

## Our Vision and Mission

AEON CO. (M) BHD. was incorporated in Malaysia on 15 September 1984 following an invitation by the Malaysian Government to support the modernisation of the nation's retail sector. Since then, the Company has grown into a leading player in retail and property management services, playing an integral role in shaping Malaysia's modern retail landscape.

AEON CO. (M) BHD. is a member of the AEON group in Malaysia and is 52.0% owned by AEON CO., LTD., an integrated holding company headquartered in Japan.

The global AEON Group operates across 14 countries and employs approximately 620,000 people worldwide, providing the Company with access to scale, operational expertise and deep retail experience.

Today, AEON operates a diversified retail and mall portfolio across Malaysia with a nationwide network of 185 retail outlets. These include 27 AEON Malls, 35 AEON Stores, 6 AEON MaxValu supermarkets, 1 AEON STYLE Supermarket, 62 AEON Wellness outlets, 50 DAISO outlets, 2 Petemo outlets and 2 Rocky Basecamp outlets.

Together, this ecosystem enables AEON to serve a wide spectrum of customer needs across daily essentials, health and wellness, lifestyle, speciality retail and value-focused offerings.

AEON offers an extensive range of products spanning groceries, household essentials, apparel, pharmaceuticals and general merchandise. In line with its



### 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**

commitment to customer convenience and retail innovation, the Company continues to strengthen its omnichannel capabilities, including delivery options through the myAEON2go e-commerce platform, enabling a seamless integration of physical and digital shopping experiences.

Guided by its 'Customer First' philosophy, AEON remains focused on understanding evolving consumer preferences and delivering consistent value. Through a carefully curated product mix, strong Private Brand offerings and continuous innovation across its retail formats, AEON strives to provide a convenient, reliable and rewarding shopping experience for customers at every touchpoint.