

November 29, 2019

AEON Co., Ltd.

Aeon's Next Generation online supermarket to be born **Strategic Partnership with UK Company Ocado**

Aeon Co., Ltd. (Head Office: Chiba City; Director and President: Motoya Okada; "Aeon") signed today an exclusive partnership agreement in Japan with Ocado Solutions (Head Office: London; CEO: Luke Jensen), a division of UK-based Ocado Group plc (Head Office: London; CEO: Tim Steiner; "Ocado").

Ocado was established in 2000, has been running an online supermarket business with no 'brick and mortar' stores and provides delivery services of groceries through online orders. It has established a proprietary and sophisticated home delivery system leveraging AI and robotics driven by a state-of-the-art customer fulfillment center ("CFC") and is the fastest growing supermarket in the UK. It has built a business model to provide its know-how and technologies to others and provides end-to-end online grocery solutions-the Ocado Smart Platform ("OSP") - to retailers around the world.

Through this partnership, Aeon will launch a new company by March 2020 to enhance digital, using AI and robotics, to provide a more convenient online shopping experience for our consumers. Leveraging OSP, the first CFC in Japan will be built by 2023. Aeon will realize a highly efficient operations and distribution system to deliver "anytime, anywhere, anything" through superb application interface to meet our customer needs. It is expected that these technologies can be utilized for the existing Aeon online supermarket business, store pick up, click & collect.

Aeon will leverage the world's leading know-how to launch and operate "the next generation online supermarket" and aim to achieve sales of 600billion yen by 2030.

Aeon will continue to partner with various partners in Japan and around the world, to improve and build infrastructure to global standard and continue to investment in services to accommodate the digital era. The optimization of digital technologies is also being advanced with respect to store operations and logistics. In this way, the company will work to maximize customer satisfaction by demonstrating strengths in the fusion of digital and real stores.

[Ocado Group plc Overview]

Head Office: London, England

Established: April 2000

Representative: Tim Steiner

No. of Employees: approx. 15,000

Main Businesses: Net supermarket operation, solutions provision

Major Partners: Marks & Spencer (England), Kroger (USA), ICA Group (Sweden), Coles Supermarkets (Australia)



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