



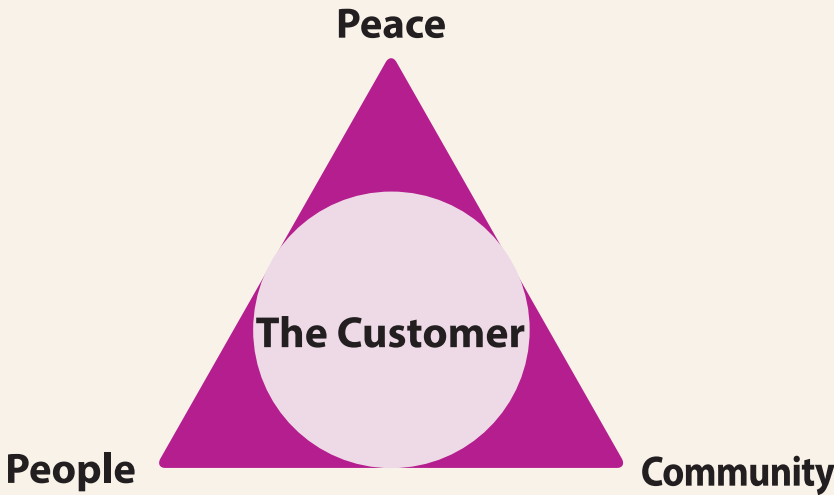
2015 AEON GROUP PROFILE



AEON Basic Principles



Pursuing peace, respecting humanity, and contributing to local communities, always with the customer's point of view as its core.



The word aeon (**ÆON**) has its origins in a Latin root meaning “eternity.” The customers’ beliefs and desires comprise the central core of our philosophy. At Aeon, our eternal mission as a corporate group is to benefit our customers, and our operations are thus customer-focused to the highest degree.

Aeon Basic Principles are the following:

- “Peace”** Aeon is a corporate group whose operations are dedicated to the pursuit of peace through prosperity.
- “People”** Aeon is a corporate group that respects human dignity and values personal relationships.
- “Community”** Aeon is a corporate group rooted in local community life and dedicated to making a continuing contribution to the community.

On the basis of the Aeon Basic Principles, Aeon practices its “Customer-First” philosophy with its ever-lasting innovative spirit.

Aeon Continues to Make Innovation Aiming to Become Asia’s No. 1 Super Regional Retailer

Due to diversification of customer needs and increased competition across industries and business formats, the retail business environment has seen changes on a daily basis. In order to adjust to those changes and achieve further business growth towards 2020, we have formulated the Aeon Group Medium-term Management Plan (FY 2014 – 2016), under which we have been working together to promote Group-wide shift to the four growth areas; Asian markets, urban markets, senior-oriented markets, and digital markets, while also implementing product-oriented reforms.

Last fiscal year, we have implemented Group-wide structural reforms, namely converting The Daiei Inc. into a wholly owned subsidiary, and Welcia Holdings Co., Ltd. into a consolidated subsidiary, while establishing joint stockholding company United Super Markets Holdings Inc. In addition, we have streamlined functions at the headquarters to enhance flexibility and quickness in management execution. Through implementing these reforms, Aeon has worked to build a new Group structure centered around the operating companies and thus enhance Group collective strength. Under this structure, Aeon further promotes full-scale management reforms that include such Group key initiatives as reforms of GMS Business and SM Business along with promotion of autonomous management by the operating companies and community-rooted management. At the same time, Aeon accelerates its efforts under the common Group strategies such as promoting the shifts to the four growth areas and product-oriented reforms to achieve further growth. In the ASEAN region where rapid economic growth is taking place, Aeon opened its first shopping mall in Indonesia this year, after the launch in Vietnam and Cambodia last year.

In order to cater to customer needs in the region, the Group

companies work in close cooperation to roll out a multi-format business that capitalizes on the Group collective strength. In terms of product development, Aeon develops and offers customers in China and ASEAN countries regionally-oriented products under its private brand Topvalu. Just as in Japan, Aeon offers “safe and secure” products that incorporate customer voice in the respective countries. Thanks to continuous support from customers, Aeon has grown to become a Group comprised of over 300 companies with its business operation expanding in total of 13 countries, and to target consolidated operating revenue of 8 trillion yen this year. With its unchanging Principle of “Pursuing peace, respecting humanity, and contributing to local communities, always with customers’ point of view as its core,” Aeon will continue its endeavor to achieve innovation in order to become Asia’s No.1 super regional retailer.



