

Medium-term Management Plan for FY2021 to FY2023



April 12, 2021

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00. Reflection

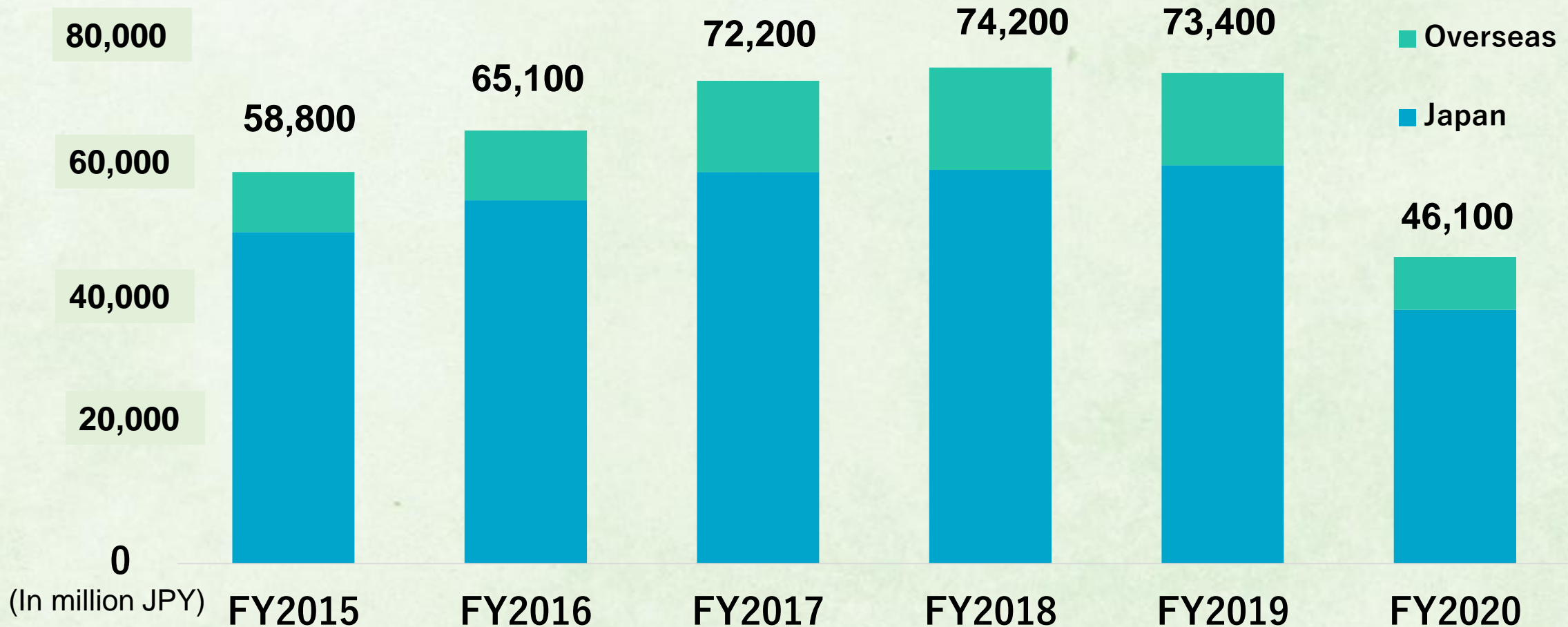
01. Summary of this Document

02. Our Understanding of the Environment and Challenges

03. Outline of the Medium-term Management Plan & Key Measures

Reflection: Operating Revenue

Sales reached 74,200M JPY (the record highest) in 2018, but declined due to the COVID-19 outbreak in 2019 4Q. In 2020, the impact of COVID-19 became apparent in all countries.



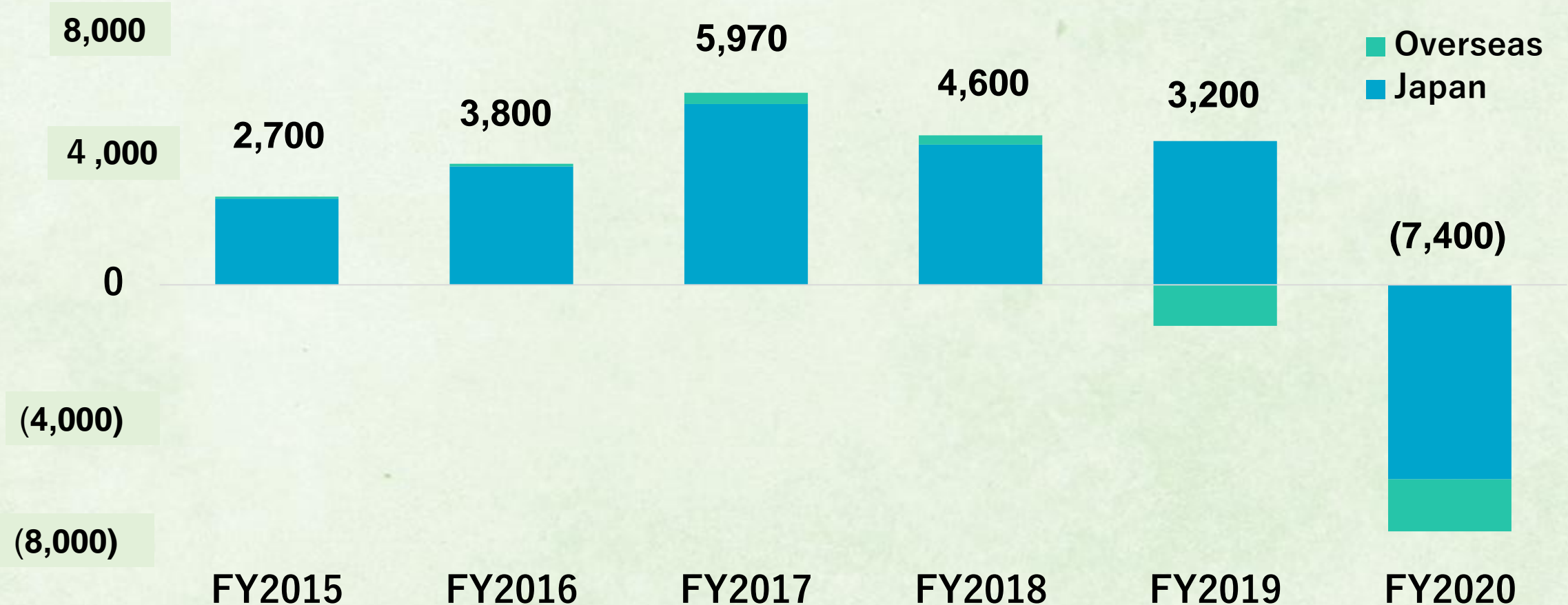
Reflection: Operating Income

In 2019, the impact of COVID-19 spread starting from China in 4Q.

The impact on operating income was (1,500M) JPY on a consolidated basis.

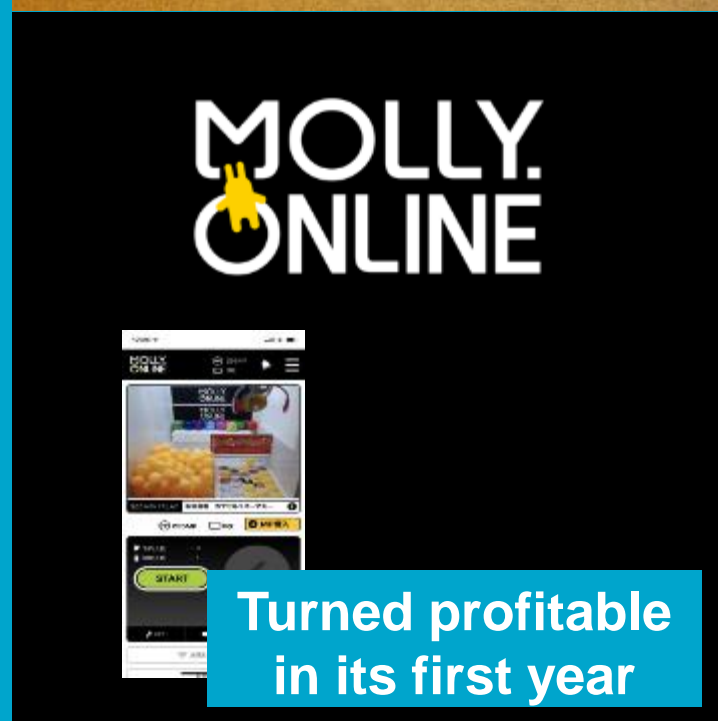
In 2020, the impact spread to all countries from 1Q.

(In million JPY)



2018

- Revitalized 43 stores of Japan AM business and achieved success in newly opened stores
- Turned MOLLY. ONLINE business profitable in its first year
- Opened a hot spring facilities OYUGIWA in Ebina City, Kanagawa Prefecture
- China
Opened new theme parks:
Mollyfantasy Research Island
MOLLY WAKA



2019

- **LINKS UMEDA (Osaka)**
Opened as the first experimental cashless store
- **Medal division: Same-store sales of 9.6% growth**
(Our own line of machines and price system review have been effective)
- **China: Expanded the introduction of stores with redemption system**
- **China: Q4 results were impacted by the COVID-19 outbreak**



Opened LINKS UMEDA store
(Introduced digital playground equipment and cashless system)



Strong performance of
the medal division



China:
Redemption system

2020

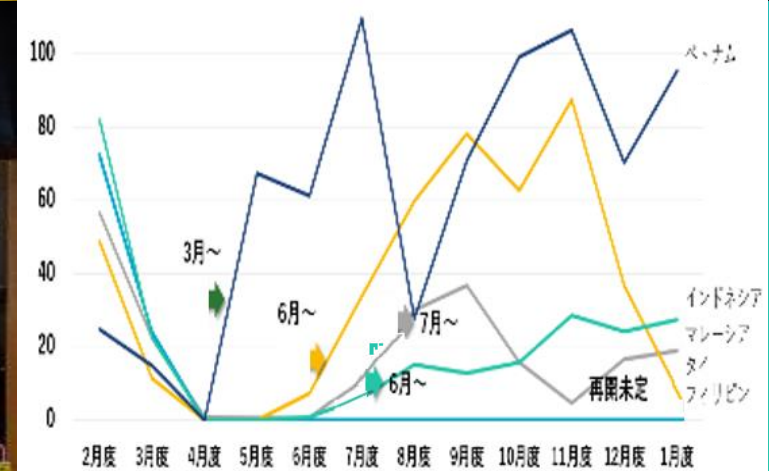
- Long-term temporary closures, including 45 day closure of all stores in 1Q
- Thoroughly implemented the measures to prevent infection in stores after the operations resumed
- Expanded TOYS SPOT PALO, a space dedicated for Gacha
- The impact of COVID-19 on business performance in ASEAN countries varied depending on the degree of government regulation



Thorough infection prevention measures
Medal washing machines, acrylic shields, etc.



Expansion of space
dedicated for Gacha



COVID-19 in ASEAN
Disparity by country

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Vision

The only one edutainment company that provides joyful "playing and learning" to the world so that a lot of smiles are brought to the faces of children and their families



Strategic Targets: Figures

We aim for recovery in 2022 and record high profits in 2023.

- Operating revenue (consolidated) will exceed the 2019 level in 2022, and enter a renewed growth phase from 2023.
- Reach **record-high profits** in 2023, and surpass 100,000M JPY in 2025.

2019

2022

FY2023
(consolidated)

Operating revenue

85,500M JPY

Operating income

6,000M JPY

Company-wide Strategy: Summary

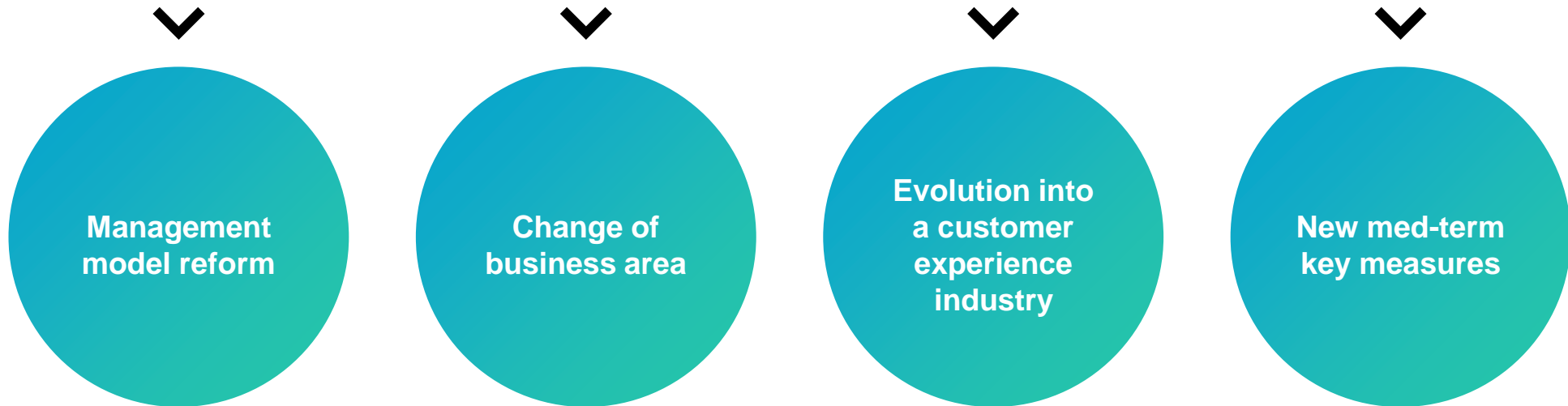


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A photograph of a woman with long brown hair hugging a young girl with braids. They are both smiling and appear to be in a grassy field. The image is used as a background for the slide.

02.

Our Understanding of the Environment and Challenges

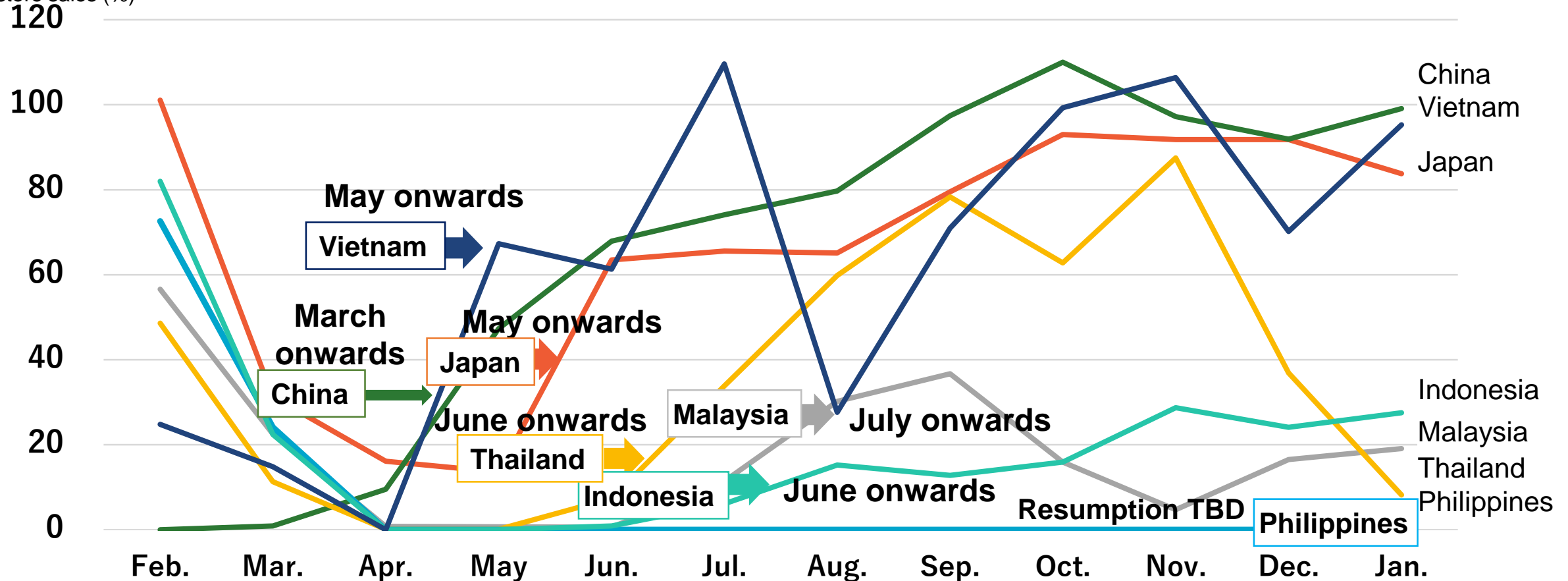
- 1. **Situation of the Company**
- 2. Analysis of the External Environment
- 3. Challenges

Impact of COVID-19 on Each Country (State of Sales Recovery)

Countries with large-scale businesses such as Japan and China are on a recovery track. There are disparities among the ASEAN countries.

