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December 7, 2012
AEON CO., LTD.
AEON ASIA SDN. BHD.
AEON Co. (M) Bhd.
AEON BIG (M) SDN. BHD.

AEON BIG (M)'s first store -- "AEON BIG Riverwalk Village" -- to open on December 8

AEON Co. (M) to open AEON Seri Manjung Shopping Centre on same same day

Saturday, December 8, will see the opening of the "AEON BIG Riverwalk Village" supermarket, the first store to be established in Malaysia by Aeon Big (M) Sdn. Bhd. (hereinafter, "Aeon Big Malaysia").

This AEON BIG Riverwalk Village represents Aeon's first foray since taking over Carrefour Malaysia's twenty-six hypermarkets on October 31 and rebranding them under Aeon Big Malaysia. Located about 4km northeast of central Kuala Lumpur, the nation's capital, this store will specialize in food products in a residential area for all generations, from middle-aged to elderly households to new families, and expected to see future population increases.

Also on December 8 Aeon Co. (M) Bhd. (hereinafter "Aeon Malaysia") will launch Aeon Seri Manjung Shopping Center, one of the largest shopping centers in the Manjung area of the state of Perak, with Aeon Seri Manjung Store, a general merchandise store (GMS) as its core tenant.

Aeon began its expansion into ASEAN with Malaysia in 1984, and has since continued to operate community-based stores in line with its unchanging principles of "pursuing peace, respecting humanity, and contributing to local communities, with the customer's point of view as its core." The addition of the two locations opening on December 8 will bring Aeon's total to 57 stores in Malaysia and make Aeon the country's second largest retail group. Aeon's network will then encompass a total of 115 stores within the ASEAN region as a whole.

Aeon will be accelerating its expansion of multi-format such as GMS, supermarkets, hypermarkets and other stores in an effort to become the retail group enjoying the greatest support from customers in Malaysia.

AEON Riverwalk Village



[Location and trading area of Riverwalk Village]

The first new store opened since Aeon Big Malaysia joined the Aeon Group, is a discount-store format specializing in food products. It will be the core tenant of the Riverwalk Village Shopping Mall located about 4km northeast of central Kuala Lumpur, Malaysia's capital. Facing Ipoh Avenue, the store will enjoy easy access from major trunk line roads and be extremely convenient for customers coming by car.

The surrounding area has many residential neighborhoods; approximately 140,000 people reside within a trading area of about 3km from the store. The construction of high-rise apartment buildings and other property development in recent years has brought in numerous residents from the new family generation to join long-term residents from the Grand Generation(*). The area holds great promise, with growing shopping needs expected from a wide spectrum of customers.

- * "Grand Generation" is the name for the senior generation suggested by Kundo Koyama, a scriptwriter and university professor active in a broad range of fields. "Grand" refers to the utmost level, and Aeon concurs with the view that this is the utmost generation in people's lives, encouraging its customers as well to acknowledge this "Grand Generation."

[Key features of Riverwalk Village]

Based on Aeon Big Malaysia's characteristic low prices and convenience, this store is designed to meet dual-income households' need for time-saving and simple and convenient shopping, with families being the main target. Given the considerable number of duplexes in the surrounding area, particular emphasis will be placed on offering "individual resale" items to enable customers to only buy the number of portions they need and on providing a lineup of frozen meat and fish convenient for stocking up and storage.

[Outline of Aeon Big Riverwalk Village]

Address: HG-01 Plaza Riverwalk, Rivercity, 3rd Miles, Jalan Ipoh, Kuala Lumpur

Building structure: Three stories above ground (SC as a whole)

Telephone: 1300-88-2939

Opening date: Saturday, December 8, 2012 (pre-open from November 30)

Business hours: Mon-Fri: 9:30 am – 10:30 pm, Sat/Sun: 8:00 am – 10:30 pm

Holiday: Open all year round

Sales space: 2,600m²

Parking lot: 500

Store manager: Shahrom Shahrudin

Number of employees: 55

SC trading area: 136,000 people; 42,000 households (within 3km radius)

[Outline of Aeon Big Malaysia]

Company Name: AEON BIG (M) SDN. BHD.

