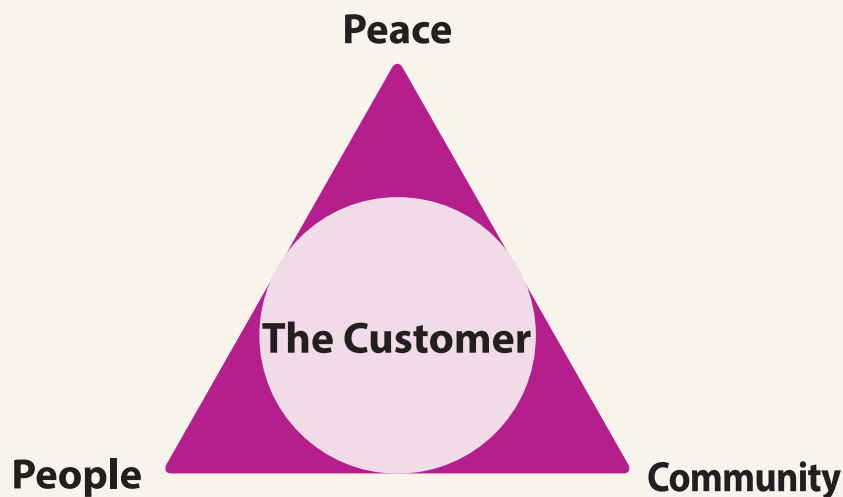


AEON Basic Principles



Pursuing peace, respecting humanity, and contributing to local communities, always with the customer's point of view as its core.



The word aeon (**ÆON**) has its origins in a Latin root meaning “eternity.” The customers’ beliefs and desires comprise the central core of our philosophy. At Aeon, our eternal mission as a corporate group is to benefit our customers, and our operations are thus customer-focused to the highest degree.

Aeon Basic Principles are the following:

- “Peace”** Aeon is a corporate group whose operations are dedicated to the pursuit of peace through prosperity.
- “People”** Aeon is a corporate group that respects human dignity and values personal relationships.
- “Community”** Aeon is a corporate group rooted in local community life and dedicated to making a continuing contribution to the community.

On the basis of the Aeon Basic Principles, Aeon practices its “Customer-First” philosophy with its ever-lasting innovative spirit.

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Akinori Yamashita
President and CEO

AEON Financial Service Co., Ltd. (the “Company”) and its subsidiaries (together hereinafter referred to as the “Group”) are a comprehensive financial group that grew out of AEON Group’s retail operations. The Group provides financial services in Japan and 11 countries in Asia in accordance with the AEON Basic Principles of “pursuing peace, respecting humanity, and contributing to local communities, always with the customer’s point of view as its core.” At present, the Group is utilizing a wide-ranging sales network that includes AEON Group stores and affiliated merchants, as well as the Group’s approximately 700 sales bases in Japan and overseas to engage in a credit card business, a banking business, an installment payment business, and more. The Company is working to enrich the lives of customers as a bank holding company with 34 companies carrying out these businesses under it.

In the consolidated financial results for the fiscal year ended March 31, 2015, as a result of efforts to steadily expand the business lines of all businesses, ordinary income were ¥329.0 billion (up 15% from the previous fiscal year), ordinary profit was ¥53.0 billion (up 29% from the previous fiscal year) and net income was ¥30.4 billion (up 47% from the previous fiscal year), with each of these figures hitting record highs.

Looking at the business environment surrounding the Group, the development and increasing ubiquity of global information and communications technology in recent years are driving changes in people’s lifestyles, and needs for financial services are diversifying. In Japan, there is increasing momentum toward responding to foreign tourists, who are growing in number every year, and the move to cashless operations, which is part of the government’s growth strategy. Furthermore, in Asian regions, amid high economic growth even from a global standpoint, competitive environments in markets are becoming increasingly difficult reflecting not only business expansion by local financial institutions but also successive market entries by Japanese banks and other financial institutions from abroad.

In this environment, there are increasing demands for the Group to strengthen governance for the purpose of building strong management structures as it accelerates its business expansion and achieves further growth.

To meet this demand, the Group will continue carrying out highly convenient product development and service provision using the latest information and communications technology in accordance with customer-oriented management principles. In addition, we will aim to propose services tailored to customer needs and provide speedy and seamless operations from the synergies realized among Group companies through sharing sales networks, various customer information and knowhow. We will also work to strengthen our governance structure by such means as promoting compliance training for employees in Japan and overseas, and working to cultivate personnel equipped to carry out operations with a global perspective.