Motoya Okada
Group CEO,
President of AEON CO., LTD.



Aeon Group Expanding Over 13 Countries

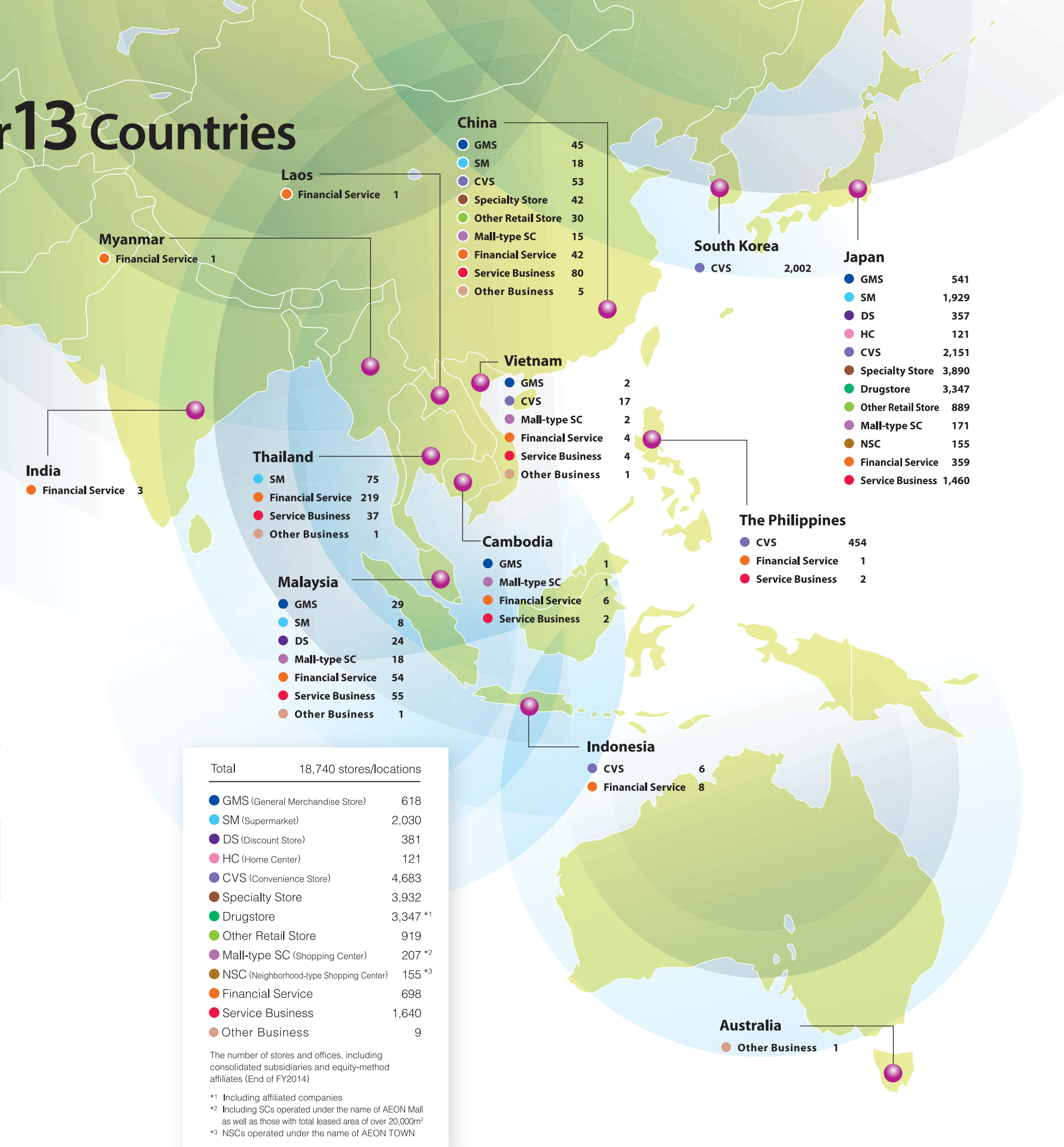
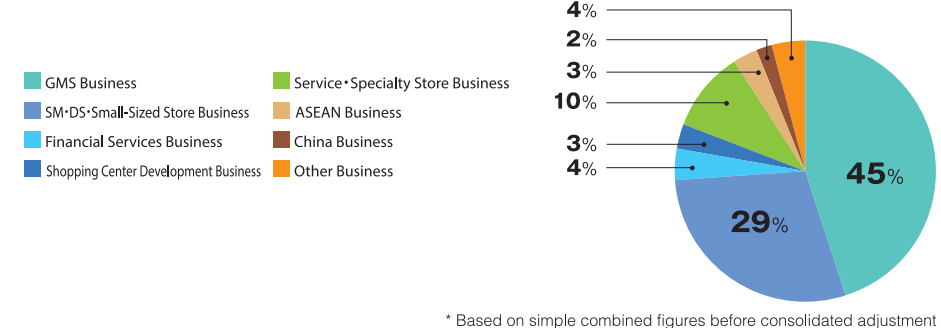


