



02.08.2023

## **AEON Credit Service Supports UNICEF Young Envoys Programme A Fruitful Child-friendly City Focused 2023 Field Trip to South Korea**

Since 2008, **AEON Credit Service (Asia) Co., Ltd.** (“AEON Credit Service”; HKEX: 00900) has been the sole sponsor of UNICEF Young Envoys Programme for 15 consecutive years. This year, 10 representatives from “UNICEF Young Envoys Programme 2023” have just returned from a successful field trip between 24 and 27 July to South Korea where they studied the country’s implementation practices for child rights and witness first-hand how Korea has enhanced community and youth engagement through ‘Child Friendly Cities Initiatives’.

During the trip, Young Envoys visited important organizations such as the Korean Committee for UNICEF, the Wanju County Children's Ombudsman's Office and various child-friendly premises in Jeonju City. This experience expanded their global perspective and allowed them to learn from Korea’s innovative approaches. Furthermore, the Young Envoys representatives also had the opportunity to share their own achievements and youth initiatives in Hong Kong with Korean teenagers, including the fruitful results from questionnaire surveys, community services, microfilm production and publicity campaigns.

Reflecting on the trip, a Young Envoys representative Fiona commented “I have learned a lot by visiting various child-friendly facilities such as a library proposed and designed by children, their local children council and children rights’ ombudsperson office.” Similarly, representative Daniel expressed, “This field trip provided me with a precious opportunity to engage with local children from the Wanju children council, enabling me to gain a deeper understanding of child rights policies as well as Korean culture.”

**Ms. Alice Lui, General Manager of Human Resources and Sustainability Development of AEON Credit Service**, was delighted to see the positive impact of the programme and sincerely hoped that the young generation will continue to shoulder the mission by showing their love and care for those in need.

**Ms. Judy Chen, Chairman of the Hong Kong Committee for UNICEF** enthusiastically described the study trip to South Korea as highly inspiring. She expressed her sincere desire for the Young Envoys to use their newly developed leadership skills to advocate for the concept of a child-friendly city, encouraging more Hong Kong teenagers to participate in and understand child rights initiatives.

### **Photo captions:**



10 representatives of UNICEF Young Envoys Programme 2023 set off for South Korea.



Young Envoys met mayor of Wanju County and members of Wanju County Children's Council.



Young Envoys visited Wanju County Children's Ombudsman's Office.



Young Envoys visited many child-friendly premises in Jeonju City, including Deokjin Park.



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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.