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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  
ADOPT INITIATIVES TO BUILD STRONG RELATIONSHIP  
WITH CUSTOMER SHAREHOLDERS**

The Company is pleased to announce that it has adopted initiatives to build strong relationship with its customer shareholders.

The Company believes that our shareholders are also our partners. We incorporate this concept in our daily operations and work towards achieving the objective that our shareholders are also our loyal customers. Customer shareholders' opinions are reflected in our management through these initiatives.

Shareholders are offered a Shareholder Booklet and are encouraged to enjoy shopping at our stores, as well as relaxing in our AEON Lounge. They are welcome to share their advise about our merchandise and sales related matters with our staff while experiencing our house brand products of "AEON TOPVALU". These initiatives adopted help us to build an even stronger relationship with our customer shareholders. More information about the arrangements is posted on the corporate website, [www.aeonstores.com.hk/eng/investor\\_relation.htm](http://www.aeonstores.com.hk/eng/investor_relation.htm).

The Company believes that through these kinds of on site two-way communications with our customer shareholders regularly could improve the quality of our business management and ultimately benefits our business as a whole.

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

Hong Kong, 30 July 2014

*As at the date of this announcement, the executive Directors are Ms. Chan Pui Man, Christine, Mr. Junichi Suzuki, Mr. Yoshiaki Mizushima and Mr. Chak Kam Yuen; the non-executive Directors are Mr. Yoshinori Okuno, Mr. Yutaka Agawa, Ms. Yuki Habu and Mr. Kazuhiko Yasukawa; and the independent non-executive Directors are Mr. Sham Sui Leung, Daniel, Ms. Cheng Yin Ching, Anna, Ms. Chan Yi Jen Candi Anna and Ms. Lo Miu Sheung, Betty.*