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March 2, 2012  
Aeon Co., Ltd.  
Aeon Vietnam Co., Ltd.

## **Launch of the Operations at Aeon Vietnam Co., Ltd. Preparations Underway for the Opening of the Company's First Store, Aeon Shopping Center–Tan Phu Celadon (tentative name)**

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**In October 2011** — Aeon Co., Ltd. established Aeon Vietnam Co., Ltd. in Vietnam after obtaining an investment certificate from the Ho Chi Minh City People's Committee to open its first store in the country. As land use right transfer procedures for the new store have just been completed, Aeon Vietnam will begin full-fledged operations. The store, tentatively named Aeon Shopping Center–Tan Phu Celadon, is scheduled to open in 2014. In the meantime, preparations to set up the ASEAN headquarters that oversees Aeon's business operations in the entire ASEAN region are also underway in Kuala Lumpur, Malaysia, with the launch targeted for this spring.

In its Medium-term Management Plan covering three years from fiscal 2011 to 2013, Aeon upholds the "Shift to Asia" as one of its management strategies, aiming for significant growth in burgeoning markets in China and the ASEAN region.

In line with this Plan, Aeon has already taken a number of actions. In 2008, Aeon Credit Service Co., Ltd. began to offer installment sales services, the first of its kind provided by Japanese companies conducting business in Vietnam. Moreover, the convenience store franchise Ministop has enhanced efforts to open franchise stores in the country since the end of 2011.

Going forward, Aeon Vietnam will further accelerate efforts to open new shopping centers (SC) and general merchandize stores (GMS) in Vietnam to become an invaluable lifeline for the local community and to support the lives of people living there in a variety of ways. In addition, Aeon Vietnam is planning to advance into multiple new business areas, including specialty stores, financial services and other services.

Aeon Shopping Center–Tan Phu Celadon, the company's first SC and GMS, will be located in the Tan Phu District, seven kilometers west of central Ho Chi Minh City. The planned site is in a densely-populated area with 1.4 million people. Currently, comprehensive urban development is being undertaken in the area, with condominiums, schools, hospitals and other facilities expected to be completed in the near future. By providing quality products at this new shopping center, Aeon hopes to help people living in this area enjoy enriched lives.

Staying true to its unchanging "Customers-first" philosophy, the Aeon Group will maintain a united front to enhance its business activities in Vietnam in a range of business fields and will strive to become the No. 1 retailer in Asia with high profitability and growth potential.

### **Profile of the new company**

- (1) Company name: AEON VIETNAM Co., LTD.
- (2) Head office: Ho Chi Minh City, Vietnam
- (3) President and CEO: Yasuo Nishitoge
- (4) Establishment: October 7, 2011
- (5) Start of operations: March 2, 2012
- (6) Capital: US\$101 million (approx. ¥8 billion)
- (7) Business description: General retail business

### **Plan for the first SC**

- Name: Aeon Shopping Center–Tan Phu Celadon
- Location: Celadon City, Tan Ky Tan Quy St, Son Ky Ward, Tan Phu District, Ho Chi Minh City
- Area: 35,120 m<sup>2</sup>
- Main store: Aeon (GMS)
- Specialty stores: Approx. 130
- Schedule: Begin construction in the second half of 2012  
Open the SC in the first half of 2014

[Computer-generated image of Aeon Shopping Center-Tan Phu Celadon (tentative name)]

