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January 18, 2013
AEON CO., LTD.

Announcement regarding Completion of Share Acquisition of Digital Direct Corporation

Aeon Co., Ltd. (“Aeon”) is pleased to announce that it has acquired all the shares held by Mitsubishi Corporation (“Mitsubishi”) in Digital Direct Corporation (“Digital Direct”), one of Aeon’s consolidated subsidiaries. As a result of this share acquisition, Digital Direct has become a wholly owned subsidiary of Aeon.

1. Reason for the share acquisition

In December 2009, Aeon subscribed for capital increase by way of the third-party allocation of Digital Direct, an owner of managerial resources such as TV shopping and mail-order businesses that the Aeon Group had not operated at that time, from its parent company, Mitsubishi, making it a subsidiary of Aeon., under its Medium-term Management Plan for the period from fiscal 2011 to fiscal 2013, pushes forward its shift to Asian markets, shift to urban markets, shift to senior-oriented markets (senior shift) and digital shift as the common growth strategies of the Group.

With the development of the aging society as well as rapid spread of digital devices, the Aeon Group has determined to hold all the outstanding shares of Digital Direct with the aim of intensively promoting the senior shift and digital shift strategies in response to the expected increase in senior customers by further enhancing non-store retailing business.

At present, Digital Direct, as a cross-media commerce company, provides a wide variety of services focusing on the Grand Generation* (G.G.) customers through diverse channels including TV shopping and catalogue mail-order. Toward the future, Digital Direct will further accelerate its business development as an Aeon Group company by exerting the utmost efforts to become a core company of the senior shift and digital shift strategy to continue to propose lifestyles rich in fashion to our G.G. customers while combining its managerial resources such as diverse channels and the Aeon’s good customer base.

2. Overview of the share acquisition

(1) Date of execution/Date of share acquisition: January 18, 2013

(2) Parties to the agreement: Buyer: AEON CO., LTD.

Seller: Mitsubishi Corporation

(3) Target shares and the number of shares purchased:

2,720 shares outstanding of common stock of Digital Direct Corporation

3. Corporate profile of Digital Direct Corporation

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| (1) Trade name: | Digital Direct Corporation |
| (2) Address | 1-1, Kandaogawa-cho, Chiyoda-ku, Tokyo |
| (3) Representative | Tsuyoshi Kodama |
| (4) Principal business | TV shopping, catalogue mail-order, E-commerce |
| (5) Capital | 445 million yen |
| (6) Establishment | December 16, 1999 |
| (7) Number of shares outstanding | 6,800 |
| (8) Shareholders and shareholding ratio | AEON CO., LTD.: 80% AEON CREDIT SERVICE CO., LTD.: 20% |
| (9) Book-closing | February |

4. Impact on business performance

The impact of the purchase of the aforementioned shares on business performance for the consolidated fiscal year ending February 2013 is immaterial.

* Grand Generation is a lifestyle concept for senior generations proposed by Mr. Kundo Koyama, a popular scriptwriter and university professor. “Grand” means the highest rank, and Aeon, in agreement with his idea of the best quality life, promotes its efforts for the spread of this “Grand Generation” concept to our customers.