



## Mission

**AEON Co., Ltd. ("AEON Co.")** is a Japanese retailing and service group with more than 155\* 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.

AEON Co. is active not only in Japan, but also in Southeast Asia, the PRC and North America. Its activities in all different markets are guided by its unwavering "everything we do, we do for our customers" credo at all times.

**AEON Stores (Hong Kong) Co., Limited ("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, 9 independent JUSCO \$10 Plaza and 1 independent Supermarket in densely populated districts in Hong Kong, and 9 GMS in Guangdong Province and the Shenzhen Special Economic Zone, the PRC.

# “PEACE” “PEOPLE” and “COMMUNITY”

Whether it is in Hong Kong or the PRC, we are dedicated to providing customers with a wide-range of high quality daily necessities at reasonable prices, and a pleasant shopping experience.

Besides adhering to our guiding business principle – “Everything we do, we do for our customers”, we also take to heart “Peace”, “People”, and “Community”, the three key elements that capture the essence and characters of the retail industry. All our staff members abide strictly by the “AEON Code of Conduct” which aim is to guarantee we deliver excellent services and respond promptly to customers’ needs. We take pride in being able to render to our customer services that constantly exceed their expectations.

\* As at 20 July 2005