

# Press Release

## For Immediate Release



**AEON CREDIT SERVICE**

### **AEON CREDIT CONTRIBUTES RM 1 MILLION TO MAF'S 'AEON SMART CLASSROOM PROJECT'**

*The Ministry of Education shows full support for the 'AEON Smart Classroom Project', which will benefit 40 schools around the country.*

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**BUKIT MERTAJAM, 3 April 2023** – AEON Credit Service (M) Berhad ("AEON Credit" or the "Group"), a leading non-bank financial services provider in Malaysia, contributes RM 1 million towards the Malaysian AEON Foundation's ("MAF" or the "Foundation") 'Smart Classroom Project' which is aimed at providing quality education through the restoration and digitalisation of existing classroom experiences in schools.

A handover ceremony was held at Sekolah Kebangsaan Mengkuang in Bukit Mertajam, Penang on 26 March 2023. It was officiated by Puan Fadhlina Binti Sidek, Minister of Education, with Datin Noryahwati Binti Mohd. Noh, President of MAF. Also, present at the ceremony were Dato' Hj. Pkharuddin Bin Hj. Ghazali, Education Director-General and Tuan Haji Abdul Rashid Bin Abdul Samad, the Penang State Education Director. The other guests were Ministry and State Education Department officers, MAF Committee Members and AEON Group of Companies Senior Management.

The 'Smart Classroom Project' with a total of RM2 million, represents an extension of the Foundation 'AEON Sayap Bagimu' which was first launched in September 2021 benefitting 4,150 secondary students nationwide. The sustainable community initiative aims to enhance digital learning in schools across the country and to help bridge the education gap for students from low-income families by providing equal learning opportunities and with a commitment to strengthen their readiness in realising the aspiration of developing Malaysia as a digital nation.

To date, under 'AEON Sayap Bagimu' program, AEON Credit and AEON CO. (M) Bhd. ("AEON Co") have sponsored a total of RM2 million worth of 4,150 units Samsung Galaxy Tabs with Unifi Mobile internet connections and online tuition classes in 2021, which were distributed to students from eligible low-income families around Malaysia.

AEON Credit Managing Director and Vice President II of MAF Daisuke Maeda commented that the 'Smart Classroom Project' represents AEON Credit's social pillar commitment under its 3-years Sustainability Roadmap to improve digital literacy in schools and is in line with the United Nations Sustainable Development Goal ("UN SDG Goal 4") of Quality Education, in ensuring inclusive and equitable quality education and promoting lifelong learning opportunities for all.

"We are grateful to the Malaysian AEON Foundation for giving us the opportunity to play an integral part in providing better education for the students across the country. We would like to extend our gratitude to the Ministry of Education Malaysia and Yayasan Didik Negara for their unwavering support".

"It is a fundamental right that every child deserves a quality education, and we are aware of the challenges faced by both students and schools. Through the 'Smart Classroom Project', students will have the necessary support to succeed in their studies through smart classroom facilities which shall

be equipped with the latest audio-visual facilities and infrastructure that is suitable for modern learning methods.”

The Smart Classroom Project will be rolled out across 40 secondary and primary schools in 10 states nationwide, and in the future engagement programmes to promote digital literacy among students and their communities will be initiated with the aim to reduce the digital literacy gap.

“This project does not only help students excel in school, but it also plays an important role in encouraging students to continue their education by creating a fun and conducive smart learning environment for them.”

To date, the Foundation itself has contributed more than RM20 million in total for philanthropic activities in the areas of education, festivities and during natural calamity including throughout the Movement Control Order where families affected by the lockdowns received homecare boxes.

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#### **About AEON Credit Service (M) Berhad**

AEON Credit Service (M) Berhad (“AEON Credit”) was incorporated on 6 December 1996 and converted into a public limited company on 9 February 2007 and subsequently listed on the Main Market at Bursa Malaysia Securities Berhad on 12 December 2007. AEON Credit commenced operations in 1997 by providing Easy Payment schemes for purchase of consumer durables through appointed retail merchants and chain stores.

At the end of September 2021, AEON Credit completed the acquisition of 100% equity interest in an insurance broking firm, AEON Insurance Brokers (M) Sdn. Bhd. (*formerly known as Insurepro Sdn Bhd*) which allows AEON Credit and its’ subsidiary (“the Group”) to distribute both conventional and takaful insurance products, including life insurance products by leveraging on the AEON Group Retail network and ecosystem.

Today, the business of the Group has expanded to include issuance of Credit Cards, Prepaid Cards, AEON Wallet App, Easy Payment Schemes, Hire Purchase Financing for Motor Vehicles, Personal Financing schemes, Insurance Broker and other related services. The Group currently has five Regional Offices, 64 branches and service centres located in the major shopping centres and towns, a network of more than 10,000 participating merchant outlets nationwide, as well as one subsidiary company in Kuala Lumpur.

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#### **Issued by Esente Advisory Sdn Bhd on behalf of AEON Credit Service (M) Berhad**

For more information, please contact:

Ms. Lim Sim Hui

Tel : +603 2772 9113

Email : [corp\\_affairs@aeoncredit.com.my](mailto:corp_affairs@aeoncredit.com.my)

Mr. Vincent Lam

Tel : +603 6419 9501

Email : [vshen.lam@esente.com.my](mailto:vshen.lam@esente.com.my)