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May 22, 2013  
AEON CO., LTD.  
AEON Retail Co., Ltd.

Aeon's first "Grand Generation's Mall" debuts  
**May 30 (Thu) Renewal Opening of AEON Kasai Store**  
**Featuring Full-Scale Services for G.G. Customers**

Aeon Group exerts concerted efforts to provide the first fee-based member benefits, concierge services, cafés, and other perks dedicated to G.G. customers

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Aeon Co., Ltd. announced that it will open the renewed Aeon Kasai Store (hereinafter referred to as "the Store") in Edogawa Ward, Tokyo, as a model store of the General Merchandise Store (GMS) refurbishment initiative.

The Store has been receiving warm support from local customers for more than 30 years since its opening in 1982. Based on our analysis of the environment surrounding the Store, it was revealed that the "Grand Generation" population, which is aged 55 and over (hereinafter referred to as "G.G."; \*1) in this trading area has been increasing rapidly. Consequently, Aeon decided to fully renovate the Store with the aim of responding to the changing needs of local customers while proposing lifestyles that consistently offer something new.

**[The Store's fourth floor is entirely dedicated to Japan's first Grand Generation's Mall]**

As one of key strategies set out in the Aeon Group's three-year Medium-term Management Plan that commenced in 2011 (from FY2011 to FY2013), Aeon has been promoting the "shift to seniors-oriented markets" across the entire Group. Through this shift, the Group has been trying to break out of the conventional concept of meeting the demands of seniors and elderly customers and pursuing services and products that satisfy customers of the "Grand Generation," known as the top class generation in terms of life experience. Our efforts have been exceptionally well received not only by G.G. customers but also by family members in their 30s and 40s.

By accommodating each of the Group companies, which had been working on the "senior shift" initiative on an individual basis, as well as tenants that had agreed with Aeon's concepts, renewal of the Store was achieved by dedicating the entire fourth floor to the "Grand Generation's Mall" (hereinafter referred to as "the G.G. Mall"). With a focus on the G.G. Mall, which was built under the concept "A place where adults can enjoy being themselves," the Store will offer a variety of goods and services that help to make the daily lives of G.G. customers more enjoyable and convenient.



(\*1) <Grand Generation>

The “Grand Generation” is a concept that replaces the traditional “seniors” group and is advocated by Mr. Kundo Koyama, who is active in a wide range of areas, including as a scriptwriter, university professor, and other titles. “Grand” confers the idea of “top class” and respectfully refers to the senior generation as the top class generation in life experience, who age youthfully and enjoy their lives in wide-ranging styles while maintaining affluent knowledge and experiences.

**[Outline of Aeon Kasai Store]**

- ◆ Store name: Aeon Kasai Store
- ◆ Location: 3-9-19 Nishi-Kasai, Edogawa-ku, Tokyo
- ◆ TEL: 03-3675-5111
- ◆ Website: <http://www.aeon.jp/aeon/kasai/>
- ◆ Opening date:           Soft opening: May 18 (Sat)  
                                  Grand opening: May 30 (Thu)
- ◆ Operation hours:       1st floor: 7:00-23:00  
                                  2nd-4th floors: 9:00-22:00
- ◆ Closing days: None; open throughout the year
- ◆ Store manager: Hirofumi Sugihara
- ◆ Vehicle parking capacity: 476 vehicles  
  Bicycle parking capacity: 900 bicycles
- ◆ Commercial facility area: Aeon directly-operated: 10,879 m<sup>2</sup>  
                                  Specialty stores: 5,266 m<sup>2</sup>

**[Making every day more fun—**

**Proposals on fascinating leisure experiences through making dreams come true—]**

The G.G. Mall that occupies the entire fourth floor accommodates a range of stores and sales venues including a café, culture center, fitness facility, and more where G.G. customers can spend quality leisure time with peace of mind.

