

September 3, 2015

AEON CO., LTD.  
AEON MALL Co., Ltd.

~Japanese Heart, Vietnamese Smile~

## **AEON MALL Long Bien Opens October 28 as Aeon's First Mall in Vietnam Capital of Hanoi**

Aeon Mall Co., Ltd. and Aeon Co., Ltd. open Aeon Mall Long Bien on October 28, 2015 as Aeon's third mall in the Socialist Republic of Vietnam (hereinafter "the country") and the first in the country's capital of Hanoi.

Aeon Mall Long Bien is located in the Long Bien district of Hanoi, approximately 5km east of Hoan Kiem Lake in central Hanoi. The Long Bien district is designated as a new residential housing area in the Hanoi Capital Construction Master Plan (Vision to 2030 and Plan to 2050) formulated in 2011, and the district's population continues to rise as the road infrastructure and housing development progress.

Aeon proposes new lifestyles to the city's residents by creating a new world view which people in the Hanoi region have yet to experience.

### **Main Features of AEON MALL Long Bien**

#### **★ Wealth of entertainment for all ages**

- "CGV," one of largest cinema complexes in Vietnam
- "T-Club," amusement center for teenagers and "Tini World," one of Hanoi's largest indoor playgrounds for kids
- "Dream Bowling" with daytime lanes for families and evening lanes for a club

#### **★ Food areas to match various situations**

- First floor open terrace dining area with cafes and restaurants
- Third floor restaurant zone with relaxed table dining and lively open-seating dining
- "World Food Court" serving cuisines from Japan and many other countries in a modern atmosphere
- "Vietnam Food Court" with local cuisine in old-fashioned back-street ambiance

### **Exterior Image of AEON MALL Long Bien**



## Malls operated by Aeon Mall in ASEAN countries

Country	Mall name	Opening date	Land area	Total floor area	Gross leasable area
Vietnam	AEON MALL Tan Phu Celadon	January, 2014	approx. 35,000m <sup>2</sup>	approx. 79,000m <sup>2</sup>	approx. 50,000m <sup>2</sup>
	AEON MALL Binh Duong Canary	November, 2014	approx. 62,000m <sup>2</sup>	approx. 70,000m <sup>2</sup>	approx. 46,000m <sup>2</sup>
	AEON MALL Long Bien	October, 2015	approx. 96,000m <sup>2</sup>	approx. 120,000m <sup>2</sup>	approx. 72,000m <sup>2</sup>
	AEON MALL Binh Tan	Summer, 2016	approx. 46,800m <sup>2</sup>	approx. 114,000m <sup>2</sup>	approx. 59,000m <sup>2</sup>
Cambodia	AEON MALL Phnom Penh	June, 2014	approx. 68,000m <sup>2</sup>	approx. 108,000m <sup>2</sup>	approx. 66,000m <sup>2</sup>
	AEON MALL Cambodia No.2	Summer, 2018	approx. 100,000m <sup>2</sup>	approx. 151,000m <sup>2</sup>	approx. 70,500m <sup>2</sup>
Indonesia	AEON MALL BSD CITY	May, 2015	approx. 100,000m <sup>2</sup>	approx. 177,000m <sup>2</sup>	approx. 77,000m <sup>2</sup>
	AEON MALL JGC (tentative name)	from 2016 onwards	approx. 85,000m <sup>2</sup>	approx. 210,000m <sup>2</sup>	approx. 91,000m <sup>2</sup>
	AEON MALL DELTA MAS (tentative name)	from FY2016 onwards	approx. 200,000m <sup>2</sup>	*****	*****



## Outline of AEON MALL Long Bien

- Mall name: AEON MALL Long Bien
- Address: 27 Co Linh Road, Long Bien ward, Long Bien district, Hanoi city, Socialist Republic of Vietnam
- Tel: AEON MALL Long Bien +84-4-3269-3000  
AEON Long Bien Store +84-4-6277-8333
- Website: <http://aeonmall-long-bien.com>
- Representatives: AEON MALL Long Bien General manager: Shigeru Furuki  
AEON Long Bien Store Store Manager: Tadahiko Ishikawa
- Number of stores: Anchor store: AEON Long Bien Store  
Sub anchor store: Tran Anh, Renaissance, T-Club, Tini World, Ngon Pho, CGV, AEON Fivi  
Specialty stores: approx. 180 stores
- Land area: approx. 96,000 m<sup>2</sup>
- Total floor area: approx. 120,000 m<sup>2</sup>
- Gross leasable area: approx. 72,000 m<sup>2</sup>
- Building structure: RC structure, four stories above ground
- Parking capacity for cars: approx. 1,000 cars
- Parking capacity for motorcycles: approx. 10,000 motorcycles
- Developer: AEON MALL Him Lam
- Opening date: Wednesday, October 28, 2015 at 10:00
- Business hours: Specialty stores and AEON Long Bien Store  
(Weekdays) 10:00-22:00  
(Saturdays, Sundays, and public holidays) 9:00-22:00  
AEON Long Bien Store (Groceries) 8:00-22:00  
(Clothing) 10:00-22:00  
Cinema Complex (Weekdays) 10:00-22:00  
(Saturdays, Sundays, and public holidays) 8:00-24:00  
\* Please note that some stores have different store hours
- Holiday: Open throughout the year
- Number of employees: approx. 2,000 employees for the entire shopping mall  
(approx. 600 employees for Aeon Long Bien Store)
- Basic trade area: approx. 280,000 households (approx. 1.02 million residents) within 20-minute drive by motorcycle

