

# ENJOY AEON!

February 17, 2015

AEON CO., LTD.

## AEON's Inbound Program further Expands Products and Services for the "Lunar New Year"

The number of stores with tax-free service reaches 409 stores nationwide  
targeting for 500 stores in the first half of FY 2015!



In order to provide a more convenient and comfortable shopping experience for foreign tourists visiting Japan, Aeon expands tax-free services to 409 GMS (General Merchandise Stores) including Aeon and Daiei stores nationwide in February, aiming to reach 500 stores within the first half of the fiscal year 2015.

In addition, celebrating the Lunar New Year Holiday, also known as the "Spring Festival," the Aeon further upgrades services for foreign tourists, including discount sales for popular Japanese snacks, prescription drugs, and cosmetics, issue of discount coupons, and expansion of multilingual signs in stores.

According to the Japan National Tourist Organization, the number of foreign tourists visiting Japan in 2014 exceeded that of previous year by 29.4%, reaching 13,413,600 visitors (estimated). The number of visitors this year is already on a rapid rise. The Japanese government has set a goal to achieve 20 million by 2020 to become a leading tourist destination.

By offering the convenience of one-stop shopping and a selection of goods ranging from food, clothing, household goods, cosmetics, to prescription drugs, Aeon strives to provide a better shopping experience for all foreign tourists visiting Japan.



## <Examples of services for foreign tourists>

### 1. More stores with tax-free services

As of February 2015, a total of **409** Aeon and Daiei stores nationwide offer tax-free services. Aeon plans to expand services to **500 stores** in the first half of FY 2015. (This will differ by each store in specialty store zones.)



### 2. Boost promotions for the Lunar New Year

Until February 28th, popular products among tourist from Chinese and other countries will be offered at discount prices, including chocolate snacks, cosmetics, and prescription drugs such as headache and cold medication.

There will also be a special sales corner assembling related products at the stores below until February 24th.

(AEON Sendai Nakayama, Natori, LakeTown, Narita, Shinagawa Seaside, Makuhari New City, Atsuta, Nagoya Dome Mae, Rinku-Sennan, Osaka Dome City, Hineno, Hiroshima Fuchu, Ayagawa, and Okayama Store)



### 3. Expand promotions for foreign tourists

The "ENJOY AEON!" discount program will be expanded to all Aeon stores. Discounts will be applied for customers presenting a receipt printed from a HappyGate\*\* reader (This program is exclusively for foreign tourists visiting Japan.)

\*\*About HappyGate:

HappyGate is a barcode reader set up in Aeon stores. It scans barcode data displayed on smartphones to issue coupons.

At Aeon Malls below, customers will be offered a 500-yen coupon that can be used at specialty stores by presenting their passports at the information counter (excluding some stores.)

(AEON Mall Natori, Narita, Makuhari New City, Kisarazu, Atsuta, Rinku-Sennan, Hineno, Kyoto, Kobe Harborland umie, and Fukuoka)



#### 4. Expand of foreign language communication tools at AEON Malls

Aeon Malls nationwide provide communication boards that allow simple communication by pointing at pictures and set phrases for in-store customer service, as well as documents in four different languages (English, Korean, and both traditional and simplified Chinese) explaining the tax-free service procedure.



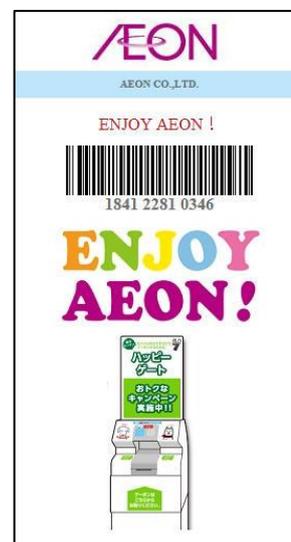
#### 5. Information via inbound visitor website "ENJOY AEON!"

(<http://www.welcome-aeon.com/>)

Aeon offers a website for foreign tourists visiting Japan in both English and Chinese (traditional and simplified). The site provides useful information for shopping at Aeon, including a store search, information on facilities and services, seasonal topics and product information. (Information on discount coupons is also available)



Website "ENJOY AEON!"



Discount coupon page

#### 6. Financial services

##### (1) Expand cash registers accepting China UnionPay cards

Roughly 358 Aeon Group stores already have cash registers that accept UnionPay cards. (roughly 17,108 units including those in Aeon Malls, Vivre/Forus stores, and specialty stores) This service will be steadily expanded over time.

**(2) Expand service for withdrawing Japanese yen from AEON Bank ATMs with cards issued overseas**

- i) As of February, a total of 1,583 Aeon Bank ATMs nationwide allow customers with cards issued overseas to withdraw Japanese yen at Aeon stores, major stations, airports, and other public facilities. The number of these ATMs will be steadily expanded over time.

Acceptable cards:

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



- ii) ATM for foreign currency exchange are available at Aeon Mall Makuhari New City, Aeon Mall Narita and Aeon LakeTown Mori.

**Exchangeable to yen:** U.S. dollars, Euros, Chinese yuan, Korean won, Hong Kong dollars, Taiwan dollars, and Thai baht

**Withdrawable currency:** U.S. dollars

**(3) Privileges for overseas AEON card members**

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

Privilege: Hong Kong

5 times the usual points awarded when using the Aeon card in Japan. (until February 20, 2016)

No foreign currency transaction fee (shopping transaction fee)

**7. Overseas Promotion**

Aeon promotes its shopping malls and discount information in tourist magazines and inflight magazines on commercial flights, as well as by participating in annual tourism exhibitions held in various countries. In addition, at about 200 of its stores throughout Asia including China, Hong Kong, Thailand and Malaysia, Aeon promotes its stores and services directly to local customers, encouraging them to come to Japan and visit Aeon stores.



Advertisement for Hong Kong newspaper



From the inflight magazine *Nihon Tatsujin* March Issue

**[Contact information]**

AEON CO., LTD. Corporate Communications Dept. TEL: (+81)43-212-6061