

May 24, 2016  
AEON CO., LTD.  
AEON Mall Co., Ltd.

## **New Sensation Entertainment Mall**

### **AEON MALL Binh Tan to Open as 4th Mall in Vietnam** **Grand Opening on July 1**

Aeon Co., Ltd. and Aeon Mall Co., Ltd. will open Aeon Mall Binh Tan (hereinafter “the Mall”) on July 1 as their fourth shopping mall in the Socialist Republic of Vietnam (hereinafter “Vietnam”) and their third in the Ho Chi Minh City region.

The Mall is located about 10km southwest of central Ho Chi Minh City, within the International Hi-Tech Healthcare Park in the Binh Tan district. The park is being developed by Hoa Lam Shangri-La, one of Vietnam’s largest property developers. When completed, the park will boast medical facilities, schools, and residential areas. Housing projects are also underway in areas surrounding the park, expected for future population growth. With convenient access, the Mall is also expected to draw customers from throughout the Ho Chi Minh region.

Developed with “New Sensation Entertainment Mall” as its main concept, the Mall will target young people and families filled with curiosity, with strong motivation to spend. The Mall will offer “New Discoveries,” “New Experiences,” and “New Lifestyles,” adding brilliant color to the lifestyles of people in Ho Chi Minh.

#### ■ Main Mall Concept

### **New Sensation Entertainment Mall**

**New Discoveries: Alluring specialty stores with new discoveries**  
**New Experiences: Places to enjoy experiences with family and friends**  
**New Lifestyles: Innovation for customer lifestyles**

**All for the happiness and smiles of our customers**



## Features of AEON MALL Binh Tan

### ★One of the largest dining zones in Ho Chi Minh

Each floor of the Mall offers a diverse dining zone with a wide selection of restaurants, from popular local beer restaurants with open terrace seating to a dining area modeled after Hoi An Ancient Town, a world heritage site in Vietnam.

### ★Total entertainment for everyone, from adults to children

The Mall's cinema complex features sophisticated sound systems that bring movies to life, while the karaoke facility for families is the first of its kind in a shopping center in Vietnam. Amusement facilities for children and other attractions offer entertainment for the whole family.

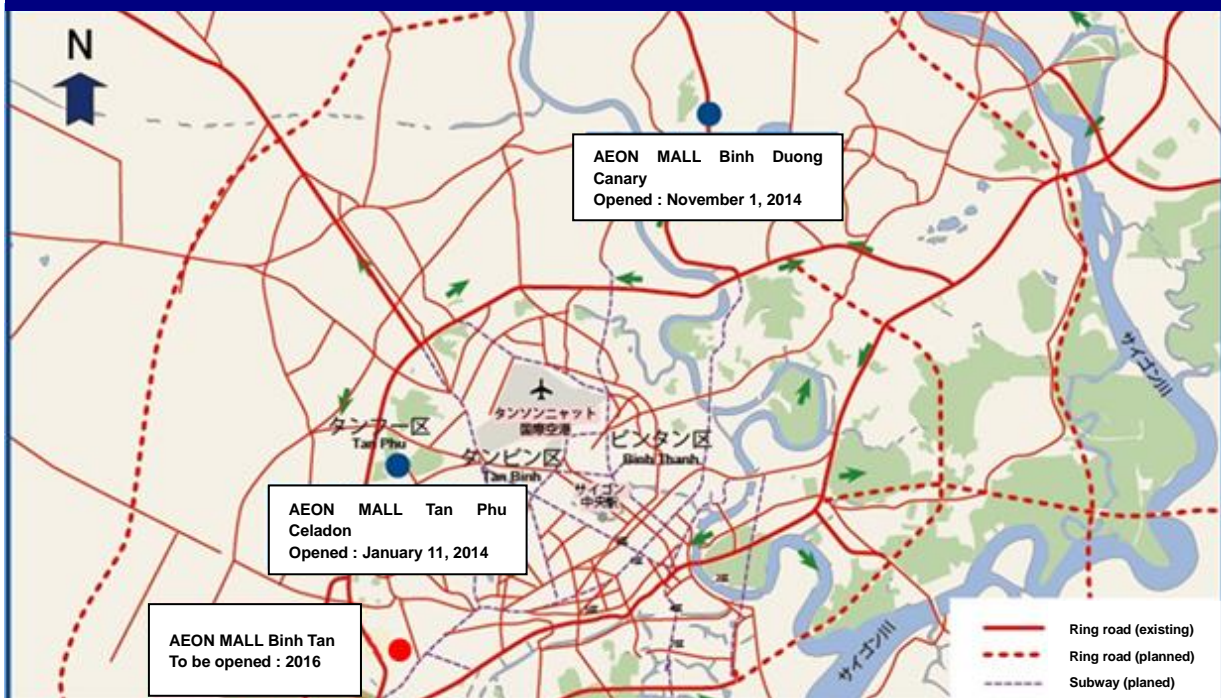
### ★Anchor store: general merchandise store “AEON Binh Tan Store”

