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AEON CO., LTD.  
AEON Hokkaido Corporation  
AEON (CHINA) CO., LTD.

**AEON holds the unified sales promotion  
at all the 109 Group stores in China including “AEON” and “MAXVALU”**

## **First Group-wide Sales Promotion “AEON Hokkaido Fair” to be Held in China!**

**Offering a variety of products from Hokkaido  
including seafood and popular sweets with menu proposals**



**Aeon (China) Co., Ltd. (located in Beijing), holds the “Aeon Hokkaido Fair” for 10 days from November 6 to November 15 at all the 109 Aeon Group stores including general merchandize stores, supermarkets, and convenience stores in China. The fair offers selected items including local products and specialties from Hokkaido. It is the first time for Aeon Group stores in China to hold a collective product fair at all the stores in the country during the same period of time under the same theme.**

The number of foreign tourists to Japan is on the increase in recent years. According to the Japan Tourism Agency, the figure surpassed 15 million people as of October this year, and is expected to reach 19 million by the end of the year.

Hokkaido is one of the most popular destinations for Chinese tourists. The number of tourists from China in 2014 marked 214% compared to that of the previous year, recording the highest percentage gain in the recent years. Moreover, the tourists who have visited Hokkaido have shown high level of satisfaction toward sightseeing in general including scenic sites, food and souvenirs, resulting in 90% of them wishing to visit Hokkaido again (according to the Hokkaido Government Office.)

In response to wishes of customers in China to enjoy specialties from Hokkaido, Aeon Group stores in China this time have come together to hold the unified sales promotion.

In Japan, 580 Aeon stores have already started tax-free service, and have worked to enhance services for foreign tourists through such initiatives as introducing more cash resisters accepting China UnionPay cards and providing information through inbound visitor website and discount coupons. In China, Aeon is also working further to widen the selection of Japanese local specialties available at its stores in the country.

Aeon will continue these initiatives in order to contribute to enriched everyday lives of local customers.

### **【Outline of AEON Hokkaido Fair】**

Date : November 6<sup>th</sup> to 15<sup>th</sup>

Stores : All the 109 Aeon Group stores in China including “AEON,” “MAXVALU” and “MINISTOP”  
(In Hong Kong, the date differs from the above.)

Offered Products : 80 products at Maximum (It depends on the area.)

Example of Offered Products : Hair club (frozen), Blue king club (frozen), Pacific saury (frozen),  
Scallops, Nanatsuboshi (branded rice in Hokkaido), Suisai-no-mori (mineral water), Hokkaido  
Stew, Hokkaido Ice-cream (vanilla, chocolate, strawberry), mille crape and others.

Others : An array of cooking menus are introduced at the Fair, including deep-fried marinated  
chicken and scallops with sesame dressing among others.