

**AEON Credit has been recognised as one of the  
HR Asia Best Companies to Work for in Asia 2025 – Malaysia Region**

**KUALA LUMPUR, 4 December 2025** – AEON Credit Service (M) Berhad (“AEON Credit” or “the Group”) has been recognised as one of the **HR Asia Best Companies to Work for in Asia 2025 – Malaysia Region**, underscoring the Group’s continued commitment to employee experience and a sustainable workplace.

Ms. Belinda Ong, Head of Human Resources and Administration, received the award on behalf of the Group at the ceremony held yesterday at One World Hotel, Petaling Jaya.

The HR Asia Best Companies to Work for in Asia Awards is a prestigious recognition programme that identifies organisations regarded by their employees as employers of choice. The award highlights companies across Asia with the best HR practices, high levels of employee engagement and excellent workplace cultures. Its high-profile reputation attracts participation from Fortune 500 corporations, multinational companies, government-linked organisations and a wide range of leading employers across the region.

Mr. Daisuke Maeda, Managing Director of AEON Credit, said, “We are truly honoured to be recognised as one of the best companies to work for in Malaysia region. This achievement belongs to all our employees, whose commitment, resilience and passion continue to inspire us every day. Their dedication to our shared purpose has shaped the strong and supportive culture we are proud of today.”

He added that the recognition further strengthens the Group’s commitment to building a workplace that champions wellbeing, sustainability and equal opportunities. Over the past year, AEON Credit has rolled out several key initiatives aligned with this focus, including embedding a value-driven culture through the activation of the “Our Purpose” philosophy, modernising its workplaces, establishing a structured employee–management collaboration platform and implementing a range of ESG-aligned wellbeing programmes to support holistic health and work–life balance.

The Group has also expanded its learning and development efforts through competency-based and digitalisation-driven training, supported by mentoring and coaching programmes to develop future leaders. Additionally, AEON Credit rolled out a comprehensive Employee Reward Roadmap to elevate salary and benefits competitiveness and implemented flexible working hours to further promote a more balanced work-life experience for employees.

Through strengthened two-way communication channels, including regular dialogues and townhalls, the Group continues to listen closely to employees and make meaningful improvements to the overall employee experience. These initiatives underscore AEON Credit's commitment to building a workforce that is empowered, future-ready and equipped to contribute meaningfully to Malaysia's evolving economy. The Group remains dedicated to creating a workplace where every employee can thrive, progress and help shape the future together.

Last month, AEON Credit was also recognised as the first runner-up in the Financial Services category at the Malaysia's 100 Leading Graduate Employers Award 2025. Organised by GTI Media and voted on by more than 50,000 students and recent graduates from public and private universities nationwide, the award highlights AEON Credit's strong workplace culture, which emphasises meaningful work, growth opportunities and inclusion—values that resonate strongly with the younger generation. This recognition also reflects the Group's growing employer brand appeal among graduates, reinforcing its position as a preferred destination for young talent.

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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. Today, the business of the Group is involved in the 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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