



AEON CO. (M) BHD. (126926-H) (formerly known as Jaya Jusco Stores Bhd.) • ANNUAL REPORT 2005



AEON CO. (M) BHD. (126926-H) (formerly known as Jaya Jusco Stores Bhd.)  
3rd Floor, JUSCO Taman Maluri Shopping Center, Jalan Jejaka, Taman Maluri, Cheras, 55100 Kuala Lumpur.



AEON CO. (M) BHD. (126926-H)  
(formerly known as Jaya Jusco Stores Bhd.)  
Incorporated In Malaysia

### **Cover Rationale**

*Our unique Annual Report cover design reflects AEON's corporate image.*

*The colourful printed plastic sleeve represents the image that all our customers see: JUSCO, a fresh, vibrant, colourful, retailer and shopping center operator that has taken a unique approach to shopping, bringing Malaysians a fresh and exciting shopping experience. It is a company that offers a wide assortment of products and services to cater for their needs and modern lifestyles and, more importantly, a company that delivers what it promises, with a smile.*

*Inside, the actual Annual Report cover represents AEON CO. (M) BHD. (formerly known as Jaya Jusco Stores Bhd.): a sophisticated, highly respected retail organization that is big, strong and financially stable, with a young, dynamic and innovative outlook.*

*Together, they represent a company that is both appealing to its customers and highly respected by investors and peers in the corporate world.*

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Note: For your easy reference, in this annual report, "AEON CO. (M) BHD. (formerly known as Jaya Jusco Stores Bhd.)" is also referred to as "the Company" or "AEON CO. (M) BHD."

## A CHANGE FOR THE BETTER

# Announcement Of Company's Name Change

The Company is pleased to announce that effective from 2 September 2004, the Company has changed its name from Jaya Jusco Stores Bhd. to AEON CO. (M) BHD. (126926-H).

This change of name heralds the creation of a global identity for our Company. The word 'aeon' has its origins in a Latin word meaning 'eternity'. For us here at AEON, the word is imbued with a deep sense of purpose. As the Company renews its corporate identity for the 21st century, the Company defines its mission as "creating a future of limitless promise".

Through this change of name, the Company wishes to create a new sense of awareness in its employees for a new beginning, propelling the Company into greater heights. The Company also pledges to fulfill customers' expectations at all times.

However, all AEON CO. (M) BHD. outlets will retain the brand name of JUSCO, which has become part of its stores' and shopping centers' identity over the years.



*The EGM in progress.*



*Shareholders arriving and registering themselves.*

## Extraordinary General Meeting on 26 August 2004

An Extraordinary General Meeting was held on 26 August 2004 at the Nikko Hotel, Kuala Lumpur, to pass a number of resolutions.

The first ordinary resolution to be passed by the shareholders of Jaya Jusco Stores Bhd. was for a proposed increase in the authorised share capital of Jaya Jusco Stores Bhd. from RM100,000,000 comprising of 100,000,000 ordinary shares of RM1.00 each to RM500,000,000 comprising of 500,000,000 ordinary shares of RM1.00 each.

The second ordinary resolution to be passed was for a proposed bonus issue of 87,750,000 new ordinary shares of RM1.00 each in Jaya Jusco Stores Bhd. on the basis of one (1) new bonus share for every one (1) existing ordinary share of RM1.00 each held in Jaya Jusco Stores Bhd.

An ordinary resolution for proposed shareholders mandate for a new recurrent related party transaction of a revenue or trading nature was also passed.

In addition, the shareholders overwhelmingly passed a special resolution to change the Company name from Jaya Jusco Stores Bhd. to AEON CO. (M) BHD. This name change was carried out to create a common identity among the numerous companies under the international AEON group of companies.

A similar name change took place in Japan in 2001 when JUSCO Co., Ltd., changed its name to AEON Co., Ltd., to enhance the image and stature of the Company.

In a press statement, Dato' Abdullah Mohd. Yusof, chairman of the Company, said that "Following the name change in Malaysia, it is important for the Company to perform better. More emphasis will be placed on the quality of products, pricing and customer service."

## JUSCO'S 20TH ANNIVERSARY CELEBRATIONS

# Celebrating 20 Successful Years In Malaysia



Mr. Okada, Datin Paduka Seri Endon Mahmood and Dato' Abdullah officiate the Company's name-change ceremony.



