



December 3, 2024
AEON DELIGHT CO., LTD.
(Stock code: 9787)

AEON Delight Malaysia Hosts SPOGOMI Event in Kuala Lumpur ～Contributing to Address Local Waste Issues through a Social Event～

AEON Delight (Malaysia) Sdn. Bhd. (hereinafter “AEON delight Malaysia”), a consolidated subsidiary of AEON DELIGHT CO., LTD. (Head Office: Chiyoda-ku, Tokyo; President and CEO, Group CEO: Kazumasa Hamada; hereinafter “the Company”) in Malaysia, hosted the first SPOGOMI* event in the capital city of Kuala Lumpur on Saturday, November 30, 2024, at The Urban Skate Plaza (MRT Ampang Park).



In Malaysia, the amount of scheduled waste (waste from daily life that has been contaminated with radioactive material) has been increasing, and the government is aiming to reduce waste and improve recycling rates through waste separation. Against this backdrop, AEON delight Malaysia organized the SPOGOMI event to raise awareness of waste reduction and waste separation in the country. It was held in a central square in the capital city of Kuala Lumpur, where many people gather. A total of 150 people in 27 teams, including students and families, participated in the event and collected approximately 74 kilograms of trash. Of this, 42 kilograms were recyclable plastic waste, all of which will be recycled by a special operator. Feedback from participants included, “I learned about separating trash,” and “I participated in this as a sporting event and had a lot of fun picking up trash.”

***SPOGOMI**

SPOGOMI is a sport in which small teams compete for points based on the amount and type of trash they pick up within a time limit, with the aim of beautifying the community environment as well as raising people's motivation and awareness to participate in social contribution activities. SPOGOMI is a name coined by Social Sports Initiative, a general incorporated association.

Overview of this edition of SPOGOMI

Date and Time: Saturday, November 30, 2024, 7:00 a.m. - 11:00 a.m.

Place: The Urban Skate Plaza (MRT Ampang Park)

Participants: 27 teams, 150 people in total

Supported by: Embassy of Japan in Malaysia

Cooperation: General Incorporated Association Social Sports Initiative

Sponsors: 7 AEON Group Companies

- AEON CO. (M) BHD.
- AEON Credit Service (M) Berhad.
- Aeon Fantasy (Malaysia) Sdn. Bhd.
- AEON BiG (M) SDN.BHD.
- AEON GLOBAL SCM SDN. BHD.
- AEON Insurance Brokers (M) Sdn Bhd
- AEON Bank (M) Berhad

8 Japanese Companies

- Marubeni Malaysia Sdn Bhd
- Mizuho Bank (Malaysia) Berhad
- Tokio Marine Insurance (Malaysia) Berhad
- UNIQLO (MALAYSIA) SDN. BHD.
- KONICA MINOLTA BUSINESS SOLUTIONS (M) SDN. BHD.
- NTT DATA Malaysia Sdn Bhd
- Ajinomoto (Malaysia) Berhad
- Yakult (Malaysia) Sdn Bhd
- 6 other local companies

Organizer: AEON Delight (Malaysia) Sdn. Bhd.

In the AEON delight Group, our consolidated subsidiary in Indonesia, PT Sinar Jernih Sarana, has also been hosting SPOGOMI in Indonesia since 2022. In September 2024, the fourth event was held on Sudirman Street in collaboration with Marubeni Indonesia and other companies. The event was supported by the Ministry of Environment and Forestry, and the Embassy of Japan in Indonesia, with 132 participants collecting approximately 138 kilograms of trash.



The AEON delight Group will contribute to addressing challenges in local communities and realizing a sustainable society through our business operations and social contribution activities.

— **Inquiries regarding this press release** —

President's Office, PR & IR Group, AEON DELIGHT CO., LTD.

Email Address: grp_pr-ir-group@aeondelight.jp