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November 14, 2012
Guangdong JUSCO Teem Stores Co., Ltd
AEON CO., LTD.

The Number of Aeon's General Merchandise Store and Supermarket in China reach 50 stores in its 27 Years Operations **Guangdong JUSCO To Open Tian Yin Plaza**

Guangdong JUSCO Teem Stores Co., Ltd will open Tian Yin Plaza Store in Guangzhou, capital city of Guangdong Province, China, on November 17, 2012. The opening brings the total number of general merchandise store (GMS) and supermarket (SM) operated by Aeon in China to 50 stores.

History of Aeon's China Business

The history of Aeon's operations in China started in 1985 when Jusco Stores (Hong Kong), currently Aeon Stores (Hong Kong) Co., Ltd., was established. A decade later, additional steps were taken to further expand into the emerging market by setting up Guangdong JUSCO Teem Stores Co., Ltd. in 1995 and Qingdao Aeon Dongtai in 1996. Milestones following these activities include the establishment of Beijing Aeon Co., Ltd. in 2007 and the merger of Shenzhen Aeon Co., Ltd. and Aeon (China) Co., Ltd. in 2009, which was renamed Aeon South China Co., Ltd. Currently, Aeon's China Business center on four major areas—Hong Kong, Beijing/Tianjin, Shangdong and Guangdong.

These Group companies have worked to grow business in China under the concept of "glocal (global/local) management," which combines global management perspectives with a locally oriented approach. Specifically, each company implements initiatives to build relationships of trust with customers, mainly by offering products and services that reflect customer opinions, and by implementing environmental conservation and social contribution activities involving local residents.

In order to centrally manage the Group's expanding China Business, Aeon has founded Aeon (China) Co., Ltd. (the Aeon Group's China Headquarters), which commenced full operations in March 2012. Currently, a total of 36 GMSs, 14 SMs and 40 convenience stores are operating under the regional headquarters, which is also working to promote multi-format strategies to roll out multiple businesses developed under the Group's Businesses, including the Development Business, Financial Services Business, Service Business and Specialty Store Business. Under this reinforced structure, the Group's operators in China will join forces to support enrichment of the lives of individuals and development of local communities in the country.

Continuing to serve customers in China

China has recently seen rising consumer awareness of product safety and security. In response to this trend, Aeon has introduced Topvalu (te hui you) products, Aeon's private brand at the Group's stores in China on March 9, 2012 and has built a special system for its development in order to manage the quality control. Under this system, a dedicated phone line was installed to collect customer feedback on those products, which, combined with requests and opinions provided by store visitors, will be utilized to help improve existing items and develop new lines.

In addition, the Group's operators in China have implemented diverse forms of environmental conservation and social contribution activities involving local customers in an effort to preserve rich natural environments in each operating area and promote cross-border cultural exchange. Aeon has implemented the tree-planting projects launched in the 1990s in the neighborhood of the Great Wall and the Teenage Ambassador Program aimed at promoting international cultural/people to people exchange. In addition, the Aeon Day Campaign, in which two events are held on the 11th day of each month has been launched from August 2012. One of the events is the Happy Yellow Receipt Campaign with the aim of supporting the local volunteer groups, the other event is the Clean & Green Day, organized for employees to lead cleanup activities in areas surrounding the stores and offices. Since its full-fledged launch, this monthly campaign has been favorably received by many customers who seek opportunities to help society in some, even if only minor, way.

Aeon will continue to endeavor to serve customers in China under the Group's basic principle: "pursuing peace, respecting humanity and contributing to local communities, with the customer's point of view as its core."

Profile of Tian Yin Plaza Store

[Location and trading area]

The Tian Yin Plaza Store will be established in the Tianhe District, which boasts the largest trading volume and highest individual income level in the 10 districts and two county-level cities of Guangzhou Province, making it one of the most rapidly growing cities in China. The new store is to be opened in the Tian Yin Trading building, a 30-floor tower complex that houses offices, restaurants and a department store in one of the largest total floor spaces provided by similar type facilities in Guangzhou. Located on Zhongshan Road, a main street running through the city center, the large commercial complex enjoys a broad customer base consisting of all age groups, especially young families, living in a host of small and large housing complexes situated within a 1-km radius of the building.

[Major concept]

The store, which primarily targets singles and families of their 20s and 30s, an age group that is the busiest and most trend-conscious, will offer an extensive lineup that will attract shopping and food lovers while meeting grocery and other daily item needs.

[Outline of Aeon Tian Yin Plaza Store]

Address:	Tian Yin Trading Building 1BF, No.437 Zhongshan Road, Tianhe District, Guangzhou
Building structure:	30 floors (29 above ground; 1 underground)
Telephone:	+86-20-8210-2482
Opening date:	Saturday, November 17, 2012
Store hours:	Open on a 365 day a year basis Monday-Thursday: 10:00-22:00 Friday : 10:00-22:30 Saturday : 9:50-22:30 Sunday : 9:50-22:00
Commercial facility area :	46,883 m ² (including 4,294 m ² for the Aeon store)
Parking lot:	566
Store manager:	Zeng Xin Ming
Employees:	104
Trading area:	Approximately 100,000 people (within a radius of 1 km)



[Outline of Guangdong JUSCO]

Company name:	Guangdong JUSCO Teem Stores Co., Ltd.
Established:	December 1995
Address:	West Tower 5F, Fortune Plaza, Tiyu Dong Road, No. 118, Tianhe District, Guangzhou, P.R.C.51062
Capital:	136.4 million yuan (1.75 billion yen. Converted at 1 yuan=12.5 yen)
Representative:	President Yuji Yoneda
Business line:	General retail

Reference

Number of GMS, SM CVS operated in China (as of November 17, 2012)

Country	Company name	Total	GMS	SM	CVS
China, including Hong Kong	AEON Stores (Hong Kong) Co., Ltd.	13	6	7	
	Guangdong JUSCO Teem Stores Co., Ltd.	15	11	4	
	Qingdao AEON Dongtai Co., Ltd.	9	8	1	
	AEON South China Co., Ltd.	9	7	2	
	Beijing AEON Co., Ltd.	4	4		
	MINISTOP CO., LTD.	40			40
	Total	90	36	14	40