





Aeon Fantasy Co., Ltd.

CONTENTS

- 1. COMPANY OVERVIEW
- 2. 2016 FISCAL YEAR: OVERVIEW OF CONSOLIDATED CLOSING
- 3. 2016 FISCAL YEAR: OVERVIEW OF FOCUS EFFORTS
- 4. 2017 FISCAL YEAR: CONSOLIDATED RESULTS FORECAST
- 5. OVERSEAS BUSINESS STRATEGIES
- 6. DOMESTIC BUSINESS STRATEGIES
- 7. 2016 FISCAL YEAR: NON-CONSOLIDATED

REFERENCE MATERIAL





COMPANY OVERVIEW





Aeon Fantasy Co., Ltd. =

Company Overview

1) Company Name: AEON Fantasy Co., Ltd.

2) outlet: 1-5-1 Nakase, Mihama-ku, Chiba-shi, Chiba

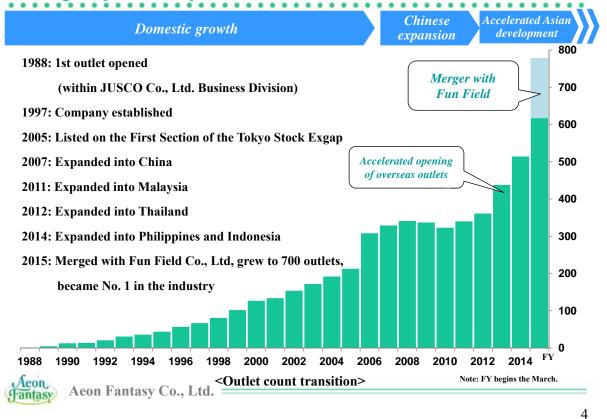
3) Established: Feb. 14, 1997

4) Capital: 1.747 billion yen

5) Shareholders: AEON Co., Ltd. (57.8%), other (42.2%)

6) Market: First Section of the Tokyo Stock Exgap

7) Business: Operates amusement facilities and indoor playgrounds within shopping centers



2016 FISCAL YEAR OVERVIEW OF CONSOLIDATED CLOSING





2016 Feb. Term Consolidated Results

- Consolidated sales increased 26.2% YoY and reached a record high, due to the merger and active efforts to open overseas outlets.
- Due to an overseas business turnaround and domestic business recovery since September, operating profit grew 4.5% for two straight terms.
- Ordinary profit for the same period fell 23.0% due to foreign currency exgap losses.
- Current net profit grew 10.6% for the same period for two straight terms.

2016 Fiscal Year (March 1, 2015 to Feb. 29, 2016)

(Unit: Million ven)

(Onit: Million				
2015 Fical Year	2016 Fiscal Year	% gap from prev. term		
46,632	58,831	+26.2%		
5,669	6,544	+15.4%		
2,629	2,748	+4.5%		
3,417	2,630	Δ23.0%		
1,338	1,480	+10.6%		
73.76 yen	76.70 yen	2.94 yen increase		
	46,632 5,669 2,629 3,417 1,338	2015 Fical Year 2016 Fiscal Year 46,632 58,831 5,669 6,544 2,629 2,748 3,417 2,630 1,338 1,480		

Segment in	(Unit: Million yen)	
	Domestic	Overseas
Sales	49,871 (+21.1%)	9,054 (+64.7%)
Operating profit	2,683 (\(\Delta\)229)	64 (+348)

Sales: The number in parentheses is the % gap YoY Operating profit: The number in parentheses is the amount of increase YoY



