



Mission

AEON Co., Ltd. (“AEON Co.”) is a Japanese retailing and services group with 130* consolidated subsidiaries and 27 equity-method associated companies. These companies are active in four business areas: General Merchandise Store (“GMS”) operations, specialty store operations, shopping centre development operations, along with service and other operations.

AEON Co. operates not only in Japan, but also in Southeast Asia, the PRC and North America. Its activities in different markets are guided at all times by its unwavering credo: “Everything we do, we do for our customers”.

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 seven GMS, 11 independent JUSCO \$10 Plaza and two independent supermarket facilities in densely populated districts of Hong Kong. It also operates nine GMS and one shopping centre in Guangdong Province, the PRC.

Whether in Hong Kong or the PRC, AEON Stores is dedicated to providing customers with a wide-range of high quality daily necessities at reasonable prices, and complemented by pleasant shopping experiences. Always seeking to guarantee customer safety as well as provide peace of mind shopping, convenience and enjoyment, such objectives are consistent with AEON Stores’ ongoing quest for total customer satisfaction.

At the very heart of AEON’s basic principles are “the pursuit of peace”, “respect for humanity” and “contribution to local communities”, all are customer-centric concerns. All staff members abide strictly by the “AEON Code of Conduct” which aims to guarantee delivery of excellent services and prompt response to customers’ needs. Accordingly, great pride is taken in the ability to provide customers with services that constantly exceed their expectations.

* As at February 2006