

September 10, 2014
AEON CO., LTD.
AEON Mall Co., Ltd.
AEON Retail Co., Ltd.

A Community Garden with Full of Greenery
AEON Mall Tamadaira Woods
Grand Opening at 9:00a.m. on Thursday November 20th

Aeon holds a grand opening ceremony for Aeon Mall Tamadaira Woods (hereinafter “this Mall”) in Hino City, Tokyo, on Thursday November 20, 2014.

This Mall is located close to the North Gate of JR Toyoda Station (Chuo Line), and positioned as a community center in the master plan of Hino City’s township development. With the mall concept of “a Community Garden with Full of Greenery,” together with the theme of “The more we visit, the more exciting our life becomes with enriched joy in living,” we aim at creating bustle of the area by improving the convenience of local residents, becoming a community center for the area, and also inheriting Tamadaira’s history in the Mall’s design such as the rich woods and waters that have symbolized the town for a long time, and nostalgic landscape formed along the town’s development, all of which the locals have been cherished over generations.

◆ **A new community center for the area**

- This Mall will serve as a new community center for the area, and will offer an open space called “Stage Gate of the Woods” to allow various outdoor events in front of the main entrance across the train station. The “Spring Water Square (to be opened in fall 2015)” with the image of historic Hino Irrigation Channel will be built along the promenade in the surrounding area. A multi-purpose “Aeon Hall” is also planned to open on the 3rd floor.
- We will realize a facility that makes the best use of the rich green environment of Tamadaira woods by creating green spaces in the facility including “Nukumori Garden (the Garden of Warmth)” built in a large wellhole style, which symbolizes this Mall, and a rooftop garden called “Shiki no Mori Garden (Woods of Four Seasons Garden),” and “Oka no Harappa (Field on the Hill).”

◆ **Realizing more convenience for local residents by one-stop shopping**

- A fresh and enjoyable large Gourmet Zone to satisfy the palate of local residents, at every visit.
 - The food sales zone “Gran Marche” will offer 15 shops to provide both western and Japanese sweets as well as specially selected groceries, that are fun for both selecting and eating.
 - The food court, “Mori no Kitchen Court (Kitchen Court of the Woods),” with 750 seats offers a space with decoration symbolizing sunlight shower coming through the woods and trees of Tamadaira, where 15 shops serve meals and desserts.
 - The restaurant extending to the outdoor terrace zone will have 7 stores to serve quality dinners (Two of them are scheduled to open in fall 2015.)
- In response to the needs of local community with many families, the third floor will be designed for children and family with the concept of “always together with children.”
- One stop shopping caters to all the daily needs of customers, such as beauty and health, clinic and post office, and financial services as well as fancy goods and apparel to add colors to your daily life.

◆ **Aeon Tamadaira Woods Store is Aeon Style Store to propose various life styles to our customers focusing on “food and eating.”**

- With the key words of “health” and “simple and convenient,” easy to cook products are in ample line up such as organic products, cut vegetables, and easy to prepare meal that only requires microwave oven. A wide range of food products from all over the world and popular local foods are also offered. This Mall will propose a new shopping experience utilizing the strength of Omni Channel that combines Koto (experience), Mono (products) and Net (the Internet).

