



22.04.2024

AEON Credit Service Joins Hands with AEON Stores (Hong Kong) to Co-host “Tree Planting Challenge 2024” with Friends of the Earth (HK) for 2 Consecutive Years

AEON Credit Service (Asia) Company Limited (“AEON Credit Service”; HKEX: 00900) has been actively participated in environmental protection activities and contributed to sustainable development. This year, AEON Credit Service joined hands with AEON Stores (Hong Kong) Co., Limited (“AEON Stores (Hong Kong)”) for 2 consecutive years and co-hosted “Tree Planting Challenge 2024” with Friends of the Earth (HK) on 21 April at Tai Lam Country Park.

Despite of unstable weather conditions on the event day, **Mr. WEI Aiguo, Managing Director of AEON Credit Service**, Mr. Takenori NAGASHIMA, Managing Director of AEON Stores (Hong Kong) and Ms. Ophelia LIN, Vice Chairperson of Friends of the Earth (HK) joined a total of over 80 AEON employees and volunteers to plant trees with their own hands to protect the environment.

“Tree Planting Challenge 2024” is an activity under the “Country Parks Plantation Enrichment Programme”. The Programme aims at boosting the ecological value of and biodiversity in country parks through planting native saplings. This year, Mr. Kenichi OKADA, Consul-General of Consulate-General of Japan in Hong Kong was cordially invited to attend the event. Under the instructions of a certified tree arborist, all participants contributed to the greening of the Hong Kong environment by planting approximately 400 saplings at Tai Lam Country Park, expecting to offset approximately 9.2 tonnes of CO₂ equivalent.

Looking forward, AEON Credit Service will continue to uphold AEON foundational ideals of “Pursuing peace, respecting humans, and contributing to local communities” through initiatives such as tree planting and business digitalization, so as to contribute to sustainable development and achieve the vision of “Create a future lifestyle that leads to a smile for each and every person”.

Photo captions:



AEON Credit Service joined hands with AEON Stores (Hong Kong) to host "Tree Planting Challenge 2024" with Friends of the Earth (HK) for 2 consecutive years.



Despite of unstable weather conditions, Mr. WEI Aiguo, Managing Director of AEON Credit Service (Left) and Mr. Kenichi OKADA, Consul-General of Consulate-General of Japan in Hong Kong participated in the event to protect the environment.



Employees of AEON Credit Service actively participated in the tree planting activity. They carefully planted saplings in the soil under the instructions of tree arborist to reduce carbon emissions in Hong Kong.



Group photo of Mr. WEI Aiguo, Managing Director of AEON Credit Service (Right 3), Mr. Takenori NAGASHIMA, Managing Director of AEON Stores (Hong Kong) (Left 3), Ms. Ophelia LIN, Vice Chairperson of Friends of the Earth (HK) (Left 2) and Miss Chloe CHAN, Women's Athletics Athletes of HKSAR (Right 2).



About AEON Credit Service (Asia) Company Limited (Stock Code: 00900)

AEON Credit Service (Asia) Company Limited, a subsidiary of AEON Financial Service Co., Ltd. (TSE: 8570) and a member of the AEON Group, was set up in 1987 and listed on the Main Board of The Stock Exchange of Hong Kong Limited in 1995. The Group is principally engaged in the consumer finance business, which includes the issuance of credit cards and the provision of personal loan financing, card payment processing services, insurance agency and brokerage business in Hong Kong and microfinance business in Mainland China.