All the guests enjoyed the sumptuous dinner and entertainment.

## The 20th Anniversary Dinner

On 15 September 2004, JUSCO celebrated 20 successful and memorable years in Malaysia, with an anniversary gala dinner at the Mandarin Oriental Hotel in Kuala Lumpur. The Guest of Honour was Datin Paduka Seri Endon Mahmood, the Prime Minister's wife.

Members of the top management from our affiliated Company in Japan, AEON Co., Ltd. were present, including the Honorary Chairman Mr Takuya Okada, who was instrumental in setting up JUSCO stores in Malaysia during the early years.

The first highlight of the night was the announcement of the Company's name change from Jaya Jusco Stores Bhd to AEON CO. (M) BHD. It was also announced that the JUSCO brand name would continue to be used in all the Company's stores and shopping centers in Malaysia.

As the guests dined, a special video was shown, presenting the tree planting ceremony held earlier that day. It was followed by videos of the AEON group of companies in Japan and Malaysia.

The second highlight was the official ceremony transforming the "With All Our Hearts" Charity Fund to the new "With All Our Hearts" Malaysian Jusco Foundation, and a lively performance by its Ambassador, Siti Nurhaliza. To get the new Foundation off to a good start, the Company made a pledge to raise RM300,000 to build a "Rumah Tunas Harapan" orphanage home for the Jabatan Kebajikan Masyarakat Malaysia (Social Welfare Department of Malaysia).

## Let's Celebrate! A Sale To Remember

With this being a significant year, AEON CO. (M) BHD. decided to tie in their annual sale event with the Company's 20th Anniversary Celebrations. The aptly named "Let's Celebrate Sale!" was held from 15 September till 10 October 2004.

A special 20-page advertisement pullout was in The Star newspaper on 14 September to launch the event, announcing all the ensuing events, discounts, J Card privileges, a 2-page advertorial and congratulatory messages from the Company's many business partners.

Customers enjoyed big discounts of up to 70% storewide, and for the most loyal customers, the J Card Members, were given additional privileges and exclusive 'members-only' discounts.

The Company sourced out a number of items of household merchandise, including Panasonic living room fans, stainless steel pressure cookers, Sally armchairs and contour foam pillows. These "20th Anniversary Edition" merchandise were then offered to J Card Members at once-in-a-lifetime prices.

Other 20th Anniversary merchandise included the "morning drop" durian, which is reputedly the best of the crop, and the local dragon fruit from farms in the Kluang district in Johor. These dragon fruit are grown organically, and are

heavier, extra fleshy, juicier and tests have shown that they are 11% sweeter than others.

In addition to these, the Company has also introduced a range of affordable men's suits.



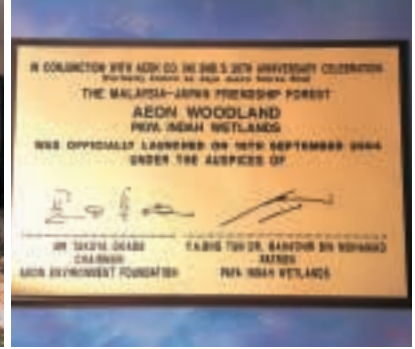




Mr. Takuya Okada signs the plaque.



Tun Dr. Mahathir thanks AEON in his speech.



The Malaysia-Japan Friendship Forest plaque.

## AEON Woodland Launched by Tun Dr. Mahathir Mohamad

On 13 September 2004, the Company held a special dinner in honour of Tun Dr. Mahathir bin Mohamad, the former Prime Minister of Malaysia.

Mr Takuya Okada, the Honorary Chairman of AEON Co., Ltd. hosted the dinner for Tun Dr. Mahathir and his wife at the Waraku Japanese Dining House in Kuala Lumpur.

In his speech, Mr Okada expressed his heartfelt gratitude to Tun Dr. Mahathir for inviting AEON to Malaysia to help modernise the local retail industry, 20 years ago. In turn,

Tun Dr. Mahathir thanked AEON for making its mark in the country's economic and social scene. He also hoped that AEON would continue to excel.

