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July 25, 2012  
AEON CO. LTD.  
AEON Link Co. Ltd.

## **Starting with 7 million members Launch of “AEON SQUARE” on August 10**

### **To be the largest shopping portal site in Japan with full information of all companies of Aeon Group**

Aeon Link Co., Ltd. is launching “Aeon Square,” the comprehensive portal site of Aeon, on Friday, August 10.\* Aeon Square offers a variety of shopping and lifestyle information leveraging comprehensive Aeon Group businesses. Aeon Square is born as “the exciting shopping portal site” that provides customers more convenient and joyful shopping experiences both in physical store and E-commerce channels.

Customers will find information of best-buy items and campaigns offered in the specified neighbor store in a timely manner on Aeon Square. At the same time, it is closely linked to all online services of Aeon Group, including “Aeon Net Super” and “Aeon Shop” operated by Aeon Retail Co., Ltd. and “Kurashino Money Site” operated by Aeon Credit Service Co., Ltd. This will maximize customers’ convenience across stores and online services. In addition to shopping information Aeon Square offers lifestyle information for any life stages that may attract customers’ interests.

With opening of Aeon Square, about 7 million existing online members (members of “Kurashino Money Site,” “Aeon Net Super” and “Aeon Shop”) are automatically enrolled as “Aeon Square members.” This enables customers to use services at Aeon Square with no additional application. Aeon will integrate customers’ ID and shopping point programs held in each online site. Through these initiatives, we are pursuing to offer the largest click and mortar portal site in Japan where customers are able to find anything from a wide range of assortment.

Aeon Square members are able to access rich contents uniquely provided by Aeon including contents for fun and point service programs among others. Once you enroll the membership, you will receive daily life supports and courtesy services in retail, financial services and other services offered by Aeon Group companies.

AEON Link, which operates and manages Aeon Square, leads “digital shift,” one of four core shifts held in Aeon Group Medium-term Management Plan (FY2011-2013). On the base of the current 21.3 million members of Aeon Credit Service and 25.5 million WAON e-money card members, Aeon Square targets 10 million members in the first year and 30 million members in 2016.

### **[Overview of Aeon Square]**

#### **1. Services:**

Contents	
In-store shopping information	Useful shopping information including flyers delivered by your neighborhood Aeon Group stores and information of bargain, events and campaigns.
Store search	Detailed information on transportations and whereabouts to reach the store you are looking for.
Online shopping information	Full of useful online shopping information available in “Aeon Net Super” and “Aeon Shop.”
AEON Square miscellaneous contents	Offering various contents for fun such as games, fortune-telling, user messages, articles, campaigns exclusively for members among others.
Square Gold (Activity points)	Square Gold is the activity point program offering points to members usable on Aeon Square. Points can be used to participate in games and message posting among others.

2. Forthcoming Schedule:

Services	Scheduled launch
Aeon Square	Grand opening on Friday, August 10
Common online point (tentative)	September 2012
Aeon Net Super	Renewed in fall 2012
Aeon Shop	Renewed in fall 2012

3. URL of Aeon Square:

Various devices such as PCs, feature phones and smart phones can be used to access Aeon Square.

Device	URL
PC	www.aeonsquare.net/
Smart phone	
Feature phone	m.aeonsquare.net/

4. Business Alliance

Aeon Square is operated under business alliance with companies below in the aim of providing customers with enhanced services.

■Nihon Unisys Ltd:

Nihon Unisys joined as the partner in new EC infrastructure development. The company holds extensive experiences in E-commerce, direct marketing, and retail areas. We will further pursue new click & mortal business models that will be built upon our intellectual capitals.

■NHN Corporation:

We adopted “NAVER” of NHN Corporation Group as the search engine of Aeon Square. This engine searches data across about 150 Aeon Group online sites and provides customers with the optimal results. It is the search engine to accommodate “customers’ demands to know.”

<More about AEON online...>

Aeon launched its online shopping site, “Aeon Shop,” in August 2008.

Starting in April 2008, to meet the changing needs of customers, which reflect the social backgrounds such as an aging society, increase of single-person household and working women as well as evolving media and IT technologies, we launched “Aeon Net Super” that accepts orders online and delivers ordered items directly to customers. Currently the total of 216 stores of Aeon Retail Co., Ltd., Aeon Hokkaido Corporation, Aeon Kyushu Co., Ltd., Aeon Ryukyu Co., Ltd. and others participate in “Net Super”. Many busy customers who hardly find time to go to stores including seniors, mothers with children and families caring bed-ridden patients frequently use the services.

<About Aeon Link>

The company inaugurated as Aeon Visty Co., Ltd. on August 4, 2000. and changed it’s name to Aeon Link Co., Ltd on May 18, 2012. The company has been served as an incubator to accelerate digital shift of Aeon Group. The goal is to be the most reliable E-commerce company connecting online to offline and strengthening ties with customers.

■Company name: AEON Link Co., Ltd

■Address: 1-5-1 Nakase, Mihama-ku, Chiba-shi, Chiba-ken 261-8515

■Representative: Takeshi Kodama, the representative and the president, CEO,  
E-commerce Business of Aeon Co. Ltd.

■Established: August 4, 2000 as AEON VISTY CO., LTD  
May 18, 2012: changed the name to AEON Link Co., Ltd

■Capital: 490 million yen

■Business: E-commerce fulfillment

WEB site solutions services

URL: [Http://www.aeonlink.co.jp/](http://www.aeonlink.co.jp/)