

"First in Asia" - Collaboration with UK Company Ocado

Using the latest digital technology and features

Aeon's online market "Green Beans"

will be launched in summer 2023

Aeon Next Co., Ltd. (Head office: Mihama-ku, Chiba; President: Bharat Rupani) launches "Green Beans," a new brand of "online market," and will launch the service in the summer of 2023.

At the same time, the company initiates operations of Aeon's first Customer Fulfillment Center ("CFC") with state-of-the-art AI and robotics capabilities, for which construction started in 2021 in Honda-cho, Midori-ku, Chiba City.

Green Beans offers a revolutionary shopping experience using state-of-the-art digital technology and functions with Ocado Solutions (Head Office: London, CEO: Luke Jensen), a subsidiary of Ocado Group plc (Head Office: London, CEO: Tim Steiner), a UK-based technology company, which has partnered with AEON Co. since November 2019. We deliver unparalleled customer experiences with the latest operations and logistics driven by AI and robots, comfortable, personalized user interface, and the high-level fresh control enabled by thorough cold chain operations.

Green Beans is an online market where a wide range of fresh grocery and daily necessities can be purchased comfortably anytime, anywhere, and delivered to customers' doorstep when they want.

■ About Green Beans

Green Beans is a brand that not only helps save customers time spent on shopping and household chores through home delivery and distribution services from a large fulfillment center operated with advanced technology, but also create enjoyable and fulfilling time for customers and changes their lives through products and services of Green Beans.

<Brand Concept>

Transform shopping. Change daily living.

Transforming time spent on housework into more enjoyable and fulfilling time. We want to support the many people who are pressed with time, including growing number of double-income couples and child-rearing generations in Japan.



<Origin of the brand name>

It is a name with which we sincerely hope to help materialize the health & wellness that Aeon aims to offer. Green means "freshness," "health," and "renewal," and symbolizes "peace," "environmental thought," and "abundance." Beans are a symbol of abundance and happiness, representing nourishment and change. Green Beans is a combined name of these two words.

<Three characteristics of Green Beans>

- **We offer convenient "bulk shopping" to our customers.** -

"Ease" - We offer convenient and easy-to-use functions to our customers.

- Customers can enjoy a stress-free shopping experience with a smooth UI/UX that are becoming more personalized, the more they use it. It allows customers to easily find products they want from a wide range, enabled by various functions such as the smart cart function by which customers can add products recommended by AI based on their shopping history to the carts with just one click, a function that allows them to easily select products they need from their favorite recipes, and an excellent search function.
- Customers can choose products 14 days in advance and plan shopping as they like.
- Hourly delivery slots are offered between 7:00 a.m. and 11:00 p.m., and customers are notified by e-mail of the estimated delivery time immediately before the delivery.
- A customer service center is available to assist customers from 6:30 a.m. to 11:30 p.m.


"Reliability" - We provide reliable services to our customers.


- Quality delivery services are offered by our own dedicated staff (delivery crews) who are trained in customer service and quality control.
- In addition to time and temperature control, we deliver vegetables with one-week fresh guarantee, enabled by a wrapping method unique to Green Beans and thorough temperature control without interruption from farms to customers' doorstep.
- We provide abundant product information, including quality assurance deadlines, allergens, and nutritional information to convey the quality of our products.

"Choice" - We help customers make choice when shopping.

- We communicate to customers with fun information through rich contents such as recipes and communication via social media.
- In addition to a wide variety of frozen foods and large-volume product, we offer unique products to Green Beans including local products. AI-based sales forecasting and strict inventory control ensure a low stock-out ratio.

- "Freshness and quality of fresh products" and "wide assortment"

Freshness+ (Sendo Plus) One-week freshness guarantee service	To solve the pain points that are often associated with online shopping of fresh produce, such as "I cannot choose fresh produce visibly by myself," "I have concerns about freshness," and "it doesn't stay fresh for long," Green Beans offers a "one-week freshness guarantee (Freshness+)" that promises freshness (excellent shape and color) for up to one week from the time of delivery. *The one-week freshness guarantee applies to products with the mark of "Freshness +".	
Large volume products	We also offer a good range of large-volume products to meet the bulk shopping needs, depending on families and lifestyles and to allow customers to shop a volume of products for one week. We directly deliver to customers' doorstep large-volume pack products that are too heavy to carry home.	

Kodawari curated products	<p>We offer a great lineup of products unique to Green Beans, carefully selected by our buyers. We expand our lineup of highly unique products, such as local products that are particular about their region, harvest season, and fishing season, as well as organic and vegan products.</p>	
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■ Service Overview

URL	<ul style="list-style-type: none"> https://greenbeans.com/ <div>   </div> <p>*Screen image <PC> <smart phone app></p>
Service Areas	<ul style="list-style-type: none"> Shinjuku, Shibuya, Setagaya, Meguro, Chuo, Chiyoda, Shinagawa, Minato, Ota, Koto and Edogawa wards of Tokyo Chiba City, Chiba Prefecture (Inage, Chuo, Hanamigawa, Midori, Mihama and Wakaba wards), Narashino, Funabashi, Ichikawa, Urayasu, Yachiyo and Yotsukaido cities Wards in Kawasaki City, Kanagawa Prefecture (Asou, Kawasaki, Saiwai, Takatsu, Tama, Nakahara, Miyamae) <p>The delivery will start in phases and expand areas to cover the entire 23 wards of Tokyo in one year.</p>
Delivery hours	<ul style="list-style-type: none"> Hourly from 7:00 a.m. to 11:00 p.m.

■ Pre-registration benefits

Customers in the above service area can get a coupon with pre-reservation in advance!

To celebrate the "Green Beans" service announcement, pre-registered customers can get a coupon of a 3,000 yen discount off their first purchase. For more information, please visit the following URL. Registration is free.

<Pre-registration information page> *Pre-registration period: April 4, 2023 - May 31, 2023

<https://greenbeans.com/>



■ Sustainability initiatives at Honda CFC (Customer Fulfillment Center)

In March 2018, Aeon formulated the "Aeon Decarbonization Vision," aiming to reduce the total amount of CO2 and other emissions from its stores to zero by 2040, and is promoting a shift to renewable energy and energy-saving. The Honda CFC (Customer Fulfillment Center), which starts operation this time, makes a maximum use of renewable energy for its operations by using power generated by a solar power system installed with the PPA* model and by installing large storage batteries. In addition, the facility is operated on 100% renewable energy, including power procured from outside sources.

*The PPA model stands for "Power Purchase Agreement model," in which a PPA operator uses space and roof of the power consumer to install a solar power generation system, and then sells the power generated from it to the power consumer.

