



NEWS RELEASE



October 6, 2015
AEON CO., LTD.
AEON Mall Co., Ltd.
AEON Retail Co., Ltd.

～Entertainment Park to Enjoy Sea and Sky 120%～ AEON MALL TOKONAME Opens December 4

Aeon opens “Aeon Mall Tokoname” (hereinafter, “the Mall”) on December 4, 2015 in Tokoname City, Aichi Prefecture, Japan.

The Mall is located within the Rinku Tokoname Station northern district in the central part of Tokoname City on the western coast of the Chita Peninsula, opposite Chubu Centrair International Airport (hereinafter, “Centrair”). With a design concept of “Entertainment Park to Enjoy Sea and Sky 120%,” the Mall aims to enhance the attraction of the Tokoname City and the Chita Peninsula, which have rich natural, historical, and cultural heritages, while complementing the international and urban elements exemplified by Centrair. The Mall actively promotes “glocal” (global and local) initiatives and offer products, experiences, time, and values to customers as a new landmark for the central Chukyo region of Japan.

[TOPICS]

- **“Wonder Forest Curio” outdoor interactive entertainment park**
“Wonder Forest Curio,” an outdoor entertainment park covering 26,000m² on the north side of the site, features 12 activity areas with a concept of “a forest full of curiosity.”
- **“Japanese Hospitality” for visiting foreign tourists**
The Mall offers a tax-free counter, foreign currency exchange machines, and functions or equipment such as flight information for Centrair to support foreign tourists departing from or arriving in Centrair. Meticulous “Japanese Hospitality” can also be found in the product selection and services throughout the Mall.
- **Promotion of local appeal including Tokoname ware from one of six ancient Japanese kilns, “Maneki Neko” welcoming cat, and other local appeal**
The Mall features the following attractions as part of its role to actively promote local appeal: “Maneki Neko” welcoming cat objects which local artists and students have collaborated to make; a 7m-tall “Maneki Neko” monument—one of the world’s largest—standing in the “Tokoname Norenrai” restaurant area; and wall exhibits of Tokoname ware ceramics.
- **Anchor store Aeon Style Tokoname offers highly specialized products and services at reasonable prices**
In lively spaces where conversations abound, the Mall features valuable products from Japan and abroad, including favorite products among the local customers, special products for the foreign visitors, and products essential to beauty and health. Specialized staff who can offer proposals for daily meals and speak foreign languages such as Chinese and English welcome customers.



[Main Features]

1) Convenient location accessible by car, train or airplane

Known as the home of one of Japan's six ancient kilns "Tokoname ware," Tokoname City has historically been a center of the ceramics industry. Since the opening of Centrair in February 2005, the city has also blossomed into an international hub.

The Mall is easily accessible from all parts of the Chita Peninsula as well as from Nagoya City and Centrair. Rinku Tokoname Station on the Meitetsu Airport Line is located on the south end of the site, while the Chita Odan Road (Centrair Line) runs along the west side of the site with highway access through the Rinku Interchange. The entire site covers approximately 202,000m², with parking for some 50 large tourist buses. The area is ideal for attracting foreign tourists which is an initiative actively promoted by Aichi Prefecture and Tokoname City.

2) "Wonder Forest Curio" outdoor interactive entertainment park

"Wonder Forest Curio" (hereinafter, "Curio") is an entertainment park with 12 activity areas situated on the north side of the site in a space of approximately 26,000m² next to Rinku Beach. "Curio" features full-scale activity facilities, a rest haven where visitors can enjoy the true wonders of nature and many other attractions. The park leverages the advantages of scenic Chita Peninsula, facing Ise Bay and Centrair, to combine "experience" (event, play, and gathering) with "discovery" (local attributes) creating a large-scale leisure zone as a new Chita landmark.

3) "Japanese Hospitality" for visiting foreign tourists

Main functions

- Tax-free shopping at Aeon Style Tokoname and some 60 specialty stores
- Parking for 50 large buses
- Tax-free counter
- Foreign currency exchange machines, ATM for overseas credit cards, Union Pay card acceptance
- Free Wi-Fi throughout the Mall
- Multilingual information desks around the Mall
- Centrair departure information for domestic and international flights
- Prayer rooms
- Multilingual attendants to offer information

4) Promoting the beauties of Tokoname City

The Mall has various exhibits to promote the attractions of the Tokoname area. At the center of "Tokoname Norengai," the restaurant avenue, which is designed to resemble an old post station along Tokaido, the highway from Kyoto to Edo in Edo-period, there is a 7m-tall "Maneki Neko" welcoming cat—one of the largest in the world—as a symbol of the Mall's Japanese hospitality. There is also a "Maneki Neko Street" with about 50 welcoming cats of various sizes created through collaboration between local writers, ceramic artists, and Aichi University of Arts students, with the cooperation of the Tokoname-yaki Cooperated Association.

Furthermore, the Tokoname Ceramic Art Association has organized an exhibit of 32 works of Tokoname ceramic arts.

