

October 8, 2015
AEON CO., LTD.
AEON(Thailand)CO.,LTD.

Community Mall is Developed by AEON (Thailand) CO., LTD.

AEON SRIRACHA SHOPPING CENTER Opens October 21

Aeon (Thailand) Co.,Ltd., (hereinafter “Aeon Thailand”) opens Aeon Sriracha Shopping Center on October 21. The new Shopping Center (SC), an Aeon Thailand’s proprietary development, is located in the town of Sriracha in Chonburi Province’s Sriracha District.

The Aeon Group Medium-term Management Plan (FY2014-2016) calls for the “shift to Asian markets” as one of the common Group strategies. Under the Plan, the Group is implementing a unified growth strategy in China and the ASEAN countries. Since the establishment of Siam Jusco in 1985 (the forerunner of today’s Aeon Thailand), Aeon Group has expanded its business domains in Thailand from supermarkets, Financial Business of Aeon Thana Sinsap Plc. to Service Business for amusement facilities operated by Aeon Fantasy Co., Ltd. The Group will further accelerate the development of its businesses in Thailand as it seeks to meet the diversifying needs of consumers.

[Aeon Sriracha Shopping Center: location and trade area]

Aeon Sriracha Shopping Center is located in the town of Sriracha in Chonburi Province’s Sriracha District, about 100km east of the Bangkok Metropolitan Area, Sriracha is about two hours from the central part by highway bus, and about 1.5 hour drive from Suvarnabhumi International Airport. It is also just 30 minute drive from the world-famous resort of Pattaya. Originally a flourishing fishing village, Sriracha and the surrounding area have become one of Thailand’s leading industrial centers in recent years, with factories set up by many foreign companies including Japanese companies. Chonburi Province has a population of about 1.3 million, with about 270,000 residing in the Sriracha District. The population of Japanese about 10,000 in the area is the second largest in Thailand, after Bangkok. The establishment of a Japanese school in 2009, one of the two in Thailand, has led to a rapid increase in the number of Japanese residents, and resulted in the development of one of the largest Japanese residential areas in the world.

The new SC is located within walking distance of a residential area of affluent Thai together with Japanese residential area. A 1,300 unit condominium/service apartment complex is currently under development in the surrounding area, thus the area is expected to see further development.

Exterior image of Aeon Sriracha Shopping Center



[Main Features of Aeon Sriracha Shopping Center]

Aeon Sriracha Shopping Center is a community mall which has total commercial facility floor space of about 7,000m² in a three-story structure, with parking space for about 220 cars. In addition to a Maxvalu supermarket as its anchor store, the complex features a total of 34 specialty stores including 21 tenants of Japanese companies and 12 tenants of Thai companies.

Store designs and tenant selection have a distinct “Japan flavor” and the Maxvalu supermarket offers an extensive variety of Japanese products. The SC’s 11 restaurants include nine Japanese restaurants, and there are also amusement facilities including indoor amusement park and educational facilities including cram schools for children, and service facilities including massage, banking, and credit cards which are all Japanese companies aggregated in the SC. The SC proposes time and space where both Japanese and Thai customers feel “Japan” in their daily life.

[Outline of Shopping Center]

SC name: AEON SRIRACHA SHOPPING CENTER

Anchor store: MAXVALU AEON SRIRACHA SHOPPING CENTER STORE

Address: 165/133 MOO 10 SURASAK, SRI RACHA DISTRICT, CHONBURI PROVINCE

Building structure: Three stories above ground

Opening date: October 21, 2015 (Soft open: October 14)

Business hours: Product sales and Services: 10:00-20:00

Restaurants: 11:00-22:00

*Please note that some tenants have different business hours

*Maxvalu at each tenant opens 24 hours a day

Holiday: Open throughout the year

Land area: approximately 11,000 m²

Commercial facility area: approximately 7,000 m²

(Directory managed stores) Sales floor area: approximately 1,927 m²

Office area: approximately 482 m²

Total: approximately 2,409 m²

Parking capacity for cars: 220 cars (Plane parking lot)

SC Manager: Yu Yasukawa

Maxvalu Store Manager: Niramom Sirivut

Number of employees: approximately 100 employees

SC trade area: approximately 78,000 residents (within a 15-minute drive by car/3 km radius)

[Special features of Maxvalu Aeon Sriracha SC Store]

The opening of Maxvalu Aeon Sriracha SC Store brings the Aeon Group’s total of food SM and small-scale food SM in Thailand to 78. As the most widely supported Japan-style supermarket in the eastern Thailand, the new Maxvalu supermarket aims to be a comfortable store that delivers authentic Japanese shopping experience to both local Japanese and Thai customers interested in Japan. In terms of service, the SC also aims to be the most widely supported supermarket in the region in terms of service by responding to customers’ questions and requests in a speedy manner with deployment of attendant on each sales floor.

The sales floor features two zones: a food zone with an eat-in, cafe and bakery corner and a non-food zone including a pharmacy and a bookstore. In line with the Store’s Japan concept, Japanese products are featured throughout the Store, and Japanese-style sales method is introduced to ensure the satisfaction of Japanese and Thai customers interested in Japan.

