

AEON CO., LTD

AEON MALL CO., LTD

AEON MALL VIETNAM CO., LTD

AEON VIETNAM CO., LTD

Hanoi, December 5<sup>th</sup>, 2019**General Merchandise Store & Supermarket AEON – Ha Dong****～ Supporting New-life for “New Generation Family” ～**

05<sup>th</sup> of December 2019, AEON Vietnam Co., Ltd has officially opened General Merchandise Store and Supermarket AEON – Ha Dong. Being located in the South West of Hanoi City, it's the 5<sup>th</sup> store of AEON Vietnam in Vietnam.

The Grand Opening ceremony was honored to have the presence of Mr. Nguyen Duc Chung - Chairman of Hanoi City People's Committee; Mr. Ta Hoang Linh - Director of Europe - America Market Department and Ms. Le Viet Nga - Deputy Director of Domestic Market Department, Ministry of Industry and Trade; Ambassador Okabe Daisuke from Japanese Embassy in Vietnam; representatives of media agencies, partners and customers at AEON Ha Dong.

In ceremony, Mr. Nguyen Duc Chung – Chairman of Hanoi City People's Committee said: *“In term of trade, AEON Vietnam has been the key partner in purchasing Vietnamese products, until now the ratio of Vietnamese products in General Merchandise Store and supermarket system of AEON Vietnam has increased to over 80% compared to 40% in 2014. At current, AEON Vietnam has partnered with more than 2,600 Vietnamese enterprises that supply hundreds of thousands of products in General Merchandise Store and Supermarket system in Vietnam and overseas of AEON.”*

Before the ceremony, also at AEON – Ha Dong, AEON Vietnam has collaborated with AEON Mall Vietnam to organize the Press Conference with the participation of Vietnamese and Japanese media agencies.

In Press Conference on 05th of December, Mr. Nishitohge Yasuo – General Director of AEON Vietnam Co., Ltd said: *“In the business strategy of AEON Group Japan, Vietnam is the strategic country. Therefore, we would continue to increase investment activities into Vietnam market in future. As for AEON Vietnam, Vietnam retail market is very potential so we would invest and expand more in the near future. In term of business development strategy, besides large shopping mall, AEON Vietnam would continue to focus on expanding our General Merchandise Store and Supermarket, Specialty stores, Small Supermarket and Convenience stores. AEON Vietnam would contribute to modernizing Vietnam retail industry by investing in Quality Management System applying IT and new Distribution centers. In addition, AEON would support promoting the export of Vietnamese products to over sea markets through AEON's global retail system.”*

At Vietnam where economic development is remarkable, lifestyle of customer has changed drastically. To adapt with such change, we would offer a variety of new product and service responding to customer's need and support customer to enrich their daily-life.

On 26<sup>th</sup> of November, General Department Store & Supermarket AEON - Ha Dong hold Soft Opening to welcome customers coming for shopping and exploring with families.

## ~ Bringing a Next Stage of Living Life to The Symbolic Families in Changing Family Forms in The Society ~

We will provide supports for four new lifestyles as the next stage of life corresponding with the social changes.

- (1) A life with children to enjoy new products and next-stages of services
- (2) A more comfortable and stylish life that suits each interests and preferences
- (3) A Life that feels more secure and safer by deeply implementing Japan's quality
- (4) A Life that can make efficient use of time in a busy daily lives

For example, for Young Families, we will have the sales corner "Kids Republic" with varieties of products for children and babies including toys as well as items for women on maternity, "Glam Beautique" with the theme of beauty and health, "Home Coordy" where you can choose various styles for a new life, and Ready-to-eat and Ready-to-cook products for more comfortable for two parent-working families in food corner.

### << Typical innovative points of General Merchandise Store & Supermarket AEON – Ha Dong >>

**1<sup>st</sup> FLOOR:** ■ **Perishable area:** We will support customers' shopping activities to enjoy a daily-life comfortably and healthy. We also offer diversified high safety products and convenient assortments with reasonable price. There will be organic products, GLOBALG.A.P. Certified products and VietGAP Certified products such as Vegetables and Fruits at Produce corner. We also bring a variety of seafood as well as traditional sashimi at Seafood area. At Daily-food selling floor, there will be a wide range of Ready-to-cook and Ready-to-eat products that help customers for cooking quickly and easily. Furthermore, we will have a lineup of every Vietnam's local specialty products as well as Japanese products on Grocery products, Daily products and daily commodities.



**1<sup>st</sup> FLOOR:** ■ **Delica area:** The Delica area, which has over 250 seats and tables with ample space, provides an extensive menu to meet needs of all generations to satisfy with multi-choices of Vietnamese and Japanese cuisines with varieties of traditional foods such as "Banh Xeo" (Pancakes) and "Goi Cuon" (Spring rolls) as well as over 100 choices of "Sushi", "Onigiri" (Japanese rice balls), "Bento" (Lunch boxes), "Takoyaki" (Fried balls) and more. Moreover, there will be over 300 kinds of sweets and drinks, not only coffee, ice-cream, cakes but also varieties of Vietnam and Japan's traditional desserts.



**2<sup>nd</sup> FLOOR: ■Glam Beautique Specialty Store:** This is the 1<sup>st</sup> time in Hanoi City, Glam Beautique is the specialty store for beauty and health care products combining “AEON Wellness Store” with premium cosmetic branded-products.

There will be AEON’s exclusive products such as a skin care brand “GLAMATICAL” and variety series of “TOPVALU” supplements. Especially, at Glam Beautique, we will offer

skin analyzer service for the 1<sup>st</sup> time, as well as support customers to maintain better health and every skin problem by our specialized counselors with full of knowledges and skills.

