

November 20, 2015

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

1st Aeon Mall in Hangzhou City, Zhejiang Province, China!
**A New City Landmark “Aeon Mall Hangzhou
Liangzhu Xincheng”
Grand Opening on November 27**

“Aeon Mall Hangzhou Liangzhu Xincheng” (hereinafter, the “Mall”), a new mall presented by Aeon Mall Co., Ltd. (hereinafter, “Aeon Mall”) in Hangzhou City, Zhejiang Province, China, celebrates its grand opening on November 27.

Aeon Mall opens stores in Zhejiang Province and Jiangsu Province, one of the key areas for its mall development. The Mall is the third mall in this key area after “Aeon Mall Suzhou Wuzhong” and “Aeon Mall Suzhou Yuanqu Hudong” in Suzhou City, Jiangsu Province. The Mall is also the first Aeon Mall in Hangzhou.

■About Mall Site

Hangzhou City, Zhejiang Province, located approximately 150km southwest of Shanghai, is one of the eight ancient capitals of China, which has attracted many tourists from both home and abroad. With focuses on high-tech and software industries, Hangzhou is also a city with sustainable and high-speed economic development.

Situated in Yuhang District, Hangzhou City, approximately 15km northwest of downtown Hangzhou, the Mall is in the “Liangzhu Xincheng Area.” Under the urban expansion plan promoted by Hangzhou, the area will see greater development in future. In the surroundings of the Mall, besides the development of apartment buildings, the new station of Metro Line 2 planned to be opened after 2016 will pass through the Mall, which is expected to have large passenger volume.

Aeon Mall Hangzhou Liangzhu Xincheng Biggest Features

- ◇ **Latest architectural design**—The building, with “integrating nature” as the theme of design, has an open and bright space. There are not only the largest cinema and food court in Hangzhou, but also 180 specialty stores, including 46 first-ever stores in Hangzhou such as “NITORI,” advocating “an urban lifestyle.”
- ◇ **Food theme park**—The third floor, with the concept of “Hangzhou Food Court,” has gathered popular local cuisine on retro Hangzhou-style streets. The food court is enjoyed by all members of a family.
- ◇ **Pursuing comfortableness**—The Mall adopts the latest universal designs-“Japan Hospitality” and “Making Customers Feel at Home” to welcome customers with the utmost cordiality. In addition, the Mall has introduced Japanese hospitality training, aiming to create a quality shopping environment with warm smiles and services.
- ◇ **Pursuing shopping convenience**—The general merchandise store “Aeon Hangzhou Liangzhu Xincheng” from the first to the third floor, with an area of approximately 13,000m², has everything that one expects to find, such as food, clothing and household articles, advocating a new lifestyle from time to time. The Mall provides customers with a shopping space where the whole family can share “new discoveries” and “new experiences.”

Aeon Mall Hangzhou Liangzhu Xincheng Overview

- Name: AEON MALL Hangzhou Liangzhu Xincheng
- Address: 1888 Gudun Road, Yuhang District, Hangzhou City, Zhejiang Province, China
- Tel.: AEON MALL Hangzhou Liangzhu Xincheng (Country Code 86) 0571-8938-0111
AEON Hangzhou Liangzhu Xincheng Store (Country Code 86) 0571-8938-0608
- URL: <http://hangzhou.aeonmall-china.com/>
- Responsible Person: AEON MALL Hangzhou Liangzhu Xincheng General Manager: Ishino Hideki
AEON Hangzhou Liangzhu Xincheng Store Store Manager: Fukushima Masaaki
- Number of stores: Anchor store: AEON Hangzhou Liangzhu Xincheng Store
Sub-anchor stores: LaChapelle (Fashion), NITORI (Home furnishing / interior)
China Film (Cinema)
Number of specialty stores: Approx. 180
- Site area: Approx. 98,000 m²
- Floor area: Approx. 175,000 m²
- Gross leasable area: Approx. 66,000 m²
- Building structure: Reinforced concrete structure; four stories above ground, two stories underground
- Vehicle parking capacity: Approx. 2,500
- Operated and Managed by: AEON MALL (ZHEJIANG) BUSINESS MANAGEMENT CO., LTD.
- Opening hours: Grand opening at 9:00 AM on November 27, 2015
- Business hours: Specialty stores, Food Court 10:00-22:00
Cinema 10:00-24:00
AEON Hangzhou Liangzhu Xincheng 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. 2,500
(AEON Hangzhou Liangzhu Xincheng Store: Approx. 300)
- Trading zone: Approx. 520,000 households or approx. 1,270,000 people within 20 minutes' drive

Aeon's business development in China

Eleven group companies have developed 18 SC, 47 GMS stores, and 18 SM stores.

