

AEONNEXT

July 7, 2023
AEON Co., Ltd.
Aeon Next Co., Ltd.

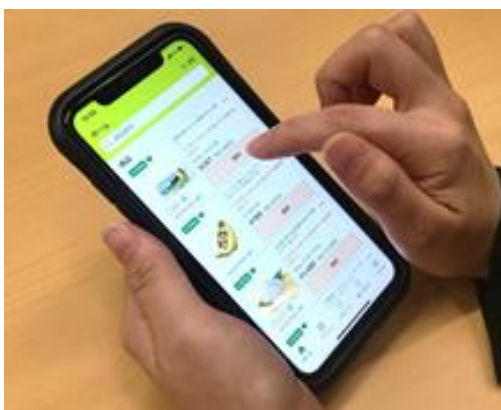
~ Service start in the Tokyo 5 wards of and 3 cities in Chiba ~
with the latest digital technology and features,
Aeon's online marketplace, "Green Beans"
Grand opening on July 10, 2023




Aeon Next Co., Ltd. (Head office: Mihama-ku, Chiba; President: Bharat Rupani) to start full-scale operations of its online market business "Green Beans" on July 10, 2023 (Monday), using Japan's first Customer Fulfillment Center (CFC), which is equipped with cutting-edge AI and robotics functions, as its distribution base.

Together with its UK business partner Ocado Solutions (Head Office: London, CEO: Luke Jensen), a subsidiary of UK-based technology company Ocado Group plc (Head Office: London, CEO: Tim Steiner), they are to provide a breakthrough shopping experiences backed by the cutting edge technologies and functions.

They deliver an unprecedented customer experience through state-of-the-art AI and robotic operations and logistics, a personalized and comfortable user interface, and high freshness control through a thorough cold chain.



<Service Overview>

<p>URL</p>	<p>https://greenbeans.com/</p>  <p><PC> <Smart phone></p> <p>*Screen image *Mobile application to be downloadable from July</p>
<p>Service Offerings Area</p>	<p>[Grand opening on July 10 (Mon)] Tokyo wards: Shinjuku, Shibuya, Chiyoda, Chuo and Ota Cities in Chiba: Chiba, Funabashi and Narashino</p> <p>[Gradual Expansion in summer 2023] Tokyo wards: Minato, Meguro, Setagaya, Koto, Shinagawa and Edogawa Cities in Chiba: Ichikawa, Urayasu, Yotsukaido and Yachiyo Kanagawa: Kawasaki City</p> <p>Expand service to all 23 wards of Tokyo over 12months.</p>
<p>Delivery hours</p>	<p>Hourly from 7:00 a.m. to 11:00 p.m. (can place order for the next day to 14 days in advance)</p>
<p>Minimum Purchase Amount (excluding tax)</p>	<p>4,000 yen</p>
<p>Delivery fee (including tax)</p>	<p>330 yen, 440 yen, 550 yen *Varies depending on delivery slot</p>
<p>Number of items</p>	<p>Approx. 20,000 to start and to be expanded to 50,000 within a year in a phased manner.</p>
<p>Payment Method</p>	<p>Credit card payment</p>

*The above service outline is current as of Friday, July 7, 2023.

<Fresh even though it's online? No, fresh because it's online! One week freshness guarantee Freshness+ vegetable>



OneWeek Freshness
Guarantee (freshness +)

● Selection of the best production area for the peak sales timing

It is very important to choose vegetables from the optimal growing regions, as climates vary from region to region. In order to deliver vegetables with lasting freshness, Green Beans selects the best producers through its unique network of farmers spread across the country from north to south. In addition, during the harvesting process, we have established connoisseurship standards to select only the freshest and tastiest produce.

● Thorough temperature control from the production area to the doorstep,

leafy greens, for example, wilt when placed at room temperature due to active respiration, water evaporation, and energy depletion. Shriveling begins at the harvest stage. Green Beans minimizes the lead time from the producer to the warehouse and keeps the products at a low temperature even during delivery. After arrival to the CFC, products are stored in a thoroughly controlled three temperature zones, limiting time they are exposed to outside temperatures. Our trucks are equipped with temperature-controlled compartment to maintain the cold chain and deliver freshness to your doorstep.

