

Colours of Hope

NEWSLETTER 2025

With
All Our Hearts
Malaysian AEON Foundation



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MAF Pillars of Activities

The Malaysian AEON Foundation (MAF) Pillars of Activities stand strongly in striving to meet the three Sustainable Development Goals (SDG) with a vision of aligning ourselves with AEON Group's Sustainability direction.



Fundraising

• RM2 Million Grant Fund

Fundraising Activities
Coin Box Collections
Business Partners Collaboration



Education

• AEON Sayap Bagimu

Tablets
Smart Classroom
Teachers' Workshop
Students' Engagement
BEST Project (School Upgrades)



Community Support

• AEON Bersamamu

Outreach Program
Homecare Boxes
KAMI Project

• AEON Mesra

Festivities Social Outreach
Chinese New Year
Ramadan
Deepavali
Christmas

• AEON Bantu

Disaster Relief Aid
Flood Relief Operations

• AEON KASiH

Medical Aid
Healthcare

• General Donation

Living Environment
Medical Aid
Education

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TOGETHER, WE'RE CREATING LASTING CHANGE IN OUR COMMUNITY

As we close the chapter on 2024, I am humbled and grateful for the lives we've touched and the hearts we've reached through MAF. Rooted in our three pillars; Fundraising, Education, and Community Support, our initiatives this year have reaffirmed our mission of "Care for All, Basic Needs for All and Opportunities for All".

Under the Fundraising pillar, we launched the Japan Earthquake Donation Drive, in partnership with AEON Credit Service and AEON CO. (M) BHD., raising RM500,000 for those affected by the earthquake in Suzu, Japan.

We also successfully raised RM1 million through AEON Charity Run 2024 held at Putrajaya in conjunction with MAF 20th Anniversary. The event saw the enthusiastic participation of over 2,000 runners across the 5km and 10km categories.

Under our Education pillar, we continued our Smart Classroom initiative, training teachers tech-integrated teaching methods and hosting a three-day Digital Student Green Challenge that to nurture students' digital literacy while deepening understanding on sustainability and environment.

Through the Community Support pillar, we empowered B40 individuals via KAMI Project by providing vocational training to equip them with confidence and qualifications to secure better future. Our AEON KASiH programme helped ease the burden of medical costs for those in need. Funds were channelled to 10 selected hospitals, providing access to quality treatment to patients.

We reached out to deserving communities during the festive seasons via AEON Mesra events, where children, families and organisations enjoyed shopping sprees at our Stores with AEON Volunteers. Meanwhile, AEON Bantu delivered Homecare Boxes to flood victims in Johor and Kelantan, providing vital relief during challenging times.

We also continued our quiet but meaningful efforts through general donations, offering support to individuals facing personal hardships across the country.

As we look ahead to 2025, we remain committed to nurturing communities with compassion and purpose. Our journey continues—with hope, heart, and your support.

With all our hearts,

Datuk Iskandar Sarudin

President



Our Mission

Care for All.

To be continuously involved in fundraising activities and events for the benefits of all Malaysian, irrespective of race, religion and creed, especially the children.

Basic Needs for All.

To provide financial aid to those with greatest needs such as education, living environment or medical assistance and to provide activity-based resources that will help guide them away from today's social ill.

Opportunities for All.

To give the children the opportunity to discover their self-worth and develop their fuller, more meaningful lives for the future.

Key Highlights

Our Philanthropy as at
31 December 2024

Our Beneficiaries

137,865

Our Contributions

RM23,826,415



Japan Donation Drive



In early 2024, the MAF, in collaboration with AEON Credit Service (M) Berhad (ACS) and AEON CO. (M) BHD. (AEON), launched the Japan Earthquake Donation Drive to support victims of the 7.6-magnitude earthquake that struck Suzu on the Noto Peninsula of Ishikawa Prefecture, Japan, in January 2024.

The campaign successfully raised RM500,000, with AEON and ACS contributing RM175,000, MAF donating RM150,000, and the remaining amount collected from individuals, stakeholders, and customers. Donations were gathered through loose coin boxes placed at AEON Stores and AEON Malls nationwide, as well as via the MAF website, the Touch 'n Go platform, and QR codes.

