

May 20, 2015

AEON CO., LTD.  
AEON Mall Co., Ltd.

## **AEON Group's First Wholly-owned Mall in China** **AEON Mall Suzhou Yuanqu Hudong to Open on May 29**

Aeon Mall Co., Ltd. (hereinafter "the Company") opens Aeon Mall Suzhou Yuanqu Hudong (hereinafter "the Mall") as Aeon's second mall in Suzhou City in China, on May 29.

This is Aeon's first wholly-owned mall in China whose land and building are wholly- owned by the Company. In line with the expected development of the area, the Company will establish an unique shopping mall that can flexibly adapt to the rapid change in the surroundings by utilizing its knowhow on mid- to long-term mall operations while also pursuing further comfort, convenience and fun for customers' shopping experience.

Following the launch of the first overseas mall for the company, Aeon mall Beijing International Mall in 2008, the Company has been expanding its business areas to Beijing, Tianjin, Suzhou and Wuhan. Currently it operates a total of six malls in China. In the Suzhou City, the new mall opens as the second one, following the opening of Aeon Mall Suzhou Wuzhong in April 2014.

Additionally, in the East China area, the Company also plans to open "AEON Mall Hangzhou Liangzhu Xincheng (tentative name)" in Hangzhou City, Zhejiang, and "AEON Mall Suzhou Xinqu" in Suzhou City, Jiangsu, respectively during this fiscal year.

### ■ The location of AEON Mall Suzhou Yuanqu Hudong

The mall is situated in the Suzhou Industrial Park located at the east of the Suzhou City's old urban area, which has been developed as an important economic and technological district since 1994 under a joint project by China and Singapore governments. With a population of 1,030,000 people, the Industrial Park is a national administrative area positioned as the most successful model in China. Moreover, the area expects further development; neighborhood of the Mall is known to be the most popular area in the City where various condominiums are currently under construction, while it is also adjacent to the "Zhongnan Jie (Zhongnan Street) Station" of Line 1, Suzhou Rail Transit that opened in April 2013.

### Features of AEON Mall Suzhou Yuanqu Hudong

#### ◆ **A variety of events to be held at the 35 meter-high "Entrance Dome," the new symbol of the area**

The transparent and floating- looking spherical dome creates a beautiful space lit up with magical colors of LED lights during night-time. Visitors can enjoy live events while having meals at the restaurants located inside the dome.

#### ◆ **Incorporated with the latest "universal design" and "environmentally-friendly facilities"**

Aeon strives to create facilities that are friendly to both customers and environment. The new mall has realized user-friendly "universal design," which Aeon has made constant effort in enhancing facilities at both domestic and overseas malls. Its environmentally-friendly features such as the solar power system boast the largest scale in Jiangsu Province.

#### ◆ **Boasts approximately 220 specialty stores including 15 that are newly-arrived in Suzhou City to provide the latest fashion, fancy goods and entertainment**

Many Japanese brands such as "FLAXUS TOKYO," "earth music & ecology," "collect point," "AUPRES (Shiseido)" and "Kamakura Pasta," open their stores. In addition, "NITORI," "SPORTS DEPO + GOLF5" and "Gatten Sushi" make their debut in Suzhou City. Also, each floor has a theme-based "gourmet" zone, which as a whole rolls out about 80 restaurants serving a variety of cuisines. Additionally, seven "open-air restaurants" are available for the first time for Aeon Group in China.

## 【Overview of AEON Mall Suzhou Yuanqu Hudong】

- Mall Name: AEON Mall Suzhou Yuanqu Hudong (Chinese: 永旺梦乐城苏州园区湖东)
- Address: 238 Zhongnan Jie, Suzhou Industrial Park, Su Zhou, Jiangsu, PRC
- Contact Number: AEON Mall Suzhou Yuanqu Hudong: (Country code +86)  
0512-6895-1888  
AEON Suzhou Yuanqu Hudong Store: (Country code +86)  
0512-6955-1781
- Website URL: <http://yuanqu.aeonmall-china.com/>
- Managers: Hitoshi Umezawa, General Manager, AEON Mall Suzhou Yuanqu Hudong  
Cheng Yi Ting, Store Manager, AEON Suzhou Yuanqu Hudong Store
- No. of Tenants: Anchor store: AEON Suzhou Yuanqu Hudong Store  
Anchor tenants: 1F – SPORTS DEPO & GOLF5 (approx. 1,800 m<sup>2</sup>)  
2F – NITORI (approx. 2,900 m<sup>2</sup>)  
3F – LOTTE CINEMA (approx. 3,200 m<sup>2</sup>)  
specialty stores: Approx. 220
- Managed & Operated by: AEON MALL (JIANGSU) BUSINESS MANAGEMENT CO., LTD.
- Site Area: Approx. 99,300 m<sup>2</sup>
- Floor Space: Approx. 218,000 m<sup>2</sup>
- Total Leased Area: Approx. 74,900 m<sup>2</sup>
- Structure: 4 above-ground and 1 basement levels
- Parking Capacity: Approx. 3,000 cars
- Opening Date: Opening at 9:00 a.m. May 29, 2015
- Business Hours: Specialty stores: 10:00 – 22:00  
Restaurants: 10:00 – 22:00  
Cinema complex: 10:00 – 24:00  
AEON Suzhou Yuanqu Hudong Store: 9:00 – 22:00  
(Opening hours may vary for some stores)
- Holiday: Open 365 days a year
- No. of Employees: Approx. 2,200
- Basic Trade Area: Population of approx. 1.7 million within 20-minute drive by car