[Outline of AEON MALL Tokoname]

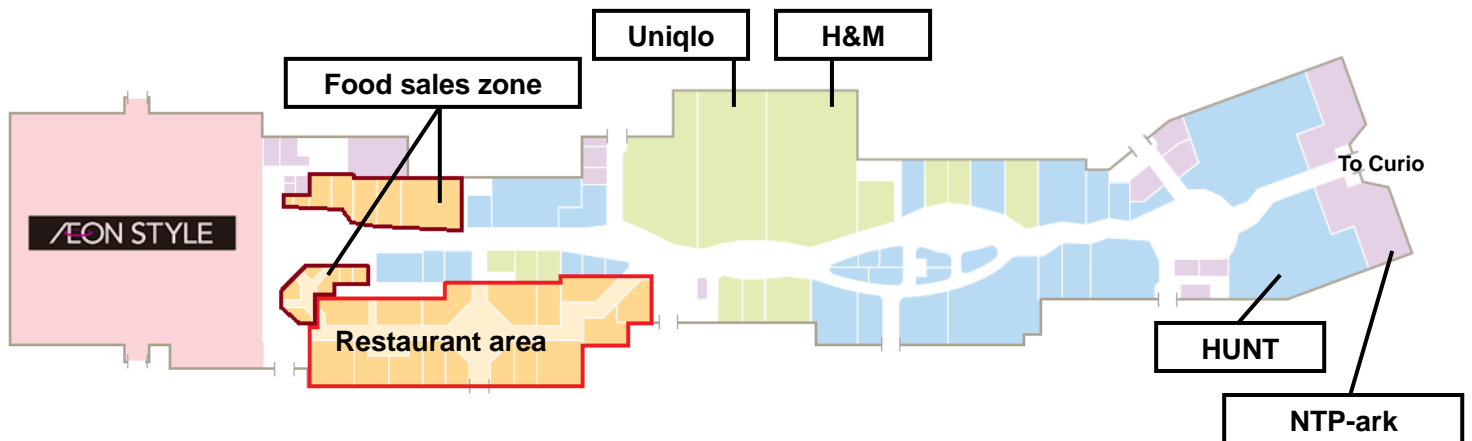
- Name: AEON MALL Tokoname
- Address: 2-20-3 Rinku-cho Tokoname City, Aichi
- Tel: AEON MALL Tokoname: To be determined
AEON STYLE: To be determined
- URL: <http://tokoname-aeonmall.com/>
- Responsible person: AEON MALL Tokoname General Manager Takuya Okada
AEON STYLE Tokoname Store Manager Takayuki Futai
- Number of stores: Anchor store: AEON STYLE Tokoname
Sub-anchor store: Sports Authority
Number of specialty stores in the Mall: Approx. 180
Wonder Forest Curio Seven stores
- Site area: Approx. 202,000m²
- Floor site: Approx. 90,000m² (Mall)
- Gross leasable area: Approx. 82,800m²
(Mall: Approx. 64,000m² and External: 18,800m²)
- Building structure: Reinforced concrete structure; two stories above ground
- Vehicle parking capacity: Approx. 4,200
- Bicycle parking capacity: Approx. 660
- Constructor: Ohmoto Gumi Co., Ltd.
- Opening date: December 4, 2015
- Business hours:

Specialty stores	10:00-21:00
Restaurant	10:00-22:00
Wonder Forest Curio	10:00-21:00
AEON STYLE Tokoname (1 st floor food section)	8:00-22:00
AEON STYLE Tokoname (1 st floor; other than food section/2 nd floor)	9:00-22:00

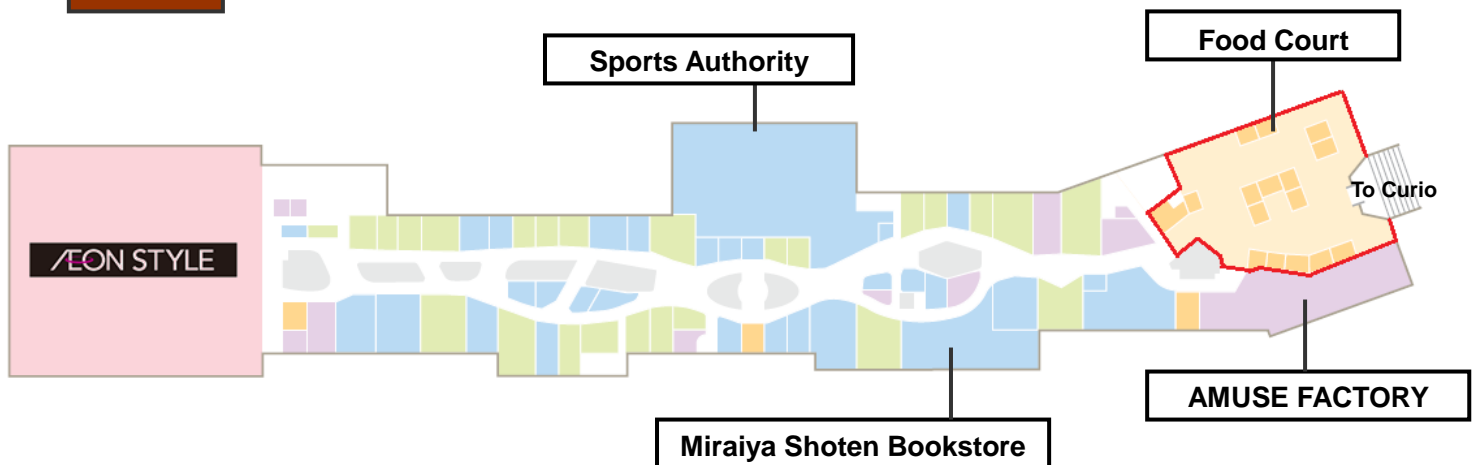
*The business hours of some stores may be slightly different.
- Holiday: Open 365 days a year
- Number of employees: Entire mall: Approx. 2,200 (AEON STYLE Tokoname: Approx. 500)
- Trading zone: Approx. 170,000 households/480,000 people within 30 minutes' drive

