

**AEON Co., Ltd. (“AEON”)** is an integrated Japanese retailing and service group consisting of more than 140 subsidiaries and affiliates. Its core business is the operation of General Merchandise Stores (“GMS”). It also participates in the operation of specialty stores, shopping centre development and in the service sector. AEON is active not only in Japan, but also in the Southeast Asia, the PRC and North America. AEON’s activities are guided by the unchanging “customer first” credo in every market all the times.

**JUSCO Stores (Hong Kong) Co., Limited (“JUSCO”)**, a subsidiary of AEON, established its first store in Hong Kong in 1987 and was listed on the Hong Kong Stock Exchange in 1994. JUSCO is now operating eight GMS in Hong Kong and five GMS in the Guangdong province, the PRC.

# Mission

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Our principle is to place “Customer First” at all times. We also emphasise three key words, which make up the essence and character of the retail industry: “peace”, “people” and “community”. These precepts remain the same wherever we are doing business and we strive to act as a good corporate citizen of the local community.

Our strategy is to provide a wide-range of quality daily necessities at reasonable prices for our customers.