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AEON CO. LTD.
AEON Co. (M) Bhd.

One of the biggest shopping mall in the region makes a debut!
—Aeon Mall Bukit Mertajam to Open on July 19th in Penang, Malaysia—

Aeon Co. Ltd. and Aeon Co. (M) Bhd.(Aeon Malaysia) are pleased to announce the grand opening of a huge shopping center in Bukit Mertajam of Penang State, Malaysia, on July 19. The shopping center, Aeon Mall Bukit Mertajam, is the 23rd in a series of Aeon stores in the country and expected to serve as one of the largest retailers in the region.

【Geographical features and the customer base】

Aeon Mall Bukit Mertajam is located in Seberan Perai County, halfway between the two large Penang Bridges connecting Penang Island and the Malay Peninsula. The county has functioned as an important merging point of local traffic and accordingly a key driver of Malaysia's economic growth.

Bukit Mertajam, a 15-minute drive from Seberan Perai's downtown, has seen its population grow constantly and, along with Penang Island, established itself as the center of economic activity in northern Malaysia. Just outside the new shopping center runs a four-lane artery road, apparently a great amenity for shoppers from distant neighborhoods.

【Features of Aeon Mall Bukit Mertajam】

◆ **Aeon Mall Bukit Mertajam will provide customers with a variety of other distinctive services, that upgrades customer's shopping experience.**

Unarguably one of the largest retailers in the region, the three-storied Mall has a total commercial space of about 45,000m² and a parking lot for up to 1,800 vehicles. Besides the flagship tenant, Aeon Bukit Mertajam Store, a general merchandise store, a total 172 specialty stores will open on all of the four floors.

Specialty stores will deal in a wide range of global brands and those of local. Food shops and restaurants will join them, on floors totaling some 2,200m², one of the biggest floor size in the region. Still more, such vital services as library and credit card agent are readily available. Also the Mall boasts a "beauty zone" of nail salon and hair care specialist and movie theater and amusement facilities. The new mall will thus be widely accepted as a one-stop shopping site that allows families and young couples to make the most of their shopping time.

(Exterior image of Aeon Mall Bukit Mertajam)



【Outline of Aeon Mall Bukit Mertajam】

MallName:	AEON MALL Bukit Mertajam
Core tenant:	AEON Bukit Mertajam Store (GMS)
Location:	Jalan Rozhan, Alama, Pulau Piang, Malaysia
Structure:	3 floors above ground, with a parking lot on the building roof
Phone:	+604-530-7165
Opening date:	July 19, 2014
Business hours (open throughout the year):	10:00-22:00 (Sun. through Thur.); 10:00-22:30 (Fri. and Sat.)
Site space:	approx. 78,000m ²
Commercial space:	approx. 45,000m ² (Of this, AEON has 14,700m ² of shop space and 2,600m ² of back-office space for a total of about 17,300m ² .)
Parking lot capacity:	1,800 vehicles
Mall manager:	Kamarul Zaman Jaafar
AEON Store manager:	Hanim Hj. Abu Samah
No. of mall employees:	450
Prospective customer base:	approx. 200,000 (50,000 households within a 15-minute drive of the center site)

◆Unifying the name of shopping centers

Aeon Malaysia will change, in steps, the names of its directly managed, mall-type shopping sites into uniform “AEON MALL.” By doing so it aims to make the group more widely accepted as a shopping arcade operator and bolstering its leasing power. We aim to achieve sustained growth and profitability with further support from our customers.

【More about Aeon Mall Bukit Mertajam】

◆1st floor: for international fashion & food brands

The first floor mainly holds shops offering ladies and family fashions together with food and goods stores and restaurants.

- Among major fashion brands available on the floor are Australian fast fashion vendor *Cotton On*, which had not previously been opened in Aeon Malaysia stores, Japan's *Uniqlo*, Hong Kong's *Giordano* and *Bossini* and the U.S.'s *Skechers* (shoes). Also offering popular local brands, like *Vincci* and *Padini Authentics*, the mall aims to serve as the No.1 “fashion street” in the whole region.



- The restaurant section has 12 eateries; British tea house brand *Winter Warmer*, first to open in the Aeon Group, *The Cruises Steak House*, with interiors designed like a cruiser cabin, and *Auntie Anne's*, the world's top pretzel chain.