Aeon Fantasy Co., Ltd. =

6

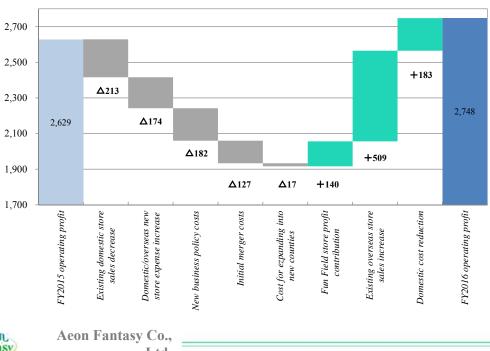
2016 Fiscal Year Topics

No. 1 in industry due to merger with Fun Field	Merged with Fun Field (No. 7 in our industry) on June 1, 2015. Became No. 1 in domestic sales.
Overseas business turnaround	Operating profit for our entire overseas business was able to make a turnaround. Dramatically improved the operating profit of our Chinese business (+428 million yen over last year).
Domestic business recovery	Existing domestic outlets began recovering from September 2015. Existing outlet growth for amusement machine sales became positive for six months in a row.
Largest-ever number of new openings	Opened 124 new outlets. (16 domestic, 106 overseas, and 2 overseas franchise outlets) Opened 86 outlets the same term a year ago. (12 domestic, 70 overseas, and 4 overseas franchise outlets)
New business category success	Opened a Themed Playground called "FANPEKKA" in Beijing. Received the 2015 "Most Popular Chain Store Brand Award" from the China Chain Store & Franchise Association.



Operating Profit: Increase/Decrease Analysis by Factor FY2016





Aeon Fantasy

Ltd.

8

Consolidated Balance Sheet

■ Increase in fixed assets due to the merger and our active efforts to open new outlets.

2016 Fiscal Year (the End of Feb, 2016)

(Unit: Million yen)

	2014 Fiso	cal Year	2015 Fis	2015 Fiscal Year		2016 Fiscal Year	
	Amount	Composition ratio	Amount	Composition ratio	Amount	Composition ratio	Gap
Liquid assets	11,238	40.2%	7,989	26.6%	8,716	21.2%	+726
Fixed assets	16,739	59.8%	22,051	73.4%	32,324	78.8%	+10,273
Total assets	27,978	100.0%	30,041	100.0%	41,040	100.0%	+10,999
Liquid liabilities	7,032	25.1%	7,956	26.5%	11,131	27.1%	+3,175
Fixed liabilities	327	1.2%	476	1.6%	5,164	12.6%	+4,688
Total liabilities	7,359	26.3%	8,432	28.1%	16,296	39.7%	+7,864
Total net assets	20,618	73.7%	21,608	71.9%	24,744	60.3%	+3,135
Total liabilities and net assets	27,978	100.0%	30,041	100.0%	41,040	100.0%	+10,999



Consolidated Cash Flow Statement

2016 Fiscal Year (March 1, 2015 to Feb. 29, 2016)

(Unit: Million yen)

	2015 Fiscal Year	2016 Fiscal Year	gap from prev. term
Cash flow from business activity	3,570	8,156	+4,586
Pretax current net profit	3,016	2,453	Δ562
Depreciation costs	4,803	6,202	+1,398
Income taxes paid	Δ1,721	Δ1,978	Δ257
Cash flow from investment activity	Δ3,146	Δ12,571	Δ9,424
Expenses incurred from acquiring tangible fixed assets	Δ8,535	Δ11,966	Δ3,431
Cash flow from financing activity	Δ394	4,285	+4,680
Dividend payments	△544	Δ567	△23
gap in cash and cash equivalents	123	△302	△425
Cash and cash equivalent balance at FY start	3,246	3,369	+123
Increase in cash and cash equivalents following merger	-	658	+658
Cash and cash equivalent balance at FY end	3,369	3,724	+355



Aeon Fantasy Co., Ltd. =

10

Number of Outlets (at End of FY2016)

	Mollyfantasy	kidzooona	Other*1	Total
Japan	341	4	151 (2)	496 (2)
China	106 (4)	23	2	131 (4)
Malaysia	50	17	5	72
Thailand	26	26	0	52
Philippines	0	14	0	14
Indonesia	1	4	0	5
Vietnam	3 (3)	3 (3)	0	6 (6)
Cambodia	1 (1)	1 (1)	0	2 (2)
Overseas total	187 (8)	88 (4)	7	282 (12)
Total	528 (8)	92 (4)	158 (2)	778 (14)

Note 1: "Other" domestic outlets are Ran Ran Land (114), PALO (28), and others (9).

^{2:} Numbers in parentheses are included in the total, and are the number of franchise outlets, etc. (including business collaboration contracts, business consignment contracts, and licensing contracts).



2016 FISCAL YEAR OVERVIEW OF FOCUS EFFORTS





Aeon Fantasy Co., Ltd.

