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AEON CO., LTD.

Our newly debuting SC will accommodate wants and needs of all generations April 25 (Wed) Grand Opening of AEON Mall Funabashi

Aeon is contributing to future-oriented town development

- **Aeon Mall Funabashi accommodates needs of customers of all ages, from families to senior citizens, reflected on every aspect of the mall including the design of the facility, merchandise and services.**
- **Synergy of all related Group businesses is for the first time fully embodied in the SC, as seen in “*Kurashi-no Money Plaza*”, with the aim of meeting customers’ wide ranging needs that arise in their daily lives.**
- **Aeon Funabashi Store, the SC’s anchor General merchandise store (GMS), will introduce new merchandise and services that have been rarely available at conventional GMS. This latest style of GMS will be made possible through our efforts to reform GMS.**

Aeon Co., Ltd. announced that it will open Aeon Mall Funabashi (referred to as “the SC” hereinafter) in Funabashi City, Chiba Prefecture on April 25 (Wed).

The SC aims to contribute to realizing the future-oriented vision to create a town where people can appreciate sustainable values for environment in collaboration with “Smart Share Town Initiative”. This Initiative is pursued under the redevelopment project of the eastern area of Shin-Funabashi Station in Funabashi City, utilizing state-of-the-art technology and knowledge to build a city that ties citizens together.

Under the concept “Fits Me”, the SC aims to best fit consumers’ wants and needs in the area by providing satisfying merchandise and services for not only our main customer base, families, but also senior citizens through creating synergy of all related Group businesses involved in development of the SC in order to realize a pleasant shopping environment and community space.

On the same site where the SC is opening, MaxValu Shin-Funabashi Store was operating, receiving warm support from local customers for 14 years since its opening in November 1997. On April 25, Aeon Mall Funabashi will debut as a completely new, even more community-rooted commercial facility in collaboration with the “Smart Share Town Initiative”.

<Image perspective>



<Location of the SC>

Funabashi City, where the SC is opening, is the second largest city in Chiba Prefecture, with a population of 610,000. Taking advantage of being located about 30 minutes from both Tokyo station and Chiba station, Funabashi City has been long thriving as a center of logistics and transportation networks. Furthermore, many large-scale residential complexes were built there especially in the post-war high growth period as a suburb of Tokyo and the population is still on increase.

The SC is directly connected to Shin-Funabashi Station of the Tobu line and also conveniently accessible by around 10 minutes walk from both Higashi-Kaijin Station of the Toyo Rapid line and Kaijin Station of Keihin-Main line.

<Structure of the SC>

The SC consists of its anchor store, Aeon Funabashi store, sub-anchor stores, a specialty store for sports and a large bookstore, and 158 specialty stores in the categories of restaurant, fashion, entertainment, and other services, housed in a 5-story building above ground (the first to third floors are commercial facilities and the fourth, fifth floors and roof top are parking lots).

<Features of the SC>

• The SC embodies specialty stores spun-off as the latest result of Aeon's GMS reform.

Through Aeon's GMS reforms, Aeon Digital World, an electronic specialty store will open for the first time in the SC's specialty store zone. The electronic store, will comprehensively offer smartphones, TV-games, and audio visual items, to support a new digitalized lifestyle.

In addition, Aeon's various specialty stores will open in the SC: e.g., Aeon Bike, a specialty store for bicycles that not only sells bicycles but also offers reliable after-sales services including maintenance; Miraiya Shoten, a Group chain bookstore, offers a culture school as well as books; Pandora-House, offers tools and materials for handcrafts; used at the culture school by Miraiya Shoten; a Group fancy goods store, R.O.U; and Aeon Pet, a specialty store for pets.

1) Aeon Digital World

Aeon Digital World boasts its spacious shopping floor of about 1,200 m², the largest space for a specialty store operating in a mall zone. The shop combines a video game section and a cell phone shop, aiming to comprehensively provide customers with fun of using digital equipment. Since nowadays digital equipment including televisions, smartphones, and games are all connected online, it has installed wireless LAN in the store under the theme, "convenient when connected, fun to connect". In this shop, customers can actually experience the "connection" between devices beyond each product category, such as cell phone, PC, and video games, etc.



2) *Kurashi-no Money Plaza*

For the first time Aeon will offer general financial consultation services at “*Kurashi-no Money Plaza*” where customers can seek for advise regarding financial issues that arise at various milestones in their lives, for instance, savings in preparation for marriage, house purchase, and retirement time.

Such services will be provided by not only Group companies, such as Aeon Credit Service Co., Ltd., Aeon Bank Ltd., and Aeon Insurance Service Co., Ltd. but also Nomura Securities Co., Ltd. and The Dai-Ichi Life Insurance Company, Limited.

In the money plaza, there will be private booths where customers can comfortably have talks with advisors regarding asset management plans and review of insurance policies, etc. In addition, financial seminars will be provided as a part of its highly specialized financial services.



