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# AEON NEWS RELEASE



October 15, 2014

AEON CO., LTD.

AEON VIETNAM Co., LTD.

AEON Mall Co., Ltd.

**One of the largest suburban shopping mall available in Vietnam!**

**"Aeon Mall Binh Duong Canary" will be launched on Saturday, November 1, 2014**

Aeon Vietnam Co., Ltd. (hereinafter "Aeon Vietnam") will launch Aeon Mall Binh Duong Canary, a second suburban shopping mall of the Group, in Binh Duong Province, Vietnam on Saturday, November 1, 2014.

Aeon Co., Ltd. (hereinafter, "Aeon") has been promoting "Shift to Asian Markets", as one of its growth strategies in the Aeon Group Medium-term Management plan (FY2014 – 2016), working together with group companies in ASEAN and China. In Vietnam, Aeon Credit Service CO., LTD. (Current AEON Financial Service Co., Ltd.) became the first Japanese company in 2008 to serve hire purchase business. Additionally, Ministop, CVS (Convenience Store) chain of the Group, launched area franchise business at the end of 2011 and grew to operate 17 stores now.

This will be Aeon's second mall in Vietnam followed by Aeon Mall Tan Phu Celadon opened this January. It aims to offer local communities new values and life styles as a "fun-to-stay shopping mall" with full lineup of amusement facilities and services as well as great shopping experience.

Aeon Mall Binh Duong Co., Ltd., a developer business company, will be in charge of the Mall operation under a master lease agreement. The Mall will be operated "safely and securely" to create comfortable shopping environment through facility management, cleaning and security service provided by Aeon Delight (Vietnam) Co., Ltd.

Aeon Group will promote its business as a Group through shopping mall and GMS as well as financial services, general services and specialty stores, to accelerate "Shift to Asian Markets" further aiming to contribute to the enrichment of the people's lives in Vietnam.



### <About Aeon Mall Binh Duong Canary>

- ◆ Boosts About 150 stores (out of 40 Japanese tenant, of which 18 are newly available in Vietnam)
- ◆ The biggest food court in Vietnam with over 60 restaurants serving foods from all over the world
- ◆ "Japan Zone" w/ all Japanese brands of apparel/foods/living, from the latest fashion to fancy goods to "B class gourmet"
- ◆ Full lineup of service facilities (ex. Japanese beauty salon, gym, relaxation salon, cleaning shop)
- ◆ 3 event spaces offering weekly events A huge Christmas tree lit up to the music at outside of the facility

### <About Aeon Binh Duong Canary store>

- ◆ "Delica World" with many of particular Japanese foods and popular Vietnamese foods offered lively at open kitchen to meet local needs of prepared dishes.
- ◆ "Beauty World" that consists of first launched brands in Vietnam as well as a large assortment of cosmetics, fashion goods and apparel for total coordination.
- ◆ "Kids Republic", the biggest sales floor in the area (about 3,000 m<sup>2</sup>) selling kid/baby related goods located together with indoor theme park "Molly Fantasy" operated by the Group
- ◆ weekly event sales promotion in collaboration with local manufacturers, in addition to suggestive sales display in conjunction with social or seasonal events.

\*B class gourmet : a word used in Japan that describes local popular dishes that are reasonable yet with superb taste

### [Location of "Aeon Mall Binh Duong Canary"]

The Mall is located 15 km north of the center of Ho Chi Ming City, the biggest economic city in Binh Duong Province, Vietnam. Due to the provincial government's efforts to invite foreign investors, the Province has been developing with newly industrial complexes. Through recent development program, "Binh Duong New City Development", the City has become one of the fastest growing cities in Vietnam. The Mall is located nearby Vietnam-Singapore Industry Park (VSIP) that was jointly developed by the governments of Vietnam and Singapore with approximately 800,000 people living only within 20 minutes ride by motorcycle from the Mall. Additionally, the "Canary Complex Area" where the mall is located is planned to be developed into a luxury residential ward with international schools, hotels, business offices, etc, which is expected to bring more people into the area.