In response to Vietnamese consumers' demands for high quality and highly functional Japanese goods, the Store offers an abundant selection of products from Japan to meet their needs. The store strives to improve convenience for customers' shopping experiences through simple and clear product displays along with “Touch & Try” corners where customers can test products before the purchase.

### ★Active promotion of the Aeon ECO Project

The Mall is the first Aeon shopping mall in Vietnam to adopt solar power generation systems. Based on the Aeon ECO Project unveiled in September 2012, the shopping mall implements three core strategies: 1) Reducing energy consumption, 2) Generating renewable energies, and 3) Providing social infrastructure to protect the life of local communities. With these strategies, the Mall aims to become a leading “ECO Store” in ASEAN region.

## AEON MALLs in Ho Chi Minh City and its Suburban areas



## Outline of AEON MALL Binh Tan

Mall name: AEON MALL Binh Tan  
Location: No.01, Street 17A, Quarter 11, Binh Tri Dong B Ward, Binh Tan Dist., HCMC  
Website: <http://aeonmall-binhtan-en.com>  
Responsible person: AEON MALL Binh Tan General Manager: Shinya Kawabata  
AEON Binh Tan Store: Doan Kim Huong  
Number of stores: Anchor store: AEON Binh Tan Store  
Sub anchor store: Kohnan, Dream Game, Tini World, CGV  
Specialty store: approximately 160 stores  
Site area: Approximately 46,800 m<sup>2</sup>  
Floor area: Approximately 114,000 m<sup>2</sup>  
Gross leasable area: Approximately 60,000 m<sup>2</sup>  
Building structure: Four stories above ground, one story underground  
Parking capacity: Approximately 1,500 cars, approximately 4,000 motorcycles  
Developer: AEON VITENAM CO., LTD.  
Opening date: July 1, 2016  
Business hours: Specialty stores (weekdays) 10:00-22:00  
(Saturdays, Sundays, public holidays) 9:00-22:00  
AEON Binh Tan Store (Food) 8:00-22:00  
(Apparel) 10:00-22:00  
CGV (Cinema complex) 8:00-26:00  
\*Some stores have different business hours  
Holiday: Open 365 days a year  
Number of employees: Approximately 3,000 (AEON Binh Tan Store: approximately 600)  
Basic trading zone: Approximately 260,000 households or 1.01 million people within 15 minutes' motorcycle ride