Going forward, we will contribute through our business activities to the development of society and to enriching the everyday lives of people.

We look forward to your ongoing support.

- 1981 Jun. Nihon Credit Service Co., Ltd., established
- Jul. Commenced operations relating to Jusco Card
- Dec. Commenced hire purchase operations
- 1982 Oct. Commenced credit card cash advance operations
- 1984 Apr. Registered as a money lender (Director-General of the Kanto Local Finance Bureau (1) No. 00215)
- 1987 Oct. Opened a branch in Hong Kong, which commenced hire purchase operations. This marked the beginning of overseas operations in Asia
- 1989 Jul. Registered as a provider of installment payment services (Registration number Kan-17)
- 1990 Jul. AEON Credit Service (Asia) Co., Ltd., established in Hong Kong²
- 1992 Dec. AEON Thana Sinsap (Thailand) Plc., established in Thailand
- 1994 Aug. Changed the Company's name to AEON CREDIT SERVICE Co., Ltd.
- Dec. Registered the Company's shares on the JASDAQ (over-the-counter) market
- 1995 Sep. Listed shares of AEON Credit Service (Asia) Co., Ltd., on the Hong Kong Stock Exchange
- 1996 Dec. Listed the Company's shares on the Second Section of the Tokyo Stock Exchange
- Dec. AEON Credit Service (M) Sdn. Bhd. (currently, AEON Credit Service (M) Berhad.), established in Malaysia
- 1998 Aug. Listed the Company's shares on the First Section of the Tokyo Stock Exchange
- 1999 Feb. ACS Credit Management Co., Ltd., established as a wholly owned subsidiary engaged in servicer operations
- 2000 Oct. Commenced issuance of AEON Card as an integrated card replacing a range of cards issued by AEON Group companies, including Jusco Card
- 2001 Dec. Listed shares of AEON Thana Sinsap (Thailand) Plc. on the Stock Exchange of Thailand
- 2003 Dec. Commenced issuance of AEON Gold Card, which is the industry's first credit card with no annual fee
- 2006 Mar. AEON Co., Ltd. announced its entering into the banking business
- May AEON Financial Project Co., Ltd., established as bank preparation company
- 2007 Apr. Commenced issuance of "AEON Card (with WAON)" which includes the function of e-money "WAON"
- Oct. Aeon Financial Project Co., Ltd. changed name to AEON Bank, Ltd., and obtained banking business license from the Financial Services Agency. AEON Bank, Ltd. commenced banking operations (in-store branches opened, ATMs began operations)
- AEON CREDIT SERVICE Co., Ltd. obtained license for banking agency business with AEON Bank, Ltd. as the assigned bank
- Dec. Listed shares of AEON Credit Service (M) Berhad on the stock exchange of Malaysia, Bursa Malaysia
- 2009 Feb. Commenced issuance of AEON CARD SELECT, which combines the functions of a credit card, cash card and e-money "WAON"
- 2010 Mar. Began receiving applications for the AEON Select Club for people with housing loans from AEON Bank, Ltd.
- Jul. Acquired shares of MC Short Term Small Amount Insurance Co., Ltd. (currently, AEON S.S. Insurance CO., LTD.), making it into a subsidiary
- Oct. Established a portal website for one-stop financial service: Aeon financial service "Kurashi-no-Money Site"
- 2011 Dec. AEON Community Bank, Ltd. became a subsidiary of AEON Bank, Ltd.
- 2012 Jan. Acquired shares of TOSHIBA HOUSING LOAN SERVICE CO., LTD. (currently AEON HOUSING LOAN SERVICE CO., LTD.), making it into a subsidiary
- Mar. AEON Bank, Ltd. carried out absorption-type merger with AEON Community Bank, Ltd.
- 2013 Apr. Through a management integration with AEON Bank, Ltd., the Company changed its corporate structure to a holding company (a bank holding company) and changed its name to AEON Financial Service Co., Ltd.
- May. Acquired shares of TOSHIBA FINANCE CO., LTD. (currently AEON Product Finance CO., LTD.), making it into a subsidiary
- Jul. Established Myanmar subsidiary AEON MICROFINANCE (MYANMAR) CO.,LTD.