The Mall is one of the biggest commercial facilities in the area, three storied, with about 70,000 m<sup>2</sup> floor space and parking lots for 6,000 bikes and 1,000 cars. The core GMS "Aeon Binh Duong Canary store" and about 150 specialty stores are stationed within. As a "fun-to-stay mall", the Mall will propose a "new lifestyle" to customers in Vietnam by providing great shopping experience through new sales floor/products/services.

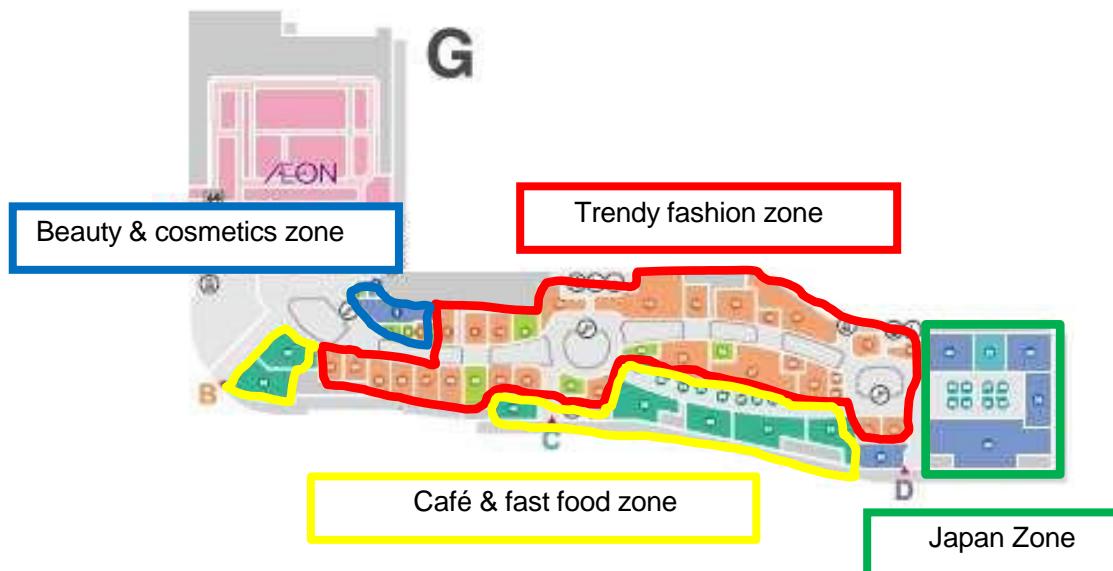


## [Summary of sales floors]

①

◆Proposing urban lifestyle

Grand floor “URBAN CITY LIFE”



### “Trendy fashion zone”

- Factory outlet of casual attires, “F.O.S (clothing retail chain)” from Malaysia, popular casual fashion brand “Giordano” from Hong Kong
- Available local brands; “Labella” for working women and “The Blues” and “Canifa” which are popular among teens
- Available Japanese brand; “rosebullet Edit Tokyo” which focuses women in 10’s – 30’s who are sensitive to fashion trends launched by Onward Kashiyama as its first store in Vietnam.



### “Beauty & cosmetics zone”

- “Yves Rocher” and “Marie Lucie”, popular cosmetics brands in France and full lineup of Korean brands including “The Face Shop” and “SKINFOOD”

### “Japan zone”

- “Japan Selection” offering trendy fashions and goods, “Daiso” that is popular in Vietnam and food zone with selection of restaurants serving “B class gourmet” from Japan

