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February 27, 2015
AEON CO., LTD.
AEON Retail Co., Ltd.

AEON to spin off a fancy goods store on March 1, 2015
A Fancy Goods Store with Playful Spirit
R.O.U Co., Ltd. Newly Established

Aeon Retail Co., Ltd. (Aeon Retail) will spin off its fancy goods store chain R.O.U on Sunday, March 1, 2015, to establish a new company R.O.U Co., Ltd. , which starts operations on the same day.



R.O.U variety shop chain began its operations in 2010 with a concept of “a fancy goods store with playful spirit.” With 16 product lines, including stationeries, beauty care products, variety goods and household goods as well as seasonal products, R.O.U has gained popular support from wide-ranged customers centering on junior high to high school girls, women in their 30’s and their family members.

Kicking with this spin-off, the company will accelerate its opening of small-sized stores with a floor area of 100-200 square meters in densely populated urban areas, in addition to the existing stores of 700-2,000 square meters mainly placed in Aeon’s shopping centers. R.O.U will also branch out outside the Group facilities, aiming to reach a store network of 100 by the end of fiscal 2018 ending March 2019.

Responding to the heightening trend in customers to enrich their daily environment with favorite items, the store offers a selected items that fits to the characteristics of store location, so that customers can find something new and attractive at their every visit. The items include variety goods for home or office, beauty and health care goods, seasonal items and small gifts.

As a part of the efforts in its GMS reforms, Aeon is accelerating specialization of stores to offer customers professional items and more expert services in order to meet ever-changing lifestyles and needs of customers. As one of the specialized stores, R.O.U will continue its efforts to respond to a broad range of customer needs.

[Overview of R.O.U Co., Ltd. (tentative)]

- (1) Established: December 5, 2014
- (2) Commencement of operation: March 1, 2015
- (3) Company name: R.O.U Co., Ltd.
- (4) Representative: Seigo Hirose
- (5) Head office: 1-5-1 Nakase, Mihama-ku, Chiba city, Chiba prefecture
- (6) business: Operation of variety stores
- (7) Fiscal Period: End of February
- (8) Capital: 100 million yen
- (9) Shareholders: AEON CO., LTD. (70%), AEON Retail Co., Ltd. (30%)
- (11) Number of shops after spin-off: 13 in total (as of March 1, 2015, tentative)
2 in Saitama Pref., 3 in Chiba Pref., 2 in Ibaraki Pref., 1 in Shizuoka Pref., 1 in Gifu Pref., 1 in Osaka Pref., 2 in Hyogo Pref., 1 in Fukuoka Pref.
- (12) Number of employees: 396 (as of March 1, 2015)