

March 28, 2017

AEON CO., LTD.

AEON (CAMBODIA) Co., Ltd.

AEON Maxvalu Express **to Open as First Aeon Supermarket in Cambodia!**

Aeon (Cambodia) Co., Ltd. (hereinafter, Aeon Cambodia) opens Aeon Maxvalu Express Reoussey Keo Store (hereinafter, the Store) in Phnom Penh, the capital of Cambodia on March 31, 2017 as the first Aeon supermarket (hereinafter, SM) in Cambodia.

As the center of Cambodia's economy, Phnom Penh is in the midst of rapid economic development, with construction of housing for younger generation families and new urban communities underway. As consumers' living standards rise, their need for modern retail stores is increasing. Against this backdrop, Aeon Cambodia opened the Aeon Phnom Penh store in June 2014 as its first general merchandise store (hereinafter, GMS). Based on this store, the company has conducted market research and stabilized merchandise procurement to create a foundation for launching SM business. The Store, the first Aeon SM in Cambodia, offers a variety product line-up mainly composed of fresh perishables, as well as everyday necessities and a strengthened array of convenient ready-to-eat foods such as delicatessen items and pre-cut fruit. In addition, the store will aim to create a compact and shopper-friendly store layout to offer a convenient everyday shopping experience catering to local customer needs.

Through further developing its SM business, Aeon Cambodia will strive to make life more convenient and prosperous for its customers in Cambodia by leveraging resources from its GMS business.



【AEON Maxvalu Express Reoussey Keo Store】

■ Location and Commercial Area Covered

The Store is located in Reoussey Keo, approximately 10 kilometers north of the center of Phnom Penh, within Borey Peng Huoth, about one kilometer west of national road No.5.

“Borey” means “giant collective housing site” in Cambodian. The area, especially popular among younger generation families, is composed of 1,200 housing units, and the new store stands in front of the entrance gate to this community. Adjacent to the neighborhood is Borey Vimean Phnom Pehn, another housing site composed of 600 housing units. Located close to an arterial road, the Store can be conveniently accessed by car, and with development of more housing sites currently planned, the area is anticipated to see further growth.

■ Store Features

Convenience of a small supermarket

The Store aims to offer a convenient shopping experience integrated into the everyday life of Cambodian customers. To respond to their needs for a one-stop shopping solution for daily necessities, the store provides within its compact space a wide assortment of merchandise ranging from perishables including fruit and vegetables, fish, meat/poultry, ham/sausages, dairy products and other chilled foods, to frozen products that can be cooked without much time.

Strengthened offerings of ready-to-eat dishes

Many Cambodian families are double-income households, and those in Phnom Penh struggle with long commutes due to traffic congestion. In consideration of such a market environment, the store offers an expanded array of ready-to-eat dishes including *bento* boxes, as well as sushi, sashimi and rice balls that are popular among the locals, pre-cut fruit and pre-cut vegetables for salads. The store has an eat-in section where purchased food can be eaten on the site.

■ Social Contribution Activities

As part of its social contribution activities, the store will implement the Aeon Happy Yellow Receipt Campaign on the 11th day of each month. In Cambodia, Aeon Phnom Penh store has been running the charity campaign since February 2016. Under the campaign, boxes are placed in the store, each representing a beneficiary organization, and customers insert their yellow receipts in the box of their choice. Each organization receives a donation of one percent of the total value of the receipts accumulated in their box. The Store will be donating to 11 organizations in fiscal 2017.

■ Overview of AEON Maxvalu Express Reoussey Keo

Name of store: AEON Maxvalu Express Reoussey Keo

Address: Borey Peng Huoth the Star Premier in Sangkat Chrang Chamres I, Khan Reoussey Keo, Phnom Penh, Cambodia

Opening date: March 31, 2017 9:00am

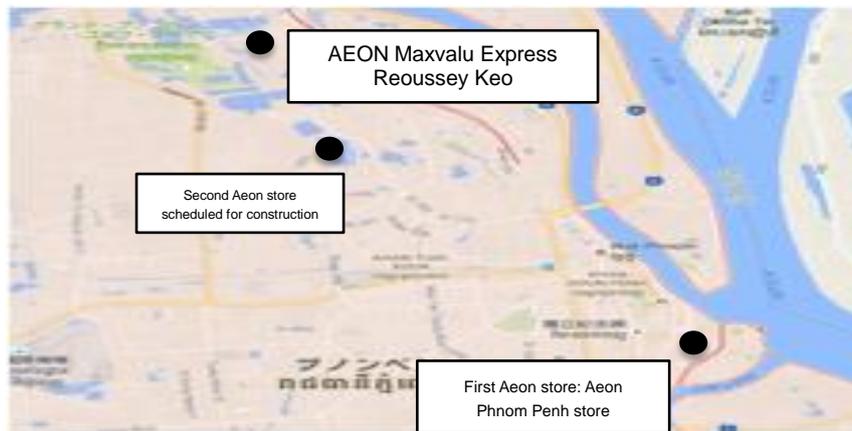
Opening hours: 8:00–21:00 (open throughout the year)

Area under direct management: 437.5 m²

Parking capacity: 30 vehicles; 15 motorbikes

Store manager: Sao Tevorith

Employees: 15



■ **Profile of Aeon (Cambodia)**

Name: AEON (CAMBODIA) CO., LTD.

Established: August 2012

Address: No.132, Street Sothearos, Sangkat Tonle Bassac, Khan Chamkamorn, Phnom Penh, Cambodia

Capital: 15 million US dollars (approximately 1.6 billion yen; exchange rate: USD1=¥108)

Representative: Keiji Ono, President and Representative Director

Business line: Comprehensive retail business

[Number of SCs, GMSs, SMs and HPs operated by Aeon in the ASEAN region]

(As of March 31, 2017)

Company name	Total	GMS	SM	Others	HP	Mall-typed SC
AEON Malaysia	84	32	3	49	—	26
AEON Big Malaysia	25	—	2	—	23	1
AEON Thailand	77	—	77	—	—	—
AEON Vietnam	4	4	—	—	—	—
AEON Cambodia	2	1	1	—	—	—
AEON Indonesia	1	1	—	—	—	—
AEON Orange	14	—	14	—	—	—
AEON Citimart	30	—	28	2	—	—
AEON Fivimart	27	—	27	—	—	—
AEON Mall (ASEAN)	—	—	—	—	—	6
ASEAN Business Total	264	38	152	51	23	33

HP : Hypermarket