◆2nd floor: for youth fashion, beauty salons and home furnishing

The second floor has a space for youth fashion items, as well as the digital home electronics products, and general merchandise that support diversifying individual life.

- Among the major stores on this floor are: *Courts* (home furnishing and digital electronics); *FOS* (outlet store), and *Hi Style* and *AD Jeans* (youth fashion).
- The “beauty zone” has nine salons, including *New York Skin Solution* (facial care), *Yun Num* (hair care) and *Nail Shadow* (nail salon).



◆3rd floor: “Kids-Family and Food Avenue”

On this floor are *Mollyfantasy* and *Kidzooona*, indoor amusement centers for kids, and a food court-restaurant section, one of the largest in the region.

- In addition to the 19 counters of foodcourt, food avenue boasts seven casual restaurants such as *Ocean Green Korean BBQ*, a buffet-style Korean food restaurant, and *The Chicken Rice Shop*, a restaurant featuring local foods.
- Aeon Fantasy, a company which provides indoor amusement, operates *Kidzooona* where they train physical strength and mind of children through recreation as well as *Mollyfantasy*. Among others are a *Daiso* one-coin shop, first to open in Aeon in the region, specialty stores including a digital goods shop and a bookstore.



◆4th floor: Movie theater (scheduled to open at the yearend)

【Features of AEON Bukit Mertajam Store (GMS)】

Bukit Mertajam Store strives to enrich lifestyle in the local community through variety of goods and services that satisfy customers, mainly families, as well as those from all generations with a concept of enhanced comfort, convenience and joy in shopping environment.

◆Store space by floor

3rd fl.	Goods for kids & infants, household products, bedding, home electronics, stationery, interior goods
2nd fl.	Ladies' and men's goods
1st fl.	Food, delicatessen, bakery

◆Food

A wide selection of easy-to-cook foods and organic vegetables with safety and security.

- With an emphasis on cooking convenience, there is a wide range of processed food, such as cut fruits, sliced fish, and marinated chickens as well as organic vegetables.
- Freshness is another important aspect. Pizza, for example, will be cooked in front of the customers and served immediately. Also, by combining each of the delicatessen; deli, *sushi*, bakery tables and drink counter, “Delica World Eat-in Corner” will be introduced.



◆Apparel

The apparel line will center on basic, casual items for our wide-ranged customers.

- For children clothings, one single selling area covers everything from clothing to accessories and shoes, all featuring popular characters so that customers can coordinate their outfit at one time.
- Mens' and ladies' apparel are offered on the same floor and they cater to a range of customers from all generations. Also, the line will demonstrate “family concept” with a target on the families of young fathers and mothers by setting up a family-oriented sections.

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◆Home products

Home products line offers new lifestyles.

- For bedding, for example, best beds and pillows will be proposed for the sake of restful and sound sleep.
- As for home appliances, we will offer a wide selection of products from Aeon's Topvalu items, such as frying pans and cutlery, which are safe, secure and economical.
- Featuring the stationery section is a full line-up of wrapping materials, in response to growing needs for goods related to festive, and seasonal occasions.



<SC and its environmental practices>

Aeon Home Town Forest Program

Aeon, as our environmental conservation and social responsibility activity, conducts Aeon Home Town Forest Program, where Aeon and local customers jointly plant saplings of locally-indigenous plants when a new SC is built. On May 10th, a total of about 800 people made up of customers and workers planted about 8,500 saplings around Aeon Mall Bukit Mertajam.

【Facts of AEON Malaysia】

Name of the company: AEON Co.,(M) Bhd.
Location: 3rd fl., AEON Taman Maluri Shopping Centre,
Jalan Jejaka, Taman Maluri, Chera, 55100 Kuala Lumpur, Malaysia
Established: September 15, 1984
Capitalization: RM351,000,000 (¥10.6 billion, 1RM=¥30)
Representative: Nur Qamarina Chew Binti Abdullah
Line of business: General merchandiser

【Number of AEON SCs, GMSs, SMs and HPs in the ASEAN countries】**(as of 2014/7/19)**

Company name	Total	GMS	SM	HP*	SC
AEON Malaysia	31	28	3	—	22
AEON Big Malaysia	28	—	5	23	
AEON Thailand	67	—	67	—	
AEON Vietnam	1	1	—	—	1
AEON Cambodia	1	1	—	—	1
ASEAN total	128	30	75	23	24

(*) HP for hyper market