3) General Clinic

This clinic consisting of 13 different departments receives patients seeking medical treatment at one reception, enabling them to receive treatment at various departments smoothly. In addition, the clinic will make proposals to improve the health of local people.



• The SC provides space where customers can take break, enjoying relaxing time

The SC has integrated functions to serve a wide range of customers from families in the baby boom generation to senior citizens so that they can fully enjoy their visit to the SC.

For example, directory signs in the SC are based on universal design for people of all ages to identify easily. Also, comfortable couches are placed around the SC zone so that customers can take a rest easily while shopping.

Furthermore, 37 restaurants, cafes, take-out shops with a variety of Japanese, western and Chinese food will open including Chinese Dining Chao, marking the first opening in Chiba Prefecture, an Italian restaurant PS Marino. In the food court, 690 seats in total will be available including 60 in the kids' corner, 16 for people in a wheelchair, and 48 comfortable armchairs which will be introduced in Aeon's food service area for the first time.

<Features for a more convenient and comfortable shopping>

• **“Hospitality solution” for cutting time entering/going out of parking lots**

The parking control system which facilitates cars entering/going out of parking lots more smoothly, contributes to mitigation of traffic congestion around the SC. Up to 60 minutes free of charge car parking is available for all customers, and an additional 120 minutes will be free for those who have spent a certain amount of money shopping at the SC. Moreover, with the control system, customers can obtain information of parking space availability and guidance for empty spaces, and also can search the location of their cars by identifying car numbers.



• **Designated car spaces for registered members with physical disabilities or other difficulties will be available**

33 parking spaces will be designated for customers who have physical difficulties and senior citizens. In addition, 20 of these spaces will be equipped with automatic gates that respond to pre-registered cars.

• **Directory guidance system will be introduced**

A terminal for directory guidance will be set on each floor with which customers can easily search locations of specific stores, rest rooms, ATMs, etc.



• **Aeon’s staff will assist customers while shopping**

At Aeon Funabashi Store, 20 assistants certified as grade 2 Service Care Workers will provide support for those who are aged, and/or with physical difficulties upon request. In addition, as part of the “1 million supporters caravan campaign for senile dementia” activity, around 550 employees of Aeon Funabashi Store have completed a training course for becoming supporters for people who suffer from dementia.

• **Aeon Online Shopping Service & Self-checkout counter**

The SC will provide an online shopping service for daily necessities such as fresh foods and baby items beginning from June 1 (Fri) to support customers who do not have time to come to the SC.

Also, 14 self-checkout units will be introduced in the food department on June 1 (Fri), with which customers can check out purchased items by themselves.

• **Delivery service**

For the convenience of neighboring customers, Aeon Funabashi Store will start “same-day delivery” service for a 350 yen shipping fee, from May 7 (Mon).

<Characteristics of specialty stores on each floor>

- **First floor: Proposaing a lifestyle, under the concept, “a stylish town which cannot be found anywhere else”**

Fashion and apparel specialty stores, which propose trendy and attractive lifestyles will open on this floor in addition to various stores with unique appeal including an interior ornament shop, Keyuca, and a general specialty store for pets, Aeon Pet: Urban Research Doors which proposes long lasting and environment friendly items designed under the themes of the environment and comfortable lifestyles; Aqui Agora Pedido, a store which proposes a basic lifestyle introducing a subtle flavor of the year’s trendy styles; Ray Cassin, which offers detail-specific fashion styles incorporating handicraft; and Mysty Woman, which proposes graceful styles with a main line of basic casual items adapting to the changing times.

- **Second floor: Proposing the way of spending fun time through “hobbies” under the concept of “urban hobby style”**

Various specialty stores which propose customers ways of spending their own time in an enjoyable fashion in addition to having a good shopping time: e.g., a large-scale specialty store for sports, Sports Authority; a shop of second-hand fishing goods, Tackle Berry; and Shimamura Music store, which also opens music classes. Ueshima Coffee Shop will hold a mini live jazz and classical music concert on a regular basis, offering high-quality relaxing space where senior customers can enjoy its original coffee while enjoying live music.

Furthermore, Rageblue & Heather (sharing room) and Arnis, which both propose town casual fashion, and a Group fancy goods store, R.O.U, and other specialty stores that offer sophisticated items including shoes, bags, glasses, and clocks will open on this floor.

- **Third floor: Providing space where customers in three generations can all enjoy shopping comfortably under the concept, “the third place for everyone”**

Specialty stores for kids and teens, which will open for the first time in Chiba Prefecture as well as family apparel shops and amusement stores will welcome customers on this floor: e.g., Ivy Comme Ca, which proposes traditional styles mainly to teenage girls; Dream Babys, which offers a fine line of collaborative items with character goods; Costa Court, where fancy goods will be available; and Dad-Way, which offers high-quality baby goods. Miraiya Culture Club will provide about 140 educational classes including handicraft and dancing as well as promoting cultural information to facilitate fun way of spending time for a wide range of people from children to adults.

