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November 7, 2014
AEON CO. LTD.
AEON Co. (M) Bhd.

Aeon Mall Taiping to Open on Nov. 15 in Perak State, Malaysia as one of the largest shopping malls in the area.

Aeon Co. (M) Bhd. is opening Aeon Mall Taiping on November 15 (Saturday) in Taiping, Perak State, Malaysia. The Mall, Aeon's 24th store in the country, is expected to serve as one of the largest shopping malls in the region.

<Location and customer base>

Taiping, of about 220,000 people, is the second largest city in Perak, after the state capital of Ipoh. It's located 50km north of Kinta City and 55km south of Bukit Mertajam, the two other major cities currently hosting AEON shopping centers (Aeon Ipoh Store & Kinta City Shopping Centre and Aeon Mall Bukit Mertajam). The Taiping mall constitutes part of a projected residential area with developing traffic facilities, about 2km north of downtown Taiping. With an arterial road running nearby, accessibility is great even for customers from distant districts.

<Key features of the mall>

◆ a full line-up of unique entertainment facilities

The mall has four floors above the ground, a commercial space of about 41,600m² and a car park to accommodate 1,900 vehicles, all combined to make one of the largest shopping centers in the region. The three floors consists of general merchandise store, AEON Taiping and a total of 118 specialty stores, of which 59 are ones firstly arrived in the region.

The mall features an expansive "food avenue" (about 2,200m², 14 sections), coupled with eat-in corners and food court, in order to respond to growing trend towards eating out. Equally unique are a range of entertainment facilities, such as a cinema complex and a playground, where customers, whether families or couples, can entertain themselves all day long.

Exterior view of the mall



<Outline of the mall>

Registered name:	AEON MALL Taiping
Core shop:	AEON Taiping Store
Location:	Taiping, Larut Matang, Perak, Malaysia
Structure:	4 floors above the ground
Phone:	+605-804-8722
Opening:	November 14 (Fri.), 2014
Business hours:	Open all days; 10:00-22:00 (Sun.-Thurs.), 10:00-22:30 (Fri. and Sat.)
Site area:	approx. 54,500m ²
Commercial facility space:	approx. 41,600m ²
	AEON's facility space: approx. 16,400m ² (sales floors: 13,700m ² , back-office space: 2,700m ²)
Car park:	for 1,900 vehicles (ground and 3rd floors, rooftop)
Mall manager:	Mr. Hafis Amiri
AEON Taiping manager:	Mr. Suhaili Abdul Rahman
No. of employees:	305
Estimated customer base:	200,000 persons (60,000 households) in the areas within 15 minutes' drive of the mall

◆ **About AEON MALL**

Mall-type shopping centers (SC) directly managed by Aeon Malaysia are to unify its names, in steps, under "AEON MALL" in coming years. This is to help realize Aeon Group's goal of attaining high public recognition for facilities and improving their leasing potential, as a step to win greater support from customers. these process are expected to bring the Group sustainable growth and robust profitability.

<Features of AEON MALL Taiping>



- ◆ **1st floor: Trend fashion and the best gourmet of the world**
- ◆ **2nd floor: amusement for kids, fashions for youths, Food Avenue**
- ◆ **3rd floor: Cinema complex TGV, the largest in the region (to open in mid-2015)**

<Key features of AEON Taiping store>

AEON Taiping store will serve as a one-stop convenient store that aims to improve customers' lifestyles with an elaborate selection of daily necessities. Also, with the Taiping area seeing its population aging very rapidly, the Mall has introduced a trolley for the aged and wheelchair-bound people. With the products and the brushed services for comfortable shopping environment, the Mall aims to assist local community in improving its overall lifestyle.

◆ **Composition of sales space**

3rd floor:	Car park, cinema complex
2nd floor:	Apparel, bedding, interior goods, consumer electronics, stationery, sporting goods, etc.
1st floor:	Foodstuff, delicatessen, bakery, home products, DIY, etc.

◆ **Foodstuff**

The foodstuff floor offers a variety of easy-to-cook food and freshly-delivered farm and fishery products, as well as freshly baked breads and pizzas made of halal ingredients.

◆ **Apparel**

On the apparel floor is a wide collection of casual-wear items, including those of "TOPVALU" and of AEON Malaysia's original brands.

◆ **Home products**

Kitchen-dining essentials and DIY products are on the same floor as foodstuffs to allow customers a one-stop shopping environment.

<Commitment to preserve the environment around shopping centers>

AEON Hometown Forests program

As a part of its environmental preservation and social contribution activities, Aeon Group, in partnership with customers, plant the seedlings of indigenous trees around SCs when opening a new shopping center. For Aeon Mall Taiping, about 6,700 seedlings were planted by 750 local residents and mall employees held on October 11 in the ceremony.



<Outline of AEON-Malaysia>

Registered name: AEON Co. (M) Bhd.
 Address: 3rd Fl., AEON Taman Maluri Shopping Centre, Jalan Jejaka, Taman Maluri, Cheras, 55100 Kuala Lumpur, Malaysia
 Established: September 15, 1984
 Capitalization: RM351,000,000 (¥10.6 billion, 1RM=¥30)
 Representative: Nur Qamarina Chew Binti Abdullah
 Business sector: general merchandising

<Breakdown of AEON shops in ASEAN countries (as of Nov. 15, 2014)>

Corporate name	Total	GMS	SM	HP ^{*1}	SC
AEON Co. (M) Bhd. ^{*2}	32	29	3	-	23
AEON BIG (M) SDN. BHD	28	-	5	23	
AEON (Thailand) CO., LTD.	74	-	74	-	
AEON VIETNAM Co., LTD	2	2	-	-	2
AEON (Cambodia) Co., Ltd.	1	1	-	-	1
ASEAN total	137	32	82	23	26

*1 HP: hyper-market

*2 AEON-Malaysia also operates a chain of 29 drug stores.