AEON CO., LTD. : Pure holding company Establishment: September 1926 Capital: ¥220.07 billion

Consolidated Business Results

Operating revenue (unit: ¥100 million)		Ordinary income (unit: ¥100 million)	
FY2012	56,853	FY2012	2,125
FY2013	63,951	FY2013	1,768
FY2014	70,785	FY2014	1,525

Operating Revenue (%) by Segment *





Growth Strategy for Catching Market Trends and Foreseeing the Future

Aeon is executing the Aeon Group Medium-term Management Plan (FY 2014 - 2016) with an aim to achieve further business growth towards 2020. In response to the megatrends, namely the growing markets in Asia, concentration of population in urban areas, rapidly aging society, and expansion of e-commerce, Aeon is promoting the four shifts to Asian markets, urban markets, senior-oriented markets, and digital markets as the common Group strategies. Furthermore, Aeon is implementing product-oriented reforms in order to offer more attractive products to its customers by responding quickly to rapidly changing economic and social environments and customer needs.

Group
Strategy

Promoting the Four Shifts

Aeon has been allocating resources into the four growth areas awaiting new business opportunities.

Shift to Asian Markets

In China and the ASEAN region, the Group companies are working together in close cooperation to promote development of a multi-format business comprised of retail, financial services and other services, targeting operating revenue of one trillion yen in FY 2016.

Shift to Senior-Oriented Markets

Aeon coined a word "Grand Generation (G.G)" to describe senior citizens who enjoy active and unique life styles of their own. In order to serve these G.G customers, Aeon is promoting development of stores as well as products and services tailored to their needs.

Shift to Urban Markets

In order to strengthen business development in urban areas, Aeon will accelerate opening stores in multi-format; small-sized supermarket chain My Basket and small-sized discount store chain A•Colle as well as supermarkets and drugstores.

Shift to Digital Markets

Aeon is promoting the omni-channel strategy that integrates experiences, products and the Internet to offer an ultimate shopping experience to its customers. It is a unique initiative realized by capitalizing on the strength of operating both e-commerce and existing stores.

Product-Oriented Reforms

Aeon further advances its private brand Topvalu aiming to give shape to customer voice, while also working to develop new products, services and stores that cater to the changes in customer needs and their life styles.



Diverse Businesses that Create Group Synergy

Led by Aeon Co., Ltd., a pure holding company, the Aeon Group is comprised of more than 300 companies all of which provide everyday support for its customers.

The Group has built a unique business model that maximizes synergy effects derived from collaboration of retail, shopping center development, financial services and other service businesses as well as functional companies that assist the aforementioned businesses.

Aiming to become No. 1 in their respective business segment, the Group companies continue to sustain their growth in Japan, China and the ASEAN countries.

Business Segment

General Merchandise Store (GMS) Business



The segment engages in operating general merchandise stores for enriching everyday lives of customers with specialized product lineups and services.

