

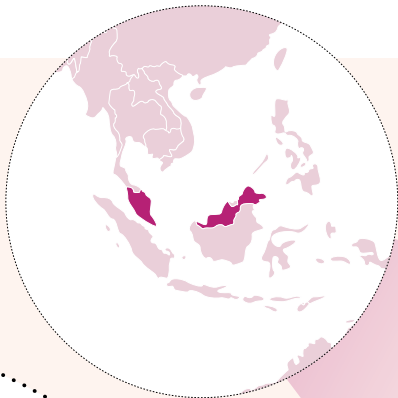
OUR OFFERING



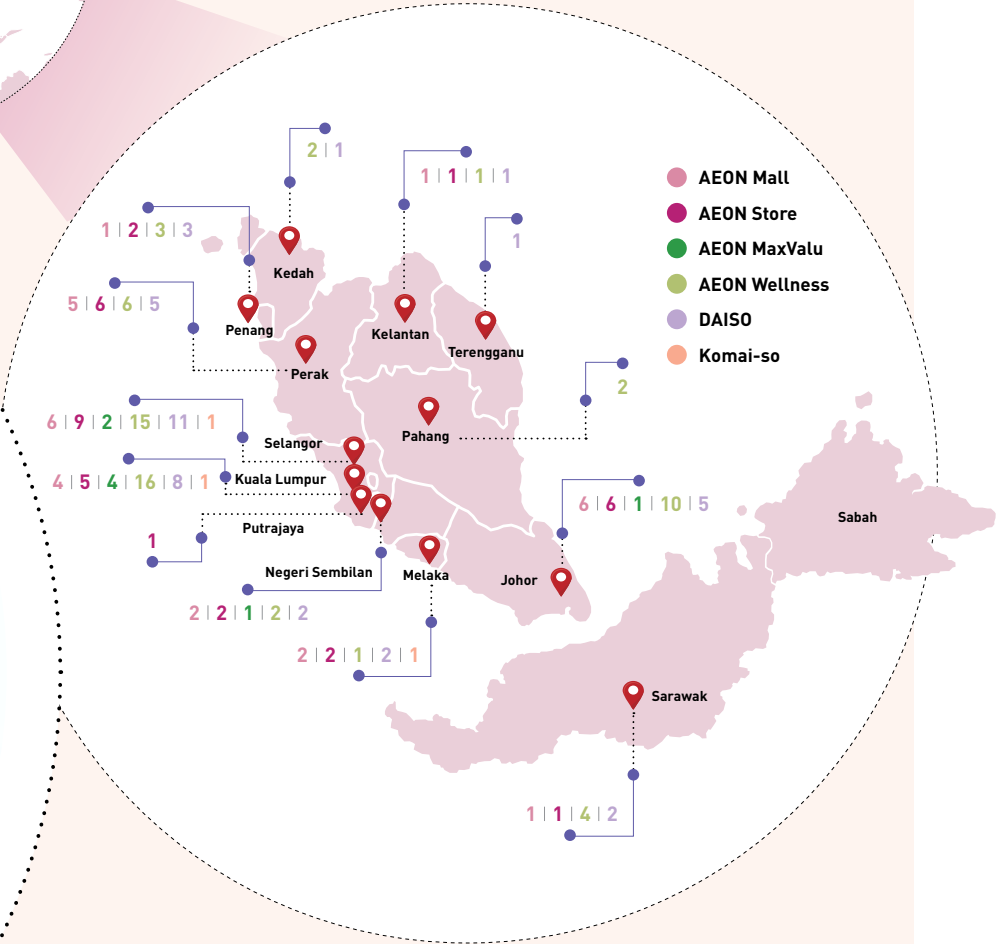
AEON IS PART OF THE AEON GROUP OF COMPANIES IN MALAYSIA WHICH IS 51.7% OWNED BY AN INTEGRATED HOLDING COMPANY BASED IN JAPAN, AEON CO., LTD., WHICH EMPLOYS APPROXIMATELY 570,000 AEON PEOPLE AND OPERATES IN 14 COUNTRIES WORLDWIDE.