## “Japanese Heart, Vietnamese Smile”

The very first service Aeon Mall Long Bien provides is  
“Heartfelt hospitality”

To enhance customer satisfaction, Aeon Mall Long Bien staff welcome every customer with “heartfelt” Japanese-style hospitality and bright smiles in a friendly manner.

~For our customers’ happiness and smiles.~



## Floor Guide

### ■ First Floor: International Lifestyle Complex

The anchor tenant is “Aeon” GMS. “Aeon Fivimart,” with which Aeon had formed a capital tie-up, makes its debut in an Aeon Mall as a quasi-anchor tenant. The first floor also features fashion, cosmetics, and fashion goods stores, as well as a fitness club, sporting goods store, cafes, and restaurants—all aimed at proposing new lifestyles for customers.

#### ◇ International Fashion Zone

- “Terranova,” a popular Italian brand with 462 stores in 34 countries, makes its debut in Vietnam in the International Fashion Zone. Its sister brand, “Calliope,” also makes its debut in the country.
- “Penshoppe,” a popular casual brand from the Philippines with 300 stores in its home country and more throughout Asia, makes its debut in Hanoi. From Thailand comes “F&F,” which features a broad selection of men’s, ladies’, and kids’ clothing for a variety of occasions, from stylish outings to everyday living. From Hong Kong comes the global brand “GIORDANO,” known for high-quality, reasonably priced clothing that matches any style.
- The zone is a hub for leading international brands like “Aldo” shoes and fashion accessories brand, which hails from Montreal, Canada and has gained a following among many Hollywood celebrities while being featured in magazines and other media.
- “JAPAN SELECTION” offers seven major brands including clothing fashion brands “Rose Bullet edit Tokyo,” a select shop geared towards the younger generation, and young fashion shop “We Go.” This corner also includes “MUK” and “JVA” accessory and fancy goods stores, along with “Towel Museum,” famous for its Imabari towel collection.
- The Japanese brands also include “Megane no Prince” eyeglasses shop from Sapporo, Hokkaido, which makes its debut in Vietnam, “As-me ESTELLE,” which offers sparkling jewelry at reasonable prices, and 100 yen shop “Daiso.”



### ❖ **Sports Zone**

The Sports Zone supports active and healthy lifestyles to meet the growing trend in health-consciousness among Vietnamese. Major Japanese fitness club “Renaissance” makes its debut in Vietnam with the country’s first large-scale fitness facility of approximately 4,500m<sup>2</sup>, which includes a 25m, seven-lane heated swimming pool with clean water along with the latest fitness equipment in the exercise rooms.

The zone also features “Super Sports,” a Thai sporting goods store, and Chinese sports brand “ANTA” to provide total support for customer’s sporting life.



### ❖ **Water Terrace Avenue**

Water Terrace Avenue surrounds an event place and comfortable open-terrace seating cooled by fresh breezes. The terrace offers 12 restaurants, from Vietnamese cuisine to casual fast-food dishes.

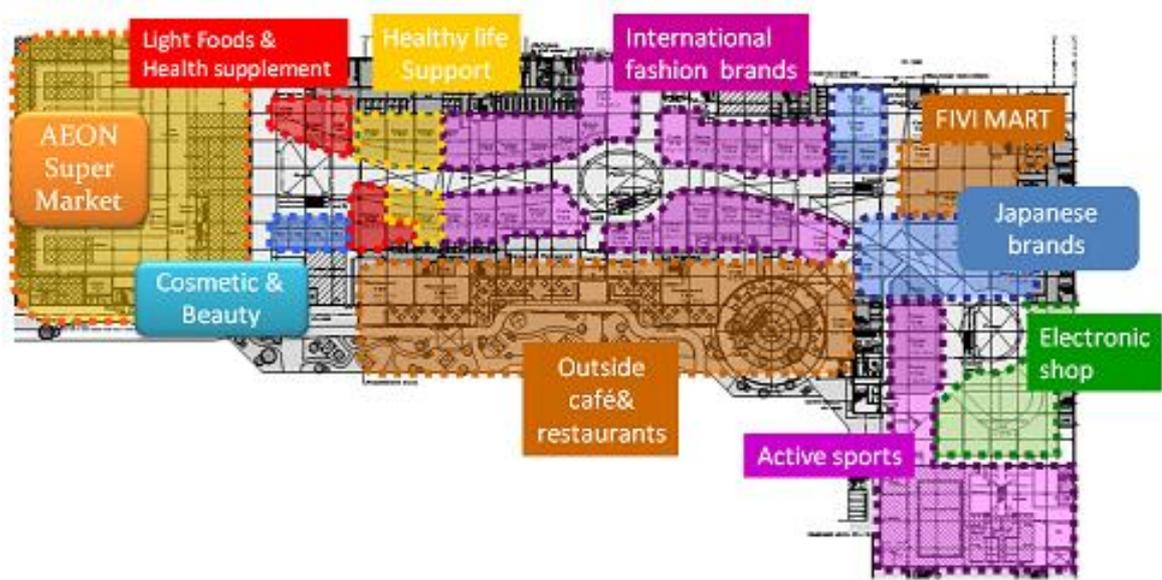
- “Legend Beer” is a trendy beer restaurant with a chic dining space and open terrace seating outside, allowing customers to enjoy a relaxing time with a glass of beer.
- “Otokodamashii” featuring a lunch and dinner menu of Japanese wheat noodles, ramen, and skewered pork, and a café time menu of green tea sweets, and “Nijyumaru,” a popular Japanese pub, also offers pleasant terrace seating.
- For casual dining, the restaurant lineup also includes popular American chains “Domino Pizza,” “Burger King,” “Popeyes,” and “Dunkin’ Donuts.”