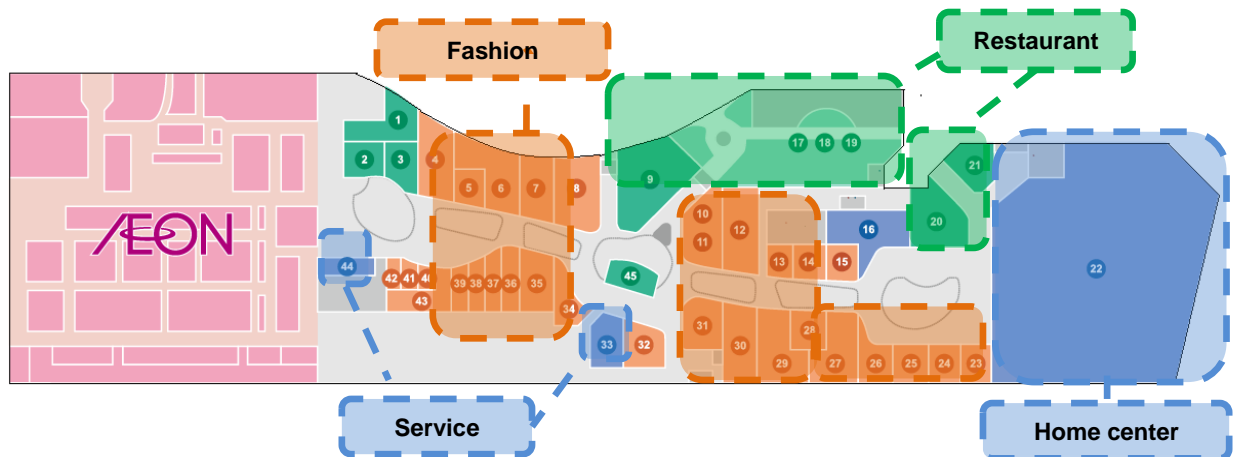
## Overview of Each Floor

### ■ Ground Floor (First floor)

#### International fashion and new lifestyles

Anchor store and general merchandise store, Aeon Binh Tan Store, is joined by sub-anchor store Kohnan, a Japanese home center's first outlet in Vietnam. With its fashion, cosmetics, cafes, and beer restaurants, the ground floor proposes new lifestyles through discoveries and surprises at all times.

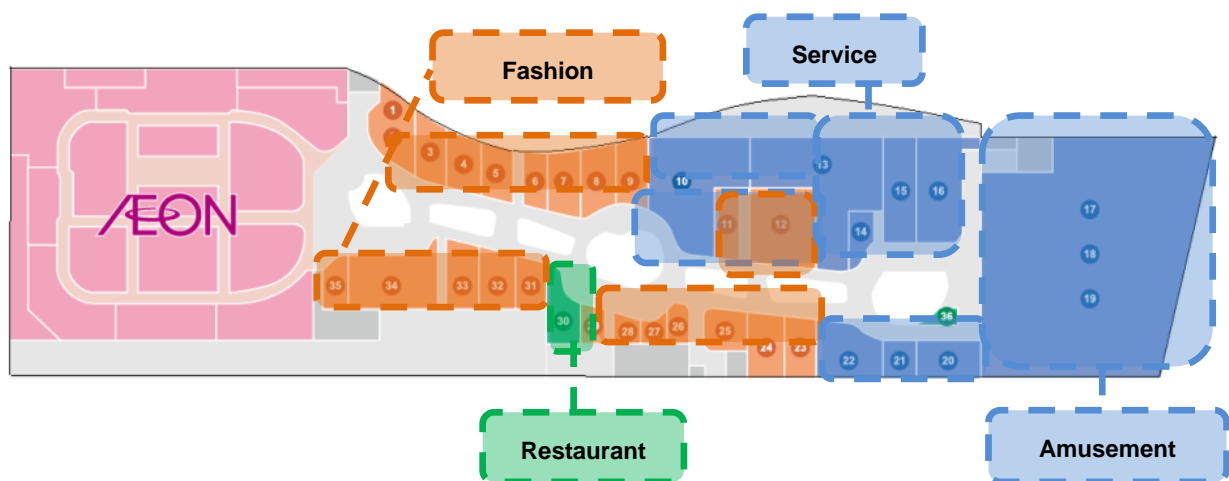
#### <Ground floor>



### ■ First floor (Second floor): Trendy fashion and entertainment

The first floor features a wide selection of trendy products, from fashion items to daily necessities, all centered under the theme of "Making Every Day Enjoyable for Ladies." The amusement facilities, a sub-anchor store of the floor offers a game center, bowling alley, and family karaoke facility in addition to an entertainment zone designed just for children.

