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September 19, 2013  
 AEON CO., LTD.  
 AEON MALL CO., LTD.

Aeon's flagship mall debuts  
**December 20 Grand Opening of AEON Mall Makuhari Shintoshin**

Aeon Co., Ltd. announced that it will open Aeon Mall Makuhari Shintoshin (hereinafter referred to as "the Mall") in Mihama-ku, Chiba City, Chiba Prefecture on December 20 as a flagship mall that brings together Aeon's full-scale capabilities. Key features of the Mall are outlined below.

[Concept of the Mall]

**A place where you find new fascinations.**

Encounter fascinating things that make your life more fulfilling.  
 Discover something new that fascinates you.  
 Explorer more fascinations by meeting your exclusive needs.

- ◆ **The Mall will feature a total of approximately 350 specialty stores including 91 stores with new brands and new formats consisting of those will open in Japan and in the Kanto region for the first time as well as 85 stores opening in Chiba Prefecture for the first time.**

With a mall concept "A place where you find new fascinations—Encounter fascinating things and discover something new that fascinates you," top industry players including those in the entertainment industry, anime industry, etc. will take on new challenges beyond the boundaries of industries at the birth of a next-generation shopping mall.

**TOPICS**

- **Yoshimoto Makuhari Aeon Mall Theater:** A theater with a new concept that will transform Makuhari as an entertainment center
- **Toei Hero World:** Interactive entertainment museum featuring Toei's special effects hero titles
- **Kandu:** Japan's first job-experiencing theme park where three generations can enjoy themselves
- **Bakauke Circus:** Kuriyama Beika's first experience-based antenna shop where customers can make their original Bakauke rice crackers.
- **Pâtisserie Ginza Senbikiya:** A fruits and sweets parlor for adults to be produced by Ginza Senbikiya in commemoration of its 120 anniversary
- **PECOS:** One of Japan's largest one-stop pet stores operated by Aeon Pet, equipped with a 24-hour animal hospital and a pet hotel.
- Japan's largest interactive sports mall centered around the largest **Sports Authority** store in Japan featuring sports such as bouldering, running, cycling, tennis, etc.
- **Aeon's** flagship store that brings together Aeon's latest initiatives as a General Merchandise Store (GMS)

- ◆ **Mall structure: The Mall will be comprised of four separate malls featuring "Adults," "Families," "Sports & Home Appliances" and "Pets." Each mall will be one of the greatest of its kind in terms of the scale and contents to be offered.**

[Mall logo mark]



Aeon Mall Makuhari Shintoshin

Lifestyle Mall for "Adults "



Lifestyle Mall on "Sports & Home Appliances"



Lifestyle Mall for "Families"



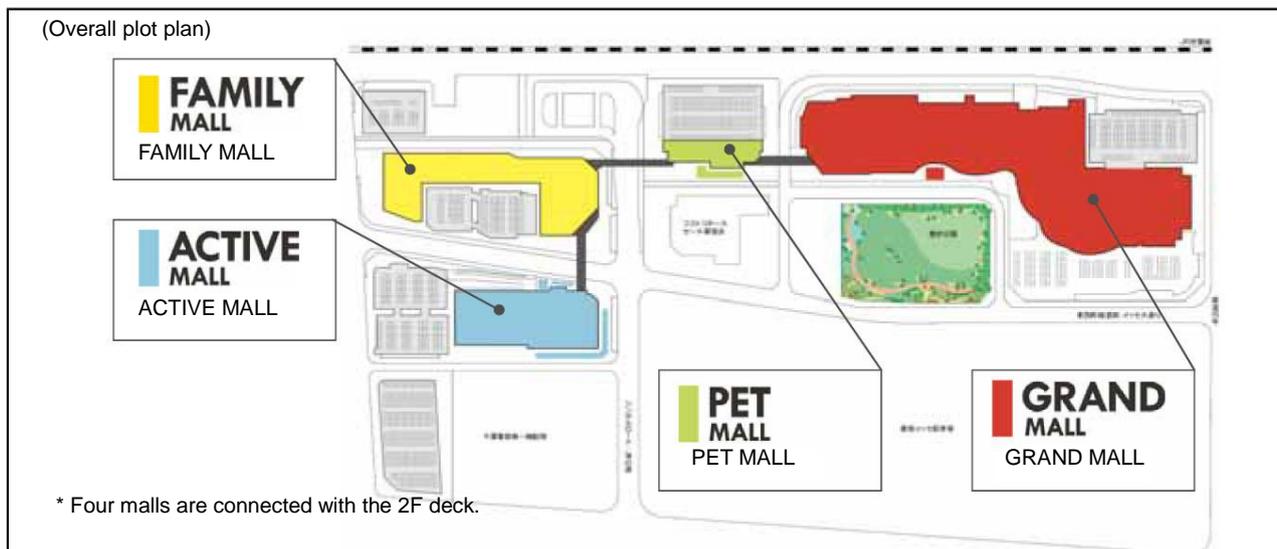
Lifestyle Mall for "Pets"



