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September 30, 2014  
AEON CO., LTD.

" ENJOY AEON! "

## Aeon to Upgrade Services for Foreign Tourists Visiting Japan

### **Expanding tax-free services to 300 stores, starting October!**

In order to provide more convenient and comfortable shopping environment for foreign tourists, Aeon starts expanding tax-free services to 300 of its Aeon general merchandise stores nationwide, starting in October. Aeon also aims to upgrade services for foreign tourists, including issuing discount coupons and offering multilingual signs for floor guides.

According to the Japan National Tourist Organization, the number of foreign tourist visiting Japan topped 10 million for the first time last year. Compared to a decade ago, the number has doubled and is increasing year after year. In addition, the government aims to double the number by 2020, striving to establish itself as a leading tourist destination.

The government has already taken measures to attract more tourists, such as relaxing the issuance of Temporary Visitor Visas and facilitating immigration procedures. From this October, Japan's tax-free program will be revised to include food, cosmetics and prescription drugs in addition to those already exempt such as home electronics and clothing.

By offering the convenience of one-stop shopping and a diverse selection of goods as a general merchandise store, including food, clothing, household goods, cosmetics, and prescription drugs, as well as providing various privileges to its more than 10 million AEON card members abroad, Aeon strives to provide better shopping experience for all the foreign tourists visiting Japan.



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## <Examples of services for foreign tourists to Japan>

### 1. Providing a comfortable shopping environment

#### (1) More tax-free service stores

Aeon will steadily begin expanding tax-free services to 300 Aeon stores nationwide starting October 2014.  
(This will differ by each store in specialty store zones)



#### (2) To fulfill customer requests: Introduction of telephone interpretation services

When connecting to the interpretation service via cellphone, staff will quickly ascertain customer requests for more comfortable shopping experience. (available from 7:00 a.m. to 11:00 p.m., 365 days)

Available languages: English, Chinese and Korean (other languages may be added in future)

Available stores: To be steadily added to stores with tax-free services

#### (3) Expansion of Wi-Fi service

Aeon provides a free Wi-Fi service so that tourist customers can access various information for their enjoyable travel experience. Currently, free Wi-Fi is available at five locations: Aeon Makuhari New City, Aeon Wakayama, Aeon Tendo, Aeon Toin, and Aeon Nagoya-Chaya Store. Service will be steadily expanded, including availability throughout Aeon Mall facilities.

#### (4) Delivery service

In collaboration with Central Japan International Airport Co., Ltd. and Yamato Transport Co., Ltd., both of which promote luggage-free sightseeing for foreign tourists, Aeon will introduce a new service of delivering items to Chubu Central International Airport purchased at Aeon Mall Atsuta. (Available with multilingual assistance at the Aeon in-store service counter)

(scheduled to start in November 2014)

#### (5) Universal signs

Pictograms for facilities and services allow people of any nationality and generation to find what they are looking for with minimum confusion.



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## (6) Prayer rooms

Prayer rooms are provided for those who need a partitioned place to pray.

Available at: Aeon Mall Makuhari New City, Grand Mall 4F

Aeon Mall Nagoya-Chaya, 3F

## 2. Sales promotions

### (1) Expansion of promotions for foreign tourists to Japan

The "ENJOY AEON!" discount program will be expanded to all Aeon stores.

Discounts will be applied for those who presenting a receipt printed from the HappyGate\* (starting in mid-October)

(This program is exclusive for foreign tourists visiting Japan only)

Please visit the following website for more information:

[www.welcome-aeon.com/coupon/](http://www.welcome-aeon.com/coupon/)

\*About HappyGate:

It is a barcode reader set up in Aeon stores, which

scans barcode data displayed on smartphones to issue coupons.



### (2) Information via an inbound visitor website

Aeon is preparing a website for foreign tourists visiting Japan both in English and Chinese (traditional and simplified). A store search will be available with useful information for shopping at Aeon such as information on facilities and services as well as seasonal topics and product information.

(Information on discount coupons is also available)



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### 3. Financial services, etc.

#### (1) Expansion of cash registers accepting China UnionPay cards

Cash registers at about 300 AEON Group stores (about 16,000 units including those in AEON Malls, Vivre/Forus stores, and specialty stores) already accept UnionPay cards, and this service will be steadily expanded over time.

#### (2) Expansion of service for withdrawing Japanese yen with cards issued overseas at Aeon Bank ATMs

i) A total of 1,000 Aeon Bank ATMs nationwide allow customers to withdraw Japanese yen using cards issued overseas at AEON stores, major stations, airports, and other public facilities. The number of these ATMs will be steadily expanded over time.

Acceptable cards:

VISA, VISA Electron, MasterCard, Maestro, Cirrus, PLUS and China UnionPay



ii) ATM machines for foreign currency exchange are available at Aeon Mall Makuhari New City and Aeon Mall Narita

Exchangeable Foreign currency to yen: U.S. dollars, euros, Chinese yuan, Korean won, Hong Kong dollars, Taiwan dollars, and Thai baht

Withdrawable foreign currency: U.S. dollars

iii) Privileges for overseas AEON card members

Special privileges will be given to overseas Aeon card members who visit Aeon stores in Japan.

Privilege overview:

Hong Kong: 5 times of the usual points awarded when using the AEON card in Japan.  
(until February 20, 2015)

No foreign currency transaction fee (shopping transaction fee)

Thailand: 1% cash back when using the alliance card with Thai Airways (the AEON Royal Orchid Plus Platinum Card) for shopping overseas.

5% cash back when using at restaurants and hotels overseas.

\*Applied with 1,000 baht or more spending at a restaurant and 10,000 baht or more at a hotel. (cash back limited to 3,000 baht per month)



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### (3) Revitalization of local regions via inbound visitors

Aeon currently issues about 90 different types of regional WAON cards. Shopping with a regional WAON card allows a portion of the transaction amount (0.1%) to be donated toward activities for revitalizing the region.

With designs unique to Japan featuring landmarks such as Mt. Fuji and Kyoto's Nijo Castle, regional WAON cards make nice souvenirs for repeat customers, who, by utilizing the card, can enjoy convenience in shopping at their every visit to Japan; the card can be used at various places in Japan, and charging system reduces the need for frequent exchange of currency and the hassle of dealing with bills and coins.

WAON cards can be used at about 190,000 establishments, including Aeon Group stores nationwide as well as affiliate stores.



### (4) Overseas promotion

Aeon will promote its shopping malls and discount information by participating in tourism exhibitions held in various countries every year, as well as by local tourist magazines.

Aeon boasts about 200 stores throughout Asia including China, Thailand and Malaysia. There, Aeon stores in Japan are directly promoted to local customers, encouraging them to visit Japan and the stores.

