

April 9, 2013  
Aeon Fantasy Co., Ltd.  
(Securities code: 4343)

## Announcement of Standardization of Aeon Fantasy Outlet Brand Name

Since 2012, Aeon Fantasy Co., Ltd. has made the establishment of the Aeon Fantasy brand an important policy issue, and has been promoting the development of its promise to customers and its tagline “Play! in harmony,” among other measures, to make clear the value it provides to customers.

As a direct message to customers to establish its brand, Aeon Fantasy has decided to standardize the brand name of its outlets. Currently, the Company uses eight brand names including Dynalecx and Poppunpaku. As a result of this decision, Aeon Fantasy will standardize the brand name of 316 outlets in Japan and 40 outlets overseas, for a total of 356 Company outlets worldwide. This will further increase the appeal of the business under the same brand and the same concept.

### 1. Standardized brand name: **Molly Fantasy**



The new Molly Fantasy logo, which has already been introduced overseas and at some outlets in Japan since 2012

### 2. Period for completion of standardization

- Introduction as required at existing outlets in Japan from April, with the change of all outlet names by the end of October 2013

### 3. Other related matters

- Expansion of promotions and other measures for “Molly Fantasy Friends,” centered on the original character Lala-chan
- In connection with brand-name standardization, the Company will increase employee services, customer reception and other areas for customer satisfaction.