NO. 1 INDUSTRY DUE TO MERGER WITH FUN FIELD

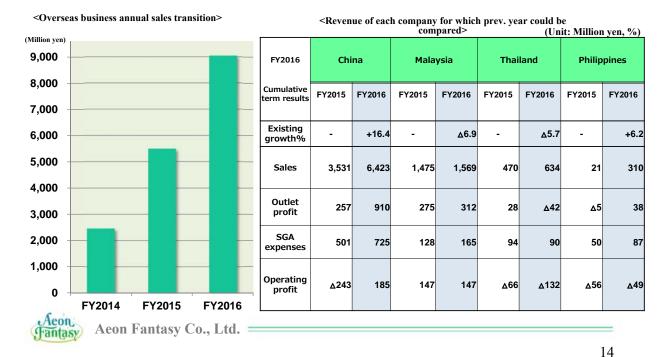
	Rank	Company	Actual sales (2014 FY)
 		Aeon Fantasy (after merger)	57.5 billion yen
	#1	Company A	55.5 billion yen
	#2	Aeon Fantasy	46.6 billion yen
	#3	Company B	41.4 billion yen
	#4	Company C	36.5 billion yen
	#5	Company D	23.3 billion yen
	#6	Company E	13.9 billion yen
L	#7	Fun Field	10.9 billion yen

^{*} Sales for each company indicate amusement facility sales on a consolidated basis including overseas



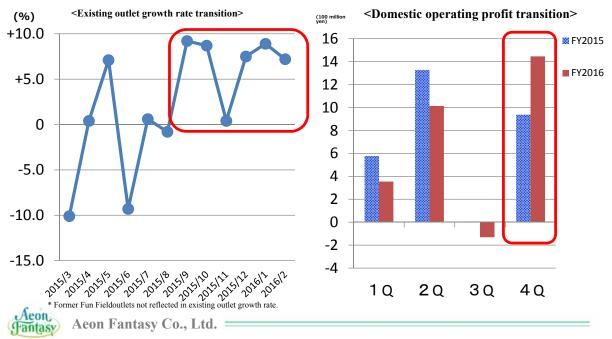
Overseas Business Results

- Operating profit for our entire overseas business was able to make a turnaround. We were able to improve our Chinese business +428 million yen over last year.
- Overseas business sales grew 64.7% YoY, 15.4% of the consolidated sales.



Improvement of Domestic Existing Outlet Growth Rate

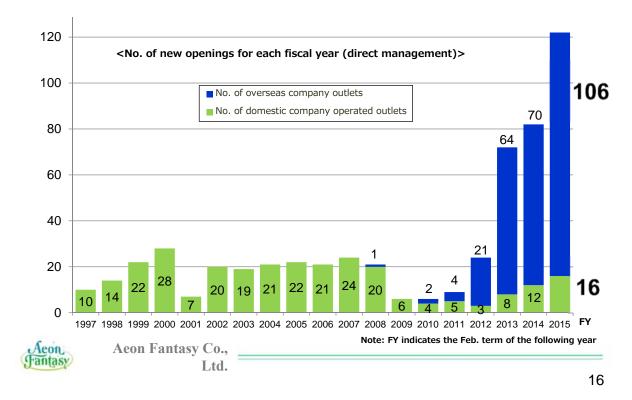
- Existing outlet growth for amusement machines became positive for six months in a row.
- 4Q operating profit has increased 507 million yen (+54%) over the previous year.



15

Largest-ever Number of New Openings

■ We opened 122 new outlets, exceeding our previous record in 2014 FY.



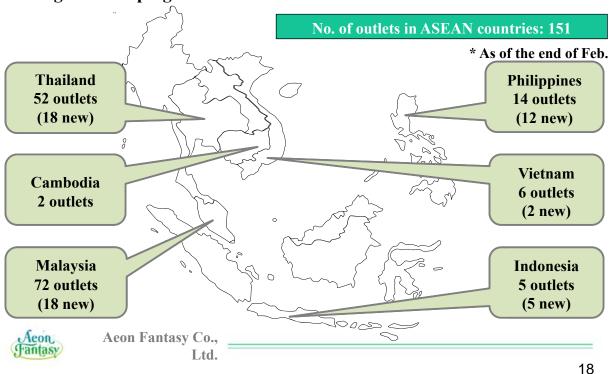
Expansion of Chinese Business



17

Expansion of ASEAN Business

- Opened 55 outlets (53 direct management, 2 franchise) during FY2016.
- Began developing outlets in Indonesia.



NEW BUSINESS CATEGORY SUCCESS





Our first outlets opened in Beijing in April, and the second in Wuhan in December.

