



February 20, 2014

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

## Notice of Change in Representative Director and Appointment of Advisor

AEON Financial Service Co., Ltd. (the “Company”) hereby provides notice of a change in representative director and the appointment of an advisor that the Company’s Board of Directors resolved at the meeting held on February 20, 2014, as follows. The appointed advisor is scheduled to assume the office of Representative Director, President and CEO of the Company following resolutions of the regular general meeting of shareholders and subsequent meeting of the Board of Directors planned for June 2014.

### 1. Change in representative director

#### (1) Details of the change in representative director (March 1, 2014)

Name	New Title	Current Title
Tsunekazu Haraguchi	Representative Director, President and CEO, Chairman	Representative Director, Chairman
Kazuhide Kamitani	Representative Director	Representative Director, President and CEO

\*Tsunekazu Haraguchi concurrently serves as Executive Officer and Co-CEO of the Financial Services Business of AEON Co., Ltd. and Chairman, Director of AEON Bank, Ltd. However, on March 1, 2014, he will resign from the post of Co-CEO of the Financial Services Business of AEON Co., Ltd.

\* Kazuhide Kamitani concurrently serves as Executive Officer and Co-CEO of the Financial Services Business of AEON Co., Ltd., Group E-commerce Business Officer, and Representative Director of AEON Credit Service Co., Ltd. However, on March 1, 2014, he will assume the post of Executive Officer and CEO of the Service Business and the Specialty Store Business of AEON Co., Ltd.

#### (2) Reason for the change

Since becoming President and CEO of the Company in 2008, Kazuhide Kamitani has devoted himself to expanding the businesses of the Company and its group of companies. He shifted the Company to a bank holding company structure in April 2013 to promote the creation of a new business model that unifies the retail and financial services businesses.

With management strategy now decided under the bank holding company structure, the Company has decided to inaugurate a new system with the change in representative director.

## 2. Appointment of advisor (March 1, 2014)

Name	New Title	Current Title
Akinori Yamashita	Advisor	Executive Officer, AEON Co., Ltd. Financial Service Business Officer

\*Akinori Yamashita is scheduled to be appointed Director, Senior Managing Officer and CEO of the Financial Services Business of AEON Co., Ltd. and Group E-commerce Business Officer on March 1, 2014.

Moreover, Akinori Yamashita is scheduled to assume the office of Representative Director, President and CEO of the Company following resolutions of the regular general meeting of shareholders and subsequent meeting of the Board of Directors planned for June 2014. Tsunekazu Haraguchi is scheduled to resign as representative director.

## 3. Brief history of advisor

Name	Akinori Yamashita
Date of birth	January 1, 1954
Outline of Career	
April 1977	Joined Jusco Co., Ltd. (currently AEON Co., Ltd.)
May 2004	Executive Officer, Jusco Co., Ltd.
May 2005	Managing Executive Officer, Jusco Co., Ltd.
May 2007	Director, The Daiei, Inc.
	Director of Finance in Business Administration Main Unit, The Daiei, Inc.
May 2010	Director, Executive Officer, The Daiei, Inc.
	Finance and Accounting Manager, Group Business Manager and General Affairs and Human Resources Manager.
March 2013	Director, Executive Officer, General Manager, The Daiei, Inc.
September 2013	Senior Managing Executive Officer, AEON Co., Ltd., Financial Service Business Officer (present post)
March 2014	Director, Senior Managing Officer and CEO of the Financial Services Business of AEON Co., Ltd. and Group E-commerce Business Officer (scheduled appointment)
June 2014	Representative Director, President and CEO, AEON Financial Service Co., Ltd.

\*Akinori Yamashita does not own any AEON Financial Service Co., Ltd. shares (as of September 30, 2013).

\* Tsunekazu Haraguchi owns 2,000 AEON Financial Service Co., Ltd. shares (as of September 30, 2013).

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