Tun Dr. Mahathir bin Mohamad was invited to sign a plaque, together with Mr Takuya Okada, for the launching of the Malaysia-Japan Friendship Forest. This plaque was placed at the forest site, which was named the AEON Woodland, a special area of about eight hectares set aside in Paya Indah Wetlands.



September 2004.



October 2004.



December 2004.



February 2005.



April 2005.



Current.

## AEON Plants 30,000 Trees in Paya Indah Wetlands

In the early morning hours of 15 September 2004, three thousand Malaysian and Japanese nature enthusiasts gathered in the Paya Indah Wetlands in Dengkil, Selangor, to take part in the massive tree planting exercise.

This tree planting ceremony was organised by AEON CO. (M) BHD. to mark its 20th Anniversary in Malaysia, and strongly supported by the AEON Environment Foundation. Lending a hand were the Japanese Ambassador to Malaysia, Mr Tadashi Imai, AEON Environment Foundation Chairman, Mr Takuya

Okada and AEON CO. (M) BHD. Chairman, Dato' Abdullah bin Mohd. Yusof.

Besides the 1,000 volunteers, staff members and business associates of AEON Co., Ltd., who had flown in from Japan, the other 2,000 volunteers from Malaysia came from a mix of customers, school children, suppliers, nature lovers and AEON staff members. All in all, they planted approximately 30,000 saplings of different tree and shrub varieties, including a number of fruit-bearing trees.



*Mr. Okada poses with members of AEON CO. (M) BHD.'s staff.*

## A Special Meeting with Mr Takuya Okada

On 16 September 2004, a special meeting was held with Mr Takuya Okada at the Nikko Hotel in Kuala Lumpur. It was held in conjunction with the Company's name change from Jaya Jusco Stores Bhd to AEON CO. (M) BHD.

In his speech, Mr Okada touched on the Company's guiding principle of peace, which it follows in carrying out

its business practices. When there is peace, business will prosper.

Mr Okada also touched on the early days of AEON in Malaysia and Japan. It is hoped that this will give the Company's staff in Malaysia the impetus to work together and propel the Company to greater heights.



*Mr. Okazaki leads the pledge.*



*AEON CO. (M) BHD. staff members recite their pledge.*

## A Re-birth at the Re-entry Ceremony

Following the Company's name change, all the Company's staff members in Malaysia underwent a re-entry ceremony on 20 September 2004 and looked forward to a new beginning in AEON CO. (M) BHD.

All employees were asked to start afresh in the new Company, in an effort to move forward and take the Company to new heights.

This re-entry ceremony was conducted to ensure staff realise that they now live in a new era. Consumers have less time to shop but want quality merchandise that complements their

new lifestyles. They are more knowledgeable and their expectations of a leading retailer are greater.

With the Company's name change, it is hoped that all staff members would start anew and work hard to meet today's challenges. To further promote this new awareness, uniformed staff members were given new uniforms to signal the start of the change.



WITH ALL OUR HEARTS

# From Charity Fund to Malaysian Jusco Foundation

## Continuing Our Mission With Fervour

The "With All Our Hearts" Malaysian Jusco Foundation was officially launched during JUSCO's 20th Anniversary celebration gala dinner on 15 September 2004.

Born from AEON CO. (M) BHD.'s established "With All Our Hearts" Charity Fund, the new foundation continues with its mission: to be continuously involved in fund-raising activities and events for the benefit of deserving Malaysians, especially children.

By becoming a full-fledged Foundation which will be government regulated, the "With All Our Hearts" Malaysian Jusco Foundation will be fulfilling even larger social responsibilities in Malaysia.



*Datin Paduka Seri Endon Mahmood launches the new Foundation.*

## Our Promise: A Brand New Home for Rumah Tunas Harapan

To get the new Foundation off to a running start, AEON CO. (M) BHD. pledged, during the official launch of the Foundation, to raise RM300,000 to set up a "Rumah Tunas Harapan" for the Jabatan Kebajikan Masyarakat Malaysia.

"Rumah Tunas Harapan" is an orphanage that will give more Malaysian children the opportunity to live in a positive environment, with the love and care of "parents" in the comfort of a complete home.

In conjunction with this significant event, a scale model of the orphanage was presented to representatives of Jabatan Kebajikan Masyarakat.



