



July 22, 2013

For immediate release

Registered Company Name: AEON Financial Service Co., Ltd.

President and CEO: Kazuhide Kamitani

Stock Listing: Tokyo Stock Exchange, First Section

(Code No.: 8570)

Contact: Hideki Wakabayashi,

Director, Senior Managing Executive Officer

Notification Concerning the Price of Sixth Offer of New Share Subscription Rights (Share-Reward Type Stock Option)

AEON Financial Service Co., Ltd. hereby announces that the price of its sixth offer of new share subscription rights to its board directors (share-reward type stock option) has been determined as below.

Notes

1. Name of the New Share Subscription Rights to Be Offered

AEON Financial Service Company Limited Sixth Offer of New Share Subscription Rights
(Share-Reward Type Stock option)

2. The Offering Price of the New Share Subscription Rights

JPY271,500 per new share subscription right (The new share subscription rights is offered as a form of director compensation at the stock value deemed fair by the accounting method as at the date of allotment. Therefore, payment of the price in exchange with the exercise of the new share subscription right is not required.)

[Overview of the Sixth Offer of New Share Subscription Rights (Share-Reward Type Stock Option)]

(1)	Date of resolution on director compensation by general shareholders meeting:	May 15, 2007
(2)	Date of resolution by the board of directors meeting:	June 21, 2013
(3)	Period during which new share subscription rights may be exercised:	August 21, 2013 to August 20, 2028
(4)	Date of allotment of the new share subscription rights:	July 21, 2013
(5)	Number of new share subscription rights offered	120
(6)	Class and number of shares under scope of the new share subscription rights:	12,000 shares of common stock
(7)	Amount to be paid for exercise of the new share subscription right:	One yen per share
(8)	Persons to whom new share subscription rights shall be allotted:	6 board directors of AEON Financial Service Co., Ltd.

ENDS