replaces the traditional “seniors” group and is advocated by Mr. Kundo Koyama, who is active in a wide range of areas, including as a scriptwriter, university professor, and other titles. “Grand” confers the idea of “top class” and respectfully refers to the senior generation as the top class generation in life experience, who age youthfully and enjoy their lives in wide-ranging styles while maintaining affluent knowledge and experiences.

## Collaborative initiatives with the municipal government

### [Collaboration with Ibaraki City, Osaka Prefecture]

- To support Ibaraki City's campaign to promote optimal salt intake among its residents, the Store will install a dedicated corner to offer soy sauce, miso and other products containing less salt.  
In addition, at the food court on the third floor, dishes containing optimal amounts of salt will be offered with the cooperation of the City's health and welfare department.  
Furthermore, the 15th of each month will be designated as Optimal Salt Intake Day to promote salt-reduced products, raise public awareness and propose recipes using less salt. The initiative will be undertaken as an industry-government-academia project with support from universities and business partners located in Ibaraki City.
- The AEON Iki-iki Hiroba will be launched as a venue for hosting diverse programs such as the Iko-iko Mirai Juku Lifelong Learning Class headed by the mayor of Ibaraki City, and for gatherings held by a range of organizations, including NPO Ibaraki Senior College, Ibaraki City Social Welfare Council, Ibaraki City Federation of Senior Citizens' Clubs, and Ibaraki City Silver Human Resources Center. In addition, a host of programs open to the public will be held at the venue, including the **Genki! Ibaraki Taiso** exercise program scheduled at 8 a.m., Monday through Saturday, along with many other weekly programs held on Mondays and Fridays.
- The Store fosters the development of employees capable of appropriately serving elderly customers to help create a community where everyone can live with peace of mind.  
In partnership with Ibaraki City, the Store will also provide its employees with **Ninchisho (dementia) Supporter Training**, an initiative undertaken by the Ministry of Health, Labour and Welfare, to enable them to support elderly customers and customers with dementia, as well as their family members. The training program is also planned to be offered to the citizens of Ibaraki City.  
In addition, employees publicly certified as **Service Care-Fitters** (care aides) will support elderly customers and customers with a physical disability upon request.
- Ibaraki City will mark its 70th anniversary in 2018. In celebration of the milestone, the Store will help promote the City's unique attributes, for example, by installing a bulletin board at the open ceiling space on the third floor to provide information on the City's seasonal delights and its Mure Ruins excavated in 1985.



### [Overview of AEON STYLE Shin-Ibaraki Store]

Location :	18-1, Nakatsu-cho, Ibaraki City, Osaka Prefecture		
TEL :	072-632-5511		
Number of stores :	19 stores including cash dispenser		
Business hours :	1 <sup>st</sup> floor	7:00-23:00	
	2 <sup>nd</sup> floor	8:00-22:00	
	3 <sup>rd</sup> floor	9:00-22:00	
	Specialty stores	10:00-21:00 *Some stores have different business hours	
General Manager :	Junko HINO		
Site area :	Approximately 20,460 m <sup>2</sup>		
Floor area :	Approximately 13,500 m <sup>2</sup>		
	Directly operated areas:	Approximately 11,600 m <sup>2</sup>	
	Specialty stores areas:	Approximately 1,900 m <sup>2</sup> )	
Parking capacity :	Approximately 520 cars and 1,700 motorcycles		



## First Floor: Foods catering to health-conscious needs, as well as needs for single portions and ready-made items



- At **Reward Kitchen**, a range of delicatessen items including roast beef and salads will be offered face-to-face under the concept of “rewarding yourself” with readily available higher-end culinary delights. Approximately 40 items ranging from Japanese dishes, salads and other daily dishes, to dessert will be proposed.
- At **Omusubi Shop “Honomi”**, around 30 kinds of *omusubi* (rice balls) will be offered, ranging from the popular minor-cereal *omusubi* to large-prawn-tempura *omusubi* made with airy-steamed Koshihikari rice produced in Niigata Prefecture. Koshihikari rice features a glossy hue, sweetness and stickiness, and is widely considered the most suitable variety for *omusubi*.  
In the fish delicatessen section, some 40 ready-made dishes will be available such as **salt-free grilled fish** including salmon, Atka mackerel, and mackerel, as well as a range of salt-grilled, stewed and fried fish.
- A total of around 90 seats will be available at the “eat-in” section of the Store for customers to enjoy eating the delicatessen and dessert items they have purchased along with an aromatic Aeon Drip Coffee, the beans of which are freshly ground for each cup. The space can also be used for enjoying lunch or taking a break from shopping.
- The produce section will offer JA Ibaraki City’s wide selection of locally produced fruits and vegetables, as well as a variety of produce sold loose or in small quantities catering to the needs of customers.



- In the Japanese sweets corner, a wide selection of baked and unbaked Japanese sweets will be offered in single portions under the concept of providing “higher-end snacks” with the cooperation of local business partners.



- The **Cooking Station** will propose recipes for everyday dishes and comprehensively address all needs associated with food. Recipes adopting ingredients in season and local produce will be proposed. The 5th, 15th and 25th of each month will be designated as Waku Waku Days, when a nutritionist will give cooking demonstrations and provide advice about diet.

## Second floor: Fashion and Fancy Goods for Beauty Care and Healthy Lifestyles

### <Beauty and Health Zone>

- The healthcare section will install a corner where customers can drop by for a free checkup of their physical condition, such as by getting their body composition, bone strength and blood vessel age measured. A consultation service will also be available for customers seeking expert advice on their results and other health concerns.

