

6.26

Extravaganza Sale!



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**AEON TO KICKSTART ITS DIGITAL JOURNEY BY INTRODUCING
AEON 626 CAMPAIGN AT myaeon.com.my
Seamless online and offline shopping in one integrated platform**

Kuala Lumpur, June 18, 2020 – AEON will kickstart its digital journey by launching their own offline to online (“O2O”) shopping platform to offer customers the convenience of purchasing from the comfort of their homes. COVID-19 will be the game changer of many industries, the New Normal with major shift in customer demand has also taught many companies to be more humble, agile and flexible to overcome the crisis.

Shafie Shamsuddin, Chief Executive Officer, AEON Retail Malaysia said, “There are five key objectives of our digital journey this year, 1. To create a virtual mall with AEON brand as the anchor tenant, together with local and international brands tenants. 2. To connect the suppliers and SMEs that are not physically presence to the customer 3. To support the suppliers, tenants and other business partners who are not equipped with the right digital capacity and capability to be part of AEON Ecosystem (AEON Cloud). 4. To prepare our workforce and future generation to work in a new digital economy and to be agile for any type of disruptions., and 5. To provide the opportunities for our supplier and tenants to convert their inventory into cash to overcome the impact of Covid-19 pandemic that has hit the business of AEON Retail and AEON Family.”

AEON 626 Campaign at myaeon.com.my, is developed as reactive measures from AEON to respond to Covid-19 New Normal, will house all brands across AEON Retail namely General Merchandise Stores, MaxValu Prime, Daiso, Wellness, and AEON BiG. Customers will be able to get access to essential products, beauty, fashion, home deco, healthcare, foot-wear, electrical and digital items. The platform will also house AEON Family, the terms that AEON used for their tenants and supplier.

The myaeon.com.my shopping platform introduction was attended by YB Datuk Alexander Nanta Linggi, Minister of Domestic Trade and Consumer Affairs, in the presence of Datuk Seri Haji Hasnol Zam Zam, Secretary General of Ministry of Domestic Trade and Consumer Affairs and Shafie Shamsuddin, CEO of AEON Retail Malaysia.

In conjunction with the kickstart of AEON Digital Journey through the launch of myaeon.com.my, a five day extravaganza sale will be held from June 26 to June 30, 2020 throughout all AEON outlets throughtout the country.

The sale will kick-off with a 24-hour online promotion which starts at 2pm on June 26, 2020 with exciting deals. Throughout the day, customers will be able to enjoy **online hourly flash sale** at non-peak hours and purchase products such as IT gadgets, health and beauty; toys and essential items for babies and kids; and electrical items at amazing prices. Customers can also **purchase selected items during off peak hours** such as stationery and toys from as low as RM5.00; get their hands-on Marvel exclusive collection at RM10.00 and T-Shirts at RM20.00 each.

Customers patronizing preferred AEON outlets from June 27 to June 30, 2020 will be able to participate in a ‘**Grab All You Can Supermarket Sweep**’ and walk away with AEON products.

About AEON RETAIL (MALAYSIA)

AEON Retail consists of two retail players namely AEON CO. (M) BHD. and AEON BIG (M) SDN BHD.

AEON CO. (M) BHD. is a leading General Merchandise Stores (GMS) cum Supermarket chain in Malaysia, with 28 AEON MALLs, 34 AEON Outlets, 10 MaxValu Prime Supermarkets across the country. Incorporated in 1984 in response to the Malaysian Government's invitation to help modernize the country's retailing industry. AEON's chain of stores strives to satisfy the ever-changing needs and desires of consumers.

AEON BIG (M) SDN BHD currently operates 21 Hypermarkets under the trade name of "AEON BIG" in Malaysia. It offers BIG CHOICES, with GREAT VALUES. AEON Co Ltd purchased the shares of Magnificent Diagraph Sdn Bhd, in Malaysia on 31 October 2012. Pursuant to the acquisition, there was a change of company name from Magnificent Diagraph Sdn Bhd to AEON BIG (M) SDN BHD.

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 promises.

AEON also strongly supports environmental sustainability by championing various recycling, energy conservation and tree planting causes, by engaging and encouraging various parties, including staff, customers, NGOs, government agencies and the community at large to participate.

For more information, please visit:

Website: www.aeonretail.com.my / www.aeonbig.com.my

Facebook: www.facebook/aeonretail.com / www.facebook.com/MYAEONBiG/

Instagram: <http://www.instagram.com/aeonretail.my> / www.instagram.com/myaeonbig/?hl=en

Online Shopping: www.myaeon.com.my

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