Name of company	Total	GMS	SM	Mall type SC
AEON Stores (Hong Kong) Co., Limited	13	8	5	-
GUANGDONG AEON TEEM CO., LTD.	17	12	5	-
QINGDAO AEON DONGTAI CO., LTD.	9	8	1	7
AEON South China Co., Limited	10	9	1	2
AEON EAST CHINA (SUZHOU) CO., LTD.	3	3	-	-
BEIJING AEON CO., LTD.	6	6	-	-
AEON (HUBEI) CO., LTD.	1	1	-	-
Aeon Maxvalu (Guangzhou) Co., Ltd.	3	-	3	-
Aeon Maxvalu (Qingdao) Co., Ltd.	1	-	1	-
Aeon Maxvalu (Jiangsu) Co., Ltd.	2	-	2	-
AEON MALL (CHINA) CO., LTD.	-	-	-	9
Total of China Business	65	47	18	18

[as of November 27, 2015]

[Aeon Mall's development in Zhejiang Province and Jiangsu Province]

<Suzhou City, Jiangsu Province>



<Hangzhou City, Zhejiang Province>



[Shopping malls developed by AEON Mall Co., Ltd.]

Mall name	Opening date	Site area	Floor area	Gross leasable area	Parking capacity
AEON MALL Beijing International Mall	Nov. 2008	approx. 89,000 m ²	approx. 147,000 m ²	approx. 53,000 m ²	approx. 3,000 cars
AEON MALL TIANJIN TEDA	Oct. 2010	approx. 98,000 m ²	approx. 110,000 m ²	approx. 55,000 m ²	approx. 2,500 cars
AEON MALL Tianjin Zhongbei	Apr. 2012	approx. 89,000 m ²	approx. 125,000 m ²	approx. 62,000 m ²	approx. 3,700 cars
AEON MALL Tianjin Meijiang	Jan. 2014	approx. 75,300 m ²	approx. 159,000 m ²	approx. 63,400 m ²	approx. 2,400 cars
AEON MALL Suzhou Wuzhong	Apr. 2014	approx. 114,000 m ²	approx. 154,600 m ²	approx. 75,000 m ²	approx. 3,100 cars
AEON MALL Wuhan Jinyintan	Dec. 2014	approx. 88,000 m ²	approx. 182,000 m ²	approx. 74,000 m ²	approx. 2,900 cars
AEON MALL Suzhou Yuanqu Hudong	May 2015	approx. 99,300 m ²	approx. 218,000 m ²	approx. 74,900 m ²	approx. 3,000 cars
AEON MALL Beijing Fengtai	Sep. 2015	approx. 63,800 m ²	approx. 150,000 m ²	approx. 58,000 m ²	approx. 2,000 cars

Mall Concept: “Experience the Excitement”

Experience new culture and lifestyles in a brand new city.

By “integrating nature,” the Mall becomes a new landmark for the growing area.



Integral facade expresses a flowing water theme and wall greening.



Features of Each Floor

First floor ● **Trend fashion and sports, casual restaurant floor**

<Trend fashion and sports zone>

- The first floor features “LaChapelle,” a multi-brand shop popular among broad range of people in China, and popular Japanese brands “UNIQLO,” “earth music & ecology,” “E hyphen world gallery,” Honeys,” and “JINS” an eyeglasses shop. The store lineup features trendy, high-quality fashion mainly for married couples in their 30s and 40s who are active at work and child-raising.
- With growing health awareness, the number of people who play sports such as running and biking is on the increase. The 1st floor sports outlet zone serves the needs of health-conscious customers with such popular brands as “NIKE,” “new balance,” “adidas,” and “CONVERSE”.



<Casual restaurant and fast food>

- The casual restaurant area gathers popular local and trend-setting restaurants together, welcoming customers with open-terrace seating designed around the concept of open dining. Customers can enjoy meals in a naturally relaxed atmosphere.



