



New Mall Information

New AEON MALLs have continued to open in various places in 2015. Promoting the development of cutting-edge malls with strong regional roots.



AEON MALL Wuhan Jingkai (Hubei Province, China)

China

Accelerating the pace of new mall development. A flagship mall was born in Wuhan City, Hubei Province

“AEON MALL Beijing Fengtai” opened in the southern part of the capital Beijing where China's first mall opened in 2008. Each floor of the mall features a “Find Your Favorite Park” designed around a specific theme, offering advanced urban lifestyle. Also, “AEON MALL Suzhou Yuanqu Hudong”, the first wholly-owned mall in China whose land and building are wholly-owned by the shopping mall, opened followed by “AEON MALL Suzhou Xinqu”, the third mall in Suzhou City. In this way, we are promoting efforts to

achieve a dominant position in Jiangsu Province of the East China area. Furthermore, “AEON MALL Wuhan Jingkai”, the largest flagship mall in China, opened in Wuhan City. We concentrated our know-how in malls with a gross leasable area of more than 100,000 m². (Refer to pages 16 and 17.) What is more, “AEON MALL Hangzhou Liangzhu Xincheng” opened in Hangzhou City, Zhejiang Province and “AEON MALL Guangzhou Panyu Square” opened in Guangzhou City, Guangdong Province, as the first mall in each area.

ASEAN

The first mall opened in Indonesia and in Hanoi, the capital of Vietnam.

Following the malls in Vietnam and Cambodia, “AEON MALL BSD CITY”, the first mall in Indonesia opened in Banten Province in the suburbs of Jakarta in 2015. More than 10 million customers have visited the mall in ten

months since its opening. In addition, “AEON MALL Long Bien”, the third mall in Vietnam, opened in the capital Hanoi. (Refer to pages 18 and 19.)

Japan

Unique malls opened in various parts of Japan

◆ - Spending a relaxing and quality time “Sophisticated customers’ leisure time” -

AEON MALL Shijonawate (Osaka Prefecture) opened on October 23, 2015

An urban mall that meets the demand of “sophisticated customers” opened with “Re COLLECT” zone that focuses on the concept of a “comfortable space for sophisticated women” in the central area of the first floor. AEON MALL Shijonawate has concluded agreements on disaster preventions, etc., with Shijonawate City and Neyagawa City as the site is located on the boundary of both cities.



With a free parking lot for about 4,100 cars in spite of its location in the suburbs of the city, more than one million customers have visited the mall every month since its opening. This mall is designed to satisfy shopping on a fine day and shoppers with adult needs, in consideration of the lifestyles of “the second-generation baby boomers who finished raising their kids” who comprise the largest market for the mall. For example, the “food” world that accounts for about 25% of specialty stores and forms a zone on each floor from 1F to 3F is creating synergy effects through the competition of different tastes. When opening the mall, we received substantial cooperation from Shijonawate City and Neyagawa

City. A joint interview was held by both cities to contribute to local employment when hiring employees of specialty stores. We have concluded a “Regional disaster prevention agreement” to collaborate with local communities and create a cooperative structure while endeavoring to improve disaster awareness in the region. In the future, I hope we can further deepen the relationship with the local community in various fields through the mall.



Hidekazu Suzuki
General Manager



◆ - Recreational park where the sea and the sky can be fully enjoyed -

AEON MALL Tokoname opened on December 4, 2015

The mall includes an outdoor experience-type recreational park which utilizes an expansive site of more than 200,000 m². The mall is actively promoting the attractiveness of the region, for example, by enhancing services to foreign customers who use Chubu Centrair International Airport, and by installing a large “Maneki-neko” (good fortune cat) monument (7m tall) in the food zone “Tokoname Noren Street”.



Because the opening decision was made after a long wait by local customers, we were actually feeling their considerable interest in our mall since its construction stage. With the park “Wonder Forest CURIO” where go-carts, athletics, baths, etc. can be enjoyed, many customers have visited the mall not only from Chita Peninsula but also from Nagoya City, all over Aichi Prefecture and outside of the prefecture as an “AEON MALL where everyone can enjoy”, and customers stayed for a long time in the mall for an average of approximately 145 minutes on weekends. “Maneki-neko” (good fortune cat) with a height of 7 meters that symbolizes Tokoname has drawn greater attention than expected via SNS and other media,

thereby becoming a local attraction. The buildings are filled with ideas to surprise and bring a smile to customers, with various entertainment areas spread out over a wide area, such as the installation of the world's most advanced toilets through tie-ups with LIXIL Corporation that is deeply associated with Tokoname. While welcoming more customers from the airport in the future, we are planning various events by utilizing “RINKU Beach” in front of the mall.



Takuya Okada
General Manager