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 a fast, efficient, safe and low-contact shopping in our effort to seamlessly adopt Online-Merge-Offline (OMO).

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



OUR PRESENCE



Total Outlets in Malaysia

177



Scan the QR Code for our locations

28 AEON Mall **35** AEON Store **8** AEON MaxValu **62** AEON Wellness **41** DAISO **3** Komai-so

* As at 31 March 2023

OUR OFFERING

AEON MALL



AEON Mall offers different attractions featuring local and international brands with a unique product mix to cater to our customers' needs under one roof. Being the pulse point for the surrounding community, AEON Mall is primarily visited for shopping, as well as for relaxation, social gatherings, green spaces, F&B, fun and entertainment. Oftentimes, the renowned festive sales at AEON Mall create enormous attraction and increased footfall for greater bargains.

Being one of Malaysia's largest mall operators, there are 28 AEON Malls nationwide with supermarkets, fashion boutiques, pharmacies, household items, bistros and cafes, cinemas, accessories, deco and gifts shops and many more for AEON customers to explore.

AEON Mall also offers many exciting retail opportunities with a total of 13.4 million sq ft net lettable area.

AEON Mall offers retail spaces at affordable prices, including push carts and kiosks, to those who are keen to become AEON's tenant partners. Multi-scheme rental rates are available in our continuous effort to support tenant partners to grow their businesses together

with us. In line with the Government's aspiration to develop SMEs, we have embarked on various initiatives in collaboration with ministries, local authorities and state agencies such as the Ministry of Domestic Trade and Cost of Living (KPDN), Lembaga Pemasaran Pertanian Persekutuan (FAMA), Majlis Amanah Rakyat (MARA), etc.

AEON Mall provides Market Place, a digital platform that is part of the iAEON App, providing business opportunities to our Tenant Partners and business operators located within our areas of operation. This platform enhances their online presence and enables them to adopt Online-Merge-Offline (OMO) seamlessly.

For improved business operations, the e-Tenant Portal is made available to all tenant partners as the business automation solution catering to the management of billings, data analysis, feedback and inventories.

Strategic advertisement spaces are also available at AEON Malls for tenant partners to leverage in enhancing their brand presence.

OUR OFFERING

AEON STORE



AEON Store comprises the **General Merchandise Store (GMS)** and **Supermarket** sections that have something for every customer at every time. In essence, it serves as a one-stop destination for urban and suburban households to meet their daily needs. From fresh vegetables brought straight from local vegetable farmers to freshly prepared ready-to-eat meals and a wide range of goods and services which includes Softline and Hardline merchandise, they are all being offered at reasonable prices inspired by sustainable living. All the 35 AEON Stores nationwide aim at delivering a complete lifestyle value proposition for our customers amidst a convenient and conducive shopping environment.

AEON Store presents various reputable in-house fashion brands in meeting customers' needs, namely **TOPVALU, Puteri, Scarlet, Scarlet Plus, Crème, Suave, JKids, Inner Casual, Home Coordy, Arcadia, Agenda** and **Guy Vision**.

The **Delicatessen** at AEON Store caters to the growing demand for ready-to-eat meals, offering a wide range of speciality food choices from sushi, bento, roast chicken, desserts, hot snacks, healthy drinks and many more. The dishes served at the Delicatessen are certified halal and are freshly prepared on an hourly and daily basis. The Delicatessen aims to be the destination of choice for those looking for quality and affordable family outings.

The halal certified **La Boheme** at AEON Store offers an array of oven-fresh breads and bakery-related products including pastries and puddings. Customers can be assured of tasty and good-quality products served daily in a cosy setting.

The **Coco Café** is a kopitiam-like eating place with a warm ambience at AEON Store that caters to customers who would like to savour light meals such as toasted bread, half-boiled or poached eggs, nasi lemak and hot drinks.

OUR OFFERING

AEON MAXVALU



AEON MaxValu outlets are located in densely populated neighbourhoods for customers' daily shopping convenience, making it a breezy and pleasant experience for everyone. Downscaled in built-up area, it reflects on the concept of providing maximum value in terms of an extensive range of premium fresh produce and quality goods with value for money, anchored on providing special attention to all customers.

