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August 31, 2012  
AEON CO., LTD.

Targeting the Aeon Group's 350,000 employees in Japan and abroad  
**“Aeon DNA University”, the Leadership and Values Development Program to Be Launched on Sep. 1**  
The largest corporate training program in Japan to nurture employees with entrepreneurship

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Aeon Co., Ltd. is pleased to announce the establishment of “Aeon DNA University”, the Leadership and Values Development Program on Saturday, September 1, 2012. This human resource development program, which is the largest among similar programs organized by retail companies in Japan, aims to train Aeon employees who will play major roles in the company's operations by instilling in them Aeon's unchanging philosophy and values of the company that have been handed down ever since its establishment. All of Aeon's 350,000 employees in Japan and abroad have chance to join the program.

Based on the Aeon Group Medium-term Management Plan (fiscal 2011 to 2013), Aeon is currently implementing the Group's common strategies, consisting of “shift to Asian markets,” “shift to urban markets” “shift to senior-oriented markets,” and “Digital Shift.” In order to achieve the Medium-term Management Plan and the growth that allows the Group to dramatically leap into the year 2020, it is essential to develop human resources who possess Aeon's DNA, entrepreneurial spirit, leadership and the mindset of a company owner.

In the program, we will invite managers who have experienced company's various transitional periods since the founding as lecturers and provide participants with opportunities to discuss specific management issues and case examples. After completing this one-year program, participants will partake in on-the-job training for a certain period of time under the supervision of experienced managers. Eventually, they are expected to hand down the philosophy and values they absorbed to younger generations as a leader to embody Aeon's DNA.

Thus far, Aeon has merged with more than 100 companies and has grown into a retailer group with about 200 group companies and 350,000 employees. With the policy that “education is vital to well-being,” Aeon has devoted its energy and resources to implementing manager education and helping employees acquire specialist knowledge and techniques. Specifically, Okadaya, one of the predecessor companies of Aeon Co., Ltd., established its in-house educational institution, Okada Management College (1964), which was then initially developed into Jusco University (1969), then Aeon University (1994), and finally Aeon Business School (1996). The driving force of Aeon's growth comes from the people who have learned at these schools.

Going forward, based on its Basic Principles of “pursuing peace, respecting humanity, and contributing to local communities-with the customer's point of view as its core,” Aeon will work to achieve continuous growth in Japan as well as in China and ASEAN countries under the strong leadership of those who have acquired Aeon's common philosophy and values.

## Outline of the Aeon Leadership and Values Development Program

1. Venue: Aeon Head Office, Aeon Tower
2. President: Yutaka Furutani
3. Opening: September 1, 2012
4. Lecturers: Aeon's management team and others
5. Participants: chosen from all Aeon Group employees in Japan and abroad
6. Enrollment limit: 40 employees per year
7. Courses offered: two-day course monthly for one year