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Aeon Co., Ltd.
Aeon (China) Co., Ltd.

Aeon will begin sales of “TOPVALU (te hui you)” products at the Aeon Group’s 61 stores in China in order to meet the demand of Chinese customers

February 29, 2012 — Aeon Co., Ltd. will begin sales of “TOPVALU” products, Aeon’s private brand, at 61 stores (including MINISTOP stores) of the Group’s five Chinese entities on Friday, March 9, 2012

Year by year, Chinese customers are becoming more conscious of product “safety and security.” At the same time, the operating environment surrounding the Chinese retail industry is increasingly severe, with fierce competition involving global players. Under such circumstances, Aeon has decided to begin sales of “TOPVALU” products for Chinese customers in order to offer “safe and secure” products at reasonable prices and to further increase competitiveness, by taking advantage of the establishment of the Aeon Group’s China Headquarters.

From Friday, March 9, Aeon will start offering 115 “TOPVALU” products, mainly basic lifestyle items including peanut oil, a must-have product for Chinese households, fruit jelly, which is popular among children, sweet roasted chestnuts, thick-soled slippers and socks suitable for Chinese houses, as well as many others, and will increase the number of items to 500 within the current fiscal year. We will work to roll out products which meet the needs of Chinese customers, while listening to their voices for the future, and expand our product lineup to 1,000 items by 2013.

In order to ensure that “TOPVALU” products are supported by Chinese customers, Aeon will strive to offer “safe and secure” products at reasonable prices. By listening to customers voices, we will also work to rollout sub-brands which will meet the needs of the diverse lifestyles of Chinese customers and develop “TOPVALU” as a comprehensive brand that supports customers’ lifestyles with a wide range of products.

[Overview of TOPVALU in Japan]

“TOPVALU” is Aeon’s private brand which started in Japan in 1994. Under the concept, “Oh, my voice has been heard!” in 2000, we reinforced the product lineup encompassing clothing, food and housing to reflect the voices of customers regarding our product development. Since then, we have been striving to maintain product quality in order to satisfy customers and provide products at reasonable prices. With the aim of offering “safe and secure” products to customers, Aeon manages the entire process for “TOPVALU,” from product planning, design, manufacturing, logistics and sales, to quality control. Thanks to the recognition of our product development that reflects customers’ voices and our measures for “safety and security,” our product lineup has increased to a total of approximately 6,000 clothing, food and housing items, and “TOPVALU” has grown to a private brand with net sales exceeding 500 million yen.

[Overview of TOPVALU]

Stores with TOPVALU products	: Beijing AEON Co., Ltd. (3 stores) : Qingdao AEON Dongtai Co., Ltd. (8 stores) : Guangdong JUSCO Teem Stores Co., Ltd. (12 stores) : AEON South China Co., Ltd. (8 stores) : Qingdao Ministop Co., Ltd (30 stores)
Number of products	: Food (40 items), Clothing (20 items), Housing and leisure (55 items), Total (115 items); The number of items is scheduled to be increased to 500 within the current fiscal year.
Target sales	: 240 million yuan (3.0 billion yen) for the current fiscal year

[Examples of key products]

Name of product: Peanut oil (5 liters)

Sale price: 108 yuan

Sales points:

- (i) Made from 100% peanuts
- (ii) First-pressed oil with rich aromatic flavor
- (iii) Integrated production procedures, from the manufacturing of plastic bottles, expressing, filling, to shipping



Name of product: Jelly with fruit pulp

Sale price: 4.8 yuan

Sales points:

- (i) Contains no coagulants and antiseptic agents
- (ii) Contains 20% real fruit pulp
- (iii) Plant manufactures the products also for Japanese consumers



Name of product: Organic sweet roasted chestnuts

Sale price: 50g (4.5 yuan); 100g (8 yuan); 240g (17.8 yuan)

Sales points:

- (i) Using chestnuts from Yanshan, Hebei with high iron content
- (ii) Chestnuts are gathered from mountains, which are organically certified
- (iii) Sold in fun-sized packets