Overview of AEON Mall Tamadaira Woods

Mall name:	AEON Mall Tamadaira Woods	
Address:	2-4-1 Tamadaira, Hino, Tokyo	
Telephone number:	AEON Mall Tamadaira Woods	Undecided
	AEON Tamadaira Woods Store	Undecided
Website URL:	http://tamadairanomori-aeonmall.com/	
Responsible people:		
	AEON Mall Tamadaira Woods	Yoshihiro Nakatani, General Manager
	AEON Tamadaira Woods Store	Yukihisa Hashimoto, Store Manager
Number of shops:	Core store	AEON Tamadaira Woods Store
	Number of specialty stores	Approx. 130 shops (including 3 shops to be opened in fall 2015)
Site area:	Approx. 30,900 m ²	
Total floor area:	Approx. 75,000 m ²	
Gross leasable area:	Approx. 24,000 m ²	
Building construction:	Steel construction (partially steel-framed reinforced concrete construction) 6 floors on the ground, 1 floor of Penthouse	
Vehicle parking capacity:	Approx. 900 units	
Bicycle parking capacity:	Approx. 1,260 units (1,200 bicycles, 60 motorcycles)	
Design & Construction:	Obayashi Corporation	
Opening date:	Grand Opening at 9:00 a.m. on Thursday November 20, 2014	
Business hours:		
	Speciality Stores	9:00-22:00
	Restaurants:	10:00-23:00
	AEON Tamadaira Woods store:	7:00-23:00
	* Business hours may vary by stores.	
Holiday:	Open through out the year	
Number of Employees:	Approx. 1,300 staffs in the whole shopping mall (including approx. 400 staffs at AEON Tamadaira Woods Store)	
Basic trade area:	Area within 3 km in radius, approx. 770,000 households, approx. 175,000 people	

Features of the Core Store, AEON Tamadaira Woods Store

AEON Tamadaira Woods Store is the first Aeon Style Store in Tokyo that proposes new “styles” of life through products and services.

As an urban store located right outside of a train station, the store aims to become a daily-visit store for both people living in the community and those who use the train station, with a large zone themed “food and eating” consists of specialty stores including food court, restaurants and food shops.



A large zone of “FOOD and EATING” that keeps customers all day long!

- ◆ One of the largest food zones in this area will provide a wide variety of “FOOD” from Japan as well as overseas including a special section for “Picard,” the most popular frozen food chain in France, first launched in Japan. Popular local products are also available. The perishable section will provide fresh fruits, vegetables, and fish of the season, selected for their taste. Organic vegetables and simple and convenient products are also provided with menu suggestions such as cut vegetables, cut fruit, and food items that are easy to cook with a skillet or microwave. The delicatessen section will offer approximately 50 kinds of dishes in a buffet style. Furthermore, you can enjoy authentic pizza baked in a dedicated oven, freshly baked bread, and meticulously prepared fresh desserts, together with drip-type coffee in the food court at anytime in a day; on your commuting way, during lunch time, and after work.
- ◆ The Omni Channel initiative that combines “Koto (experience), Mono (products) and Net (the Internet)” will be implemented in Aeon Tamadaira Woods Store. “Touch & Get” service is also available for some interior, beddings and storage goods so that you can order items that are not normally sold at the store, and pick them up at the store or have them delivered to your home. Free Wi Fi is also available for everyone regardless of contracted carriers. Using Smart Phones and Tablet PC’s, the store realize the full collaboration of products/services and the convenience of the Internet that only existing stores can offer. Approximately 30 units of digital signage are placed in various locations throughout the store including storefronts and nearby cash registers to dispatch various information on products, events and local tours, and services. Through these efforts Aeon offers new shopping experiences for customers.

Floor Structure of Aeon Tamadaira Woods Store



<A Corner featuring “Picard,” famous frozen food brand from France>

First launched in Japan! French “Picard” will offer you frozen foods with full of “delicious taste” and “beauty.” You can easily enjoy authentic “French” dishes at home from great hors d’oeuvre for wine to desserts.

“Picard” is a frozen food chain store that reaches 40th anniversary this year, with approximately 1,000 stores, operated mainly in Paris, France as well as in Italy, Belgium, and Sweden. By pursuing “good taste,” “beauty,” “safety,” and “convenience” in all of its product lineup, Picard reached the top share, and won No. 1 brand popularity in France for 4 consecutive years with overwhelming customer support. Using its original freezing technology, it provides a variety of products from ready-to-eat foods that requires only heating up, hors d’oeuvre, to desserts. In France, it wins a reputation of being “indispensable for French homes.”

Picard opens its first corner in Japan at this Aeon Tamadaira Woods Store. Picard will offer approximately 40 kinds of frozen food products with concept of “delicious taste” and “beauty.” The offered products are its best selling items, ranging from hors d’oeuvre that goes well with wine, dishes with duck meat and foie gras which is unique to France, to Moelleux au Chocolat which is adopted in café menu in Paris after selling 2 million units annually.



Product image of “Moelleux au Chocolat”

