



December 18, 2014  
AEON CO., LTD.  
QINGDAO AEON DONGTAI CO., LTD.

## **AEON Hefei Road Shopping Center to Open on December 20 as a New Landmark in Fu Shan**

Qingdao Aeon Dongtai Co. Ltd. (Aeon Qingdao) is opening its 10<sup>th</sup> store in Qingdao City, Aeon Hefei Road Shopping Center (the SC) in the eastern Chinese city of Qingdao, Shandong, on December 20.

### **Location and trade base**

Qingdao, one of China's sub-province divisions with about 7.7 million people, is the economic and cultural hub of the country's eastern coastal region. It's known as an area where global corporate brands, such as Haier and Tsingtao Brewery are based. Qingdao and its neighboring areas also constitute a leading sight-seeing spot with many resorts of global fame. Additionally, holding international horticulture exposition this year (Apr. 25-Oct. 25), the city is fast emerging as a forefront of culture and art.

The SC is located in Fu Shan, Qingdao's high-end residential district where nature and people coexist in harmony: within 1.5km from the store, there are 10 kindergartens, seven elementary schools and the Shandong University hospital (500m away). About 3 km from the SC, there is a 359-hectare Fu Shan Forest Park, one of the city's largest parks where local families flock on weekends to enjoy hiking.

The SC stands at a juncture of two artery roadways in the north part of the City; Hefei Road running East and West and another road South and North. The neighborhood, in addition, has four bus stops that connect to 10 different routes. These aspects make an easy access to the store, welcoming customers from remote areas.

With the store concept of "proposing a new lifestyle for Fu Shan," the SC aims to contribute to a better convenience in the living of the locals and thus become a community base.



(AEON Hefei Road SC)

### Features of AEON Hefei Road SC

#### (The mall area)

- ◆ Boasting 94 specialty stores, including 14 Japanese vendors of which 10 are new faces in Qingdao
- ◆ A wide range of restaurant choice including 18 restaurants as well as big-scale food court
- ◆ A total of 14 sweet and bakeries shops and cafes, along with rest corners for relaxing
- ◆ One-stop service counter available for paying mobile phone bills (for all carriers), buying transportation cards and lottery, and paying for utilities.
- ◆ Providing customer-friendly (particularly for females and children) space including two maternity rooms and easy-to-walk space in the parking lot
- ◆ Various events held weekly at a special square Happy Harbor

#### (AEON Hefei Road Store)

- ◆ Designed to offer new lifestyle especially for generations born in 80s called “The Ba Ling Hou”
- ◆ Arranging sales floors to be “the largest and No. 1 in the region”
- ◆ The first floor featuring the largest *sushi* sales corner in the region and a candy shop corner dealing in an unrivaled 420 items of both domestic and foreign brands, as well as offering a wide line up of organic grown vegetables to promote “One Village One Product Movement”
- ◆ The second floor demonstrating new lifestyle through categories of ladies, men, inner wear and sporting items
- ◆ The third floor boasting the region’s largest sales space for kid’s items as well as categorized sales space for daily goods tailored to the different lifestyles.

## Outline of AEON Hefei Road SC

Registered name:	AEON Hefei Road Shopping Center	
Address:	Hefei 672, Qingdao North, Shandong, China	
Phone:	0086-532-6698-8085	
E-mail:	<a href="http://www.qdaeon.com">http://www.qdaeon.com</a>	
Representatives:	SC general manager	Lu Qing LI
	SC manager	Quan Wan
	AEON Hefei manager	Guang Cheng Liu
No. of tenants:	AEON Hefei SC (the anchor store)	
	94 specialized shops (including 2 planned to open in March 2015)	
Property space:	approx. 33,600m <sup>2</sup>	
Total floor space:	approx. 100,200m <sup>2</sup> (including the parking lot and the administrative office)	
Total rented space:	approx. 45,000m <sup>2</sup>	
Structure:	3 floors with 1 floor underground	
Parking lot capacity:	approx. 1,000 cars	
Opening day:	Dec. 20, 2014 (9:00 am)	
Business hours:	9:30-22:00 (The food floor opens at 8:30)	
	(* Some tenants have different business hours.)	
Regular holidays:	no holiday	
No. of employees:	approx. 1,200 (the SC's total)	
Prospective customer base:	approx. 1 million people (350,000 households) within 15minutes drive	



(Floor composition)

### 交通指南



(A map of adjacent commercial zones)

### Outline of QINGDAO AEON DONGTAI CO., LTD.

Registered name: QINGDAO AEON DONGTAI CO., LTD.  
 Established: March 1996  
 Address: 72 Hong Kong Middle Road, Qingdao South, Shandong, China  
 Representative: Toshiya GOTO  
 Type of business: general merchandise