### ❖ **One-stop Solution for Convenient**

The convenience of the first floor is bolstered with the addition of “Aeon Fivimart,” a community-rooted supermarket with high popularity in the area, along with plant-based natural cosmetics store “Yves Rocher,” and “The Face Shop” and “Skin Food,” Korean cosmetic brands which are popular in Hanoi. Major electronics retailer “Tran Anh” has collaborated with Japanese electronics chain “Nojima” to create a new electronics area with Japanese-style sales methods.

<1<sup>st</sup> floor layout>



The spacious and open center court that takes in sunlight



- “Aeon Fivimart” debuts in Aeon Mall—your close and convenient “refrigerator”

“Aeon Fivimart” supermarket features a safe and secure lineup of products rooted in the Hanoi region and designed to meet customers’ needs and lifestyles. The selection includes fresh vegetables from Moc Chau highlands and fish directly procured from Haiphong Harbor. Its layout of sales floors and product selections are designed to serve busy customers with limited shopping time, with small-portion items and other foods and services to support customers in their daily lives.

## ■ Second Floor: Real Closet & Lifestyle & Kids Complex

The second floor is comprised of the Real Closet Zone, Lifestyle Zone, and the Kids Zone.

### ◇ Real Closet Zone

- The zone features “BOO City,” which combines fashion and cafe services for the teenagers, “NEM,” a popular local clothing chain for business use, and family casual clothing store “CANIFA.”



- “T-Club” entertainment center caters to the teenagers with live music, a trampoline park, billiards, karaoke, and other entertainment services.



### ◇ Lifestyle Zone

The Lifestyle Zone features “JYSK,” a home furnishing store from Denmark known for its sophisticated design and reasonable price, Korean goods shop “Lock & Lock,” and “Ong Mat Book Store,” debuting in Hanoi with its fun beehive-themed bookshop, as well as kitchen goods specialty store “Modernlife.” A variety of specialty stores are gathered here to support diverse local lifestyles.

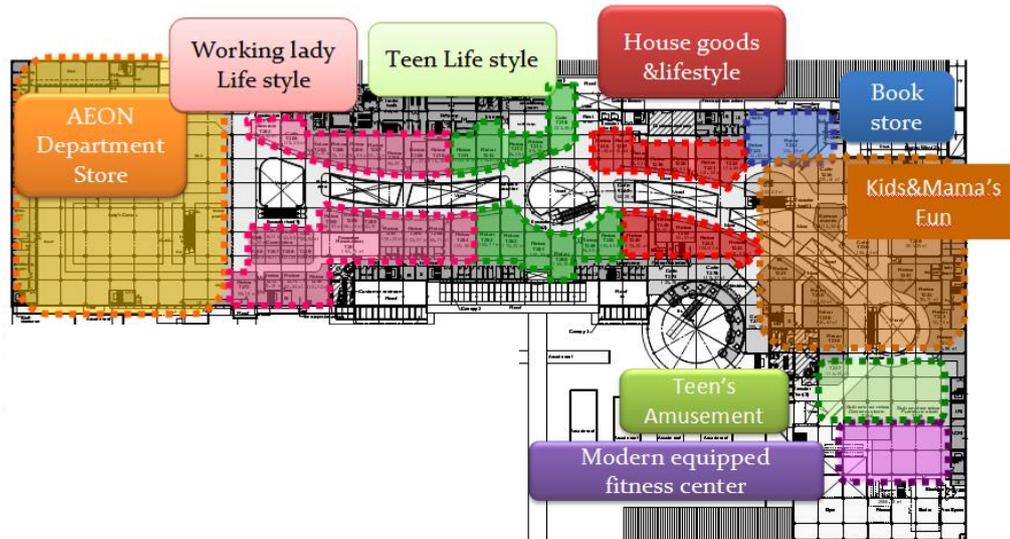


### ◇ Kids Zone

The Kids Zone inspires excitement just walking through the colorful corridors. The “Sanrio Shop” offers Hello Kitty goods, popular with Vietnamese, “Toys Kingdom,” a toy store loved by local kids, and kids fashion store “TANPHU.”