At the Kanpo (Chinese herbal medicine) corner, the **Kanpo Shop** will carry a selection of decoctions, herbal medicines, herbal teas and bath powders, and will provide G.G. customers with consultation about health problems and concerns in an effort to meet the desire of health-conscious customers to prevent lifestyle-related diseases.

- The spacious and relaxing beauty care corner will offer nail care services for hands and feet in response to heightened interest in staying forever beautiful. Consultation is also provided on various problems such as split nails, ingrown nails and difficulties in toenail cutting.

### <Fashion and Fancy Goods Zone>

- At Aeon's eyeglasses shop, **Glass-Up**, an assortment of unique and durable frames and lenses as well as an optical service tailored to its customers will be proposed at reasonable prices. A wide range of products will be offered, including **Patto Enkin** bifocal reading glasses available without the need for an eye test; **Gull Wing** eyeglasses with lenses that can be flipped up when viewing something at close range; and bifocal, colored and blue-light cutting lenses.

Charging no fees for lens replacements, Glass-Up will support G.G. customers in maintaining a comfortable life by meticulously attending to their needs.



- **FANTASTICK**, Aeon's new walking stick shop, will carry a host of highly fashionable walking sticks, including made-to-order and customized items, allowing customers to choose their very own stick.

In addition, the shop will offer around 100 types of highly stylish and functional shopping carts and rollators.



- **Sporsium** will supply a selection of outfits and items for walking and hiking, aiming to help customers promote their health through sports. Available for walkers will be chic, comfortable and functional garments suitable for walking along the Yodo River and other courses, as well as items such as walking poles. For hikers, presumably day-trip hikers heading out to the northern part of Ibaraki City, highly functional outfits and goods will be proposed.





- **CAFÉ de PERAGORO** located at the center of the second floor will provide a perfect setting for customers to enjoy quality time in everyday life, whether alone or with friends. Customers are invited to wind down with a cup of aromatic siphon coffee, perhaps after enjoying the **Genki! Ibaraki Taiso**



exercise program starting every morning at 8 a.m. on the second floor, as a new way of spending a fulfilling morning.

### **Third Floor: Proposing a New Lifestyle**

A range of products and services will be offered to help customers spend their leisure time in relaxing and fulfilling ways. At the center of the floor will be a MIRAIYA SHOTEN bookstore, which will seek to propose new lifestyles for customers. The floor also proposes craft goods, housing renovation service, DIY goods and others to inspire customers to explore new perspectives on life.



- The stationery section will carry tools for hobbies including watercolor painting, adult coloring in and Japanese calligraphy, as well as communication tools such as seasonal cards for conveying thoughts and messages.

- At the bedding and pillow sections, customers will be invited to try out a range of products, including **HOME COORDY** products offered under Aeon's private brand "**Topvalu**," popular Italian Magniflex mattresses, and electric beds from Platz, Aeon's new supplier. These sections will aim to deliver to customers a healthy and comfortable sleep.



- The housing renovation service section will propose functional and integrated housing environment solutions for all types of housing including apartment buildings, such as renovation ideas for kitchens, bathrooms, toilets and other wet areas and advice about replacement for gas equipment.

Exterior wall/roof painting and termite extermination/proofing services will also be available for detached houses.

- The household goods section will carry a wide assortment of Japanese earthenware in diverse shapes and sizes to cater to the rising popularity of *washoku* (Japanese food) for healthy eating.

A selection of smaller sized slippers will be added to its slippers line-up.

## <Food Court: Ibaraki Chaya>

Ibaraki Chaya is a relaxing space where customers can enjoy a range of delicious dishes in a comfortable and casual setting. The food court will serve dishes made with vegetables and other produce grown within Ibaraki City as well as those featuring an optimal salt content as recommended by the City's health and welfare department.

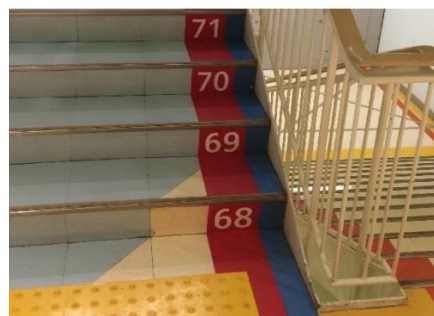
The space, which can also be used for eating foods purchased on the first floor, is a place where locals can drop by to take a casual break from daily life, wind down and enjoy socializing with others.



### Attentive service for all customers including G.G. customers

#### • Signage indicating walking distance and number of stairs

With the aim of promoting local customers' health and invigorating the community, a "walking course" is indicated along the outer circumference of the second floor, showing to walkers the distance they have walked. Also, the southside stairs from the first floor to the rooftop are numbered. Along with the **Genki! Ibaraki Taiso** exercise program held every morning at 8 a.m., the signage is expected to encourage customers to engage in a new style of exercising.



#### • Concierge Service

Each floor will be staffed with a dedicated concierge, who will respond to customers' requests and provide them with shopping advice.

Furthermore, professional Aeon staff with extensive product knowledge and customer service skills will be assigned to each section/corner to provide a wide variety of advice and proposals such as fashion/beauty advice, meat/fish recipes and delicatessen choices, proposing the most suitable product for each customer.

#### • Same-day Shopping Delivery Service

The scope of the same-day shopping delivery service will be expanded to include frozen products. Customers who have made purchases valued at more than a certain amount using their Aeon Card or WAON (Aeon's electronic money) will receive special discounts when using the same-day delivery service.