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Starting hiring Aeon People locally in full swing, in an effort to make a “shift to Asia” a success  
**Welcoming ceremonies for new employees will be held simultaneously in three ASEAN countries on Friday, January 13<sup>th</sup>, at Malaysia, Thailand and Vietnam.**

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**January 10, 2012** – Aeon Co., Ltd. will continue to expand business rapidly in fast-growing China and ASEAN countries and reinforce its effort to hire and train local talented human resources. On Friday, January 13<sup>th</sup>, Aeon will hold welcoming ceremonies for some 230 new employees hired in ASEAN countries at major cities of Malaysia, Thailand and Vietnam simultaneously. This is the first attempt to hold such ceremonies across borders at the same time.

Since Aeon established a first overseas affiliated company in Malaysia in 1984, the company has established and operated approximately 2,100 stores in formats of GMS (general merchandise store), SM (supermarket) and CVS (convenience store) in five Asian countries, including Thailand, China (including Hong Kong), South Korea, the Philippines. In addition, we are currently conducting the financial service, specialty store and service businesses in ten countries and regions in Asia including Japan. In implementing the three-year Medium-term Management Plan started in 2011, we have perceived a shift of driving force of economy to Asia as an opportunity for growth. We are promoting efforts to consolidate the foundation to achieve a further growth in each business category of the Group in China and the whole ASEAN region, in addition to the current operational areas.

To achieve a dramatic growth in China and ASEAN countries, Aeon plans to hire more than 10,000 talented people for the next three years by 2013, who will be global players active in Japan and the rest of Asia region.

The upcoming welcoming ceremonies will be held in Kuala Lumpur (Malaysia), Bangkok (Thailand) and Ho Chi Minh (Vietnam) simultaneously for new employees hired in the three countries. The ceremony sites will be connected via the Internet. Nagahisa Oyama, chief executive officer of ASEAN Business, who will attend the Kuala Lumpur ceremony, will deliver a message to new Aeon People in the three locations. We will act up to “Customer-First” in the entire Asian region beyond borders by instilling new employees with Aeon Basic Principles as their action guidelines: Pursuit of peace, respect for humanity and contribution to local communities, always with the customer’s point of view as its core to the community.

Aeon will hold Aeon Welcoming Ceremonies also in Japan and China.

**Outline of Aeon Welcoming Ceremony to be held simultaneously in three countries**

(1) Date: Friday, January 13, 15:30 to 17:00 (Japan time)

(2) Program:

To be broadcast over the Internet from the site in Malaysia

-15:30: Welcoming message: Aeon’s targets for the ASEAN market

Nagahisa Oyama, Vice President, Chief Executive Officer of ASEAN Business, Aeon Co., Ltd.

-16:00: Expectations for Aeon People

Masao Mizuno, Director, Senior Managing Executive Officer, Head of Asian Business Division, Aeon Credit Service Co., Ltd.

To be broadcast from the three sites

-16:30: Expression of the resolve as an Aeon People

Representatives of newly-hired employees of the three countries

(3) Sites and numbers of new employees

Kuala Lumpur: Approx. 150

Bangkok: Approx. 60

Ho Chi Minh: Approx. 15

(4) Executives to be attended

Malaysia:

Nagahisa Oyama, Vice President, Chief Executive Officer of ASEAN Business, Aeon Co., Ltd.  
Masao Mizuno, Director, Senior Managing Executive Officer, Head of Asian Business Division,  
Aeon Credit Service Co., Ltd.

Mary Chu: Managing Director, Aeon Co. (M) Bhd.

Yasuhiro Kasai, Managing Director, Aeon Credit Service (M) Berhad

Chon Sui In, Director, Managing Director of Administrative Headquarters and Development,  
Aeon Fantasy (Malaysia) SDN. BHD.

Thailand:

Yasuhiko Kondo, Managing Director, Aeon Thana Sinsap (Thailand) PLC.

Kenichi Hirao, Managing Director, Aeon (Thailand) Co., Ltd.

Vietnam:

Hideo Tanaka, General Director, ACS Trading Vietnam Co., Ltd.

Yasuo Nishitoge, Managing Director, Aeon (Vietnam) Co., Ltd.

Tetsuyuki Nakagawa, Resident office director, Aeon Mall (Vietnam) Co., Ltd.

Takayuki Isogai, Resident office director, Aeon Delight (Vietnam) Co., Ltd.