## <2<sup>nd</sup> floor map>



## ■ Third Floor: Restaurants, Food Court, Entertainment Floor

### ◇ Restaurant Zone

Customers can ramble through the open-seating Restaurant Zone and enjoy its exciting ambiance and wide selection of food, including Vietnamese, Japanese, Thai, Korean and other cuisine from a total of 18 restaurants. The zone is an ideal place for families, friends, and couples to dine on a variety of food together.

- Japan's favorite yakiniku (Japanese-style barbecue) restaurant "GYUKAKU" offers Japanese and American beef and set meals, while "HOKKAIDO RAMEN & BUTADON OYAMA" features ramen noodles from Hokkaido.
- Other selections from various countries include conveyor-belt hot pot "Kichi Kichi," which is popular in Vietnam, American steakhouse "Cowboy Jack," Thai food chain "Thai Express," popular Korean dak galbi chain "Yoogane" and others.



### ◇ Food Court

With some 2,000 seats in an approximately 4,000m<sup>2</sup> dining area, the Food Court ranks as one of the most spacious in Hanoi. The Vietnamese Food Court exudes the cuisine, history, and culture of the homeland. The World Food Court, meanwhile, has a modern and trendy ambiance, featuring reasonably priced Japanese favorites like teppan grill and tempura cooked in front of customers, along with cuisine from Korea, Hong Kong and other countries. With both

traditional and modern themes, diners can enjoy any food to match their mood.

- “Quan An Ngon,” a favorite among both local resident and tourists, makes its debut in these food court setting with a food stall-style eatery. With 25 different styles, “Quan An Ngon” offers a broad selection of dishes from various parts of Vietnam. Diners can order their meals while looking over the ingredients themselves and enjoy watching cooks prepare their meal. The food-oriented culture of Vietnam comes alive here.



- The World Food Court features “Shinanoji,” a chain of 15 eateries from Wakayama, Japan, debuting in Hanoi serving at a counter authentic teppan grilled meat and tempura. “Miyagi Bussanten,” sponsored by Miyagi Prefecture, Japan, offers rice, processed seafood, and other goods from the region to introduce a taste of northeastern Japan to Vietnamese people. In addition, a wide variety of cuisines from Korea, Hong Kong, and other regions are offered in a modern ambiance to customers’ pleasure.

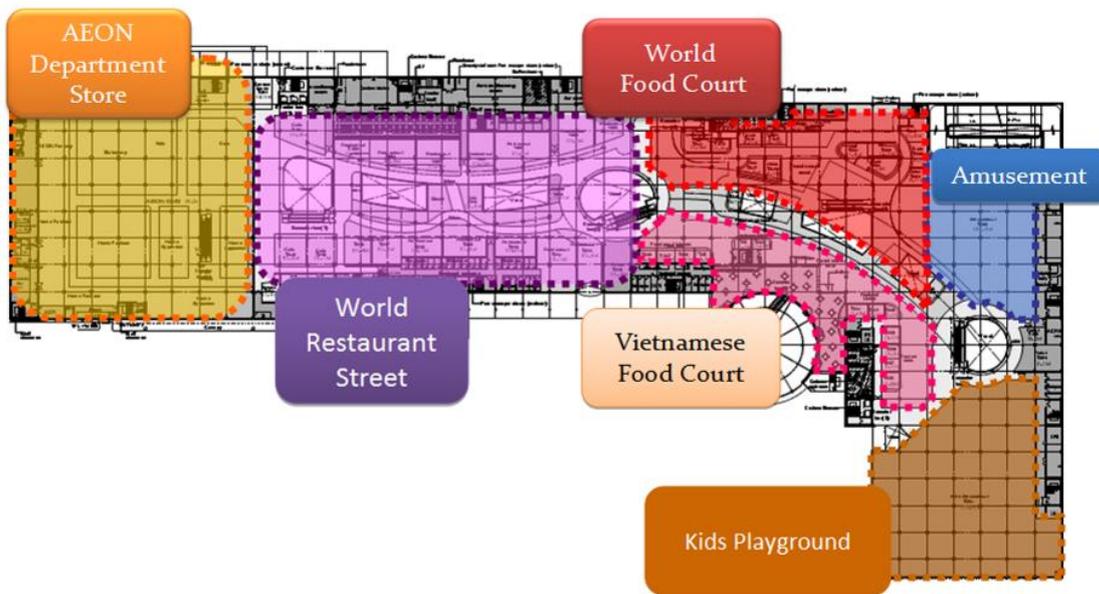


### ✧ Kids Playground

With approximately 3,300m<sup>2</sup> of floor space, indoor playground “Tini World” is one of the largest in Hanoi, with a rope jungle gym, jumbo slide, wall-climbing and other physical playgrounds, along with craft-making corner, dance stage, birthday party area, kids cooking studio, and other attractions. Restaurants and toy stores are available in the same area, making it a fun place for the whole family.