- Mall name: Aeon Mall Makuhari Shintoshin
  - GRAND MALL ....Lifestyle Mall for” Adults”
  - FAMILY MALL.....Lifestyle Mall for “Families”
  - ACTIVE MALL ....Lifestyle Mall on “Sports & Home Appliances”
  - PET MALL .....Lifestyle Mall for “Pets”
- Location: 1-1, etc. Toyosuna, Mihama-ku, Chiba City, Chiba Prefecture
- Website: <http://makuharishintoshin-aeonmall.com>
- Officer in charge: Masato Murai, Director, Manager of the Makuhari Shintoshin Promotion Project, Aeon Mall Co., Ltd.
- Number of stores to be opened: Approximately 350
- Site area: Approximately 192,000 square meters
- Total floor area: Approximately 402,000 square meters
- Total rentable area: Approximately 128,000 square meters
- Building structure: Steel frame; 3-story building (store area) \*Partially 4-story
- Vehicle parking capacity: Approximately 7,300 vehicles
- Bicycle parking capacity: Approximately 2,500 bicycles
- Newly-developed bus routes: 4 routes with 4 new bus stops (tentative)
- Building design and construction: Obayashi Corporation, Ohmoto Gumi Co., Ltd.
- Opening date: Grand opening: December 20, 2013 (Fri)
- Operation hours:
 

Specialty stores:	9:00-22:00
Restaurants:	9:00-23:00
Aeon Makuhari Shintoshin Store	
(GRAND MALL, 1F Food Department):	7:00-23:00
(GRAND MALL, 2F and 3F):	9:00-22:00
Aeon Cinema:	9:00-24:00

\* Operating hours vary depending on stores.
- Closing days: Open throughout the year
- Number of employees: Approximately 6,000 or more for the entire shopping mall (tentative)
- Trading area: Entire Kanto region, mall visitors using surrounding facilities including Makuhari Messe, Chiba Marine Stadium (QVC Field), etc. and tourists



The Mall will be comprised of four separate malls featuring “Adults,” “Families,” “Sports & Home Appliances” and “Pets.” Each mall will be one of the greatest of its kind in terms of the scale and contents to be offered.

A place where you find new fascinations

# AEON MALL

Aeon Mall Makuhari Shintoshin

Lifestyle Mall for “Adults”

## GRAND MALL

KEY WORD

**“Adults”**

Work hard, play hard — GRAND MALL is a place with new fascinations for adults who enjoy working hard and playing hard. The mall accommodates a variety of shops that enrich your daily life by offering enjoyment for adults. Key features in the outside area include an open-air café terrace, an outdoor event stage “GRAND SQUARE,” a garden terrace characterized by trees and water streams as well as a promenade called “GREEN WALK” where customers can relax and spend quality leisure time. You can always find something fascinating that makes you feel like visiting the mall again and again.

Lifestyle Mall for “Families”

## FAMILY MALL

KEY WORD

**“Three-generations with a focus on kids”**

FAMILY MALL offers wide-ranging contents that can be enjoyed not only by children but also by three generations including a job-experiencing theme park, entertainment museum, antenna shop of a snack maker and more, providing all sorts of fun for families. A roof-top park named “SKY PARK” occupies a space ranging approximately 1,700 square meters on the third floor. Through job-experiencing and enjoying the world of super heroes, all of family members can have fascinating moments.

Lifestyle Mall on “Sports & Home Appliances”

## ACTIVE MALL

KEY WORD

**“Japan’s largest interactive sports mall”**

ACTIVE MALL boasts Japan’s largest lineup of sports-related contents. In addition to the provision of a variety of products and services for various kinds of sports including running, bouldering, futsal, tennis, snowboard, surfing, cycling, etc. as well as sports-related home appliances, the mall is equipped with tennis courts, test-cycling course, etc., offering opportunities to experience our products and actual sports. Through trying and purchasing new gears as well as taking lessons, you can enjoy fascinating experiences every time you visit.

