

July 22, 2013
AEON CO., LTD.
AEON BIG (M) SDN. BHD.

Opening of AEON BIG Kluang Store on July 25, 2013 First Hypermarket of Newborn “AEON BIG (M) SDN. BHD.”

We are pleased to announce that Aeon BIG (M) Sdn. Bhd. (hereinafter, the “Company”) will open AEON BIG Kluang Store (hereinafter, the “Store”) on July 25, 2013 (Thu.) in Kluang, the State of Johor, Malaysia. Addition of this new store makes the total number of AEON Group’s stores in Malaysia rise to 58, and the number of GMS, hypermarkets and food supermarkets operated by Aeon Group in the ASEAN to 116.

The Store is the first hypermarket-format store opened after the establishment of the Company that joined the Group in October 2012. The Company revised its entire business to revisit the fundamentals again including the layouts of selling spaces, merchandise lineup and even the promotion items while realizing synergies with Aeon Co. (M) Bhd. in joint procurement, etc.

Since the commencement of business in Malaysia in 1984, its first in the ASEAN, Aeon maintains the firm principles to continue its store-operation business based on local community under its unchanged philosophy of “The pursuit of peace, respect for humanity and contributions to local communities with the customers’ point of view as its core.”

With the aim of meeting our customer’s diverse needs, Aeon will accelerate the expansion of stores in Malaysia in the multi-format style such as GMS, food supermarkets and hypermarkets.



[AEON BIG Kluang Store]

■ Location of “AEON BIG Kluang Store”

Kluang is a district located almost in the center of the State of Johor, approximately at 220 kilometers to the southeast of Kuala Lumpur, the capital of Malaysia. Kluang District has a population of approximately 250,000, out of which over 140,000 people reside in Kluang City where the Store is situated.

The whole area around the Store underwent redevelopments along the main roads centering on the Route 50 from the 1970s to 2000, and the scale of the city expanded about threefold. Kluang City is connected to all the neighboring districts by railroads and the main roads. The Store will enjoy the best access to transportation by locating along the Route 50, at approximately 2 kilometers to the east of the central part of the city.

■ Characteristics of “AEON BIG Kluang Store” – We propose new lifestyles through shopping.

A hypermarket is a one-floor store with spacious and visible aisles, offering the region’s largest merchandise lineup of daily necessities including clothing, food and household goods at value prices. Additionally, the facilities comprise shopping zones in which tenants concentrate for providing supports for daily lives.

■ Characteristics of selling spaces in “AEON BIG Kluang Store”

At the selling spaces, we have assorted a wide variety of merchandise necessary for customers’ daily life based on the Company’s characteristics, “Big CHOICES, Great VALUE.”

< Customers will enjoy the region’s largest merchandise lineup at Kluang Store >

Responding to the needs of young families, which is the main target within the trade area, the Store has established a “Baby World” corner with a wide variety of baby goods including baby clothes, baby food and miscellaneous goods.

We will have the largest merchandize lineup in the region, including RUNFUN brand co-purchased with Aeon Co. (M) Bhd. and a sandal corner responding to a wide spectrum of needs.

< We will offer safe, secure, and steaming hot gusto. >

The Store will have specialty corners of prepared meals using chicken meat which is highly popular in Malaysia and a popular sushi corner, and a bakery corner. In particular, pizza will be made in front of customers at the bakery corner to be offered hot from the oven. With respect to fresh foods, the sea food corner will focus on fish and seafood directly brought from the local fishing port of Johor Bahru, and fish fillets, and “safe and secure” organic vegetables harvested locally.

< Well-being and merchandize for supporting well-being >

Taking priority in offering convenience in daily life, the Store will establish selling spaces to offer our customers one-stop services for daily necessities ranging from dining and kitchen utensils, bath and toilet goods, interior accessories, DIY supplies to stationeries.