

December 21, 2018  
AEON CO.,LTD.

~Toward Acceleration of AEON's Digital Shift~

**Investment in SIGNA Sports United GmbH,  
the Number One Sports E-commerce platform in Europe**

Aeon Co.,Ltd. (headquarter: Chiba prefecture, Representative executive officer : Motoya Okada, “Aeon”) will make an investment\* into SIGNA Sports United GmbH (location of headquarter: Berlin, representative: Dr. Stephan Zoll, “SSU”) the number one sports E-commerce platform operator in Europe.

SSU operates approximately 80 web shops in 17 countries and is the number one sports E-commerce platform in Europe with a focus on attractive growth categories such as bikes, tennis, outdoor, team sports and athleisure.

SSU strengths such as assembly of bikes, automated logistic systems, and proprietary software enabling SSU to conduct AI driven dynamic pricing and offer personally customized wear. As a highly specialized sports e-commerce platform operator, SSU has earned high praise from its customers, as measured by its superior net promoter scores, and is high growth company in higher growth categories.

Aeon announced its Medium-term Management Plan toward 2020 last December. Alongside accelerating one of the key areas of our group strategy, “Digital Shift,” we stated that Aeon will also make an “Investment Shift,” whereby AEON will focus our investments in IT, digital, and logistics in a larger proportion than our traditional investments in physical stores.

This investment enables Aeon to further accelerate the growth of our Digital Shift by leveraging SSU’s know-how of creating a strong EC platform, strengthening personalized merchandise recommendation, backed by AI, as well as leveraging other multiple components of SSU’s strong business model in the sports and E-commerce areas.

Aeon will continue to maximize the customer satisfaction by create a comfortable shopping environment, cooperating with various domestic and foreign partners to accumulate the global level IT infrastructure.

※...Aeon’s ownership following the investment: 7.5%

**【SSU overview】**

Company name : SIGNA Sports United GmbH  
Headquarter : Berlin, Germany  
Representative : Dr. Stephan Zoll  
Number of employees : 1400 (as of September, 2018)  
Major business : Online specialty Sports retail