

Aeon Fantasy Garner's China Chain Store & Franchise Association Golden Lily Award's Most Popular Chainstore Brand Award

Aeon Fantasy Co., Ltd. announces that the indoor entertainment center Mollyfantasy operated by Aeon Fantasy China has received the 2014 CCFA Golden Lily Award's Most Popular Chainstore Brand Award voted by the China Chain Store & Franchise Association.

About the CCFA Shopping Center Golden Lily Award

- Awarded to outstanding companies, the China Chain Store & Franchise Association established the "Golden Lily Award" in 2011 in order to develop shopping centers and affiliated brands
- Candidates for the award are chainstore companies that have stores in shopping centers, such as establishments specialising in retail, food and drink, entertainment, education, and children, or developers affiliated with shopping centers.

About the Most Popular Chainstore Brand Award

- Voting has been held since 2014, with 10 companies including Aeon Fantasy China having been selected
- The selection criteria are that the brand should be unique and have a clear customer target, as well as an innovative outlet design and a strong impact on the market and ability to attract customers.
- Candidates for the award should be operating 30 or more outlets, with outlets in 20 or more shopping centers or with 10 or more developers.

Reference: About Operation of Aeon Fantasy China Outlets

- ◇ Commenced operation of stores in China in 2008; main types of business are 'Mollyfantasy' and 'Aeon Fantasy Kidzooona'

As of October 31, 2014 operates 61 outlets in China



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