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AEON STORES (HONG KONG) CO., LIMITED

永旺(香港)百貨有限公司

(Incorporated in Hong Kong with limited liability)

(Stock Code: 984)

**ANNOUNCEMENT
CONTINUING CONNECTED TRANSACTIONS IN RELATION TO
THE CONSULTATION SERVICES AGREEMENTS**

Reference is made to the announcement of the Company dated 4 October 2021 in relation to the Previous Consultancy Services Agreements. The Previous Consultancy Services Agreements expires on 31 December 2024.

The Board is pleased to announce that on 31 December 2024, each of the Company, AEON GD and ASC entered into the Consultancy Services Agreements with AEON China. The term of the Consultancy Services Agreements shall be for a period of three years commencing from 1 January 2025.

As at the date of this announcement, AEON China is a subsidiary of AEON Co, the controlling shareholder of the Company and therefore a connected person of the Company. Each of AEON GD and ASC is a subsidiary of the Company. Accordingly, the transactions contemplated under the Consultancy Services Agreements constitute continuing connected transactions for the Company under the Listing Rules.

As the applicable percentage ratios as defined under Rule 14.07 of the Listing Rules in respect of the Annual Caps for the Consultation Services Agreements are all below 25% and the total consideration is less than HK\$10 million, pursuant to Rule 14A.76(2)(b), the transactions under the Consultancy Services Agreements are subject to annual review and the applicable disclosure requirements under Chapter 14A of the Listing Rules and are exempt from the shareholders' approval requirements under Chapter 14A of the Listing Rules.

INTRODUCTION

Reference is made to the announcement of the Company dated 4 October 2021 in relation to the Previous Consultancy Services Agreements. The Previous Consultancy Services Agreements expires on 31 December 2024.

The Board is pleased to announce that on 31 December 2024, each of the Company, AEON GD and ASC (each a "Recipient Company") entered into a Consultancy

Services Agreement with AEON China, pursuant to which each of the Company, AEON GD and ASC shall pay a service fee for the provision of consultancy services by AEON China in relation to various affairs in the local markets relevant to the general merchandise stores, supermarket stores and other retail stores business of the Group in Hong Kong and the PRC.

AEON China has also entered into consultancy services agreements with five subsidiaries of AEON Co on similar terms as the Consultancy Services Agreements.

THE CONSULTANCY SERVICES AGREEMENTS

The terms of each Consultancy Services Agreement are substantially the same, details of which are set out below:

Date

31 December 2024

Parties

- (a) AEON China; and
- (b) each of the Recipient Companies.

Nature of transactions

Subsequent to the expiry of the Previous Consultancy Services Agreements, each Recipient Company agrees to continue to obtain from AEON China and AEON China agrees to continue to provide to each Recipient Company certain consultancy services for their business operations in Hong Kong and the PRC on the terms set out in the Consultancy Services Agreements. Such terms shall be on normal commercial terms, on an arm's length basis and on comparable terms to which the members of the Group would procure such services from Independent Third Parties, or to which the AEON China provides such services to other parties.

Fees

Each of the Recipient Companies shall pay AEON China the service fee ("Service Fee") which shall be verified by the parties together. The Service Fee shall be charged on a cost-plus basis, representing AEON China's total costs of providing consultancy services plus 3% of such costs together with related taxes. Where AEON China also provides the consultancy services to other AEON group companies, the Recipient Companies' sharing ratio of AEON China's total costs shall be according to the number of companies actually participating in and receiving the same consultancy services in equal shares.

The service fee payable by (i) the Company and (ii) each of AEON GD and ASC is subject to an annual maximum fee of (i) 0.15% and (ii) 0.20% of its respective audited total sales amount (as defined in each Consultancy Services Agreements) for that financial year.

Payment

The Service Fee shall be payable by each Recipient Company to AEON China quarterly during the term of a Consultancy Services Agreements. AEON China shall provide each Recipient Company with a notice of payment, together with the basis of calculation of the Service Fee (including AEON China's total costs of providing consultancy services to the seven AEON group companies and the total sales amounts of the seven AEON group companies during the relevant period).