*Dato' Abdullah presenting the scale model house.*

## First Annual General Meeting

The new "With All Our Hearts" Malaysian Jusco Foundation held its first Annual General Meeting on 7 March 2005 at the Crown Plaza Mutiara Hotel (formerly known as Mutiara Hotel) in Kuala Lumpur.

Amongst the important matters discussed and presented at the AGM was the Committee's report on the activities of the Foundation from the date of its registration on 17 June 2004 till the end of the fiscal year, 31 December 2004.

Other matters on the agenda were the reception of the Treasurer's report and audited accounts for the financial year ending 31 December 2004, the election of new

committee members and the appointment of auditors for the year 2005.



*The Malaysian Jusco Foundation's 1st AGM in progress.*

## Adopt A Plant

In conjunction with the tree planting ceremony at Paya Indah Wetlands by AEON CO. (M) BHD., an "Adopt A Plant For Charity" campaign was held at JUSCO 1 Utama Shopping Center on 28 August 2004 and 4 & 5 September 2004.

Potted plants were put up for sale at RM5.00 each. Proceeds from the sale were channeled to the "With All Our Hearts" Malaysian Jusco Foundation to be forwarded to "Rumah Keluarga Kami", an orphanage in Kajang, to assist them with their daily needs.

The campaign was held to encourage the public to help our less fortunate children and to spread the message of conserving the environment.







## The "With All Our Hearts" Charity Gala Dinner 2004

AEON CO. (M) BHD. has identified a house in Bukit Beruntung, Rawang, to be the "Rumah Tunas Harapan". It will be renovated and fully furnished before being handed over to the Jabatan Kebajikan Masyarakat Malaysia, who shall be responsible for the daily operations and needs of the home.

To raise these funds, AEON CO. (M) BHD. organised a "With All Our Hearts" Charity Gala Dinner, which also coincided with JUSCO's 20th Anniversary celebrations.

The highlight of the Gala Dinner was the appearance of Siti Nurhaliza, ambassador for the "With All Our Hearts"

Malaysian Jusco Foundation, who performed some of her hit songs, as well as the "With All Our Hearts" theme song. Popular artiste Afdlin Shauki was also engaged to perform at the function.

The "With All Our Hearts" Charity Gala Dinner received a tremendous response from customers and business associates of the Company, with every single seat being sold, raising RM262,006 for the project.

## The "With All Our Hearts" Charity Tour 2004



With the new "With All Our Hearts" Malaysian Jusco Foundation off to a successful start, AEON CO. (M) BHD. has kept the momentum going strongly.

The year-end festive season was the perfect opportunity to spread some of the festive joy. In a series of weekend events held at four JUSCO Shopping Centers (JUSCO 1 Utama, Bukit Raja, Alpha Angle and Kinta City) beginning 30 October 2004, the Company invited children from various orphanages for a story-telling session and a sumptuous meal, hosted by Siti Nurhaliza.

A "Gift of Hope School Bag" and a shopping allowance of RM100 to spend on festive attire were given to each orphan.

The Company also presented festive hampers to the orphanages involved for the festive season.

## "Program Sesama Sayang" - Visit To Hospital Melaka

On 25 April 2005, AEON CO. (M) BHD. and Hospital Melaka joined hands in bringing 100 children together to spend some time with Siti Nurhaliza, the "With All Our Hearts" Malaysian Jusco Foundation's ambassador, and to enjoy some genuine love and affection.

Held under the "Program Sesama Sayang Khas Bersama Siti Nurhaliza", the children were entertained to a short story telling session by Siti and treated to a bag of healthy goodies each.

AEON CO. (M) BHD. looks forward to many more years of serving the less fortunate and disabled Malaysians especially from the surrounding communities in which the Company has operations.



*Siti enthalls the children with her stories.*

## CORPORATE ACTIVITIES

# Doing Our Part For Society



Food provisions being presented to victims of the tsunami.



The cheque being presented to the Star and a letter of acknowledgement.



## Relief for Tsunami Victims

AEON CO. (M) BHD. was amongst the first corporations to send food provisions to the tsunami victims in Penang and Kedah via the local state authorities, including 9,600 bottles of mineral water, 9,600 cans of sardines and 10,800 packs of cream crackers.