● Breathing package

We use "breathing packages" and other materials to best maintain freshness in accordance with the types of vegetables. The breathing package has been thoroughly verified with the manufacturer to ensure that its specifications are different from ordinary ones in the market.

One week freshness guarantee is "Freshness+" URL:

<https://service.greenbeans.com/media/feature/sendoplus/>

*The one-week freshness guarantee applies to products with the mark of "Freshness +".

<Wide selection>

Green Beans offers a wide selection of products by leveraging the strengths on online market and unique AI. Our proprietary high-performance AI enables us to thoroughly manage inventory counts and minimize product stock-outs. It provides a comfortable one-stop shopping experience from a wide range of product categories preventing such situations where you cannot buy what you want.

In addition to fresh produce, we offer a wide selection of products, including meal kits, frozen foods, large pack items, specialty foods from around Japan, imported foods, baby items, products, pharmaceuticals, and pet items. Our skilled buyers have carefully curated assortment for customers to enjoy product selection and menu planning.

● Large pack items

The large packs have the advantage of being stocked as a staple food or shared with friends. We sell a large package with small portion packets for ease of use, as well as business-use products for value for money. Since we do home delivery, customer can easily order without worrying about the burden of carrying it home.

● Specialty products from around Japan

You can buy specialty products from all over Japan at home. You will find unexpected products from various regions of Japan that are not around in your neighborhood. You can enjoy a unique local dish at home.

● Meal Kit

We offer convenient sets of ingredients required for each menu. Lots of ingredients are can be used quickly on busy days, and meal kits linked with recipes and ingredients are convenient and time saving. We conduct in-house tasting sessions to confirm taste before commercialization. We also have a selection of products that focus on freshness of meat cut the very day of delivery bundled with vegetables to go along.



[Meal kit] Meat-Yummy! Crunchy colorful vegetables and beef
Chinjaorosu, 2 servings (chilled)
2 servings (¥590 yen /serving)
1,180 yen(1,275 yen with tax)



[Meal kit] Meat yummy !Japanese pork shoulder and domestic vegetable with black vinegarSubuta sweet-and-sour pork For 2 servings(Chilled)
For 2 servings(499 yen/serving)
998 yen(with tax1,078 yen)



[Meal kit] Meat yummy !Full of tasty vegetables Bibimbap rice bowl ingredients 2 servings (Chilled)
2 servings(499 yen /serving)
998 yen(1,078 yen with tax)

● Frozen Foods

We also offer a wide variety of frozen foods that can be easily prepared when you want to save time. It will add color to your table when you want one more dish for dinner. It is one of the items you should always have on hand, as it can be included in bento menus. It is also a great way to save cooking time, making it an ideal meal for busy days. We plan to offer the industry's largest selection of approximately 2,000 items, including sashimi made from fresh, seasonal fish frozen in its entirety.



[Frozen] Mori Marine Productsfrom Ehime Kama-age princess shirasu (whitebait) 25g×x10
1,480 yen(with tax1,599 yen)



[Frozen] 100% processed in Kochi Japanese Straw-grilled bonito 1 strip300g
1,780 yen(with tax1,923 yen)



[Frozen] Asahi Meat Cooperative Society Chiba potato pork, choppedthin slice 300g
1,014 yen(1,096 yen with tax)

● Imported Foods

Imported food products that allow you to easily experience foreign food culture. A wide variety of authentic and colorful sauces and spices are available. Imported foods that give you a taste of foreign countries easily accentuate your daily life and add more color to your diet.

● Pharmaceuticals, baby and pet items

We also offer a wide variety of safe and secure products, including pharmaceuticals that we tend to run out of, baby items that are consumed quickly, and a wide range of pet supplies from food to care items. We also handle Type I, II and III pharmaceuticals.

● Topvalu

Aeon's private brand. We deal with wide range of Topvalu brand from food, clothing and home fashion products. We deliver safe and reliable products that suit customers' lifestyles and moods of the day.

