

June 15, 2015

Aeon Fantasy Co., Ltd.

<http://www.fantasy.co.jp/>

Aeon Fantasy opens the first store of “Cafe moriccha,” the complex cafe connecting “lifestyle” and “entertainment” as its new type of business



Aeon Fantasy Co., Ltd. (the Company) will open the first store of “cafe moriccha,” the complex cafe as the Company’s new type of business, on the second floor of Daiei Akabane Store, which will open on June 20, Saturday.

The complex cafe “cafe moriccha” provides a space for relaxation and experience that offers excellent coffee and a playground for children as our new effort, which will be the core of our information transmission. This facility will welcome customers and the children by a cafe for relaxation and indoor play equipment with the three functions: “the Place of Recreation,” “the Place of Play” and “the Place of Experience.” The adjacent event space will hold experience events that both adults and children can enjoy with the themes of “cooking,” “beauty and health,” “craft” and more.



About Cafe moriccha

This is a space for relaxation and experience consisting of three concepts:

● Cafe ◆ Relax

In this space, you can relax with excellent organic coffee, listening to comfortable music, to have a break during wonderful shopping or enjoy communication with your children.



● Indoor Play Equipment ◆ Playground

This is a playground near you where children can move their own body freely in their daily life cycle.

Target age: children at the age of 0 to 8

Charge: 500 yen for 30 minutes (additional 100 yen for every 10-minute extension)



All pictures here are images as the store has not been opened

● Events ◆ Experience

“Understand, learn and utilize while playing and enjoying.” We will provide various events that lead to new learning and experience regardless of age.

Cafe moriccha will encourage children to autonomously have “awareness” and “imagination” necessary for the coming age by providing not only knowledge on products but also experience in which children actually touch or create something. Cafe moriccha will also hold events in which adults can enjoy selecting products or consuming time as suitable for their own life style.

- Facility name: Cafe moriccha Akabane Store
- Location: 2-5-7 Akabane, Kita-ward, Tokyo (7-minute walk from JR Akabane Station, Daiei Akabane Store 2F)
- Facility detail: Cafe (seats and an event space), indoor play equipment (for the age of 8 or younger)
- Business time: 10:00 to 20:00 (last order 19:30)
- Indoor play equipment: 10:00 to 18:00 (last entry 17:30) *Closing days are the same as those for Daiei Akabane Store.

[Contact information for this release]

Yumiko Kobayashi, Investor Relations, Aeon Fantasy Co., Ltd.

Tel: 81-43-212-6188