

# Press Release

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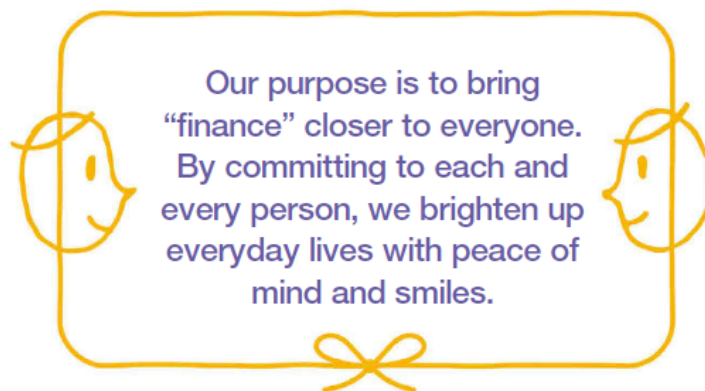
**AEON CREDIT SERVICE**

## **AEON CREDIT BRINGS FINANCE CLOSER TO EVERYONE BY ELEVATING CUSTOMER EXPERIENCE**

PUTRAJAYA, 21 August 2024 — AEON Credit Service (M) Berhad ("AEON Credit" or "the Group"), a leading non-bank financial services provider in Malaysia is committed to drive its Purpose and shared a series of key initiatives at an exclusive media presentation held at its flagship branch today.

These initiatives include the introduction of the new AEON Wallet App with digital onboarding and exciting new features, enhancements to credit cards, and the launch of flagship branches along with revamp to existing branches.

Lee Kit Seong, Chief Corporate Officer of AEON Credit, said, "In line with our Purpose, AEON Credit is committed to continuously improving how we serve our customers. We aim to make financial services more accessible, promote financial inclusion, address our customers' complete lifecycle needs, and enhance their overall experience."



These developments also set the stage for the realisation of AEON Living Zone - a seamlessly integrated ecosystem offering customers one-stop access to all Group products and services, including membership benefits, financing, digital banking, and insurance.

"Digitalisation is at the core of this endeavour, enabling us to consolidate shopping and financial services in a way that can streamline interactions and transactions for all AEON Group customers, vendors, suppliers, tenants and merchants through a unified touchpoint," he explained.

### **Enhanced AEON Wallet App: Streamlined and Feature-Rich**

The AEON Wallet app has been upgraded with new features being rolled out in phases to provide a more intuitive and user-friendly experience. The new version of the app features a refreshed interface that simplifies payment processes, rewards management, and access to financial products.

The digital onboarding process integrated into the AEON Wallet App now reduces turnaround time to just 52 minutes from 3 days previously. This improvement includes features such as pre-assessment, e-mandate, e-signature, e-storage, and scoring models.

Users can now manage their finances without the need for physical cards, thanks to the app's enhanced functionality. The upgraded app includes a Basic Wallet, which allows users to maintain a maximum wallet size of RM200 while enjoying essential features like scanning, paying, and earning AEON points. For an elevated experience, users can opt for the Premium Wallet through a straightforward e-KYC verification process. This upgrade unlocks benefits such as earning points on every transaction, a wallet size of up to RM10,000, and seamless fund transfers.

### **Rebranding the AEON credit card as a “Must-have Card”**

AEON Credit streamlined its credit card offerings and updated features to provide cardholders with more privileges. This enhancement aims to position its credit card as the premier choice within AEON, attracting AEON shoppers to use it more frequently. The enhancement efforts have been actively promoted through customer acquisition initiatives in collaboration with the AEON Group of Companies, as well as through various marketing campaigns showcasing the enhanced benefits of its cards.

The all-new AEON Virtual Credit Card was designed specifically for online transactions. This card is available to all new and existing credit card holders, excluding AEON Credit Executive Business Cardholders.

The Virtual Card provides customers with a unique card number separate from their physical card, enhancing security for online purchases. Available immediately upon card renewal, replacement, or new issuance through the AEON Wallet app, the Virtual Card offers a range of benefits including no annual fees and no card replacement fees. This makes it a cost-effective and secure option for managing online payments.

### **Branch revamped to improve customer experiences**

Last year, AEON Credit renovated two branches with a new brand concept and set up direct sales teams to enhance our physical network and improve customer experience. To further expand its reach, this year, AEON Credit is excited to unveil two flagship branches: Setia City Mall, which launched in July, and IOI City Mall, set for its official opening on 31 August 2024.

The new flagship branch features a distinctive contemporary design with a fully-furnished lounge area where its customers can relax in comfort while they conduct their financial transactions. In addition, state-of-the-art digital technology has also been integrated into the facility to streamline service delivery and provide unparalleled convenience for its current and potential customers. Additionally, the branch incorporates eco-friendly features, including recyclable materials and energy-efficient appliances.

Lastly, do not miss the chance to celebrate Merdeka and the grand opening of its flagship branch at IOI City Mall on 31 August 2024 as AEON Credit is excited to offer a range of exclusive benefits.

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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 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, 63 branches and service centres located in the major shopping centres and towns, a network of more than 7,700 participating merchant outlets nationwide.

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

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