Lifestyle Mall for “Pets”

## PET MALL

KEY WORD

**“Japan’s largest lifestyle & solution-oriented pet mall”**

PET MALL offers one-stop services for pets ranging from trimming and grooming service to 24-hour pet hotel, a vet clinic, and training and rehabilitation for dogs and cats. A spacious dog run is a perfect space to spend quality time with your beloved dogs with peace of mind. At Japan’s largest pet park that provides all necessary items and services, you can deepen the bond with your pets through fascinating experiences.

In addition to the collaboration with various facilities and stores with powerful information dissemination capabilities including the theater, job-experiencing theme park, interactive entertainment museum, cinema complex, etc., the Mall aims to promote Makuhari as a town of events by making concerted efforts across the Makuhari Shintoshin area by offering wide-ranging event spaces and facilities inside the Mall in order to leverage live concerts and exhibitions held at Makuhari Messe and Chiba Marine Stadium (QVC Field) as well as outdoor festivals and fireworks that are jointly organized by the local municipalities and communities.

[Major Event Spaces]



Illustration of "GRAND SQUARE"

- ◆ "GRAND SQUARE"  
This outdoor live stage with well-equipped facilities has a seating capacity of approximately 1,000. It will be used for entertainment shows of various genres such as live performances by artists and more.



Illustration of "AEON HALL"

- ◆ "AEON HALL"  
This multi-purpose hall of approximately 300 square meters will be used for various exhibitions and talk shows by artists, becoming a mecca of culture and arts.



\* Picture was taken on August 3, 2013 at the actual location.

- ◆ "GRAND TERRACE"  
From this roof-top observatory named "GRAND TERRACE" in a space stretching approximately 900 square meters, you can view the sunset over Tokyo Bay as and fireworks in the summer.



Illustration of "SKY PARK"

- ◆ "SKY PARK"  
This roof-top park covering the area of approximately 1,700 square meters is a perfect space for kids to have fun. It features a water play area with fountains and man-made beach, etc. as well as a stage suitable for mini events.



Illustration of "GRAND COURT"

- ◆ GRAND MALL  
"GRAND MALL" is equipped with three event spaces suitable for events in various genres that match the world view of each zone within the mall. For example, food and product fair and events for food makers will take place at the "AEON COURT," talk shows and new product launch events will be held at the "GRAND COURT," and interactive events that combine hobbies for adults such as musical instruments, books, traveling, etc. will be carried out at the "HOBBY COURT."



Illustration of "SPORTS AUTHORITY COURT"

- ◆ ACTIVE MALL  
At the "SPORTS AUTHORITY COURT" equipped with a huge screen that can project vivid and lively images, talk shows featuring athletes and various sports-experiencing events will be held.



Illustration of "FAMILY COURT"

- ◆ FAMILY MALL  
"FAMILY COURT" characterized by its colorful and pop design will be a venue for interactive events for kids, families and mothers as well as character shows.
- ◆ PET MALL  
In addition to the indoor space where social events for dog lovers and cat lovers and pet training classes will be held, a wide range of pet-related events will take place in the outdoor space equipped with a dog run and a pet café.

—Security and Safety Measures—

Based on our lessons learned from the Great East Japan Earthquake, we will take measures to reinforce security and safety for our customers. Specifically, with a focus on the “further reinforcement of quake resistance” and “maintenance of functions as a reconstruction headquarters in the case of a disaster,” we will enhance the design of our building and facilities (structure, power source, plumbing equipment, etc.) with the aim of creating facilities with a capacity to sufficiently play a role as a regional headquarters and maintain its functions during a period between the outbreak of a disaster and the completion of reconstruction.

■ Specific Measures

1. Further reinforcement of quake resistance

- (1) In order to prevent tremendous damage caused by the falling of ceilings in an extensive scale in the event of a large earthquake, we have adopted a construction method to further enhance aseismic capacity for the ceilings in some key areas. Furthermore, we also improved aseismic performance of facility equipment installed in the ceiling area and inside the ceiling.
- (2) With regard to the Mall’s main walkway, the “skeleton ceiling” method has been adopted for the most parts in order to improve safety by preventing the ceilings from falling in advance. At the same time, we will enhance aseismic performance for equipment and large diameter pipes installed in the ceiling area and inside the ceiling.
- (3) By analyzing earthquake characteristics of the Great East Japan Earthquake and the Great Hanshin-Awaji Earthquake, we have adopted water receiving tanks with superior aseismic capacity and durability so that they can withstand earthquakes of a similar scale and secure drinking water in case of the disruption of water supply.