### <3<sup>rd</sup> floor map>

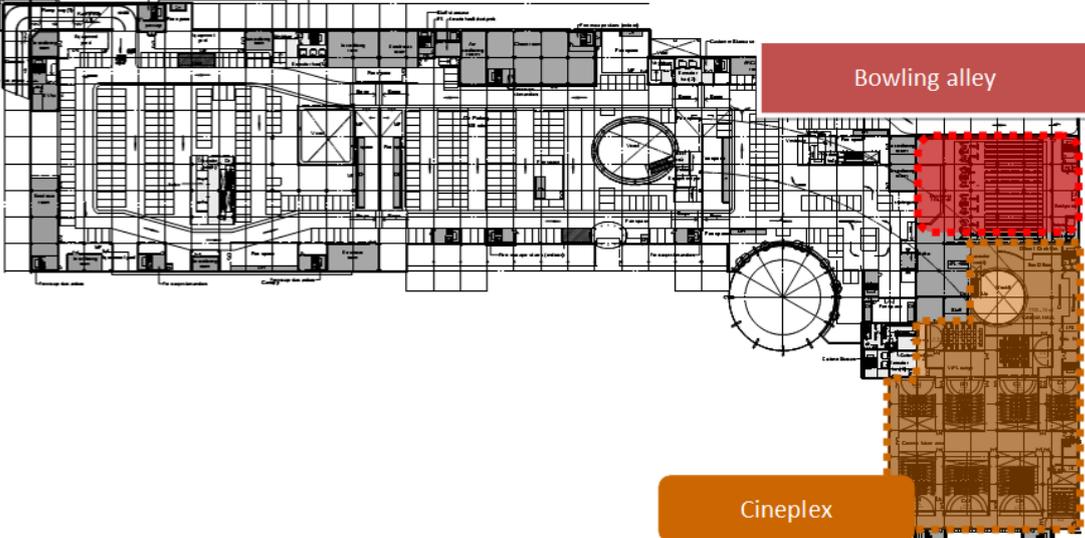


### ■ Fourth Floor:

- The cinema complex “CGV” is one of the largest in Vietnam with 10 screens. The complex also has a VIP cinema with its own waiting room and spacious seating.
- “Dream Bowling” offers two different entertainment scenes or purposes family bowling time in the daytime and club bowling in the evening under black lights. The facility has a fun club feeling, offering light meals, drinks, alcohol, and a DJ booth for music entertainment.



<4<sup>th</sup> floor map>



## Features of Anchor Store “AEON Long Bien Store”

### “AEON Long Bien Store” Delivers Products and Information for Every Season ~1<sup>st</sup> AEON GMS Opens in Capital of Hanoi~

With one of Vietnam’s largest sales areas covering approximately 16,000m<sup>2</sup>, general merchandise store “Aeon Long Bien Store” comprises a food section with foods and daily necessities, an apparel section with a wide selection of clothing, both practical wear and sophisticated styles for children and adults of all ages, and a household section with Home Fashion products for new lifestyles.

The Store aims to serve the needs of the growing new-generation families in the country by promising “products with reliable quality and value,” “safe and secure foods,” and “new lifestyle proposals.” The Store also pursues “Pleasure” in customers’ daily shopping experience by providing seasonally varied products and information.

The Store will also support the prosperous lifestyles of customers in the community through its environment, facilities, staff, and services, all geared towards providing convenience and comfort.

#### [Features of Each Floor]

##### ■First Floor: ~Full Delicatessen and Eat-in Space Serves Needs for Quick Meals~

The first floor features some 15,000 different products over a spacious area of approximately 3,000m<sup>2</sup>, including fresh foods, processed foods, and consumables for daily living. The “Delicatessen World” offers a lineup of dishes mainly cooked in the store and served in an open kitchen in a lively and fresh atmosphere. The eat-in space matches perfectly with the quick and casual Vietnamese dining needs.

The first floor also offers the “Aeon Wellness” store with health and beauty care products to meet customers’ growing interests in beauty and health, along with the “Aeon Bicycle Shop,” which excels at maintenance, repairs, and other after-sales services. Customer support functions include a service counter, same-day delivery service counter, and baggage storage counter, which will be convenient for customers.

#### <Delicatessen Corner>

The “Delicatessen World” prepares popular meals from Japan, Vietnam, and other Asian countries. The “Sushi World” which is gaining popularity in Vietnam offers as many as 100 choices, from hand-rolled sushi, sushi rolls to Inarizushi, flavored boiled rice wrapped in fried bean curd. The traditional sushi favorites include fresh salmon, seared salmon, and thin sushi rolls, along with locally arranged rolled sushi dusted with local salt, fried rolled sushi rolls with crab sticks, cucumber and other garnishes on the outside and the rice on the inside, and other Vietnamese-style favorites. To respond customers’ needs for quick meals, the fast-food corner offers a rich variety of fresh selections and an eat-in space with 150 seats to enjoy a relaxing meal with their friends and family.