Aeon Mall Tokoname Floor Layout and Area Names

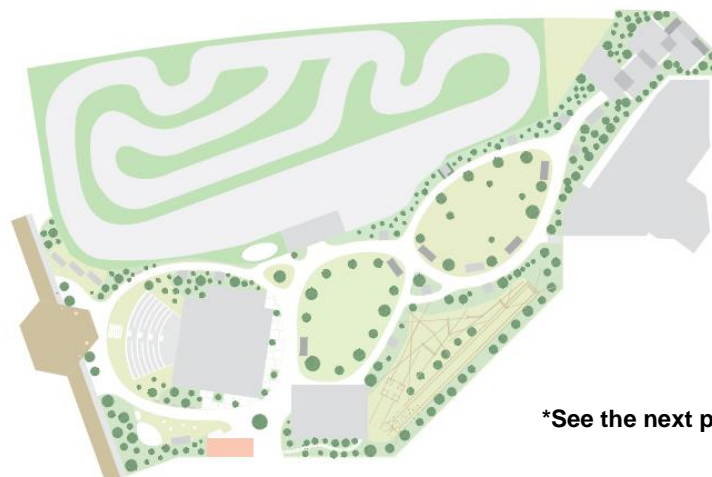
1F



2F



Wonder Forest Curio



*See the next page for details

【Features of Aeon Mall Tokoname Specialty Stores】

(1) “Wonder Forest Curio” outdoor interactive entertainment park

Logo



Zone Concept

A Forest Full of Curiosity

Enjoy flowers in bloom, sunlit forest with rays filtering through the leaves, acorn collecting, and night illumination...

Spreading out under the sky, “Tokoname Forest” is a place for getting close to nature with curiosity. This exciting wonderland offers activities and events for every season, for every generation of the family.

Activity Areas



	Stores
①	Seaside Circuit
②	Digiq BBQ Garden
③	Wonder Sky
④	Wonder Rink
⑤	Store name undecided
⑥	Pedal House
⑦	Tokoname Hot Spring Magonoyu

	Common Areas
A	Rinku Harappa
B	Sunset Garden
C	Wonder Stage
D	Kids Playground
E	Curio Service Center
*	Tokoname Container

[Main Stores]

① Seaside Circuit (kart circuit)

- This full-scale kart circuit is 600m long with a 130m straightaway.
Racers of all ages—from juniors (elementary school students and above at least 115 cm tall) to female drivers and veterans—can enjoy a professional racing atmosphere with race-certified signals and clocks measuring driver time to 1/1000-second precision.
- The circuit has been registered with the global Sodi World Series ranking system for rental kart drivers.
- The circuit has a group reservation plan and an electronic kart track for children four years and older.



*Images

② Digi BBQ Garden (BBQ field) *Scheduled to open in March 2016

The BBQ field is located inside the Sunset Garden (B). Customers can enjoy an easy and convenient “one-stop BBQ” experience without the hassle of lighting fires, arranging equipment or cleaning up. This makes it easy to enjoy a BBQ while shopping. Customers are welcome to enjoy foods and drinks purchased at the Mall.

③ Wonder Sky (field athletics)

This full-scale wooden playground equipment offers great aerial thrills for the whole family. There is a beginner’s course for younger children, an intermediate course, and an advanced course that rises as high as 8m in the air.



④ Wonder Rink (skating rink, boat pool, and trampoline)

The “Wonder Rink” offers fun for every season, in the winter, transforming into a full-scale ice skating rink, in the summer, a large cool pool with kids boats, and in the spring and fall, an inline skating rink and trampoline.



⑤ Pedal House (cycle community space)

This cycle community space is operated by Chita Hanto Navi Co., Ltd., which distributes cultural and historical information about the Chita Peninsula, and supervised by the Aisan Racing Team, which boasts high-ranking finishes in world championship road biking races. The Chita Peninsula teems with avid road bikers. This space is not only a perfect place for bikers to stop by, communicate with each other and build their community, but also a convenient place to rent bikes for novice riders, enjoy refreshments made locally on the peninsula, and get tips on good local places to visit.

⑥ Tokoname Hot Spring Magonoyu (hot springs facility)

Designed to be “a superior healing place,” the hot spring features a bathtub made from Tokoname ceramics among 12 different types of springs, including a sulfur bath reminiscent of the famous Kusatsu hot springs and two outdoor baths with distinctive characters. An exclusive zone for hot spring guests wearing house wear has reclining chairs to fully relax the mind and body, and the dining area offers fresh local foods. The facilities are a perfect relaxation spot for the local residents, tourists to the Chita Peninsula, and foreign tourists staying at nearby hotels who wish to experience the essence of “Japanese bathing.”



***Tokoname Container**

“Tokoname Container” is the generic name used for common container-style shops located in the ② “Digiq BBQ Garden” (one container), ⑤ Unnamed stores (2 containers), and ⑥ “Pedal House” (two containers).

