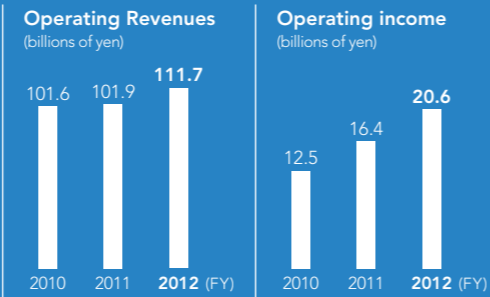


Segment 1 **Credit Businesses**



Main areas of business include:
Retail and corporate credit business



Business Performance and Initiatives in Fiscal 2012

The number of active Aeon Card members in Japan increased strongly; up by 1.23 million compared to the beginning of the period to 22.24 million. Initiatives toward this expansion included promoting on-the-spot issuance of cards at partner outlets and bank branches as well as introducing the ability to complete membership application procedures on the Internet. We also worked to improve convenience of procedures associated with card applications. Further, member numbers for Aeon Card Select, which is a combined Aeon credit card and AEON BANK cash card, expanded by 420,000 compared to the beginning of the period to 1.95 million. Initiatives toward expansion of Aeon Card Select members included promoting a preferential interest rate campaign for AEON BANK ordinary deposit accounts. Total active member numbers and total card shopping volume

handled both grew strongly, with a net increase of 1.04 million members compared to the beginning of the period to 13.72 million and a yoy increase of 24.8% in card shopping to JPY3.448942 trillion. Initiatives in these areas included joint schemes with alliance partners such as a 10% rebate on power bills settled with Aeon cards and an interest-free installment payment campaign.

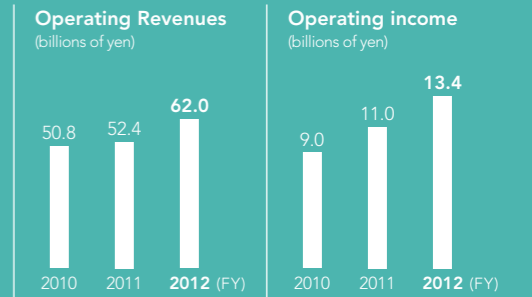
We also commenced a special discount day together with issuance of specialized cards for our over-55 customers from September 2012.

As a result of these initiatives, operating revenues in our credit businesses increased by 9.6% yoy to JPY111.728 billion and operating profit increased by 25.4% yoy to JPY20.636 billion.

Segment 3 **Overseas Businesses**



Main areas of business include:
Overseas credit business.



Business Performance and Initiatives in Fiscal 2012

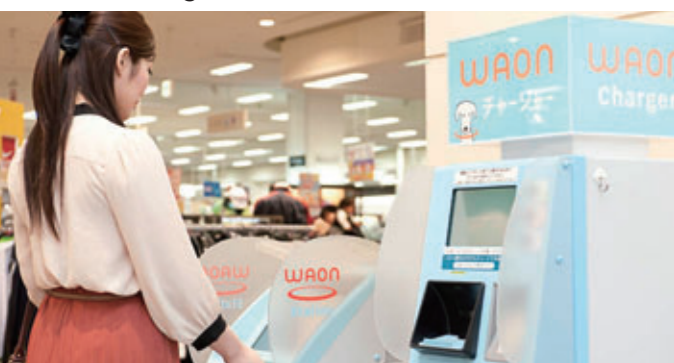
In Hong Kong, we used the new establishment of an alliance partner branch as an opportunity to strengthen subscription of card members, and also developed initiatives based on the 25th anniversary of our company establishment there. In addition to expansion in commissioning of claims collection business from financial institutions in Shenzhen and Guangzhou in China, we also implemented schemes promoting the use of installment payment cards in Shenyang and Tianjin.

In Thailand, we opened 13 new marketing offices, expanding to a total of 100. We also took actions including the issuance of partner cards with Thai Airways and initiatives based on the 20th anniversary of our company establishment. We strengthened development of member outlets in Vietnam and Cambodia, where installment payment businesses are developing, mainly centered on home appliance mass-retailers.

