

OUR VISION AND MISSION

AEON CO. (M) BHD. (AEON) IS PART OF THE AEON GROUP OF COMPANIES IN MALAYSIA WHICH IS 51.7% OWNED BY AN INTEGRATED HOLDING COMPANY BASED IN JAPAN, AEON CO., LTD., WHICH EMPLOYS APPROXIMATELY 570,000 AEON PEOPLE AND OPERATES IN 14 COUNTRIES WORLDWIDE.



AEON was incorporated in Malaysia on 15 September 1984 in response to the Malaysian Government's invitation to help modernise the country's retail industry. Currently, we manage and operate a retail chain of departmental stores, supermarkets and pharmacies with an extensive range of products such as daily essentials, household items, apparel, pharmaceuticals, flat-price shops and other merchandise. AEON also offers a personal shopper service, drive-thru service and delivery service via our myAEON2go e-commerce platform for fast, efficient, safe and low-contact shopping in our effort to seamlessly adopt Online-Merge-Offline (OMO).

AEON's chain of stores strives to satisfy the ever-changing needs and desires of our customers. Guided by our 'Customer First' philosophy and the Company's understanding of our customers' needs, we endeavour to provide an optimal product mix that surpasses customers' expectations and enhances their experience every time they shop at AEON.



VISION

To create smiles and connect hearts



MISSION

To excite customers' experience that brings joy and happiness



VALUES



With **EMPATHY**, we **LISTEN**



With **COMPASSION**, we **RESPECT**



With **INTEGRITY**, we **TRUST**



With **KINDNESS**, we **ACT**