On March 15, 2024, the donation was officially presented to His Excellency Takahashi Katsuhiko, the Ambassador of Japan, at the Japanese Embassy in Kuala Lumpur. Datuk Iskandar Sarudin, President of MAF, and Mr Ng Eng Kiat, Chairman of ACS, led the presentation, reaffirming AEON Group's commitment to supporting those affected by natural disasters.

This initiative underscores the strong bond between Malaysia and Japan and highlights the collective effort to provide relief and support to communities in need.





AEON Charity Run 2024

MAF successfully organised AEON Charity Run 2024 to raise fund for AEON KASiH programme. The event, held on 28 July 2024 at Anjung Floria, Putrajaya, was part of MAF's 20th anniversary celebration.

President of MAF, Datuk Iskandar Sarudin flagged off more than 2,000 runners taking part in the 5km and 10km categories. Datuk Iskandar expressed his appreciation to participants as the event is more than just a run. The proceeds from the event were channelled to assist patients in need of medical assistance and care through AEON KASiH programme.

Also present was Youth and Sports Minister, YB Hannah Yeoh, who presented the mock cheque to representatives from the Ministry of Health.

For more information on AEON KASiH, please refer to pages 16 to 17.





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TEACHERS' WORKSHOP



Held in July 2024 at Melia Hotel Kuala Lumpur, the Smart Classroom Teachers' Workshop – Phase 2 gathered 23 teachers from 12 schools across Malaysia. The workshop equipped educators with practical tools and strategies to integrate technology into classrooms, fostering engaging and innovative learning experiences.



Objectives:

Educator Support: Helping teachers implement Smart Classroom strategies effectively.

Professional Network: Building a collaborative learning community to drive digital education.

Survey results showed a significant impact, with 23 participants (in-person & online) and an estimated 600 teachers benefiting from shared knowledge. Additionally, 40%–50% of respondents reported enhanced use of Smart Classroom technology in their teaching.





Project
partners:



Students' Engagement 2024

The Digital Student Green Challenge, a dynamic three-day camp designed to empower students with digital skills and environmental awareness, was held in December 2021, in collaboration with consultant.

This initiative provided a platform for students to engage in interactive learning experiences, fostering a deeper understanding of sustainability in the digital age. The programme successfully concluded the year, leaving participants inspired and empowered with digital tools and problem-solving skills to drive innovative solutions.

Impact Survey Results reported a 90% overall positive experience by students who participated in the program and adopted a growth mindset, self-efficacy, and interpersonal skills.





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The KAMI Suai kenal orientation, held in collaboration with People System Consultancy, welcomed 50 participants eager to enhance their business and financial knowledge.



This program focused on SWOT Analysis and Customer-Focused Branding, equipping participants with essential insights for entrepreneurship and employment. More than just a learning experience, the initiative aims to empower individuals with confidence, technical expertise, and the mindset needed to thrive in their careers.

As part of this effort, 30 selected participants will advance to GIATMARA training, where they will gain hands-on skills and earn the Sijil Kemahiran Malaysia (Certificate of Competency)—a vital step toward business ownership and sustainable employment.

This initiative aligns with the government's vision of fostering entrepreneurship and job creation, ensuring participants have the tools to become future-ready leaders in the economy.

The average income for 31 participants shows an increase of 221.8%, and the increase in knowledge shows a significant impact of 171.10% before and after the program.



Short Courses at GIATMARA

GIATMARA Bandar Tun Razak:

Hairdresser Course – 5-day training for 8 participants, covering scissors techniques, tool usage, and styling for men and women.



Tailoring Course – Attended by 13 participants, focusing on tool handling, pattern drafting, stitching, and crafting traditional baju kurung.



GIATMARA Pandan:

Pastry & Cake Making Course – A hands-on course for 10 participants, exploring ingredients, baking techniques, and product assembly.

Empowering skills, building future!





