



AEON CREDIT SERVICE



PRESS RELEASE
For Immediate Release

AEON CREDIT UNVEILS NEW CREDIT CARD WITH VISA PAYWAVE FUNCTION

19 NOVEMBER 2015

AEON Credit Service (M) Bhd launched today the AEON BiG Visa credit card, in collaboration with AEON BiG (M) Sdn Bhd and Visa Inc. The credit card also incorporates the radio-frequency identification (RFID) technology with Visa's patented *payWave* function.

According to Mr. Kenji Fujita, Managing Director of AEON Credit, the new co-brand card was conceptualised to enhance value to customers from retail spending at AEON BiG stores through rebates offered by both AEON Credit and AEON BiG. Additionally, customers stand to benefit by being eligible to participate in promotional campaigns from AEON BiG and AEON Credit and enjoy greater rewards.

"The co-brand card is aligned with AEON Credit's philosophy of providing consumer financial services that best meet customer needs. Among the highlights of the credit card is the offer of combined rebate of up to 15% for retail spending at AEON BiG, making it the highest cash back proposition in the market for a long term benefit. Furthermore, the credit card offers customers the convenience of a single card platform for point accumulation and for payment purposes. The Company has projected issuance of 50,000 AEON BiG Visa cards by end of next year" said Mr. Fujita.

Mr. Mitsuru Nakata, Managing Director of AEON BiG, said that the company is looking forward to provide its customers with the best products and services available. "With strong cooperation between AEON Credit and Visa, we are excited to introduce to our customers a product that will greatly improve their overall experience here in AEON BiG. On top of the benefit and rewards, AEON BiG member card holders will be delighted to learn that their membership will be integrated into the co-brand card as well. We look forward to see how customers will react to the new card product" said Mr. Nakata.

Another special feature of the co-brand card is the Visa *payWave* function which promises more convenience to the customer for retail spending of up to RM250 in a single transaction at AEON BiG and other merchants supporting the function.

"We are pleased to partner with AEON Credit and AEON BiG to launch this important series of Visa *payWave* co-branded cards. Visa *payWave* makes everyday transactions faster and easier for consumers, and is just as secure as any other Visa card. We have been working closely with AEON Credit, AEON BiG, and other banks and merchants to issue more Visa *payWave* cards in the market and increase acceptance for Visa *payWave* enabled transactions. Payment volume for Visa *payWave* transactions have grown close to 200 per cent year-on-year as of August 2015 and the number of contactless transactions have also increased by over 50 per cent year-on-year in the same period," said Mr. Ng Kong Boon, Visa Country Manager for Malaysia.

For more information on the co-brand credit card and other AEON Credit products, visit www.aeonmalaysia.com.my.

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Note to editor:

About AEON Credit Service (M) Berhad ("AEON Credit" or "the Company"):

AEON Credit Service (M) Berhad, a subsidiary of AEON Financial Service Co., Ltd Japan, was listed on the Main Market of Bursa Malaysia Securities Berhad in December 2007. The Company commenced operations in Malaysia in 1997 by providing Easy Payment schemes for purchase of consumer durables such as electrical and electronic equipment, IT gadgets, furniture etc. through appointed retail merchants and chain stores. Today the business of the Company has expanded to include issuance of Credit Cards, Vehicle Easy Payment schemes for the purchase of motorcycles, cars and commercial vehicles, Personal Finance scheme, equipment financing for SME businesses, Insurance business, and other services.

AEON BIG (M) SDN BHD ("AEON BiG")

*(formerly known as Magnificent Diagraph Sdn. Bhd.)
(hereinafter referred to as "AEON BIG")*

AEON Co. Ltd. Japan acquired AEON BIG on the 1st of November 2012. Following the said takeover, AEON BIG currently operates 27 stores which comprises hypermarkets and supermarkets in Malaysia. AEON Co. Ltd is now steering the growth of the hypermarkets and supermarkets in Malaysia through AEON BIG. The hypermarket concept of AEON BIG offers one-stop shopping, self-service, customer convenience facilities, free parking (at selected stores only) and low price on a wide range of fresh produce and non-food categories. It is also one of the hypermarkets which offer 100% refund policy that protects the consumer's right against defective goods. AEON BIG offers Big Choices with Great Value to its customers. The colour ORANGE signifies friendliness; joyfulness, clear, simple and the best quality; in line with our customer's way of life.

About Visa

Visa Inc. (NYSE: V) is a global payments technology company that connects consumers, businesses, financial institutions, and governments in more than 200 countries and territories to fast, secure and reliable electronic payments. We operate one of the world's most advanced processing networks — VisaNet — that is capable of handling more than 56,000 transaction messages a second, with fraud protection for consumers and assured payment for merchants. Visa is not a bank and does not issue cards, extend credit, or set rates and fees for consumers. Visa's innovations; however, enable its financial institution customers to offer consumers more choices: pay now with debit, pay ahead of time with prepaid or pay later with credit products. For more information, visit www.visa.com.my, <http://visaapnews.asia/> and @VisaNews.

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