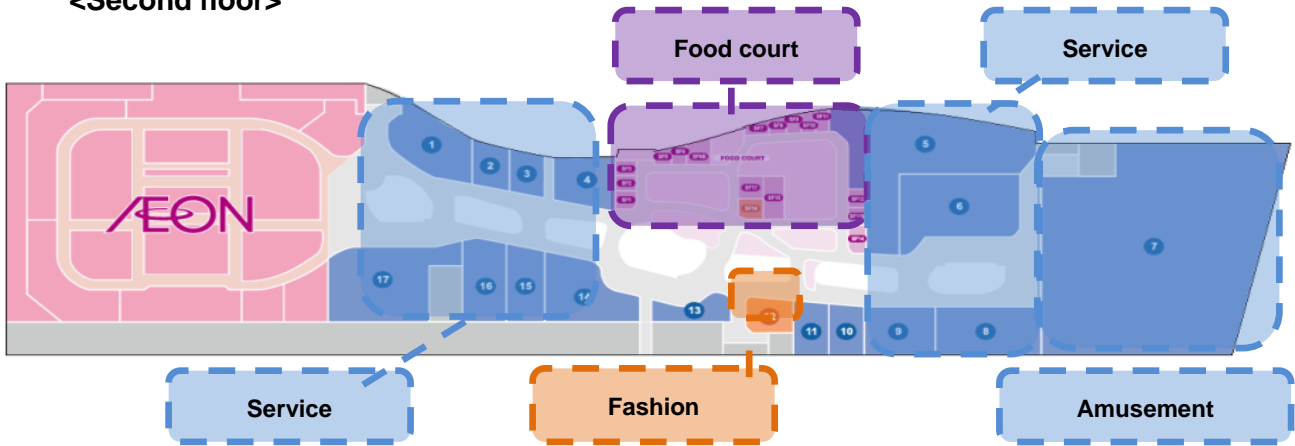
#### <First floor>



**■ Second floor (Third floor): Kids and family zone, food court**

The indoor amusement facilities for children serve as the sub-anchor store, surrounded by kids' fashion, hobby and other specialty stores. The floor also features kitchenware, houseware and other specialty stores, along with a food court and bookstore. Not only children but also their entire families can enjoy the diverse offerings.

**<Second floor>**



**■ Third floor (Fourth floor): Restaurants and cinema complex**

The third floor boasts a cinema complex and one of Ho Chi Minh's largest restaurant zones in shopping malls with some 30 restaurants.

**<Third floor>**



### **A complete selection of high-quality, highly functional merchandise**

General merchandise store, Aeon Binh Tan Store (hereinafter “the Store”) features an abundant selection of products for daily living, while proposing new lifestyles for Ho Chi Minh’s consumers full of curiosity.

In January 2014, Aeon Tan Phu Celadon Store opened as Aeon’s first GMS in Vietnam, followed by Aeon Binh Duong Canary Store in Binh Duong Province neighboring Ho Chi Minh. Responding to customers’ requests and needs in these Stores, Aeon Binh Tan Store has arranged an abundant selection of high-quality, highly functional Japanese merchandise. With product displays enabling customers to find the products easily, clear presentations on how the products are used, and setting up Touch & Try corners to test products prior to purchase, the Store offers an enjoyable and convenient shopping experiences to customers.

#### **◎Offering eat-in space and freshly prepared foods for quick meals**

The eat-in corner has some 200 seats to meet rising demand for quick and easy meals, particularly breakfast and lunch items. The corner features a Delicatessen World with an open kitchen preparing freshly made local favorites such as rice noodle dishes, along with Japanese and other foods. The corner also has desserts and breads from around the world to propose whole new food cultures to customers.

#### **◎Expansion of Touch & Try corners allow customers to try before purchase**

Responding to customers’ request, Touch & Try corners are set up throughout the Store providing customers an opportunity to test bicycles, travel goods, baby carriages, home electronics, cosmetics and other merchandise before purchase. For luggage, baby carriages and other items requiring durability, trial corners are set up to test their durability in such a way as steps are created so that customers can try out the products in actual usage situations. In the cosmetics and beauty appliances sections, customers can participate in various events to test product quality and uses.

