

August 20, 2013  
Aeon Fantasy Co., Ltd.  
Nao Kataoka, President and Representative Director  
(Stock Code: 4343 TSE 1)  
Satoru Nitta, Managing Director  
(Tel.: 043-212-6203)

## **Notice Regarding the Development of Franchise Business in Vietnam**

Aeon Fantasy Co., Ltd. (the “Company”) has decided through a meeting of the board of directors held today to launch the development of a franchise (“FC”) business in the Socialist Republic of Vietnam (“Vietnam”), as detailed below.

### 1. Business development summary

The Company is expanding business development in various countries in Asia with an eye towards further progress. Currently, subsidiaries of the Company are being developed in China, Malaysia, and Thailand to promote business expansion through the opening of new establishments. The Company will launch FC business development in Vietnam and continue to promote initiatives that aim to develop business in various Asian countries.

### 2. FC business outline

#### ① Business content

Operation of indoor theme parks for children located in shopping malls

#### ② Contract partner

□ Company Name: AEON VIETNAM Co., LTD (AEON Vietnam)

□ Address: Ho Chi Minh City, Vietnam

#### ③ Planned establishment openings

□ AEON Tan Phu Celadon Shopping Center (provisional name)

• Address: Celadon City, Tan Ky Tan Quy Str., Son Ky Ward, Tan Phu District,  
Ho Chi Minh City

• Date of Opening: First half of FY2014

□ AEON Binh Duong Canary Shopping Center (provisional name)

• Address: Binh Hoa Ward, Thuan An Town, Binh Duong Province

• Date of Opening: FY2014

### 3. Future outlook

The impact on consolidated performance for the February term of FY2014 that accompanies FC business development will be insignificant.

Contact: Public Relations and Investor Relations Department  
Hiroyuki Sugawara  
Tel: +81-(0) 43-212-6257