### <Fresh Foods Corner>

Products in the fresh food section are procured directly from production sites to ensure “safety and security” as well as “freshness.” The abundant selections also include seasonal offerings for each season of the year. In the vegetable section, “safe and secure” fresh vegetables and other produce are procured from the local Dalat region as well as the Moc Chau highland region outside Hanoi. An assortment of fresh fish caught from both near and distant seas arrives daily from the northern Thai Binh province ports. Customers can also enjoy delicious Japanese foods, including selected seasonal produce, Sashimi, raw fish, of more than 20 kinds, and Wagyu, Japanese beef.

### <Simple and Convenient Meals>

With rising interests in meal solutions in the country, the foods corner offers an abundant selection of easy, pre-cooked frozen foods and snacks. The section also offers ready-to-cook meals preprocessed in-store to support customers for easy cooking at home.

The “Cooking Station,” where cooks prepare food in front of customers, makes its debut in an Aeon store in Vietnam. The station proposes recipes easily prepared at home, and the ingredients are sold near the Station, helping customers prepare delicious and fresh dinners every day.

### <Imported Food and Grocery>

The imported food corner has approximately 800 items in total from overseas, including popular Japanese brands and approximately 200 items of “Topvalu” products.

In the confectionaries corner, kids can enjoy a wide selection of sweets from in and outside Vietnam. To meet the high demand of customers in Hanoi, the corner has one of the region’s largest candy sales sections where customers can choose their favorites. The section is designed with an open-air stall style atmosphere, and customers can enjoy the ambiance while choosing exactly what they want and how much they want.

### <H&BC Corner>

The H&BC corner features “Aeon Wellness” corner where health and beauty care products, in which customers in Vietnam are interested in, are aggregated. In addition to self-cosmetic brand products, the corner also offers counseling services to customers. Skincare needs among women are high in Vietnam due to strong sunlight, and the section will be continually upgraded to meet the local needs. The corner also offers a large variety of nutrition and functional foods to meet health related needs. There are 30 items of Japanese brands baby diaper products popular among Vietnamese. The corner aims to offer an in-store pharmacy to support customers’ daily health care needs.

### **■Second Floor: ~Proposing Total Coordination of Fashion and Accessories~■**

The second floor offers total beauty coordination, combining offering popular cosmetic brands counseling such as “Shiseido” and “Lancome” with ladies apparel. The selection of trendy and fashionable products is bolstered by beauty consultants and sales staff providing personal customer service.

The sales area of seasonal items is expanded with the arrival of new seasonal products to meet

customer needs to match the climate of Hanoi which has four seasons. Trendy seasonal items are procured from in and outside Vietnam to service customers' needs year-round.

#### <Ladies Apparel Corner>

Japanese young ladies casual brand "Honeys" makes its debut in Hanoi with new youthful and fun fashions at reasonable prices. Moreover, Aeon Malaysia house brand "Scarlet" offers a full line of fashionable apparel, from office wear, casual clothing to innerwear meeting every kind of lifestyle and provides enriched lifestyles.

#### <Fashion Accessories, Shoes, Handbags Corner>

The fashion accessories, shoes and handbags corner is a dynamic sales area providing total coordination proposals. The area includes popular Thai handbag brand "NaRaYa" and Japanese accessories brand "Osewaya" with its first outlet in Hanoi.

In response to high reliability and request to Japanese brand among Vietnamese customers, the corner offers "Topvalu carry case" and functional innerwear "Topvalu PEACEFIT" products, a wide variety of Japanese socks, stockings, and other products.

### **■Third Floor: ~Kids and Home Fashion Floor for the Whole Family to Enjoy~**

Children make up the largest segment of Vietnam's population. With a floor space of approximately 3,000m<sup>2</sup>, the third floor kids and home fashion area features "KIDS REPUBLIC" combining kids and baby items section along and an indoor playground.

The floor also offers a home fashion sales area with home electronics, living and interior items, and dining and kitchen items offering total home coordination to serve the needs of housing areas being developed in the area.

#### <Kids Republic>

Kids Republic has an abundant product selection of kids and baby fashion, general merchandise, innerwear, baby items, stationery, and toys. With approximately 600m<sup>2</sup> of floor space, the baby items sales area is one of the largest in Vietnam, welcoming customers with the largest regional selection of popular Japanese baby food and powdered milk, and daily necessities for babies.

The floor also has two indoor playgrounds. The family amusement facility Mollyfantasy features many original game machines—a first for the facility in Vietnam. The indoor playground "Aeon Fantasy Kidzooona" provides an assortment of attractions where kids can romp without worry. Backed by Japanese service quality, the playgrounds ensure that kids can play safely and securely.

