

NEWS RELEASE

AEON VIETNAM Co, Ltd.

Ho Chi Minh City, October 02, 2022

THE FINAL RACE OF AEON EKIDEN 2022 IN HO CHI MINH CITY

FOLLOWING 10 YEARS ANNIVERSARY OF AEON VIETNAM

The series events of AEON Vietnam for the community on the occasion of 10th anniversary - AEON Ekiden has just taken place for the last race at AEON Tan Phu on October 2. The event includes the relay running race of "Relay Road – Together have fun" and the Vietnam - Japan Cultural festival. It was held in Hanoi, Binh Duong and Ho Chi Minh City, bringing meaningful bonding experiences to thousands of local family members and customers.

AEON Ekiden's journey on the “S” land

AEON Ekiden 2022 is part of activities on the occasion of AEON Vietnam's 10th anniversary to express gratitude to millions of customers and the community who have accompanied the business for a decade.



Mr. Furusawa Yasuyuki, General Director of AEON Vietnam shared about AEON EKIDEN "Relay Road – Together have fun"

Mr. Furusawa Yasuyuki - General Director of AEON Vietnam shared: *“Since establishing the first foundations, AEON Vietnam has always placed customers at the core of our values, pursuing the mission of enriching customer’s daily lifestyle as well as accompanying the sustainable development of the local community. AEON EKIDEN is not just a sport activity, but also represents teamwork and connection.”*



AEON Ekiden run attracted more than 1,500 participants in 03 cities including Hanoi, Binh Duong & HCMC

Activated in Hanoi in July, followed by Binh Duong in August and final race in Ho Chi Minh City on October 2, the serie of AEON Ekiden has attracted thousands of attendees. In particular, the running race "Relay Road – Together have fun" has more than 1,500 participants, including families, children, customers and the community around AEON. Each team of 5 members will run relays and together complete a distance of 5-6 km around the AEON Shopping Mall.

At the race held at AEON Tan Phu (HCMC), more than 600 participants enjoyed exciting experiences and meaningful bonding moments.

Mr. Nguyen Cong Chanh - Vice Chairman of Tan Phu District People's Committee shared: *“I appreciate the goal, meaning and humanity that the activity conveys, and I am very glad to see the enthusiastic participation of the residential community. In addition to the goal of creating a playground for people to practice physically and raise awareness of a happy life, the activity has*

brought memorable experiences of cohesion and solidarity for a common goal. In the coming time, I believe that AEON Vietnam will continue to work with Tan Phu District to expand and organize AEON Ekiden into an annual event.”



Mr. Nguyen Cong Chanh, Vice Chairman of People's Committee of Tan Phu District, Ho Chi Minh City speaks at the AEON Ekiden

Mr. Nguyen Tan Duc (Tan Phu district) shared: “This is the first time my whole family participated in a relay race. We are very emotional when seeing our son making the last steps to conquer his first race. This event gives us the opportunity to exercise and spend time together on weekends.”



The family with the most impressive costumes in the race

Taking place on the same day as "AEON Ekiden", the Vietnam - Japan Cultural Festival also attracted customers of all ages, especially young people with many cultural promotion activities of two countries. At the cultural experience area, many young are eager to experience traditional Japanese games such as Supa Boru Sukui (picking balls); Pounding Mochi, Fukuwarai. The familiar activities of both Vietnam and Japan such as Making Teru teru bouzu, making toy figurine, etc. are chosen by many families and children. Cultural performances further enhance the color of Japanese culture for the festival space.



Children are very excited to participate in traditional games at the cultural experience area

Especially, the "AEON Cosplay Expo 2022" contest taking place in the afternoon of the same day is an interesting playground for young who have interested in cosplay to unleash creativity and show their talents when dressing up as famous characters from the Japanese culture. Seiran Kisaragi – Famous Coser, and one of the judges of the contest, shared: *"Today's AEON Cosplay Expo gathers all the outstanding Cosers, many have invested very carefully and impressively. Hopefully AEON Vietnam will continue to organize many cultural experiences like this."*



Excellent Cosplay groups AEON Cosplay Expo 2022

AEON Ekiden event series brought many meaningful values for the community. Among that, the relay race not only contributes to promoting solidarity and teamwork, but also promotes a healthy lifestyle through sports activities, educating the young generation about sustainable values including team strength and a well-being lifestyle. Together with the cultural activities. AEON Vietnam also aims to enrich the experience for the local community by introducing and spreading the beauty in the culture of Vietnam and Japan.

Continue to spread the spirit of cohesion and enrich daily lifestyle of the local community

With the Basic Principle "Pursuing peace, respecting humanity, and contributing to local communities, always with the customer's point view as its core", beside the mission of enrich customer's daily lifestyle, AEON Vietnam aims to create Shared Values with local communities,

for a sustainably developed future through many activities based on 3 key pillars: Economy, Environment and Community.



Two teams won the first prize at the final race of AEON Ekiden 2022

Stepping on the next stage of development, along with the goal of expanding business and meeting the needs of customers, AEON Vietnam will continue to contribute to the sustainable development of Vietnam. Putting People as the focus of sustainable development, AEON Vietnam always wants to focus on developing human capital through various activities to accompany and join hands with the community to create the prosperous future.



10 highlighted representatives in the single contest of AEON Cosplay Expo 2022

Representative of AEON Vietnam said that AEON EKIDEN is expected to be held annually: “We want to promote a healthy & happy lifestyle, as well as a spirit of cohesion in the local community in particular, and between the two Vietnam – Japan in general.”

About AEON Vietnam

AEON Vietnam Company Limited 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.

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