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February 27, 2015  
AEON CO., LTD.  
AEON Retail Co., Ltd.

**A discount store providing quality-assured daily necessities at reasonable price**

**Aeon to Spin Off Small-sized Discount Store Business**  
**on March 1, 2015**

**Accelerating openings of A・Colle aiming to reach 400 stores by the end of FY2018**

Aeon Retail Co., Ltd. (Aeon Retail) will spin off its A・Colle small discount store chain on Sunday, March 1, 2015, to establish a new company A・Colle Co., Ltd. (A・Colle), which starts operation the same day.



With population increase in urban areas, the number of single and dual income households has been on the rise, changing customers' lifestyles. Aeon, seeing this population shift and diversification of customer needs as one of business opportunities, initiated operating small-sized discount store, A・Colle, with a floor space of around 280.5 to 495 m<sup>2</sup> in 2008. As of February 27, 2015, the number of stores has reached 117 in Tokyo, Saitama and Chiba Prefectures.

A・Colle's store format combines Every Day Low Price (EDLP) concept and convenience in location, targeting customers who feel difficulties in shopping in urban areas and those who prefer reasonable price. In order to realize EDLP, Aeon has endeavored to establish a low-cost operation scheme by purchasing already-furnished closed stores, selecting appropriate items for its store size, and improving operation efficiency.

Under flexible business management realized through this spin-off, the company will expand its business actively in order to increase its store number to 400 by the end of FY 2018.

**[Overview of A • Colle Co., Ltd.]**

- (1) Established: September 9, 2014
- (2) Commencement of operation: March 1, 2015
- (3) Overview of spin-off: Absorption-type company split from Aeon Retail Co., Ltd.
- (4) Trade name: A • Colle Co., Ltd.
- (5) Representative: Ryoichi Morimoto
- (6) Head office: 1-5-1 Nakase, Mihama-ku, Chiba city, Chiba Prefecture
- (7) Description of business: Small-sized discount store operation
- (8) Fiscal Period: the end of February
- (9) Capital: 100 million yen
- (10) Shareholders: AEON CO., LTD. (80%), AEON Retail Co., Ltd. (20%)
- (11) Number of stores: 117
- (12) Number of employees: 2,270 (including full-time employees and part-timers)