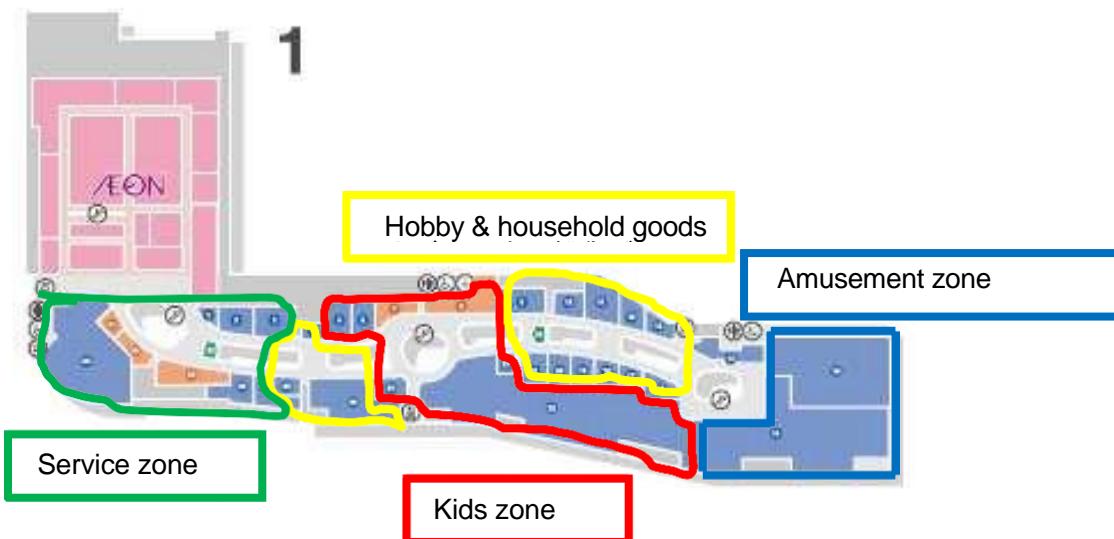


### “Café & fast food zone”

- A full lineup of shops such as “Phuc Long” and “HIGHLANDS COFFEE,” very popular café in Vietnam, as well as “TEXAS CHICKEN”, “Lotteria”, “Carl’s Jr”, and “Jollibee (\* on the second floor)

## ② 1<sup>st</sup> Floor “JOYFUL EXPERIENCE”

- ◆ Area w/ various entertainments for families



### **“Amusement zone”**

- “Dream Games”, the biggest game center in the region w/ balling game facility



### **“Kids zone”**

- “Playtime,” popular in Korea, opened as one of the biggest interactive amusement facilities for kids in the area. Tenants of kids fashion, furniture, bedding, such as “Hura Kids”, “Children Smile”, “PINKISS”, and toy shops “K&K Toys”, “My Kingdom” and “Funny Land” are located surrounding the floor to create a big kids zone.

### **“Hobby & household goods zone”**

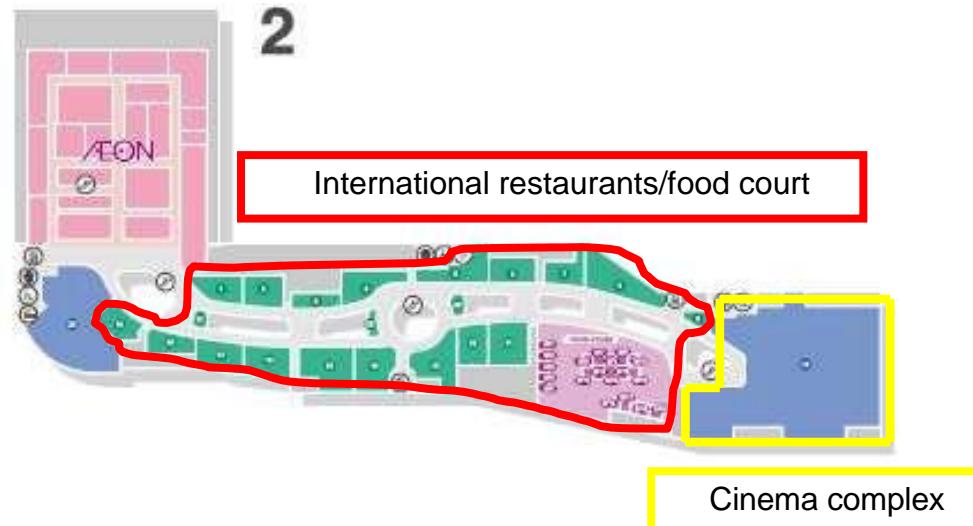
- “PNC,” popular book/goods store in Vietnam, Korean kitchen goods shop “Lock & Lock”, and “TOWEL MUSEUM” famous for Imabari towel products from Japan are available.