AEON Retail Co., Ltd. **AEON Hokkaido Corporation**
SUNDAY CO., LTD. **AEON KYUSHU CO., LTD.**
AEON SUPERCENTER Co., Ltd. AEONBIKE Co., LTD.
AEON Bakery Co., Ltd. AEON LIQUOR CO.,LTD.
AEON RYUKYU CO.,LTD. JOY Co., Ltd.
TOPVALU COLLECTION CO., LTD. Bon Belta Co., Ltd.

Supermarket (SM) & Discount Store (DS) Business



The segment engages in operating community-rooted supermarkets and discount stores working to enhance lineups of everyday necessities focused on foodstuff as well as various services.

United Super Markets Holdings Inc. **Maxvalu Nishinohon Co., Ltd.**
Maxvalu Tohoku Co., Ltd. **Maxvalu Tokai Co., Ltd.** **Maxvalu Chubu Co., Ltd.**
Maxvalu Hokkaido Co., Ltd. **Maxvalu Kyushu Co., Ltd.** **oInageya Co.,Ltd.**
oBelc CO.,LTD. A+Colle Co., LTD. AEON BIG CO., LTD. AEON MARKET CO., LTD.
KASUMI CO.,LTD. KOHYO CO., LTD. SANYO MARUNAKA CO.,LTD. The Daiiei, Inc.
BIG-A CO.,LTD. BIG-A KANSAI JAPAN CO.,LTD. MAXVALU KANTO CO., LTD.
MAXVALU NAGANO CO., LTD. MAXVALU HOKURIKU CO., LTD.
MAXVALU MINAMI TOHOKU CO., LTD. The Maruetsu, Inc. marunaka CO., LTD.
Red Cabbage Co., Ltd. oichimaru Co., Ltd.

Small-Sized Store Business



The segment engages in developing and operating small-sized supermarkets and specialty stores offering packed deli food mainly in urban areas in Japan, in addition to the convenience store business in Japan and Asian countries.

MINISTOP CO., LTD. **ORIGIN TOSHU CO., LTD.**
My Basket CO.,LTD

Drugstore & Pharmacy Business



The segment engages in operating drugstores and dispensing pharmacies to help local residents maintain their own health. In addition to widening products lineups from medical products, daily necessities to health foods, it is working to expand its services including dispensing for home care patients.

CFS Corporation **WELCIA HOLDINGS CO., LTD.**
oMedical Ikkou Co., Ltd. **oTSURUHA HOLDINGS Inc.**
oKUSURI NO AOKI CO., LTD. WELCIA YAKKYOKU Co., Ltd.
SHIMIZU YAKUHIN CO.,LTD. TAKIYA Co., Ltd.
oWelpark Co., Ltd. oZAG ZAG Co., Ltd.

* The above companies constitute Hapcom, an alliance of drugstores and dispensing pharmacies

Financial Services Business



The segment engages in offering integrated financial services that combine credit, banking, insurance services, and e-money WAON cards. In Asian countries, it mainly operates the credit card business.

AEON Financial Service Co., Ltd. **AEON CREDIT SERVICE (ASIA) CO., LTD.**
AEON THANA SINSAP (THAILAND) PLC. **AEON CREDIT SERVICE (M) BERHAD**
oAEON REIT Investment Corporation AEON BANK, LTD.
AEON CREDIT SERVICE CO., LTD. AEON HOUSING LOAN SERVICE CO.,LTD.
AEON Product Finance Co.,Ltd. AEON INSURANCE SERVICE CO., LTD.
AEON Reit Management Co.,Ltd. FeliCa Pocket Marketing Inc.

Shopping Center Development Business



The segment engages in developing and operating community-friendly shopping malls in Japan and Asian countries. In cooperation with other segments, it is working to enhance its services and facilities in accordance with the changing trends in society.

AEON Mall Co., Ltd. **AEON TOWN Co.,Ltd.**

Service & Specialty Store Business



The segment engages in providing services that make everyday life more convenient and comfortable, as well as operating an array of specialty stores tailored to diversifying customer needs.

