



## AEON CREDIT - WOONGJIN COWAY BUSINESS PARTNERSHIP

We Bring Wellness  
**Coway**

FOR IMMEDIATE RELEASE

### AEON Credit to provide financing for COWAY products

Kuala Lumpur, 19 February – AEON Credit Service (M) Berhad (AEON Credit) today officially launched its partnership with Woongjin Coway (M) Sdn Bhd (Coway) to finance Coway's well-being products. The Woongjin Coway Product Sales Scheme with AEON Payment Method program, an extension of AEON Credit's AEON-XPRESS Easy Payment scheme (AEON-XPRESS), will be available to all customers nationwide.

"This program is our first AEON Payment Method for Coway products. Through this partnership, we will be able to provide value-added financing schemes for consumers to upgrade their lifestyles," said Naruhito Kuroda, Managing Director of AEON Credit Service (M) Berhad, in his speech. "Through this partnership, AEON Credit will manage the monthly rental collections, enabling Coway to concentrate on business expansion. In this way, both our companies will be able to grow together."

"Coway chooses AEON Credit as we trust AEON Credit, a pioneer and leader in consumer financing to provide hassle-free financing management for our customers," said James Park, Managing Director of Woongjin Coway (M) Sdn Bhd. "As of January 2009, Coway has more than 20,000 Malaysian customers, since its business launch in 2007. With the strategic partnership with AEON Credit, I believe Coway will be able to exceed our initial planned growth by more than 40%."

The Woongjin Coway Products Scheme with AEON Payment Method Program enables customers to obtain financing from AEON Credit for two years. This program is a unique partnership introduced to Woongjin Coway in Malaysia by AEON Credit. The AEON Payment Method will introduce simple application process with minimum documentation required. Customers will be able to make their monthly payments more conveniently through auto-debit at any of the appointed commercial banks in Malaysia.

According to Park Chun Yong, COO of Woongjin Coway (M) Sdn. Bhd., "Customers applying for the AEON Payment Method can enjoy various benefits during the financing period such as free product installation, bi-monthly sanitation and product check-up services including filter changes based on the life span by CODY (Coway Lady). CODY is a unique and specialized customer care service system."

AEON Payment Method customers will be able to benefit from other AEON Credit promotions and customers who make timely payments will be issued the AEON Express Card, a loyalty card with many benefits and rewards.

With the official launching of the AEON Payment Method, both the companies will be running a promotion campaign entitled "Time 2 Enjoy", to treat customers with savings of up to RM300 on registration fees when they purchase any Coway product using AEON Payment Method and receive a gift comprising of letter opener, name card holder and a key chain.

"Coway customers have responded well to this new payment method. We had a trial period throughout the month of January for our payment method and the response was well received. We are projecting sales of RM10 million for 2009 from this partnership with Coway," added Mr. Kuroda.

#### About AEON Credit

AEON Credit Service (M) Berhad, a subsidiary of AEON Credit Service Co. Ltd. Japan, is listed on the Main Board of Bursa Malaysia. AEON Credit's core businesses are the issuance of credit cards, provision of easy payment and personal financing schemes.

Log on to [www.aeonmalaysia.com.my](http://www.aeonmalaysia.com.my) for further details.

#### About Woongjin Coway

Woongjin Coway (M) Sdn Bhd is a health and environmental company offering home appliances to meet the customers' needs for a better indoor environment. Established in 1989 in Korea, it offers a range of home appliances such as water purifier, air purifier and bidets. These three products command over 55% of the market share in Korea.

In May 2006, Woongjin Coway Malaysia was established. Malaysia is the 4th overseas market after China, Japan and Thailand and it will be positioned as a regional base for the South-East Asia market. Since its set up in Malaysia, it has been making healthy inroads into the health and environmental home appliances industry and there are currently 13 products which consist of water purifier, air purifier and electronic & manual bidet.

Log on to "<http://www.coway.com.my>" [www.coway.com.my](http://www.coway.com.my) for further details.

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