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April 27, 2012  
AEON South China Co., Ltd.  
AEON CO., LTD

Two AEON supermarkets open in Guangdong Province in two days in a row  
**JUSCO Bao An Zhong Xin Store Opens on April 30**  
Supermarket in central Shenzhen

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Aeon South China Co., Ltd. will open a new JUSCO Bao An Zhong Xin Store in Shenzhen City in Guangdong Province, China, on April 30, 2012. This is the 104th store operated by the Aeon Group in China and the ASEAN region.

Aeon views Asia as a critically important market to achieve its future growth. With this view, AEON has set forth its “shift to Asian markets” strategy, aimed at promoting Group-wide concerted efforts to expand business in this region, which is defined as a key element among the Group strategies laid down in our three-year Medium-term Management Plan (fiscal 2011 through 2013). The “shift to Asian markets” strategy primarily aims at business development in China. To this end, we have started to implement a range of measures, including opening new stores and developing logistics networks and other necessary infrastructure, focusing on Southern China (Guangdong Province in particular), while also working in business development in new areas in Mainland China.

Aeon will continue in its quest to boost profitability and growth potential under the “Customers-First” principle, aiming to become Asia’s top retailer. Maintaining this commitment, we will accelerate our efforts to achieve growth in the Chinese market.

■ Store location and trading area

The Bao An District sits in the western part of Shenzhen City, about 30 km from the city center. With a population of 3.1 million, Bao An is the largest among the ten districts comprising Shenzhen.

The new store will be a core tenant of Hongfa Shopping Center, which is located in a large residential neighborhood containing a high concentration of high-rise apartment buildings. Recently, a subway line that connects the area to the city’s center has been extended under a support project related to the expansion of the local airport. The resulting improved access to central Shenzhen is expected to drive an additional rise in the population of the surrounding area as part of a major commuter town in the leading economic center of Guangdong Province.

■ Store Features

The new store will offer products and services that will deliver additional value such as greater comfort and better quality to local people’s lives. To attract the store’s main target group, namely, families in their 20s or 30s that live in the neighborhood, the baby and children’s category will provide one of the largest sales floors in the region. In response to the needs for office workers in the area, a wide variety of lunch meals will be offered, including sushi and other Japanese-style cuisine, as well as Chinese-style food and box lunches.

Additionally, Aeon’s private brand TOPVALU products will be introduced in all clothing, food and housing categories, following the national launch in China in March 2012.

**[Store Outline]**

Store name: JUSCO Bao An Zhong Xin Store  
Location: Hongfa Shopping Center, N5 Bao An Zhong Xin, Shenzhen City, Guangzhou, Guangdong, China  
Shopping center layout: 3 floors above ground; 2 floors below ground  
Telephone: +86-755-6186-5580  
Opening date: Monday, April 30, 2012  
Store hours: 9:30 a.m. to 10:30 p.m.  
Open 365 days/year  
Total site area: 23,999 m<sup>2</sup> (including 8,399 m<sup>2</sup> for JUSCO)  
Parking lot: 720 cars  
Store manager: Leo Wang  
Number of employees: 217  
Population of retail trading area: 350,000 (within a 5-minute drive from the store)

**[Outline of AEON South China]**

Company name: AEON South China Co., Ltd  
Established: 23 May 2002  
Location: 2F Shenfang Plaza, No. 3005 Renmin South Road Luhui District Shenzhen, P. R. China  
Paid-in capital: 162.8 million yuan (1.455 billion yen, exchange rate for calculation base: 1 yuan = 13.05 yen)  
President: Takashi Komatsu  
Business line: General retail