Service Business	Specialty Store Business
AEON DELIGHT CO., LTD. AEON Fantasy Co., Ltd. ZWEI CO., LTD. AEON Easheart Co., LTD. AEON ENTERTAINMENT CO.,LTD. AEON CULTURE CO.,LTD. AEON COMPASS CO., LTD. AEON LIFE CO., LTD. KAJITAKU Co., Ltd. Reform Studio Co., Ltd.	GFOOT CO., LTD. COX CO., LTD. oTaka:Q Co., Ltd. Abilities JUSCO Co., Ltd. AEON FOREST CO., LTD. AEON PET CO.,LTD AEON BODY Co., Ltd. Claire's Nippon Co., Ltd. Cosmeme CO., LTD. Talbots Japan Co., Ltd. Branshes Co.Ltd. MIRAYA SHOTEN CO.,LTD. Mega Sports Co., Ltd. MEGA PETRO Co., Ltd. LAURA ASHLEY JAPAN CO., LTD. AT Japan Co., Ltd. R.O.U CO., LTD.

Digital Business



The segment engages in driving further growth of e-commerce including Net Super, while promoting Aeon's unique strategy of omni-channel that integrates experiences, products and the Internet.

AEON Direct Co.,Ltd. AEON Link Co., Ltd.

International Business



The segment engages in operating general merchandise stores, supermarkets, discount stores and other businesses in China and ASEAN countries. The stores, products and services are tailored to the life style of the respective countries.

China	ASEAN	Vietnam
AEON (CHINA) CO., LTD. AEON Stores (Hong Kong) Co., Limited AEON EAST CHINA (SUZHOU) CO., LTD. AEON (HUBEI) CO., LTD. AEON South China Co., Limited BEIJING AEON CO., LTD. GUANGDONG AEON TEEM CO., LTD. QINGDAO AEON DONGTAI CO., LTD.	AEON ASIA SDN. BHD. AEON CO. (M) BHD. AEON BIG (M) SDN. BHD. AEON INDEX LIVING SDN. BHD. AEON (CAMBODIA) Co.,Ltd. AEON (Thailand) CO., LTD. PT.AEON INDONESIA QINGDAO AEON DONGTAI CO., LTD.	AEON VIETNAM Co., LTD DONG HUNG INVESTMENT DEVELOPMENT CONSULTANCY JOINT STOCK COMPANY LIMITED oFIRST VIETNAM INVESTMENT JOINT STOCK COMPANY

Shared function companies

oYAMAYA CORPORATION
AEON TOPVALU CO., LTD.
Tasmania Feedot Pty. Ltd.

AEON Integrated Business Service Co., Ltd.
AEON FOOD SUPPLY Co., Ltd.
oAEON Demonstration Service Inc.

AEON AGRI CREATE Co., Ltd.
AEON MARKETING CO., LTD.

AEON GLOBAL SCM CO., LTD.
Cordon Vert Co., LTD.

AEON GLOBAL MERCHANDISING CO., LTD.
Research Institute For Quality Living Co., Ltd.

* Only major companies in each business segment are shown. Listed companies are shown in **bold print**. oEquity-method Affiliates •Affiliated Companies
As of April 1st, 2015

AEON 1% Club Foundation

The Foundation carries out projects in three main fields; Sound Development of the Next Generation, Promotion of Friendship with Foreign Countries and Sustainable Development of Regional Communities, utilizing pre-tax profits contributed by the major Group companies.

AEON Environmental Foundation

Aiming to prevent global warming and conserve biodiversity, the Foundation has continued tree planting in Japan and overseas, while also providing subsidiaries to organisations with the same ambition.



Topvalu pursues customer satisfaction and enriches the quality of lives



Topvalu Best Price realizes the best prices in each trading area with product quality that exceeds customer expectation



Topvalu Select enhances customers' daily lives by offering products of the highest quality



Topvalu Gurinai ensures safety and security by delivering products that are healthy and friendly to the environment

The Five Topvalu Commitments:

- 1 We shall reflect the voices of customers in our products.
- 2 We shall offer safe, reliable, and environmentally friendly products.
- 3 We shall present product information in an easily understandable way.
- 4 We shall offer products at affordable prices.
- 5 We shall guarantee our customers' satisfaction.



Private Brand Incorporating Customer Voice

The origin of Topvalu dates back in 1974 with its first product "J-Cup," a cup instant noodle. As a brand that embodies Aeon's philosophy, Topvalu has made constant evolution to this date through incorporating customer voice in its products.