Second floor ● **Asian cuisine and home fashion floor**

- The second floor features housewares specialty stores with proposals for the total coordination of living spaces. Japanese home furnishings chain “NITORI,” which entered the Chinese market in 2014 and has already earned popularity with the customers in China, makes its debut in Hangzhou.
- The restaurants include a gourmet selection from across Asia, including popular Hangzhou cuisine restaurant “Yi Xi Di,” “Guan Zhi Bei” offering northeast Chinese cuisine, and Sichuan cuisine specialist “Kao Jiang.” Korean restaurants “Ku Xuan Nian Gao Huo Guo” and “Han Liao Li” make their debut in Hangzhou, and others include Japanese pork cutlet restaurant “Gin Katsu.”
- Japanese hairstylist “Coco Ange” makes its debut in an Aeon Mall in China. The store uses Japanese shampoos and hair dyes popular among Chinese ladies, applied with Japanese-style hospitality. Popular aesthetic salon “Jing Sha Shen Mei” and travel salon “Lu You Bai Shi Tong” (Traveling Bestone) are just a few of the service-oriented stores providing exceptional lifestyle support.



Third floor ● **Kids and entertainment, food park floor**

- Aeon Fantasy Co., Ltd. of Aeon Group opens its first kids amusement centers “Mollyfantasy” and “Aeon Fantasy Kidzooona” in Hangzhou. With popular kids fashion retailers “balabala” and “Kids Land,” this is one of the largest kids areas in Hangzhou.
- Next to the “Acasia” food court is an open restaurant zone designed to resemble China’s old-style streets, where customers can enjoy a broad range of Chinese food in a traditional atmosphere.

