

AEON VIETNAM CO., LTD

Binh Duong, July 28, 2023

AEON VIETNAM OFFICIALLY OPEN THE FIRST SUPER SUPERMARKET (SSM) IN THE SOUTH – AEON BINH DUONG NEW CITY

On July 28th, 2023, AEON Vietnam officially opened the first Super Supermarket (SSM) in the South - AEON Binh Duong New City, at SORA Gardens SC Shopping Center, Binh Duong New City, with the total area of 5,000m², hoping to bring AEON-standard shopping experience closer to local customers. This is also a part of AEON's selective investment strategy in Vietnam – meeting customer needs by develop multi-format business model. In 2022, AEON Vietnam launched the Super Supermarket (SSM) format for the first time in Hanoi.

Promoting selective investment strategy, forestall the potentials of Vietnam's retail market

Vietnamese retail market is perceived to be advantageous for long-term growth and have more developed comparing to other Asian market, such as political stability, low inflation, abundant labor resource with competitive cost, a favorable investment environment,...

In addition, after the Covid-19 pandemic, customers' shopping behaviors and tendency are changing everyday. Prioritizing convenience, selecting places to shop near their homes and tightening spending, customers now focus more on shopping essential products for daily life.

The AEON Group identified Vietnam as the second hub besides Japan in long-term development strategy, which AEON Vietnam has designed a selective investment strategy for business activities, in preparation for future growth through the development of AEON's private brands products and E-commerce channels. At the same time with expanding the business area with multi-format models that meet the diverse needs and actual conditions of each area.

Following the success of Hanoi AEON The Nine, the first Super Supermarket (SSM) in 2022, AEON Vietnam now officially opened AEON Binh Duong New City, located in SORA Gardens SC Shopping Center, Binh Duong New City, bringing the model to the South.



Mr. Furusawa Yasuyuki – General Director of AEON Vietnam speech at the Opening Ceremony of SORA garden SC, July 26 morning

Mr. Furusawa Yasuyuki - General Director of AEON Vietnam stated: *"This is the first time AEON Vietnam has launched a Super Supermarket (SSM) model in the South. We choose Binh Duong New City after finding out the development potential of economic and population of this area in the near future. Therefore, AEON Vietnam decided to invest at this time, following a long-term vision of 5-10 years while continuing to search for suitable locations in other provinces and cities for business expansion".*

Super Supermarket (SSM) AEON Bình Dương - "Deliver conveniences closer to customer's joyful life".

With Super Supermarket (SSM) model, AEON Vietnam aims to both meet the "near and convenient" requirement of large urban population, providing AEON standard products, services and shopping experience, thereby helping customers enjoy their daily life.

With a comfortable space up to 5,000 m2, AEON Binh Duong New City is located on the ground floor of SORA garden SC, including 2 main areas: Delica and Supermarket. With a variety of AEON-standard high-quality products and services with reasonable prices, AEON Binh Duong New City is expected to contribute to enhancing the lifestyle of the customers.