Aeon plans, develops, and markets Topvalu products on its own adhering to the Five Topvalu Commitments. The annual sale of Topvalu has now grown to reach about 780 billion yen.

Furthermore, Aeon also develops Topvalu products for local customers in China and ASEAN countries, catering to their needs at reasonable prices.

AEON Takes Full Responsibility

Aeon takes full charge in receiving feedback from customers that counts over 90,000 annually and makes full use of them for product development. We also use the information collected through these feedbacks for safety measures such as early product collection or information disclosure. Moreover, in order for customers to feel assured in choosing Topvalu products, we ensure disclosure of necessary information and producer details as well as thorough quality control including voluntary inspection. On the package of Topvalu products, we indicate only our company name*, instead of that of manufacturers, which demonstrates that Aeon is ultimately responsible for the products. We can implement these initiatives owing to our direct relationship with customers.

* Excluding when labeling on the indication of manufacturing plant is required by law

Ensuring "Safety and Security" in Every Phase

Aeon puts the highest priority on "safety and security" for customers in all aspects of its business activities including products, services, and facilities. In terms of products, we work to maintain high standards in quality control as well as manufacturing process to realize "safety and security." Research Institute For Quality Living Co., Ltd., an independent inspection organization, conducts as many as 25,000 voluntary inspections a year (including 11,272 inspections on radiation), where the field experts examine and analyze the products' functionality and safety using the latest equipment. Furthermore, we work to achieve higher transparency of the product production through disclosure of information to customers.

Requesting Manufacturing Subcontractors to Create a Sound Working Environment

Aeon requests its manufacturing subcontractors to ensure legal compliance in the respective countries or regions and sound working conditions under the Aeon Supplier Code of Conduct. We believe this measure reduces potential risks at manufacturing process and leads to enhancing precision in "safety and security."

Information on Producers and Others Available on Website

Since 2003, Aeon has offered the Producer Data Search System for Topvalu Gurinai vegetable for customers on its website. In addition, Aeon has disclosed information on the production process of domestically-raised cattle from early on through the Domestic Beef Safety Confirmation System introduced in 2002, prior to the enactment of the Beef Traceability Act.



Forging the Future Hand in Hand with Communities

In order to grow and develop with local communities, Aeon has promoted various initiatives that seek to root in the community and cooperate with each other. We have helped boost local economy through promoting local production for local consumption as well as promoting them at stores in Asian countries. In addition, Aeon has concluded comprehensive agreements with a total of 76 municipalities. Together with local governments and citizens, Aeon works on initiatives such as promotion of tourism, revitalization of the local economy, disaster prevention, environmental conservation, and provision of support for parenting.

Local-Product Day that Delivers Best Products from Local Region

At 2,000 stores nation-wide, Aeon holds monthly Jimono-no-hi (Local-Product Day) where it delivers local specialties, especially those produced under Food Artisan Project that aims to help preserve and foster local food culture. Fresh local vegetables, seasonal seafood, and local specialties including daily and processed foods are offered extensively. This initiative also meets the needs of customers who want to contribute to the local economy.

Food Artisan Project that Helps Preserve Traditional Food Culture

In partnership with local citizens, Food Artisan Project helps protect and preserve local ingredients or traditional production techniques that have contributed to the unique food culture in Japan. The project conveys the attractiveness of local food cultures throughout Japan while aiming to foster the youth who will take over these cultures in the future and to contribute the revitalization of the local economy.

Localization



Promoting Environmental Conservation and Social Contribution Activities Together with Customers

Aeon aims to realize a sustainable society under the Aeon Sustainability Principle with four cores; “realization of a low-carbon society,” “conservation of biodiversity,” “better use of resources” and “addressing social issues.”

Together with customers and stakeholders, Aeon is globally promoting community-based activities for environmental conservation and social contribution.

Tree Planting to Cultivate a Prosperous Future for Communities

Since 1991, Aeon has conducted the Aeon Hometown Forests Program in which it plants saplings of regionally-oriented trees together with customers on occasions such as store openings. The cumulative number of the planted trees through this Program as well as tree planting conducted by the Aeon Environmental Foundation exceeded 10 million in 2013.