<User Interface (UI) Features>

Green Beans e-commerce site includes convenient features to help customers select products. The Smart Cart is a convenient feature that allows customers to easily select products based on their purchase history, with AI recommendations from an assortment of approximately 50,000 items in a single click.

The Subscription function automatically adds products to the customer's shopping cart according to the required frequency (once a week to every other month), making it easy and convenient for customers to register what they regularly buy and preventing them from running out of them. Other useful features include a Check Out Walk function that recommends items at the end of shopping trip to prevent users from forgetting to buy them, as well as Favorites and Shopping List functions.

The mobile app will also be available to be downloaded in July.



<Honda CFC (Customer Fulfillment Center), max 50,000 SKUs inventory>

- The entire order of the customer is optimized and managed by an end-to-end system that runs on the same platform from the time the of order placement until the home delivery.
- When an order is placed, up to approximately 1,000 robots move at a speed of 4 meters per second to pick 50 items in 6 minutes from a maximum of 50,000 items, including fresh foods, processed foods, and daily necessities. Picking is also systematized and programmed so that heavy or hard items are picked up first to avoid crushing or damage, and in the order of room temperature, refrigerated, and frozen.
- When an order is placed, the delivery route is calculated, and the AI optimizes how many items are purchased by customers in the same area and how to most efficiently dispatch vehicles, thereby increasing delivery efficiency and maximizing the number of delivery slots available to customers, even during high demand hours.
- From product receiving to picking and delivery, we thoroughly manage three temperature zones (ambient, refrigerated, and frozen) to ensure products are delivered to customers with a high level of freshness.



<A wealth of contents and recipes>

In addition to the EC webshop, the site is also a fun place to go through with contents that tells about the product quality and a wide variety of useful and tasty recipes.

Recipes using seasonal ingredients are delivered from time to time to help users plan daily menu. If you find a recipe of your interest, you can buy the necessary ingredients in bulk, so you can enjoy cooking at home without any missed ingredients.

The site offers more than 100 recipes with titles such as Gutchi Couple's 5 Days Meal , menu proposal by a popular chef, Buyer's Choice Ingredient Recipes, Home Cooking that Pleases the Family, Let's Eat Vegetables!, Quick Recipes within 10 Minutes and more than 100 recipes are now available.

Recipe website: <https://greenbeans.com/recipes>

Content website: <https://service.greenbeans.com/media/>

Gutchi Couples 5days Meal

You can find what you want to eat! Available for immediate purchase! Popular cooks Gutchi Couple, showcase their 5-day weekly menus in one place!



Buyer-selected Recipe with Ingredients

More delicious with carefully selected ingredients by our buyers. GreenBeans originally developed recipe.



Quick recipe ready within 10 minutes

Especially when you are busy or tired, you can save time wisely! Quick recipes ready within 10 minutes



Noodles to eat in Summer!

Introducing noodle recipes that are best for hot summer months.



Let's Eat Vegetables.

Recipe recommendation to enjoy tasty vegetables!



<Our commitment to delivery>

Green Beans, in order to realize high quality service, operates the last mile of delivery in-house. Drivers who deliver orders are full-time Green Beans employees of Aeon Next Delivery, a subsidiary of Aeon Next.

We provide in-house training in customer service and quality control to ensure that customers can use our products with comfort and we are committed to be considerate of courteous delivery. Therefore, you can use our services with confidence.

For efficient delivery routing, the AI calculates 14 million possible routing per second, including road conditions (traffic volume and time of day), driver break time, and the size and temperature range of each customer order, to maximize orders by coming up with optimal routing.



<About Green Beans>

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

●Brand Concept

Transforming shopping

Changing daily living.

To transform time spent on housework into more enjoyable and fulfilling time.

We support many people who are pressed with time, those increasing number of working couples and families raising children.

●Origin of the Brand name

The a name with our sincere committment and to realize Aeon' health & wellness goals. Green means

freshness, health and rebirth, and symbolizes peace, care for the environment and abundance. Beans

is a symbol of abundance and happiness and represents nourishment and change. These two words are combined.



End