Acon. Acon. Fantasy Co.,

Ltd.

Fantasy



NEW BUSINESS CATEGORY SUCCESS

■ "FANPEKKA" received the 2015 "Most Popular Chain Store Brand Award" from the China Chain Store & Franchise Association.



FANPEKKA was awarded in recognition of the following points:

- (1) Finnish cultural and educational elements are adopted in the play
- (2) Outlet design
- (3) Strong impact on market, ability to draw customers, etc.



Aeon 株式会社イオンファンタジー

20

2017 FISCAL YEAR CONSOLIDATED RESULTS FORECAST





2017 Feb. Term Consolidated Results Forecast

(Unit: Million yen, %)

	2016 FY results	2017 FY forecast	Vs. prev. term (%)
Sales	58,831	65,000	+10.5
Operating profit	2,748	3,050	+11.0
Ordinary profit	2,630	2,750	+4.5
Current net profit returned to parent company shareholders	1,480	1,620	+9.4
Current net profit per share	76.70 yen	83.93 yen	7.23 yen increase
Dividend per share	30 yen	30 yen	-



Aeon Fantasy Co., Ltd. =

22

Consolidated Results Forecast Assumptions

<Segment information>

(Unit: Million yen)

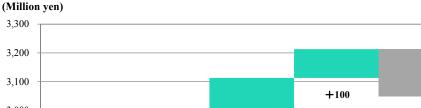
		Overseas				
	Domestic	China	ASEAN	Total	Consolidated adjustment	Consolidated total
Sales	52,600 (FY2016, 49,871)	/	·	12,700 (FY2016, 9,054)		65,000 (FY2016, 58,831)
Operating profit	2,760 (FY2016, 2,683)	230 (FY2016, 185)	60 (FY2016, △122)	290 (FY2016, 64)	(FY2016, 0)	3,050 (FY2016, 2,748)



2017 Fiscal Year Operating Profit Factor Analysis

<Chief assumptions>

Overseas: Existing outlet sales 107%, 100 outlets opened over the year Domestic: Existing outlet sales 100%, 10 outletsopened over the year





Domestic cost

reduction

Overseas/domestic

growth investment

FY2017 operating

profit

Overseas sales

increase



Pantasy

FY2016 operating

profit

2,500

Aeon Fantasy Co., Ltd.

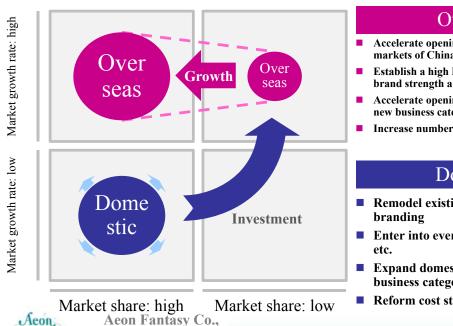
Domestic sales

increase

24

2017 Fiscal Year Focus Strategies

- Accelerate the opening of outlets in overseas markets which has a large potential and a high ROI.
- Increase domestic sales and profits by remodeling existing outlets and establishing a brand.



Ltd.

Overseas

- Accelerate openings in large potential markets of China and ASEAN countries
- Establish a high ROI model by improving brand strength and ability to develop outlets
- Accelerate openings of "FANPEKKA," our new business category
- Increase number of App members in China

Domestic

- Remodel existing domestic outlets and
- Enter into event operating business,
- **Expand domestic indoor playground** business category
- Reform cost structures

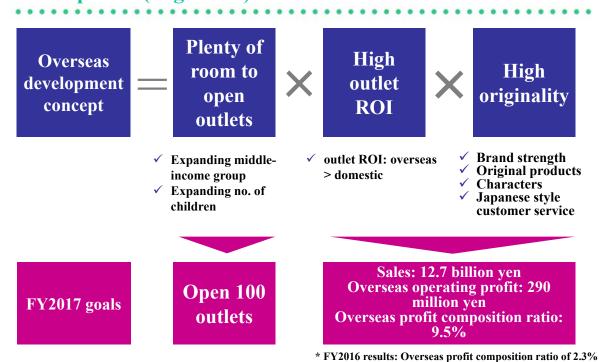
OVERSEAS BUSINESS STRATEGIES





Aeon Fantasy Co., Ltd.

