

Mission

AEON Co., Ltd. (“AEON Co.”) is a Japanese retailing and service group with more than 150 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 service sector activities.

AEON Co. is active not only in Japan, but also in Southeast Asia, the PRC and North America. AEON’s activities are guided by its unwavering “Everything we do, we do for our customers” credo in every one of its markets at all times.

AEON Stores (Hong Kong) Co., Limited (the “AEON Stores”), a member of AEON Co., established its first store in Hong Kong in 1987 and was listed on the Hong Kong Stock Exchange in 1994. AEON Stores now operates 7 GMS and 7 independent \$10 Plaza in Hong Kong, and 8 GMS in Guangdong Province and the Shenzhen Special Economic Zone, the PRC.

Granted an operating license in the PRC through our wholly owned subsidiary, AEON (China) Co., Ltd., our status in the China retail market has been further consolidated. AEON Stores will put in its best to drive and back up our expansion in South China.

Whether it is in Hong Kong or the PRC, we strive for providing customers with a wide-range of quality daily necessities at reasonable prices, and a pleasant shopping environment.

Besides adhering to our guiding “Everything we do, we do for our customers” principle, we also endorse three key elements, which capture the essence and character of the retail industry:

“peace” , “people”
and **“community”** .

All our staff members are abided by the “AEON Code of Conduct” which guarantees our delivery of excellent services and immediate response to customers’ needs. We take pride in our ability to render to our customer services that constantly exceed their expectations.