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May 7, 2026
AEON Financial Services Co., Ltd.

Top Rating in the Credit Card Industry for Five Consecutive Years! Achieved Three-Star Ratings in Two Categories in the 2026 HDI Rating Benchmark

AEON Financial Service Co., Ltd. (President & CEO: Tomoharu Fukayama, hereinafter "the Company") has received the highest rating of three stars for the fifth consecutive year in two categories, "Web Support Rating" and "Inquiry Desk Rating," in the 2026 HDI-Japan Rating Benchmark's public rating survey for the credit card industry.



The HDI Rating Benchmark is based on evaluation criteria set according to HDI's international standards, with general users and expert reviewers evaluating companies from the customer's perspective and assigning ratings in four stages from three stars to no stars.

The evaluation included the following excerpt: "The inquiry desk is bright and friendly, demonstrating a positive attitude that welcomes inquiries. They organize questions, understand the needs, and provide clear and concise answers. The website is simple, allowing users to quickly find the information they need. The extensive selection of cards allows for efficient information gathering. The availability of multiple self-help options, including FAQs, categorized Q&A, and chat, is also reassuring." The Company believes this result reflects its sincere commitment to each individual customer as well as its dedication to providing clear and convenient services.

The Company will continue to practice "customer first" principles and strive for further quality improvement to meet customer expectations.

【For Reference】

1.About HDI

HDI is the world's largest membership organization for IT support services and established the world's first international certification system. HDI has over 50,000 members worldwide, including many of the top companies listed in Fortune magazine.

2.About HDI-Japan

HDI-Japan was established in 2001 in response to the needs of the Japanese support service industry, based on the same concept as HDI globally.

3.About the HDI-Japan News Release

https://www.hdi-japan.com/hdi/research-publication/press_release_260507.asp (Japanese only)

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