

Day of discounts for senior citizens

Programme gives those aged 55 and above 5% off storewide at hypermarket

Stories by RUBY LIM
rubylim@thestar.com.my

AS PART of its continuous efforts to provide Malaysians with better savings and lifestyle, Aeon Big has launched its Golden Generation Thank You Members Day programme for the senior community.

On every 22nd of the month, Malaysian senior citizens aged 55 years old and above, who are also Aeon Member Plus Visa cardholders, will enjoy a 5% discount on all items within the hypermarket.

The Golden Generation Thank You Members Day programme is tied to the e-money programme of the Aeon Member Plus Visa card.

Speaking at the launch at Aeon Big Kepong, Aeon Big (M) Sdn Bhd managing director Masayoshi Masuda said the programme was in line with the company's mission in giving back to the senior community.

"We take pride in these senior citizens as the golden generation, highly regarded as the best generation, which is full of life, possessing vast knowledge, experience and respect that they fully deserve.

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"With that, we are also collaborating with Retirement Fund Incorporated (KWAP) to reach out to pensioners and encourage them to sign up for the Aeon Member Plus Visa Card to enjoy the rewards of this programme," he said.

Also, Aeon Big is a merchant partner of KWAP's MyPesara Benefits Programme, available under the MyPesara mobile application.

Additionally, the hypermarket chain has rolled out a re-employment programme for pensioners from both government and



(From left) Third Age Media Association Kuala Lumpur and Selangor founding president Cheah Tuck Wing, National Council of Senior Citizens Organisations Malaysia vice-president Hai Ah Hong, Domestic Trade and Consumer Affairs Ministry deputy secretary-general Datuk Badrul Hisham Mohd, Saifuddin, Masuda, KWAP corporate strategy and performance director Ismail Zakaria and J-Horizon managing director Tsutomu Taniguchi launching the Golden Generation Thank You Members Day programme at Aeon Big Kepong.

private sectors.

Those interested can email recruitment@aeonbig.com.my

"We believe they would be able to contribute and develop the community with the vast amount of experience they bring with them while honing their abilities and enhancing their lives.

"We are glad to be part of this initiative and will continue to strive for more activities and programmes for the benefit of the community and consumers as a whole," added Masuda.

Also present to launch the event was Domestic Trade and Consumer Affairs Minister Datuk Seri Saifuddin Nasution Ismail, who applauded Aeon Big for its initiatives.

Saifuddin also spoke of the government's efforts through his ministry in coming out with various programmes to minimise issues Malaysians may have in shopping for daily necessities.

"According to the Malaysian Statistics Department, Malaysia's population for the first quarter of 2019 is estimated at 32.6 million. Of the total, 6.6% are senior citizens, which is equivalent to about two million Malaysians, who will be receiving the benefits from these initiatives by Aeon Big.

"Together with hypermarkets, especially Aeon Big, we have and will continue with programmes such as the price cut and Thank You Day that has been ongoing at Aeon Big," he said.