(Illustration of “skeleton ceiling”)

2. Maintenance of functions as a reconstruction headquarters in the case of a disaster

- (1) With a gas infrastructure with a high aseismic capacity, we have adopted in-house power generator (co-generation system \*1) of 930kw as well as a long-hour emergency power generator of 868 kw. The Mall will play a role as a reconstruction headquarters with a capacity to supply 20% of the maximum power usage of the building in the event of power outage due to a disaster, etc.  
\*1: Co-generation system: An energy supply system with enhanced overall energy efficiency by using fuels such as oil, gas, etc. to generate power through internal combustion and to recover hot heat and cold heat by using the waste heat.
- (2) We will strive to maintain functions as one of the region’s reconstruction headquarters not only by supplying power source for security systems and water feed in order to secure “safety and security for customers” but also by securing power source for major management rooms such as disaster prevention center, management and administration office, etc. as a priority.
- (3) As a measure against liquefaction, we have conducted soil improvement work for some necessary parts of the site while implementing further reinforcement measures (putting concrete) underneath the exterior walls of the building in the event where the site is inundated with water. In addition, infrastructure equipment (special high-pressure power receiving and transforming facility and power generators) will be installed on the second floor.
- (4) In order to facilitate speedy installment of temporary bathrooms in the event of a disaster, we will use cesspits placed in the site as designated disaster cesspits (cesspits for temporary bathrooms).
- (5) To make sure that water inside the water receiving tanks can be used for drinking purposes even during the period of water disruption and power outage, we will place temporary water supply tackle for the water receiving tanks. (Effective total capacity: 380t)



(Illustration of a “temporary water supply tackle for the water receiving tanks”)

—Environmental Conservation and Social Activities—

Through the Aeon 1% Club comprised of major Aeon Group companies, Aeon has been engaged in a wide range of environmental conservation and social activities that focus on "environmental conservation," "international cultural and interpersonal exchange and development of human resources" and "promotion of regional culture and society" as the main activity pillars. In addition, Aeon has been promoting a next-generation Eco Store "Smart Aeon," which endeavors to promote efficient use of energy and improve disaster prevention in collaboration with local communities. As a Smart Aeon store, Aeon Mall Makuhari Shintoshin will also strive to contribute to building a sustainable society as a facility that will function as a disaster prevention center in the event of a disaster.

■ **Five requirements to qualify as a Smart Aeon store**

- (1) **Smart energy**  
To help build a local energy system that contributes to effective energy supply, distribution and use
- (2) **Link of WAON and the Internet**  
To provide an environmentally friendly shopping environment and services by actively utilizing the Internet and Aeon's e-money "WAON"
- (3) **Local infrastructure that improves disaster prevention**  
To function as a local disaster-prevention facility in case of emergency
- (4) **Biodiversity and landscapes**  
To design stores using natural elements, taking into consideration the landscape and biodiversity
- (5) **Transportation (smart mobility)**  
To help create a transportation system that is friendly to both people and the environment



■ **Environmental and energy-saving measures**

By taking proactive efforts in incorporating advanced measures such as the adoption of renewable energy, initiatives towards the obtainment of major environmental performance accreditations, usage of LED equipment, introduction of co-generation systems, etc., we will aim to achieve significant reduction in energy consumption and CO<sub>2</sub> emission compared with conventional buildings.

(1) **Obtainment of "Leadership in Energy and Environmental Design (LEED)" accreditation**

We have been working towards the obtainment of "LEED" accreditation, an international environmental performance assessment system for buildings to become the first large-scale commercial facility in Japan. We are aiming to become a large-scale commercial facility equipped with environmental performance on a global scale by implementing design and construction that meet all of major LEED assessment items in resources and indoor environment including land usage, water-saving, energy efficiency, materials, etc.

(2) **Obtainment of "Comprehensive Assessment System for Built Environment Efficiency (CASBEE)" accreditation**

We have been working towards the third-party obtainment of "CASBEE" accreditation, the most well-known environmental performance assessment system in Japan. Through the obtainment of "LEED" and "CASBEE" accreditations, we will aim to become a large-scale commercial facility equipped with Japan's most advanced environmental performance.

(3) **Adoption of solar power generation system**

The Mall has adopted a solar power generation system of 1,750 kW, one of the largest systems as a commercial facility. The system has a capacity of generation power up to 1.8 GW (1,800,000 kW) per year, which is equivalent to annual power consumption of approximately 450 general households.