◆ **Café**

“CAFÉ KO-U-AN,” the first café operated by Aeon, will be placed in the middle of the G.G. Mall as a space where customers can enjoy a relaxing time with friends during their spare time before and after their culture lessons or fitness classes. The café offers not only authentic siphon coffee and high quality tea but also light meals and Japanese and western-style sweets including home-made pancakes that use plenty of cream, toasted sandwiches, cakes, and more at reasonable



prices. In addition, in order to make the time spent at the café more productive, we will provide customers with tablet devices to be used inside the café area free of charge. With these devices, customers can read electronic books or access various information that will increase their enjoyment of the G.G. Mall even more such as information on in-store events, special on-sale items, etc. (We are planning to gradually expand the contents provided.)

At the same time, at the specialty pet shop “Aeon Pet,” in addition to offering products and services such as pet items, a pet hotel, trimming service, etc., there will be an eat-in space where customers can enjoy tasting our latest deli food and sweets along with their friends as well as their pets.

## ◆ Culture

With the aim of share of wallet by mutually connecting “goods” and “things to do,” “Aeon Culture Club” and “Pandora House” make two-way proposals to customers featuring “goods” and “things to do.” For example, we will introduce a photography class to those customers who purchased a camera or introduce new craft materials to those who attend our handcraft class.



At “Aeon Culture Club” which has two studios and six classrooms, we will offer a wide selection of classes over approximately 150 in kind ranging from general classes featuring handcraft and art, physical classes such as yoga and dance lessons to a cooking class, *igo* and non-gambling *mah-jongg* salon, etc.

Meanwhile, at “Pandora House,” in addition to the sales of handcraft materials, we will offer classes featuring “leather craft,” “resin craft,” etc. on a periodical basis as well as displaying student works.

At “Miraiya Shoten,” under the theme “Living together with books,” not only books and magazines but also reading-related goods including original book covers, stationary, etc. will be offered by making proposals to customers to make their reading experiences more enjoyable. Furthermore, sofas and chairs equipped with reading glasses placed in the store can be used by customers not only when choosing books but also during waiting time before the classes of Aeon Culture Club.

“Shimamura Music Store” not only sells music instruments but also is equipped with a test play room where customers can relax and choose music instruments as well as a music studio and music classes, offering products and services to make it possible for local customers to enjoy music. Meanwhile, “JTB PTS Travel Navi” proposes petit-luxury “travels for adults” such as popular cruises, original charter flights, etc.

## ◆ Fitness

“Aeon Fitness Studio,” which has 58 stores around Japan, responds to the needs of customers who “wish to do some exercise to maintain health but are reluctant to go to a full-fledged gym due to physical and economic reasons.” It is a female-only fitness studio that offers 30 minutes’ lessons suitable for beginners by combining toning exercise using less-strenuous hydraulic training machines and easy step aerobics. Furthermore, the Store will have germanium mixed-bathing machines for relaxation after the training.



## ◆ Permanent event space “G.G. Stage”

At the “G.G. Stage,” a permanent event space in the G.G. Mall, there will be a wide range of events throughout the year including events and seminars linked with products of each sales floor and specialty store within the Store, presentations and performances by students of Aeon Culture Club and Shimamura Music Store, consultation sessions by municipalities, events by local organizations, etc.

Fourth floor to be reborn as the G.G. Mall



**[Making everyday life more convenient—Comprehensive services to support customers' daily lives with meticulous care—]**

Each floor of the Aeon Kasai Store will implement comprehensive measures to respond to the needs and queries related to customers' daily lives beyond conventional boundaries and among all sales floors and departments.

◆ **Kurashi-no Money Plaza (4th floor)**

The fourth floor of the G.G. Mall features “Kurashi-no Money Plaza,” which accommodates companies engaged in Aeon’s Financial Services Business including Aeon Bank Ltd., Aeon Credit Service Co., Ltd. and Aeon Insurance Service Co., Ltd.

The Plaza offers comprehensive consultation services for customers regarding financial issues that arise at various milestones in their lives, for instance, asset management, purchasing new insurance policies and taking out housing loans, etc., while holding regular seminars on a wide variety of financial instruments.

