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March 26, 2014  
AEON CO., LTD.

## **For 3,000 new employees in Japan, ASEAN countries and China Aeon to Hold “Meet The New AEON People 2014” on Tuesday, April 1**

On Tuesday, April 1, Aeon will hold “Meet The New Aeon People 2014” for 3,000 new employees at Makuhari Messe located in Chiba City, inter-connecting a total of 11 countries including ASEAN countries and China via the Internet. The purpose of this welcoming ceremony for new employees is to share with all new employees Aeon’s unchanging “Customer-First” philosophy, which has been fostered across the board for over 250 years since its founding

This year, about 2,600 new employees of 55 Aeon Group companies in Japan will attend the event. In addition, a total of 450 new employees of the Group companies in Malaysia, Thailand, Indonesia, Vietnam, Cambodia, Myanmar, Laos, the Philippines and India, as well as about 50 employees in China, who have joined the Group a bit earlier than other new employees, will participate in the event via the Internet.

In the welcoming event, Aeon Group CEO and the president of the Federation of Aeon Group Workers’ Unions will give their messages to new employees. Moreover participating new employees will be given an opportunity to talk directly with the Group CEO at the Q&A session. In addition, the head of Aeon’s Chinese Business and the Managing Director of Aeon Co. (M) Bhd in Malaysia will make welcoming speeches for the new comers.

Based on its fundamental management principles of “the pursuit of peace, respect for humanity, and contributions to local communities with the customer’s point of view as the core,” Aeon will work together with the new Aeon People to put its “Customer-First” philosophy into practice in the entire Asia region.

### **■ Outline of “Meet The New AEON People 2014” ■**

Date: Tuesday, April 1

Place: Japan (Makuhari Messe), Malaysia, Thailand, Indonesia, Vietnam, Cambodia, Myanmar, Laos, the Philippines, India and China

Speakers:

Motoya Okada, Group CEO, President and Representative Executive Officer of AEON CO., LTD.

Yuki Habu, Vice President, CEO, China Business of AEON CO., LTD.

Nur Qamarina Chew, Managing Director of AEON Co. (M) Bhd.

Kenji Niizuma, President of the Federation of Aeon Group Workers’ Unions

Number of participants: About 2,600 new employees from 55 Aeon Group companies in Japan (including about 60 foreign nationals) and about 500 new employees from the Group companies in ASEAN countries and China