Selected AEON MaxValu outlets also offer a variety of general merchandise items such as apparel, household goods and electrical appliances at reasonable prices. Since the first outlet was established in 2005, AEON MaxValu has now expanded to eight outlets offering personalised and friendly services.

AEON WELLNESS



AEON Wellness is a go-to destination for all things related to well-being and healthy living, beauty care and personal hygiene. Focusing on three elements – wellness and healthcare; trusted halal beauty products; and quality Japanese products catering to a niche segment, AEON Wellness has evolved into an all-inclusive pharmacy chain, offering an extensive selection of products and professional consultation services. Its dedicated team of in-store pharmacists and beauty advisors are on hand to cater to customers' growing awareness about the importance of health and beauty.

AEON Wellness also offers skin analysis and health checks, smoking cessation services and uric acid, lipid profile and glucose tests, as well as diet and supplement advice for the management of the three highs (high blood pressure, high cholesterol and high glucose level). These services are available at selected outlets only.

Other than in-store purchases and online transactions via myAEON2go platform (Health and Wellness category), AEON Wellness also provides pick up and AEON Rider Home Delivery services. First established in 2006, AEON Wellness has since expanded to over 62 outlets nationwide and remains committed in every way to providing the best services and product offerings in ensuring customers' satisfaction.

OUR OFFERING

DAISO



DAISO

DAISO by AEON opened its first outlet in Malaysia in 2010 at AEON Mall Bandaraya Melaka. It is a flat-price one-stop shopping destination offering an extensive inventory of products across multiple categories. DAISO's products are known for their affordability, quality, variety and uniqueness and include household and living, kitchen, gardening, cosmetics, stationery, decorative items and many more.

Every outlet features over 8,000 fascinating offerings in meeting its promise to continuously provide customers with fresh new ideas each time they shop at DAISO. Customers also have the option to make their purchases online or via the order and pick up service available at all 41 DAISO outlets nationwide.

KOMAI-SO



Komai-so

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Komai-so first opened its doors to the public in September 2021 and now has three outlets operating in AEON Mall Bandaraya Melaka, AEON Mall Metro Prima and AEON Mall Cheras Selatan. With the tagline 'Little Happiness in Life', Komai-so is a digital, cashless Japan-inspired lifestyle store infused with Malaysian tastes. It is the first digital flat-price store in the country that offers three price options for all items: RM2.50, RM5.00 and RM10.00. Komai-so prioritises five essential categories as its product pillars, namely, Snack (Umai-so), Cooking and Baking (Kaori-so), Passion (Genki-so), Celebration (Tanoshii-so) and Lifestyle (Kurashi-so).

At Komai-so, customers can enjoy a new shopping experience in shopping for snacks and home fashion, beauty and fragrance and gift items through digitalisation, where they only need to scan the iAEON App on their mobile phones and pay online. The Scan and Go facility at Komai-so eliminates the need to deal with queues and cashier counters. Komai-so is definitely a quick and easy way to shop.

