

February 3, 2016
AEON CO., LTD.

**AEON's Inbound Program further Expands Products and Services
for the coming of spring**

ENJOY AEON!

Tax-free service offered at 630 Aeon stores nationwide!

In order to provide a more convenient and comfortable shopping experience for foreign tourists visiting Japan, Aeon welcomes customers by expanding tax-free services to 630 stores including Aeon Malls, GMS (General Merchandise Stores), SM (Super Market) and drugstores nationwide in celebration of Lunar New Year (Chinese New Year) during the holidays.

Initiatives

- ☛ Giving out Doraemon tote bag
- ☛ Wide selection of items along with leaflets containing information on popular items such as cosmetics, medicines, health food and confectionaries are prepared for foreign visitors in various languages
- ☛ Expanded the number of cash registers accepting UnionPay cards widely used in China



In addition, Aeon further upgrades services for foreign tourists, including issuing discount coupons, having communication tools for smooth and comfortable shopping, and enhancing inbound website.

According to the Japan National Tourist Organization (JNTO), the number of foreign tourists visiting Japan in 2015 exceeded that of previous year by 47%, reaching 19,730,000 visitors. "20 million foreign visitors by 2020," the goal set by the Japanese government has been almost achieved. Followed by the rapid rise of foreign visitors, the Japanese government further raised the target number to 30 million.

By offering the convenience of one-stop shopping and a selection of goods ranging from food, clothing, household goods, cosmetics, to prescription drugs, Aeon strives to provide a better shopping experience for all foreign tourists visiting Japan.



Japan.
Tax-free
Shop

Logo for tax-free shop

<Examples of services for foreign tourists>

1. More stores with tax-free services

As of February 2016, a total of **630** Aeon Group stores including Aeon, Aeon Style and Daiei as well as SM and drugstores of the Group nationwide offer tax-free services.

(*Some of the specialty stores do not offer tax-free services.)

Some of the stores in Aeon Mall have special counters where tax-free procedure at specialty stores is carried out at one place.

(Okinawa rycom, Fukuoka, Narita, Tokoname etc.)



2. Aeon Spring Campaign

Starting from this month, Aeon holds a campaign to give out Doraemon tote bag to foreign visitors to Japan until April 30.

“Doraemon” is a character in a cartoon popular in Japan as well as Asian countries.

The Doraemon tote bag is given out to foreign visitors to Japan who have a coupon from more than 200 Aeon stores in Asian countries including China, Malaysia and Vietnam, and a coupon posted in the websites of supporting partner companies to the campaign. (Excluding some stores)

Get Doraemon tote bag by bring along or presenting a coupon!



3. Introducing popular items for foreign visitors from various countries

Wide selection of items is offered along with leaflets containing information on popular items for foreign visitors in various languages. (Excluding some stores)

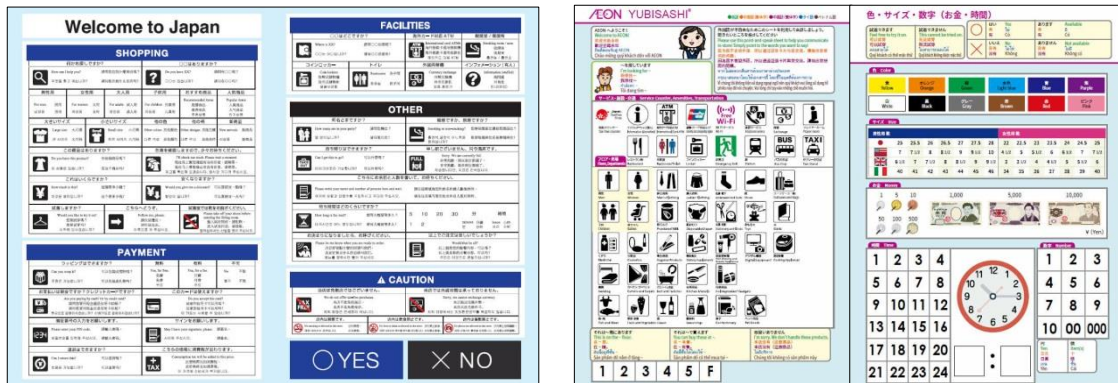


[Cosmetics and health care items for Chinese customers]

[Skincare items and powder milk for Vietnamese customers]

4. Expand of foreign language communication tools

Aeon Malls and Aeon stores nationwide provide special communication tools that allow simple communication for in-store customer service, telephone interpreting service, as well as brochures explaining the tax-free service procedure in three to five different languages (English, Chinese of both traditional/simplified characters, Korean, Thai and Vietnamese).



5. "Yoihi Banrai," a tax-free shop in Aeon Mall Tokoname welcomes foreign visitors

A tax-free shop in Aeon Mall Tokoname which opened in December 2015 offers a variety of items such as home electric appliances, beauty care products, character products and confectionaries made in Japan.