In response to numerous requests from JUSCO's customers and staff members, AEON CO. (M) BHD. held a donation drive from 31 December 2004 till 9 January 2005 for victims of the tragic tsunami that hit South Asia on 26 December 2004.

A generous total of RM151,436.63 was collected and donated to the Tabung Bantuan Bencana Negara via the Star newspaper.

At the same time, in Japan, our affiliated company AEON Co., Ltd. and the AEON 1% Club donated 10 million yen (about RM360,000) to the Malaysian Embassy in Japan. All JUSCO Stores and offices in Japan also had a donation campaign for the same cause and the funds collected were given through UNICEF in Japan.

## Biodegradable Plastic Bags

In line with the aim of Japan's AEON Environmental Foundation to being environmentally responsible, JUSCO's new Biodegradable Shopping Bag was launched at the JUSCO Bukit Raja Shopping Center on 20 December 2004.

Conventional plastic bags is toxic and take hundreds of years to break down. These new shopping bags are made of OxoBiodegradable™ Plastic, which incorporates TDPA® (Totally Degradable Plastic Additives). Such plastics have a controlled lifespan and leave non-toxic residues. They are designed to reduce plastic pollution, in turn reducing landfill volume and greenhouse gases.

The AEON Environmental Foundation was established in 1991 with the primary objective of doing environment conservation work, to "protect and nurture nature".



Dato' Seri Ong Ka Ting officiates the launch of JUSCO's new biodegradable shopping bag.



## Health Campaign with Sedaya College

To promote better health awareness amongst members of the community, a public health campaign was held at JUSCO Taman Maluri in July 2004. It was organised together with the School of Pharmacy, University College Sedaya International (UCSI).

Different counters were set up to provide various health screening tests, together with an exhibition on medicine,

drugs and healthy life. Customers were able to check their body mass index to determine their ideal weight, as well as their blood pressure, glucose and cholesterol levels, and 'smokerlyzer' tests to determine whether one was a heavy, regular or non-smoker.



## Reaching Out To Our Customers



Customers selecting from a large variety of local produce 'fresh from the farm'.



### Agriculture Mega Sale

To commemorate the 100th Anniversary of the Agriculture Department, a Mega Sale and Promotion of Agricultural Produce was held in JUSCO Alpha Angle shopping center from 3 to 6 March 2005.

The official launch was held on 4 March 2005, and numerous activities and demonstrations including traditional cake making were held over the four day affair.

State Agriculture Departments from all over the country participated in this fair. Customers had the rare opportunity to purchase a large variety of local produce direct from the farm. The response was overwhelming as customers clamoured for the most popular items on sale, especially the fresh fruit, cakes and other traditional products.



Budding Malaysian artists pose with their prizes.



The children worked hard at their drawings.

### National Landscape Day Drawing Contest

"Bunga Raya Semarak Negara" was the theme of this year's children's drawing and colouring contest, which was held in conjunction with the National Landscape Day on 13 March 2005. National Landscape Day is usually observed every year in March, and it encourages us to appreciate our surrounding environment and the greenery we have been blessed with in this country.

The response to the drawing and colouring contest, which was held at all our JUSCO shopping centers, was extremely good, with numerous varieties of our national flower being portrayed in many different colours.





*Dato' Seri Rafidah Aziz sampling the authentic taste of organic prunes.*



*AEON's booth at the Eco Fair.*

## Eco Products International Fair

AEON CO. (M) BHD. and its Japanese counterpart AEON Co., Ltd. participated in the Eco Products International Fair at the Mid Valley Megamall in Kuala Lumpur, from 2 to 4 September 2004. The Eco Products International Fair has been an annual event in Japan since 1999, and this year in Malaysia, 60 local and foreign companies took part in the exhibition.

AEON presented its locally sourced organic vegetables, which are grown in an environment-friendly manner and are free of

chemicals. This makes them a healthy and great tasting choice for customers.

AEON Co., Ltd. displayed a variety of items under its in-house TopValu, brand from Japan. A new sub-brand of supermarket merchandise, Green Eye, was also introduced to visitors. Samples of one particular Green Eye product, organic prunes, were offered to visitors, many of whom enjoyed their authentic taste.



*The official opening of AEON CO. (M) BHD.'s new headquarters was a simple, elegant affair.*



## A New Name, A Brand New Office

The Company's fresh new beginning with its official name change to AEON CO. (M) BHD. was also the perfect time to move to a new office.