[Main Common Spaces]

A. Rinku Harappa

“Rinku Harappa” is a 1,000m² open lawn space with direct access to the adjacent Rinku Beach. In the summer, swimmers can enjoy meals from the summertime kitchen cars in their bathing suits. In spring, the lawn is a perfect place to view cherry blossoms. In every season, “Rinku Harappa” offers various enjoyments.

C. Wonder Stage

“Wonder Stage” is a 7mx13m stage with professional equipment and maximum seating capacity of 400. This event space can serve various community needs, from outdoor musical concerts to festivals and public presentations.

D. Kids’ Playground

The playground is a free, open space for families with play equipment for children, including slides in harmony with nature and other familiar fun.

Wonder for All Seasons



(2) Enjoying all the foods from the Chita Peninsula to offer

The 1st floor of the Mall has a food products area with the theme “Gifts from the Chita Peninsula” which features a wide assortment of local specialties. On the south side of the Mall, the “Tokoname Norengai” restaurant avenue designed with a Japanese atmosphere features cuisine from many countries. Customers are greeted by a 7m-tall “Maneki Neko” welcoming cat sitting in the center of the zone. On the 2nd floor, the north side of the Mall features a food court “FOOD WONDERLAND” with 16 restaurants to cater the local customers, tourists to the Chita Peninsula and foreign tourists.

1st Floor “Tokoname Norengai” restaurant avenue

The “Tokoname Norengai” restaurant avenue has 14 restaurants, including one new format and one restaurant debuting in the Tokai region.

- Local restaurants from Aichi Prefecture include “Gyokoumeshiya Makihara Sengyoten,” operated directly by a marine products company which mainly procures fresh fish from Gamagori Katahara Port and offers bowls of rice topped with *sashimi* or raw shish and other dishes. “Kiraten” specialized in *Tempura* procures vegetables from contract farmers throughout Japan and fresh seasonal fish directly from the markets. “Shanghai Tanpao Shokan” boasts a savory “shorontanpao” dish and a variety of other Chinese cuisine along with almond jelly popular among women. “Otofu Factory Ishikawa” specialized in *Tofu* or bean curd uses only domestically grown soybean for dishes such as soy milk skin, which is operated by “Otofu Yuba Ishikawa” that offers delicious *Tofu* dishes both in shops and restaurants. “Lightcafe” offers pancakes with melting syrup and decorative latte in an atmosphere with bright and spacious interior with fashionable antique-style design accents.
- The Japanese food lineup, created with visitors from overseas in mind, also includes “Obon de Gohan,” a cafe-style eatery with more than 20 different main dish selections, conveyer-belt sushi restaurant “Hamazushi,” fried vegetables and meat on skewer buffet “Kushiya Monogatari,” and *Shabu-shabu* or boiled meat and vegetable pot dish restaurant “Shabu SAI.”



2nd Floor “FOOD WONDERLAND” food court

“FOOD WONDERLAND” is divided into a “Sea” zone and “Camp” zone. The food court has a total of 16 shops, including one shop new to the Tokai region and another new to Aichi Prefecture, along with approximately 1,000.

- “Turkish Dining KASSERIA” features a menu made from all halal ingredients.
- Sendai-style ox tongue restaurant “Gyutan Gyumon” makes its debut in the Tokai region which offers fresh-grilled ox tongue paired with barley rice and ox tail soup. Vegetable curry restaurant “Yasai o Taberu Curry camp express” lets customers choose their favorite vegetables and promises enough vegetables for a whole day’s diet.
- The full range of dessert and snack offerings include “World’s Second-Best Oven-Fresh Melon Bread Ice Cream,” a media hit for its fresh-baked melon bread ice-cream sandwiches, and “Auntie Anne’s,” which boasts freshly baked pretzels. A very popular sweets shop “Dessert Oukoku” offers a variety of sweets, ranging from crepes made with fresh fruits to soft-serve ice cream.



• 1st floor Food Products Zone

The Food Products Zone has 11 shops, including one shop debuting in the Tokai region. In addition to the specialty stores with rare and brand items from Chita, the zone offers a broad range of gift items for both local customers and tourists.

- Founded in 1665, “MORITA” upholds the Japanese sake brewing tradition rooted in the rich food culture of the Chita Peninsula, offering “Nenohi” refined sake and a variety of other liquor products. “Ocha no Kotobukien” boasts its own blends of green tea culled from hundreds of varieties inspected by specialists who travel to the growing areas to carefully check their leaf flavor, color and shape. “Ponnopin” is a gift shop with an extensive selection from the Chita Peninsula and the Tokai region. The zone brings together well-recognized stores headquartered in Tokoname City.
- The zone also features specialty stores with selected range of products for the discerning customers. “Crazy Pantry” features a selective range of safe and secure seasonings and foods from around Japan, and fresh vegetables and seasonal fruits from farms nationwide. “Kaldi Coffee Farm” boasts a broad selection of imported food products.
- “Nihonbashiya Chobei/Akasaka Comeca - ten” offers specialty herb rice crackers and pasta rice crackers in casual packaging, along with a variety of rice-based sweets.

“HEARTBREAD ANTIQUE” is a Nagoya-based bakery with a popular local menu. These and other specialty food stores offer unique product lineups.

Cafes

- Based in California and debuting in Japan in May 2015, “The Coffee Bean & Tea Leaf” is America’s oldest specialty coffee chain. This and other cafes offer customers pleasant places to rest while they shop.

