

June 4, 2021  
 AEON DELIGHT CO., LTD.  
 (9787 TSE1)

**AEON Delight Selected as a DX-Certified Company  
 by the Ministry of Economy, Trade and Industry**

AEON DELIGHT Co., Ltd. (Headquarters: Osaka City, Kazumasa Hamada, President & CEO and Group CEO; hereinafter “the Company”) was selected as a “Digital Transformation (hereinafter “DX”) Certified Company” on June 1, 2021, based on the DX Certification Program endorsed by the Ministry of Economy, Trade and Industry (hereinafter “METI”).

The Company received the certification for having met certification standards set by METI in developing a system for promoting DX aimed to build sustainable business models in facilities management and for related initiatives, and because the Company has disclosed appropriate information.



The Company formulated a long-term vision AEON delight Vision 2025 (hereinafter “Vision 2025”) in October 2018, in which it declared to “Aim to be an environment value-creating company in Asia that resolves social issues based on three pillars of our growth strategy: ‘Safety and Security,’ ‘Labor force shortage’ and ‘Environment.’” The Company has since worked to establish a corporate brand as a group of experts in facilities management, while promoting initiatives to create regional economic zones in the areas where it operates.

In addition, in order to accelerate growth toward achieving Vision 2025, the Three-Year Medium-term Management Plan was formulated with FY2021 as the first year, which outlined the three basic policies of “Customer-oriented management,” “Promotion of DX” and “Group management.” Prior to this in February 2021, the Company implemented organizational restructuring, strengthened development of customer-oriented services and quality control, reorganized the sales divisions, all regional offices in Japan and the business divisions with the aim to promote DX, and in addition, established a new Marketing DX position to supervise these activities. Furthermore, a Customer Support Center (hereinafter “CSC”) was set up at all regional offices in Japan to integrate customer information and requests and to remotely support facilities management using various systems and sensors<sup>\*1</sup>.

The CSCs at the eight regional offices in Japan have begun operations since the beginning of FY2021. This will advance labor-saving in facilities management and shift from the conventional facilities management that provides services by having facility managers stationed at one facility to Area Management<sup>\*2</sup> that provides services by patrolling several facilities within the same area through collaboration with the CSC.

The Company is also planning to relocate its Tokyo Headquarters<sup>\*3</sup> in September 2021. The new headquarters will realize a smart office that accommodates a more diverse work style through DX in the office, while at the same time lay the groundwork for a system that enables the sharing of customer feedback in real-time by having permanent connection with the CSCs at the regional offices, and

ultimately become the headquarters office closest to the field and always remaining close to the customers.

In order to strengthen competitiveness and establish a corporate brand as the AEON delight group, the Company will further promote DX and work toward establishing the AEON delight Platform that will serve as the pipeline to efficiently share in-house data accumulated mainly by CSC and knowhow within the Group.

The Company will continue its efforts to realize Vision 2025 and practice “Customer-oriented management” and “Group management” with focus on promotion of DX.

(Note)

- \*1 . . . For details, please refer to “Organizational reform and personnel changes” dated Jan. 26, 2021 (in Japanese).
- \*2 . . . For details, please refer to “Promoting reform in the DX service provision structure: Establishment of a customer-oriented supervisory management system, and nation-wide application of a new facilities management model ‘Area Management’ from March 2021” dated Feb. 25, 2021 (in Japanese).
- \*3 . . . For details, please refer to “Improving productivity by integrating headquarters functions and work style reform: Relocation of Tokyo Headquarters in September” dated Apr. 8, 2021 (in Japanese).

**【About the DX Certification Program】**

The DX Certification Program is a certification program to promote DX throughout Japan in which the government certifies benchmark companies in management and system governance based on the Act on Facilitation of Information Processing. The Ministry of Economy, Trade and Industry certifies companies that meet the basic requirements specified in the Digital Governance Code, which summarizes the actions required of business managers in light of the social changes brought on by digital technology, and are ready to promote digital transformation (DX-Ready). A total of 116 companies were selected as DX-certified companies as of June 1, 2021.

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