

## Press Release

For Immediate Release



**AEON CREDIT SERVICE**

### **AEON CREDIT UNVEILS ITS FIRST-EVER UPCOMING DAZZLING CARNIVAL AT IOI PUTRAJAYA**

**KUALA LUMPUR, 7 November 2023** – AEON Credit Service (M) Berhad (“AEON Credit” or “The Group”), a leading non-bank financial services provider, is excited to announce its upcoming inaugural AEON Credit Carnival event, which will be held at Lower Ground, East Court of IOI City Mall, Putrajaya, from 8 to 13 November 2023, from 10:00AM to 10:00PM. This grand event is set to offer an unforgettable and exhilarating experience to the public.

In anticipation of this grandeur event, a meticulously prepared array of six game booths promises an exclusive experience for the patrons which shall be accompanied by an array of exciting prizes including gold bar, Gintel DéVano SP Massage Sofa worth RM9,988 and mystery gifts.

The event will offer a delightful array of activities for the Group's valued customers, including gold grab challenge, snap and win contest, spin the wheel and enjoyable treats giveaways of popcorn and cotton candy at designated booths for the patrons to enjoy.

Furthermore, an exciting prize-giving ceremony awaits the Group's customers who have participated in AEON Credit's 'Wow! Fantastik Raya' campaign. The privileged winners stand the chance in winning various individual cash rewards collectively amounting to more than RM450,000, Iphone 14, Perodua Myvi and the grand prize of a Proton X70.

Adding a touch of prestige to the AEON 2023 Sales Carnival and 'Wow! Fantastik Raya' Prize Giving Ceremony, the event will be graced by the Group's esteemed Managing Director, Mr. Daisuke Maeda, and Chief Operating Officer, Mrs. Tyan Jen Lee.

**Mr. Daisuke Maeda, Managing Director of AEON Credit** said, “This momentous upcoming event symbolizes our profound gratitude towards the loyal customers who have chosen AEON Credit as their dedicated non-banking financial services provider as well as to introduce our latest products, services and initiatives to the public.”

“Since our inception, our customers have remained at the heart of our priorities. We have continuously expanded our range of product offerings and digitalized our core operations and processes to better serve them in this swiftly evolving market. In line with the current times and to better reflect who we are and what we stand for today, we have undertaken a slew of adaptations to our business operations which include branch refurbishments, the enhancements to our credit card offerings and digitalization inclusion such as the implementation of eKYC amongst others”.

"As a result, we have undertaken several rebranding initiatives, including the introduction of our new corporate tagline, 'Ever connected. Ever rewarding,' refinements to our corporate identity, and a comprehensive overhaul of the website and AEON Wallet app, aptly reflecting the Group's continuous commitment in delivering value to our customers."

“In this regard, through this event, we hope to forge enduring connections and foster stronger relationships with our existing customers and entering untapped market, besides creating memorable experiences.”

The public and AEON Credit members are welcome to join AEON Credit at this grand event and witness this fabulous celebration together.

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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 to 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 the purchase of consumer durables through appointed retail merchants and chain stores.

In 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 Aeon Credit has expanded to include issuance of Credit Cards & Prepaid Cards, provision of AEON Wallet app, Easy Payment schemes, Hire Purchase Financing for Motor Vehicles, Personal Financing schemes, insurance brokerage and other related services. The Group currently has five Regional Offices, 63 branches and service centers located in the major shopping centers and towns, a network of more than 8,100 participating merchant outlets nationwide, as The Group as a subsidiary company in Kuala Lumpur.

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

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