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AEON CO., LTD.
AEON AGRI CREATE Co., Ltd.

Aeon's first directly-operated farm in Hokkaido
AEON's Largest Directly-Operated Farm
"Hokkaido Mikasa Farm" To Open in Mikasa City on April 1

Aeon concludes "Agreement on Regional Agriculture Revitalization" and "Agreement on Establishment of New Business Facilities" with Mikasa City on January 21 (Tue)

Aeon Co., Ltd. announced that Aeon Agri Create Co., Ltd. (hereinafter referred to as "Aeon Agri Create"), Aeon's subsidiary which aims at establishing business models based on suburban agriculture and high efficiency large-scale agriculture, will open Aeon's first directly-operated farm "Hokkaido Mikasa Farm (Mikasa City, Hokkaido)" on Tuesday, April 1. The Farm will be the 14th directly-operated farm for Aeon Agri Create.

Prior to the opening of the Farm, Aeon Agri Create will conclude an "Agreement on Regional Agriculture Revitalization" and "Agreement on Establishment of New Business Facilities" with Mikasa City on Tuesday, January 21. With these agreements as a trigger, Aeon Agri Create will work in collaboration with Mikasa City towards the revitalization of agriculture by promoting the usage of local resources including composts, agricultural chemicals, etc. while expediting the employment of local workforce.

"Hokkaido Mikasa Farm" to open this spring will have agricultural land of 30 ha, becoming Aeon's largest directly-operated farm. As the farming area per patch is large, the Farm can expect higher crop yields and operational efficiency through large-scale agriculture.

Hokkaido Mikasa Farm is planning to start growing tomatoes, cucumbers, melons, etc. under cultivation facilities in late April 2014 and cabbage and Chinese cabbage under open cultivation in June.

Vegetables produced in the Farm will be sold as greengrocery and cut vegetables under "Topvalu," Aeon's private brand, at 57 stores in the Hokkaido area including General Merchandise Store "Aeon," food supermarket "Maxvalu," "AEON SUPERCENTER," etc.

With the opening of "Hokkaido Mikasa Farm" as an opportunity, Aeon Agri Create is committed to continuing to offer fresh and delicious agricultural products to its customers based on improved "safety and security" while promoting community-based management.

[Plans for Hokkaido Mikasa Farm]

- ◇ Name of the farm: AEON AGRI CREATE Co., Ltd. "Hokkaido Mikasa Farm"
- ◇ Location: Karamatsuaoyama district, Higashikiyozumi district, and Kiyozumi district in Mikasa City, Hokkaido
- ◇ Agricultural land are: 30.0 ha
- ◇ Items: Open cultivation: Cabbage, Chinese cabbage, corn
Greenhouse cultivation: Melon, cucumbers, tomatoes
- ◇ Future plan: Will start the sales of agricultural products following the cultivation starting in late April 2014 and cropping in late May.
- ◇ Stores as distributors: A total of 57 stores in the Hokkaido area operated by the Group including GMS, food supermarkets, SUPERCENTER, etc.