

Overseas Operations

Our business has been extended to China, Thailand, Malaysia, Taiwan, Indonesia, Vietnam, the Philippines and Cambodia. We have earned a solid reputation overseas as a company that takes a global perspective with the services offered, taking care to tailor them to cardmembers' lifestyles.



The Asian Business Division, newly established in April 2012, engaged in the nurturing of global human resources and the development of common system platforms for overseas operations.

China and Hong Kong

Hong Kong-based AEON CREDIT SERVICE (ASIA) CO., LTD., the Company's first overseas subsidiary, was established in 1987 and listed on the Hong Kong Stock Exchange in 1995. The subsidiary operates a network of 18 branches, develops co-branded cards, and actively engages in promotional activities with alliance partners. The cardmember base in Hong Kong was 1.06 million as of February 20, 2012. In the insurance agency business, to increase the number of new insurance policies the company has enhanced web-based insurance information as well as face-to-face selling.

In China, the Group is reinforcing administrative outsourcing businesses, such as contracted debt collection for local banks, in Shenzhen and Guangzhou. In addition, the Group has established a new corporation in Shenyang, Liaoning Province, and launched consumer finance businesses in mainland China.

Thailand

AEON THANA SINSAP (THAILAND) PLC was established in 1992 as the Company's second overseas subsidiary after Hong Kong. The company has steadily expanded its business activities and was listed on the Stock Exchange of Thailand in 2001. It has

expanded its branch network to 87 locations and is strengthening cardmember recruitment by means including the issuance of co-branded cards with airline companies and mobile phone service providers and issuing the AEON GOLD CARD to card members with particularly good credit histories. The total number of card members was 6.21 million as of February 20, 2012.

Despite the impact of the massive flooding in Thailand, the Thai operations reinforced card member recruitment at business partners' outlets, card use promotion programs with local retailers and mobile phone retailers, and expansion of credit-peripheral businesses such as the insurance agency, leasing and servicing businesses.

After the flooding, the Thai operations worked to assist customers who suffered damage in the disaster, extending special loans for housing refurbishment and the purchase of home appliances and furniture to customers in heavily damaged areas and offering consultation and advice concerning payment.

Malaysia

AEON CREDIT SERVICE (M) BERHAD, the Company's third overseas subsidiary, was established in 1997 and listed on the Bursa Malaysia in 2007. The subsidiary has increased its cardmember base to 0.98 million members as of February 20, 2012, by soliciting card members with local business partners, building the first non-bank ATM network in Malaysia, issuing cards linked to the reward point programs offered by alliance partners, enhancing cardmember benefits, and promoting the issuance of

the AEON GOLD CARD to its prime customers. In addition, it has steadily expanded the credit-peripheral business by reinforcing the hire purchase and insurance agency businesses.

Taiwan

One of the Company's Subsidiaries in Taiwan has steadily expanded the scope of its hire purchase business to include motorcycles in addition to home appliances and furniture. In 2002, another subsidiary in the country became the first Japanese non-bank financial institution to acquire a local credit card issuing license. As a result of the expansion of the cardmember base through the issuance of new co-branded cards, including a co-branded card with a major local retail group, the total number of card members reached 0.14 million as of February 20, 2012. Efforts to increase the convenience of credit card use, such as expansion of the card settlement service for public utility bills and promotion of the settlement agency service for affiliated merchants, have resulted in steady expansion of transaction volume.

Indonesia

PT. AEON CREDIT SERVICE INDONESIA was established in 2006. Utilizing expertise accumulated in the consumer finance industry in Japan and other Asian countries, the subsidiary engages in the hire purchase business for home appliances and furniture in Indonesia. The subsidiary has built a business base in preparation for a future launch of the credit card business by expanding its network of affiliated merchants through vigorous marketing

activities and organization of the customer base through the issuance of membership cards. As a result of these efforts, in fiscal 2010, the subsidiary attained profitability on an annual basis.

Vietnam

Established in 2008, ACS TRADING VIETNAM CO., LTD., was the first Japanese company in Vietnam to start an installment sales business. In fiscal 2011, the company attained profitability on an annual basis as a result of engaging in sales activities in Ho Chi Minh and Hanoi and working to expand and upgrade the business network by stepping up affiliated merchant development, among others, with an emphasis on home appliance mass merchandisers.

The Philippines

Established in 2008, AEON CREDIT TECHNOLOGY SYSTEMS (PHILIPPINES) INC. provides services for the development of information systems. In fiscal 2010, the subsidiary attained profitability on an annual basis through business scale expansion achieved by increasing its systems personnel to 200 employees, among other measures.

Cambodia

To extend the overseas business to another country, in 2011 the Company established AEON MICROFINANCE (CAMBODIA) PRIVATE COMPANY LIMITED and began its installment sales business in Cambodia.



Hong Kong

China

Thailand

Malaysia

Taiwan



Indonesia

Philippines

Vietnam

Cambodia

Asian Business Division