### **“Service zone”**

- Many popular service facilities from Japan will be available, such as a fitness club “RENAISSANCE” first launched in Vietnam, “Raffine”, popular relaxation salon with high technics highly fashionable hair salon “Mano Mano”, “Belle Lumiere,” a beauty salon offering weight reduction treatment, hair removing service and facial beauty treatment, and “SAKURA CLEANING (on the ground floor)” first launched in Vietnam.

### ③ 2<sup>nd</sup> floor “GLO-CAL FOOD MARKET”

- ◆ The largest cinema complex in the area and food court with a variety of foods from all over the world



#### “International restaurant/food court”

- Various kinds of Japanese restaurant will be available, including “MARUKAME UDON” by “Marukame Seimein” which is very popular in Vietnam, and “Misoya Ramen”, first launched in Vietnam produced by Tadokoro Shoten, and many others, such as “Nijyumaru”, “Golden curry”, “Ayaka BBQ”, “Shabu-Shabu Japan.”
- Locally popular restaurants will also be opened, such as Popular chicken food restaurant “Con ga trong”, express rotary hotpot buffet “Kichi Kichi”, Thai suki “MK restaurants”, Korean food restaurant “HanQuoc Quan.”
- One of the largest food courts in the region designed in Japanese style with 18 local/foreign restaurants available.



#### “Cinema complex”

- The biggest cinema complex from Korea “CGV CINEMAS” will be introduced.

The mall provides one of the largest parking lots in the area that can accommodate up to 6,000 bikes and 1,000 cars for customers coming from remote areas. AEON DELIGHT (VIETNAM) CO., LTD., a group company, manage the facilities for realizing safe and secure shopping environment to welcome customers through smooth operation in the parking lot added by conformity and convenience.

“Aeon Mall Binh Duong Canary” will offer new values and lifestyles as well as great shopping experience as “fun-to-stay shopping mall”, in order to enrich the everyday lives of people in Vietnam.

## 【Characteristics of BMG “Aeon Binh Duong Canary”】

<Support customers' lives with highly qualified products and fine services  
>

GMS Aeon Binh Duong Canary Store with one of the largest sales floors at 17,000m<sup>2</sup> in Vietnam consists of a supermarket with foods and fancy goods necessary for daily life, apparel sales floor offering casual apparel to high fashions for kids and grownups and household goods sales floor that makes new life suggestions for everyday lives.

With the concepts of “goods with ensured quality”, “safe and secure foods” and “new lifestyles”, the store respond to the needs of new family generation expected to increase in Vietnam. At the same time, the store strives to support local customers for more enriched lives through environment, facility, staff and various services that enhance conformity and convenience for customers.

### 【Characteristics of each sales floor】

■ Grand floor (ground floor): On about 3,000 m<sup>2</sup> sales floor, the supermarket offers about 12,000 kinds of products of daily necessities, such as perishables, processed foods and consumables. Also, at “Delica World”, In-store deli products cooked lively in an open kitchen style will satisfy a demand for ready-to-eat meals. Additionally, to meet an increased interest in beauty and health “Aeon Wellness” and “Aeon Bike Shop” offering bike maintenance service etc. are will also be available. Moreover, to enhance convenience in daily lives, the store provides “Service Counter”, “Quick Delivery Service” and “Counter for Baggage Room Service”.