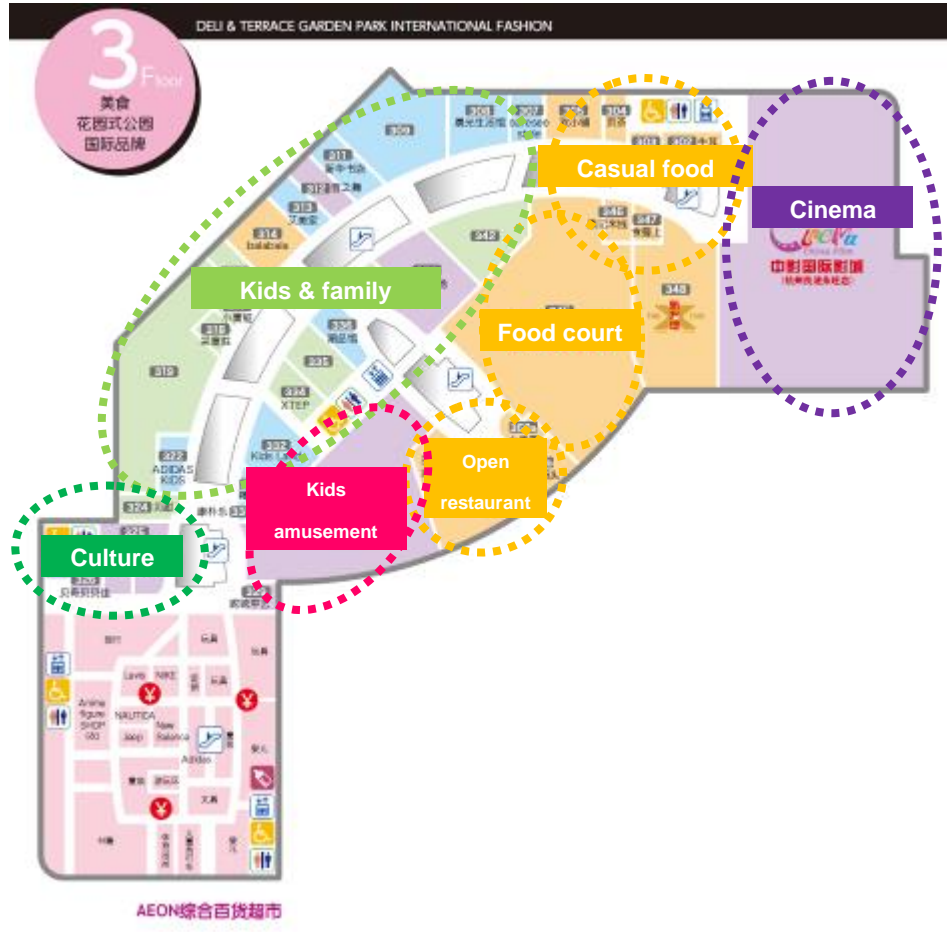
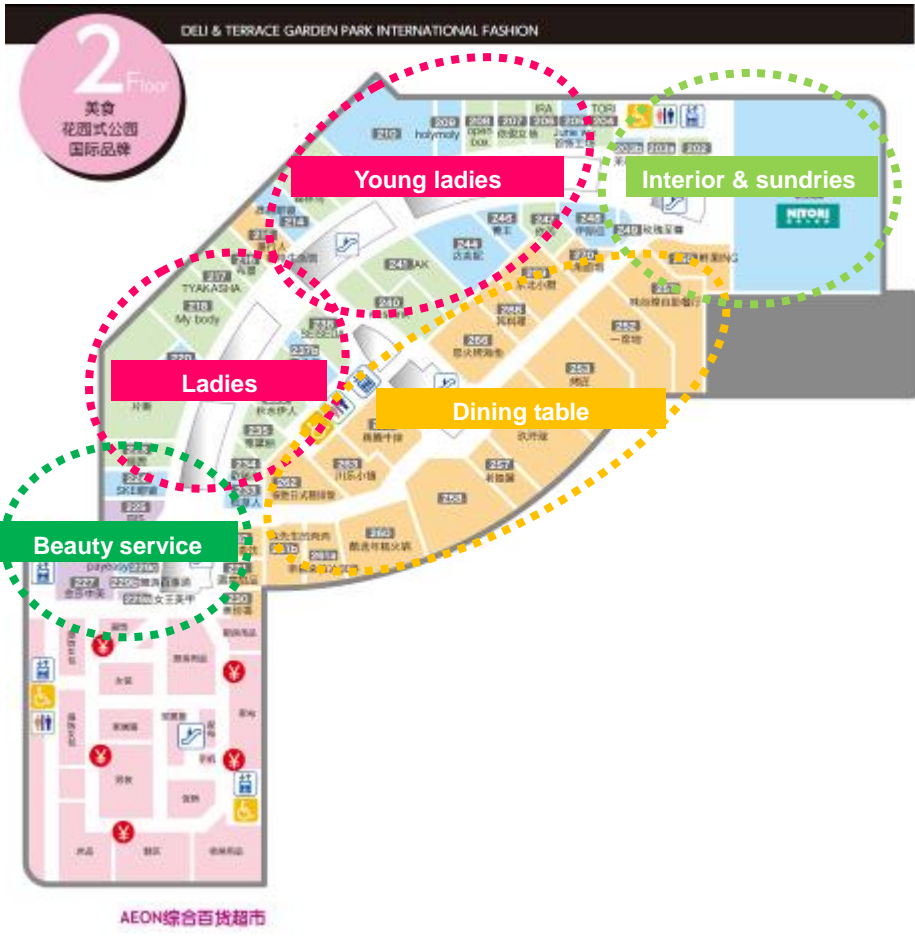


- The cinema complex “China Film Cinema” features the single largest movie screen in Hangzhou (15x24m) and state-of-the-art sound equipment. The complex has a total of eight screens and 1,634 seats to deliver a cutting-edge entertainment experience.



Layout of each floor





Features of Aeon Hangzhou Liangzhu Xincheng Store

~New discoveries and experiences for the whole family~

Aeon East China (Suzhou) Co., Ltd. opens “Aeon Hangzhou Liangzhu Xincheng Store” GMS (general merchandise store) (hereinafter, “the Store”) as the anchor store of “Aeon Mall Hangzhou Liangzhu Xincheng” and its third store in the East China region. Aeon operates GMS throughout China in Beijing City, Tianjin City, Shandong Province, Guangdong Province, Jiangsu Province, Hubei Province, and Hong Kong. The Store is the first GMS in Zhejiang Province.

The Store targets mainly families with young children, and expects to draw customers from not only the surrounding neighborhoods, but from throughout the city of Hangzhou, where residential areas are being rapidly developed. It features an abundant selection of products underpinned by the keywords “safety and security” and “trust,” from food to cosmetics, fashion and housewares. The Store aims to be a venue full of new discoveries and experiences, where customers can discover products and experience with added value.

First floor: Supporting secure dining

The first Floor features a large selection of daily necessities to support the local customers' everyday lives. In regard to the fresh foods, products are selected for their quality. In addition to being safe and secure, products are sourced from local regions for local consumption and feature freshness and seasonality.