After receipt of such notice and calculation basis, each Recipient Company shall have a period of one month to review the calculation basis and request for corrections in the event that any error is identified. The Recipient Company shall make payment of the Service Fee within one month upon its confirmation of the calculation basis and receipt of a relevant VAT invoice from AEON China. In any event, each Recipient Company shall have the right to, within one month of payment, request for verification of the calculation basis of amounts paid and request for appropriate adjustments to be made (to be reflected in the next notice of payment) if any error is identified.

Consultancy Services

Pursuant to the Consultancy Services Agreements, AEON China is engaged to conduct research on and advise each of the Recipient Company on the affairs in the local markets in mainland China (and to the extents applicable to Hong Kong) which affairs shall include the residents' lives, culture, trends, preferences, daily needs, retail consumption behavior, competitors, promotional activities, product development, product matching, sales promotion, distribution channels, customer service strategies, implementation and optimization of digital tools and platforms, and business efficiency and costs, sustainability practices and innovation and any other topics so requested from time to time.

Term

The term of the Consultancy Services Agreements shall be for a period of three years commencing from 1 January 2025 and expiring on 31 December 2027, provided that each Consultancy Services Agreement shall continue to be of effect for a further three year period (and for each successive three year period) if the parties so agree and that the continuation for a further three year period shall be subject to compliance with the Listing Rules.

Confidentiality

AEON China is required to, among other things, keep all information obtained from a Recipient Company as a result of entering into the Consultancy Services Agreements confidential.

ANNUAL CAPS

The historical transaction amounts in respect of the Previous Consultancy Services Agreements for the two years ended 31 December 2023 and the 9 months ended 30 September 2024 were as follows:

Period	Annual cap RMB million	Fees paid or payable by the Recipient Companies to AEON China under the Previous Consultancy Services Agreements RMB million
1 January 2022 – 31 December 2022	14.8	13.4
1 January 2023 – 31 December 2023	14.8	10.0
1 January 2024 – 30 September 2024	14.8 (Note)	9.1

Note: This annual cap amount is for the period of 1 January 2024 to 31 December 2024.

The Cap Amount

The Directors estimate that the maximum amounts payable by the Recipient Companies to AEON China under the Consultancy Services Agreements will not exceed the Annual Caps below:

Period	Annual cap <i>HK\$ million</i>
1 January to 31 December 2025	9.9
1 January to 31 December 2026	9.9
1 January to 31 December 2027	9.9

In arriving at the Annual Caps, the Directors have taken into account various factors including the annual maximum fee referred to above, the expected business growth of the Group, the estimated services required, the charging basis and sharing ratio for calculating the Service Fee and the historical figures of the fees payable by the Recipient Companies to AEON China under the Previous Consultancy Services Agreements.

REASONS FOR AND BENEFITS OF THE CONSULTANCY SERVICES AGREEMENTS

AEON Co is a company listed on the Tokyo Stock Exchange, whose subsidiaries and associated companies are principally engaged in the operation of general merchandise stores, specialty stores, the development of shopping centres as well as service and other operations in Japan and other Asian countries. In addition to having the skills and experience of the AEON Co group in relation to the Japanese retail industry, AEON China has also developed specific skills and experience in relation to the PRC retail industry through its research and analyses. The Company therefore believes that the renewal entering into of the Consultancy Services Agreements will allow the Group to

leverage the expertise of AEON China, thereby enhancing its business operations, procurement activities and developments in the local market.

The terms of the Consultancy Services Agreements have been reached after arm's length negotiations between the Company and the AEON China. The Directors (including all the independent non-executive Directors) are of the view that (i) entering into of the Consultancy Services Agreements is in the ordinary and usual course of business of the Group; (ii) the terms of the Consultancy Services Agreements are on normal commercial terms; and (iii) the terms of the Consultancy Services Agreements and the Annual Caps are fair and reasonable and in the interests of the Company and its shareholders as a whole.

At a Board meeting convened to consider the Consultancy Services Agreements, Mr. Toshiya Goto, Mr. Takenori Nagashima, Mr. Shinya Hisanaga, Mr. Hiroyuki Inohara, Mr. Kenji Fujita and Mr. Yasutoshi Yokochi were regarded as potentially having a material interest in the Consultancy Services Agreements and accordingly abstained from voting on the relevant resolutions.