(Regulations are reflected in the figures.)

Same-store sales (%)

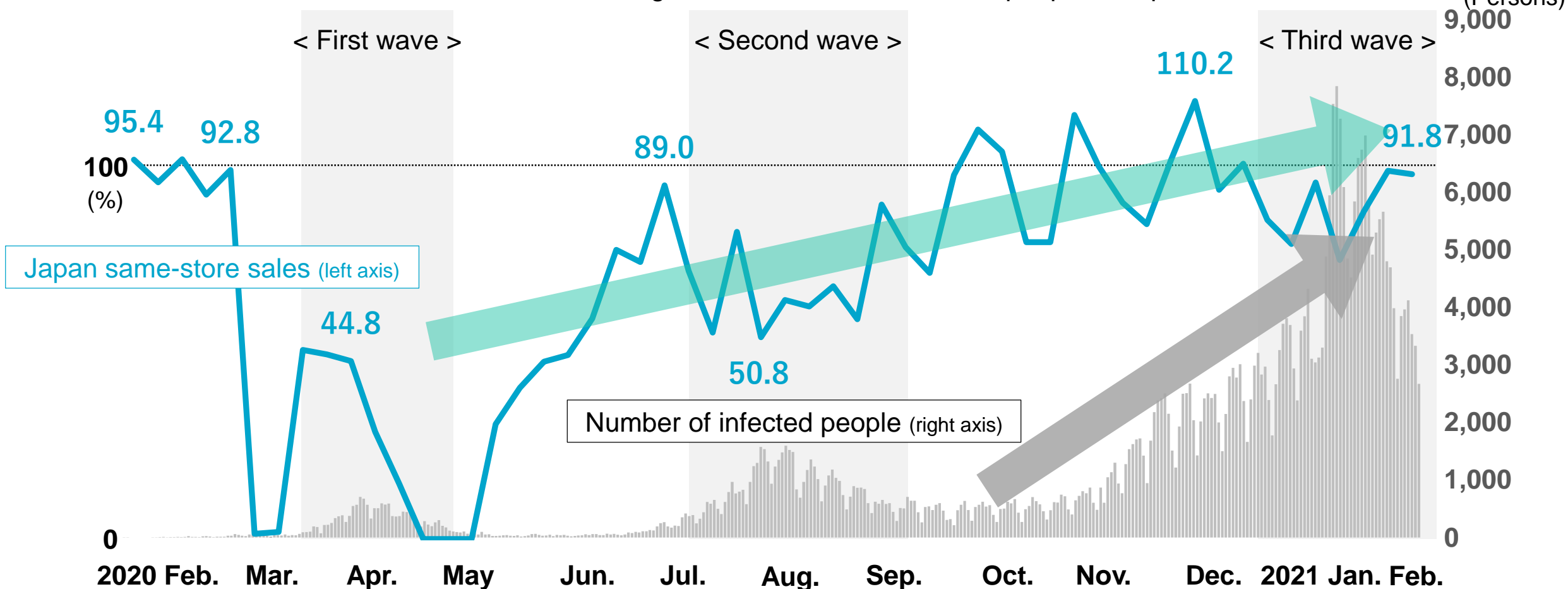


Impact of COVID-19 in Japan

(Comparison between Same-Store Sales and the Spread of the Infection)

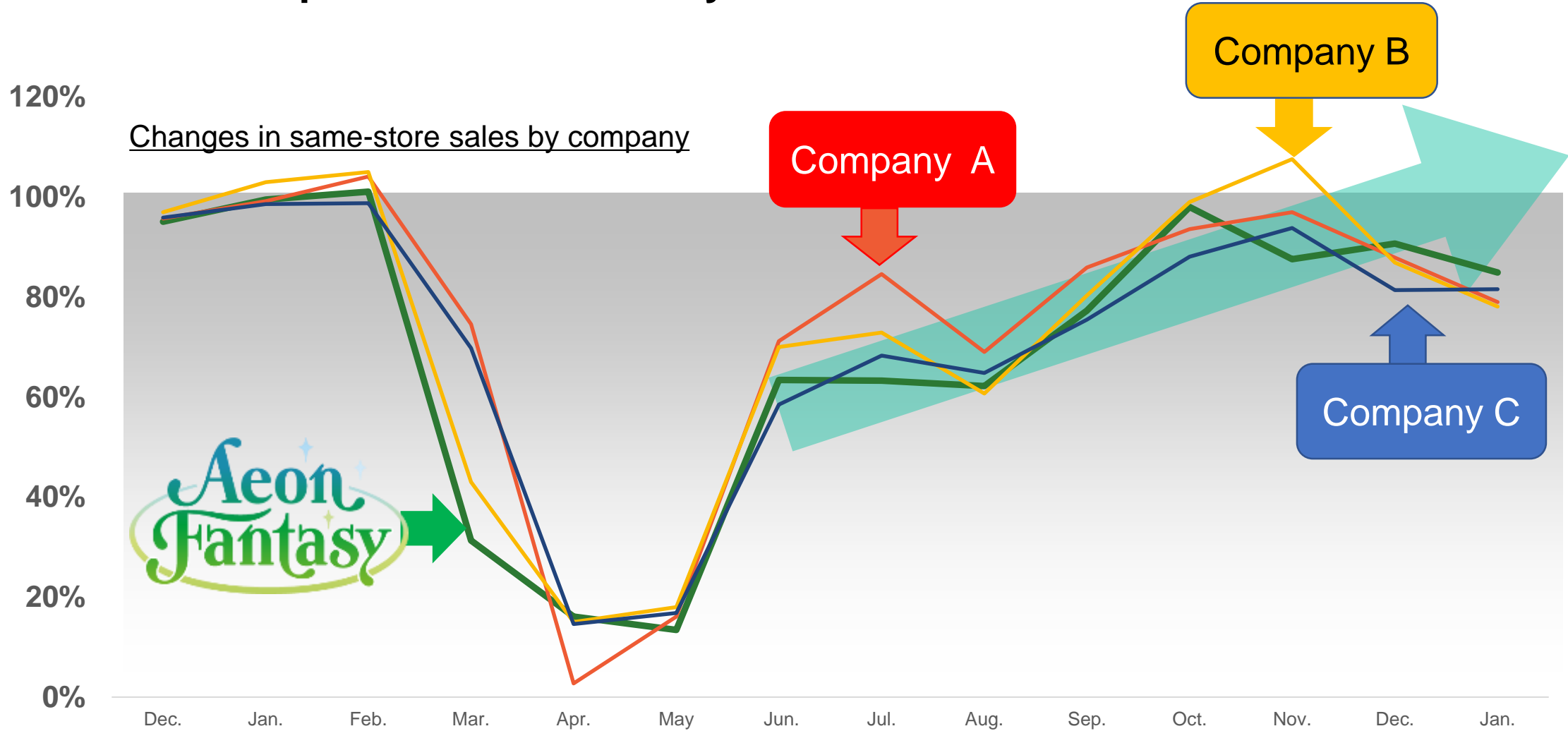
On a recovery track, not in proportion to the number of infection cases.

Changes in the number of infected people in Japan & same-store sales (Persons)



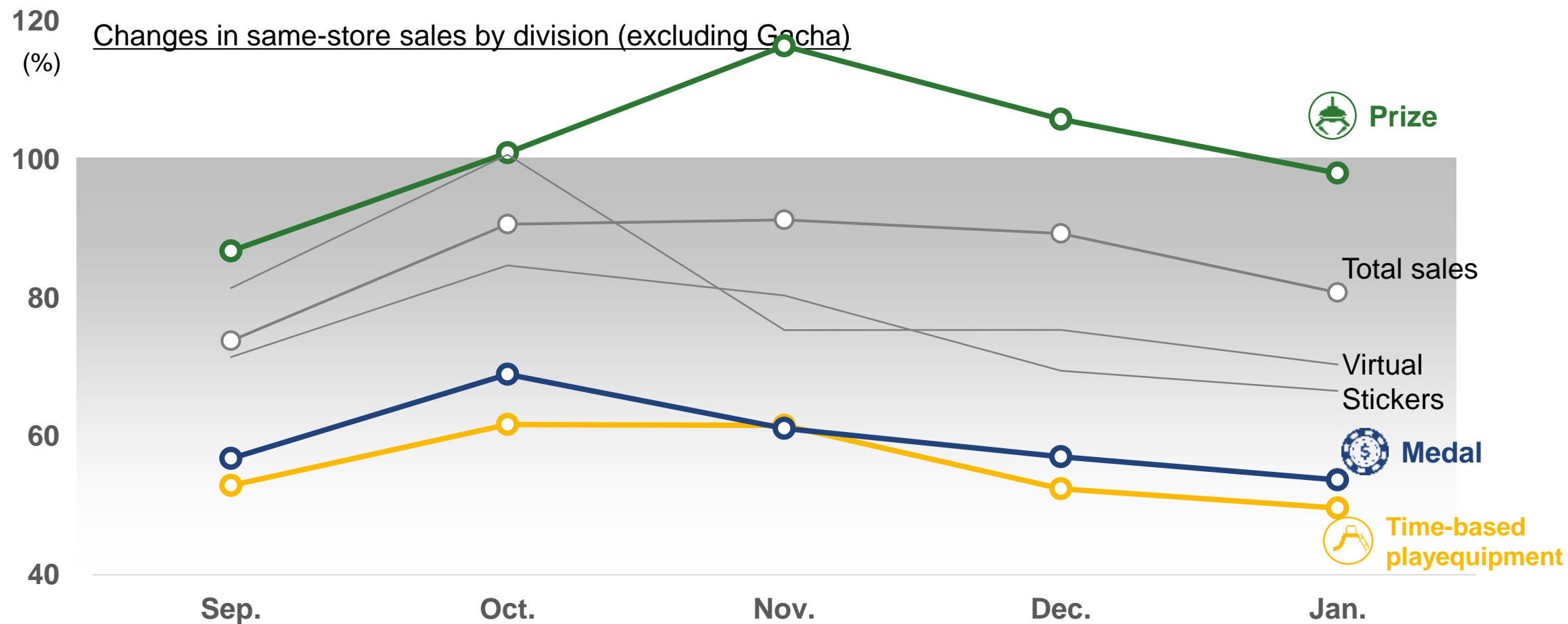
Impact of COVID-19 in Japan (Changes in the Industry's Same-Store Sales)

All four companies in the industry have the same annual trend.



Impact of COVID-19 in Japan (Changes by Division)

The prize division contributed greatly to the recovery of business performance.



A photograph of a woman with long brown hair hugging a young girl with braids from behind. They are both smiling and appear to be in a lush green field. The image is used as a background for the left side of the slide.

02.

Our Understanding of the Environment and Challenges

- 1. Situation of the Company
- **2. Analysis of the External Environment**
- 3. Challenges

Analysis of the Environment (Macro)

Demographics and Economy

- Acceleration of birthrate decline in Japan
- Decline in the number of potential customers in children's market
- GDP growth in ASEAN economies



Analysis of the Environment (Macro)

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Living Environment and Minds of People

- Changes in recreational activities (Indoor → Outdoor)
- Companies' ability to contribute to the environment and society is considered important
- Suburbanization of living areas
→ Revitalization of rural areas



Analysis of the Environment (Macro)

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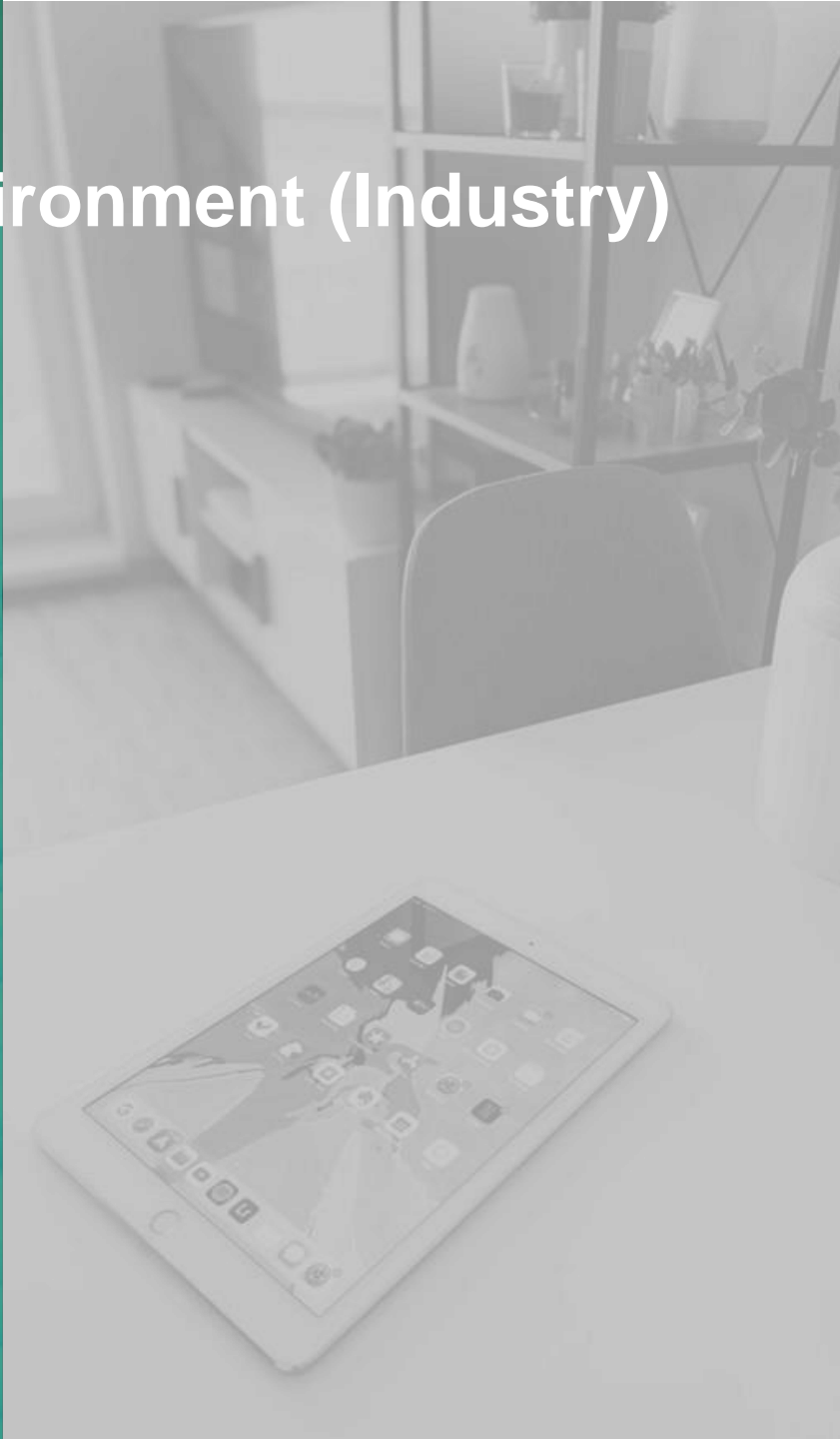
Digital Shift

- Acceleration of work automation and labor-saving in companies
- Digitization of customer data
Expansion of data marketing
- Expansion of e-commerce
→ Increase in vacant floor space ratio in shopping centers

Analysis of the Environment (Industry)

Amusement

- Supplementing revenue is essential for the divisions impacted by COVID-19
- “Increase in vacant floor space in shopping centers”
→ More opportunities to open new stores
- Increase in bankruptcies of companies in the industry
More opportunities for market survivors to take profit
- Acceleration of cashless system



Analysis of the Environment (Industry)

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Online (Entertainment and Learning)

- Demand for claw crane business grew under the COVID-19 pandemic
- In the field of "learning," online classroom market is expanding

Analysis of the Environment (Industry)

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Online (Entertainment and Learning)

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Outdoor

- Intention to avoid the 3Cs in “recreational activities”
⇒ Growth of outdoor market
- Growing demand for easy outdoor activities
“Beginner's camping trip”, etc.