◆ **Kurashi-no Support Counter (3rd floor)**

On the third floor, where customers can find home fashion products to make their living more colorful, a “Kurashi-no Support Counter” will offer a comprehensive array of products and services beyond conventional boundaries. In addition to functions that include taking orders for products, delivery services and repair work, the Support Counter will provide consultation service on all kinds of living-related issues including interior coordination, renovation, house cleaning, home-delivery dry cleaning, emergency trouble shooting regarding house keys and plumbing, and much more.

**Products and services to be offered at the “Kurashi-no Support Counter”:**

- (1) Products are sold through Aeon’s storage catalog “Simao!” as well as catalogs from other makers.

By demonstrating color variations and materials through the display of actual products inside the store as a showroom, we propose coordination ideas to customers.

Bulky and heavy items are delivered to the entrance of customers’ houses and set up free of charge.

- (2) In addition to Aeon’s “KAJITAKU” house-cleaning services, we offer home-delivery dry cleaning of clothing and linens as well as take requests for services such as emergency trouble shooting services related to keys, plumbing, glasses, etc.
- (3) We offer full-fledged renovation services including interior and exterior house renovation and solar panel installation as well as small-scale renovation services such as replacement of *shoji* sliding doors and *tatami* mats, etc.
- (4) We take orders for the delivery, setup and repair works, etc. of home electric products and large furniture.



KAJITAKU: On-site housework services

◆ **Aeon’s shoe store “GreenBox” offering shoe repair and foot measurement services (2nd floor)**

At Aeon’s shoe store “Green Box” on the second floor of the Store, there will be “Food Navi” to offer foot pressure and size measurement services to help choosing right shoes for customers and “Mr. Craftman Riat!” to take orders for shoe repair and cleaning services, creating a new sales floors combining products and services.

◆ **Fashion zone comprising 13 shops with clear brand perspectives (2nd floor)**

Unlike self-service sales floors divided into different categories, the new clothing and fashion zone on the second floor will be a conglomerate of proposal-oriented shops with clear brand perspectives of each shop comprising 13 men’s and ladies’ brands (10 of which are Aeon’s directly-operated sales floors and 3 of which are clothing tenants).

◆ **H&BC zone to meet the needs of women who wish to stay younger, beautiful and healthy (2nd floor)**

The second floor of the Store will also feature the H&BC sales floor to comprehensively meet the common needs of women in all generations who wish to stay younger, beautiful and healthy. A wide-ranging products and services will be offered through stores including “THE GOLDENSHIP” with popular anti-aging cosmetics products, wig shop “Swanee by Fontaine” and “Aeon Pharmacy Kasai Store” a convenient pharmacy to stop by while customers are out for shopping.



Among the stores, “Kampo Shop” will offer a broad variety of product lineups ranging from reasonable Chinese herbal extract drinks priced at 198 yen to rare and valuable Chinese herbal medicines called *Kokiyaku* natural medicines priced at 10,000 yen per 10 grams. In order to respond to health-related problems and concerns of G.G. customers, Kampo Shop offers consultations on Chinese herbal medicine and health food. We offer not only Chinese herbal medicine to cater to each customer’s condition but also detailed services including consultations on daily health issues such as dietary and lifestyle habits, and others.

◆ **Food floor featuring convenient, delicious and reasonable small-portion products (1st floor)**

The food department on the first floor, which opens at 7:00 a.m., will offer all-round solutions to the food-related needs of customers, with “Cooking Station” providing suggestions on daily meal menus, among other services.

In order to cater to the growing need for small portions and ready-made meals among G.G. customers who wish to “eat single portions of delicious food without spending too much time eating,” we will offer a wide assortment of high-quality small-portion products and services at reasonable prices at each sales floor and each store. For example, at “Delica World,” which offers a variety of deli products to meet the demand for ready-made meals ranging from frozen food to hot deli products, single-portion porridge (248 yen including tax), single-portion *sashimi* (198 yen to 398 yen including tax) and specialty pickled vegetables originating from throughout Japan (198 yen to 398 yen including tax) are being sold. At the same time, Aeon’s liquor specialty store, “AEONLIQUOR,” has product assortments featuring “small-portion” products including half-bottle wines, single-portion *shochu*, and single-cup Japanese *sake* from various parts of Japan, as well as many other types of drinks.