LISTING RULES IMPLICATIONS

As at the date of this announcement, AEON China is a subsidiary of AEON Co, the controlling shareholder of the Company, and therefore a connected person of the Company. Each of AEON GD and ASC is a subsidiary of the Company. Accordingly, the transactions contemplated under the Consultancy Services Agreements constitute continuing connected transactions of the Company under the Listing Rules.

As the applicable percentage ratios as defined under Rule 14.07 of the Listing Rules in respect of the Annual Caps for the Consultation Services Agreements are all below 25% and the total consideration is less than HK\$10 million, pursuant to Rule 14A.76(2)(b), the transactions under the Consultancy Services Agreements are subject to annual review and the applicable disclosure requirements under Chapter 14A of the Listing Rules and are exempt from the shareholders' approval requirements under Chapter 14A of the Listing Rules.

INFORMATION ABOUT THE PARTIES

The Group is principally engaged in the operation of general merchandise stores in Hong Kong and the PRC.

AEON China is principally engaged in, among others, the provision of consultancy services, technical support and training in relation to matters such as product manufacturing, sales, market development and procurement.

DEFINITIONS

In this announcement, the following expressions have the following meanings unless the context requires otherwise.

“AEON China”	永旺（中國）投資有限公司（AEON（China）Investment Co., Ltd.），a company incorporated in the PRC and wholly owned by AEON Co
“AEON Co”	AEON Co., Ltd., a company incorporated in Japan with limited liability, the issued shares of which are listed on the Tokyo Stock Exchange
“AEON GD”	廣東永旺天河城商業有限公司（Guangdong AEON Teem Stores Co., Ltd.），a company incorporated in the PRC and owned as to 65% by the Company
“ASC”	永旺華南商業有限公司（AEON South China Co., Ltd.），a company incorporated in the PRC and a wholly-owned subsidiary of the Company
“Annual Caps”	the maximum annual amounts payable by the Recipient Companies to AEON China pursuant to the Consultancy Services Agreements for each of the three years ending 31 December 2027
“Board”	the board of Directors
“Company”	AEON Stores (Hong Kong) Co., Limited, a company incorporated in Hong Kong with limited liability, the shares of which are listed on the Stock Exchange
“connected person”	has the meaning ascribed thereto under the Listing Rules
“Consultancy Services Agreement(s)”	the consultancy services agreement(s) dated 31 December 2024 entered into between AEON China and each of the Company, AEON GD and ASC respectively, each supplemented by an agreement dated 31 December 2024 between the same respective parties
“continuing connected transactions”	has the meaning ascribed thereto under the Listing Rules
“controlling shareholder”	has the meaning ascribed thereto under the Listing Rules
“Director(s)”	the director(s) of the Company
“Group”	the Company and its subsidiaries
“HK\$”	Hong Kong dollars, the lawful currency of Hong Kong
“Hong Kong”	the Hong Kong Special Administrative Region, PRC
“Independent Third Party”	a third party which, together with its beneficial owner(s) (if any) and to the best of the Directors’ knowledge, information and belief, having made all reasonable enquiries, is a third party independent

	of the Company and its connected persons of the Company in accordance with the Listing Rules
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange
“PRC”	the People’s Republic of China, which for the purpose of this announcement, excludes Hong Kong, Macau Special Administrative Region and Taiwan
“Previous Consultancy Services Agreements”	the consultancy services agreements entered into between AEON China and each of the Company, AEON GD and ASC respectively on 4 October 2021, each supplemented by an agreement dated 4 October 2021 between the same respective parties
“Recipient Company”	each of the Company, AEON GD and ASC
“RMB”	renminbi, the lawful currency of the PRC
“Service Fee”	the service fee payable by each Recipient Company to AEON China pursuant to the respective Consultancy Service Agreement
“Shares”	shares of the Company
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“VAT”	Value Added Tax

By Order of the Board
AEON Stores (Hong Kong) Co., Limited
Toshiya Goto
Chairman

Hong Kong, 31 December 2024

As at the date of this announcement, the Executive Directors are Mr. Takenori Nagashima and Mr. Shinya Hisanaga; the Non-executive Directors are Mr. Toshiya Goto, Mr. Hiroyuki Inohara, Mr. Kenji Fujita and Mr. Yasutoshi Yokochi; and the Independent Non-executive Directors are Mr. Chow Chi Tong, Mr. Hideto Mizuno and Ms. Shum Wing Ting.