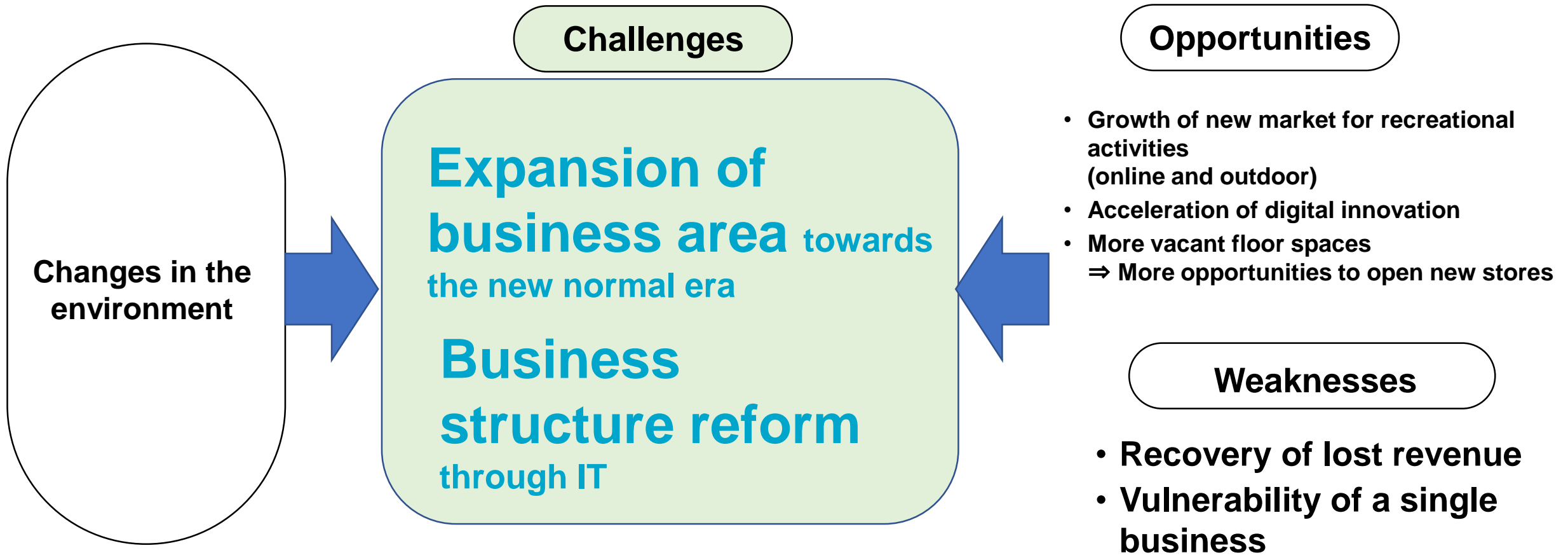
A photograph of a woman with long brown hair hugging a young girl with braids in a green field. The woman is smiling and has her eyes closed. The girl is also smiling and has her eyes closed. The background is a soft-focus green field.

02.

Our Understanding of the Environment and Challenges

- 1. Situation of the Company
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Key Challenges Based on the Analysis of the Environment





03.

Outline of the Medium-term Management Plan & Key Measures

- 1. Strategic Directions
> Quantitative Plan
- Medium-term Key Measures
(Four Key Measures)

Vision

The only one **edutainment** company that provides joyful **“Playing and Learning”** to the world so that a lot of smiles are brought to the faces of children and their families

Strategic targets

Achieve operating revenue of **85,500M JPY** and operating income of **6,000M JPY** in FY2023, and evolve into a one-of-a-kind edutainment company

An aerial view of a city skyline at sunset, with numerous skyscrapers and buildings. The sky is a mix of orange, pink, and blue, with scattered clouds. The city is densely packed with buildings, and the water is visible in the distance.

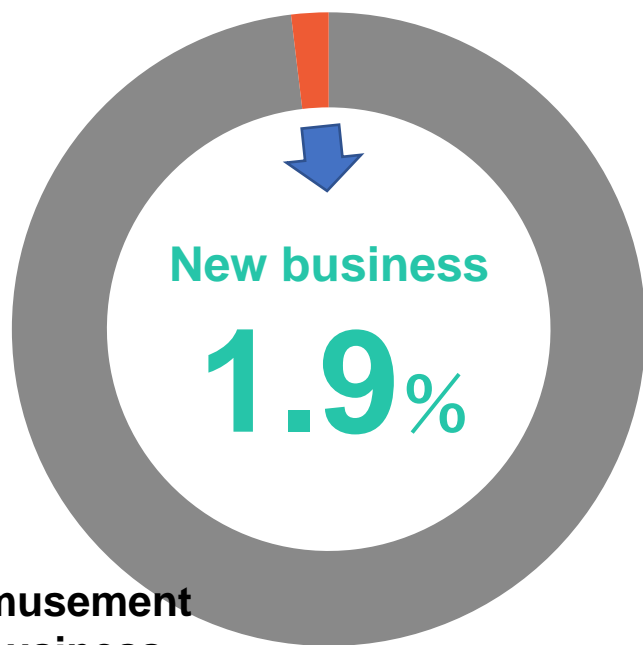
Changing Management Model

From an **equipment industry and single business** to **customer experience industry and integrated business** that is able to transform management resources by leveraging partnerships, both tangible and intangible

Outline of the Medium-term Policies (Business Area)

Today

Single business

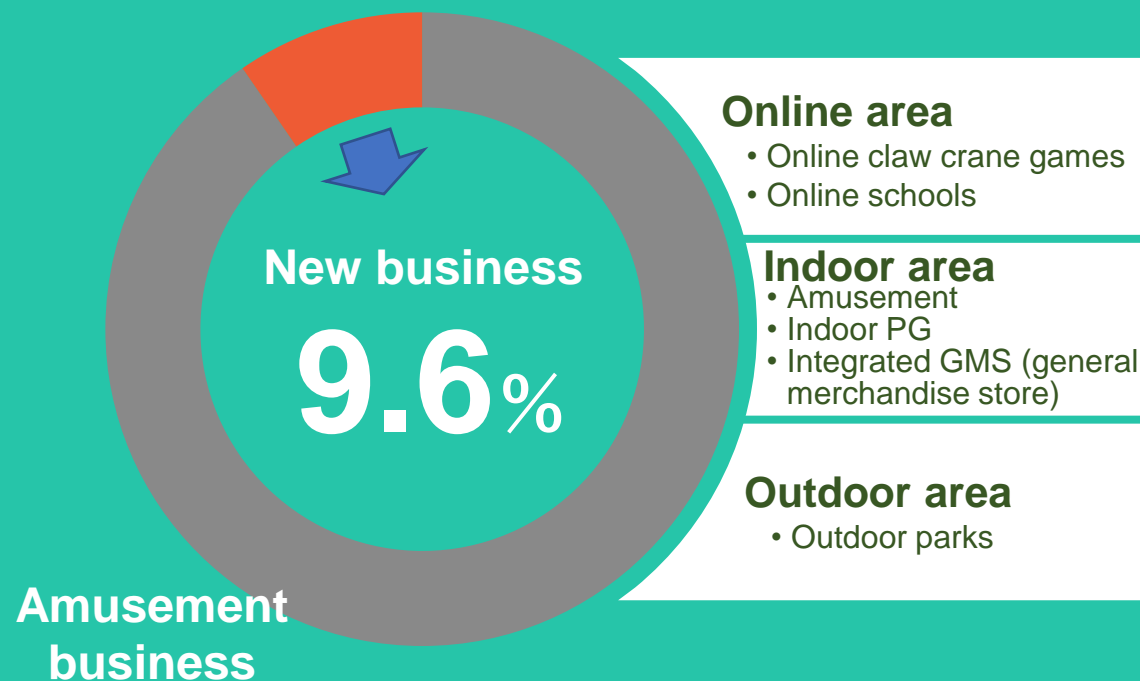


Amusement business

* Consolidated sales in FY2019

FY2023

Businesses in three areas

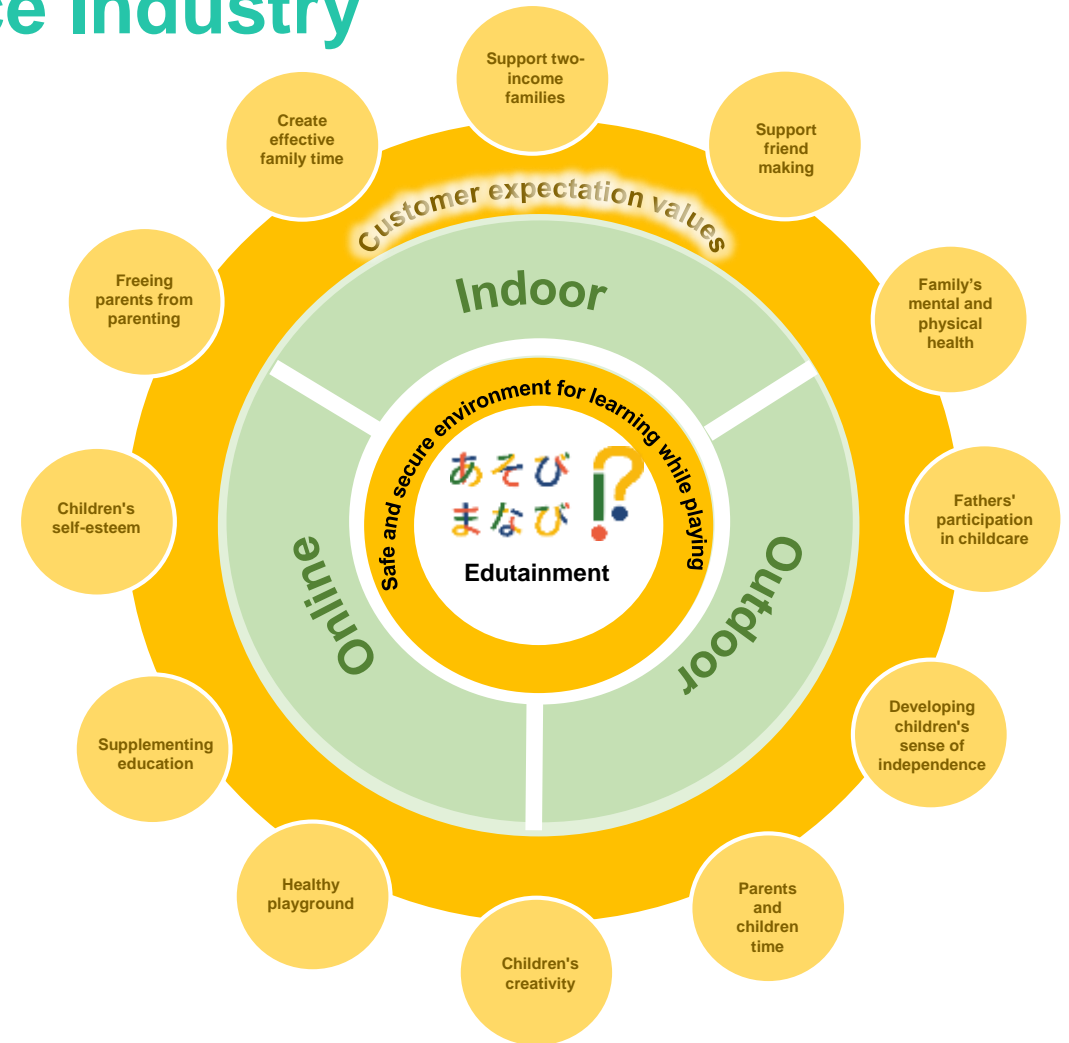


Amusement business

* Consolidated sales in FY2023 (plan)

Becoming a Customer Experience Industry

- Integrate multiple businesses with edutainment at the core.
- Offer a variety of values and services to children and their families **with convenience (location and payment) at high quality (customer experience).**
- Invest in parallel to expand services and build infrastructure.

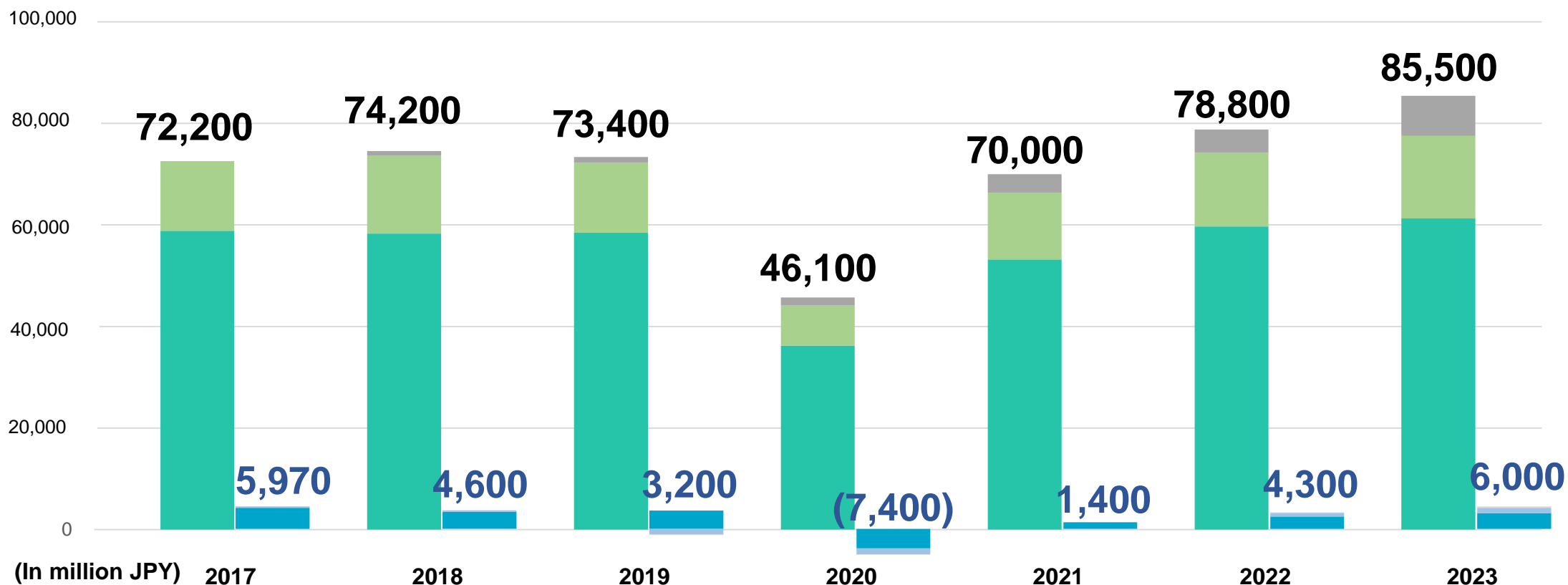


Quantitative Targets (Consolidated Sales and Operating Income)

Exceed the FY2019 level (pre-COVID-19 level) in FY2022.