(3) Car life and outdoor stores for active lifestyles

Car life

The north side of the 1st floor features two automobile dealerships combined with external sales areas, both proposing new car leisure lifestyles.

• NTP—ark

The “NTP—ark” was designed to introduce great products and experiences to customers and the local community based on the concept “Nice to People.” Besides the automobile exhibits and showroom, the store has a kids’ corner and a “Machikuru Space” where local residents can participate in culture school and other activities. With automobile sales as a core service, this concept shop allows customers to get to know about the NTP Group’s business such as rental cars and marine business while enjoying themselves.



HUNT

Produced by Gulliver International Co., Ltd., “HUNT” is a lifestyle-proposal style store new to the Tokai region based on the concept of “Going out starts with us.” The store draws on Gulliver’s successful operation of various types of automobile specialty stores by offering imported cars, minicars, and special exhibits that change from month to month. The company also plans to create specialty motorcycle and bicycle shop to make going out even more fun.



Outdoor & sports

With “Curio” and the adjacent Rinku Beach, the zone is fulfilled with outdoor and sports stores that support active leisure lives of customers.

- Located in the center of the 2nd floor, “SPORTS AUTHOSIRY” boasts a traditional lineup of sports products along with such outdoor brands as “The North Face,” “Columbia,” “Coleman,” and “Snow Peak” in more than 3,000m² of floor space.
- On the 1st floor, “LOGOS SHOP” features BBQ, camping, alpine, and apparel goods mainly from the “LOGOS” brand to suggest outdoor lifestyles in accordance with individual needs.
- Located centrally on the 1st floor is “BILLABONG STORE,” which sells high-quality, authentic surfing products from well-known international brands. “MURASAKI SPORTS” boasts a lineup of surfing, skateboard, snowboard and other action sports products, along with fashion items and accessories. “SKECHERS” has a broad lineup of shoes with cutting-edge designs, colorful and functionality for every type of customer, from families to athletes.

(4) Large-scale stores offering one-stop shopping for all your want

- “H&M” covers approximately 2,000m² of retail space while “UNIQLO” spans approximately 1,500m², with both shops offering a sustainable lineup of fashionable, high-quality products at the best price.
- On the 2nd floor, the “AMUSE FACTORY” amusement center draws on the regional qualities of the Rinku area to offer full-scale jet plane flight simulators. Additionally, the attached “Skypark,” an experience-based consumption theme zone, features a two-legged walking robot ride in which customers can simulate airport cargo loading. This is the first such permanent attraction in Japan. Overall, in order to foster affinity and harmony with the local community, the 2nd floor amusement center is designed to express the Chita Peninsula environs and culture, including through artwork exhibits by Hirotoshi Sawada, an internationally acclaimed artist residing in Tokoname.



- Operated by Nagoya Mitsukoshi, “MI PLAZA” proposes sophisticated new lifestyles. The small-sized store features daily food items and fancy goods along with gifts with the aim of offering charm and richness to the customers’ daily life.
- “The Daiso” features ¥100 goods meeting the daily needs of local customers, along with the gift needs of visitors from overseas.
- “MIRAIYA SHOTEN” cafe and bookstore covers approximately 1,200m² on the 2nd floor, proposing “life with books.” “PeTeMo” pet shop makes its debut in the Tokai region with high-quality services combining know-how and love, based on the keywords “Pet” and

“Emotion.” “R.O.U” enhances playful lifestyles. Altogether, the specialty store lineup meets customer needs for hobbies and lifestyles.

Special Services for Foreign Tourists to Japan

■Examples of initiatives

1. “TAX FREE Counter”

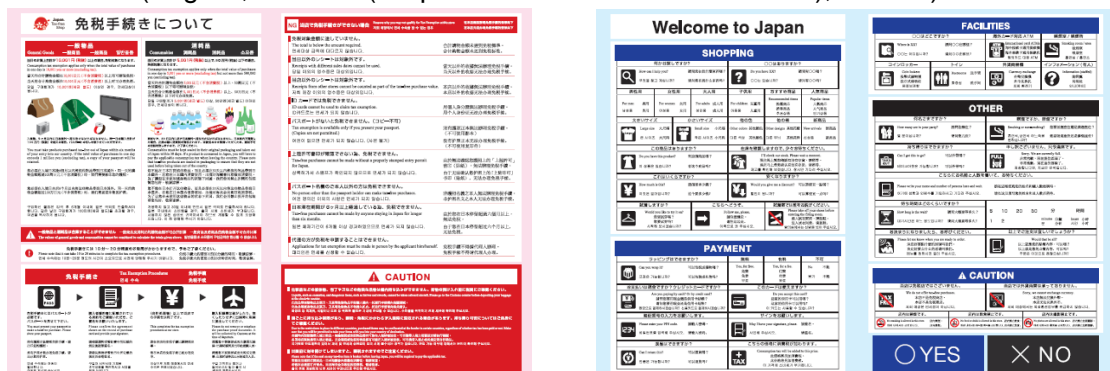
The “TAX FREE counter” is located in the central part of the 1st floor, with multilingual customer service staff allocated to serve foreign tourists.