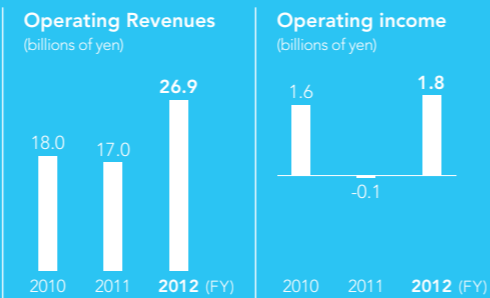
As well as promoting the issuance of point-program cards with our alliance partners in Malaysia, we also took actions to expand card member numbers such as the new commencement of member subscriptions for AEON Big Malaysia (AEON BIG (M) SDN. BHD.). In Mumbai, India, we commenced installment payment businesses. We accelerated new activities in the Philippines, which is our base for systems development for all of our overseas companies, such as building a framework of 200 systems engineers and establishing a local subsidiary for installment payment business.

As a result of these initiatives, we achieved increased income and profit in Hong Kong, Thailand, and Malaysia. Operating income from overseas businesses increased by 18.2% yoy to JPY62.035 billion and operating profit increased by 21.7% to JPY13.488 billion.

Segment 2 **Fee Businesses**



Main areas of business include:
e-money business, Internet business, bank agency business, insurance business, business subcontracting, and claim management and collection.



Business Performance and Initiatives in Fiscal 2012

In our e-money business, we increased the number of locations in which WAON e-money services can be used by 21,000 compared to the beginning of the period to 160,000. This was the result of WAON-member outlet development, mainly with home appliance mass-retailers, convenience stores, and pharmacies. We also promoted the issuance of combined WAON cards and various campaigns. As a result, the number of cards issued was 31.8 million as at March 31, 2013 and the total volume of settlements for the period from March 1, 2012 to March 31, 2013 was JPY1.311387 trillion (a yoy increase of 30.8%).

In our bank agency business, we established new,

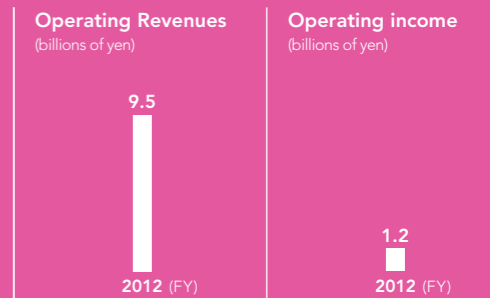
in-store branches (named "Kurashi-no-Money Plazas") to provide a one-stop response to various financial needs including securities and insurance in addition to credit and banking services. In our insurance-related businesses, we aimed to increase contract numbers by expanding our marketing office network to 90 locations in addition to improving convenience in terms of our Internet presence. We also developed private-brand insurance products for the over-55, senior segment.

As a result of these efforts, operating income increased by 58.4% yoy to JPY26.926 billion and operating profit increased by JPY1.918 billion yoy to JPY1.84 billion.

Segment 4 **Banking Businesses**



Main areas of business include:
Banking business.



Business Performance and Initiatives in Fiscal 2012

We expanded the business promotion network of AEON BANK, Ltd. to a total of 105 branches (+24 yoy). In our ATM operations, we promoted installation of machines in public facilities such as stations and airports in addition to Aeon group outlets and increased total ATM numbers to 2,680 (+737 yoy). Together with this, we also increased partner financial institutions with whom our customers can use ATMs and added functions enabling WAON charging and the exchanging of points. We believe that these initiatives have further improved customer convenience. Further, we

promoted preferential interest rate schemes for term deposits and campaigns for home loans. As a result of this, we achieved an increase in account numbers to 3.06 million (470,000 yoy), an increase in deposit balances to JPY1.220116 trillion (+9.3% yoy), and an increase in our loan balance (mainly home loans) to JPY702.4 billion (+51.4% yoy).

Further, operating revenues from banking businesses was JPY9.539 billion and operating income was JPY1.269 billion (*January 1, 2013 to March 31, 2013).