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**AEON STORES (HONG KONG) CO., LIMITED**

**永旺(香港)百貨有限公司**

*(Incorporated in Hong Kong with limited liability)*

(Stock Code: 984)

**ANNOUNCEMENT  
PROFIT WARNING**

This announcement is made by the Group pursuant to the provisions of inside information under Part XIVA of the Securities and Future Ordinance and Rule 13.09(2) of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that, based on the preliminary assessment by the Group's management of the unaudited management accounts of the Group for the six months ended 30 June 2013, the Group is expected to record a loss for the six months ended 30 June 2013 as compared to a profit for the six months ended 30 June 2012.

**Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.**

This announcement is made by AEON Stores (Hong Kong) Co., Limited (the **Company** and together with its subsidiaries, the **Group**) pursuant to the provisions of inside information under Part XIVA of the Securities and Future Ordinance (Cap.571, Laws of Hong Kong) (the **SFO**) and Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the **Listing Rules**).

The Board of Directors of the Company (the **Board**) wishes to inform the shareholders of the Company (the **Shareholders**) and potential investors that based on preliminary assessment by the Group's management of the unaudited management accounts of the Group for the six months ended 30 June 2013, the Group is expected to record a loss for the six months ended 30 June 2013 as compared with a profit for the six months ended 30 June 2012.

Based on the information currently available, the change from a profit to a loss is mainly attributable to (i) decline in the same store sales of the Group's China business and sales behind expectations for newly opened stores due to the continual slower growth of the economy in China; (ii) continuous increase in staff costs, property rent and other administrative expenses; and (iii) an increase in impairment loss recognized in respect of the Group's property plant and equipment.

As the Company is still in the process of finalizing the results of the Group for the six months ended 30 June 2013, the information contained in this announcement is only based on a preliminary assessment by the Group's management of the unaudited management accounts of the Group and the information available for the time being, but not on any data or information which has been audited or reviewed by the auditors of the Company. The unaudited interim results of the Group for the six months ended 30 June 2013 are expected to be announced by the Company in late August 2013.

**Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.**

By Order of the Board  
**AEON Stores (Hong Kong) Co., Limited**  
**CHAN Pui Man, Christine**  
*Managing Director*

Hong Kong, 2 August 2013

*As at the date of this announcement, the executive Directors of the Company are Ms. Chan Pui Man, Christine, Mr. Junichi Suzuki, Ms. Chan Suk Jing and Mr. Chak Kam Yuen; the non-executive Directors are Mr. Yoshinori Okuno, Mr. Haruyoshi Tsuji, Mr. Yutaka Agawa and Mr. Takashi Komatsu; and the independent non-executive Directors are Mr. Sham Sui Leung, Daniel, Ms. Cheng Yin Ching, Anna, Dr. Shao Kung Chuen and Ms. Chan Yi Jen, Candi.*