- The counter handles all the tax-free procedures smoothly for customers. Aeon Style Tokoname and approximately 60 specialty stores plan to offer tax-free shopping.
- The counter has a flight information monitor providing departure information for Centrair.
- The counter offers foreign-language pamphlets on sightseeing in Tokoname City and the surrounding area.
- A foreign currency exchange machine changes foreign currencies into Japanese yen (U.S. dollar, euro, Chinese yuan, Korean won, Hong Kong dollar, Taiwan dollar, Thai baht) and Japanese yen into foreign currency (U.S. dollar).
- Aeon Bank ATMs allow customer to withdraw Japanese yen using foreign-issued credit cards.



2. “Omotenashi” (hospitality) service functions

- The Mall has prepared five kinds of floor maps in four languages (Japanese, English, Chinese (simplified and traditional characters), Korean).
- Communication between foreign customers and staff is made easy throughout the Mall using pointing tools and four types of tax-free explanations for customers from three countries (English, Chinese (simplified and traditional characters), Korean).



- A parking area for approximately 50 large buses on the south side of the site welcomes tour groups.
- Free Wi-Fi is available throughout the Mall.
- Union Pay cards are accepted at specialty stores (not accepted at some stores and for some products).
- A prayer room is available for customers to conduct personal prayer.
- Mobile information attendants with foreign language ability walk the Mall to serve customers wherever needed.

Main Features of Anchor Store Aeon Style Tokoname

“Take off to a city of joy” is the design concept behind Aeon Style Tokoname, which aims to make daily life and new experiences even more wonderful.

Aeon Style is a new format of Aeon offering highly specialized products and services, with a focus on products with new value to serve all kinds of lifestyles.



Main Features of Aeon Style Tokoname

➤ **Comprehensive food floor with live ambiance, freshness, surprise and discovery for customer satisfaction**

The food floor combines products from all over the world with fresh products from famous production sites in Aichi Prefecture and well-known Chita Peninsula products. The floor proposes a variety of food which is focused on “health,” “organic,” and “ready-to-eat.”

➤ **Relaxing fashion floor combines Aeon’s recommended style with comfort**

The floor features apparel, fashion accessories and household goods, offering items for customers with diverse lifestyles. Relaxation spaces are available to help customers unwind while shopping.

➤ **Aeon’s selective merchandise and traditional regional goods highlight the Japanese-style product lineup**

In addition to wine and coffee corners with famous brands from around the world, there is a broad selection of traditional Japanese products, including Tokoname ceramics and traditional Mino “washi” Japanese paper. The health and beauty corner offers natural cosmetics products, traditional Chinese medicines and a pharmacy for prescription medicines.

➤ **Tax-free stores and multilingual staff welcome foreign customers**

Specialty stores cater to foreign tourists’ needs with Japanese electronics, animation character goods, and confectionaries. Store staff proficient in Chinese, English and other languages are available to serve customers.

*All images are concept images.

Specialty tax-free stores in the Mall zone of the 1st floor offers selected tax-free products for foreign visitors, based on the concept of combining Japanese spirit and technology with Japanese hospitality. There are Japanese fancy goods, ZOJIRUSHI brand products, along with medicines and cosmetics. The zone also has a variety of shops popular among Japanese customers, including “Glico-ya,” which has popular outlets at airports, and famous stores from the so-called “golden route” of popular Japanese tourist spots.



One of Area's Largest Food Floors Features Flavors from Around the World

A vast selection of items for daily dining and special occasions, including local favorites, BBQ items and buffet-style selections priced by weight

- The fruits and vegetables corner includes a variety of locally produced items from the Chita Peninsula, including cabbage and early ripening tangerines from south Chita. Each week, one item is featured along with suggested recipes and samples for tasting. The selection also includes a salad bar where customers can choose what kind and amount they need, a seasonal selection of precut fruits, and organically grown vegetables. In the fish corner, fresh fish are delivered directly from Toyohama Port and sold in various forms, including sashimi and homemade dried fish as well as face-to-face selling. In the meats corner, customers can enjoy locally raised Chita beef, Tsuzuki pork, Nagoya Cochin chicken and other brands popular among local residents, along with BBQ sets to use at one of the many BBQ facilities in the area. The BBQ food items will also be sold at the “Digiq BBQ Garden” inside the neighboring “Curio” facility, where customers can also bring their store-purchased items to enjoy BBQs starting from March 2016.
- Debuting in the Tokai region, “AUG74” is a Tasmania beef specialty meet shop selling items raised meticulously on an Aeon-operated farm. Livestock on the farm are raised without the use of growth hormones or antibiotics, and fed natural grains that have not been genetically modified. This creates a soft, juicy red meat matching the Japanese palate. The shop offers mainly lean red beef, including rare “misuji” and “kainomi” cuts of beef, along with hamburger and roast beef made from Tasmania beef.
- The ready-to-eat corner features “My Select Deli,” which offers about 60 kinds of ready-to-eat items priced by weight in a buffet-style. Specialized staff prepare Japanese, Chinese and western dishes with consideration of nutritional balance, including such favorites as marinated ham and onions, special shrimp and mayonnaise, paella, and Nagoya-style beef sinew stewed in miso. “Pizza Sorridera” makes hand-made pizzas on the spot after order in a special oven, along with five kinds of pasta available in as quick as two minutes from order. Customers can also enjoy grilled whole squid, a Chita Peninsula favorite, made right in the store.