\* Power usage of general households: 12 kWh per day (3kW x 0.4 x 10h)



(Illustration of "solar power generation system")

**(4) Adoption of wall greening**

By adopting wall greening for some parts of exterior wall of car parks, we will aim to realize earth consciousness and harmony with surrounding environment (design).



(Illustration of “wall greening”)

**(5) Proactive use of LED equipment**

For most parts of lighting equipment used inside and outside the Mall, we will adopt LED equipment in place of conventional bulb tubes such as fluorescent lighting, etc.

LED usage ratio in common areas and Aeon Makuhari Shintoshin Store will be 100% and most of specialty stores

will also use LED equipment for most parts. We will strive to reduce power consumption and CO<sub>2</sub> emission for the entire Mall.

**(6) Utilization of waste water (treated water)**

By recycling kitchen waste water generated in the building for flushing water to be used in the toilets, we will reduce water usage by 100,000 cubic meters per year which is equivalent to water usage of approximately 100,000 general households.

\* Water usage of general households: 1 cubic meter per day

**(7) Other environmental measures**

- Use of open air energy during the winter season  
By using open air for air-conditioning during the winter season, we will significantly reduce energy consumption and CO<sub>2</sub> emission without operating refrigerator as a heat source for air-conditioning (turbo refrigerator and gas hot-and-chilled-water generator).
- Adopting water-saving sanitary ware  
We will reduce the amount of washing water by adopting water-saving toilettes.

**—Harmony with Local Communities—**

**(1) “Aeon Hometown Forests Program” tree-planting activity**

As part of its environmental conservation and social activities to work together with customers in local communities, Aeon has been holding “Aeon Hometown Forest Program”. During the programs, local residents and Aeon employee plant saplings of trees that are naturally grown in each region within the site of Aeon facilities. After the programs, the saplings are carefully nurtured for a long period of time. At the Mall, approximately 5,000 local residents are expected to join us to plant some 50,000 trees on November 17 (Sun). After this activity, the accumulated total number of trees to be planted through the Aeon Environmental Foundation and “Aeon Hometown Forest Program” tree-planting activity will reach 10 million.



(Illustration of “tree-planting ceremony”)

**(2) Exterior design**

- As the Mall is located in the area surrounding by a number of buildings and warehouses with contemporary design, we have adopted earthy colors with “natural tones” in our buildings. In addition, we used light brown as a base color which will look stunning against bright sunlight of Makuhari.
- In order to create a feeling of uniformity across the “Aeon Mall Makuhari Shintoshin,” we have adopted a unified concept on base colors for the four malls.
- For the linear wall on the north side of the building (JR Keiyo Line side), we will aim to create a gentle and soft ambience for the entire building by combining translucent-colored materials.

—Harmony with Local Communities—

**(3) Garden terrace function in the Makuhari Shintoshin area**

“Garden terrace” in the Makuhari Shintoshin area is composed of the Mall’s promenade (“GREEN WALK”), cafeteria zone and outdoor event space (“GRAND SQUARE”) combined with surrounding walkways and “Toyosuna Park.” In addition, we are planning to build a multistory garden around the central entrance of “GRAND MALL” under the supervision by internationally-acclaimed gardener **Kazuyuki Ishihara**<sup>\*1</sup>. The garden featuring greens and water streams will be a place where people can relax, providing dynamic yet nostalgic atmosphere. By choosing trees with flowers throughout the year with a focus on cherry (*Cerasus serrulata* 'Tairyozakura'), crape myrtle, camellia, sasanqua, etc., plants which have resistance to salt damage, the garden will play a central role and functions with appropriate setup as a symbol of “garden terrace” in the Makuhari Shintoshin area.



(Illustration of the “garden”)

**\*1: Profile of Kazuyuki Ishihara**

A 54-year old landscape designer Kazuyuki Ishihara is also known as Representative Director of Ishihara Kazuyuki Design Laboratory Co. Ltd.

Born in 1958 in Nagasaki, Ishihara started his career at the age of 22, entering into the “*Ikenobo*” group which is known as the purest form of Ikebana. Fascinated by flowers and greenery, he gradually built foundations by selling flowers on the streets, owning a flower shop and starting gardening. Later on, his original style of gardens using moss as a centerpiece was highly recognized at the RHS Chelsea Flower Show in the U.K., known as the pinnacle of international gardening exhibitions. He became one of the first designers in the history of the Chelsea Flower Show winning three continuous gold medals in different categories from 2006 to 2008. Ishihara was awarded silver medals in 2010 and 2011, being placed third for Best Show Garden. In 2012, at the show held prior to the London Olympic Games, he won a gold medal in Best Artisan Garden as well as Best Garden, becoming a winner of the two prestigious awards.