The Aeon Happy Yellow Receipt Campaign

Aeon donates goods to local volunteer organizations at a 1% value of the total amount of the price on the yellow receipts collected from customers at stores on Aeon Day, the 11th of each month. The Campaign connects volunteer organizations which seek for support and customers who want to make contributions together.

Corporate Citizenship

Quest for Innovation with Unchanging “Customer-First” Philosophy

Modern Business Models Initiated by Okadaya

In 1758, Okadaya, one of the founding bases of Aeon, was established in Yokkaichi, Mie Prefecture. In 1887, it relocated the store from the original location to a new shopping district. This is when the family motto “Give the central pillar wheels” was created, meaning figuratively that a store, or the central pillar of a house which is not to be moved, should have mobility to respond to the changes in customers’ behavior. Okadaya also initiated the use of price tags based on the philosophy that “All customers shall be treated equally,” back when prices were mainly decided through negotiations. There were other pioneer reforms implemented, including introductions of account sheets resembling the balance sheets in modern double-entry bookkeeping, and of store rules prescribing conditions for promotion and so forth. During the 1920 depression, Okadaya held a “Market crash sales” where it sold out its stock goods at slashed price, which was then followed by another sale of products it had purchased at fallen value. This led to another family motto, “Earn when markets are going downward, not up.”



Okadaya (1890 – around 1900)

The Retail Business is a Peace Industry

Okadaya, although being burnt down during World War II, resumed operations in March 1946, the year after the end of the war. In July, it held a big sale event, with the catch copy of “Developing out of ashes.” On the day of the sale, one customer holding the sale leaflet with tears in the eyes said to the then President Takuya Okada (present Honorary Chairman and Adviser, Aeon Co., Ltd.), “Peaceful times have finally arrived. Thank you.” These words came home to him that “The retail business is a symbol of peace.” This idea lives on in Aeon, and the word “Peace” remains as one of the Aeon Basic Principles.



Leaflet for the first big sale after the war.

Education is the Greatest Wellbeing

The retail business is a human industry that comes in contact with customers on a daily basis and thus based on interpersonal relationships. Aeon believes that nurturing an employees through education leads to higher customer satisfaction, and at the same time, being able to grow both as a professional and as a person is the greatest wellbeing for an employee. In 1959, the company was the first in the retail industry to introduce the promotion exam system. In 1963, ahead of others in the retail industry, it began regular recruitment of university graduates. In 1964, the in-house college, Okadaya Management College, was founded, whose spirit has been passed down to the present Aeon Business School, fostering the entrepreneurial spirit to take on challenges in innovation. Aeon is likewise working to foster local staffs in Asian countries.

Establishment of JUSCO

In May 1968, a partnership was announced between Okadaya based in Mie Prefecture and Futagi based in Hyogo Prefecture, with an aim to “Modernize the retail industry.” With Shiro joining the partnership later on, Jusco Co., Ltd. was established in 1969. The new company name “JUSCO” was chosen out of collected proposals from the employees, and is short for “Japan United Stores Company.” With a view of reaching a “Merger of hearts,” the new company took active initiatives such as personnel transfers between the three companies to remove former boundaries and thus was able to consolidate. The attitude of “New joining partners shall be welcomed equally from today onward” written in the partnership memorandum still lives on today.



(From left) Kazuichi Futagi (Futagi), Jiro Inoue (Shiro), and Takuya Okada (Okadaya)

1758 Okadaya established in Yokkaichi-Kyurokucho by Sozaemon Okada

1887 Relocated to Tsuji in Yokkaichi. Family motto, “Give the central pillar wheels” created

1920 “Market crash sale” held, leading to another family motto, “Earn when markets are going downward, not up”

1937 Futagi Clothing Store established by Kazuichi Futagi

1946 First major sale held after the war, leading to one of the present Aeon Basic Principles. “The retail business is a peace industry”

