

May 22, 2012
AEON CO., LTD.
AEON Fantasy Co., Ltd.
ZWEI CO., LTD.

Accelerating the Shift to Asian markets with the Group-wide efforts

Development of the Service Business in Thailand

Aeon Fantasy establishes an operating company for the indoor amusement facilities business
and Zwei launches a matchmaking service in Thailand

The Aeon Group hereby announces that Aeon Fantasy Co., Ltd., one of Aeon's consolidated subsidiaries, will establish a local corporation in the Kingdom of Thailand, and that a local subsidiary of Zwei Co., Ltd. will begin operations in the Kingdom as well, in efforts to contribute to the development of the Aeon Group's service business in the country.

Aeon Fantasy has been conducting the indoor amusement facilities business in Japan, Malaysia and China, and the facilities operated by the company have been widely and highly regarded by local visitors as safe and clean amusement facilities for children. Against this backdrop, the company has decided to launch the indoor amusement facilities business in Thailand as well.

Zwei Co., Ltd. established Zwei (Thailand) Co., Ltd. last December and has since been making preparations for the commencement of business operations. On June 2, the local corporation will start providing a matchmaking service at its first store, which will be located in one of the biggest shopping centers in Bangkok. In accordance with the progress of urbanization in Thailand, particularly around Bangkok, the number of people in the middle-income bracket has been increasing, and, following Japan's historical trends, the average age of marriage and the number of unmarried people in Thailand will increase in the future. Under these circumstances, there will be large demand for the wedding-related services provided by Zwei, including matchmaking services.

In its three-year Medium-term Management Plan (fiscal 2011 through fiscal 2013), which started in 2011, the Aeon Group lists the "shift to Asian markets" as one of the core strategies of the entire Group, aiming to achieve dramatic growth in emerging economies in the region. Based on this policy, the Group has been implementing a strategy to achieve growth in an integrated manner across all its business fields, including the shopping center (SC), general merchandise store (GMS), supermarket (SM), financial services, convenience store, specialty store, and service businesses, targeting 11 countries outside Japan, in particular ASEAN countries and China.

On February 29, 2012, the Aeon Group's China Headquarters started operations and supported the Group's successive opening of three large SCs and GMSs in Tianjin and Guangdong over three consecutive days starting from April 28. Also, on March 2, Aeon Vietnam Co., Ltd. began taking steps toward opening the first large-scale Aeon shopping center in Vietnam in 2014. The Aeon Group has thus been proactively expanding its business across Asia.

In Thailand, Aeon Thailand Co., Ltd., which was initially established as Siam Jusco in 1984, is operating 37 supermarkets. Aeon Credit Service Co., Ltd. also established a local corporation in the country in 1992 and listed its shares on the Thai stock exchange in 2001. At present, the local corporation has business bases across the country and has developed into a leading retail finance company, with as many as 6.21 million cardholders. The corporation is also proactively engaged in the insurance agency, leasing and service business, capitalizing on the know-how obtained through its credit business.

With the launch of the local corporations by Aeon Fantasy and Zwei, the Aeon Group will have a total of four local corporations in Thailand.

The Aeon Group will continue to provide customers across Asia with a range of products and services, including those provided through the service business developed in Thailand.

For your information

Aeon Fantasy's Business Development in Thailand

Profile of the operating company established by Aeon Fantasy:

- (1) Company name: Aeon Fantasy (Thailand) Co., Ltd.
- (2) Location: 78 Chaengwattana Road, Kwaeng Anusawaree Khet Banbkhean, Bangkok 10220, Thailand
- (3) Representative: Hirotaka Fukumori (Leader, Thailand PT, Aeon Fantasy Co., Ltd.)
- (4) Date of establishment: May 25, 2012 (planned)
- (5) Capital: 138 million baht
- (6) Investors: Aeon Fantasy Co., Ltd. (49%) and its subsidiary (51%)
- (7) Business details: Operation of indoor amusement facilities for children at shopping centers

Holding company established by Aeon Fantasy:

- (1) Company name: Aeon Fantasy Holdings (Thailand) Co., Ltd.
- (2) Location: 78 Chaengwattana Road, Kwaeng Anusawaree Khet Bankbkean, Bangkok 10220, Thailand
- (3) Representative: Toshiyuki Masukawa (Manager, Thailand PT, Aeon Fantasy Co., Ltd.)
- (4) Date of establishment: May 25, 2012 (Planned)
- (5) Capital: 238 million baht
- (6) Investors: Aeon Fantasy (49%) and its subsidiary (51%)
- (7) Business details: Holding company

Zwei's Business Development in Thailand

Profile of Zwei's local corporation in Thailand

- (1) Company name: Zwei (Thailand) Co., Ltd.
- (2) Location: United Center Building 323 Silom Road, Silom, Bangrak, Bangkok 100500
- (3) Representative: Masayuki Takayasu (Managing Director)
- (4) Date of establishment: December 14, 2011
- (5) Capital: 39.4 million baht
- (6) Investors: Aeon Co., Ltd. (49%) and two subsidiaries of the Aeon Group in Thailand (51%)
- (7) Business details: Wedding-related business, including matchmaking service for Thai people

Outline of Zwei's local store

- (1) Location: Central World 4, 4/1-4/2, 4/4 Rajdamri Rd., Phatumwan, Bangkok 10330
- (2) Start of operations: June 2, 2012
- (3) Number of employees: Approximately 10