**Reference**

**[AEON malls and stores in China]**

Currently, 15 SC (mall-type shopping centers) shopping malls, 45 GMS (general merchandise stores) and 17 SM (supermarkets) are operated under 11 Group companies.

Company name	Total	GMS	SM	Mall-type SC
AEON Stores (Hong Kong) Co., Limited	13	8	5	-
GUANDONG AEON TEEM CO., LTD.	17	12	5	-
QNIGTAO AEON DONGTAI CO., LTD.	9	8	1	6
AEON South China Co., Limited	10	9	1	2
AEON EAST CHINA (SUZHOU) CO., LTD.	2	2	-	-
BEIJING AEON CO., LTD.	5	5	-	-
AEON (HUBEI) CO., LTD.	1	1	-	-
Aeon Maxvalu (Guangzhou) Co., Ltd.	3	-	3	-
Aeon Maxvalu (Qingdao) Co., Ltd.	1	-	1	-
Aeon Maxvalu (Jiangsu) Co., Ltd.	2	-	2	-
AEON MALL (CHINA) CO., LTD.	-	-	-	7
China business total	62	45	17	15

(As of May 29, 2015)

**[AEON Mall's shopping mall operations in China]**

Mall name	Opening Date	Site Area	Total Floor Space	Gross Leased Area	Parking Capacity
AEON Mall Beijing International Mall	November 2008	Approx. 89,000 m <sup>2</sup>	Approx. 147,000 m <sup>2</sup>	Approx. 53,000 m <sup>2</sup>	Approx. 3,000 cars
AEON Mall TIANJIN TEDA	October 2010	Approx. 98,000 m <sup>2</sup>	Approx. 110,000 m <sup>2</sup>	Approx. 55,000 m <sup>2</sup>	Approx. 2,500 cars
AEON Mall Tianjin Zhongbei	April 2012	Approx. 89,000 m <sup>2</sup>	Approx. 125,000 m <sup>2</sup>	Approx. 62,000 m <sup>2</sup>	Approx. 3,700 cars
AEON Mall Tianjin Meijiang	January 2014	Approx. 75,300 m <sup>2</sup>	Approx. 159,000 m <sup>2</sup>	Approx. 63,400 m <sup>2</sup>	Approx. 2,400 cars
AEON Mall Suzhou Wuzhong	April 2014	Approx. 114,000 m <sup>2</sup>	Approx. 154,600 m <sup>2</sup>	Approx. 75,000 m <sup>2</sup>	Approx. 3,100 cars
AEON Mall Wuhan Jinyintan	December 2014	Approx. 88,000 m <sup>2</sup>	Approx. 182,000 m <sup>2</sup>	Approx. 74,000 m <sup>2</sup>	Approx. 2,900 cars

**[AEON mall operations in Suzhou City]**



**Mall concept: “A space with dreams, discoveries and excitement”**

The futuristic design to be a new symbol of the City



The Mall employs a modern and urban design suitable to the atmosphere of the Suzhou Industrial Park. Aluminum and glass materials are used for the exterior to create the organic forms that encompass the facilities with delicate silk inspired outline, with a dynamic spherical space created in the middle.

An open, “spherical” entrance dome with a height of 35-meter



Like the first Aeon mall in Suzhou City, the Mall has a spherical monument created to be a new symbol of the City. The transparent and floating-looking spherical dome with delicate yet dynamic and intuitive appearance becomes a platform for a variety of events decorated with LED lights and sounds, offering a special time for visitors.

