

December 10, 2014  
AEON CO., LTD.  
AEON BIG (M) SDN. BHD

## **AEON BiG opens in Alor Setar, the state capital in northern Malaysia** **AEON BiG Alor Setar opens on December 12th**

Aeon Big (M) SDN. BHD (hereinafter called “Aeon Big”) is scheduled to open Aeon Big Alor Setar in Alor Setar, Kedah, Malaysia on December 12 (Fri). This brings the total number of the Group stores in Malaysia to 61. In the ASEAN region overall, Aeon operates a total of 140 GMSs, hypermarkets and food supermarkets.



**AEON BiG Alor Setar Store**

### ■ **Store location**

Alor Setar is a city located in the northeastern part of Kedah State, roughly 400km north of the capital Kuala Lumpur and about 50km south of the southern border with Thailand. The special administrative city has a population of approx. 450,000, of which more than 150,000 live in Jalan Gangsa where the mall is located.

With the Muda River flowing through the region, the area has long been a major agricultural center and constitutes the largest farming area in Malaysia. The area is also famous for its beautiful mosques.

### ■ **The distinctive features of AEON BiG Alor Setar Store: Proposing new lifestyles through shopping**

The store boasts the area's widest lineup of foods, clothing, home goods and other daily necessities at affordable prices on two levels, provided with spacious aisles with good visibility. The building is organized into zones of tenants providing customers assistance in everyday living.

## ■ The distinctive features of sales floors at AEON BiG Alor Setar Store

Under the store concept of “Big CHOICES, Great VALUE,” the store not only offers a wide range of goods for everyday living but has also created eat-in space for customers to enjoy store-bought meals on the spot, for a “new and convenient lifestyle” not found elsewhere.

### <Specific features >

- Extensive line of products from local farms and market, for local consumption of local foods
- Offering safe and freshly made delicious tastes with safety and security
- offering one of the the widest product line ups in the area to become an indispensable part of customers' daily lives

Since the launch of ASEAN Business operation in Malaysia in 1984, Aeon, under its unwavering principle of “pursuing peace, respecting humanity and contributing to local communities, for the benefit of the customer,” always with the customers' point of view as its core,” has been operating stores rooted in their local communities, practicing “Customer-First” philosophy with its ever-lasting innovative spirit.

AEON will continue to speed up store opening in multiformat, including GMSs, food supermarkets and hypermarkets in order to meet the diverse needs of the customers.

### [Outline of AEON BiG Alor Setar]

Store name:	AEON BiG Alor Setar
Address:	No. 99 Jalan Gangsa, 05150 Alor Setar, Kedah
Structure:	2 floors, with parking space on ground level and rooftop
Telephone:	604-735-0300
Opening date:	December 12, 2014 (Fri)
Store hours:	8:00-22:30 on Sun-Thu; 8:00-24:00 on Fri & Sat (Sunday through Thursday are weekdays and Friday and Saturday are holidays in Kedah State.)
Holiday:	None
Store manager:	Abd Rahman Bin Ibrahim
Parking space:	Approx. 550 cars
Site space:	Land area: 25,070 m <sup>2</sup> Commercial space: 14,600 m <sup>2</sup> Directly operated commercial space: 7,512 m <sup>2</sup>
Number of employees:	Approx. 150
Trade area:	Population of approx. 150,000 within 20-minute drive (within 10-km radius)

## [Store area map]



## [Outline of AEON BiG Malaysia]

Name: AEON BIG (M) SDN. BHD  
 Established: October 31, 2012  
 Address: 3, Jalan SSI6/1 47500 Subang Java Selangor Darul Ehsan, Malaysia  
 President: Mitsuru Nakata  
 Line of business: General merchandiser

## Reference

### [Number of AEON GMSs, supermarkets & discount stores in the ASEAN region]

(as of Dec 12, 2014)

Company name	Total	GMS	Supermarket	HP*	Shopping centers
AEON Co.(M) Bhd.	32	29	3	—	24
AEON BIG (M) SDN. BHD.	29	—	5	24	
AEON (Thailand) CO.,LTD.	76	—	76	—	
AEON VIETNAM Co., LTD.	2	2	—	—	2
AEON (CAMBODIA) Co., Ltd.	1	1	—	—	1
ASEAN Business total	140	32	84	24	27

\* HP: Hypermarkets