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January 18, 2013

Aeon Maxvalu (Guangzhou) Co., Ltd.

Maxvalu Tokai Co., Ltd.

AEON CO., LTD.

Maxvalu Happy Valley Store to Open in Guangzhou

First store launched in China by Maxvalu Tokai

Aeon Maxvalu (Guangzhou) Co., Ltd., a subsidiary of Maxvalu Tokai Co., Ltd, will open Maxvalu Happy Valley Store in Tianhe District in Guangzhou, capital city of Guangdong Province, China, on January 19, 2013. The new supermarket marks the first store to be launched by the company in China.

In its three-year Medium-term Management Plan (fiscal 2011 through fiscal 2013), the Aeon Group lists the “shift to Asian markets” as one of the core strategies of the entire Group, aiming to achieve dramatic growth in an integrated manner in the ASEAN and China. As part of these efforts, Aeon Maxvalu (Guangzhou) Co., Ltd. was established in January 2013, as a joint venture by Maxvalu Tokai Co., Ltd. and Aeon (China) Co., Ltd., the Group’s China Headquarters. Prior to the introduction of Maxvalu supermarkets, Aeon has already launched 51 large retail outlets—general merchandise stores (GMSs) and supermarkets—in the country. Building on the recent growth activities, the new company will open supermarkets to serve customers in China more widely, mainly in Guangzhou and the western area of the Pearl River, with the intention of building up the Maxvalu brand within the local market.



[Location and trading area of the Maxvalu Happy Valley Store]

The Maxvalu Happy Valley Store will open in the Tianhe District, which, with a population of approximately 620,000, is growing into a key regional center. The store is located in the Zhujiang New Town area, southeast of the town center, which has hosted a series of commercial, office, and housing development projects and holds additional future growth potential.

[Major concept of the Maxvalu Happy Valley Store]

The new store will open in the Happy Valley Shopping Center, a major commercial complex serving people living and working in Zhujiang New Town, where high-rise residential buildings are concentrated. The shopping mall, accommodating a variety of tenants, including department stores, specialty stores and restaurants, and even a cinema, is complete with parking lots for 1,200 vehicles and is expected to attract customers from both surrounding neighborhoods and other areas. As a key tenant of the local commercial facility, the first Maxvalu outlet in China operates a grocery supermarket on the spacious 2,323 m² sales floor, targeting daily shoppers living or working in the surrounding areas.

The store will provide a broad range of essential foods and daily necessities, while also offering quality-oriented selections aimed to meet discerning tastes, and small-portion lineups, in a bid to help local customers to enjoy rich and varied diets. Other focus offerings include ready-made meals that are expected to be highly appreciated for their time-saving convenience.

Aiming to satisfy the diversifying dietary preferences of Chinese customers, the company will develop its own local merchandising system to procure and offer broad lineups of perishables and prepared food that use local materials and products. The new store will also introduce Aeon's Topvalu (te hui you) private brand products to each category following the launch of the Group's brand in the country in March 2012, thereby ensuring products safety and security and attractively priced offerings. At the same time, in an effort to enhance the efficiency of store operations, labor-saving equipment has been installed to reduce floor staff workload for stocking products.

[Outline of Maxvalu Happy Valley Store]

Address: Happy Valley Shopping Center 1BF, No. 36 Machang Road, Tianhe District,
Guangzhou, Guangdong Province, China

Building structure: 12 floors (8 above ground; 4 underground)

Telephone: +86-20-3726-0822

Opening date: Saturday, January 19, 2013

Store hours: 10:00–22:00 (Open 365 days/year)

Commercial facility area: 100,000 m² (including 2,323 m² for the Maxvalu store)

Parking lot: 1,200 v

Store manager: Shuji Kajino

Employees: 102

Trading area: Approx. 100,000 people (within a 1-km radius)

[Outline of Aeon Maxvalu (Guangzhou)]

Company name: Aeon Maxvalu (Guangzhou) Co., Ltd.

Established: January 2013

Address: Happy Valley Shopping Center 1BF, No. 36 Machang Road, Tianhe District,
Guangzhou, Guangdong Province, China

Capital: 80 million yuan

Ownership: Maxvalu Tokai Co., Ltd.: 80%

AEON (CHINA) CO., LTD.: 20%

Representative: President Satoru Abe, Director and General Manager

Business line: Grocery supermarket