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AEON Mesra Chinese New Year



22 February 2024

FESTIVE SHOPPING & CELEBRATION

36 special children & 26 parents
from 3 organisations

- Gabungan Anak-anak Palsi Serebrum
- Beautiful Gate Foundation for the Disabled
- Spastic Children's Association of Selangor & Federal Territory

Total Contribution: RM64,590





AEON Mesra Ramadan

29 – 31 March 2024
IFTAR & FESTIVE SHOPPING

400 children
from 11 organisations

- Hospital Tunku Azizah – Main
- SMK Wangsa Maju Seksyen 2
- SK Kampung Maju Jaya
- Pusat Jagaan Permata Kasih
- Rumah Baitul Kasih
- SK Kampung Dato' Seri Kamaruddin
- SK & SMK Seksyen 18
- Pusat Jagaan Kanak-kanak Yatim/Miskin Rukaiyah
- SK Galing
- Pertubuhan Pasar Percuma Johor
- Pertubuhan Kebajikan Nur Hati

Total Contribution: RM103,550





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19 October 2024

FESTIVE SHOPPING & CELEBRATION

312 deserving children
from 7 organisations

- SMK Taman Desa Tebrau
- SK Pulau Indah 2
- Pertubuhan Kebajikan Rakyat Pertiwi
- SK Taman Bukit Indah
- Pertubuhan Pasar Percuma Johor
- Pertubuhan Kebajikan Gemilang Kapar
- Perak Women For Women Society

Total Contribution: RM91,800





AEON Mesra Christmas

Project partners: **AEON** **AEON** **AEON BIG** **AEON delight** Malaysia



21 December 2024

FESTIVE SHOPPING & CELEBRATION KGNS SUBANG

- The Salvation Army Kuching Corps
- Rumah Keluarga Kami
- Pusat Kebajikan Kalvari Johor
- Rumah Charis Kuala Lumpur
- Komuniti Pangsapuri Angsana
- Pertubuhan Wanita Permatang Pauh
- Good Samaritan Home
- Dovehymn Community Centre

Total Contribution: RM80,100





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Flood Relief Operations

Through the AEON Bantu initiative, we donated 1,008 Homecare Boxes filled with essential supplies to support families affected by floods in Kota Tinggi and Machang, delivering aid to households in temporary relocation centers during their time of need.



KOTA TINGGI, JOHOR

Date : 12 January 2024
Total boxes : 508 homecare boxes
Collaboration : ATM Kota Tinggi, Johor



Distribution location :

SK Taman Kota Jaya, Balairaya Taman Kota Jaya,
SJKC Mawai, SRA Bersepadu, SJK (T) Jalan Tajul,
Dewan Muafakat Pasar Indah, SK Tun Dr. Syed Nasir.



MACHANG, KELANTAN

Date : 1 December 2024

Total boxes : 500 homcare boxes

Collaboration : Kem Pahlawan, Kota Bharu Kelantan

Distribution location :

SK Sungai Bagan, SK Dewan Besar, SJKC Pei Hwa,
SK Temangan, Masjid Iktikaf Kg Pertok Baru,
Kg Limau Hantu.





MAF successfully raised RM1 million for the AEON KASiH programme through the AEON Charity Run fundraising event. AEON KASiH aims to ensure that quality treatment can be enjoyed by those in need without having to worry about the burden of treatment and medication costs.

The funds were channelled to 10 selected hospitals - Hospital Tunku Azizah, Kuala Lumpur; University Malaya Medical Centre (UMMC); HUKM Cheras; Penang General Hospital; Sultanah Aminah Hospital, Johor Bahru; Raja Permaisuri Bainun Hospital, Perak; Raja Perempuan Zainab II Hospital, Kelantan; Melaka Hospital; Tuanku Ja'afar Hospital, Seremban; and Sarawak General Hospital, Kuching.

FY2024, 249 patients have benefitted from the AEON KASiH programme.





General Donation

MAF supports individuals from all walks of life across Malaysia by offering financial aid to those facing hardships.



Baju raya shopping for old folks at Pusat Jagaan Al Fikrah.

Total : 30 pax
Location : AEON Cheras Selatan
Date : 5 April 2024
Total Contribution : RM6,879



General Donation to Pertubuhan Yesuvin Mahligai.

Location : Pertubuhan Yesuvin Mahligai
Date : 30 August 2024
Total Contribution : RM15,000



100 AEON Homecare boxes to Rohingya families. Collaboration with R.E.A.D Organization.

Location : Rohingya Education Center, Puchong
Date : 3 April 2024
Total Contribution : RM4,970



Monetary Assistance for school renovation.