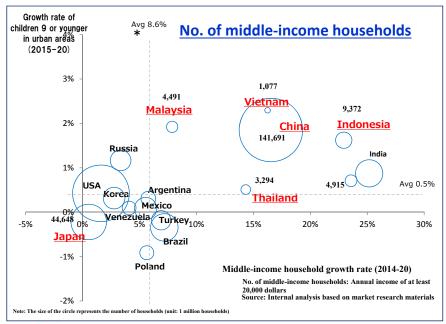
Overseas Business Strategy: Accelerate Overseas Development (High ROI)





Overseas Latent Market Potential Analysis: No. of Middle-income Households

■ We will expand into counties with high latent market potential, which have an increasing number of middle-income households and children.



Country	Current outlets	FY2017 goal of New outlets
Indonesia	5	5
China	131	60
Vietnam	6	-
Philippines	14	12
Malaysia	72	11
Thailand	52	12
Japan	496	10

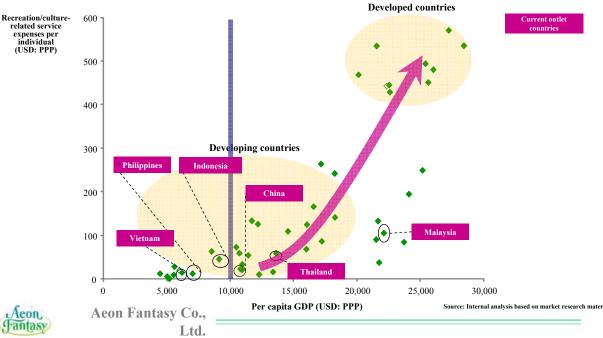
Aeon. Fantasy Aeon Fantasy Co., Ltd.

28

Overseas Latent Market Potential Analysis: Economic Growth and Leisure-related Expenses

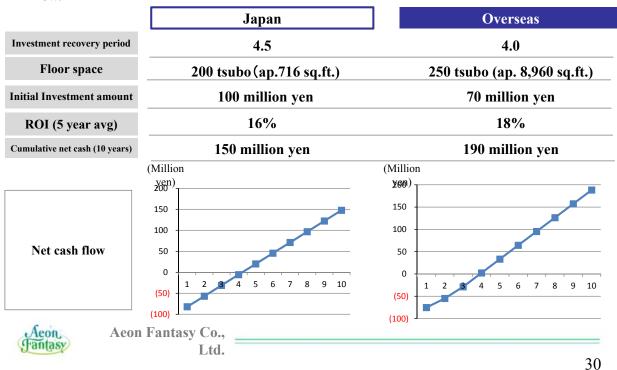
■ Once the per capita GDP exceeds 10,000 dollars, leisure-related expenses rapidly increase.

Correlation between per capita GDP and leisure-related expenses in each country



Japan/Overseas outlet Model Comparison

■ Compared with Japan, overseas outlets offer a higher ROI and ability to generate cash flow.



Overseas outlet ROI Improvement (Initial and Recent outlet Comparison)

■ Newest outlets have a dramatically improved ROI compared with the first group of outlets that were opened.

	Avg of first 10 o	outlets in China	Avg of 10 newest outlets		
	A: 1 year immediately following opening	Most recent 1 year	B: Most recent 1 year	B-A	
Sales per tsubo* (with 1 year immediately following opening as 100)	100	155	142	42% improvement	
Initial investment per tsubo (with avg of first 10 outlets as 100)	100		70	30% decrease	
ROI (excluding head office costs)	11.1%	17.3%	23.7%	12.6 point improvement	

*a Japanese unit of square measurement. 1 tsubo = 35.84 sq.ft.



■Improved brand strength ➤ Increased no. of customers Increased sales ➤ Openings in favorable locations ■ Improved rent ratio

■Reduced initial investment amount for outlets



Strategies by Country

outlet opening ratio outside of AEON Group Main policies Accelerate openings (goal: 60 outlets) China 73% Expand into Shanxi, Fujian, and Hunan **■**Develop new business Open "FANPEKKA" for outlet 43% Malaysia Carefully select outlets for outlet 98% **Thailand** Open "FANPEKKA" for outlet Other Accelerate expansion into Philippines and Indonesia 70% **ASEAN** ■Establish resident office in countries Vietnam Aeon, Fantasy Aeon Fantasy Co., Ltd.