◆ Food zone features

The food zone will feature a delicatessen corner that fills the needs of customers wanting to eat-in as well as those preferring take-out foods, with a face-to-face countertop for delicatessen, bakery cafe and eat-in corner all located near the Store entrance. The countertop offers a variety of freshly prepared popular Japanese foods, such as sushi, sashimi (raw fish), tempura, yakitori, okonomiyaki, takoyaki (fried octopus pancake balls),

and taiyaki (fish-shaped pastry filled with sweet red-bean paste). The delicatessen corner also offers sandwiches, salads and other chilled prepared foods, light meals such as Chinese Yum cha, and Japanese sweets, such as daifuku (a soft rice cake filled with sweet bean jam) made from raw materials from Hokkaido. At the bakery café, customers enjoy freshly baked Danish pastries and freshly drip-brewed organic coffee. The eat-in corner will be a comfortable and relaxing venue with seats for 80 customers who want to enjoy their just-purchased food items.

The Store's fresh food corner, also based on "Japan" being a concept, offers a rich assortment of products. The fresh produce corner features "safe and secure" imported vegetables and fruits delivered regularly by air and sea which are carefully selected and controlled with the same way Aeon does in Japan. At the salad bar, customers can enjoy their own original salads made of about 30 kinds of ingredients. The meat corner offers "Topvalu Gurinai" brand Tasmanian beef and Hokkaido beef as well as "Green Pork" that has received Thailand's certification for organic food products. The fresh fish corner offers exceptionally fresh shrimps and crabs brought ashore at Sriracha fishing port. It also offers value-priced salted salmon, a centerpiece of a traditional Japanese breakfast.

The processed foods corner offers "Topvalu" products imported from Japan as well as a wide variety of other Japanese brand products. The alcoholic beverage corner offers "Topvalu chuhai (a shochu-based cocktail) and highball cocktails" and an extensive assortment of Japanese sake and shochu, as well as wines. Reflecting the popularity of umeshu (plum wine liqueur) among Thai customers, the Store offers about three times more brands than the usual in Japan.

The corner adjacent to the Store's service counter is dedicated to the Thai government's One Tambon One Product (OTOP) program, which promotes one superior product from each "tambon" or sub-district. The OTOP corner features selected products from throughout Thailand, with the largest number of course being products from Chonburi Province. The corner proposes these products as ideal gifts.

◆ Non-food zone features

The non-food zone devotes approximately 70m² of sales floor space for a book corner. With the collaboration of leading Japanese bookstore chain operator Kinokuniya, the latest Japanese magazines and newly published books are shipped two or three times a week so that the customers can receive those in a timely manner. The corner also sells "Topvalu" school stationary and supplies imported from Japan.

Another key product offered in the non-food zone is Topvalu Olyset® Net, mosquito net treated with a special insecticide, developed in cooperation with leading Japanese chemical company, Sumitomo Chemical Co., Ltd.

◆ Development of the "Topvalu" brand products in Thailand

Aeon Topvalu (Thailand) Co., Ltd. has been developing products that meet customer needs in Thailand. Since the launch of "Topvalu" drinking water in the Thai market in September 2013, "Topvalu" brand products offered in Thailand have been expanded with a focus on daily necessities, such as bottled water, canned foods, seasonings, frozen foods, confectioneries, and toilet paper. Many of these products have been developed to meet the specific needs of Thai customers while others, such as pet food products, have been produced in Thailand and exported to Japan. Moreover, some items such as Furikake (seasoning sprinkled on rice), Cup Noodle, dry noodle, confectionaries, stationery, and cooking tools are produced in Japan and directly imported from Japan. A total of around 700 "Topvalu" products offered in Thailand have been sourced through these three channels. Aeon plans to further expand the lineup of "Topvalu" products to around 1,000 items, including locally developed products, such as natural mineral water and nam pla fish sauce, and products imported from Japan, such as carrying cases, skincare products and baby goods.

[Special features of Mollyfantasy at Aeon Sriracha Shopping Center Store]

Aeon Fantasy Co., Ltd., the Group company that operates family-oriented amusement facilities and indoor playgrounds, has developed an approximately 380m² Mollyfantasy

facility on the second floor of the SC.

The facility features rides for children and numerous games that can be enjoyed together by children and their parents, such as air hockey and a taiko (Japanese drum) game. The playground area features equipment, such as a “ball pool” and a “slider”, that provide children with fun physical activities as well as a “Narikiri Town” for make-believe play. The facility will also hold regular events that allow children to play with Mollyfantasy’s original character Lala-chan.



[Environmental conservation initiatives and activities to contribute to the community]

The SC actively undertakes environmental conservation and social contribution initiatives as a member of the local community. LED has been adopted in Maxvalu, indoor communal areas of the SC, external lighting fixtures and outdoor signs. In addition, an energy management system (EMS) has been introduced to manage energy usage throughout the SC. By monitoring and visualization of energy usage, the SC aims to cut down on power consumption and control CO₂ emissions. In addition, the SC will strive for reducing the facility’s burden on the environment by recycling and reusing the waste materials generated by the facility including raw garbage, waste oil, and pet bottles as much as possible.

