

CSR Action Policies

AEON Financial Service Policies on Compliance

1. Earning Trust

We are well aware that we have an important social responsibility and public mission as a comprehensive financial group, and we strive to earn unwavering trust from society by acting in good faith and ensuring sound business operations.

2. Respecting Human Rights

Our officers and employees all treat each other as partners in the workplace, showing mutual respect for individuals' characters and individuality.

3. Complying Fully with Laws and Regulations, etc.

We aim to comply fully with all laws, regulations, and rules, and conduct fair and honest corporate activities in keeping with social norms. In addition, we aim to maintain a strong sense of ethics, and to sustain and enhance a corporate culture of obeying laws, regulations and rules.

4. Managing Information

We handle customer information and other critical information with the utmost care, and manage it rigorously to avoid improper use.

5. Ensuring a Customer-Oriented Approach

We always put customers first and offer reliable, high-quality financial services suited to each customer's needs. Furthermore, we ensure that our actions never harm our customers' interests in order to benefit the AEON Financial Service Group, and we refrain from using our dominant position to persuade customers to enter into transactions.

6. Confronting Anti-Social Forces

We are committed to maintaining a resolute stance against anti-social forces that pose a threat to civil society, and if we encounter any transaction that we suspect is connected to money laundering or any other crime, we do not disregard it, but deal with it appropriately.

Privacy Policy

Privacy Policy

1. AEON Financial Service Co., Ltd. (the "Company") has established and discloses the privacy policy (the "Privacy Policy") as its approach to protect personal information and properly handle such information.
2. The Company recognizes the importance of protecting personal information, and complies with the Act on the Protection of Personal Information and other relevant laws and regulations including guidelines, as well as the Company's internal regulations including this Privacy Policy, and it strives to properly protect and handle personal information.
3. The Company acquires personal information through appropriate and lawful means, and only to the extent necessary to achieve the purpose of utilization.
4. The Company specifies the purpose of utilization of personal information, and handles such information within the limitations of the purpose of utilization. In cases where the purpose of utilization of specific personal information is limited by laws and regulations, the Company does not use such information beyond such limitations of the purpose of utilization.

The Company's purpose of utilization of personal information is shown in "Handling Personal Information," etc.

Handling Personal Information (Purpose of Utilization of Personal Information)

5. The Company does not provide personal information to any third party, with the exception of cases where the person concerned has granted prior consent in that regard, or where provision of personal information is based on laws and regulations.
6. The Company takes appropriate measures to ensure the security control of customers' personal information in order to prevent loss, alteration or leakage of such information.
When outsourcing the handling of customers' personal information, the Company appropriately oversees the trustee.
7. The Company reviews the content of this Privacy Policy as necessary, and strives to bring about continuous improvement such as to its systems and approaches for protecting personal information.
8. The Company trains and educates its officers and employees regarding the importance of protecting personal information to ensure that they handle customers' personal information in an appropriate manner.
9. The Company responds in an appropriate and swift manner to requests by customers to disclose personal information it retains.
For details of procedures relating to disclosure, etc., please see the information shown in the section "Handling Personal Information," or please contact the office shown below.

Handling Personal Information (Procedures Relating to Disclosure, etc. of Personal Data Retained by the Company)

10. The Company responds to any opinions or requests concerning its handling of personal information in an appropriate and swift manner.
Please contact the General and Legal Affairs Division given below regarding opinions and requests.

General and Legal Affairs Division, AEON Financial Service Co., Ltd.,

Tel: +81-3-5281-2080

Business hours: 9:00 to 17:00 Japan standard time, weekdays



Enhancing Convenience for Customers

■ Making Use of Customer Feedback

We value opinions, requests, and other feedback received from our customers, and we take such feedback seriously as a means to improve our business and further upgrade our services. We provide customer feedback cards at bank branches and ATMs, replying individually to those customers we can contact. Each of our companies also collects and categorizes feedback received via branches, call centers, and the corporate website, and such feedback is shared, discussed, and studied by the AEON Financial Service Customer Satisfaction Committee, and used in efforts to further upgrade our services.

■ Initiatives to Enhance Convenience

We are taking steps to enhance our services to make them more convenient and more focused on serving the public good so that a diverse range of customers can feel comfortable using them. In bank branches, for instance, we installed communication boards to enable customers with impaired hearing or concerns about communicating verbally to use a visual means of telling bank staff what transactions or procedures they want.

For customers with physical disabilities

➔ We reduce fees for over-the-counter money transfers

For customers with impaired eyesight

➔ We issue account statements in braille

For customers who find it difficult to write

➔ We handle housing loan applications and other paperwork read or written by a proxy on behalf of the customer

Supporting Our Employees

■ Respect for Diversity in Hiring and Training

We respect the diversity of our personnel and endeavor to conduct hiring and training free of discrimination based on nationality, ethnic origin, gender, educational background, religion, or physical disability.