## AEON Hefei Road SC

With the concept of “proposing a new lifestyle for Fu Shan”  
the store aims to be community-oriented shopping center,  
where people can enjoy shopping with a smile

- To be a SC that brings a **smile** to both customers and employees
- To be a SC not just for customers to enjoy shopping but to spend fulfilling **time**
- To be a SC that is loved by the **community** and be longed for its prosperity

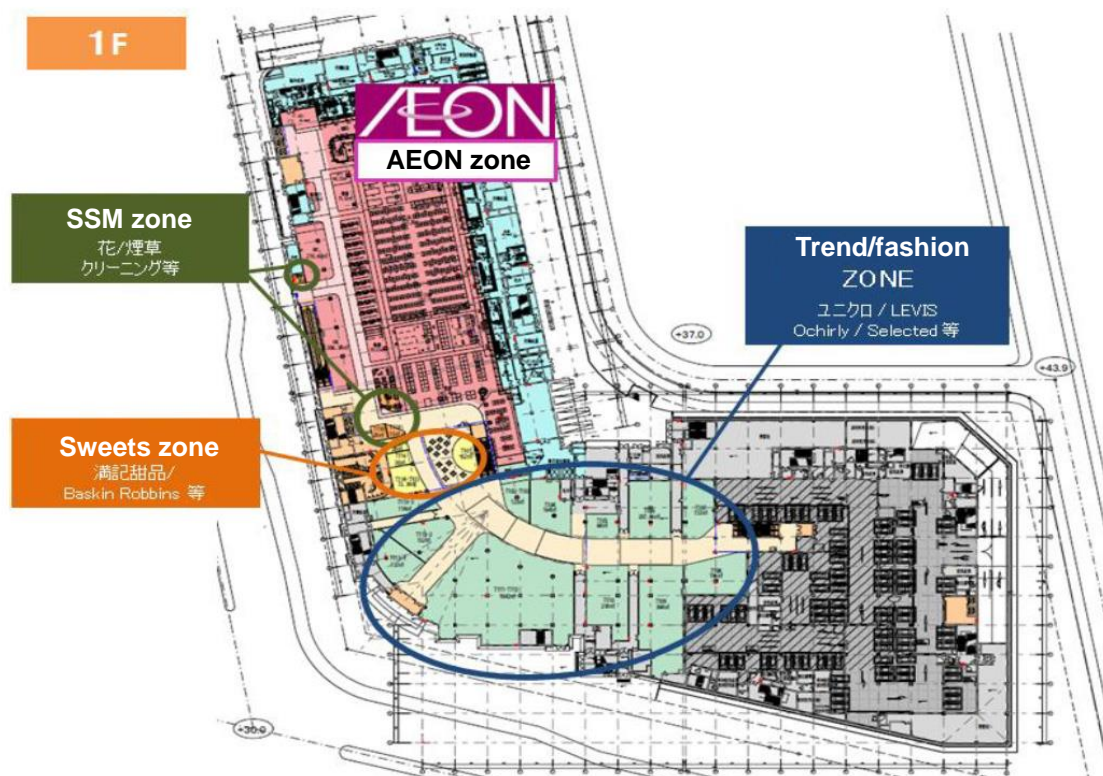
“Smile,” “Time,” and “Community”

With the concept of “proposing a new lifestyle for Fu Shan,” the SC aims to grow around the three key words of smile, time and community in order to enrich people’s life and thus become a new community base.

### About each floor and specialty stores

#### (1F)

With the center court surrounded by the four specialty stores of popular sweets and desserts, the floor makes you smile through offering diverse food and fashion stores.



#### (2F)

The floor that provides relaxing time with seven Chinese restaurants and a large food court at the center as well as enjoyable shopping experience at fashion stores



(3F)

The floor consists of the café & sweets/restaurant, goods/select shop, and Kid's zones, proposing a new lifestyle





### About AEON Hefei Road Store, the anchor store of Aeon Hefei Road SC

#### ○ (1F)

On the first floor that extends over 2,800m<sup>2</sup>, a wide line up of food, which are 12,000 items of perishables, processed foods and home products, are offered to satisfy customers from both neighborhood and those from distant areas. Main sales coner include that for vegetables and fruits (460m<sup>2</sup>) on one of the largest scales in the region, and that for delicatessen dealing in more than 680 items.



#### ○ (2F)

With the four sections—for ladies, men, inner wear and sporting items—the floor offers items that match the lifestyles of the new-family generation of “The Ba Ling Hou.”



○ (3F)

The third floor features two themes; a new lifestyle and children, targeting at the new-family generation of “The Ba Ling Hou.”