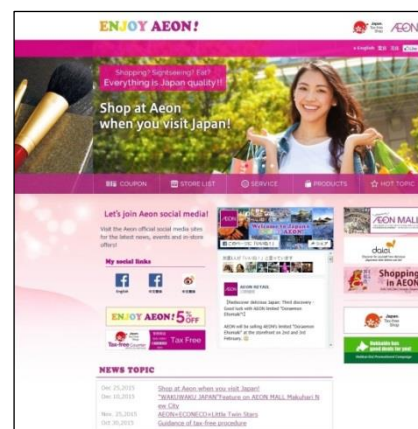
Customers are attended by multilingual staffs who speak English, Chinese and other languages.



6. Information via inbound visitor website "ENJOY AEON!"

(<http://www.welcome-aeon.com/>)

Aeon offers a website for foreign tourists visiting Japan in both English and Chinese (traditional and simplified). The website provides useful information for shopping at Aeon, including a store search, information on facilities and services, seasonal topics and product information. (Information on discount coupons is also available)



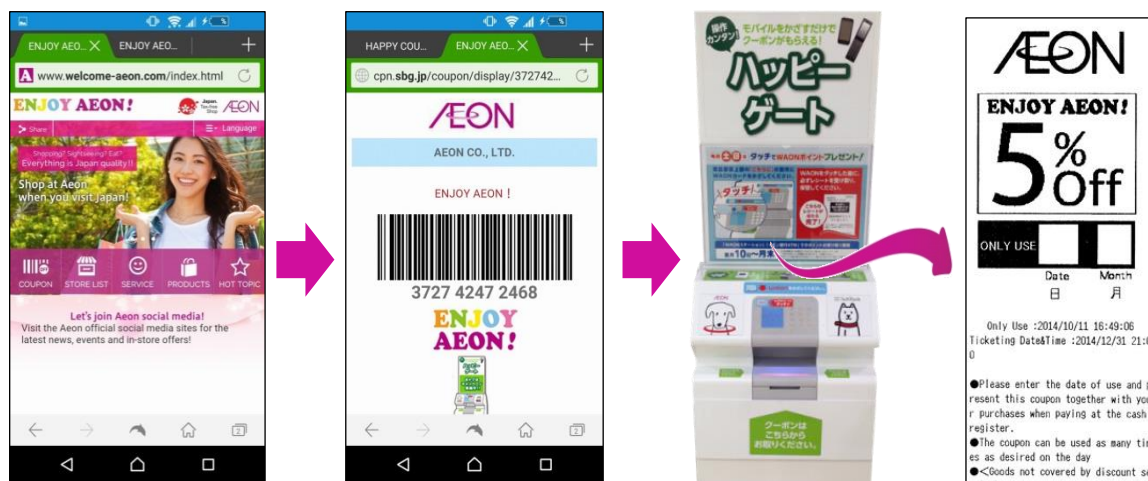
Information on "Enjoy Aeon!" is provided on Facebook (<https://www.facebook.com/aeonretail.english/>) (<https://www.facebook.com/aeonretail.chinese/>)

7. Issuing special coupons for foreign visitors to Japan

The "ENJOY AEON!" discount program is expanded to Aeon stores. Discounts will be applied for customers presenting a receipt printed from a HappyGate(*) reader (This program is exclusively for foreign tourists visiting Japan.)

(*)About HappyGate:

HappyGate is a barcode reader set up in Aeon stores. It scans barcode data displayed on smartphones to issue coupons.



Go to "Enjoy Aeon!" coupon page

Save the bar code

Scan the bar code at Happy Gate

5% discount coupon will be issued

8. Financial services

1) Expand cash registers accepting China UnionPay cards

700 Aeon Group stores have already had cash registers that accept UnionPay cards. (20,240 units including those in Aeon Malls, Vivre/Forus stores, and specialty stores) This service will be steadily expanded over time.

2) Expand service for withdrawing Japanese yen from AEON Bank ATMs with cards issued overseas

- 1) As of January, a total of 2,196 Aeon Bank ATMs nationwide allow customers with cards issued overseas to withdraw Japanese yen at Aeon stores, major stations, airports, and other public facilities. The number of these ATMs will be steadily expanded over time.

Acceptable cards:

MasterCard, Maestro, Cirrus, VISA, VISA Electron, PLUS, China UnionPay



2) ATM for foreign currency exchange are available at shopping malls.

(Aeon Mall Makuhari New City, Aeon Mall Narita,
Aeon Lake Town Mori, Aeon Mall Tokoname,
Aeon Chatan SC, Aeon Mall Okinawa Rycom)

Exchangeable to yen : U.S. dollars, Euros, Chinese yuan
Korean won, Hong Kong dollars,
Taiwan dollars, Thai baht

Withdrawable currency : U.S. dollars
(Currency type may differ in some ATM)



9. Overseas promotion

Aeon promotes its shopping malls and discount information in tourist magazines and inflight magazines on commercial flights, as well as by participating in annual tourism exhibitions held in various countries. In addition, at about 260 of its stores throughout Asia including China, Hong Kong, Thailand and Malaysia, Aeon promotes its stores and services directly to local customers, encouraging them to come to Japan and visit Aeon stores.