—Advanced Universal Design—

The basic concept of shopping malls produced by Aeon is offering convenience for everyone regardless of their age and gender. We are striving to create comfortable atmosphere where every customer can spend a satisfactory and enjoyable time. We believe that shopping malls are not a place to simply offer products and services.

With a belief that it is our mission to create “people and environmentally friendly shopping malls” which is loved by people in the community as a community center, contribute to making the lives of local people more enriched and provide comfortable shopping experiences for all customers including senior citizens, those with physical disabilities, families with babies, etc., we adopted universal design (hereinafter, “UD”) on a full-fledged basis as a large-scale commercial facility in 2005 and since then we have been actively continuing our researches.

■ **Specific measures**

**1. Navigating customers smoothly to their destinations**

- (1) In order to ensure that various customers regardless of their age, gender, nationality and physical conditions can use the Mall comfortably, we not only pay attention to the compliance of various laws and regulations but also make spontaneous efforts in improving signage and directory signs in terms of colors, size, design, etc. in order to make them easier to see and understand. Moreover, in preparing for the arrival of “super-aged society” in the future, we will pay attention to the size and color scheme of signs (letters, pictures, etc.) with the aim of improving convenience for senior customers.
- (2) Aeon Mall Makuhari Shintoshin is composed of four buildings (malls) and equipped with not only plane parking lot but also multistory parking spaces spreading over several buildings. To ensure that customers can always recognize where they are, we will have theme colors “red,” “yellow,” “blue” and “green” designated for each mall (parking lots) and zone along with the four mall names and logos.

**2. The Mall will offer comfortable space where everyone can use the facilities with a piece of mind.**

**(1) Information**

Information counters to be placed on the first floor of GRAND MALL and the second floor of FAMILY MALL will serve as a multi-purpose counter with a design that considers the needs of customers on wheel chairs and customers with baby prams, ensuring a smooth approach from various directions.

**(2) Heart building intercom**

Heart building intercoms are placed at the entrance of each mall for those customers requiring help. In addition, each mall will be equipped with wheelchairs for hire.

- GRAND MALL: 3 units
- ACTIVE MALL: 2 units
- FAMILY MALL: 2 units
- PET MALL: 1 unit

**(3) Restrooms**

Restrooms equipped with ostomate toilettes will be placed in each mall.

- GRAND MALL: 7 restrooms
- ACTIVE MALL: 1 restroom
- FAMILY MALL: 3 restrooms
- PET MALL: 1 restroom

Restrooms designated for children will be placed.

**(4) Baby Rooms**

Baby Rooms will be placed in each mall.

- GRAND MALL: 6 rooms
- FAMILY MALL: 3 room
- ACTIVE MALL: 1 room



(Illustration of "Baby Room")

**(5) Automated External Defibrillator (AED)**

AEDs will be placed in various parts of each mall. We will also make sure that Aeon's employees and tenant staff will be able to provide support in the event of an emergency by providing training sessions on how to use AEDs.

**(6) Electric Vehicle (EV) charger**

EV charger will be placed in each multistory car park.

Mall	Rapid charger	Standard charger	Total
GRAND MALL	2 units	3 units	5 units
FAMILY MALL	1 units	2 units	3 units
ACTIVE MALL	2 units	2 units	4 units
PET MALL	2 units	3 units	5 units
Total	7 units	10 units	17 units

**(7) Designated car spaces for customers with physical disabilities or other difficulties**

A total 124 parking spaces designated for customers with physical disabilities or other difficulties have been placed closer to the entrances of each building. In addition, 43 of these spaces will be equipped with "automatic gates" that respond to pre-registered cars in order to prevent customers without physical disabilities from parking in the designated areas.



(Illustration of "Designated car spaces for customers with physical disabilities or other difficulties")

**(8) Promotion of eco-access**

In collaboration with Keisei Bus Co., Ltd., four new bus routes and four new bus stops are scheduled to be set up connecting between three stations "Kaihin Makuhari Station (JR Keiyo Line)," "Shin-Narashino Station (JR Keiyo Line)," and "Makuhari Hongo Station (JR/Keisei)" and the Mall, promoting eco-access using public transportation such as trains and bus.