

AEON Co., Ltd. ("AEON") is a 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 operates specialty stores, develops shopping centres, and participates in the service sector activities.

AEON is active not only in Japan, but also in Southeast Asia, the PRC and North America. AEON's activities are guided by the unchanging "Everything we do, we do for our customers" credo in every market at all times.

AEON Stores (Hong Kong) Co., Limited (the "Company"), a member of AEON, established its first store in Hong Kong in 1987 and was listed on the Stock Exchange of Hong Kong in 1994. The Company now operates 7 GMS and 5 independent JUSCO \$10 Plaza in Hong Kong, and 6 GMS in the Guangdong Province, the PRC.

m i S S I O N

Our principle is to put "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 in the local community.

We strive to provide a wide-range of quality daily necessities at reasonable prices, as well as a pleasant shopping environment for our customers.