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April 10, 2012
AEON Co. (M) Bhd.
AEON CO., LTD.

An “entertainment” shopping center, the largest in Ipoh, offers convenient and fun shopping experience.

AEON Ipoh Station 18 Shopping Centre Opens on April 14 (Sat.)

Aeon Co. (M) Bhd. is pleased to announce that it will open AEON Ipoh Station 18 Shopping Centre (referred to as the SC hereinafter), the largest shopping center in Ipoh, Malaysia’s third largest city after Kuala Lumpur and Johor Bahru.

[Location and market area of AEON Ipoh Station 18 Shopping Centre]

Situated about 200 km north of Malaysia’s capital, Kuala Lumpur, Ipoh, where the SC is slated to open, is the country’s third largest city with the population of about 700,000 and also the capital city of Perak state. In recent years, redevelopment projects mainly in the suburban areas are underway in accordance with Perak state’s urbanization plans, which have stimulated expectation for further economic growth in the area.

The SC is located about 6 km south from the downtown area of the city. It is the second Aeon mall opened in Ipoh after Kinta City Shopping Centre, which started the operation in the northern part of the city in 1997. The SC is expected to serve as an iconic commercial facility developed in line with the city’s urban redevelopment projects.

[Features of AEON Ipoh Station 18 Shopping Centre]

The SC is the largest mall in Ipoh, with the commercial facilities area of about 72,000 m² as well as 2,000 car spaces.

The SC consists of Aeon Ipoh Station 18 Store, the SC’s anchor general merchandise store, and 170 specialty stores including a post office, a bank, and restaurants, which will accommodate a wide variety of customers’ needs that arise in their daily lives. In addition, Fantasy Kidzoona will open for the first time outside Japan to offer entertainment of “pretend” plays/activities and a cinema complex that has eight screens and 1,600 seats in total. It is literally an “entertainment” shopping center where not only families but customers in all ages will be able to enjoy.

[External appearance of the SC]



[The SC Overview]

Name: AEON Ipoh Station 18 Shopping Centre
Anchor store: AEON Ipoh Station 18 Store
Address: No.2, Susuran Stesen 18, 31650, Ipoh, PERAK
Structure: 4 floors above the ground (the 3rd floor and the roof top are parking lots)
Telephone: 05-321-6807
Opening date: April 14 (Sat), 2012
Business hours: 10:00a.m.-10:30p.m.
Holiday: none (open throughout the year)
Site area: 70,200 m²
Commercial facilities area: 72,700 m²
(area under direct operation) Shopping floor area: 18,900 m²
Back room area: 3,000 m²
Total: 21,900 m²
Parking lots: 2,000 spaces
Store manager: SC Manager Badrol Bin Shariff
Aeon Store Manager Irene Khor Kim Ean
Number of employees: 450 (including 346 of Aeon Store)
Market area: 230,000 people, 93,000 households (area within 15-minute car ride)

<The SC's environmental efforts>**- "Aeon Hometown Forests Program" — tree-planting with customers**

Under the "Aeon Hometown Forests Program" Aeon holds tree-planting activities where we plant saplings that are naturally grown in cooperation with local residents at a site where our new SC is to be built as a part of our environmental conservation and social contribution activities.

The SC held a tree-planting ceremony on February 15 (Wed.) joined by 1,000 local residents and planted about 4,000 locally grown trees and saplings in the site.

[Overview of AEON CO. (M) BHD.]

Name: AEON Co. (M) Bhd.
Location: 3rd floor, Jusco Taman Maluri Shopping Centre
Jalan Jejaka, Taman Maluri Cheras, 55100 Kuala Lumpur, Malaysia
Foundation: September 15, 1984
Capital: RM351,000,000
Representative: NUR QAMARINA CHEW
Business line: General retail

Reference

[Aeon's focus shift to Asia]

One of Aeon Group's strategies in the Medium-term Management Plan, which has started in FY2011, is the focus shift to Asia, which has been enjoying rapid growth particularly in China and ASEAN nations. Accordingly, AEON VIETNAM CO., LTD. began full-fledged operations as our local business operation company in Vietnam on March 2 this year, while preparation to set up our ASEAN headquarters is also underway.

Aeon will continue to make utmost efforts to become Asia's No.1 retailer that can keep growing and also making profits under our "Customer-First" philosophy. For that purpose, we will actively accelerate our development in the ASEAN region.

[Aeon's business operation in China and ASEAN nations]

1. The Group's seven companies are currently operating 57 GMS and 44 SM.

[As of March 2012]

Company name	Total	GMS	SM
AEON Co., (M) Bhd. (*1)	29	25	4
AEON (Thailand) CO., LTD.	29	---	29
ASEAN businesses in total	58	25	33
AEON Stores (Hong Kong) Co., Ltd. (*1)(*2)	12	6	6
Guangdong JUSCO Teem Stores Co., Ltd.	12	9	3
Qingdao AEON Dongtai Co., Ltd.	8	8	---
AEON South China Co., Ltd.	8	6	2
Beijing AEON Co., Ltd.	3	3	---
China businesses in total	43	32	11
Overseas stores in total	101	57	44

*1 Aeon Co. (M) Bhd. is listed on the Bursa Malaysia Securities Berhad and Aeon Stores (Hong Kong) Co., Ltd. is listed on the Hong Kong Stock Exchange.

*2 Aeon Stores (Hong Kong) Co., Ltd. operates 23 JUSCO Living Plaza stores as its specialty stores and three "bento" take-out food shops.

In addition, Ministop Co., Ltd. operates area franchise business of MINISTOP convenience stores (CVS) in four countries, South Korea, the Philippines, China and Vietnam.

Aeon Credit Service Co., Ltd. also operates internationally in China, Hong Kong, Thailand, Malaysia, Taiwan, Indonesia, the Philippines, Vietnam, and Cambodia. Aeon Credit Service (ASIA) Co., Ltd., based in Hong Kong, is listed on the Hong Kong Stock Exchange, Aeon Thana Sinsap (THAILAND) PLC., based in Thailand, is listed on the Stock Exchange of Thailand, and Aeon Credit Service (M) Berhad, based in Malaysia, is listed on the Bursa Malaysia Securities Berhad.