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AEON Credit Service Celebrates the 30th Anniversary of Credit Card Business

Enriches Customer Experience with Enhanced Marketing Promotions and Waves of Card Offers

AEON Credit Service (Asia) Company Limited (“AEON”; Stock Code: 00900) is pleased to celebrate the 30th anniversary of its credit card business. Over the years, AEON has pushed ahead with its strategy to enhance product features and benefits as well as expand customer base in pursuit of fruitful results.

Adhering to the AEON Group’s principle “Everything we do, we do for our customers”, AEON has been committed to providing customers with reliable and convenient credit card services since the launch of its first credit card in 1993. Today, its credit card business is a central pillar of AEON’s business. In one of its latest developments, AEON introduced its first CashBack credit card AEON CARD WAKUWAKU last year, with the aim of expanding its customer base to the younger generation and capitalising on the growing trend of electronic transactions and online shopping.

To mark the 30th anniversary milestone, AEON has designed a commemorative logo that draws inspiration from the concept of “Customer First”. Combining three circles that represent AEON, CUSTOMERS and COMMUNITY respectively, the logo fully reflects AEON’s core values of always thinking of the customer and caring for the community.



AEON Card 30th Anniversary Commemorative Logo

Besides, in order to reward customers for their continued support in this summer, AEON partnered with Ocean Park to launch the “Ocean Park x AEON Card - emoji@ Summer Splash 2023” starting from 7 July. This campaign offers a wide range of exclusive discount and benefits* to AEON Cardholders, including free e-tickets upon spending HK\$10,000, 15% discount on Summer Fun Ticket, as well as a number of in-park offers such as 10% discount on food and 15% discount on souvenirs with the AEON Card, etc.



Ocean Park x AEON Card - emoji@ Summer Splash 2023



AEON is also launching an array of exciting marketing promotions with attractive card offers, which include offering up to 8% cash rebate for spending in Japan with an AEON Card and various joint promotions with merchants such as AEON Stores, Wan Kee Group, CMK Electrical Store and selected Hung Lung Malls*.

Mr. Tomoharu Fukayama, Managing Director of AEON Credit Service, said, “We’d like to express our heartfelt gratitude to our customers, partners and employees for their support and dedication over the past 30 years, without which we would not have achieved what we have today. Looking ahead, we will remain committed to providing exceptional credit card services, meeting the evolving needs of our customers and expanding our customer base with more robust offerings. Building on the success we have achieved, we will strive to capture the vast opportunities in the growing consumer finance market and deliver sustainable growth in the years to come.”

** For more details of the upcoming 30th anniversary marketing promotions, please visit the company’s website at <https://www.aeon.com.hk/en/privilege/promo-list.html>.*

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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.