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AEON CO., LTD.
AEON LIQUOR CO., LTD.

AEONLIQUOR flagship store opens in Jiyugaoka on Oct. 16
One of largest liquor store in Japan, offering wide range of 1,100 selected wine;
promotion using state-of-the-art digital devices
Linked to the AEON de WINE website to strengthen omni channel retailing

On Wednesday, October 16, 2013, Aeon Co., Ltd. opens AEONLIQUOR Jiyugaoka store in Jiyugaoka, Meguro-ku, Tokyo. AEONLIQUOR is an experience-based wine shop to appeal the attractions of wine to the senses. As a flagship store of AEONLIQUOR, the Jiyugaoka store, with its overwhelming assortment of wine, conveys the appeal of wine making full use of the state-of-the-art digital devices to offer opportunities to enjoy wine to more people.



As a leader in the wine market in Japan, Aeon proposes a new lifestyle

As the driving force for the growth of wine market in Japan, Aeon has proposed a new lifestyle with wine. Last year, Aeon has recorded the highest-ever sales of Beaujolais Nouveau. To meet demands of the customers who want to enjoy wine at home, Aeon has opened the AEON de WINE E-commerce website on the same day to promote integration of the internet sales and the over-the-counter sales. Our aim is to propose a new lifestyle to make wine more accessible to the customers by increasing the contact points with the customers.

TOPICS-1: Presentations of wine utilizing the state-of-the-art digital technologies

AEONLIQUOR Jiyugaoka store offers presentations of wine utilizing the advanced digital technologies including projection mapping and table tablets with a touch panel, which have been the topic in the news. Using these technologies, AEONLIQUOR Jiyugaoka store offers a completely new style to convey the appeal of wine.

TOPICS-2: Wine specialists provide support to select from 1,100 types of wine, the widest range in Japan

AEONLIQUOR Jiyugaoka store offers approximately 1,100 types of wine, the widest range in Japan. Many of them are directly imported via Cordon Vert Co., Ltd., a wine importer in the Group. Sommeliers and wine specialists give advice on the selection of wine that perfectly matches the preferences and needs of the customers.

TOPICS-3: AEON de WINE E-commerce website opens on the same day.

AEON de WINE E-commerce website opens on the same day so that more and more people can enjoy wine imported from around the world. Linking over-the-counter sales and E-commerce, Aeon will take the first step of the omni channel retailing.

TOPICS-1: Presentations of wine utilizing the state-of-the-art digital technologies

AEONLIQUOR Jiyugaoka store offers various presentations of wine utilizing the advanced digital technologies so that a wide range of customers, from wine beginners to experts, can easily understand the appeal of wine. Customers can taste wine in a space where wine bottles are lined up neatly, feeling the new world of wine offered by AEONLIQUOR.

Projection mapping

Images using projection mapping technology are displayed all times at the entrance to the basement floor. The images show the people enjoying wine imported from around the world in the store, taking the customers into the world of wine. Customers can take a photo placing their hand over an image of a wine glass, into which red wine is poured from a bottle.



Table tablet

When a wine bottle is put on a table tablet with a touch panel, the tablet responds to the tagged information affixed on the bottom of the bottle and displays information such as the production area, taste, and recommended recipes to enjoy with. Customers can easily get wine information enjoying a talk with their companions. The tablet can be used simultaneously by multiple groups.

Hologram

Hologram representing the taste of wine (sweetness, sourness and bitterness) in five ranks and its aroma (flower, fruit, etc.) in 32 types hangs around real wine bottles. It is completely a new style to visualize the expressions used for the taste of wine.



Tablets

Using tablets, customers can search wine from its name, production area and type and find the best wine to match the designated recipe. By searching from various aspects, customers can select the best wine. On the tablet, movie contents in which wine professionals introduce wine they recommend and the popular wine in the sales ranking of the shop.

TOPICS-2: Wine specialists provide support to select from 1,100 types, the widest range in Japan

AEONLIQUOR Jiyugaoka store offers a variety of wine directly imported by Cordon Vert Co., Ltd., a wine importer in the Group. Selected sake, shochu, imported spirits and beer, and foodstuff to be enjoyed with drinks are available.

The store always offers approximately 1,100 types of wine, the widest range in Japan. Sommeliers, wine advisors and wine experts give advice on the selection of wine that perfectly matches the preferences and needs of the customers.



Walk-in wine cellar

AEONLIQUOR Jiyugaoka store provides a broad range of wine from reasonable wine, more expensive wine to treat oneself, and vintage wine for gift. At the wine cellar, customers can take time to select rare wine from five major estates in Boudreaux.

Paid tasting service using a huge wine server



For the customers who want to taste various wines to pick up the right one, AEONLIQUOR Jiyugaoka store offers paid tasting service of 32 types at all times using a huge wine server, one of a few servers currently introduced to Japan. Wine for tasting is changed every other week so that customers can enjoy different types of wine every time they visit the store. The Jiyugaoka store is the first among AEONLIQUOR stores to have an area and a terrace where customers can enjoy wine and foods that go well with the wine.

Neighborhood service

In partnership with 19 restaurants in Jiyugaoka and Okusawa including Italian, French, Japanese and *okonomiyaki* (Japanese-style pancakes) restaurants, customers who bought wine at AEONLIQUOR Jiyugaoka store can enjoy the wine in the restaurant. *Corkage fee is charged.

TOPICS-3: Opens on the same day! AEON de WINE E-commerce website

On the AEON de WINE E-commerce website opened on October 16, Aeon aims to make it a portal site for wine lovers. Making use of the characteristics of the Internet, Aeon will enrich the contents to expand the customer base to include all: from those who have little chance of drinking wine to those who drink wine daily. While selling wine, the site will post stories related to selected wine and introduce wineries producing wine available only at Aeon, so that visitors to the site can further understand the joy of drinking wine.



Distribution of selected wine and in package only available on E-commerce website

At the time of launch, AEON de WINE offers 1,100 types of wine, one of the widest range in Japan. On the website, wine selected by Yutaka Takano, Master Sommelier, and package of various wine are offered. In the future, long-tail type products, wine related goods and foodstuffs will be available on the site. Like other on line sales site of the Group, customers can easily log on to the site using their AEON SQUARE ID. Internet WAON points are given to the purchase on this website.



Promotes omni channel retailing as a flagship store of AEONLIQUOR

AEONLIQUOR Jiyugaoka store will promote omni channel retailing by linking over-the-counter sales and E-commerce sales. Customers obtain information on the Internet, actually taste wine at the store, and buy their favorite wine at the store or on the E-commerce site. In the future, contents of Aeon's unique omni channel retailing will be expanded utilizing Aeon's nationwide sales network and advanced Internet service, allowing customers to order wine on the E-commerce site at the store and pick up the wine at home, or pick up the wine they ordered on the website at the store. Through these services, Aeon will further promote the shift to digital markets.

Role of AEONLIQUOR Jiyugaoka store, the flagship store of AEONLIQUOR

Aeon Liquor Co., Ltd. was established on March 1, 2013, by splitting liquor business from Aeon Retail Co., Ltd. handling GMS business of Aeon Co., Ltd. Professional sales personnel including sommeliers and liquor advisors (internal qualification of Aeon) provide high quality customer services. AEONLIQUOR is a new style shop where products and services that meet the customers' lifestyle, not just selling liquors.

AEONLIQUOR Jiyugaoka store plans to hold various events and wine lessons. This shop will be an incubator of liquor business of Aeon, expanding these contents and successful cases across AEONLIQUOR shops nationwide.