- “Delica World” offers popular menu of Japanese, Vietnamese and other Asian foods. Especially, responding to the high popularity of Sushi in Vietnam, “Sushi World” prepares up to 100 kinds of sushi products, in nigiri, roll and inari made not only with regular raw materials used in Japanese Sushi, but also with local ingredients. Also, various kinds of ready-to-eat meals are offered and customers can enjoy the meal right away at 150 seats available nearby.
- The store starts a new service of offering Aeon's original “fresh coffee” at the bakery corner. Customers can enjoy coffee using exclusively Vietnamese beans w/ their purchases there.
- The vegetable corner provides the most fresh vegetables of 30 kinds sent directly from the selected farms in Dalat, one of the biggest vegetable producing areas in Vietnam. Also, locally grown fresh vegetables, such as “Morning Mist Lettuce (means lettuce “harvested in early morning mist”) are offered, grown in special technical way imported from Kawakami, Nagano Prefecture. Additionally, “salad bar” is provided as a new style food for Vietnamese customers.



- At seafood/meat corner, various Japanese foods made with “mackerel pike” and “Wagyu” from Japan, will be offered to widen the variety of product assortment.
- Responding to the growing interest in meal solution in Vietnam, convenient prepared foods, frozen foods and snacks are available. Especially “safe and secure” “Topvalu” products and popular national brands from Japan are highlighted. Additionally, “ready-to-cook” products of popular Vietnamese dishes will be gathered at one corner to meet increasing needs for easy meals.
- At imported products corner, about 100 kinds of Aeon’s private brand “Topvalu” products are offered for wider assortment in addition to about 600 kind of imported products.
- Grocery corner offers a fancy and unique snacks/sweets with a wide variety, In a specially designed sales space that makes shopping more fun.
- As for H&BC corner, a variety of health/beauty related products in growing interest are offered at “Aeon Wellness.” It improves the face to face service at customer service counter and a lineup of self-cosmetic brands. Given the high demand for skin care products in Vietnam due to the climate, the corner provides wide lineup of skin care products as well as supplements and functional foods. Moreover, it offers baby diapers of Japanese brands will also be available, which are very popular in Vietnam., In-house dispensary is located in the corner to contribute to customers’ daily health maintenance.



### ■ First floor (2/3 stories)

On sales floor of fashion goods/shoes/bags, dynamic displays in head-toe coordination will be available. New products in Vietnam are offered by shops such as, accessories shop “Osewaya” and popular Thai goods and fashion brand “NaRaYa.” Also, cosmetics corner with face-to-face service over the counter, mainly for Japanese cosmetics popular in Vietnamk, will be coordinated with ladies’ apparel corner to propose perfect coordination.

In addition to the trendy and highly fashionable products, the store focuses on face to face customer service by beauty staff and sales staff.



- “Honeys,” Japanese casual brands for young ladies, is first introduced in Vietnam. Also, Aeon Malaysia’s brand “Scarlet” offers a full lineup of apparel fashion from business attires, casual clothes to innerwear for enriched lifestyle.



- Responding to the high demand and credibility from Vietnamese customers to Japanese brands, abundant assortment of qualified made-in-Japanese products, such as “Topvalu trolley”, ladies’ shoes, leg fashion goods, will be available.

## ■ Second floor (3/3 stories)

Given that children composes the highest population ratio in Vietnam, “Kids Republic” opens in approx. 3,000m<sup>2</sup> accompanied with sales floor for kids and in-store theme park “Molly Fantasy”. Also, “home fashion sales floor” which proposes total coordination with home appliances, interiors for living room, dining kitchen goods and so on will be offered to satisfy growing demands for new homes and life styles.

- “Kids Republic” provides many kinds of kids/babies apparel and goods, innerwear, baby goods, stationaries and toys, as well as newly introduced “Pokemon Shop” and “Hello Kitty Shop” in the same area. Baby sales floor at about 600 m<sup>2</sup>, which is the largest in Vietnam, will welcome customers with baby food, baby formula, baby goods that are popular in Japan with the largest assortment in the area.



