



February 19, 2016

A E O N C O . , L T D .

GUANGDONG AEON TEEM CO., LTD.

Aiming to Become Guangzhou Customers' "Second Home"
AEON Guangzhou Panyu Square Store Opens February 27
Anchor Store of the First Aeon Mall in Guangdong

Guangdong Aeon Teem Co., Ltd. (hereinafter "Guangdong Aeon") opens Aeon Guangzhou Panyu Square Store (hereinafter "the Store"); located in Guangzhou City, Guangdong Province, the People's Republic of China, on February 27, 2016 as the anchor store of Aeon Mall Guangzhou Panyu Square (hereinafter "the Mall"). The Mall previously opened its specialty store zones on December 28, 2015 and celebrates its grand opening with the launch of the Store as its anchor store.

In China, Aeon currently operates 51 general merchandise stores (GMS) in Beijing City, Tianjin City, Shandong Province, Guangdong Province, Jiangsu Province, Hubei Province, Zhejiang Province, and Hong Kong. This is the 14th store operated by Guangdong Aeon, and the GMS in the first shopping mall managed and operated by Aeon Mall Co., Ltd.

Thanks to the support of its customers, communities, and employees, Guangdong Aeon celebrated its 20th anniversary in December 2015. The launch of the Store marks the start of a new era in which Guangdong Aeon will continue creating stores deeply rooted in communities to have more support from customers.

The Store targets young families in their 20s and 30s, proposing new lifestyles by meeting their diverse needs with an abundant selection of high-quality products and making them feel as though they are shopping at their "second home."

©B1 Floor: Food, Health & Beauty, and Housewares

Food

Based on the themes of "simple," "secure" and "delicious," all products in the food section are rigorously selected to meet high standards for safety and security as well as freshness.

The agricultural produce section mainly offers organic vegetables and a selection of vegetables for salads, along with a variety of fruits. The meats section, has a corner with high-quality beef selections.

Wine consumption in China has risen in recent years, and the food section offers an abundant selection of wines to meet customers' needs. The adjacent imported food corner offers cheeses, hams, and other items to pair with wines. Coffee is popular with a younger generation, and in the coffee corner, customers can choose beans based on gage roast

level, while coffee machines, mugs and other items can be purchased as well.

At the delicatessen section, customers can choose from a worldwide selection of items, from local Guangzhou dumplings and chinese-style barbecued pork to popular western foods such as pizza, steak, and french fries, along with Japanese *okonomiyaki* .

The dessert corner which is popular among ladies and children features a wide selection of cakes, puddings, and sliced fruits. The food section also offers light meals such as sandwiches and hot dogs with an adjacent corner where customers can eat their purchased food.

Health & Beauty

The section has “Beauty Lab” which offers opportunities for customers to experience beauty and health in a comfortable setting. The products selection includes “Kanebo,” “KATE,” “MEDIHEAL,” “LEADERS” and other top brands from Japan and South Korea. Customers can enjoy free makeup sessions from the expert beauty staff.

Housewares

The section features cooking utensils, tableware, bath and toiletry items, bedding fabrics and other products to help customers coordinate their entire homes to meet their own lifestyles.

©First Floor: Fashion

Aeon’s private brand “Topvalu” headlines the fashion brands in the ladies’ and men’s clothing sections. As younger customers take a greater interest in leisure and fashion, these sections offer not only items that are easy to coordinate, but also items with reasonable prices, quality, and diverse sizes and colors. Adjacent to the clothing sections is the fashion goods section, which helps customers achieve total coordination with both fashionable and functional items.

Amid the increase in the number of Chinese travelers, the travel goods section offers the convenience of one-stop shopping with a wide range of suitcases, backpacks, waist pouches, and other bags, along with disposable innerwear, cushions, and other convenient items.

©Second Floor: Babies, Kids, and Families

The residential area surrounding the Store has many young couples in their 20s and 30s with children who own cars. From 2016, the Chinese government has begun to encourage families to have the second child, which is expected to increase needs for baby and kids’ products in the future. The Store meets needs at every stage of child-raising, from pregnancy, infancy to childhood, with clothing, food, living and playing items. The second

floor also offers free book-reading and playing space to ensure that families can enjoy their shopping experience.

The kids' section features "Gundam" and other Japanese animation character products popular in China, along with "Hello Kitty" stationery, gifts and toys from Japan to meet needs for gifts.

As car ownership increases, more Chinese consumers are also purchasing child car seats. The kids' section offers a wide range of high-quality and safe child car seats, including items that have already acquired Europe's ECE R44/04 safety certification.

◎Other Services

The Store provides a wide range of services to ensure that customers enjoy their shopping experiences.

- The eat-in corner on the B1 floor offers free mobile phone charging and Wi-Fi connection.
- The Store offers shopping carts for carrying home purchased items, ice bags to keep foods fresh, and umbrella lending service.
- In the second floor, the baby items section provides a Baby Room to ensure that mothers can change diapers and feed their infants in security equipped with a sofa, baby beds and hand-wash facility.
- Free ice is available for customers purchasing fresh foods.
- A free gift-wrapping service is available for products purchased at the Store (except for certain items).
- Customers spending more than 300 yuan have access to a free home shipping service for specified areas (not available for all items).
- The Store offers shopping carts with child seats to ensure the shopping safety and comfort of families with children.
- Restrooms are equipped with special toilets for infants and children.

