

July 29, 2013  
Aeon Fantasy Co., Ltd.

Nao Kataoka, President and Representative Director  
(Stock code number: 4343)

## **Announcing a New Name for Subsidiary, Aeon Fantasy (Beijing) Will Expand Its Area of Expansion as Aeon Fantasy (China) Co., Ltd.**

Aeon Fantasy Co., Ltd. (the “Company”) has energetically operated indoor theme parks in China through subsidiary Aeon Fantasy (Beijing) Co., Ltd. (name in Chinese: 永旺幻想(北京)兒童遊樂有限公司). However, we are not just expanding in Beijing. As the dominant force in northeastern, northern, eastern, and southern China, we are continuing to open many new outlets, and plan to further expand our area in the future. Therefore, we applied to the Beijing Administration for Industry and Commerce to change the name of our Beijing subsidiary, and we are pleased to announce that we have received approval for this name change.

Based on our fundamental policy of promoting the healthy development of children in Asia through indoor theme parks, we will continue to aggressively expand our business.

### 1. Details of the name change

#### **Former name**

Japanese: イオンファンタジー北京

Chinese: 永旺幻想（北京）兒童遊樂有限公司

English: AEON Fantasy (Beijing) Co., Ltd



#### **New name**

Japanese: イオンファンタジー中国

Chinese: 永旺幻想（中国）兒童遊樂有限公司

English: AEON Fantasy (China) Co., Ltd

### 2. Date effective

Monday, July 29, 2013

### 3. Address of headquarters (address has not changed)

Chinese: 北京市朝陽区東三環中路 39 号建外 SOHO 西 18 座 2503 室

English: Room 2503 was built outside the SOHO-18.39,

Third Ring Road, Chaoyang District, Beijing, China

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