

July 7, 2021
AEON CO., LTD.

More Customer-friendly and Convenient AEON's Point System Converting AEON Card's "Tokimeki Point" into "WAON POINT" in September



Aeon aims to achieve circular and sustainable management leading to the wealth of communities driven by Aeon's growth in the region by 2030 as stated in the Medium-term Management Plan. To this end, Aeon is making group-wide efforts to vitalize the local economy, and establish and foster communities as well as provide products, services and infrastructure to meet local needs.

In the course of integrating AEON's advantageous multi-format store network with our businesses and digital technology to achieve the above goal, we recognize the urgency of developing a common digital platform necessary for coordinating and utilizing Group-owned data as well as providing local infrastructure.

As the spread of COVID-19 accelerates the move toward a cashless economy, in order to enhance customers' convenience and establish a common group-wide digital platform, Aeon will offer "WAON POINT" instead of "Tokimeki Point," which is awarded when making payments with an Aeon-branded credit card (Aeon Card). This change will become effective on September 11, 2021.

Aeon currently offers two types of points: "WAON POINT," which is awarded based on the amount paid in cash or WAON, a type of electric money, at the Aeon Group's stores; and "Tokimeki Point," which is provided depending on the amount purchased with an Aeon Card. Approximately 110 billion points are issued annually across the Group.

This change in the point system will allow Aeon's points to be integrated into WAON POINTS. Value from points earned can be used for shopping in increments of one point. In addition, customers can continue to enjoy the benefit of earning double points when using their Aeon Card at the Aeon Group's stores. The Aeon point system will become more customer-friendly and convenient than ever before.

Aeon will continue striving to realize greater enrichment and convenience in the lives of its customers.