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March 7, 2013

AEON Co., Ltd.
Softbank Telecom Corp.
Yahoo Japan Corp.

AEON Group and Softbank Group collaborate in launching a new ICT-based service

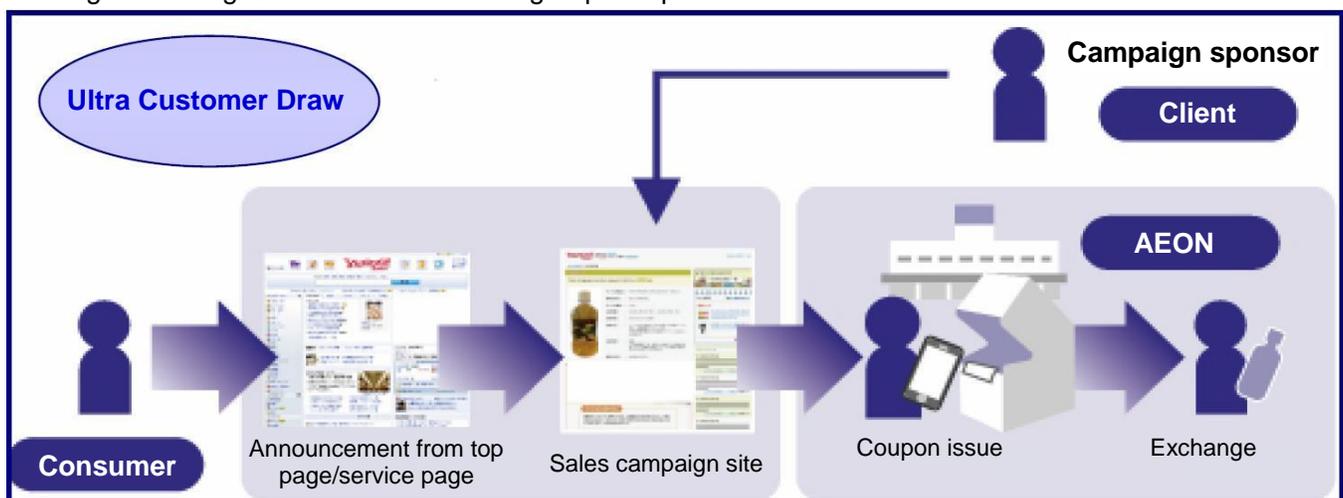
Proposal of a new style in shopping based on O2O service and Wi-Fi connectivity

Aeon Co., Ltd. (hereinafter called "Aeon"), together with Softbank Telecom Corp. (hereinafter called "Softbank Telecom") and Yahoo Japan Corp. (hereinafter called "Yahoo"), announce that the 3 companies plan to embark on the following, in a collaborative effort to deliver greater customer convenience and delivery of new services based on ICT (information communication technology), in face of the rapid dissemination of smartphones and tablets.

Introduction of "Ultra Customer Draw,"^{#2} an O2O (online-to-offline) service^{#1}

Aeon plans to introduce an O2O (online-to-offline) service, "Ultra Customer Draw," offered by the Softbank Telecom and Yahoo, in which online and offline stores are connected to foster greater customer access and purchasing. Ultra Customer Draw is expected to be featured as a banner ad on the top page of Yahoo! Japan, Japan's top portal site, from which Internet surfers can enter to participate in various promotional campaigns and win purchase privileges at "Aeon" general merchandise store (GMS) and specialty stores operated by Aeon Mall. The customer uses the PC or smartphone to read the special privilege barcode data from the banner ad placed on the Yahoo! Japan top page. By holding the data terminal over HappyGate^{#3} readers installed at stores, the customer is able to obtain special privilege coupons for exchange with merchandise, etc., at the cashier. This service will start in full-scale on March 15 at approximately 460 "Aeon" GMSs nationwide where HappyGate readers are already installed. The service is scheduled to be introduced later at roughly 1000 stores across the country, including "Maxvalu" foods supermarkets, as well.

Aeon plans to boost its strength to attract customers to its stores by making use of Yahoo! Japan's overwhelming customer draw on the web and also to communicate information on similar services to the existing email magazine subscribers of its group companies.



[Schedule for future services]

Offering AEON Wi-Fi (tentative name) service

Aeon and Softbank Telecom plans to create Wi-Fi hotspots at Aeon shopping centers, including Aeon Mall, to start "AEON Wi-Fi" (tentative name) service starting in June. With a rapidly growing use of smartphones and tablet PCs, there is a growing number of customers seeking comfortable data communication environment during their shopping. AEON Wi-Fi (tentative name) is expected to deliver not only ease in data communication but also distribution of electronic ads and coupons to the smartphones of store visitors, enabling timely communication of attractive sales information. In the future, the network will be integrated with the public Wi-Fi hotspots provided by the various telecommunication carriers for development of infrastructure that will contribute immensely to the creation of a highly convenient communication environment added stores.

Development of smartphone apps

Aeon and Softbank Telecom plans to develop a multi-carrier "AEON Service Application (tentative name)." This app is expected to make use of AEON Wi-Fi, linking up the user in the Aeon shopping center environment, including Aeon Mall. It is expected to add greater convenience and pleasure, adding visitors store points at each visit, sending invitations to shopping center events, distributing discount coupons, etc., automatically. Furthermore, service linked with WAON e-money, including "store visit WAON points," will be offered in the future. These apps are scheduled to start pilot operation at stores in the greater Tokyo area in the first half of FY 2013.

Aeon and Softbank groups plan to cooperate and work actively in ICT applications from new perspectives, for the betterment of customer convenience.

#1 Acronym for "online-to-offline" service, a new business model aimed at interlinking online and offline (real store) consumer activities and to lead online activities to promotion of offline store purchasing.

#2 Ultra Customer Draw is an O2O service scheme that contributes to attracting customers to offline stores and supporting sales promotion activities of client businesses.

#3 HappyGate is the customized version of "CouponGate", a barcode reader/coupon issuer supplied by Softbank Telecom specifically for the Aeon Group. "CouponGate" prevents multiple and unauthorized coupon use with its original "data deletion" function. This enables client businesses to cut down wasteful spending, increase reimbursement rate to customers, etc., enabling more precise and effective sales promotion. It is also equipped with 3G communication function for installation at any location, such as a service counter, so long as there is power supply.

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