In addition, a “Bread Factory,” which sells freshly-baked bread, and “Caférrant,” which offers carefully selected imported foods, offer places to relax while enjoying food, including an eat-in space where customers can eat purchased bread and a counter where customers can try recommended quality coffee.

**[Convenient and easy-to-use facilities, products and services for every generation, including G.G. customers]**

◆ **Concierge**

Aeon’s first “Concierge” service will be adopted by the Store. A total of eight concierges to be placed at the counter inside the “G.G. Mall” on the fourth floor, at “Kurashi-no Support Counter” on the third floor and on the second floor (rounders) will act as dedicated staff to respond to individual requests from customers and provide shopping consultation services.

Furthermore, 354 supporters for people who suffer from dementia and 37 service care workers will provide support to customers needing help with their shopping at the Store.



◆ **Same-day delivery service**

The Store will expand the functions of Aeon’s “same-day delivery service” to deliver purchased products to customers’ homes the same day they are ordered. In addition to extending delivery hours to 14:00-20:00 from 14:00-18:00 before the renovation, the Store will for the first time offer delivery of refrigerated goods. Moreover, customers holding “GG KASAI MEMBERS CARD SELECT,” a new membership card to be introduced by the Store, along with customers who have spent a certain amount at the Store using their Aeon Card and Aeon’s e-money “WAON” will be eligible for same-day delivery service at even further discounted prices.

◆ **Loop bus**

For those customers who do not possess a convenient means of transportation to visit the Store and as a way of providing a transportation service in times of bad weather, a free loop shuttle bus service connecting the north and south sides of the Store will be offered between 10:00 and 19:00.

◆ **Introduction of Comfortable seating spaces, universal design and aluminum-made shopping carts**

Along with placing comfortable chairs and couches around the Store so that customers of all ages including small children and G.G. customers can have a pleasant and enjoyable shopping experience, the Store will adopt universal design for signage as well as directory signs. In addition, shopping carts used at the food department will be changed from conventional steel-made to aluminum-made, which are lighter and easier to handle.

**[Debut of fee-based membership card with special benefits for G.G. customers—the “GG KASAI MEMBERS CARD SELECT”]**

The Store will issue “GG KASAI MEMBERS CARD SELECT,” a fee-based membership card with special benefits (no joining fees, annual membership fee: 5,250 yen) to make the G.G. Mall shopping experience more enjoyable and convenient for G.G. customers. Members will receive numerous special benefits including a 10% discount when dining at “CAFÉ KO-U-AN,” “*Shirokujichu*,” and other shops in addition to the exemption of enrollment fees for “Aeon Culture Club” and “Aeon Fitness Studio” (3,150 yen) as well as music classes at Shimamura Music Store (5,250 yen – 10,500 yen). Furthermore, members can earn points that can be converted into WAON points simply by visiting the Store.



- ◇ Name: GG KASAI MEMBERS CARD SELECT
- ◇ Target: Customers aged 55 or over are eligible to apply for the card.
- ◇ Annual membership fee: 5,250 yen (including tax) (No joining fees)
- ◇ Special benefits:
  - (1) Members can earn 5-100 points in a drawing every time they visit the Store.  
(Points can be earned only once each day. The earned points can be converted into WAON points.)
  - (2) Exemption of enrollment fees for Aeon Culture Club, Aeon Fitness Studio (3,150 yen); 10% discounts on monthly tuition fees
  - (3) Café tickets for CAFÉ KO-U-AN (6 tickets); 10% discount on all drinks and food  
(Café tickets are provided at the time of joining or membership renewal each year.)
  - (4) 500 yen-discount movie voucher that can be used during weekdays at Warner Mycal Cinemas Ichikawa Myoden (One voucher can be used per person.)  
(24 movie discount vouchers are awarded at the time of joining.)
  - (5) Exemption of enrollment fee for music classes at Shimamura Music Store  
(5,250 yen – 10,500 yen)
  - (6) 10% discount on pet trimming fees at Aeon Pet
  - (7) 10% discounts on all drinks and food at *Shirokujichu*, etc.