OUR OFFERING

AEON'S E-COMMERCE PLATFORM

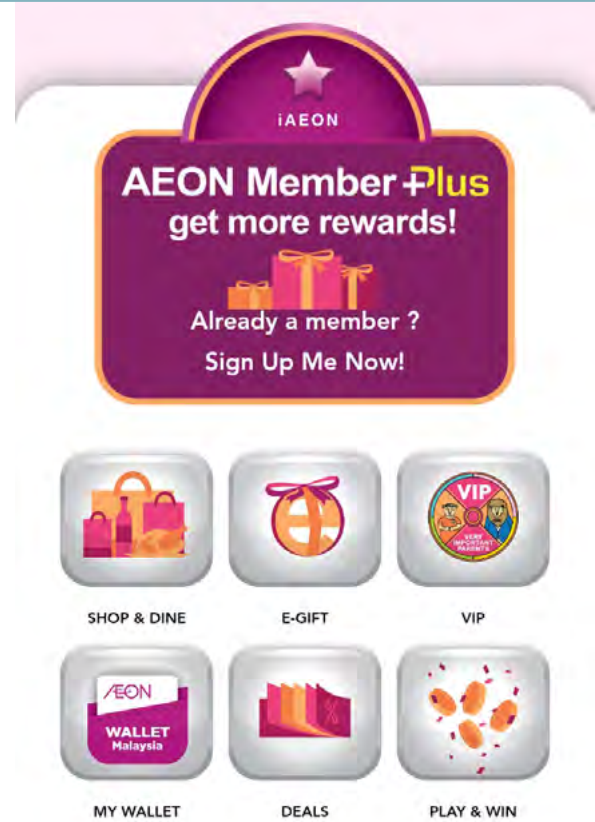


myAEON2go

Our e-commerce platform, myAEON2go is about giving customers easy access to AEON's wide assortment of products to cater to their needs under one roof at their fingertips. It is aligned with our digital transformation as part of the New Retail business model that aims to seamlessly adopt Online-Merge-Offline (OMO). Customers are given the choice for a hassle-free shopping experience from the comfort and safety of their homes where items are specially handpicked upon order. This digital platform is ideal for meeting today's ever-evolving consumer habits, as well as for providing enhanced customer service while creating new job opportunities in helping to stimulate economic growth.

Many exciting and exclusive promotions are offered to encourage purchases via myAEON2go, including free delivery for orders placed of a certain value, special discount, etc., to promote the platform to new users and encourage registration and the use of the app. Customers can be rest assured that they can receive their orders via delivery on the same day or select a time that is most convenient to them. Updates on myAEON2go special promotions can be obtained via customers' registered emails or AEON's social media platforms.

Beginning November 2022, AEON members will be able to earn points from both myAEON2go and offline purchases.



iAEON

iAEON App is a personalised digital lifestyle platform that caters to evolving customer behaviours and improves digital communication. It is an inclusive open-looped application in AEON's ecosystem that connects the dots to reach more touch points in our customers' daily journey. iAEON allows customers to access everything AEON from anywhere; collect points, track purchases, get exclusive perks and keep up-to-date with AEON's exciting events, latest news and happenings.

OUR OFFERING

AEON PRIVATE BRANDS



TOPVALU is a private brand that was first introduced in Malaysia in 2013 and has since become the leading private brand in Japan. The brand's aim is to make customers' everyday lives better by providing trusted quality and delivering new ideas and excitement.

One of the key aspects of TOPVALU's commitment to quality is its focus on safety. The brand ensures that its products are safe for consumption and use by adhering to AEON safety standards. Additionally, TOPVALU understands that Halal compliance is important for its Muslim customers and ensures that its locally developed products meet the necessary Halal standards.

TOPVALU offers a wide selection of quality products, including groceries, daily necessities, and household items. The brand promises to provide great value for its customers by offering high-quality products at affordable prices.



Inner Casual (iC) is an athleisure brand of AEON from Japan. From its smart fabric technology that champions how clothing can enhance an active lifestyle plus ensuring that these added values are easy on budget, iC also prioritises maintaining high comfort to fit into customers' daily lifestyle. Made from eco-friendly, 100% organic cotton, iC is designed to

be anti-odour, anti-bacterial, with UV protection plus its garments are guaranteed for high sweat absorption and quick drying ability.

There are 3 distinctive styles in iC: Active Wear; PeaceFit, as well as the Sustainable fashion range in collaboration with the british designer and activist, Katherine Hamnett, a pioneer in ethical fashion. 'SAVING THE PLANET' is the message on many iC tees print that embodies Katherine Hamnett's will and passion to protect the earth and environment that nurtures it.

iC brand is available at AEON Taman Maluri Shopping Centre, AEON Wangsa Maju, AEON Bandar Utama, AEON Ipoh Kinta City, AEON Midvalley, AEON Bandar Puchong, AEON Tebrau City, AEON Bukit Indah, AEON Bandaraya Melaka & AEON Kuching Central.



Home Coordy features minimalistic, durable and quality home living products. Home Coordy brings a wide range of products that are designed with simplicity and functionality in mind.

Our products are not only designed to look great but also to help transform any space into a cosy and inviting home. We believe that a comfortable and well-designed home is essential for a happy and healthy lifestyle.