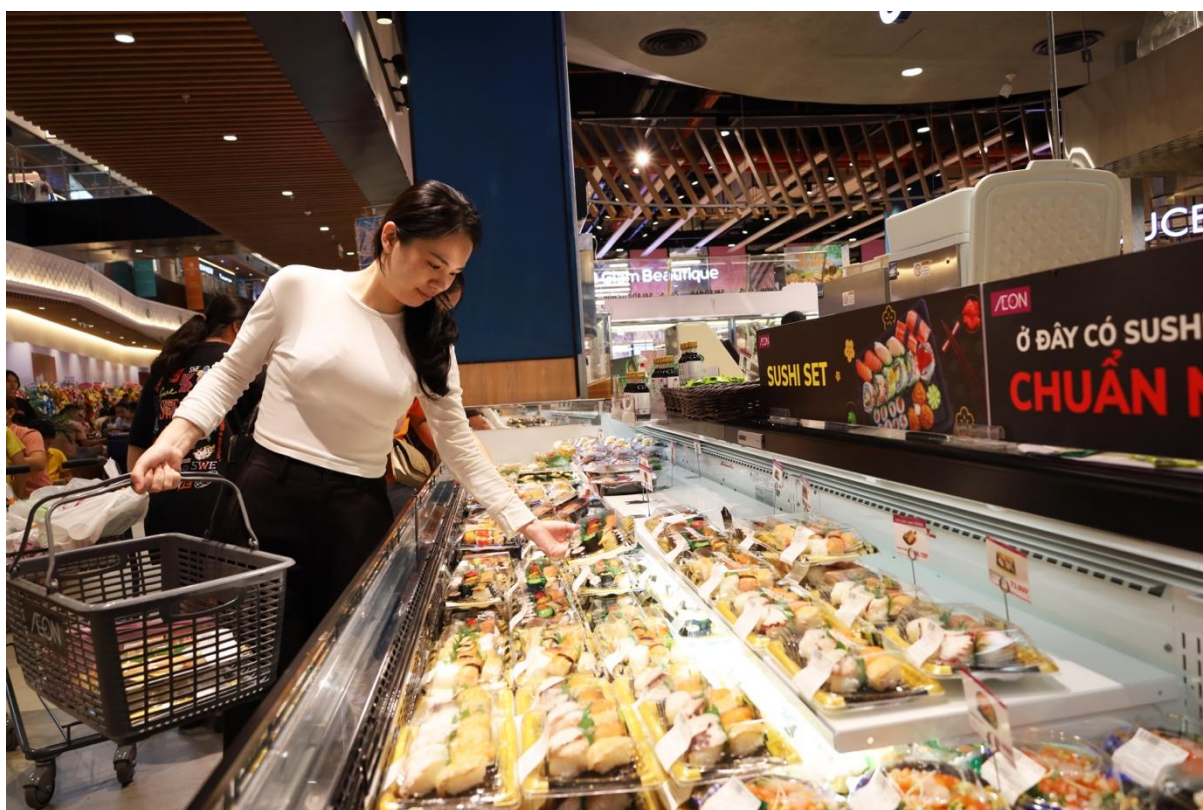
Delica area, which has an area of more than 710m² with a capacity of 90 seats, is an ideal place for families, groups of friends to gather, enjoy cuisine from Japanese, Korean to Thai foods and salad bar, sushi bar, etc. The Barista Beans area specializes in serving delicious coffee and various tea and cakes, promising to meet the needs of all customers.



Barista Beans area at AEON Binh Duong New City specializes in serving delicious coffee and a variety of tea and cakes



Salad bar at AEON Binh Duong New City Super Supermarket (SSM)



Next is the Supermarket area - which satisfy a large number of local residents and young families shopping needs in the Binh Duong New City area. AEON Binh Duong New City Super supermarket brings high-quality and convenient products for daily life such as fresh ingredients and foods, organic products to meet the trend of healthy lifestyle. In addition, ready-to-eat and ready-to-cook products, frozen products, etc. Will be convenient to use, helping families save time.



The "Ready-to-cook" pre-processed products at AEON Binh Duong New City Supermarket aim to bring convenience and comfort to customers.

Customers can also shopping variety of goods from AEON's privated brands such as TOPVALU and home appliances from HOME COORDY with Japanese quality standards.



AEON Binh Duong New City Super Supermarket introduces a variety of nutritious formula milk for children from 0 year old with many famous domestic and foreign

brands; hygiene and health care products for infants and young children; Weaning nutrition products for babies from 4 months old such as cookies, powdered meal, juice, seaweed, meat flakes, noodles or spices...

At AEON Binh Duong New City, following the digital transformation and the aim to bring convenience to customers, technology utilities are integrated such as smart lockers, automatic order picker, and self-semi cashier.