Achieve a record high in FY2023.

Sales: ■ Japan ■ Overseas ■ New
 Operating income: ■ Japan ■ Overseas ■ New



(200)

Quantitative Targets (Details)

(In million JPY)

	Fiscal Year Ending February 28, 2019	Fiscal Year Ending February 29, 2020	Fiscal Year Ending February 28, 2021	Fiscal Year Ending February 28, 2022	Fiscal Year Ending February 28, 2023	Fiscal Year Ending February 28, 2024
	Actual	Actual	Actual*	Plan	Plan	Plan
Sales	74,243	73,492	46,116	70,000	78,800	85,500
Operating Income	4,651	3,211	▲ 7,429	1,400	4,300	6,000
Ordinary Income	4,299	2,387	▲ 7,719	630	3,500	5,200
Net Income Attributable to Parent Company	1,865	▲ 325	▲ 9,277	▲ 650	1,800	3,100
Operating Income to Net Sales Ratio	6.3%	4.4%	-16.1%	2.0%	5.5%	7.0%
ROE	6.5%	-1.2%	-41.8%	-3.9%	10.9%	16.8%
D/E Ratio (1)	0.3	0.5	1.4	1.5	1.3	1.1
D/E Ratio (2)	0.4	0.7	1.7	1.8	1.6	1.3
Capital Adequacy Ratio	58.5%	47.8%	30.9%	29.7%	31.8%	36.1%

*DE ratio (1) (excluding lease obligations), DE ratio (2) (including lease obligations)

Quantitative Targets (by Segment)

■ Sales

In million JPY

	Fiscal Year Ending February 28, 2019	Fiscal Year Ending February 29, 2020	Fiscal Year Ending February 28, 2021	Fiscal Year Ending February 28, 2022	Fiscal Year Ending February 28, 2023	Fiscal Year Ending February 29, 2024
	Actual	Actual	Actual※	Plan	Plan	Plan
Japan	59,153	59,856	38,227	57,200	64,300	69,400
Overseas	15,382	13,855	8,023	13,200	14,950	17,000
Consolidated Total	74,243	73,492	46,116	70,000	78,800	85,500

■ Operating Income

In million JPY

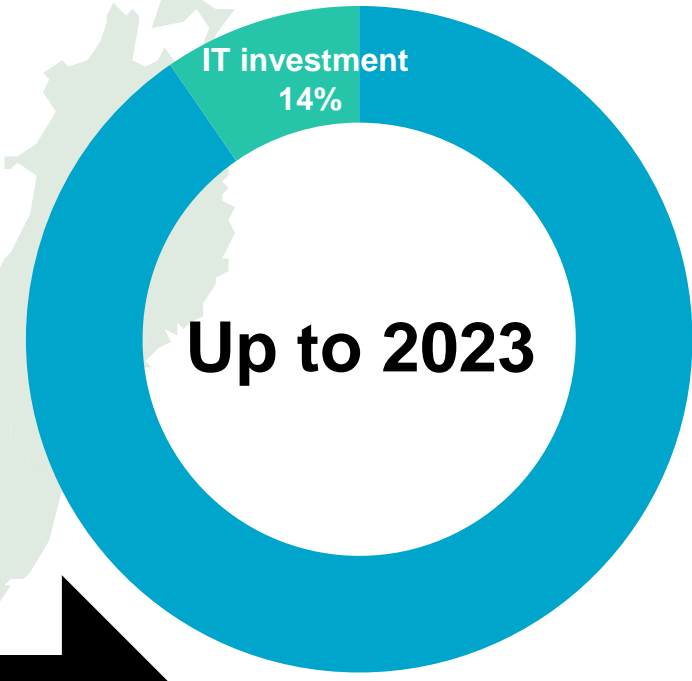
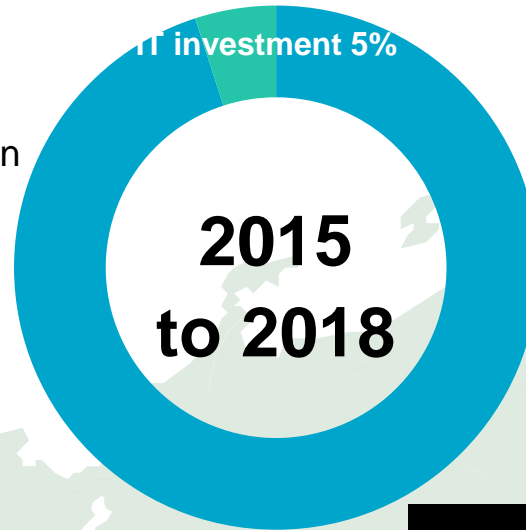
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	Actual	Actual	Actual※	Plan	Plan	Plan
Japan	4,363	4,475	▲ 6,079	1,700	3,400	4,800
Overseas	291	▲ 1,279	▲ 1,363	▲ 275	900	1,200
Consolidated Total	4,651	3,211	▲ 7,429	1,400	4,300	6,000

Quantitative Targets (Investment)

Focus on domestic IT and strategic investment

	Three-year average compared to FY2019
Japan	121%
China	48%
ASEAN	43%
Consolidated Total	84%

Japan breakdown



Quantitative Targets (Number of Stores)

Shift from a policy of increasing the number of stores to a strategy of opening stores with emphasis on quality

	2020	2021	2022	2023
Japan	431	432	435	436
China	205	200	195	195
Malaysia	98	91	92	95
Thailand	2.7	29	3.2	35
Philippines	53	51	50	49
Indonesia	28	31	36	41
Vietnam	14	16	19	24
ASEAN	220	218	229	244
Consolidated total	859	853	862	878



03.

Outline of the Medium-term Management Plan & Key Measures



- 1. Strategic Directions
> Quantitative Plan
- **Medium-term Key Measures
(Four Key Measures)**

Outline of the Medium-term Policies (Medium-term Key Measures)



Evolution and expansion of playgrounds



Management based on portfolio management



Full digitalization



Reform of human resources, organization and culture to support growth

03.

Outline of the Medium-term Management Plan & Key Measures

Bringing big smiles to people's faces with small inconveniences.

Nowadays, children's playgrounds tends to be restricted. That is why we must continue to offer a space where children can play with a smile. In order to take all possible safety measures at each store, we would like to ask that you wear a face mask, disinfect your hands, and take other precautions. They may cause a little inconvenience, but we would appreciate it if we could work together to protect the safety and security of children.



- Medium-term Key Measures

- (1) Evolution and expansion of playgrounds
 - (i) Initiatives for safety and security
 - (ii) The form of edutainment to aim for (the integrated GMS edutainment floor model)
 - (iii) Reform of the amusement business
 - (iv) Reform of the indoor playground business
 - (v) New Businesses
 - (vi) Overseas business
 - (2) Shift to portfolio management
 - (3) Full digitalization
 - (4) Reform of human resources, organization and culture to support growth

(i) Initiatives for safety and security

Addressing epidemic prevention protocols



Addressing epidemic prevention protocols



Establishing the epidemic prevention protocols for COVID-19

Initiatives at the new normal model stores



Antimicrobial and antiviral coating

Separating disinfected medal cups from used ones



Medal sterilization and washing machine

Initiatives on non-contact system



Select products on touch panel

Gacha machines that can be operated without turning handles



Shift from stamp cards to cards that can be held up and read



Claw crane game operated by hand motions

02.

Outline of the Medium-term Management Plan & Key Measures

- Medium-term Key Measures

(1) Evolution and expansion of playgrounds

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(the integrated GMS edutainment floor model)**

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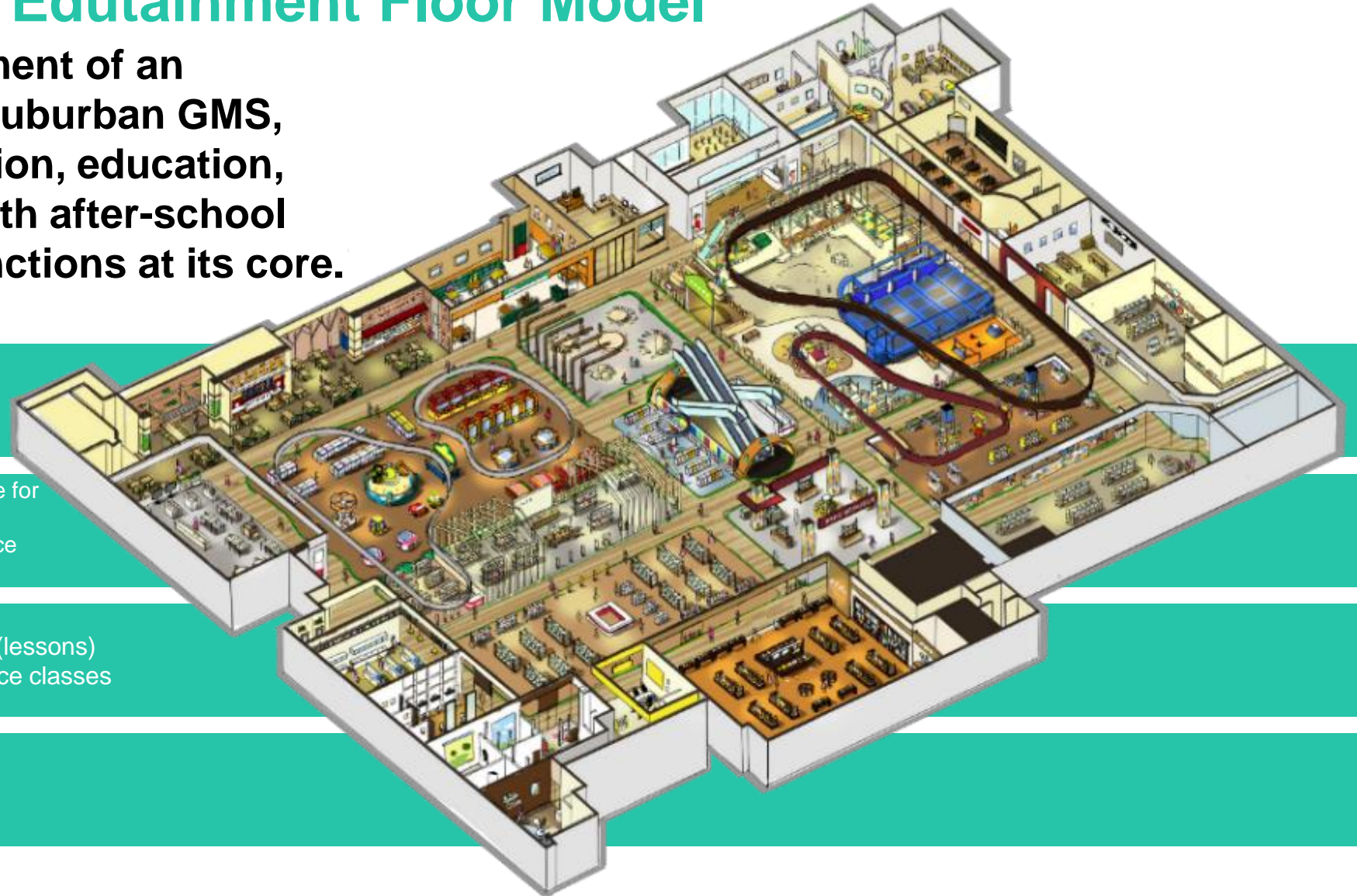
(2) Shift to portfolio management

(3) Full digitalization

(4) Reform of human resources, organization and culture to support growth

Integrated GMS Edutainment Floor Model

Promote the development of an integrated model for suburban GMS, consisting of "recreation, education, learning, and food" with after-school care and childcare functions at its core.



Recreation

- Playground
- Amusement
- Gacha

Daily life

- After-school care service for children
- Remote work office space
- Clinics

Learning

- After school activities (lessons)
- Edutainment experience classes

Food

- Food court

03.