◎AEON Guangzhou Panyu Square's Social Contribution Activities

The Store is spearheading various initiatives to contribute to the development of the local community, and enhance the relations with local communities.

Aeon Hometown Forests Program

On November 14, 2015, the Store and Aeon Mall Co., Ltd. collaborated to hold the Aeon Hometown Forests Program, the tree-planting ceremony. The event drew some 450 participants, including government representatives, Aeon Card cardholders, and local residents. The participants planted about 3,000 saplings of native trees.





Supporting the Health and Growth of Children in the Community

On January 27, 2016, the Store conducted a “gift of warmth” program in collaboration with the Communist Youth League of China in Panyu District, Guangzhou City visiting 30 local homes and presenting residents with food,

stationery, festival items, and other gifts. The Store will continue supporting the health and growth of children in the community.

Scholarship

Guangdong Aeon collaborated with a Guangdong Province women and children benevolent society to establish a scholarship fund. Each year, the fund awards an annual scholarship of 2,000 yuan each to 30 first-year high school students in the Panyu District of Guangzhou City which continues through their third year of school (total annual awards of 180,000 yuan). These scholarships enable students from economically underprivileged families to focus on their high-school studies.

Community Environmental Conservation Activities

The Store collaborates with the Guangzhou City’s Panyu District sanitation bureau to donate wastebaskets for the main roads within a three km radius of the Store as a way of promoting environmental conservation.

[Outline of Aeon Panyu Square Store]

Name: AEON Panyu Square Store

Address: Panyu District, Dalong Street, Asian Avenue 1, Guangdong Province, China

Store Manager: Ye Songtao

Store area: 22,554m² (B1 floor, 1st floor, 2nd floor)

Business hours: B1 9:00-22:00 1st floor/2nd floor 10:00-22:00

Holiday: Open 365 days a year

Number of employees: Approx. 220

◆◇ 20th Anniversary Initiatives at Guangdong AEON ◇◇

Twenty years have passed since Guangdong Aeon opened its first store in Guangzhou. To celebrate the anniversary and set the stage for the next 20 years of further development, Guangdong Aeon begins taking initiatives on March 1, 2016.

Prior to the start of the initiatives, Guangdong Aeon solicited ideas from the public for the 20th anniversary logo and slogan. The logo and slogan below were chosen based on votes from customers. The slogan is, "Guangdong Aeon is 20 years old. Let's enjoy the 20th anniversary together."



<Concept: Three Appreciations>

Appreciation for Customers, Appreciation for Community, and Appreciation for Employees

<Main Initiatives>

- Joint sales promotions with major manufacturers and national brands
- 20 yuan (flat price) sales
- Special 20th anniversary monthly appreciation day for Aeon Card cardholders
- Transmit information on Aeon's efforts to ensure food safety and security
- Tree-planting activities
- Activities to support children's growth and education
- Enhance the employee training curriculum to be more practical and specialized
- Revise employee recognition and awards program

Reference

Location of AEON MALL Guangzhou Panyu Square

Aeon Mall Guangzhou Panyu Square is located about 20km south of central Guangzhou City, in an urban area of Panyu District. The Mall is adjacent to Panyu Square Subway Station, a starting station for the Guangzhou Subway Line 3 and the hub of a bustling urban area of district government offices, corporate offices, and a developing residential housing, all of which are contributing to rising population. The Mall is also located at the intersection

of two major highways: the Panyu Avenue, which links central Guangzhou City with the Panyu district, and the Yayun Avenue, which traverses the Panyu district. In addition to the convenient subway access, the Mall is expected to attract many customers traveling by car.

Design Concept for AEON MALL Guangzhou Panyu Square

“Urban Style Mall ~ Proposing a Refined, Urban Mall Life ~ ”

The Mall is designed in response to the lifestyle needs of its customers, in which separate floors featuring trendy fashion and sports items, a zone for children and their parents, world dining and many other attractions. The Mall is a place for pleasant shopping experiences and community gathering, with comfortable spaces for all customers.



©Outline

Mall name: AEON MALL Guangzhou Panyu Square

Address: Panyu District, Dalong Street, Asian Avenue 1, Guangdong Province, China

Tel: (Country code 86) 20-2333-1666

URL: <http://panyuguangchang.aeonmall-china.com/>

Responsible person: AEON MALL Guangzhou Panyu Square General Manager:
Yoshikatsu Fukumoto

Number of stores: Approx. 170

Site area: Approx. 51,400m²

Floor area: Approx. 173,000m² (B3 floor - 5th floor)

Gross leasable area: Approx. 64,500m² (B1 floor - 5th floor)

Building structure: Three stories underground, five stories above ground

Vehicle parking capacity: Approx. 1,700

Management and operating company: AEON MALL (GUANGDONG) BUSINESS MANAGEMENT CO., LTD.

Business hours: Specialty stores, restaurants 10:00-22:00

Cinema complex 10:00-24:00

Holiday: Open 365 days a year

Number of employees: Entire mall: Approx. 1,500 (AEON Panyu Square Store: Approx. 220)

Trading zone: Approx. 1,230,000 people or approx. 410,000 households within 15 minutes' drive