#### <Home Fashion Corner>

The home fashion corner offers a wide range of high quality and functional products such as bedding and interior products designed in cooperation with Japanese manufacturer "NITORI FURNITURE" with its production base in Vietnam and Aeon Group interior specialty store "Index Living Mall" with its home base in Thailand.

The corner also features "Bat Trang Ceramics," which are traditionally manufactured in the

Long Bien district and including a broad line of products, from daily dishes to giftware.

#### <Home Electronics Corner>

The home electronics corner features a beauty electronics section with a selection of electronics for health and beauty where customers can test its performance in the “touch and try” area. The multimedia section offers a selection of smartphones and tablets, while the audiovisual and home electronics section offers many Japanese brands. Customers can also take advantage of a delivery and after-sales services including repairs.

#### **■Services: ~Aeon Becomes First Large Retailer in Vietnam to Provide Refrigerated and Frozen Delivery Service~**

Aeon Long Bien Store provides robust services to make shopping more convenient. Free shuttle buses for customers connecting urban areas with the Store operate along four routes. The store collaborates with Sagawa Express Co., Ltd. on package delivery services, and with Saraya Co., Ltd. on hygiene management in order to improve the service quality. The partnerships with these Japanese companies ensure that the store provides high-quality, Japanese style services and “safety and security” to customers.

Aeon Long Bien Store also offers a refrigerated and frozen package delivery service, the first among large retailers in Vietnam. Other services include fast delivery of purchased products, delivery and installation of electronics and furniture, nationwide delivery in country, Aeon gift certificates, special offers for Aeon members card holders, gift wrapping service, baby room, in-store clothing alterations and mending, and installment payment plans for Aeon credit card holders.

#### [Outline of AEON Long Bien Store]

Store name: AEON Long Bien Store

Tel: +84-4-6277-8333

Business hours: Food section: 8:00-22:00

Clothing/Household items section 10:00-22:00

Holidays: Open throughout the year

Area: Floor area: approximately. 16,000m<sup>2</sup>

Back area: approximately. 7,000 m<sup>2</sup>

Total: approximately. 23,000 m<sup>2</sup>

Store manager at AEON Store: Tadahiko Ishikawa

Number of employees: approximately. 600 employees

## Safety, Security, Disaster-prevention, Crime-prevention

### ■ Specific initiatives

#### 1. Safety and security

- The railings around the Mall atriums have been set at 1.4m, which is higher than standard height, to prevent children from falling.
- To prevent second-hand smoke, smoking rooms are available in five locations in the mall and several locations outside the mall. Providing separate areas for smokers ensures peace of mind for customers in regard to health.
- **Stable Power Supply**  
The Mall's power systems are backed up by emergency generators to ensure continued power supply in the event of a power outage or natural disaster. Thus, the Mall and specialty stores can continue business during a power outage, ensuring the safety of customers and providing peace of mind to contribute to the local community. (Backup power: approximately 2,100KVA, 24-hour operation)



#### 2. Disaster- and Crime-prevention

- Security cameras have been installed in various parts of the car parking areas, multilevel motorcycle parking area, and inside the Mall to ensure that customers can shop with peace of mind. The security system helps enhance crime-prevention and emergency responsiveness to provide safe environment for customers.
- The interior and exterior areas of the Mall are patrolled by security officers and monitored by a security system to enhance disaster and crime prevention. Car and motorcycle parking management systems control the entry and exit of vehicles and prevent thefts.
- Surveillance agents are allocated to prevent accidents during busy hours.
- In order to secure safety in a speedy manner, Aeon has organized an "internal fire defense team" made up by all the employees in the Mall in preparation for an emergency. In case of

emergency, the team will evacuate, rescue, and aid customers who are unfamiliar with the Mall safely, then the team will take initial steps to extinguish a fire.

## Environmental Conservation and Social Contributions

The Mall is designed to be “a mall for the people and the environment. In terms of environmental conservation, the adoption of LED for signage and lighting contributes to reducing CO<sub>2</sub> emissions and enhancing energy efficiency.

### ■ Specific Initiatives

#### 1. Environmental Conservation and Energy Efficiency

##### ➤ LED lighting

All of the indoor lighting and the outdoor signage use LED instead of the traditional fluorescent bulbs in order to reduce electricity consumption and CO<sub>2</sub> emissions.

##### ➤ Energy Visualization

The Mall has introduced an energy management system (EMS) to monitor energy usage inside the Mall, and supports the efficient use of energy through visualization of usage patterns.

##### ➤ Other Environmental Measures

Raw garbage, waste oil, PET bottles and other types of waste emitted from the facilities are recycled and reused in order to reduce the burden on the environment.

#### 2. Harmony with the Community

##### ➤ Restaurant Avenue

The Water Terrace Avenue outside the mall features a deck terrace surrounded by running water and greenery to create an outdoor dining atmosphere and harmonious environment for the community.

In the third-floor restaurant zone, the tenant facades are set back to create customer seating areas along the passages in a spacious open area.