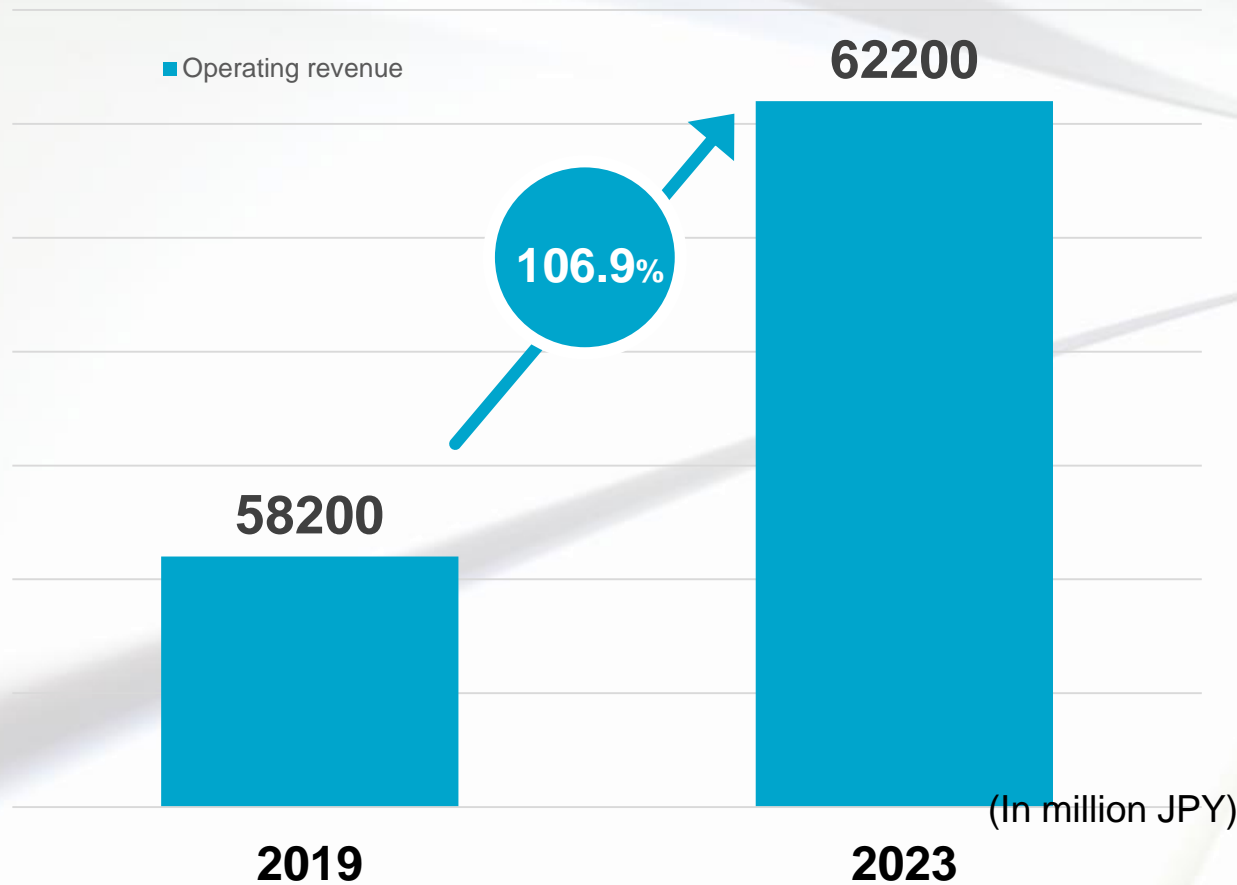
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Reform of the Revenue Structure through the Total Utilization of Full Digitalization

Quantitative target (Japan: existing AM + indoor)



Defense and **Offense**

(Work saving and introduction of unattended entrance system)

(Digitalization of membership and introduction of cashless system)



Perspective of Defense

**Initiatives for safety and security
Improvement of costs**

**Continuation of safety and security
initiatives**

**Labor-saving and
introduction of unmanned operations
through the use of IT**

**Cost reduction measures
by the cost measures project**



Initiatives for safety and security

Addressing epidemic prevention protocols



Addressing epidemic prevention protocols



Establishing the epidemic prevention protocols for COVID-19

Initiatives at the new normal model stores



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Gacha machines that can be operated without turning handles



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Claw crane game operated by hand motions

Cost Reduction



Labor saving in store's back-office operation



Promotion of remote work



Management by the cost measures project

Perspective of Offense

**Increasing
the number of
customers**

**Academic proof of
the power of
recreation**

**Digital
marketing**

**Integration
with AEON
Group IDs
into one ID**

**Increasing
customer
spending**

**Subscription
pricing system**

**Increasing the
number of loyal
customers using
digital systems**

**Promoting
cashless
payment**

**Expanding
sales area**

**Acquiring
temporary
spaces**

**Integrated GMS
edutainment
floor**

**Opening stores
outside of the
Group**

Increasing the Number of Customers: Academic Proof and Appeal of the "Power of Recreation"

Content related to edutainment, increase recognition, and learning effects of facilities



Customers who have never used our facilities

Offer services of new values

Information dissemination
Increase recognition

Provide scientific credibility to existing devices

Content
(business and services)



Edutainment Lab
(research and information dissemination)



Scientifically prove the learning effect of recreation



Mr. Toru Fujimoto,
Associate Professor,
University of Tokyo
Leading researcher on serious games



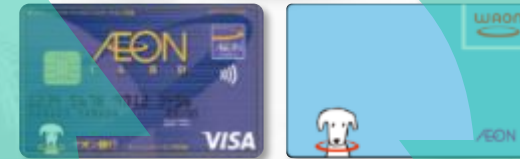
Mr. Hidekazu Shoto,
English/ICT teacher
at a private elementary school
Top 10 Global Teachers of 2019



**Interoperation
among our businesses**



**Interoperation
among the AEON Group services**



Major cards of each group company

Increasing the Number of Customers: Introduction of Digital Marketing

Promote marketing that utilizes IoT, omnichannel, and integration of IDs into one ID.

Introduction of IoT



Introduction of 3D sensors in stores

Sales promotion & traffic volume survey in front of stores

Digital signage & understanding traffic volume with application of sensors & investigation of advertising effectiveness



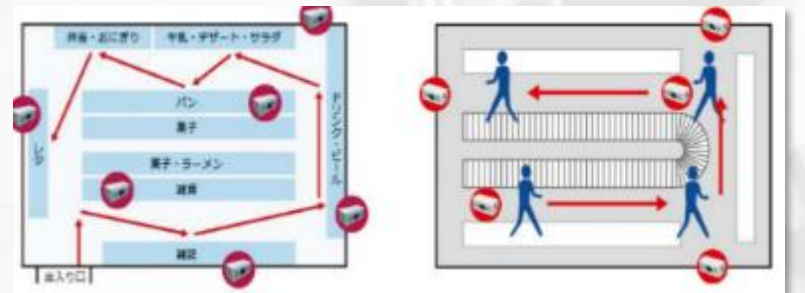
Introduction of omnichannel



タイムレス・シームレスな
利用機会提供

Survey on traffic flow in stores

Understand customer behavior by identifying the traffic flows used, frequency, and customer attributes, and utilize the findings for individual store measures by arrangement, by customer service hour, and by period



Integration of IDs into one



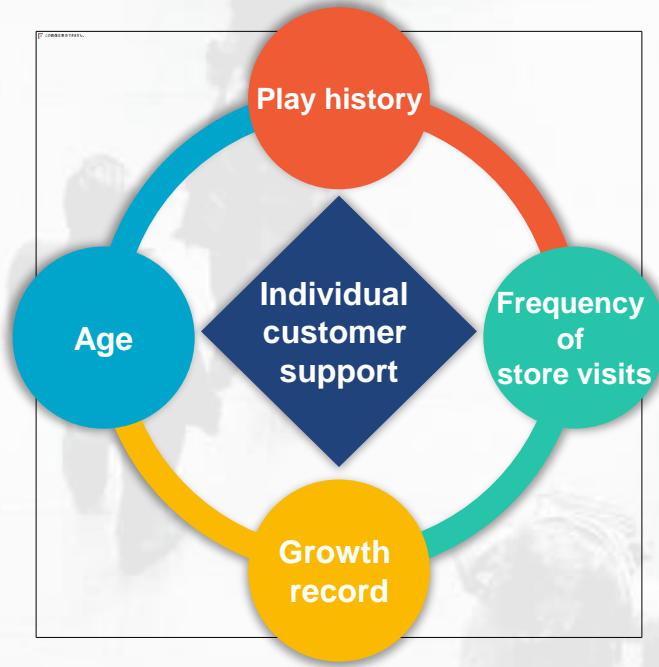
グループID共通化による会員の拡大
ID連携(One ID化)



Increasing Customer Spending



Cashless system



One-to-one marketing



Subscription pricing strategy

Expanding Sales Area: Acquiring Vacant Floor Spaces in Shopping Centers



> Less than
35 tsubo



Cashless
gacha specialty stores

> 35 tsubo
or more



Cashless prize stores

> SC
requests



Small amusement parks

03.

Outline of the Medium-term Management Plan & Key Measures

- Medium-term Key Measures

(1) Evolution and expansion of playgrounds

- (i) Initiatives for safety and security
- (ii) The form of edutainment to aim for (the integrated GMS edutainment floor model)
- (iii) Reform of the amusement business

(iv) Reform of the indoor playground business

- (v) New Businesses
- (vi) Overseas business

(2) Shift to portfolio management

(3) Full digitalization

(4) Reform of human resources, organization and culture to support growth

Perspectives on Indoor Playground Reform

Key Challenge

Review of business structure and profit structure

▼ Making an inventory by business format

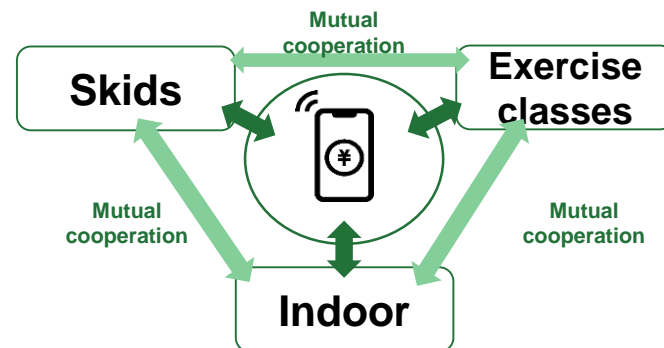
(Marketability, profitability,
growth potential, and strategic intent)

▼ Creating multiple layers of revenue patterns

Introducing subscription and monthly
membership model, and sales of goods

▼ Realizing low cost and labor saving

Introducing automated entrance and exit
system, and reviewing investment criteria



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(v) New Businesses

- Expansion of online business areas
- Gacha business
- Creation of outdoor business
- Hot bath business
- Advertisement business

(vi) Overseas business

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New business

Promote **seven** new businesses for the new normal.



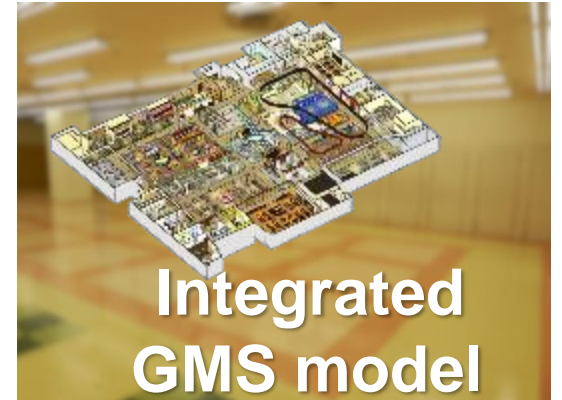
Online
claw crane



Online Schools



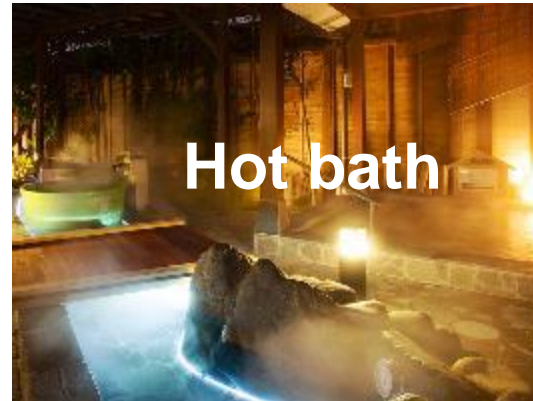
Gacha



Integrated
GMS model



Outdoor



Hot bath



Revenue
from ads



Aeon
Fantasy



Online Claw Crane Business

Increase touch points to expand sales

Increase recognition through TV commercials



2023 Sales target
3,500 M JPY

Mutually linking customers



Online School Business

Fully began in January 2021.

In light of high support during the test operation, the annual target is set at **400** members.



Gacha Business

Expansion through “introducing next generation models” and “opening new stores in vacant floor spaces.”



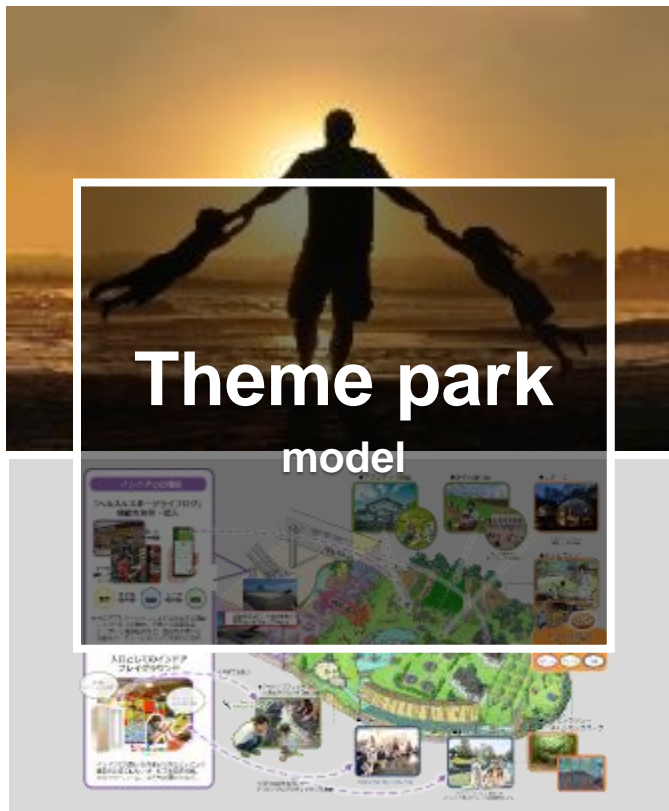
2023 Sales target
3,000
M JPY



Outdoor Business

Demand is growing under the pandemic.

Two models that coexist with local governments will be rolled out.



2023 Sales target
400M JPY



Advertisement Business

Begun the initiative to generate revenue through advertisement business, with our membership specializing in "children and parents".

Development and maintenance of a centralized membership information system

Preconditions

Membership expansion through realizing omnichannel (shared loyalty point system)

Expansion of members through group ID sharing



Data of 2.3 million children under 12 years old & their families in FY2023 (plan)

Real stores (digital signage)



Digital contents (affiliate)



Ad fee

Post ads

Children & family related companies



03.

Outline of the Medium-term Management Plan & Key Measures

- Medium-term Key Measures

(1) Evolution and expansion of playgrounds

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China Business

“Shift to qualitative expansion” with emphasis on profitability and “taking on the challenge to expand into new business areas”

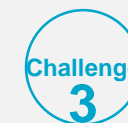
Aim for operating revenue of 10,000M by 2023



Break away from limited business portfolio

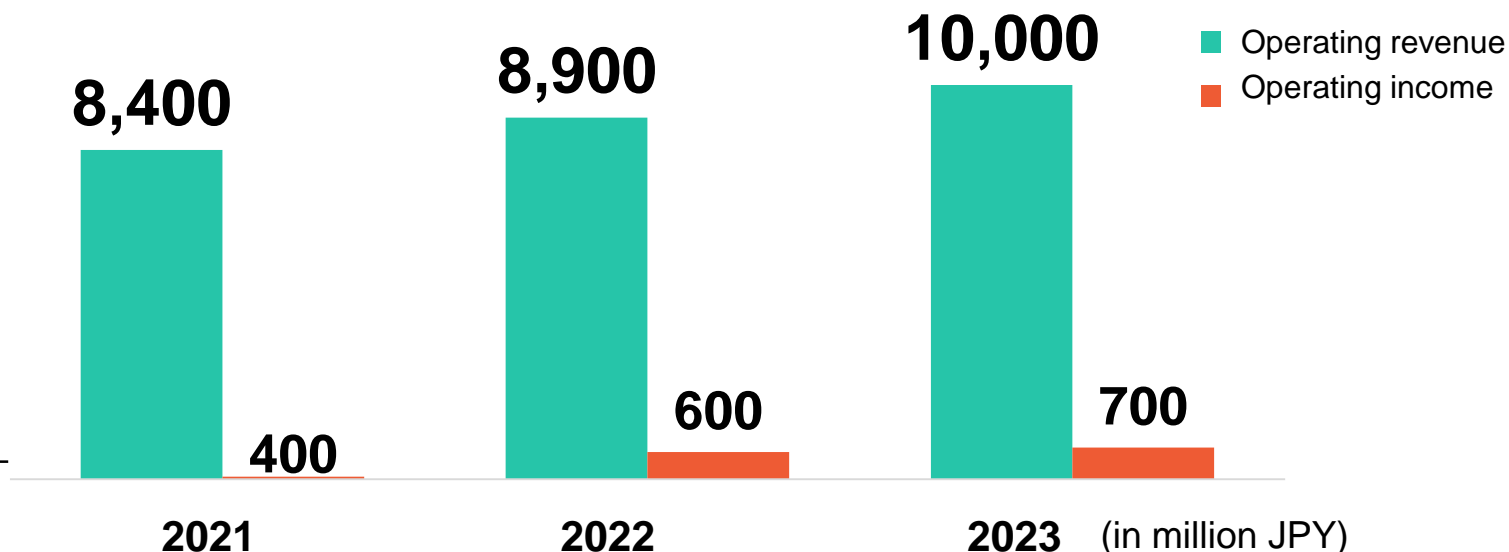


Create stores that emphasize profitability and review store opening strategy



Introduction of recreation that utilizes digital systems

- Return to profitability in operating income (FY2021)
- 2022: Achieve record high profits
- 2022: Return to profitability in net income for the fiscal year



