

JOINT PRESS RELEASE**AEON AND AEON CREDIT SIGN JOINT VENTURE TO BUILD A FUTURE-READY MEMBERSHIP AND DATA ECOSYSTEM**

- The JV aims to be AEON Group's unified membership program, supporting cross-platform marketing efforts while providing customers with a holistic retail and financial experience
 - The venture also serves as the Group's gateway for merchants and partners seeking to engage with AEON Group's large and diverse customer base
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Kuala Lumpur, 19 August 2025 – Two of Malaysia's leading public-listed companies under the AEON Group - AEON CO. (M) BHD. ("AEON") and AEON Credit Service (M) Berhad ("AEON Credit") - have formalized a strategic joint venture ("JV") to establish a new entity that will drive the integration of customer membership, data intelligence and digital engagement across the AEON ecosystem in Malaysia.

This initiative is anchored in AEON Group's vision that "customers are our starting point" and embraces our mission "to create a future lifestyle that leads to a smile for each and every person." Customers can look forward to seamless access to benefits across AEON's retail stores, e-commerce, financial services and digital banking, as well as the access to use and redeem rewards in more ways than ever before, and timely offers that fit their needs - making every interaction simpler and more rewarding.

With the required regulatory approvals, the JV will be jointly owned by AEON Credit (51%) and AEON (49%), with an initial paid-up capital of RM50 million. The JV is set to become a centralised orchestration layer that brings together customer engagement, digital media, data analytics and marketing solutions across retail, finance, digital and lifestyle touchpoints within the AEON ecosystem.

"This JV unlocks the true ecosystem synergy - bringing together retail, financial services and digital capabilities to create seamless added value for our customers," said Mr. Daisuke Maeda, Managing Director of AEON Credit.

Mr. Maeda added, "With AEON Bank joining the synergy as the JV's official bank, it strengthens our shared commitment to digital innovation and data-driven growth. AEON Bank will also support AEON partners through business banking solutions, complementing the JV's role in driving platform partnerships that benefit all AEON Group's customers."

Beyond customer benefits, the new entity will also act as a commercial data and marketing exchange hub, enabling AEON Group companies and partners to engage with AEON's large customer base with greater relevance and impact.

"By aligning our retail scale with AEON Credit's digital and financial infrastructure, we are co-creating an intelligent membership ecosystem designed to grow with our customers," said Mr.



Naoya Okada, Managing Director of AEON. "This JV is a cornerstone of our long-term digital transformation and group synergy strategy."

As part of its development, the JV will unify data and membership management across AEON's entities - namely AEON, AEON BiG Sdn. Bhd., AEON Credit, and AEON Bank Berhad, establishing a foundation for deeper ecosystem integration and shared value creation. The JV is expected to commence operations by the fourth quarter of 2025, subject to regulatory and operational readiness, marking a significant joint investment in future-proofing the AEON brand for a digital-first consumer era.

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About AEON CO. (M) BHD.

AEON CO. (M) BHD. is a leading General Merchandise Stores (GMS) cum Supermarket chain in Malaysia, with 28 AEON Malls, 35 AEON Stores, 6 MaxValu Prime, 63 AEON Wellness and 47 DAISO across the country. Incorporated in 1984 in response to the Malaysian Government's invitation to help modernise the country's retail industry, AEON's chain of stores strives to satisfy the ever-changing needs and desires of consumers.

Guided by its "Customer First" philosophy, the company's acute understanding of the target market needs, aided by optimal product-mix, AEON surpasses consumer expectations and enhances their experience every time they shop.

In the spirit of the name AEON, which means eternity in Latin, AEON's goal is to work together endlessly with its customers, suppliers, business partners, shareholders and the community to create a future of limitless possibilities.

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.

Today, the business of AEON Credit has involved in issuance of Credit Cards, Prepaid Cards, AEON Wallet App, Easy Payment Schemes, Hire Purchase Financing for Motor Vehicles, Personal Financing Schemes, Insurance Broker, Digital Islamic Banking, and other related services. The Group currently has 5 Regional Offices, 60 branches and service centres located in the major shopping centres and towns, and a network of more than 7,000 participating merchant outlets nationwide.

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