➤ **Tree-planting Plan**

In addition to the Aeon Hometown Forests Program tree-planting ceremony, greenery has been planted in various places of the outer Mall and in front of the stores. The exterior walls of the Mall have also been covered with greenery to create an atmosphere full of greenness.

➤ **AEON HALL**

Aeon Hall with approximately 430m<sup>2</sup> is located on the third floor of the Mall. The Hall is a perfect venue for a variety of community activities including club activities, exhibitions, and presentations or performances.



\*Image

➤ **Aeon Hometown Forests Program Tree-planting Ceremony**

Aeon is implementing the Aeon Hometown Forests Program as part of its environmental conservation and social contribution activities performed hand in hand with local customers. Under the Program, Aeon and the local community jointly plant saplings of native trees and lovingly nurture them.

On August 8, 2015, the Mall held an Aeon Hometown Forests Program tree-planting ceremony during in which local residents participated in planting approximately 5,000 saplings representing 27 different varieties of local trees (total number of trees on the premises: approximately 20,000).

As of 2013, the total number of trees planted by the Aeon Environmental Foundation and through the Aeon Hometown Forest Program tree-planting exceeded 10 million trees.



➤ **Other**

- The Mall offers a convenient mobile environment through free WiFi inside the Mall.

## Universal Design

A basic principle behind Aeon's shopping malls is that all customers, regardless of age or gender, can enjoy a convenient and comfortable shopping experience. Aeon continually strives to create comfort and ensure that all customers are satisfied and have an enjoyable time. Additionally, Aeon believes that its shopping malls must do far more than just sell products and provide services. Shopping malls should be community hubs which are welcomed by the local community and should contribute to enriched lifestyles. Aeon's shopping malls thus aim to be "facilities for people and the environment," offering a pleasurable experience for all customers, including senior citizens, people with physical disabilities, and families shopping with infants.

### ■ Specific initiatives

#### 1. Smooth Guidance to Customer Destinations

##### ➤ **Guidance Signs and Space Design**

Signs are displayed in each area of the motorcycle parking zone to ensure that customers can easily recognize where they parked their motorcycles.

The elevator and escalator halls connecting the rooftop car parking areas are color-coded for each parking zone and large numbered signs are displayed for each entrance so that customers can easily recognize the entrances they use.

##### ➤ **Information counters**

Information counters inside the Mall help customers reach their destinations easily. Staff not only give directions, but offer a wide variety of other services to meet the diverse needs of customers, including finding lost children and articles, renting wheelchairs and baby carts.

#### 2. Comfortable spaces everyone can enjoyably use

##### ➤ **Lavatories for everyone and lavatories for kids**

The Mall has ten general-use lavatories (three lavatories each for the first, second, and third floor, and one for the first floor). Each floor also has kids' toilets with toilet bowls and basin of different sizes and heights.



\*Image

##### ➤ **Baby Room**

A baby room containing nursing room is attached to the large kids' toilet on the second floor. Toilets on each floor of the Mall are equipped with baby beds for easy diaper changing.

➤ **AEDs**

The disaster response center is equipped with an automatic external defibrillator (AED). The Mall also provides training sessions for staff to ensure they can respond appropriately during emergencies.

➤ **Benches**

Rest area (with cushioned benches) is allocated in various places in the Mall for customers to rest comfortably.

➤ **Powder Room**

A powder room is attached to the ladies' toilet.



\*Image

➤ **Barrier-free Design**

The interior of the Mall is completely free of steps, providing a barrier-free design welcoming senior citizens and people with physical disabilities.

➤ **Wheelchairs, Baby Strollers, Character-themed Shopping Carts**

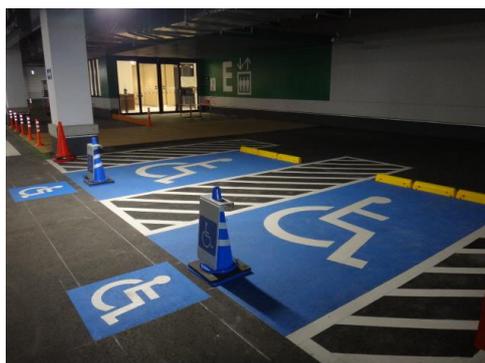
The information desk offers rental wheelchairs to customers with disabilities and the elderly for their safe and enjoyable shopping. The desk also provides renting baby strollers (with reclining function) for customers with infants to ensure they can enjoy shopping comfortably. Character-themed shopping carts are also available for customers with children to make their shopping experience more enjoyable.

➤ **Car Parking Plans**

The Mall has a dedicated multilevel parking area for motorcycles (three stories), as motorcycles are the main form of transportation in the country. The ground floor parking area also has a space for approximately 3,250 motorcycles in a roofed area to protect motorcycles from rain and direct sunlight.

➤ **Dedicated Parking Spaces for People with Disabilities**

The car parking area offers six dedicated rooftop parking spaces and two ground level spaces for customers with disabilities which are wider than regular spaces to offer easier parking.



\*Image