China Business: Business Strategy



Low cost store



Opening indoor stores in vacant floor spaces



Opening new business format stores



Existing businesses

(1) Diversification of profit models

- Development of low-cost models
- Development of indoor models in properties with vacant floor space
- Promotion of event business

(2) Store opening policy

- Towards dominating particular areas in key cities

New business

(1) Business development on the theme of exercise and health (2022 onwards)

- Linked with apps, the results of "exercising through playing" will be fed back to customers

(2) Online business (2022 onwards)

- Link with AEON Group membership platform
- Reduce initial investment by collaborating with other companies

ASEAN Business

Aim for 7,000M in operating revenue by 2023 by addressing the changes in the environment and promoting a strategy of opening stores with varied levels of intensity and a qualitative localization model



Review of country-specific store opening strategies in light of the COVID-19 impacts



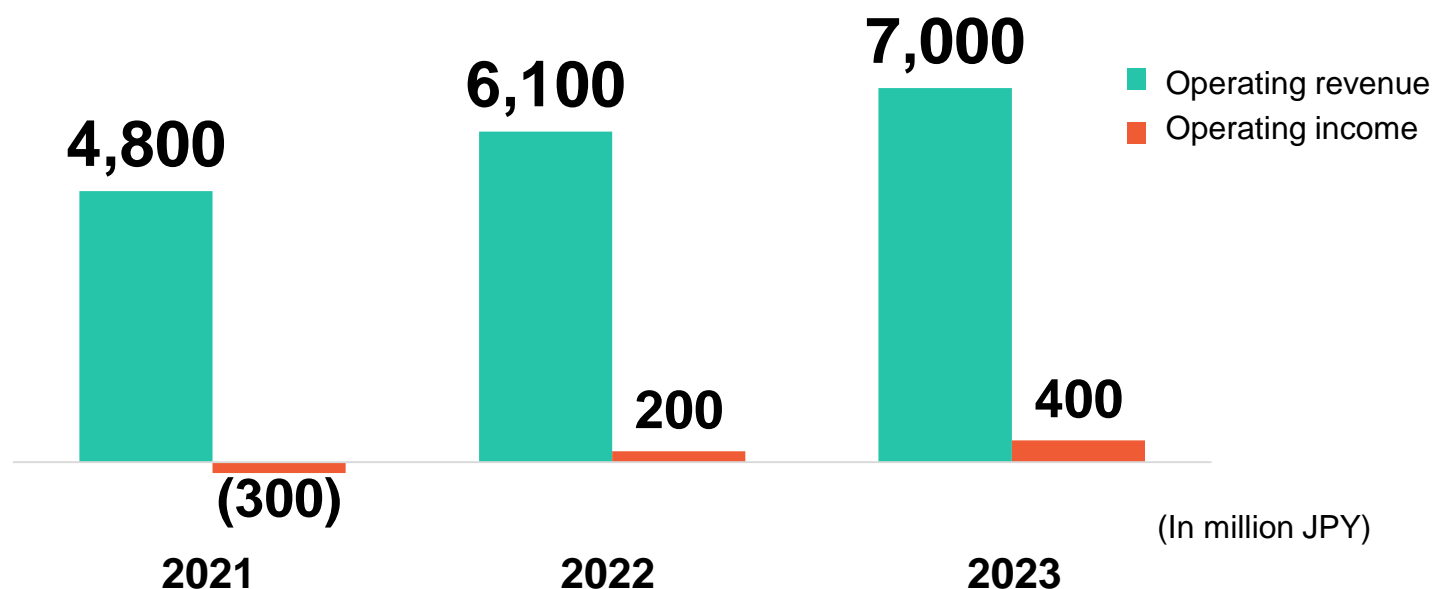
Localization of indoor models



Development of new businesses suitable to each country's condition

Strategic policies

- Country specific strategy for opening stores with varied levels of intensity
- Strengthen store opening capabilities through a store opening matrix
- Promotion of digitalization (automated entrance and exit, customer management system)



ASEAN Business: Business Strategy



✓ **Existing business: Indoor playground**
Opening new stores appropriate to the economic scale of the area

✓ **Existing business: Amusement**
Introduction of redemption system and the ASEAN version of Yokubari Pass (flat-rate pass to play unlimited games for a certain period)

✓ **New business**
Development of new business on the theme of "online" and "education", with consideration to compatibility with the country's market and existing businesses

	(1000m and more)	Medium (400 to 1000m)	Small (up to 400m)
Medium to high income demographics	FANPEKKA	KIDZOOONA 2.0-2.1	TINY KIDZOOONA
Low to medium income demographics	KIDZOOONA SAFARI	KIDZOOONA 1.5	TINY KIDZOOONA
Low income demographics	-	KIDZ BOX	KIDZ BOX



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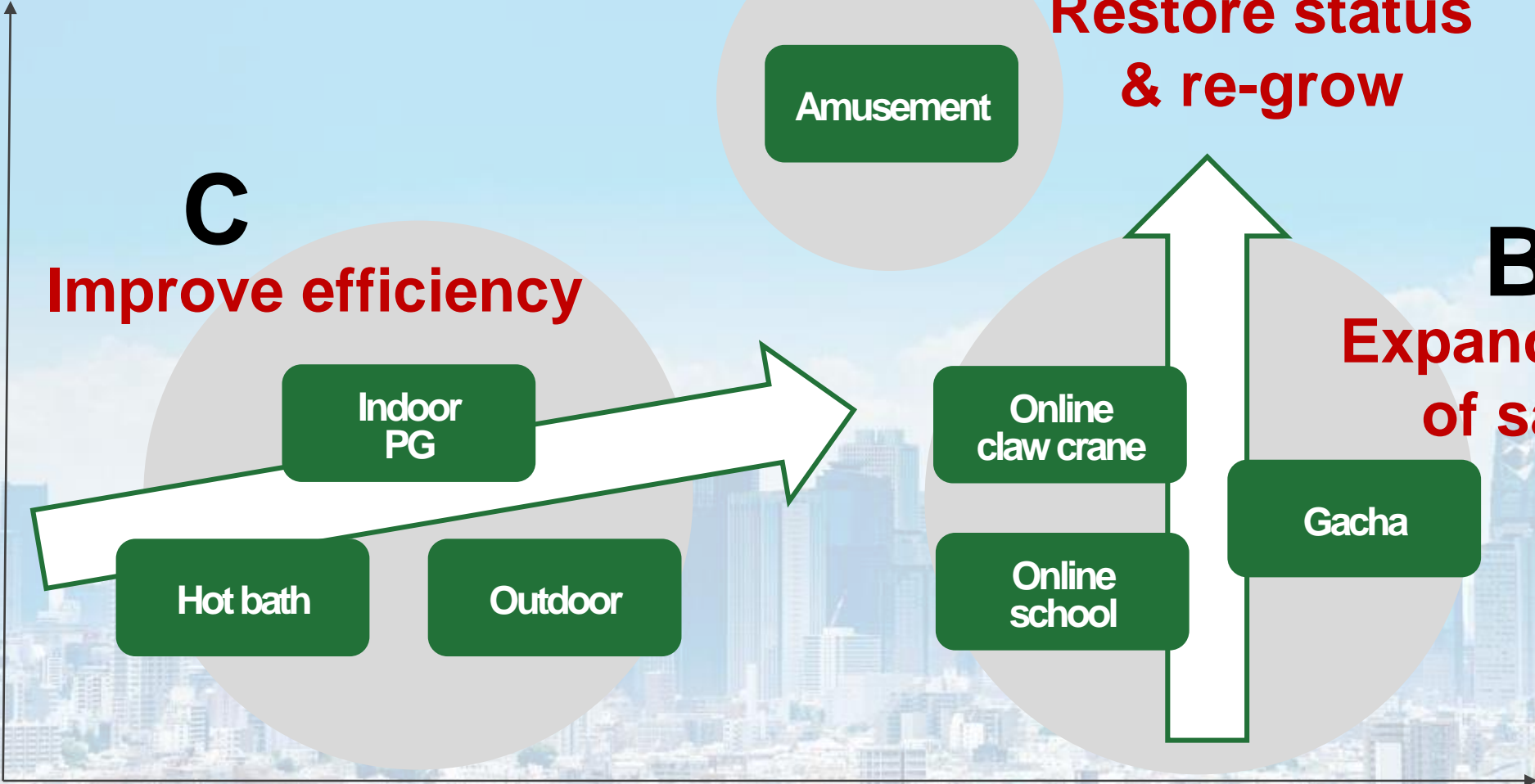
(2) Shift to portfolio management

(3) Full digitalization

(4) Reform of human resources, organization and culture to support growth

Business: Japan by business

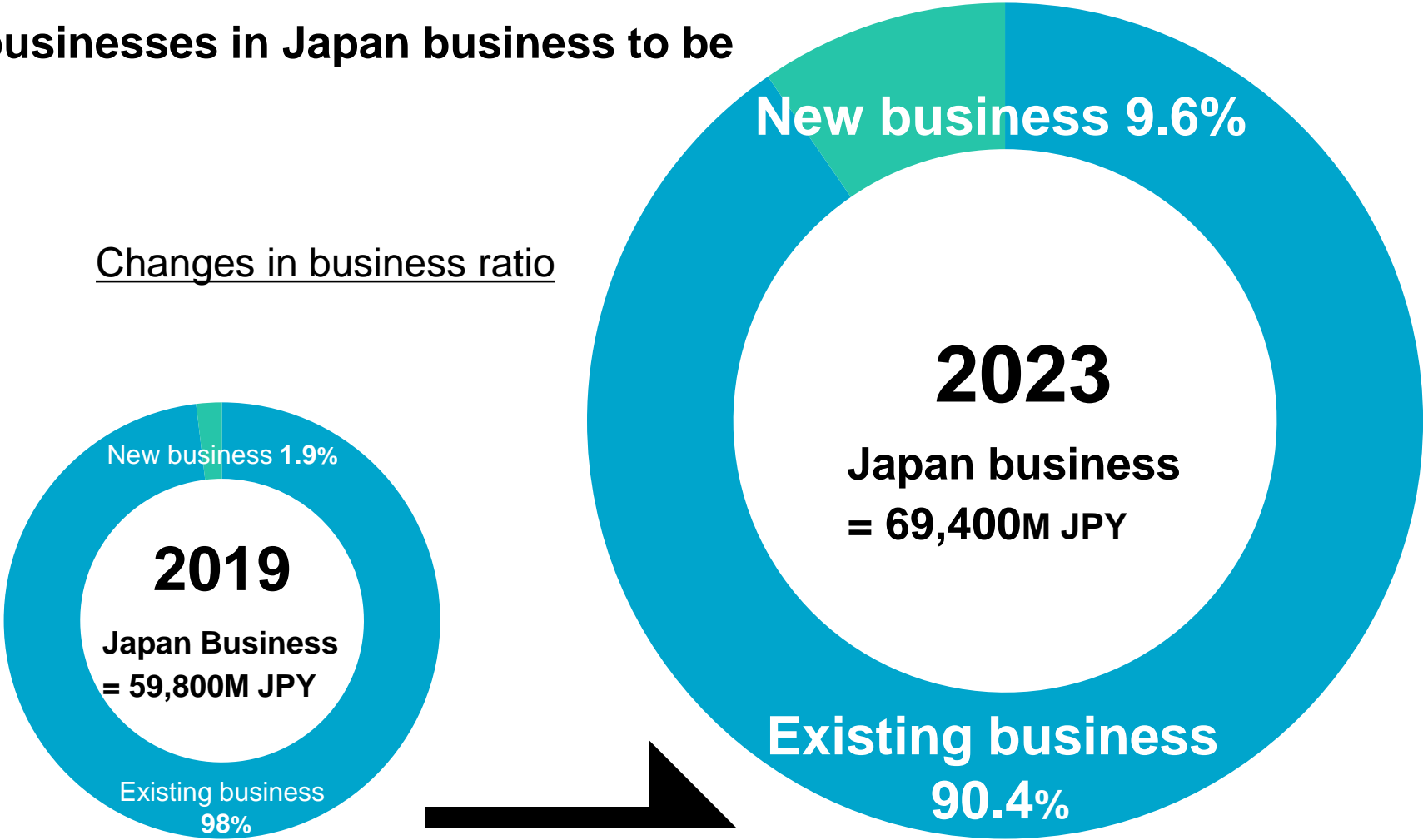
The Company's sales



ROI (efficiency)

Business: Changes in ratio of Japan Business (Existing and New)

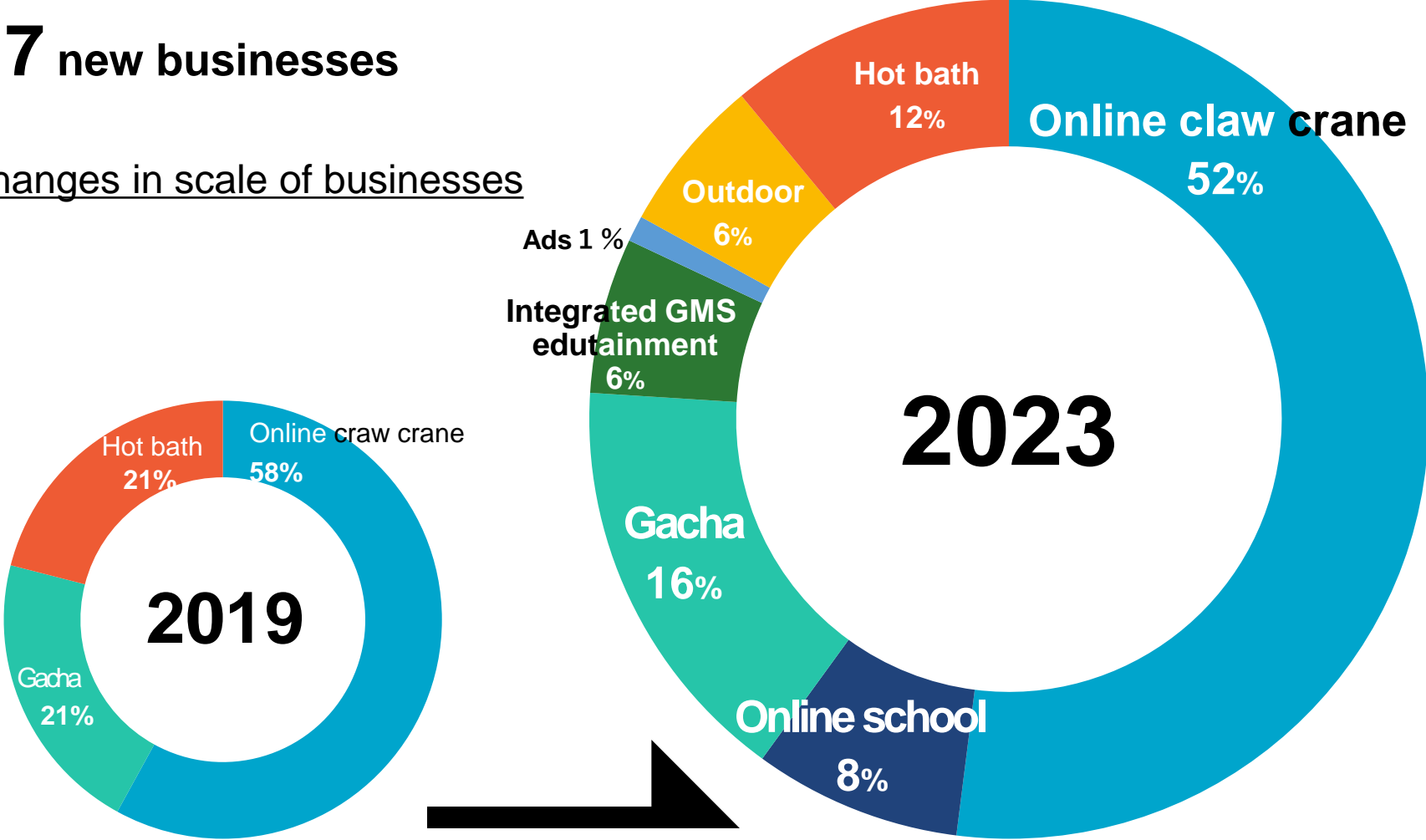
The ratio of new businesses in Japan business to be **10% in 2023.**