Expand "FANPEKKA" Outlets throughout Asia

■ Plan to open 5 outlets following Beijing and Wuhan



■ Plan to open the 1st outlets in Malaysia



■ Plan to open the 1st outlet in Thailand





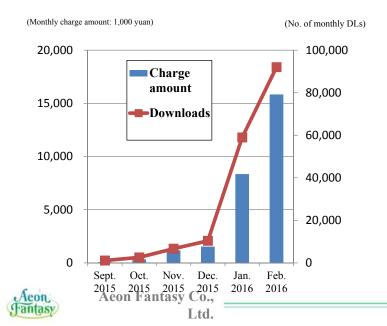




Aeon Fantasy Co., Ltd. 32

Increase Number of App Members in China

- Implement an App member system linked with prepaid cards.
- Cards can be charged on App member systems.
- Compatible with Alipay, which has become the standard payment system in China.





34

DOMESTIC BUSINESS STRATEGIES





Remodel Existing Domestic Outlets and Strengthen the Brand





Aeon Fantasy Co., Ltd.

36

Brand Growth Strategies

Past efforts 2017 Fiscal Year efforts ■ Redesign characters **■**Begin televising on CS broadcasts (Kids Station) Character ■Produce and distribute ■Increase exposure in outlets strategies animation over the internet ■Hold promotions ■Implement new member system **Marketing** strategies ■Introduce online marketing ■Strengthen online marketing (Facebook, LINE, etc.) ■Convert business category to ■Make outlets fresher by Strengthen Mollyfantasy changing amusement machines former Fun ■Improve sales by introducing **■**Promote revitalization of the Field outlets popular card game machines outlet



Entry into Event Business, Etc.

■ Event business
Use AEON Mall center courts,
AEON Halls, etc.
to enter the event business



■ Advertising business

Expand advertising and sampling inside Aeon Fantasy facilities in our member papers as a business





Aeon Fantasy Co., Ltd.

38

Expansion of Domestic Indoor Playground Business Category

■ In contrast with our overseas business where 90 outlets (32% of all outlets) are in the indoor playground business category, only 6 domestic outlets (1% of all outlets) are in the same category.





Cost Structure Reform

- Improve domestic profit ratio by continuing to reform cost structures.
- FY2016 results: 183 million yen reduction

FY2017 forecast: 100 million yen reduction (Goal: 250 million yen)

[FY2016 implementation examples]

- Eliminated and consolidated distribution warehouse
- Utilized electronic bidding (reverse auction) system
- Switched over to using AEON Group common materials for outlets
- Rebuilt internal communication network



Aeon Fantasy Co., Ltd. =

40

THIS EARNINGS FORECAST WAS CREATED BASED ON INFORMATION THAT COULD BE OBTAINED AS OF THE DATE THIS MATERIAL WAS PUBLISHED. ACTUAL RESULTS MAY VARY FROM THE FORECAST BASED ON A VARIETY OF FACTORS.



Reference

2016 FEB. TERM NON-CONSOLIDATED REFERENCE MATERIAL





Aeon Fantasy Co., Ltd. =

2016 Feb. Term Results (Non-consolidated)

Reference

(Unit: Million yen)

			(Cint. Minion yen
	2015 Fiscal Year	2016 Fiscal Year	% gap from prev. term
Sales	41,179	49,871	+21.1%
Gross profit	5,114	5,398	+5.5%
SGA expenses	2,201	2,714	+23.3%
Operating profit	2,913	2,683	Δ7.9%
Non-operating profit and loss	817	53	Δ93.5%
Ordinary profit	3,730	2,736	Δ26.6%
Pretax current net profit	3,324	2,315	Δ30.3%
Current net profit	1,701	1,384	Δ18.7%



(Unit: Million yen)

	FY20)16	Vs FV2015	Vs. FY2017	
	Results	Composition ratio	V 3. T 1 2013		
Amusement machines	39,526	79.3%	127.5%	102.1%	
Products (product sales)	9,736	19.5%	100.7%	87.4%	
Consignment	139	0.3%	109.6%	-	
Play facility-related total	49,403	99.1%	121.1%	98.6%	
Other	468	0.9%	120.8%	-	
Total sales	49,871	100.0%	121.1%	98.5%	



Aeon Fantasy Co., Ltd. =

3

Monthly Transition of Existing outlet Sales YoY (Non-consolidated)