- The Japanese confectionaries corner hosts Tokoname-based “Okuramochi,” famous for its stuffed rice cakes, and long-established south Chita shop “Eiwado,” famous for its “Taipai” auspicious sea bream fish shaped pies. Items are available on a per-unit basis. The cheese corner offers soft blue cheeses, hard cheeses and other natural cheeses which customers can match with their wine selections. Free tasting of delicious cheeses is available on daily basis.
- The processed foods corner offers a selection of organic foods which is organically and specially grown ingredients to meet rising demand for healthy dining. Confectionaries, seasonings, curry-in-a-pouch and instant noodles are just some of the offerings sourced from around Japan. Among the special shops are “Shokado,” a long-establish Japanese confectionaries shop making its debut outside its main shop in Handa area. This and other popular shops from Aichi Prefecture offer a variety of items for gift buyers.
- The eat-in corner has about 60 seats. Designed for modern “Japan,” this warm space is a perfect place to relax and dine while shopping for both local customers and foreign tourists and visitors.
- Specialty store “AEON LIQUOR” offers approximately 2,200 different liquor items from in and outside Japan, including wines imported through Aeon specialty wine trade “Cordon Vert,” 42 different kinds of Japanese sake from Aichi Prefecture and major brewers in Shizuoka, Gifu, and Mie Prefectures. The store also has a special Japanese sake server (for a fee) which allows customers to taste different products and make the right choice. Specialized staff are available to help customers match liquor with seasonal foods and propose new lifestyles with pleasant liquors.
- Imported foods shop “caferrant” offers a selection of approximately 2,000 items from around the world, including some 50 varieties of high-quality coffee bean and directly imported confectionaries and jams.



“Glam Beautique” Specialty Health & Beauty Store

A wealth of selective products for beauty and health, including natural-origin cosmetics, anti-aging skin care and medicines developed in the Tokai region. Discover “new self” with advisor’s help that meet individual needs.

- The natural and organic corner offers foods and beauty care using the power of nature. “Yokohama Bayu Shoten” offers rare beauty products made with oils taken from the manes of horses. “MARCHEVON” offers soaps made from a carefully selected range of ingredients from around the world. The corner also holds seminars on soap-making, hand treatments and other experienced-based events. The shop also offers



stools, socks and other products made from organic cotton, bamboo fibers and other natural materials, along with macrobiotics-based health foods. Glam Beautique proposes a healthy and environmentally friendly lifestyle.

- Counseling cosmetics and medicinal products popular in overseas are located next to the tax-free counter to make shopping smoothly for customers from in and outside Japan.
- The healthcare zone features a number of products developed in the Tokai region, including “Mankin ame” candies from “Ise-Kusuri-Honpo,” well-known among worshippers to Ise Shrine, and “Chiba-Jitsubo-Sanyokuzai,” Japan’s only certified medicinal bath salt. The traditional Chinese medicine counter is staffed by specialists who can help customers find the right medicine for their ailment. The pharmacy also has a free self-check corner with blood vessel age meters and body composition meters where customers can receive optimal advice based on their results.
- “Aeon Pharmacy” offers a unique prescription order service in which customers take an image of their prescription with their smartphone and send it to the pharmacy, and the Pharmacy prepares the medicines and notifies customers when they are ready. The Pharmacy also offers electronic health handbooks “Karada memory” to help customers manage their daily health routines.

Aeon florist “Reposer Fleur” (“reposer” means “soothe” in French, while “fleur” means “flower”)

- “Reposer Fleur” is Aeon’s specialty florist chain established on the concept of using flowers to help people lead soothing lifestyles. The shop features seasonal cut flowers and potted flowers, along with custom-made bouquets and arrangements for gifts. The shop also offers interior greenery and sundries to brighten people’s lifestyles with flowers.



Proposals for Fashionable, Cute, and Stylish Daily Living

The household section offers a selective range of furniture, curtains, lighting and other household products to create living spaces in urban styles and simple but fresh casual modern styles

- The section offers a variety of products including famous wine glass brand “RIEDEL” highlights the wine glass and wine accessories corner, while the coffee corner features coffee mill brand “ZASSENHAUS,” electronic roasters, and products from “CHEMEX,” whose wares appear in the permanent exhibit of the Museum of Modern Art in New York. A European brand corner features “Orobianco,” with a mature lineup of study products, while ceramic teapots and other items representative of Tokoname ceramics, one of Japan’s six ancient kilns, are offered alongside “Maneki Neko” welcoming cats and other



decorative charms. There is also a wide selection of local brands offering Mino “washi” Japanese paper products, which combine traditional methods with sophisticated design, including paper gift bags and paper pads.

- The household area also offers a number of selective services, including name printing services for four types of items (towels, custom notebooks, chopsticks, and brand stationery). Customers can also make their own custom notebooks, with covers, papers, and fasteners of their liking, in as little as 20 minutes.

- “Daily-life Concierge” offers a consultation desk for various kinds of daily living needs, including house cleaning, home-delivery dry cleaning, problems with home locks and plumbing, as well as moving. A “Touch & Get” system allows customers to order from an online catalogue of approximately 8,500 interior, bedding, and storage products along with large household appliances such as refrigerators and washing machines which are not offered at store. Purchased items are then delivered to the Store or directly to customers’ homes.



- To ensure a comfortable night’s sleep, the bedding corner has easy-order pillow products, mattresses from famous brands such as Italian “magniflex” and a variety of other products which customers can touch and try. The corner also features machine-washable down quilt products along with rare eiderdown duck feather bedding from Aeon brand “Topvalu.”

