

October 15, 2014
AEON CO., LTD.
AEON (Thailand) CO. LTD

“Maxvalu Kubong” to open on Wed. October 15, 2014

Aeon Thailand (AEON (Thailand) CO., LTD.) will launch “Maxvalu Kubong” in Khet Khlong Sam Wa District, City of Bangkok, Thailand, on Wednesday, October 15, 2014.

This will be Aeon’s 74th supermarkets (SM)/small-scale SM stores in Thailand. Additionally, Maxvalu Kubong is the first self-developed store that Aeon Thailand handled from construction to leasing for tenants since the company renewed its name on August 1, 2007.

Aeon Thailand has continued locally oriented operations since its business launch in 1984 under its Basic Principles of “pursuing peace, respecting humanity, and contributing to local communities always with the customer’s point of view as its core.” The company will continue to accelerate opening of SM and small-scale SM stores to further meet the various needs of customers in Thailand.



【Maxvalu Kubong】

■ Location and trading area of “Maxvalu Kubong”

Maxvalu Kubong is located in Khet Khlong Sam Wa District, about 30 km northeast from the center of City of Bangkok, facing one of the main avenues “Kubong Road.” Just 1 km west from the store, customers reach the outer belt highway of the City, making the store location convenient, especially for driving customers. In addition, at approximately 2 km from the store locates a safari park, where families and foreign tourists coming from Bangkok flock on weekends. The area around the store has been well-developed and constitutes a bed town in the outskirts of Bangkok, thus expected to grow further as more and more upper-middle classes are moving in from Bangkok.

■ Characteristics of “Maxvalu Kubong”

The store will strictly make efforts to comply with the store concept “we offer safe and secure products, necessary for customer’s daily life, with satisfiable quality at reasonable price” to be a local’s favorite store. In approximate 2,000 m² direct sales area, which is one of the largest among its existing stores, wide assortments of products are offered at reasonable prices aiming to be a No. 1 store in the area. To better serve the local customers in their daily lives, Japanese companies, such as Tsuruha Drug, Daiso and Autobacs, are arranged as tenants, as well as local restaurants and English schools.

■ Characteristics of sales floors of “Maxvalu Kubong”

<Expansion of Aeon’s PB “Topvalu”>

Since the launch of our first Topvalu product “Topvalu Drinking Water” developed in Thailand in September 2013, Aeon has developed and offered Topvalu products specially tailored for customers in Thailand, with a hope to make prosperous life of customers. In the past year, Aeon has developed and offered a wide range of products familiar to Thai people (ex. Thai sukiyaki sauce, canned sardine & mackerel in tomato sauce, frozen Thai desert), Japanese products adjusted to local’s taste (ex. frozen spaghetti Carbonara/Bolognese, wasabi-flavored bean snack) and household necessities such as garbage bag and dishwashing sponge.

Upon this launch of the new store, instant coffee and toilet paper are newly introduced making a total of 135 items in 27 categories in the Topvalu product line-up. We continue to offer nice products such as imports from Japan and products jointly developed with the Group companies in ASEAN, will be offered in addition to those of Thai-oriented.



<Enhancement of ready-meal & deli corner> In consideration of double-income families living in the area and distance location from Bangkok that requires long commuting time, we widen the assortment of ready-to-eat deli products. Not to mention Thai-style lunch box, delicatessens, we offer local customers' favorite such as sushi, rice ball, bento boxes with yakiytori or breaded pork cutlet, pizza, pie and salad bar, which are freshly cooked in the store kitchen. At seafood corner, we offer services to cook their purchased fish given the customers' demand of "want to eat right away." At farm produce area, Japanese persimmon/sweet potatoes (late October) and apples (late November) will be available as well as fruits and vegetables grown in Thailand. Additionally, we set up some eat-in corners where customers can enjoy purchased food.

<Provision of organic and safe & secure foods>

We'll offer organic foods and safely & securely produced products as more and more customers are aware of food safety. Organic products we'll provide covers various products from perishables such as vegetables and pork, milk, yogurt, biscuits imported from Australia, processed foods (ex. cereal, pasta), to daily necessities such as shampoo, soap and detergent.

<Others> We'll offer special sales on Wednesdays and give away of shopping coupons based on purchase amount. Additionally, 1st and 15th of every month are "Aeon Day" when customers can purchase products at 5% off with Aeon Card, Aeon Gold Card, Aeon Royal Orchid Plus Card or Club Thailand Card.

■ Environmental conservation & social contribution activities

As a part of environmental conservation activities, we promote "Bring Your Own Shopping Bag Campaign" When a customer who was registered as a Campaign participant purchases goods at 300 bahts or more with his/her shopping bag, one stamp will be awarded. With 10 stamps, the store will award him/her 25 bahts shopping certificate. Also customers who purchase 1,000 bahts or more in the first five days from the opening day, will be given original cloth shopping tote bag.

【Summary of Maxvalu Kubong】

Store name	Maxvalu Kubong
Address	Kubon RD., Sub-district, Bangchan Klong Samwa, Bangkok
Phone	(Country code 66) 2184-2172 (main number)
Launch date	Wednesday, October 15, 2014
Business hr.	24 hours (Open at 9AM on October 15)
Holiday	Open throughout the year
Area	15,648 m ²
Commercial area	2,894 m ²
Directly managed area	1,796 m ²
Car parking	250 car lots
Store MGR.	Mr. Sutthichai Sinpho
# of staff	75 employees
# of tenants	16 stores

【store location】



【Summary of Aeon Thailand】

Name	AEON (Thailand) Co., Ltd (Aeon Thailand)
Founded in	Dec 1984 as Siam Jusco Co., Ltd. Name was changed in Aug 2008
Address	78 Chaengwattana Rd., Kwaeng Anusawaree, Khet Bangkokhean, Bangkok, 10220, Thailand
Capital	558.2 million bahts = 1.842 billion yen (1 baht = 3.3 yen)
Represented by	Masamitsu Ikuta, President & Representative Director
Business	Management of supermarkets/neighborhood shopping centers

【Number of Aeon's SC/GMS/HP stores in ASEAN】

(As of October 15, 2014)

Company name	TTL	GMS	SM	HP※	SC
AEON Co.(M) Bhd.	30	27	3	-	22
AEON BIG (M) SDN. BHD.	28	-	5	23	
AEON (Thailand) CO.,LTD.	74	-	74	-	
AEON VIETNAM Co., LTD.	1	1	-	-	1
AEON (CAMBODIA) Co., Ltd.	1	1	-	-	1
ASEAN business - TTL	134	29	82	23	24

(※) HP = Hypermarket