FY2015 1Q to 2Q	2015/March	Apr.	May	Jun.	Jul.	Aug.
Prior to day of week adjustment	87.0%	97.4%	104.7%	87.7%	98.2%	94.9%
After day of week adjustment	94.0%	99.5%	95.6%	94.2%	98.0%	94.5%
EV2015 20 to 40						
FY2015 3Q to 4Q	Sept.	Oct.	Nov.	Dec.	2016/Jan.	Feb.
Prior to day of week adjustment	106.3%	Oct. 104.1%	Nov. 96.9%	Dec. 102.8%	2016/Jan. 105.8%	Feb. 100.4%





* Former Fun Field outlets not reflected in existing outlet YoY.

Reference

Sales Trends by Division (Non-consolidated)

(Unit: %)

	2016 Feb. term 1Q		2Q		3Q		4Q	
	Sales composition ratio	Vs. existing	Sales composition ratio	Vs. existing*	Sales composition ratio	Vs. existing	Sales composition ratio	Vs. existing
Timed play equipment	4.9	104.5	4.5	104.9	4.3	119.5	4.4	120.6
Physical sensation	11.1	116.1	10.2	102.2	9.7	105.9	9.0	107.2
Cards	20.7	85.6	18.0	90.5	18.0	99.0	16.3	96.6
Medals	25.4	97.7	27.1	101.1	26.0	105.3	25.4	102.4
Prizes	31.1	97.5	34.9	92.5	37.1	102.1	40.6	106.4
Stickers	4.8	77.3	3.9	76.9	3.7	82.3	3.4	86.4
Capsule toys	1.3	81.2	1.1	95.3	1.1	98.0	1.1	107.1
Total sales	100.0	95.5	100.0	94.7	100.0	101.7	100.0	101.9

^{*} Former Fun Field outlet numbers are reflected in growth vs. existing by division from FY2016 Q2 through Q4.



Aeon Fantasy Co., Ltd. =

5

Profit Transition by Quarter (Non-consolidated)

Reference

(Unit: Million yen, %)

	FY2016 1Q	gap (%)	2Q	gap (%)	3Q	gap (%)	4Q	gap (%)
Sales	10,114	Δ3.5	13,811	+22.0	11,996	+33.7	13,949	+34.1
Sales cost	9,158	Δ1.6	12,089	+28.2	11,397	+36.8	11,827	+31.5
Gross profit	956	Δ18.8	1,722	Δ8.8	598	Δ6.2	2,121	+50.4
SGA expenses	599	Δ0.0	709	+26.5	730	+28.6	675	+42.9
Operating profit	356	∆38.3	1,013	Δ23.7	Δ132	-	1,446	+54.1
Non-operating profit and loss	222	-	∆376	-	Δ18	-	225	∆36.9
Ordinary profit	579	+1.9	636	Δ55.8	Δ150	-	1,671	+29.1
Extraordinary gains/losses	Δ21	-	△180	-	27	-	∆247	-
Pretax profit	558	+24.0	455	∆66.4	Δ122	-	1,424	+38.9
Corporate tax, etc.	346	+26.1	88	Δ85.4	Δ8	-	504	Δ5.1
Quarter net profit	211	+20.7	366	Δ50.8	Δ113	-	919	+86.3



Balance Sheet (Non-consolidated)

Reference

2016 Fiscal Year (the End of Feb, 2016)

(Unit: Million yen)

		FY2	014	FY2015		FY2		
		Amount	Compositio n ratio	Amount	Compositio n ratio	Amount	Composition ratio	gap
	Liquid assets	9,653	36.0%	5,899	21.2%	6,339	19.4%	+439
	Fixed assets	17,140	64.0%	21,971	78.8%	26,367	80.6%	+4,396
1	otal assets	26,793	100.0%	27,870	100.0%	32,706	100.0%	+4,836
	Liquid liabilities	6,436	24.0%	6,332	22.7%	7,098	21.7%	+766
	Fixed liabilities	213	0.8%	218	0.8%	370	1.1%	+152
T	otal liabilities	6,650	24.8%	6,550	23.5%	7,469	22.8%	+919
1	otal net assets	20,143	75.2%	21,320	76.5%	25,237	77.2%	+3,916
	otal liabilities and et assets	26,793	100.0%	27,870	100.0%	32,706	100.0%	+4,836