Self-semi cashier at AEON Supermarket Binh Duong New City



*Customers experience the Automatic Order Picker at Super Supermarket (SSM) -
AEON Binh Duong New City*

Glam Beautique AEON Binh Duong New City – A beauty and health care multi-experienced destination in Binh Duong New City

With an area of over 400m², Glam Beautique in AEON Binh Duong New City is the 8th store of specialized health and beauty care store chain developed and operated by AEON Vietnam. Promises to be a "paradise" to meet the needs of women's health and beauty care.

At Glam Beautique, customers can find a variety of products for health care, makeup, beauty care technology products such as electric combs, massage machines,... and dermatological services dedicatedly advice by expert staffs.

In particular, Glam Beautique AEON Binh Duong New City focuses on arranging a separate area for natural and organic products from many reputable brands. In addition, this also the first store in this specialized store chain to welcome the presence of Dalat Hasfarm Fresh Flower Shop.



Glam Beautique - The specialty store of AEON Vietnam's chain of health and beauty stores - was also present at AEON Binh Duong New City



Contributing to the sustainable development of local communities wherever AEON presents

In addition to offering high-quality goods and services that provide customers with assurance and trust in daily life, AEON Vietnam also aim to collaborate with local communities to build a future that is sustainable in three key pillars: Profit, Planet and People.

Previously, in May 2023, AEON Vietnam held a Recruitment Day for AEON Binh Duong New City, providing more than 200 job opportunities for local workers, attracting thousands of candidates to apply. All new employees have also undergone 2 weeks of training, working directly at AEON Binh Duong Canary to learn the necessary skills and knowledge preparing for the supermarket operation process. AEON Vietnam always aim to contribute to the training and development of human resources in the retail industry of Vietnam; while ensuring the shopping experience to customers..



Recruitment Day of Super Supermarket (SSM) - AEON Binh Duong New City took place on May 13 and 20 in Binh Duong New City



New employee training program of AEON Binh Duong New City to ensures customer service quality.

In order to minimize the impact of the retail business on the environment in places where AEON is present, AEON Vietnam advocates effective use of local resources through initiatives to support and join hands with customers to build sustainable consumption habits, such as reducing VND 1,000 VND per transaction when customers do not use single-use plastic bags when shopping. Previously, on July 7, AEON Vietnam collaborated with BECAMEX TOKYU to organize Tree Planting Ceremony with the theme of "Hometown Forest", planting more than 1.300 trees around SORA gardens SC Shopping Center, attracting 300 local residences to join. Thereby, aim to create a green and modern living environment for now and the future. The activity help conserve local biodiversity and create a sustainable green landscape for Binh Duong New City so that everyone can enjoy visiting and shopping at SORA gardens SC...

About AEON Vietnam

AEON Vietnam Company United is a leading retailer in Vietnam, under AEON Co., Ltd, leading retail group In Japan. It was established on October 07th, 2011 to invest in 5 segments in retail industry:

- 1. Shopping Mall*
- 2. General Merchandise Store*
- 3. Specialty Stores*
- 4. E-Commerce*
- 5. Supermarkets*

With the vision of becoming an "Indispensable Retailer in the Vietnamese market" through jointly creating common values, we strive constantly to pursue the mission of "enrich customer's daily lifestyle"; "contribute to Vietnam's socio-economic growth" and "Community Engagement".

With AEON principle "Pursuing peace, respecting humanity, and contributing to local communities, always with the customer's point view as its core", and our promise – "to provide customers with assurance and trust in daily life" – we strive to enrich customers' daily lifestyles. To do so, AEON Vietnam is to provide high quality products with reasonable prices, enhancing shopping conveniences and lifestyles.

AEON Vietnam plans to develop more Shopping Malls as well as promote diverse fields and business models to meet the increasing needs of customers in Vietnam.

For more information, please contact:



PRESS RELEASE

AEON Vietnam Co.,Ltd.

Corporate Communications Department

Phone: 033 217 9797

Email: phongtruyenthong@aeon.com.vn

Website: <https://aeon.vn/>