



# ILLUMINATION

22 November, 2018

USJ LLC

NBC Universal Entertainment Japan LLC

AEON Financial Service Co.,Ltd.

AEON Credit Service Co.,Ltd.

AEON Bank, Ltd.

## **AEON Card Select (Minions) launch from 22 November**

～ Earn 10 times more Tokimeki Points by using in USJ theme park ～

AEON Financial Service Co.,Ltd. (hereafter “AFS”, President and CEO : Kenji Kawahara), AEON Credit Service Co.,Ltd. (hereafter “ACS”, President and Representative Director : Tatsuya Saito) and AEON Bank Ltd. (hereafter “ABK”, President and Representative Director : Naohiro Arai) announced today the launch of the Minions-designed credit card with ABK’s bank card function on 22 November 2018.

### ■ AEON Card Select (Minions)



™ & © Universal Studios

AFS, ACS and ABK have launched AEON Card (Minions) on 14 July, 2017 and this card is the second release of the Minions-designed Credit Card line-up, based on the Corporate Marketing Agreement between AFS and USJ LLC (hereafter USJ, President and CEO : J. L. Bonnier) and the License Agreement between AFS and NBC Universal Entertainment Japan LLC. The card will be issued by AEON Bank.

The card face features “Minions” from the famous movie franchise “Despicable me”, and the world’s leading entertainment park, Universal Studios Japan® (hereafter USJ).

In addition to the benefits of regular AEON Cards, this card enables members to receive 10 times more Tokimeki Points when spending in USJ theme park. Accumulated Points can be exchanged with Minions-designed original merchandises.

To celebrate the launching of AEON Card Select (Minions), AFS, ACS and ABK will run a special campaign.

AFS will continue to put effort in enriching services to meet customer’s broad needs.

## 【AEON Card Select (Minions) - Features】

1. Annual Fee : Waived (Free Insurance attached)
2. Card Brand : master card
3. Launch Date : 22 November, 2018
4. Main Features

### ■ AEON Card Select (Minions) – Features & Privileges

- Earn 10 times more Tokimeki Points when spending in USJ theme park (10 points per 200 Yen)
- Accumulated points can be exchanged with Minions-designed original merchandises

### ■ AEON Card – Features & Privileges

- Enjoy 5% discount at all AEON stores in Japan on every 20<sup>th</sup> and 30<sup>th</sup> of the month
- Double Tokimeki Points at applicable AEON stores at all times (2 points per 200 Yen)
- Double Tokimeki Points on every 10<sup>th</sup> of the month (2 points per 200 Yen)

## 【AEON Card Select (Minions) - Launch Campaign】

AEON Card Select (Minions) – New Application and Spending Campaign (Limited to WEB Only)

1. Period : 22 November, 2018 (Thu) – 28 February, 2019 (Thu)
2. Details : Customers who have successfully applied for AEON Card Select (Minions) and spend with the card will be rewarded maximum 8,000 Tokimeki Points.
  - New successful application : 1,500 Points
  - Spending with AEON Card Select (Minions)
    - More than 20,000 Yen : 2,000 Points
    - More than 50,000 Yen : 5,000 Points
    - More than 65,000 Yen : 6,500 Points

AEON Card Select (Minions) and AEON Card (Minions) – Spending Campaign

1. Period : 22 November, 2018 (Thu) – 31 December 2018 (Mon)
2. Details : Customers who spend more than 10,000 Yen during the above campaign period will enter a lucky draw for free Minions-designed good and merchandises.

《Universal Studio Japan Course》

Universal Studio Japan™

One-day Studio Pass 320 winners (160 pairs)

《Minions Goods Course》

Bob Goods Total 680 Winners



※Photos are for image only.

※Application for AEON Card Select (Minions) can be submitted through AFS's official website  
Campaign details and application methods can also be found here.

AEON Financial Service Official Website

URL : <http://www.aeon.co.jp/>

### About Universal Studios Japan

Universal Studios Japan is wholly owned by Comcast NBCUniversal.

Universal Studios Japan located in Osaka, Japan, has succeeded in establishing its position as a prominent entertainment and leisure landmark drawing many guests from distant areas in Japan as well as overseas. "Bringing You the Best of the World" - a theme park where its guests can have the world's best experiences and create the world's best memories, Universal Studios Japan offers world-class entertainment such as authentic attractions and shows, based not only on Hollywood blockbusters but also popular entertainment brands, and a variety of seasonal events entertaining its guests to the fullest.

Universal Studios Japan has continued to evolve since its opening and has recently accelerated its growth with the launch of world-class entertainment experiences such as *The Wizarding World of Harry Potter*, *The Flying Dinosaur* and *Minion Park* and *Despicable Me Minion Mayhem Ride*. Universal Studios Japan recently broke ground on Super Nintendo World – what will become a Nintendo-themed, expansive entertainment areas featuring Nintendo's legendary worlds and characters.

### About Illumination

Illumination, founded by Academy Award® nominee Chris Meledandri in 2007, is one of the entertainment industry's leading producers of event-animated films. The company's franchises include two of the top-four animated films of all time, and its iconic, beloved brands—infused with memorable and distinct characters, global appeal and cultural relevance—have grossed more than \$5.7 billion worldwide.

Illumination was recently honored by Fast Company as one of the world's most innovative companies.

Illumination, which has an exclusive financing and distribution partnership with Universal Pictures, has garnered an extraordinary number of franchise successes for a studio only a decade old. As the creator of the hugely successful world of *Despicable Me*, which was recently crowned the top-grossing box-office animated franchise globally, Illumination has evolved the *Despicable Me* series to include *Minions*, the second-highest-grossing animated film of all time and the most profitable film in Universal's history, as well as the Academy Award®-nominated *Despicable Me 2* and summer 2017's *Despicable Me 3*, which has now crossed \$1 billion at the global box office to become the fourth-highest-grossing animated film of all time.

In 2016 alone, Illumination launched two original properties that captivated audiences worldwide. That summer, *The Secret Life of Pets* achieved the best opening for an original movie, animated or otherwise, in U.S. history. Likewise, the critically lauded holiday favorite *Sing* premiered to a standing ovation at the Toronto International Film Festival before becoming a global smash.

Founded 10 years ago with the mission of putting a smile on the face of every member of the audience, no matter their age, Illumination continues to imagine both original stories, as well as unexpected adaptations of beloved pre-existing works. By infusing joy and discovery into every property, the studio allows audiences to connect their experiences with each property to the Illumination brand itself.

With successful mobile games, consumer products and social/digital media, Illumination's franchises—populated with characters that are as comedic as they are heartfelt and authentic—translate far beyond the theater. "Despicable Me: Minion Rush" has now become

the fifth-most popular game ever, while Despicable Me: Minion Mayhem, at Universal Orlando Resort and Universal Studios Hollywood, has newly been joined by the wildly popular Minion Park at Universal Studios Japan...where the Minions are the No. 1 licensed characters.

Illumination's upcoming films—featuring creative contributors from an unparalleled collection of writers, artists, voice talent and musicians—include *Dr. Seuss' The Grinch* in November 2018, *The Secret Life of Pets 2* in June 2019, *Minions 2* in July 2020, and *Sing 2* in December 2020.

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