# Features of the Anchor Store

## AEON Suzhou Yuanqu Hudong Store

### A Store Full of “New Discoveries and Experience”

~ Second GMS in East China to Open in AEON Mall Suzhou Yuanqu Hudong ~

Aeon East China (Suzhou) Co., Ltd. will open a new general merchandise store (GMS) “Aeon Suzhou Yuanqu Hudong Store (永旺园区湖东店)” (hereinafter “the Store”) as an anchor store of the Aeon Mall Suzhou Yuanqu Hudong on May 29. Aeon currently operates GMSs in Beijing, Tianjin, Shandong, Guangdong, Hubei and Hong Kong in China. The Store will be the second GMS in the East China region and the 45th in China.

#### ◆ A store full of “new discoveries and experience”

With the aims to provide customers “new discoveries and experience,” the Store offers a full range of product lineup spanning in categories from food, cosmetics, fashion to home products under the concept of “safety and security” and “trust.”

Mainly targeting at families with small children, each floor delivers “new discoveries and experience” on every visit under the themes of “discovering new gourmet” (food floor), “discovering your own style” (fashion & fashion goods floor) and “Discovering convenient life style for families” (everyday products & kids floor).

#### ◆ Ground floor: Food - Discovering new gourmet

The ground floor boasts a wide range of products that are essential to the customers’ daily lives in the region. Giving the highest priority to the quality, fresh food section offers products that are “safe and secure” but also fresh, seasonal and locally-produced.

As for the delicatessen section, staple food such as flat noodles cooked on a hot steel plate are offered, as well as livestock products such as local branded pork “Suzhou pork,” and fishery products including freshwater fish, sliced raw fish including tuna and salmon. At agricultural product corner, a large selection of imported tropical fruits as well as vegetables for salad such as tomatoes and organic/pesticide-free vegetables are available.

Furthermore, in response to the diversified dietary culture, the floor brings together various products and services that add color to the dining table such as bakery & sweets, imported food & coffee, European-style delicatessen and wine. For the first time in Suzhou area, the Store will also introduce “Sweets Bazaar” offering sweets and fast food, as well as “caférrant” a corner dedicated to coffees and value-oriented food that propose a rich dietary life.

<Aeon’s private brand “TOPVALU”>

In addition to “Topvalu” items from Japan, the Store will offer “safe and secure” products that are developed in China to meet the needs of the customers in the country. Daily products such as seasoning, rice, noodles and sweets are mainly offered under the brand.

#### ◆ 2nd floor: Fashion & Fashion Goods – Discovering your own style

<Health & Beauty care>

Beauty advisors will select products that are suitable to customers’ skin type through counseling with a focus on “safety and security.” The Store has enhanced the skincare lineups through introducing “Curél,” from Kao, a basic cosmetics series for sensitive skins for the first time in Suzhou area, as well as established popular brands such as “KATE” and “FREE PLUS” from Kanebo Cosmetics.

<Fashion>

A diverse range of fashion brands will be newly introduced including Aeon’s brand “Topvalu collection,” a resort casual wear from the U.S. “Caribbean Joe (for men)” with which Aeon signed an exclusive distribution agreement, “BALENO (for men),” a casual brand popular among young generation in China, and “PART2 BY JUNKO SHIMADA (for ladies)” offering French-style-based trendy outfits.

The Inner wear section offers a variety of product lineups mainly from “Topvalu.” In the section, a new corner specially arranged for legwear will be set up offering products such as socks and stockings.

### ◆ 3rd floor: Everyday products & Kids – Discovering convenient life style for families

#### <Everyday products>

The floor proposes a comfortable life style under the concept of “decoration, relaxation and aspiration.” A wide variety of products are offered to support comfortable and fun daily lives of the customers. The dining section offers tableware that brings color to a dining table and cookware that makes cooking more fun, while home fashion section introduces items themed under relaxed time at home.

The store also provides a new life style to customers with products and services that help enrich the quality of life, such as health-conscious products.

For home appliances, a wide lineup covering from beauty and health care to large electronic appliances such as refrigerator, washing machine and TV are offered at living showroom by Panasonic which has established popularity in Suzhou City.

#### <Kids>

A full array of children clothing from formal wear to sports outfits are available for different life scenes.

The toy section provides a corner offering goods featuring popular characters among kids such as “Doraemon,” “Hello Kitty” and “Disney.”

As for baby-related products, a full lineup of child seats for cars are available in response to the newly introduced law in the country.

In addition, a playground is created within the sales floor so that parents can enjoy shopping while letting their children play at ease.

### ◆ Other services/facilities

#### <Aeon Baby room>

“Aeon Baby room” is set up in the baby-related products floor to provide mothers and babies with a space where they can rest with peace of mind. Focused on “convenient service” “safety” and “attentive care,” the store offers various information useful for child-raising.

#### <Delivery services>

In response to the customers’ requests for delivery of heavy or large items, the “Aeon home-delivery service” will be available from the opening day to deliver purchased products to customer home. (only for the residents of Suzhou City).