



September 29, 2016
AEON Orange Co., Ltd.
AEON CO., LTD.

Aeon Opens its First Store in Myanmar! **Aeon Orange North Okkalapa Store Opens on September 30**

Aeon Orange Co., Ltd. (President and representative director: Yoshimitsu Kawato, hereinafter, Aeon Orange) opens Aeon Orange North Okkalapa Store on September 30, 2016 in the North Okkalapa, a northern district of Yangon City, marking Aeon's first store in the Republic of the Union of Myanmar.

Established in April 2016, Aeon Orange began business operations on August 1 after acquiring 14 supermarkets and other assets of Hypermart Asia Co., Ltd., an affiliate of Creation Myanmar Group of Companies Limited (hereinafter "CMGC"). Aeon Orange North Okkalapa Store represents the first store opened by Aeon Group in Myanmar since the launch of its operations. The new Store combines high-quality merchandise featuring safety and security characteristic of Japanese goods, with hospitality provided by its staff. With these strengths, the Store strives to become a beloved part of the local community.

The Aeon Group is united in its efforts to vitalize local communities and create new services for customers. The Group strives to contribute to the modernization of Myanmar's retail industry and the creation of peaceful and prosperous lifestyles for local customers.

Main Features of Aeon Orange North Okkalapa Store

The Store is located beside the North Okalar bus stop, a key transportation hub on Thudamar Road, a major north-south roadway connecting to Yangon's northern commuter town. Aeon Orange closed the old Orange North Okkalapa Store and constructed the new store with 613m² of sales floor space on an adjacent property. The front of the Store features a new direct parking area.

The Store offers fresh foods including fruits and vegetables. The delicatessen corner features such local favorites as *tamin jor* fried rice and *hin* curry, Japanese foods such as rolled sushi and croquettes, and rice balls using local ingredients. Freshly baked breads are also available. Besides the foods, the Store has a plentiful selection of daily general merchandise, household appliances, cosmetics and other merchandise for an enjoyable one-stop shopping experience.

Aeon maximizes the advantages of its Group network to procure Aeon's private brand "Topvalu" merchandise from Japan and neighboring Asian countries, and differentiate itself. The Store also offers point of purchase displays with the description of items and will enhance staff engagements with customers to promote understanding of Japanese products' safety, security, and exceptional quality to Myanmar customers.

[Outline of AEON Orange North Okkalapa Store]

Store name: AEON Orange North Okkalapa Store

Location: No.(1/ F), Thudamar Road, North Okalapa Township

Building structure: Reinforced concrete structure; one floor above ground

Tel: 01-9690246

Opening date: September 30, 2016

Business hours: 8:00-21:00

Holiday: Open 365 days a year (except for Bon Om Thook period in April)

Commercial facility area: Sales floor area 613m², Total floor area of building 709m²

Parking capacity: 14 cars

Store manager: Ma Aye Moh Moh Han

Number of employees: 50

[Outline of AEON Orange Co., Ltd.]

Company name: AEON Orange Co.,Ltd

Location of headquarters: No.15-18, Thamain Bayan Road, Myittar Yeik Mon Housing,
Tamwe Township, Yangon Myanmar

Date of establishment: April, 2016

Representative person: Yoshimitsu Kawato

Capital: 8.1 Million USD

[Outline of CMGC]

Company name: Creation Myanmar Group of Companies Limited

Location of headquarters: No.160, Bogyoke Aung San Road, Pazuntaung Township,
Yangon Myanmar

Date of establishment: November, 2013

Representative person: Han Kyi

Capital: 0.1Million USD

[Aeon's SC, SMS, DgS, and HP development in ASEAN countries]

(as of September 30, 2016)

Corporate name	Total	GMS	SM	Others* ¹	HP* ²	Mall style SC
AEON CO. (M) BHD.	80	32	3	45	—	24
AEON BIG (M) SDN. BHD.	25	—	2	—	23	1
AEON (Thailand) CO., LTD.	77	—	77	—	—	—
AEON VIETNAM Co., LTD.	4	4	—	—	—	4
AEON (CAMBODIA) Co., Ltd.	1	1	—	—	—	1
PT. AEON INDONESIA	1	1	—	—	—	1
AEON Citimart	31	—	31	—	—	—
AEON Fivimart	25	—	25	—	—	—
Total of ASEAN Business	244	38	138	45	23	31

*1 Aeon Co. (M) Bhd. also operates "AEON WELLNESS" drugstores.

*2 HP: Hyper market