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## **AEON Credit Service Celebrates 35th Anniversary**

### **Launches a Series of Celebratory Activities for Customers Integrates Eco-Friendly Concepts to Drive Sustainable Development**

**AEON Credit Service (Asia) Company Limited** (“AEON Credit Service”; HKEX: 00900) is celebrating a significant milestone this year with the marking of its 35th anniversary. It will host a series of exciting activities to thank its customers for their long-lasting support, including a lucky draw with prizes that integrate eco-friendly elements, in line with the Group's commitment to sustainable development.

AEON Credit Service has been rooted in Hong Kong for 35 years, steadfastly upholding the principle of AEON Group from Japan — “Everything we do, we do for our customers”. The Group is dedicated to providing customer-oriented financial services and continues to drive business growth by meeting diverse customer needs through innovative and customized products, earning the trust and recognition of the market.

To express appreciation for customers’ support over the years, the Group will launch a series of celebratory activities, including the “AEON 35th Anniversary Lucky Draw”, Facebook mini-games, and exciting promotions in collaboration with Ocean Park. Through diverse formats and channels, the Group aims to provide a wide range of special offers and activities for everyone to enjoy. Since 2017, AEON Credit Service has been actively promoting sustainable development and integrating environmental, social and governance (“ESG”) concepts into its daily operations. Therefore, the prizes for the “AEON 35th Anniversary Lucky Draw” will focus on energy efficiency and carbon reduction, reflecting the Group’s sustainable development strategy. The grand prize is a BYD SEAL electric vehicle, while the second prize is pairs of JAL round-trip air tickets to Tokyo with carbon emissions offset. Other fabulous prizes include AEON HK\$1,000 e-gift certificates and SHKP Malls HK\$500 gift cards. In total, over 270 prizes will be given away.

AEON Credit Service has also specially designed a 35th anniversary logo based on the concept of “AEON Group Future Vision”. Featuring two smiling faces holding hands, the logo symbolizes the Group’s commitment to working with its customers to create a future lifestyle that leads to a smile for each and every person. To share AEON Credit Service’s development journey with the public, a short video and a dedicated webpage have been created to showcase its remarkable milestones and growth stories from the past 35 years.



AEON Credit Service 35th Anniversary Logo



**Mr. WEI Aiguo, Managing Director of AEON Credit Service**, said, “Based in Hong Kong since 1990, AEON Credit Service has deeply engaged in the local financial business market. We are pleased to continuously provide customers with high-quality financial services and achieve steady growth. We sincerely thank all our customers, employees, and business partners for their unwavering trust and support. Going forward, we will continue to meet the ever-evolving market demands by offering innovative financial products and excellent services, while actively fulfilling our environmental and social responsibilities. Built on a solid foundation over the years, we will continue to develop steadily, accurately grasp growth opportunities in the financial market, and create greater value for all stakeholders.”

Please refer to AEON Credit Service’s 35th Anniversary short video and webpage via the link below:  
[www.aeon.com.hk/corporate\\_en](http://www.aeon.com.hk/corporate_en)

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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, registered as a Hong Kong limited company in 1990, 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, personal loan financing, card payment processing services and insurance intermediary business in Hong Kong, and microfinance business in Mainland China.