1955 Shiro, established by Jiro Inoue, launched retail business in fabric

1964 Okadaya Management College founded

1969 JUSCO Co., Ltd. established

Diamond City Co., Ltd. established

Private brand product “J-Cup” developed and introduced

Simultaneous listing on Tokyo, Osaka, and Nagoya Stock Exchanges

Headquarters in Tokyo established in Kandanshikicho, Chiyoda Ward, Tokyo

Business Diversification and Internationalization

1980 MINISTOP CO., LTD. established

1981 Nihon Credit Service Co., Ltd. established

1985 Jaya Jusco Stores opened Dayabumi Store in Malaysia, the first overseas store

JUSCO Becoming AEON

1989 First Aeon Hometown Forests Program held at Jaya Jusco Stores Malacca Store

1991 JUSCO Group renamed as AEON Group

1997 Initiated cooperation for Yaohan Japan Corp. seeking bankruptcy protection

2001 JUSCO Co., Ltd. renamed as AEON CO., LTD. and the Group name changed to AEON

2007 Announced the support for MYCAL Corporation

2008 Launched WAON e-money card system

2008 AEON CO., LTD. shifted to a pure holding company structure

2011 Aiming to become Asia’s No. 1 Super Regional Retailer

2012 Merged three subsidiaries: AEON Retail Co., Ltd., MYCAL Corporation and AEON Marché Co., Ltd. Name for General merchandise store unified as AEON

2012 Acquired Carrefour’s Malaysian operations

2012 AEON Financial Service Co., Ltd. established as a bank holding company

2012 The Daiei, Inc. became a consolidated subsidiary

2012 Cumulative number of the planted trees exceeded 10 million

2012 AEON REIT Investment Corporation listed

2012 First Aeon mall in Vietnam, Aeon Mall Tan Phu Celadon opened

2012 WELCIA HOLDINGS CO., LTD. became a consolidated subsidiary

2012 United Super Markets Holdings Inc. established

2012 First Aeon mall in Indonesia, Aeon Mall BSD CITY opened

Stock Listing and Nationwide Business Development

In September 1974, Jusco Co., Ltd. was listed on the Second Sections of the Tokyo, Osaka and Nagoya Stock Exchanges with a view to a nationwide operation including the Tokyo metropolitan area from the Kinki and Chubu based operation. Two years later, Jusco introduced the two headquarters system with one in Tokyo and another in Osaka to accelerate its business expansion throughout Japan. The company continued its steady growth based on a unique “Federation style management” which claims focus and decentralization as its pillars.



Simultaneous listing on Tokyo, Osaka and Nagoya Stock Exchanges

Business Development that Anticipated Needs

In March 1969, only one month after Jusco’s establishment, Diamond City Co., Ltd. was established jointly with Mitsubishi Corporation, becoming the first Japanese developer company to specialize in commercial facilities. The company developed full-fledged shopping centers (SC) that anticipated the upcoming motorization society, and this became the base for the business model having suburban SC as its platform. In 1981, Nihon Credit Services Co., Ltd. (present Aeon Credit Service Co., Ltd.) was established, which has shaped the present Aeon Group that provides total support for customers’ daily living through cooperation between retail, financial services and developer.



Higashi Sumiyoshi Shopping Center, the first SC by Diamond City Co., Ltd.

Beginning of Overseas Expansion in the 80’s

In September 1984, requested by then Malaysian Prime Minister Mahathir to support the modernization of retail business in the country, Jaya Jusco Stores (present Aeon Co.(M) Bhd.) was established through a joint venture with a local company. In June 1985, Jaya Jusco Stores Dayabumi Store opened in the city center of Kuala Lumpur as the commemorative first overseas store for Aeon. Since then, the company has endeavored to expand overseas, and the Hong Kong subsidiary was listed on the Hong Kong Stock Exchange in 1994 and the Malaysian subsidiary was listed on the main board of the Kuala Lumpur Stock Exchange in 1996. In 2012, the three headquarters system was established, placing the authority in Japan, China and ASEAN.



The first Aeon mall in Vietnam “Aeon Mall Tan Phu Celadon”

AEON Commitment

In September 1989, Jusco Group was renamed as Aeon Group, and Jusco Co., Ltd. became Aeon Co., Ltd. in August 2001. Taking this opportunity, Aeon formulated the “Corporate Commitment,” which serves as action guidelines to embody the Aeon Basic Principles. Without holding on to successful experiences in the past, Aeon continues to take on challenges to achieve innovations in order to practice the “Customer-First” philosophy.



Renamed as “AEON Group”

History