

# AEON Credit Service (Asia) Co Ltd in Financial Cards and Payments (Hong Kong, China)

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## Abstracts

By launching new services in cooperation with co-branded business partners, AEON Credit Service (Asia) Co Ltd kept on growing over the review period. Together with the aggressive advertising of the company's brand name, the company overcame the cooled down economy and enjoyed growth in terms of both card credits and instalment loans in 2011. The company will keep on providing more innovative products and discounts to widen its consumer base.

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