On 18 April 2005, Mr Soichi Okazaki, our Managing Director, and Mr Masato Yokoyama, our Executive Director, marked the official opening of our brand new headquarters, in a simple ribbon-cutting ceremony.

Now located at the JUSCO Taman Maluri Shopping Center, our new office offers many new, improved facilities for our staff members, including new meeting and conference rooms, comfortable new lounge and waiting areas for our visitors and business partners.

## HUMAN RESOURCE ACTIVITIES

# Continuing To Improve From Within



## Our 3rd Batch of Employees Graduate with Distinction

The Institute of Professional Development (IPD), OUM, is one of the leading schools for adult learning programmes. IPD conducts career development programmes for the employees of AEON CO. (M) BHD.

On 10 June 2004, the third batch of graduates in Retail Operations had their graduation and certificate presentation ceremony in OUM. It was attended by Mr Soichi Okazaki, Managing Director of AEON CO. (M) BHD., and YBhg Prof Tan Sri Datuk Dr Annuar Ali, President/Vice-Chancellor of OUM, who addressed the graduating students.

Cik Musliha Abdul Ghani was awarded the President's Prize for outstanding achievement, while Cik Fauziah Mohd Amin won the Managing Director's Prize. Two OUM Scholarship Awards were also given, to Encik Md Sazali Jazman and Cik Haryati Azis.

### AEON CO. (M) BHD. employees graduated:

Batch	No. of students	Graduation date
Certificate in Retail Operations 1	88	8 April 2003
Certificate in Retail Operations 2	51	12 Dec 2003
Certificate in Retail Operations 3	49	10 June 2004

### AEON CO. (M) BHD. employees current students:

Batch	No. of students
Diploma in Management (Retailing) 1	53
Diploma in Management (Retailing) 2	61
Diploma in Management (Retailing) 3	60
Diploma in Management (Retailing) 4	69
Certificate in Retail Operation 4	31
Certificate in Retail Operation 5	43



## "Show & Tell" - Finding Our Best Cashier

The third annual "Show & Tell" Cashier Contest was held from 1 October to 31 December 2004, followed by a Grand Cashier Service & Skill Tournament 2005 on 26 February 2005, at the Cititel Mid Valley, Kuala Lumpur.

The tournament, first of its kind in Malaysia, was launched in 2003. Thanks to the overwhelming response, it is now being held annually as part of the Company's efforts to upgrade customer service and upholds the Company's Customer First policy.

Customers were asked to fill in a contest form after making a purchase, for the opportunity to win JUSCO Gift Vouchers worth up to RM200. The response was very encouraging, with over 144,000 customers votes collected.

The best cashier from each of our 11 JUSCO Stores was chosen for the Tournament, which was judged by a panel of reputable government and NGO officials and personnel. The eventual champion this year was 26-year-old Encik Ali Yunus from JUSCO Taman Maluri.



## DEVELOPMENTS 2004: BRAND NEW JUSCO SUPERMARKETS

# Leading The Way In Freshness And Variety



*JUSCO Ipoh's fresh leafy vegetables are very popular.*



*Fresh fruits on display.*



*Products are displayed in easy-to-find rows.*



*JUSCO Ipoh boasts the largest selection of international wines and non-halal foodstuff.*



*The new-concept Health and Beauty Care department.*

## JUSCO Ipoh

In our continuous efforts to modernise our stores with the latest retailing concepts, and enhance our customers' shopping experience, the Company has embarked on a program to upgrade our JUSCO Supermarkets.

JUSCO Ipoh's new Supermarket is now double its previous size and was given a soft opening on 6 January 2005. One of the new sections is Palette, the wine shop. With a sales area that is 3 times its previous size, it offers Ipoh's largest assortment of international wines, displayed by country of origin.

Deli Town is a new-concept deli section that sells non-halal foodstuff, including ham, sausages, meat floss, barbecue pork,

canned food and fresh take-away dim sum, prepared by the most famous dim-sum shop in Ipoh.

One of the highlights of the new Supermarket is the Wet Market section, offering daily 'fresh-from-the-sea' food and perishable items at regular wet-market prices.

