

ABOUT AEON

WE ENRICH PEOPLE'S LIVES BY PROVIDING QUALITY PRODUCTS AND SERVICES THAT OUR CUSTOMERS APPRECIATE AND DEPEND ON.

OUR PHILOSOPHY

CUSTOMER FIRST



The AEON Group of Companies is an integrated Japanese retailer in Japan, ASEAN and China. At all times, in every market, AEON's activities are guided by its unchanging 'Customer First' philosophy. Its aim is to surpass expectations by combining excellent products with unique personal services that enhance the shopping experience to make customers smile every time they shop.

The Business Purpose which make up the essence of our operations are encapsulated into three key pillars namely; PEOPLE, PLANET and PEACE.



PEOPLE

AEON respects human dignity and values personal relationships, caring for the wellbeing of its employees, customers, business partners and communities.



PLANET

AEON is committed to protecting the environment, biodiversity and ecosystems.



PEACE

AEON's business operations are focused on achieving peace through prosperity and the beauty of sharing.

OUR STRATEGY

UNDERLYING SDGS

The six United Nations Sustainable Development Goals (SDGs) with three Business Philosophies and three Business Approaches are the guides to our five Key Strategic Pillars.



3 BUSINESS PHILOSOPHIES

1

DEMAND CHAIN BUSINESS

Understanding the needs of customers and making these our first priority

2

SNIPERING & PERSONALISATION

Targeted and segmented customer segment

3

TRANSPARENCY

Communications between employees, customers and all stakeholders

3 BUSINESS APPROACHES



AGILE



GENBA



ENTREPRENEURIAL

5 KEY STRATEGIC PILLARS

PRESENT: VALUE CAPTURE



ENHANCE OUR
ENGINE 1.0



ENERGISE PEOPLE
& ORGANISATION

FUTURE: DIGITAL TRANSFORMATION



ENABLE
ENGINE 2.0



ENTREPRENEURIAL
DATA DRIVEN
TECHNOLOGY



EMPOWERED
ECOSYSTEM

A LEADING CHAIN OF DEPARTMENTAL STORE, SUPERMARKETS AND MALLS

AEON CO. (M) BHD. ("AEON" or "the Company") was incorporated on 15 September 1984 in Malaysia. AEON was set up in response to the Malaysian Government's invitation to help modernise the country's retailing industry. AEON's chain of stores strives to satisfy the ever-changing needs and desires of consumers and the brand AEON today is well established among Malaysians.

Guided by its "Customer First" philosophy, the company's acute understanding of the target market needs, aided by optimal product-mix, AEON surpasses consumer expectations and enhances their experience every time they shop.

In the spirit of the name AEON, which means eternity in Latin, AEON's goal is to work together endlessly with its customers, suppliers, business partners, shareholders and the community to create a future of limitless possibilities.

OUR STRENGTH

As at 16 April 2021

AEON MALL	AEON STORE	AEON MAXVALU/ MAXVALU PRIME	AEON EMPLOYEES	AEON TENANTS
28	34	9	10,300+	2,890
AEON WELLNESS	DAISO	TOTAL OUTLETS IN MALAYSIA	SUPPLIERS AND BUSINESS PARTNERS	FY 2020 GROSS SALES
66	44	181	2,766	RM4.253 BILLION