- “AEON BIKE” has some 1,300 products to support customers’ active biking life, including bicycles, related parts and accessories. The Store has a wide variety of brands, from Aeon brand “Topvalu” to “MOMENTUM” sports cycles from No. 1 global bicycle manufacturer (bicycle body) Giant Group (based in Taiwan) which are only sold by Aeon in Japan. Highly knowledgeable Aeon cycle advisors are on hand to provide individualized advice to each customer.

- Located in the Mall zone, “Pandora House,” Aeon’s fabric, arts and crafts store, offers products from British lifestyle brand “Laura Ashley,” Japanese printed fabrics from “YUWA shoten” and “Mikawa-momen,” along with UV resin, DecoNap (decorative napkin) and other craft materials and various hands-on seminars. The Store proposes a wealth of ideas for hand-made practical and hobby goods to make life more fun.



Aeon Proposals Combine Fashion Style with Relaxation Spaces

One of Aeon's largest fashion and household goods section offers fashion to meet various lifestyles, complemented by a Scandinavian café and other relaxation spaces.

- The ladies' fashion accessories corner features hats, handbags, seasonal items and other goods to meet the sensitivities of ladies in their 30s, including "Ash Tribute," purveyor of "new traditional" hats, and "Coo," a fashion goods brand full of feminine, cute fun. "LUSSO" offers a selection of watches and handbags for fashionable lifestyles and gifts, while the jewelry corner has a wide selection of products.

- "MARCHE blanc" highlights the men's fashion accessories corner, where items such as neckties, shoes, and bags are directly imported from Italy. "Caffe" combines Scandinavian goods with a rest area to provide relaxation for customers while they shopping.



- The ladies fashion corner features "ALPHA CUBIC," with simple, comfortable clothing in trendy, elegant, feminine styles, "persodea," which emphasizes personal styles for daily fashion, and "jeunemaman," a more elegant brand with a hint of casual. From denim blouses to slacks, the corner also offers a head-to-toe lineup of everyday clothing. The men's fashion corner offers a full line of clothing, from casual to business attire, including popular American brand "CARIBBEAN JOE," and one of the region's largest selections of large-size clothing.



- The "Plus Move" travel corner offers a wide range of items for every generation, including stalwart brands "Samsonite" and "reisensthe," Ireland-based brand "AVOCA" and its signature block check patterns, and "NOMADIC," which has functional items from commuting to trekking settings.

Kids' zone features fun and interactive facility and space to enjoy quality time among children, parents and grandparents

- The toys section offers goods from the popular "Anpanman" series and a blocks corner with "Lego" toys. The "Learning Kids" corner offers a wealth of educational toys with touch and try place. The infant corner features European-style babywear brand "TOUT PETIT" and maternity brand "OLIVE des OLIVE," which offers clothing ladies can wear even after birth. Aeon Baby Advisors are available to



provide specialized advice to customers while shopping. The corner's baby room is designed in Hello Kitty motifs, and there are two "MITENE" interactive digital signage devices to provide fun space for all generations of the family.

Aeon Style Tokoname Floor Layout

2F	[Fashion and sundries, kids, digital goods floor]
	Men's clothing, ladies' clothing, undergarments, fashion accessories, wristwatches, handbags, travel goods, children's clothing, baby goods, toys, stationery, video games, mobile phones, AV electronic appliances
	Specialty stores: "GreenBox" (shoes), "Mollyfantasy" (indoor amusement facility)
1F	[Food and living products, health & beauty floor]
	Produce, sea food, meat, processed foods, daily items, delicatessen, bakery, brand stores, daily necessities, pet items, kitchen and household goods, bedding, interior, storage, lighting, electronic appliances
	Specialty stores: "AEON LIQUOR" (liquor and imported foods), "Cantevole" (bakery, "Reposer Fleur" (florist), "AEON BIKE" (bicycles), "Glam Beautique" (cosmetics, health foods, medicines, pharmacy)

*"SELF+SERVICE" (casual clothing) and "Pandora House" (arts and crafts) are located on the second floor Mall zone. A tax-free shop (name undecided) is located on the first floor of the Mall zone.

"Concierge" and Specialized Staff Support Shopping Needs

Staff proficient in English, Chinese, and other languages are on hand to greet visiting customers from in and outside Japan. On the households and living floor, there is a "Concierge" desk to serve individual customer needs, and advise on shopping. On the food floor, a cooking team proposes daily menu and provides information on value of different ingredients to customers. Staff with specialized knowledge on products and customer service skills are on hand to advise about fashion, health and beauty, and baby goods, as well as to propose optimal food products for customers' meat, fish, and ready-to-eat dining needs.

Experience, Product, and the Internet: Aeon's Omni-channel Shopping Initiative

A "Touch & Get" system allows customers to order from an online catalogue of approximately 8,000 interior, bedding, storage, baby products and indoor play equipment which are not displayed on store shelves. Purchased items are then delivered to the store or directly to customers' homes.

The store also has four digital signage displays showing various information about products, events, regional tourism, and services. On the kids' floor, there are two "MITENE" interactive digital signage displays to provide shopping fun for all generations of the family.

New format: 7 stores/Tokai region debut: 10 stores/Aichi Prefecture debut: 7 stores/
Local companies: 37 stores

*The Tokai region comprises Aichi Prefecture, Gifu Prefecture, and Mie Prefecture.

*Name of shops, industry types and this document may be changed as they are based on information as of October 6, 2015