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July 24, 2012

AEON (Thailand) CO., LTD.

AEON CO., LTD.

Accelerating the shift to Asia as a group-wide effort

Aeon Thailand Simultaneously opens Three Maxvalu Supermarkets in Bangkok

Number of Aeon Thailand food supermarkets to reach 43

On Wednesday July 18, Aeon (Thailand) Co., Ltd. (“Aeon Thailand”) simultaneously opened “Maxvalue Gateway Ekkamai Store,” “Maxvalue INT-Intersect Rama 3 Store,” and “Maxvalu Rachapruerk Store” in Bangkok, the capital of Thailand.

Thailand has seen a population shift to larger cities such as Bangkok, and there are growing needs for commercial facilities that are essential for new community development.

Under these circumstances, Aeon Thailand has been developing the necessary infrastructure for operating food supermarket chains, including a business model for urban-type food supermarkets and IT logistics.

The three stores being opened at this time are food supermarkets, developed in pursuit of convenience for people living in urban areas, that offer groceries and other daily necessities in a compact store layout that includes a strong delicatessen section where everyday meals are available.

Under the Aeon Group’s Medium-term Management Plan (FY2011-FY2013), Aeon has set its “Shift to Asian markets” as one of the group-wide strategies, aiming to achieve significant growth in rapidly growing markets such as China and the ASEAN region.

Aeon Thailand’s businesses to date include Aeon Thailand’s “Maxvalu” food supermarket operation and credit card business operated by Aeon Credit Service Co., Ltd. In May 2012, Aeon Fantasy Co., Ltd. and ZWEI Co., Ltd. jointly established a subsidiary in Thailand and began a service business there. Going forward, Aeon will continue its group-wide efforts involving each and every business unit toward implementing the group’s growth strategy in Thailand.

Overview of the new stores

Maxvalu Gateway Ekkamai Store

Name of the store:	Maxvalu Gateway Ekkamai Store
Address:	982/22 Sukhumvit Road, Kwaenng Phrakhanong, Khet Klongtoey, Bangkok 10110, Thailand
Opening date:	July 18, 2012 at 9 a.m.
Business hours:	24 hours (open every day throughout the year)
Area under direct operation:	1,104 m ²
Parking lot:	900 spaces
Store manager:	Kampian Maknakorn
Number of employees:	56
Market area:	88,000 people (area within a 10-minute drive time)

Maxvalu INT-Intersect Rama 3 Store

Name of the store: Maxvalu INT-Intersect Rama 3 Store
Address: 982 Rama 3 Road, Kwaeng Bang Phongphang, Khet Yannawa, Bangkok 10120, Thailand
Opening date: July 18, 2012 at 9 a.m.
Business hours: 24 hours (open every day throughout the year)
Area under direct operation: 870 m²
Parking lot: 195 spaces
Store manager: Pichai Damchan
Number of employees: 55
Market area: 73,000 people (area within a 10-minute drive time)

Maxvalu Rachapruek Store

Name of the store: Maxvalu Rachapruek Store
Address: 62/27 Moo 1, Rachapruek Road, Pakret Nontaburi 11120, Thailand
Opening date: July 18, 2012 at 9 a.m.
Business hours: 24 hours (open every day throughout the year)
Area under direct operation: 1,197 m²
Parking lot: 124 spaces
Store manager: Sukita Apisuk
Number of employees: 56
Market area: 103,000 people (area within a 10-minute drive time)

Overview of Aeon Thailand

Name of the company: AEON (Thailand) CO., LTD.
Establishment: December 1984
Address: 78 Caengwattana Road, Kwaeng Anusawaree Khet Bnagkhaean Bankok 10220, Thailand
Capital: THB 308.2 million (c. JPY800 million @JPY/THB = 2.6)
Representative: Kenichi Hirao, Managing Director
Business: General retail

Reference

[AEON's Operations in ASEAN countries and China]

There were 118 overseas stores in total (GMS: 60/ SM: 58).

[As of July 18, 2012]

Company Name	Total	GMS	SM	AEON Mall
AEON Co., (M) Bhd.	29	25	4	15
AEON (Thailand) CO., LTD. ^(*)	43	-	43	-
ASEAN Business Total	72	25	47	15
AEON Stores (Hong Kong) Co., Ltd.	12	6	6	-
Guangdong JUSCO Teem Stores Co., Ltd.	13	10	3	-
Qingdao AEON Dongtai Co., Ltd.	8	8	-	6
AEON South China Co., Ltd.	9	7	2	2
Beijing AEON Co., Ltd.	4	4	-	-
AEON Mall (China)	-	-	-	3
China Business Total	46	35	11	11
Overseas Stores Total	118	60	58	26

^(*) 27 out of the total 43 stores are "Maxvalu Tanjai" supermarkets.