In addition, the entire second floor of JUSCO Ipoh was renovated, and now offers a bigger Golf Equipment section, Electrical department, a mini-Home Centre, a section dedicated to Flowers & Handicraft, and a Contemporary Home Fashion department.





JUSCO Wangsa Maju's new fresh vegetable, meat and Health and Beauty Care sections.

## JUSCO Wangsa Maju

The new Supermarket at JUSCO Wangsa Maju opened on 30 October 2004. The new JUSCO Wangsa Maju Supermarket has an Open Kitchen concept for better hygiene, a misting

system to keep the leafy vegetables fresh, and a new-concept Health & Beauty Care department, plus new fresh fish, sushi and Delica sections, as well as additional cashier counters.



The new misting system keeps the vegetables fresh.



A new Delica corner, new displays and live fish aquariums.

## JUSCO Bandar Baru Klang

The new supermarket at JUSCO Bandar Baru Klang re-opened on 5 August 2004. Some of the enhancements included the new Open Kitchen concept for better hygiene, a misting system, a new-concept Health & Beauty Care department, live fish

aquariums, a sushi section and a Delica section. In addition, for fast comfortable service, there are now 18 cashier counters and business hours have been extended till 11pm daily.

# An Introduction to AEON

AEON CO. (M) BHD. (formerly known as Jaya Jusco Stores Bhd.) is a leading retailer in Malaysia with a total revenue of RM1.78 billion in the financial year under review. The Company was incorporated on 15 September 1984. AEON CO. (M) BHD. was set up in response to the Malaysian Government's invitation to AEON Japan to help modernise the retailing industry in Malaysia. The 'JUSCO' name today is well established among Malaysians as well as foreigners, especially due to its association with the international AEON group of companies.

AEON has established itself as a leading chain of general merchandise stores. AEON's constant interior redecoration of stores, to project an image designed to satisfy the ever changing needs and desires of consumers, is clear evidence of this. The Company's performance has been further enhanced by the management's acute understanding of target market needs and the provision of a correct product-mix.

AEON's stores are mostly situated in suburban residential areas, catering to the vast middle income group.

The AEON group of companies consists of AEON Co., Ltd., and more than 100 consolidated subsidiaries and affiliated companies. In addition to its core general merchandise stores (GMS) plus its supermarket and convenience store operations, AEON is also active in specialty store operations, shopping center development, operations and services as well as other operations.

AEON group of companies is an integrated Japanese retailer and is active not only in Japan but also in Southeast Asia, China and North America.

At all times, in every market, AEON's activities are guided by the unchanging 'Customer First' philosophy. Its aim is to surpass expectations by combining excellent products with unique personal services that enhance the shopping experience to make the customers smile every time they shop.



*Our guiding principle has always been to serve the 'Customer First'.*



*Mr. Okazaki and AEON staff members help to paint Rumah Titian Kasih, a home for single mothers and abandoned children.*

## OUR PRINCIPLE

regardless of how times may have changed, is to serve the 'Customer First'. We are always mindful of the three keywords which make up the essence and character of the retail industry and must be considered in any development: 'peace', 'people' and 'community'. Ours is a person-to-person business and our existence is deeply intertwined with the people of the regions and societies in which we serve. These precepts remain the same wherever we do business, where we act as a contributing member of the local community.

## OUR STRATEGY

is to establish a solid competitive position and achieve continuous growth. Two key components underlying this strategy are:

- Accelerating Shopping Center Development. We are channeling our resources towards developing attractive, integrated commercial facilities which our customers can fully enjoy, such as regional shopping center and neighbourhood shopping center. This segment also involves leasing shopping space and facilities to tenants.
- Aggressive Pursuit of GMS Stores. Our General Merchandise Stores (GMS), which combine supermarkets and departmental stores under one roof, operate as full-line retailers. Products offered range from food and other daily necessities, apparel and household goods (including bedding and bathroom products) to specialised products such as home appliances, sporting goods and cosmetics.

## OUR GOAL

is to operate as an "international-scale retailing group", recognised for excellence not only in Japan, but also in other nations. The international recognition we are working to achieve is not one which can be measured merely in quantifiable terms of size, growth and profitability. We hope to be competitive at the global level in intangible aspects such as customer satisfaction and corporate citizenship. We are dedicated to the idea of "quality management" to further enhance our capabilities.