#### **◎Special corner features a full selection of popular Japanese products**

The special corner is newly set up to offer an abundant selection of Japanese products responding to customers’ growing desire for products from Japanese companies with manufacturing sites in Vietnam, along with other high-quality, highly functional products from Japanese brands. Sales floors offer Topvalu Carry Case luggage, Topvalu Peace Fit, functional innerwear, and a range of other items from Japanese brands, while the JAPAN Selection corner is also set up in the food section.

### **【Features of Each Floor】**

#### **■Ground floor (First floor): Dining enjoyment and healthy living**

Fresh foods, processed foods, and daily consumables are among some 15,000 different products to support daily living.

Designed under the concept “Casual and Friendly,” the delicatessen section boasts a global menu including popular local dishes as well as favorites from Japan and other Asian countries. The adjacent eat-in corner has some 200 seats for customers to enjoy a quick, delicious meal.

#### **■First floor (Second floor): Total coordination of clothing and fashion goods**

Both men’s and ladies’ merchandise is displayed so customers can easily imagine how items are worn, offering total coordination of clothing and fashion goods.

#### **■Second floor (Third floor): Kids’ and home fashion sections promise enjoyment for the whole family**

Children make up the largest in Vietnam’s population. The second floor features kids’ and baby merchandise, and toys sections, and the Kids’ Republic indoor amusement facility.

The home fashion section has interior goods, fabrics, home electric appliances, and other merchandise for every type of living scene, including the living room, dining room and kitchen, and bedroom.

#### **■Services**

The Store offers a wide range of services to make shopping convenient and easy for customers. As with existing stores in Vietnam, the Store provides home delivery of chilled and frozen foods. The home delivery service is developed in collaboration with SAGAWA Express Co., LTD., while hygiene management is handled by Saraya Co., Ltd. to bring Japan’s high standards for safety and security to Vietnam.

[AEON Binh Tan Store]

Floor	Sections
Second floor (third floor)	Kids/Baby goods, Apparel, Indoor amusement facility for children, Electronic appliances, Home fashion
First floor (second floor)	Men’s and ladies’ apparel, Fashion accessories, Shoes, Bags
Ground floor (first floor)	Food, H & BC, Bicycle

[Outline of AEON Binh Tan Store]

Store name: AEON Binh Tan Store

Telephone: +60-86-288-6060

Business hours: Food section 8:00-22:00

Apparel 10:00-22:00

Living ware 10:00-22:00

Holidays: Open 365 days a year

Area: Sales area: Approximately 16,500 m<sup>2</sup>

Back area: Approximately 6,200 m<sup>2</sup>

Total: Approximately 22,700 m<sup>2</sup>

Store manager: Doan Kim Huong

Number of employees: Approximately 600

## AEON MALL Binh Tan's Environmental Conservation Initiatives

Aeon Mall Binh Tan strives to be a shopping mall for people and environment. Based on the Aeon ECO Project announced in September 2012, the Mall takes measures to reduce energy consumption and raise energy efficiency, while serving as part of the social infrastructure for community life.

As part of its environmental conservation measures, the Mall is the first Aeon shopping mall in Vietnam to adopt solar power generation systems. Additionally, the Mall takes various measures with the goal of reducing CO<sub>2</sub> emissions by 5,000 tons a year, including the use of LED lighting and signage, highly efficient air conditioning, adoption of measures to reduce thermal load from exterior walling, and measures for greening wall surface. In comparison with existing Aeon's shopping malls in Vietnam, Aeon Mall Binh Tan is expected to cut down on CO<sub>2</sub> emissions by approximately 40 %.

### Aeon ECO Project

In September 2012, Aeon announced its Aeon ECO Project, under which it set new environmental targets through fiscal 2020 in response to growing social needs for conservation of electricity and energy efficiency. The project focuses on the three strategies of reduction, generation, and protection.

