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April 1, 2013
AEON CO., LTD.

Welcoming Ceremony to Be Held **for 2,600 New Employees on April 1, 2013**

100 new employees in China and five ASEAN countries to participate via the Internet

On Monday, April 1, Aeon will hold a welcoming ceremony at Makuhari Messe in Chiba City. In addition to 2,500 new employees who will join 46 Aeon Group companies in Japan, 100 new employee representatives from 24 Group companies in China and five ASEAN countries will participate in the ceremony via the Internet. The purpose of the ceremony is to share with all new employees Aeon's unchanging "Customer-First" philosophy, which has been passed down over the 250 years since its founding.

A highlight of the welcoming ceremony will be speeches given by both the CEO of the Aeon Group and the president of the Federation of Aeon Group Workers' Unions. Following this, to strengthen their awareness as "Aeon People," all new employees participating in the ceremony at venues in Japan, China, and ASEAN countries will together recite aloud Aeon Commitment.

Based on our fundamental principles of "pursuing peace, respecting humanity, and contributing to local communities with the customer's point of view as its core," Aeon will work together with the new Aeon People to implement the "Customer-First" philosophy throughout the entire Asia region.

<Details of Aeon Welcoming Ceremony>

Date and time: Monday, April 1, 2013 from 13:00 to 14:40

Venue: International Conference Hall 8, Makuhari Messe

Participating companies:

46 Group companies in Japan

AEON AGRI CREATE Co., Ltd.; AEON Eaheart Co., LTD.; AEON KYUSHU CO., LTD.; AEON BANK, LTD.; AEON CREDIT SERVICE CO., LTD.; AEON COMPASS CO., LTD.; AEON SUPERCENTER Co., Ltd.; AEON TOWN Co., Ltd.; AEON DELIGHT CO., LTD.; AEON Fantasy Co., Ltd.; AEON FOREST CO., LTD.; AEON FOOD SUPPLY Co., Ltd.; AEON Bakery Co., Ltd.; AEON PET CO., LTD.; AEON INSURANCE SERVICE CO., LTD.; AEON Hokkaido Corporation; AEON MARKETING CO., LTD.; AEON Mall Co., Ltd.; AEONLIQUOR CO., LTD.; AEON Retail Co., Ltd.; AEON RYUKYU CO., LTD.; ORIGIN TOSHU CO., LTD.; KOHYO CO., LTD.; COX CO., LTD.; SUNDAY CO., LTD.; SANYO MARUNAKA CO., LTD.; CFS Corporation; GFOOT CO., LTD.; Research Institute For Quality Living Co., Ltd.; TAKIYA Co., Ltd.; Talbots Japan Co., Ltd.; ZWEI CO., LTD.; Branshes Co., Ltd.; My Basket CO., LTD; MAXVALU KANTO CO., LTD.; MAXVALU KITA TOHOKU CO., LTD.; Maxvalu Kyushu Co., Ltd.; Maxvalu Chubu Co., Ltd.; Maxvalu Tokai Co., Ltd.; Maxvalu Nishinihon Co., Ltd.; Maxvalu Hokkaido Co., Ltd.; MAXVALU MINAMI TOHOKU CO., LTD.; marunaka CO., LTD.; MINISTOP CO., LTD.; MIRAIYA SHOTEN CO., LTD.; LAURA ASHLEY JAPAN CO., LTD.

24 Group companies abroad

AEON (CHINA) CO., LTD.; AEON CREDIT GUARANTEE (CHINA) CO., LTD. ; AEON DELIGHT(CHINA); Aeon Fantasy (Beijing) Co., LTD.; PETCITY(BEIJING) CO., LTD.; AEON MALL (CHINA) BUSINESS MANAGEMENT CO., LTD.; Beijing AEON Co., Ltd.; Mega Sports China Co., Ltd.; AEON CREDIT SERVICE (ASIA) CO., LTD.; AEON BIG (M) SDN.BHD; AEON Co. (M) Bhd.; AEON(Thailand) CO., LTD.; AEON THANA SINSAP (THAILAND) PLC.; AEON Fantasy (Thailand) Co.,LTD.; ZWEI (THAILAND)CO.,LTD.; PT.AEON INDONESIA; PT.AEON CREDIT SERVICE INDONESIA; PT.AMSL INDONESIA; ACS TRADING VIETNAM CO., LTD.; AEON DELIGHT VIETNAM CO.,LTD.; AEON VIETNAM Co.,LTD; AEON (CAMBODIA) Co.,Ltd.; AEON MICROFINANCE (CAMBODIA) PRIVATE COMPANY LIMITED; AEON MALL (CAMBODIA) CO., LTD.

Number of participants:

New employees of Aeon Group companies in Japan

Approx. 2,500

New employee representatives of Aeon Group companies abroad

Approx. 100