Business: Breakdown of New Businesses

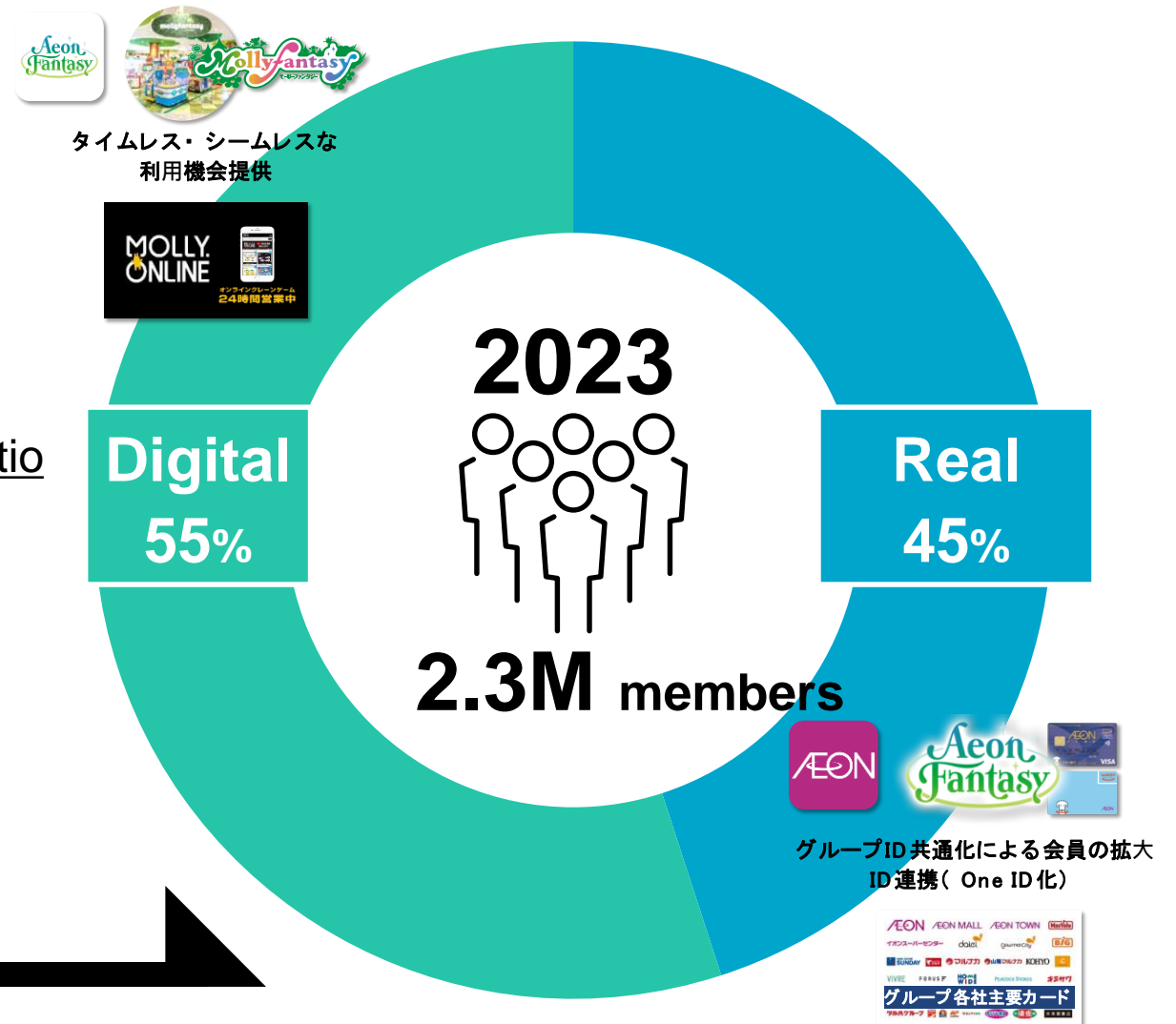
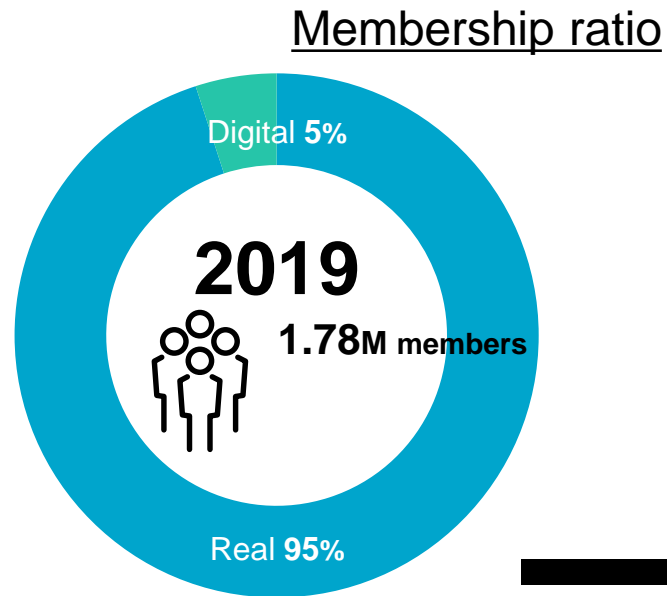
Promote a total of **7** new businesses

Changes in scale of businesses



Customers: Membership

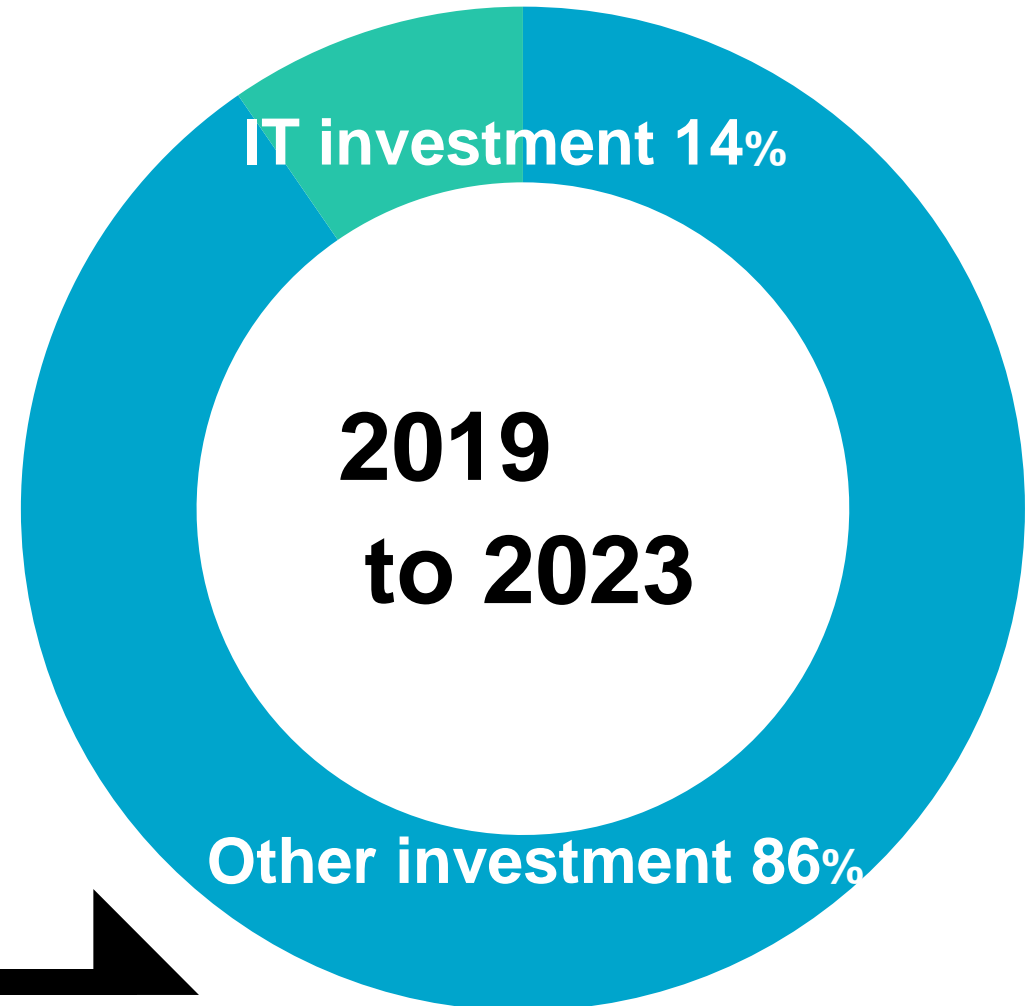
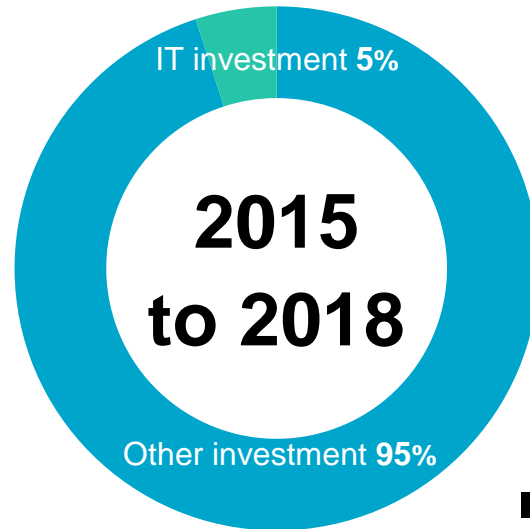
Strive to increase the number of users and members through the integration of member data from each business and mutual linkage with AEON Group members, and promote the elimination of usage category borders and CRM.



Digital Shift

Expand IT investment that supports both offense (increasing digital membership) and defense (reducing costs).

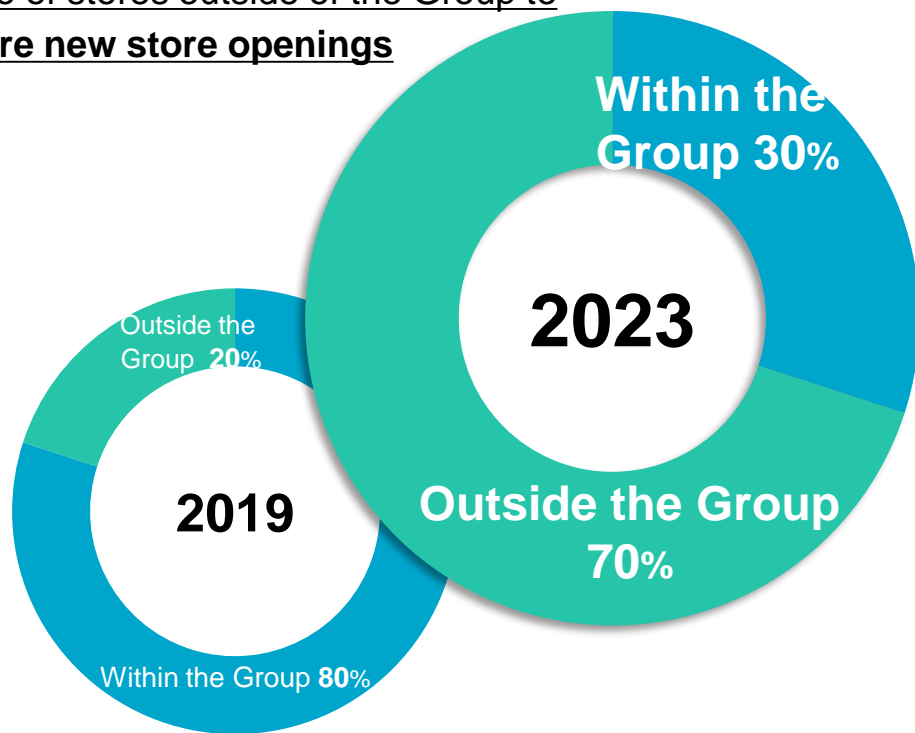
Ratio of IT investment
(annual average)



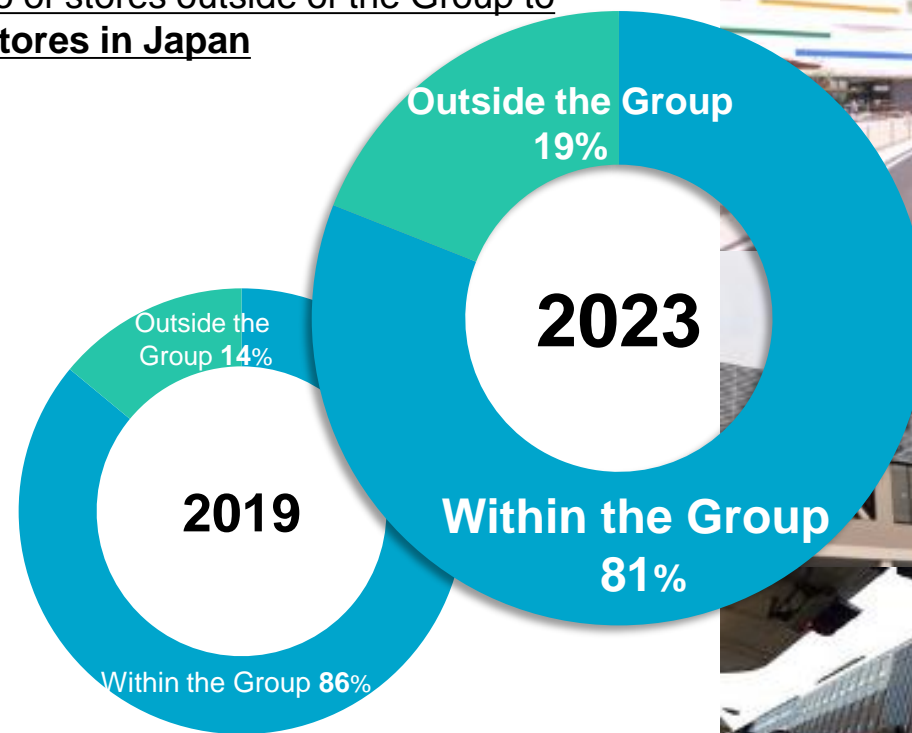
Area: Accelerating the Opening of New Stores Outside the AEON Group

Promote the development of business formats in **terminal-type commercial clusters and home center complexes**. Accelerate the opening of new stores outside of the AEON Group.