<Food and wine>

The Store has a rich lineup of freshly cooked delicatessen to serve needs for the demand of ready-made meal, quick and easy meals among dual-income households, which is common in China, both for weekday dinners and weekend family gatherings. The menu includes items from popular local brands “Lou Wai Lou” and “Wan Long,” as well as plentiful selections of western and Japanese foods. The section also includes proposal-style sales floor with products featuring “beauty and health.”

The wine section is adjoined by an imported food corner with cheeses, uncured hams, crackers and other food to marry with wine, and proposes whole new styles of food culture. The section holds wine-tasting events, seminars and other gatherings to share information and promote engagement with customers.

<Health and beauty>

The health and beauty care section proposes products to match the skin qualities of each customer, with a priority on safety and security. The section offers “KATE,” “freeplus,” and other locally popular brands from Kanebo Cosmetics, along with Curel brand products from Kao which are used as basic skin care items for sensitive skin, and make their debut in the Hangzhou region.

<Aeon's private brand Topvalu>

In addition to the Topvalu products developed in Japan, the Store also has a large selection of safe and secure Topvalu products developed in China specifically for the needs of Chinese customers. The selection includes a variety of products for daily living, including seasonings, rice, noodles, and confectionaries.

Second floor: Daily fashion and Only One living space coordination

<Fashion>

Aeon private brand Topvalu offers total fashion coordination through its lineup of everyday casual clothing for both men and ladies.

For men, the Store features casual brand “BALENO,” popular among younger Chinese customers. For ladies, it offers apparel and shoes to make coordination easy for customers in their 50s and 60s.

The innerwear section has a broad lineup of Topvalu and other products, including “Topvalu Peace Fit” functional innerwear, which provides protection against the cold, and feels warm to the touch, making it the perfect item as winter sets in.

<Livingware>

The livingware section proposes comfortable lifestyles based on the theme of “Decorate, Relax, Adoration.”

The dining items corner has a large selection of tableware which adds a touch of color to the table, along with a selection of cookware which is a delight to use. The home fashion corner offers items designed to help customers relax at home, with a wide range of products to help coordinate Only One living spaces.

The tableware corner features Mino Japanese ceramics, which command more than 50% of Japanese ceramics market. Items include rice bowls, plates, and teacups sourced directly from the production sites.

The livingware section also offers fitness products, beauty appliances, and other items which help to improve quality of life and support the development of new lifestyles.

Third floor: Living space for kids and family

<Kids, stationery, books>

The kids section offers not only “items” such as clothing, toys, and baby items, but also “experiences” such as “Kids’ World” where the entire family — children, parents, and grandparents — can enjoy customer-participation events and other experiences.

The toys corner has hands-on play zones created in collaboration with Japanese toy manufacturers. The Store collaborated with Tomy Company, Ltd. to offer the combination of a Pla-rail section and a hands-on play zone where children can try out dioramas and Pla-rail toy trains. A corner created with toy company Epoch Co., Ltd. allows children to play with Sylvanian Families dioramas.

The kids’ area also has a large selection of apparel products, from casual styles to sports clothing from the world’s leading brands, including NIKE and New Balance. For growing kids, the Store offers a school-size corner with apparel for children from 130cm to 160cm tall.

<Books, experience section>

The experience-based bookstore is a comprehensive venue for the dissemination of cultural information.

The bookstore offers a variety of participatory educational programs, including reading picture books and seminars such as picture drawing as a way to promote the emotional development of children, along with drama seminars in which children play the roles of book characters to enhance their creativity.

The bookstore offers a vast selection of categories to satisfy the entire family, from an abundant selection of children’s books including picture books to books about wine, food culture and other cultural categories to appeal to adult readers.

Other services, facilities

<Aeon baby room>

The baby items section is equipped with an Aeon Baby Room to ensure mothers and their babies can take a rest comfortably. The room has space for breast-feeding and resting, reflecting the Store's emphasis on customer safety and meticulous attention to their needs. The baby items section also provides various kinds of information on child-raising.

<Delivery service>

Many customers have difficulty carrying rice, water, and other large or heavy items to their homes. The Store plans to offer the Aeon Delivery Service to alleviate their burden by delivering purchased products directly to the customers' homes.