

Customer Responsibility Policy

1. Overview

Responsibility to our customers, who are also consumers of the products we sell, is important for our business. Consumers need to be able to obtain accurate, unbiased information about the products and services they purchase. This enables them to make informed choices based on their interests and prevents them from being mistreated or misled by businesses. On the other hand, businesses that are known to treat consumers fairly will gain a good reputation and become more sought after. Indirectly, this will increase the businesses' competitiveness which will also lead to economic growth in the long run.

2. Purpose

The purpose of the Customer Responsibility Policy (hereinafter referred to as "Policy") is to outline the principles, commitment and guidance adopted by AEON CO. (M) BHD. (hereinafter referred to as "AEON").

3. Objective

The objective of this Policy is to provide a commitment statement along with guidance on AEON's position with regard to consumer rights.

4. Scope

This Policy applies to all AEON businesses.

5. Policy Statement

AEON commits to transparent disclosure of our products and services in alignment with local regulatory requirements or industry best practices.

For this Policy, we adhere to guidelines, policies and acts issued by regulators stated below:

1. Ministry of Domestic Trade and Consumer Affairs (Kementerian Perdagangan Dalam Negeri dan Hal Ehwal Pengguna Malaysia);
2. Ministry of Health of Malaysia (Kementerian Kesihatan Malaysia); and
3. Other related ministries which oversee food, alcohol or nutrition regulation.

Responsible Advertising & Marketing of Alcohol

We classify alcoholic beverages as liquor containing more than 2 percent v/v of alcohol. We commit to minimizing the negative impact of alcohol on our customers. In alignment with Regulation 361 of Food Regulation 1985 (as an anchor guideline), we ensure that all

alcoholic beverages are appropriately labeled (including the alcohol content of the beverage and health warning statement). The selling area for alcoholic beverages is to be clearly segregated and our staff to be trained to strictly sell alcoholic beverages to anyone above the age of twenty-one only. We also clearly marked the alcoholic beverages selling area with a signboard highlighting the health warning of alcoholic beverage consumption and the prohibition of sales of alcoholic beverages to any person under the age of twenty-one.

Nutrition Information

We commit to providing better nutrition for our customers. We developed our food products aligned with all the nutrition guidelines from the Ministry of Health, Malaysia. We commit to providing accurate nutrition information on our food products to our customers by disclosing the product content and nutrition via our product labeling. This information will be provided via various channels, either direct labeling on the product or information available via the general product information sheet available on our website. All our staff in our stores dealing with food items we sell are well-trained to provide accurate information on the food products (including nutrition information). We strive to highlight to our customers if there is any negative health impact of the processed food we produce. Nevertheless, we constantly provide and promote healthy food options available to our customers.

Date: 1 September 2022