Location : SK Bandar Johor 2
Date : 5 November 2024
Total Contribution : RM8,000



Monetary Assistance for school renovation.

Location : SK Seliau 2
Date : 5 November 2024
Total Contribution : RM5,000



Paying Hearing Aid Kit for Shivanie (Daughter).

Amount : RM 6,000
Financial Assistance to Yogeswary (Mother).
Amount : RM 2,000
Total Contribution : RM8,000

YAYASAN AEON MALAYSIA
AUDITED STATEMENT OF PROFIT OR LOSS AND COMPREHENSIVE INCOME
FOR THE YEAR ENDED 31 DECEMBER 2024

	2024	2023
	RM	RM
INCOME		
Interest income	8,408	7,050
Loose coins collection and charity sales	445,792	543,153
Donation fund	2,441,848	2,239,610
TOTAL INCOME	2,896,048	2,789,813
EXPENDITURE		
Administrative expenses	258,400	254,400
Bank charges	231	145
Charity events expenses	925,233	286,439
Donations	1,771,716	2,025,474
Meeting expenses	13,422	18,389
Audit fee	9,800	9,763
WAOH Coin boxes	685	1,002
Professional fees	248,622	1,696
Marketing expenses	19,750	42,101
Goods and Service Tax "GST" receivable written off	-	10,191
TOTAL EXPENDITURE	3,247,859	2,649,600
(Deficit)/Surplus of income over expenditure before taxation	(351,811)	140,213
Taxation	(283,213)	-
(Deficit)/Surplus of income over expenditure for the year	(635,024)	140,213

STATEMENT OF FINANCIAL POSITION

AS AT 31 DECEMBER 2024

	2024	2023
	RM	RM
ASSETS		
Receivables	120,228	142,354
Cash and cash equivalents	2,275,296	2,550,890
TOTAL CURRENT ASSETS	2,395,524	2,693,244
TOTAL ASSETS	2,395,524	2,693,244
FINANCED BY:		
Yayasan's fund account	1,932,230	2,567,254
LIABILITIES		
Payables and accruals	180,081	125,990
Tax payable	283,213	-
TOTAL CURRENT LIABILITIES	463,294	125,990
TOTAL FUND ACCOUNT AND LIABILITIES	2,395,524	2,693,244

Committee Members 2024



Datuk Iskandar Sarudin
PRESIDENT
Independent Non-Executive
Chairman AEON CO. (M) BHD.



Mr. Daisuke Maeda
VICE-PRESIDENT
Managing Director
AEON Credit Service (M) Berhad



Mr. Naoya Okada
VICE-PRESIDENT
Managing Director
AEON CO. (M) BHD.



Dr. Kasuma Satria Mat Jadi
SECRETARY
Chief Human Resource Officer, Corporate
Communication & Sustainability
AEON CO. (M) BHD.



Dr. Vincent Ng
ASSISTANT SECRETARY
General Manager of Legal
AEON CO. (M) BHD.



Mr. Tsugutoshi Seko
TREASURER
Managing Director of AEON BiG (M) SDN BHD
and Deputy Managing Director
AEON CO. (M) BHD.



Dato' Eddie Choon
Executive Chairman & Group
Managing Director
Poh Kong Holdings Bhd



Datuk Albert Chiang
Director
Bonia Corporation Berhad



Dato' Tay Sim Kim
Executive Chairman
Ammolite Furniture Sdn. Bhd.



Mr. Ham Hon Kit
Advisor
VOIR Group of Companies



Dato' Liaw Choon Liang
President/CEO
Focus Point Holdings Bhd



Ms. Ebby Loo
Managing Director
Euro Atlantic Sdn. Bhd.



Dato' Cheah See Yeong
President
Baskin Robbins Malaysia



Mr. Faizul Hamzah
Chief Risk Officer
AEON Credit Service (M) Berhad



Ms. Edna Dasan
Senior Manager



Ms. Azean Mustaffa
Manager



Mr. Sheikh Rahim
Assistant Manager



Mr. Izzat Ruslan
Assistant Manager