- At interior/stationery corner, functional and creative products with high quality are available for home, office or school use. In coordination with Japanese manufacturers, based in Vietnam, the store actualizes assortment in a never achieved scale (ex. highly qualified sofa is directly delivered from Nitori's factory in Vietnam).
- At Home appliance corner, “beauty appliances corner” is provided where customers can try and experience the products (“touch & try”). Additionally, multi media corner with smartphones and tablets will be offered as well as audio/visual products and home appliances (mostly Japanese brands). Moreover, after-purchase services, such as delivery and maintenance services, are also available.

## ■ Services

- For enhanced convenience in shopping, various services will be further enhanced through cooperation with other companies; Free shuttle bus service from the mall to the center of Thu Dau Mot, capital of the province will be improved by Becamex-Tokyu Bus, delivery service by Sagawa and sanitary control service by SARAYA. Through cooperation with the Japanese companies, the Mall offer more services; “quick delivery service” “delivery & installment service of home appliance and furniture”, “nation-wide delivery service”, “Aeon shopping cards”, “benefits by issuance of Aeon Membership Card”, “wrapping service”, “babies room”, “in-house cloth alteration service”, “hire purchase service by Financial Service Business of the Group”, etc.

## 【Summary of Aeon Mall Binh Duong Canary】

Name: AEON MALL Binh Duong Canary

Address: Canary Complex Area, No.13 Hwy, Binh Hoa Ward, Thuan An Town,  
Binh Duong Province

Building: 3 stories on the ground (parking lots are flat on the roof floor)

Launched on: Saturday, November 1, 2014

Business hour: 10:00 ~ 22:00 (except some of the shops)

Holiday: Open throughout the year

Total area: Approx. 62,000 m<sup>2</sup>

Total floor: Approx. 70,000 m<sup>2</sup>

Total rent area: Approx. 46,000 m<sup>2</sup>

Parking lots: for 6,000 bikes and 1,000 cars

Operated and managed by: AEONMALL BINH DUONG CO., LTD.

Mall manager: Yohei Fumiya

Number of staff: Approx. 2,000 (at entire commercial facility)

Trading area: About 800,000 (within a radius of 8 km, 20 mins bike ride from the mall)

## 【Summary of Aeon Binh Duong Canary】

Name: AEON Bing Duong Canary

Phone: 0650-62-59-666

Business hour: Food sales floor = 8: 00 ~ 22:00, apparel/L&L = 10:00 ~ 22:00

Holiday: Open throughout the year

Area:	Sales area	Approx. 17,000 m <sup>2</sup>
	Backyard	Approx. 6,000 m <sup>2</sup>
	Total	Approx. 23,000 m <sup>2</sup>

Aeon store manager: Keizo Aono

Number of staff: Approx. 600

### <Eco-friendly efforts>

#### Tree planting for “Aeon Hometown Forest Program”

Aeon plants varieties of saplings that grown locally with local customers around the newly built shopping center for the purpose of environmental conservation and social contribution.

About 1,000 local customers and staff planted 5,000 trees at Aeon Mall Binh Duong Canary on Sunday, September 28, 2014.



### 【Summary of Aeon Vietnam】

Name: AEON VIETNAM Co., LTD.  
Address: 30 Bo Bao Tan Thang St., Son Ky ward, Tan Phu Dist., Ho Chi Minh City  
Founded in: October 7, 2011  
Capital: 224,386,000 USD (24.23 billion yen. 1USD = 108 yen)  
Represented by: Yasuo Nishitohge  
Business: Retail, SC development, tenant leasing, EXIM, etc.

### 【The number of Aeon's SC/GMS/SM/HP stores in ASEAN】

(As of Nov. 1, 2014)

Company name	Total	GMS	SM	HP *	SC
Aeon Malaysia	31	28	3	-	22
Aeon Big Malaysia	28	-	5	23	
Aeon Thailand	74	-	74	-	
Aeon Vietnam	2	2	-	-	2
Aeon Cambodia	1	1	-	-	1
ASEAN Business - Total	<b>136</b>	<b>31</b>	<b>82</b>	<b>23</b>	<b>25</b>

(\*) HP = Hyper market