The SC also plans to carry out Clean and Green activities in the surrounding area of the SC (Siracha District) with people of the local community. Maxvalu plans to support local volunteer groups through a Yellow Receipt campaign, and promote the usage of personal shopping bags through a My Bag campaign.

[Safety & security, disaster and crime prevention initiatives]

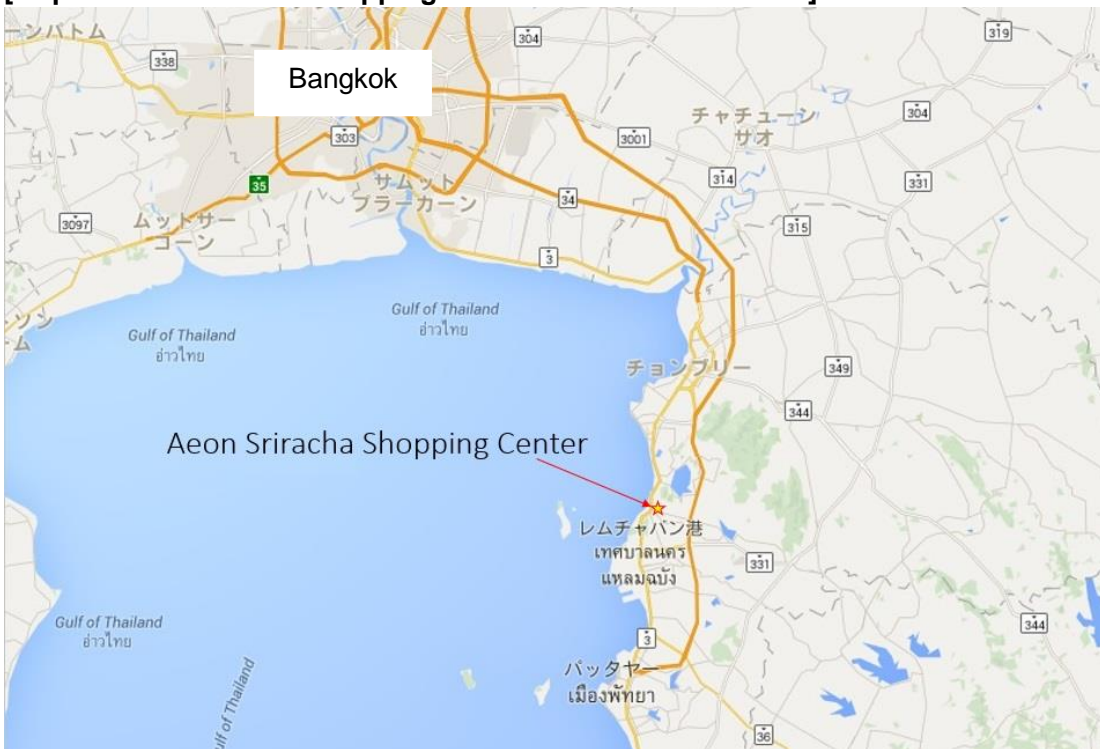
Security cameras have been installed in various parts of the car parking areas and inside the SC to ensure that customers can shop with peace of mind. In addition, patrol by security guards and electronic security systems in the SC enable to enhance crime or theft prevention. In order to secure safety in a speedy manner, the SC has organized an “internal fire defense team” made up by all the employees in the SC. In case of emergency, the team will evacuate, rescue, and aid customers who are unfamiliar with the SC safely, then the team will take initial steps to extinguish a fire.

Maxvalu has installed emergency generators to back up electric power required and supply power in the event of a power outage or other disasters. In addition to securing business continuity during a power outage, Maxvalu will make every effort to secure the safety of customers and make further contributions to the local community.

[Map of area nearby Aeon Sriracha Shopping Center]



[Map of Aeon Sriracha Shopping Center's wider service area]



Source: Google Map

[Outline of Aeon Thailand]

Name: AEON (Thailand) CO.,LTD.
 Establishment: December 12, 1984 (* Company name was changed: August 1, 2007)
 Address: 78 Chaengwattana Road, Kwaeng Anusawaree, Khet Bangkok
 Bangkok 10220, Thailand
 Capital stock: 558.2 million bahts approximately 1.954 billion yen (*converted as 1 baht=3.5 yen)
 Representative: President Masamitsu Ikuta
 Business description: Operation of supermarkets and shopping centers in suburban area

[Aeon's SC, GMS, SM, HP business development in ASEAN countries]**(As of October 21, 2015)**

Corporate name	Total	GMS	SM	HP*	Mall style SC
AEON CO. (M) BHD.	34	30	4	-	18
AEON BIG (M) SDN. BHD.	28	-	4	24	
AEON (Thailand) CO., LTD.	78	-	78	-	
AEON VIETNAM Co., LTD.	2	2			2
AEON (CAMBODIA) Co., Ltd.	1	1			1
PT. AEON INDONESIA	1	1			1
Aeon Citimart	30		30		
Fivimart	22		22		
Total of ASEAN business	196	34	138	24	22

*HP: Hypermarket