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AEON Credit Service Collaborates with AEON Stores and Friends of the Earth (HK) for the Third Year of “Tree Planting Challenge”

AEON Credit Service (Asia) Company Limited (“AEON Credit Service”; HKEX: 00900) has been proactively engaged in initiatives that promote environmental sustainability and community welfare. This year, AEON Credit Service collaborated with AEON Stores (Hong Kong) Co., Limited (“AEON Stores”) for 3 consecutive years to organise the “Tree Planting Challenge 2025” in partnership with Friends of the Earth (HK).

Blessed with beautiful weather, the tree planting event was successfully held at Tai Lam Country Park on 17 May. Mr. Jun MIURA, Consul-General, Ambassador, Consulate-General of Japan in Hong Kong was also cordially invited to attend the event together with **Mr. WEI Aiguo, Managing Director of AEON Credit Service**, Mr. Takenori NAGASHIMA, Managing Director of AEON Stores, and Ms. Ophelia LIN, Vice Chairperson of Friends of the Earth (HK). They joined a total of over 80 AEON employees and volunteers in this impactful project, fostering sustainable development.

“Tree Planting Challenge 2025” is an activity under the “Country Parks Plantation Enrichment Programme”, which focuses on enhancing ecological value and biodiversity in country parks through the planting of native saplings. Under the guidance of certified tree arborists, all participants contributed to the greening of the Hong Kong by planting approximately 400 saplings at Tai Lam Country Park, expecting to offset approximately 9.2 tonnes of CO₂ equivalent.

Since 2004, AEON Credit Service has been an active contributor to environmental protection and supported tree planting activities in Hong Kong. In the future, AEON Credit Service will remain committed to AEON foundational ideals of “Pursuing peace, respecting humans, and contributing to local communities” through various initiatives such as tree planting and community services. We will continue to promote a sustainable lifestyle through actions and create a brighter future for our local community.

Photo captions:



AEON Credit Service joined hands with AEON Stores to host “Tree Planting Challenge 2025” with Friends of the Earth (HK) for 3 consecutive years.



Mr. WEI Aiguo, Managing Director of AEON Credit Service (Right 2), Mr. Takenori NAGASHIMA, Managing Director of AEON Stores (Left 2), Mr. Jun MIURA, Consul-General, Ambassador, Consulate-General of Japan in Hong Kong (Middle), Ms. Ophelia LIN, Vice Chairperson of Friends of the Earth (HK) (Right 1) 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 arborists to reduce carbon emissions in Hong Kong.



Group photo of Mr. WEI Aiguo, Managing Director of AEON Credit Service (Right 1), Mr. Takenori NAGASHIMA, Managing Director of AEON Stores (Left 2), Mr. Jun MIURA, Consul-General, Ambassador, Consulate-General of Japan in Hong Kong (Middle) and Ms. Ophelia LIN, Vice Chairperson of Friends of the Earth (HK) (Right 2).

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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 finance business, which includes credit card issuance and personal loan financing, card payment processing services, insurance intermediary business in Hong Kong and microfinance business in Mainland China.