Ratio of stores outside of the Group to future new store openings



Ratio of stores outside of the Group to all stores in Japan



Promotion of Corporate Governance

PDCA cycle for group business management



Strengthening of head office functions

Japan: Appropriate allocation of management resources
Addressing cross-cutting issues
(IT investment, new businesses, etc.)

Overseas: Build, operate and maintain internal control

Support structure for overseas companies

- Newly established Business Format Development
- Newly established Playground Development Division
- Newly established Business Promotion under the business manager

Initiatives for a Sustainable Society

Promote initiatives from a medium- to long-term perspective in line with the **SDGs and ESG** as the core of corporate activities



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Overview of Medium-term IT Plan

Field	Policy on medium-term plan measures
Stores	Continue to focus on the full digitalization of operations. - Labor saving (introduce unmanned operation, improve efficiency) - Strengthen online systems (cashless) - COVID-19 measures (non-contact system, etc.) - Automation (system automation)
	Pursue operational FIT (HT smartphones, etc.)
Headquarters	- Enhance efficiency of departments (improve operations, introduce IT) - Realize working styles and “officeless”
Overseas	- Refine collected information and make it real-time - Strengthen control
Security	- Take measures against evolving and unknown threats - Improve employees' IT literacy and mindsets about security



Offense



Digital signage

Cashless

Introduction of Omnichannel



タイムレス・シームレスな
利用機会提供



Digitalization of membership & linkage with the Group



Defense

Face authentication



Paperless



Information communication



Automation



“PC-less” and HT

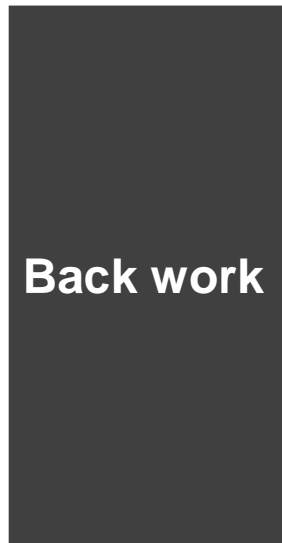
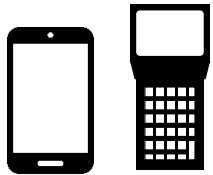


Core system

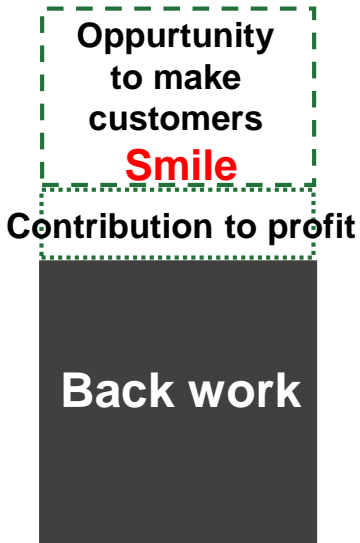


Work Style Reform

Work reform through IT

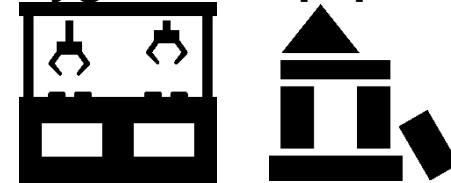


Expansion of customer service hours
Contribution to profit



Pursuit of stores loved by customers

Games and playground equipment



Customer service that can only be done by human



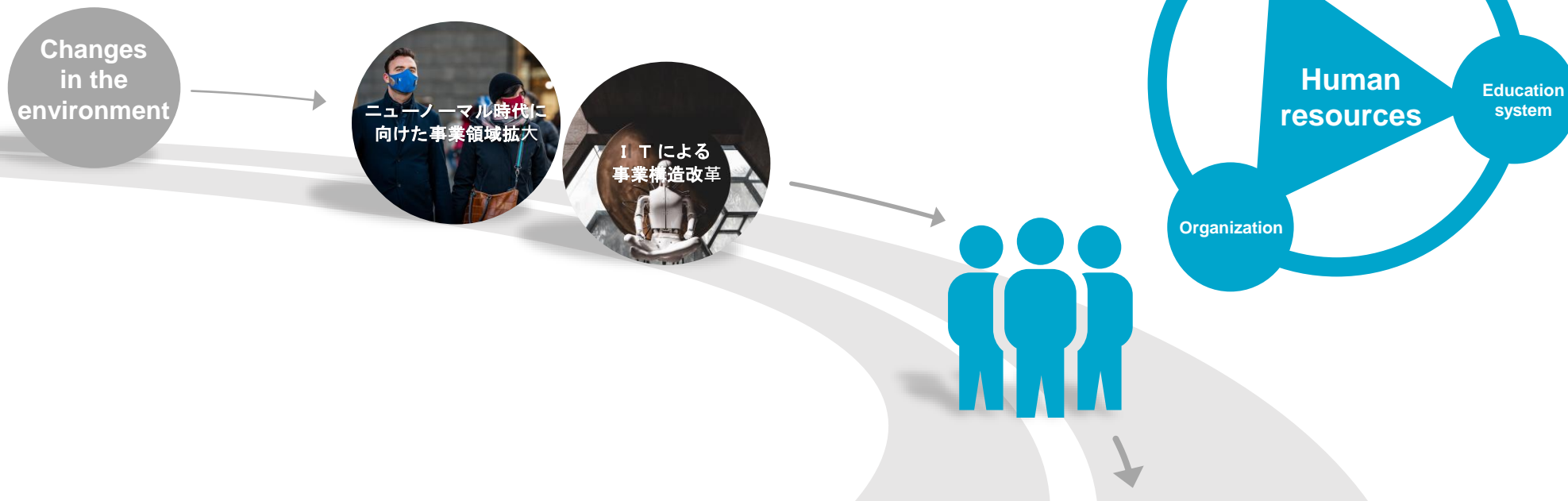
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Concept of the Reform



Matters to transform

Business

- Become an edutainment company
- Expand business area and cooperate seamlessly

Management style

- Manage by business, by area, and by store
- Digitalize work

Work style

- Shift to flexible work style to suit workers' living environment
- Promote diversity

Organizational Reform



Key initiatives for organizational reform

- ① Shift human resources to growth areas
- ② Shift from a function-based organization to a business-based organization

Strengthening compliance

- ① Introduce systems for management of working hours and paid leave requests
- ② Strengthen monitoring of overseas subsidiaries



04.

Quantitative Plan

FY 2023 Overall Company Quantitative Plan

Sales

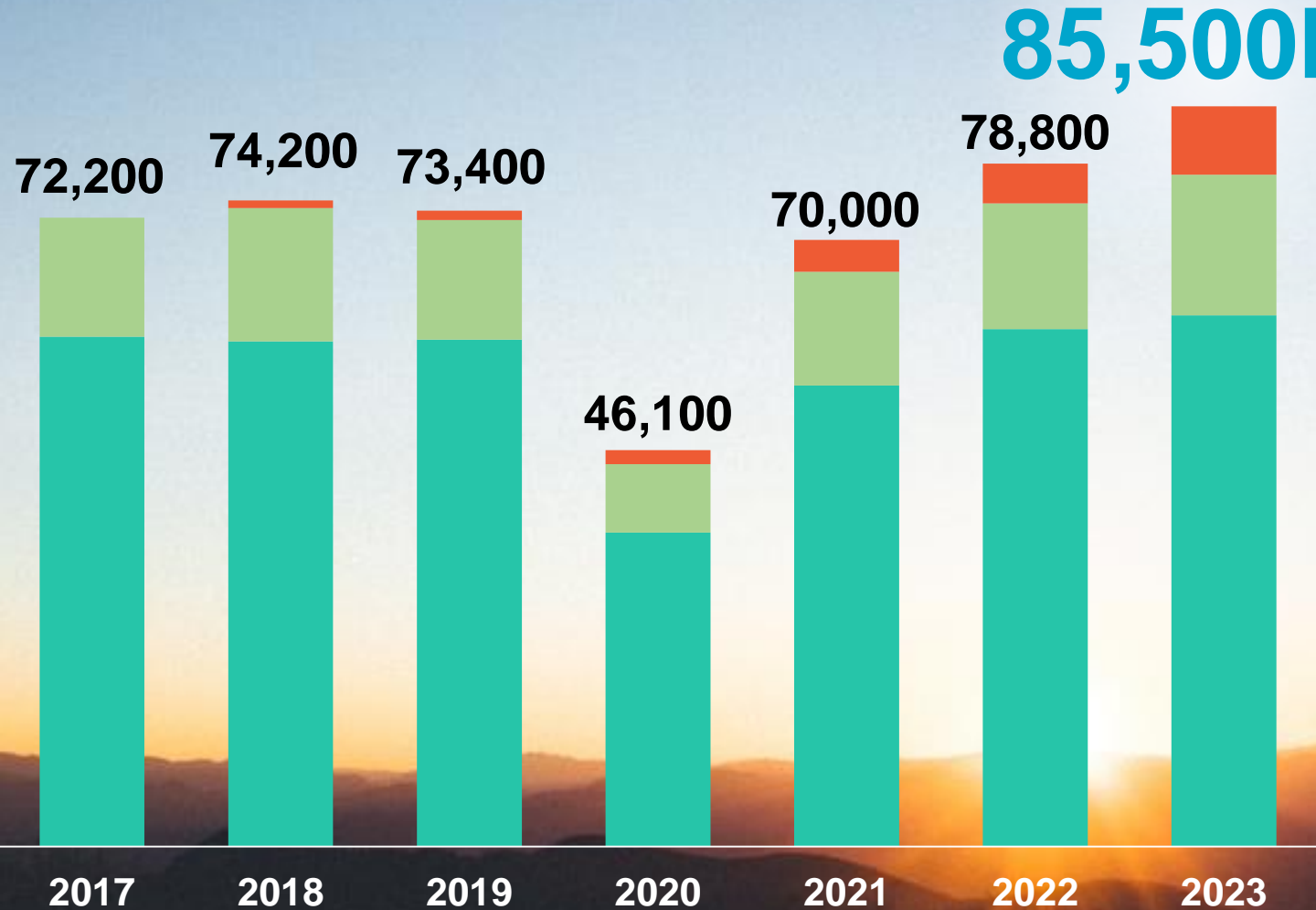
85,500

Operating income

6,000

In million JPY

Quantitative Targets (Consolidated Sales)



In FY2022, exceed the pre-pandemic level of FY2019.
In FY2023, achieve

85,500M JPY.

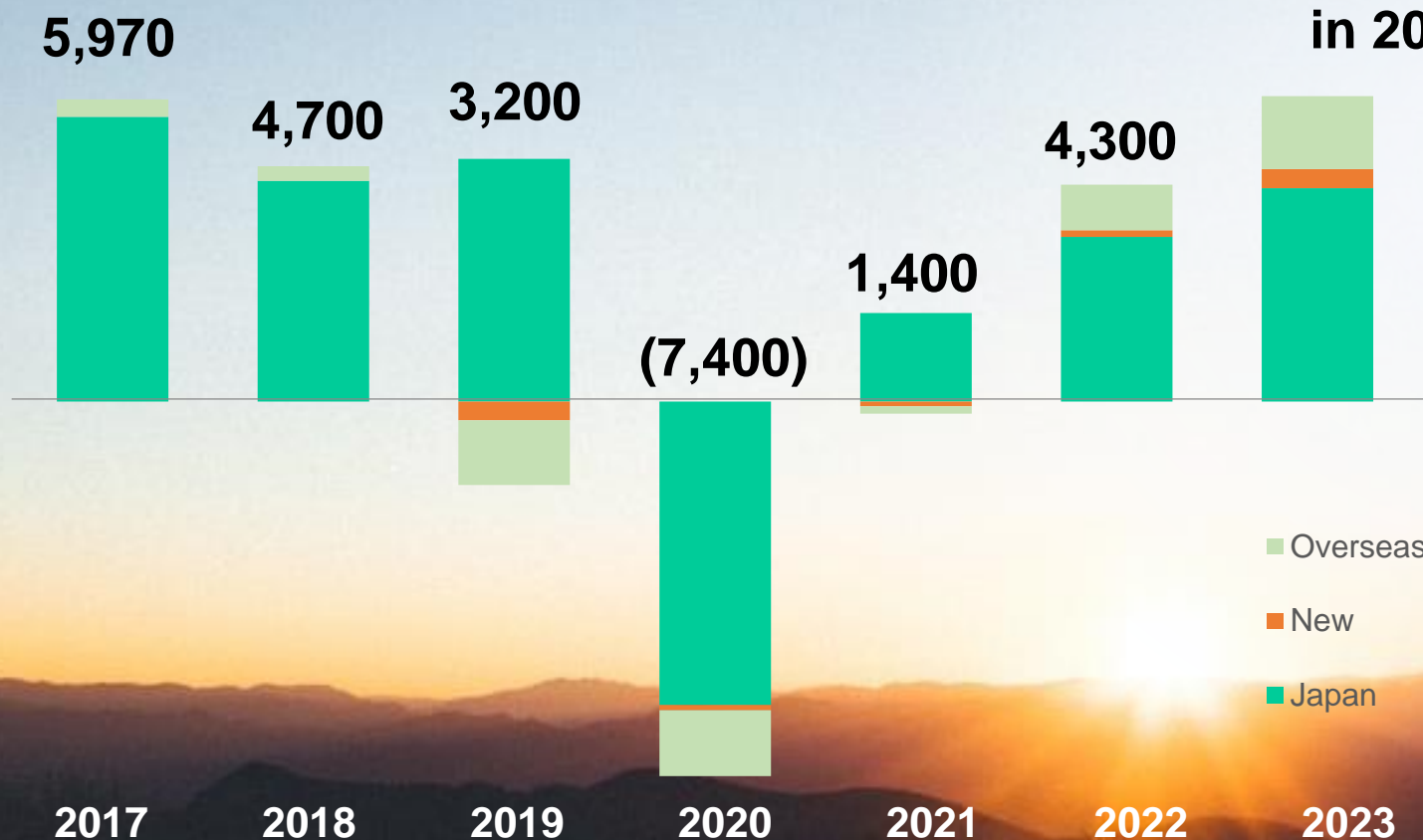
Quantitative Targets (Consolidated Operating Income)

Reach

record-high profits

in 2023

6,000M JPY





Next Fantasy

Is it a game? Or, is it a learning experience? Children's abilities are brought out to the fullest when they are absorbed in fun.

As they move back and forth between wonder (“?”) and surprise (“!”), children's hearts, minds, and body will grow.

We would like to pursue experiences that can only be created by Aeon Fantasy, which knows the power of playing better than anyone else.

We will turn not only subjects studied in school, but also unconventional fields that people may wonder, "Is that possible?" into edutainment.

Everything in this world can be played much more and learned much further. We invite you to encounter your children's expressions that you have never seen before.

あそび
まなび



エデュテイメント

[edutainment = education + entertainment]