

# Value Creation in Transition

We have a history of responding well to social issues and changes in the external environment, and we continue to provide value through financial services that are unique to the AEON Group.

Global Trends

Proliferation of financial services in Japan

Remarkable development of Asian economies

Our Value Creation Journey

1981–

**A building block for the growth of financial services in Japan**

We achieved continued expansion for our credit card business in cooperation with the AEON Group's retail business. As a pioneer in financial services in Japan, we contributed to market growth by improving convenience and increasing the range of services we provide.

1987–

**Financial services that are convenient and enrich the lives of people in Japan and Asia**

We expanded operations from Japan to other Asian countries, working to support convenient, better living by providing financial services aligned with the needs of customers in the countries and regions we serve.

Our Initiatives

## Nihon Credit Service Co., Ltd. established

Our company was established in June 1981, initially launched as a shopping credit business to support shopping at Jusco general merchandise stores.



## Business expansion with a focus on credit cards

Our credit card financing business started in 1982. Since then, transaction volume has increased in tandem with card functionality. For example, we issued combined postal savings cards and cards that support international payment networks.



## Opened branches in Hong Kong and Thailand

We opened a branch office in Hong Kong, our first overseas base, in 1987, followed by a branch in Thailand. We began our overseas business by offering installment finance for furniture and home appliances at AEON Group stores.



## Driving the industry's firsts

We have consistently responded to customer needs with innovation, including the waiver of annual card fees and free theft insurance for all cards, including gold cards.



With resources such as the AEON Group's brand equity and store network supporting our business, we have grown rapidly through the years, especially in our credit card business. Currently, we operate in a wide range of businesses including e-money settlement, insurance and banking. We have also successfully deployed the expertise acquired in Japan to enter markets in 11 other Asian countries/regions to provide financial services that enrich the daily lives of a broader range of customers.

## Growing diversification in working styles, consumption patterns and other values in daily life

## Changes in lifestyles enabled by digitalization

2007–

### Support for customers at each stage of their lives, in step with their lifestyles

From credit services to insurance and asset management, we focused on supporting better living for customers by meeting their financial needs at each stage of their lives.

2015–

### Harnessing IoT\* and AI to realize better living by pursuing greater convenience

By building a database of customer information, we are able to achieve a more detailed understanding of our customers' needs and enrich their lives in new ways through the use of IoT and AI.

\* Internet of Things

#### A broader service lineup

Aeon Bank, Ltd. began operating in 2007. Today, it helps customers with asset management through a variety of financial services including insurance and investment trusts.



#### AEON Financial Service Co., Ltd. established

We began operating as a bank holding company in 2013 after management integration with AEON Bank, Ltd., and have since provided a comprehensive array of financial services designed from the customer perspective.



#### Construction of a Group-wide database

Our goal is to significantly expand our customer database by accumulating information that will help us develop services as and when required by our customers.



#### Launch of auto loan business in the Philippines and Cambodia

In 2017, we launched an auto loan business making use of IoT technology in the Philippines. We have launched similar services for taxi drivers in Cambodia and plan to extend this model to other countries.