**2<sup>nd</sup> FLOOR: ■Fashion Area:**

Including 05 areas: “Ladies”, “Men”, “Shoes, bags and accessories”, “Inner”, “Travelling”, Fashion area in General Merchandise Store & Supermarket AEON – Ha Dong provides diversified choices of fashion styles; from latest fashion trends to basic needs, daily inner products as well as business outfits that satisfy multiple demands of customers.



In addition, we also offer a variety of fashion products from AEON’s private brand such as “GIORNO MIMOSA” including outfits and innerwear at affordable prices. In the Inner area, we offer many choices such as tights and “PEACEFIT” product line with qualified functions from the standards of “TOPVALU”-Private brand of AEON.

In the Travelling area, we have special products with Hello Kitty character, exclusively designed for AEON.

Located at the center of 2<sup>nd</sup> Floor, we provide Seasonal Fashion products following new trends for young women.



**3<sup>rd</sup> FLOOR: ■KIDS REPUBLIC:** It is a sales area with combining products for Mom & Dad, for baby and for kids under the theme of “Fun for a Family”. There will be four sales sections for Mom & Dad, Baby, Kids Fashion, and Toys, having Japanese famous brand baby



products as well as famous cartoon character goods and toys. Not only provide a place for enjoying shopping with a wide selection of products, we also support families with children through the experience of playing and learning activities.

At the Toys area, it is the 1<sup>st</sup> time that we launch the “Cartoon character corner” with a collection of popular Japanese characters such as Hello Kitty, Pokemon, etc.

At Baby goods corner, we offer diversities of products: baby food, formula milk, and baby goods from reliable Japanese brands. We also arrange information counter for customers’ engagement, new products introduction as well as best-price products update. Useful information for parenting will also be updated regularly.

At Kids Fashion area, besides products from “GIORNO MIMOSA” - AEON's private brand, we also display products following latest kid fashion trends.

**3<sup>rd</sup> FLOOR: ■Household & Home Appliance:** In this area, we offer products from “Home Center”, “Household”, "Kitchenware” to “Stationery”. At "Home Center" area, we introduce a wide range of small home appliances for daily usage, with special products to bring comfortable and convenient life to busy modern women.

Besides, to promote convenience, we consult and offer products with following criteria: time saving, energy saving, convenience, health supporting, aesthetics and hygiene with reasonable prices to meet the constantly changing demands of customers.

At the Stationery area, there will be wide ranges of products for all ages, from children to adults with diversified assortments, including imported products from Japan.

At Kitchenware area, in addition to convenient products for easier cooking , we also introduce ceramic products from local brands such as Minh Long and Thai Phuong Anh.

**3<sup>rd</sup> FLOOR: ■HOME COORDY:** It will be the first store to provide our premium household products called “HÓME CÓORDY” – Private Brand of AEON to customers.

In Home Fashion area on 3<sup>rd</sup> floor, there will be diversified assortments such as home fashion, kitchenware, bedroom, bathroom, toilet, etc.



### General information of GMS & Supermarket AEON – Ha Dong

<b>Store name:</b>	General Merchandise Store & Supermarket AEON – Ha Dong	
<b>Address:</b>	AEON Mall – Ha Dong Hoang Van Thu Residential Cluster, Duong Noi Ward, Ha Dong District, Hanoi City	
<b>Store Manager:</b>	Ms. Katsuta Sonoko	
<b>Operated and managed by:</b>	AEON Vietnam Co., Ltd	
<b>Floorage:</b>	Approximate total of 22,700 m <sup>2</sup>	
<b>Selling area:</b>	Approximate total of 16,259 m <sup>2</sup>	
<b>Opening hour:</b>	+ The 1st floor	08:00 – 22:00

	+ The 2 <sup>nd</sup> & 3 <sup>rd</sup> floor	
	Weekdays	10:00 – 22:00
	Weekends & Holidays	09:00 – 22:00
	+ Open in all days	
<b>Employees:</b>	Approximate total of 650 employees	

**Floor map of General Merchandise Store & Supermarket AEON – Ha Dong**

- 1<sup>st</sup> floor      Offering diversified assortments for daily needs of customers’ families such as packaged and processed foods, perishable products, health and beauty care products.
- 2<sup>nd</sup> floor      Providing multi choices of garment products, shoes, bags, accessories for men and ladies; beauty & health care products in Glam Beautique
- 3<sup>rd</sup> floor      Offering wide range of choice of high quality products and the dedicated caring products for mom & kids with reasonable price at Kids Republic Sales Area with a Baby Room, as well as satisfying customers’ needs to purchase electric appliances, multimedia, home appliance products, home fashion, household and stationery products.

**Dedicated services to create outstanding shopping experiences to customers**

With AEON’s philosophy in providing the assurance and trust to customers through retail business activities in keeping with the view **“Everything we do, we do for our customers”**, we commit to offer the outstanding shopping experiences with convenient services and facilities.

- ❖ Omni-Channel shopping: customers can experience the products at store, then purchase goods by multi methods including: direct purchasing at store, shopping on phone and online purchasing.
- ❖ AEON Baby room on the 3<sup>rd</sup> floor: we provide ideal place to solve all concerns and demands of caring mom and baby while shopping time such as breastfeeding, preparing milk and meal for baby, changing diapers, cleaning and washing baby goods, etc.
- ❖ Free delivery nationwide
- ❖ Free gift wrapping with Japanese style and multi choices of wrapping paper designs
- ❖ Other related services.