

AEON BiG ANNOUNCES NEW MANAGING DIRECTOR, TSUGUTOSHI SEKO

Kuala Lumpur, 29 August 2024 - AEON BiG (M) Sdn Bhd (AEON BiG) announces the appointment of Mr. Tsugutoshi Seko as the new Managing Director, effective 1 September 2024. Mr. Seko succeeds Mr. Sheikh Farouk Sheikh Mohamed, who has led the company for two years.

Mr. Tsugutoshi Seko brings a wealth of experience and a proven track record within the AEON Group. He started his career with AEON Co., Ltd., Japan in 1993. He was appointed as Group Human Resource Department Manager progressing to General Manager of the Group Human Resource Department in 2015.

He served as Senior General Manager of AEON (Cambodia) Co., Ltd. from 2018 to 2021, and later as Chairman and Managing Director of AEON (Cambodia) Co., Ltd. Most recently, Mr. Seko held the position of Deputy Managing Director/Chief Governance Officer of AEON CO. (M) BHD., where he played a pivotal role in regulatory and process improvement across AEON.

Mr. Seko's appointment marks a significant milestone for AEON BiG, and the company is confident that under his leadership, AEON BiG will continue to bring big choices with great values to its customers.

AEON BiG would like to extend its heartfelt gratitude to Mr. Sheikh Farouk Sheikh Mohamed for his dedicated service and leadership during his tenure as Managing Director. Under his guidance, the company achieved significant milestones and fostered a culture of excellence and innovation. His unwavering commitment to the organisation has left a lasting mark, and we wish him continued success in his future endeavours.

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About AEON BiG

AEON BiG (M) SDN BHD currently operates 22 hypermarkets under the trade name of 'AEON BiG' in Malaysia. As a leading retailer in Malaysia, committed to providing an exceptional shopping experience, by ensuring an unparalleled value, catering to the diverse needs of Malaysian consumers with a unique blend of local and imported goods, extensive promotions, and superior customer service. AEON BiG's goal is to ensure the best and most comfortable shopping experience for our customers.

Guided by its 'Customer First' philosophy, the company's acute understanding of the target market needs, aided by optimal product mix, AEON BiG 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.

For more information, please visit:

- Facebook: MY AEON BiG
- Instagram: myaeonbig
- LinkedIn: AEON Big (M) Sdn Bhd
- Website: www.aeonbig.com.my

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