Hiring

The three comprehensive financial service companies of the Group conduct joint hiring to offer more reliable, convenient financial services centered on Kurashi-no-Money Plazas and in-store branches within AEON shopping centers. In April 2014, we hired five non-Japanese students in order to secure personnel who can play an active role throughout Asia.

Training

We offer group training, on-the-job training, and assistance with self-development to enable each individual employee to enhance his or her own skills. In so doing, we aim to nurture global human resources who will flourish outside Japan, as well as professionals who command a wide range of skills in credit, banking, and insurance, enabling them to recommend financial services that meet customer needs. We are also actively implementing personnel exchanges between our domestic and overseas companies to nurture global human resources who will support our business development in Asia. During fiscal 2013 we sent 24 employees overseas from Japan, and eight overseas employees came to Japan.



■ Creating Accommodating Workplaces

We are introducing a personnel management system that will enable motivated employees to play an active role over the long term and combine work with childbirth, childrearing, and caring for elderly relatives.

Promoting Diversity

We are creating a framework within which each employee's individuality can be respected and a diverse range of personnel can flourish in order to reinforce our ability to provide financial products and services developed from the customer's perspective. In order to actively promote full participation by women in particular, in 2014 we brought in a female outside director and established a new Hiring and Training Division to extend and enhance training focused on women's career advancement. We are also actively promoting the appointment of women to management positions and we intend to raise the percentage of female store managers from the current 25% to 50% or more soon.

Promoting Work-Life Balance

To create better workplaces that are more accommodating toward our employees we conduct an annual morale survey targeting all employees, and incorporate the results of the survey into subsequent system revisions.

In 2013 AEON CREDIT SERVICE Co., Ltd. introduced systems enabling employees to take consecutive holidays and to systematically take paid leave, as well as a new system targeting a reduction in total hours worked.

In separate measures to support employees returning to work after childcare leave, we offered reduced working hours and extended and enhanced the provision of child-related allowances for employees with children younger than junior high school age.

Communication with Shareholders and Investors

■ System for Disclosing Information

To enable our shareholders, investors, and other stakeholders to deepen their understanding of the Company, we disclose key information related to the Company in a timely and appropriate manner in accordance with laws and regulations relating to financial instruments and the rules of the stock exchanges on which the Company's stocks are listed. The information disclosure system we have put in place affords all our investors equal access to material information affecting investment decisions.



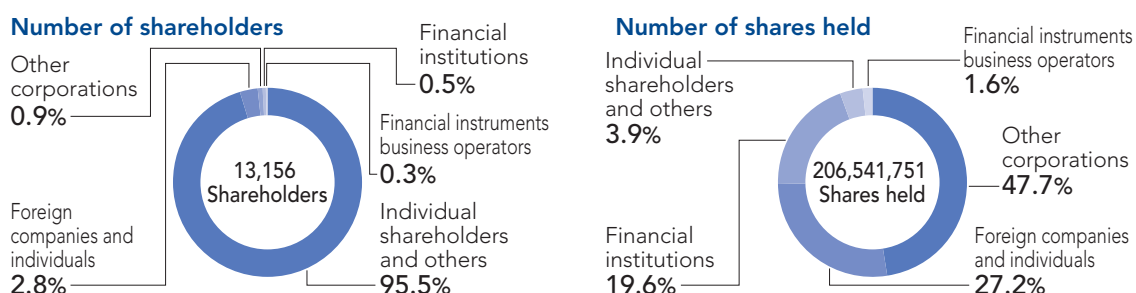
The shareholder and investor information home page

■ IR Activities

We regard IR activities as important, believing that a positive attitude toward releasing information helps to earn trust from society. Through our IR activities we communicate the facts about the Company to our shareholders and other investors impartially, accurately, promptly, and continuously. During fiscal 2013 we held results briefings for institutional investors, while the director and other personnel with responsibility for IR responded to individual inquiries.

We are also striving to make better use of the Internet to disclose information as a means of helping more individual shareholders to understand the Company. In addition to monthly operating data, the latest news and IR materials, we brought together relevant information including information on the Company's business activities, the types of cards offered and their privileges, industry information, and the Company's financial information in a section of the Company's website specially for individual investors.

■ Shareholding Ratio by Category (as of March 31, 2014)



■ Redistribution of Profits to Shareholders

We regard the redistribution of profits to shareholders as an important policy for managing the business. We therefore allocate profits among shareholders appropriately, and endeavor to enhance the Company's ability to compete by securing the internal reserves necessary to expand operations and increase productivity.

For fiscal 2013 we set an interim dividend of ¥25 per share and a year-end dividend of ¥35 per share for an annual dividend of ¥60 per share.

Annual Dividends per Share

	FY2010	FY2011	FY2012	FY2013
Annual dividend	¥40	¥45	¥50	¥60
Payout ratio	65.8%	78.5%	56.9%	57.4%