Established: October 31, 2012

Location: 3, Jalan SS16/1 Suban Jaya Selangor Dahrul Ehsan Malaysia

Representative: Nagahisa Oyama

Business line: General retail industry

AEON Seri Manjung Shopping Centre



[Location and trading area of Aeon Seri Manjung Shopping Center]

This shopping center will be situated in Manjung, the second most populous city in Perak State after the capital of Ipoh, near the Strait of Malacca about 70km southwest of Ipoh. While the area boasts a thermal power plant and other industrial facilities, it is also a bustling tourist area adjacent to Pangkor Island, one of Malaysia's leading resort areas with more than one million visitors each year. Constructed about 2km northwest of downtown Manjung, this store sits along two major roadways running from the city center, making it easily accessible from nearby as well as far away. Large-scale housing development on the order of 1.2 million *tsubo* (approximately 4 million m²) gives the area great promise, with new families in particular expected to be attracted to the area in growing numbers.

[Key features of Aeon Seri Manjung Shopping Center]

This will be one of the largest shopping centers in the Manjung area, providing a commercial facility area of about 56,000 m² and parking lot for 2,300 vehicles. The core Aeon Seri Manjung GMS will serve a diversity of customer needs with a total of 130 specialty stores, including apparel and general merchandise sections as well as a food mall.

[Features of Aeon Seri Manjung store]

Aeon Seri Manjung Store, the core tenant of the Aeon Seri Manjung Shopping Center, will be laid out in a manner that makes it easy for customers to do their shopping for the daily necessities and goods that brighten up day-to-day life. The 1st floor will comprise a section for everyday goods (food products, kitchen/DIY items, etc.) and an "Aeon Electrical" section handling digital equipment such as mobile telephones indispensable to people's lives so that customers can purchase daily necessities at one-stop shopping. The lifestyle-themed 2nd floor will have sections for casual wear and other fashion, bedding, interior accessories, etc. As children nine years of age and younger make up 25% of the area's population, the store will also feature one of the area's largest selection of children's products as

well as a lineup of high-demand resort goods. Aeon will thus offer customers “one-stop shopping” to enjoy both their day-to-day lives and their vacations.

[Outline of Aeon Seri Manjung Shopping Center]

Core tenant: Aeon Seri Manjung Store

Address: Pusat Perniagaan Manjung Point 3, 3204 Seri Manjung, Perak

Building structure: Two stories above ground (rooftop parking)

Telephone: 05-687-0018

Opening date: Saturday, December 8, 2012

Business hours: 10:00 am – 10:00 pm

Holiday: Open all year round

Lot area: 122,500m²

Commercial facility area: 56,000m²

(Directly managed)	Store area:	15,300m ²
	Back area:	<u>2,700m²</u>
	Total	18,000m ²

Parking lot: 2300

Store managers: SC Manager: Koh Hooi Choon

Aeon Store Manager: Cheah Chee Kong

Employees: 1,000 (383 at Aeon Seri Manjung store)

SC trading area: 210,000 persons in 50,000 households (within 15 minutes' drive)

[Aeon GMS, SM, and DS in ASEAN]

(as of December 8, 2012)

The eight Group companies have established 63 GMS's, 77 SM's, and 21 HP's (hypermarkets).

Company name	Total	GMS	SM	HP
AEON Co. (M) Bhd. (Aeon Malaysia)	30	26	4	–
AEON BIG (M) SDN. BHD. (*1)	27	–	5	22
AEON (Thailand) CO., LTD. (*2)	58	–	58	–
ASEAN Business Total	115	26	67	22
AEON Stores (Hong Kong) Co., Ltd.	14	7	7	–
Guangdong JUSCO Team 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	–	–
China Business Total	51	37	14	–
Total stores overseas	166	63	81	22

*1 Company name changed from Carrefour Malaysia

*2 41 of these 58 stores are small-scale “Maxvalu Tanjai”