



December 7, 2016
AEON CO., LTD.

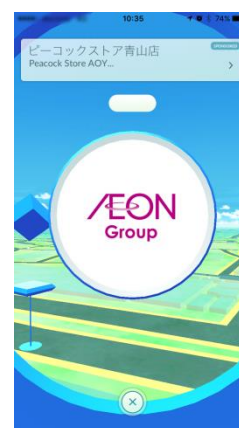
Around 3,500 Locations in Aeon Group Stores in Japan and Asia

Become 'PokéStops' and 'Gyms' in 'Pokémon GO'!

– The locations appear in the game from December 7 –

Aeon Co., Ltd. (Headquarters: Chiba Prefecture, President and Representative Executive Officer: Motoya Okada, hereinafter "Aeon"), announced a partnership agreement with Niantic, Inc. (Headquarters: California, USA, CEO: John Hanke, hereinafter "Niantic") and The Pokémon Company (Headquarters: Minato-ku, Tokyo, President and CEO: Tsunekazu Ishihara, hereinafter "Pokémon") for the smartphone game application program 'Pokémon GO.'

With this partnership, in total of 3,498 locations in Aeon Group stores; 'PokéStops': 2,983 locations and 'Gyms': 415 locations (Japan) and 'Gyms': 100 locations (Hong Kong, Malaysia, Thailand, Vietnam, Cambodia, and Indonesia) appear as special locations in the 'Pokémon GO' game sequentially from December 7, 2016.



'Pokémon GO' is a gaming application program for mobiles that uses location information, where the player can actually battle and catch Pokémon with the real world as the stage, by going outside the house. 'Pokémon GO' players can collect various items to catch Pokémon at 'PokéStops' and battle with other players' Pokémon at 'Gyms.'

You can enjoy 'Pokémon GO' more conveniently and comfortably while shopping by making use of the 'PokéStops' and 'Gyms' in the above-mentioned Aeon Group stores.

Aeon will work with Niantic and Pokémon to consider various schemes connecting its stores and the game including sales of Pokémon goods, events, and campaigns in its stores, and strive to offer even more attractive services in the future.

For more details please see the following websites:

'Pokémon GO' official website: <http://www.pokemongo.jp/>

AEON 'Pokémon GO' website: <http://www.aeon-pokemon-go.com>

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This information is correct as of December 7, 2016. The contents of this press release are subject to change depending on upcoming application program updates or specification changes.