

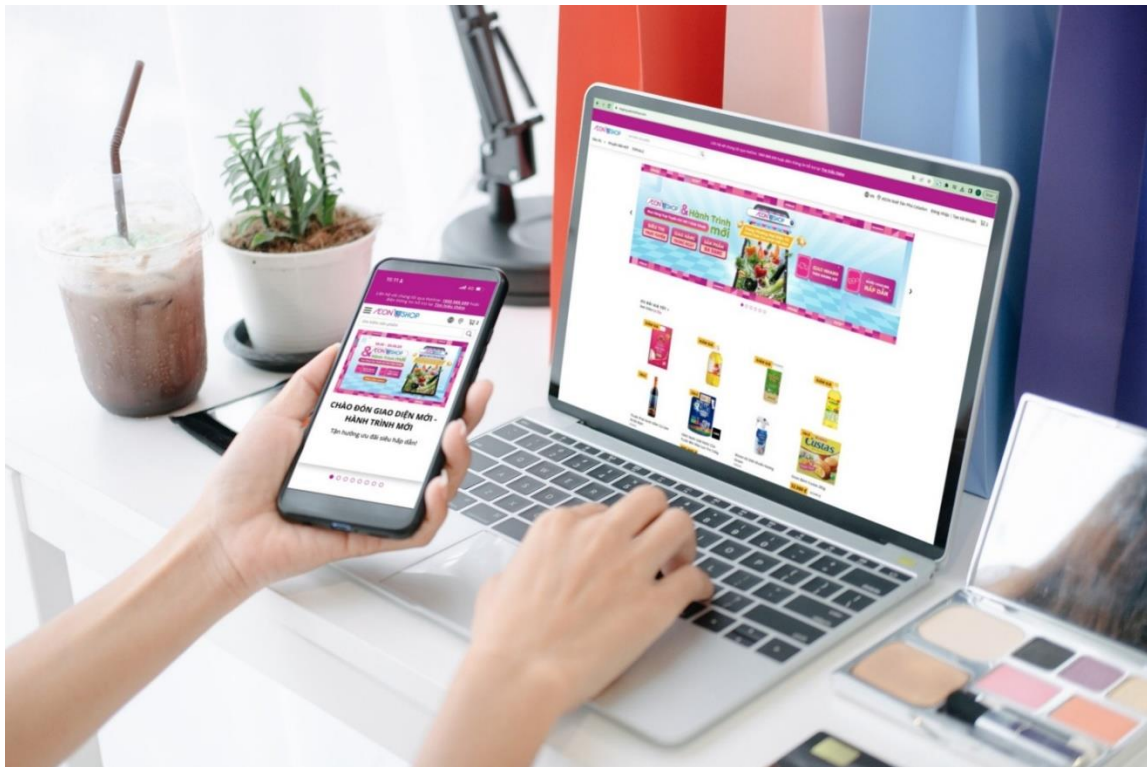


AEON VIETNAM CO., LTD

Ho Chi Minh City, October 10, 2023

## **AEON VIETNAM INTRODUCES THE NEW APPEARANCE OF AEON ESHOP, BRINGING NEW CONVENIENCE TO CUSTOMERS**

*In order to provide new value and meet the changing post-Covid-19 shopping behaviors of customers, AEON Vietnam has focused on developing and improving its e-commerce platform, AEON Eshop. At 10:10 am on October 10, 2023, the Japanese retailer officially launched the new look of AEON Eshop with many new features, notably the option for scheduled delivery, enhancing the convenience for customers who choose to shop online with AEON.*



*AEON Eshop officially debuts its new appearance.*



The occurrence of Covid-19, along with the growth of e-commerce, has led to a transformation in consumer shopping behavior. The new shopping habits of consumers are shifting from in-person shopping to online shopping. Customers increasingly prefer to make purchases through online channels due to various attractive benefits: easy selection of desired products, home delivery support, and convenient payment methods.

According to the 2023 report by Repota, the most popular shopping channels in Vietnam are e-commerce websites with 78% of consumers' trust, social media platforms like Facebook, Instagram, and Zalo with 42%, and mobile shopping applications with 47%. Among these, key factors that consumers consider when choosing an online shopping channel include the trustworthiness of the e-commerce website (74%), fast and flexible delivery according to customers' schedules (57%), various promotional programs (56%), affordable prices, diverse product offerings, and product quality...

With the mission of **“Enhancing the quality of life for customers”**, one of AEON Vietnam's key strategies in 2023 is accelerating the growth of its e-commerce sector to meet the rising trend of online shopping and provide new conveniences and experiences for customers.

After the Covid-19 pandemic, the demand for online shopping among domestic consumers has undergone changes. Convenience is considered a top priority when selecting services. To meet this demand, AEON Vietnam has undertaken renovations and improvements to its e-commerce platform, AEON Eshop.

This marks the biggest update since its inception in 2017, featuring many new and notable features, such as the option for scheduled delivery. This promises to make the daily online shopping experience for customers simpler, easier, user-friendly, and more convenient.

Developed for both website and mobile platforms, the upgraded version of AEON Eshop meets the majority of criteria for online shopping set by consumers. First and foremost, AEON Eshop is the official e-commerce platform of AEON Vietnam, a leading and **reputable** retailer from Japan, committed to providing genuine, high-quality, and safe products.

**Convenience** is a standout and emphasized feature of this improvement in AEON Eshop. With simple steps, customers can add desired products to their shopping cart, provide delivery information, select a suitable delivery time, and make payment, completing the purchasing process quickly.



During the ordering process, customers will notice a prominent difference in AEON Eshop compared to other online marketplaces: the ability to **proactively choose their preferred delivery time frame**.

Alongside the feature improvements that make online shopping easy and convenient, AEON Vietnam has also built a dedicated and friendly delivery team, providing service quality in line with Japanese standards. This ensures that customers will have entirely new and satisfying experiences when shopping on AEON Eshop.



*Mr. Masanari Nishikawa, Senior General Manager of Digital Transformation at AEON Vietnam, shared the aim of making AEON Eshop the number one online supermarket channel in Vietnam.*

Mr. Masanari Nishikawa, Senior General Manager of Digital Transformation at AEON Vietnam, shared that the new system will bring additional conveniences to Vietnamese customers with friendlier interface. He also shared, "With the aim of BECOMING THE NUMBER ONE ONLINE SUPERMARKET CHANNEL IN VIETNAM, all offline products will be available for purchase online. We will ensure the freshness of products, provide the best services, and guarantee quality delivery to meet all customer requirements."

To celebrate the new look of AEON Eshop, a variety of exciting promotional campaigns have been introduced, aiming to enhance the value and offer abundant choices for customers in their online shopping experience on the AEON Eshop platform. In addition to regular special offers such as "Happy Wednesday" and "Happy Weekend," as well as



"Everyday Low Price" programs, AEON Eshop also collaborates with suppliers to provide customers attractive discounts and bonus gifts.

Moreover, when shopping online on AEON Eshop every Saturday and Sunday, customers will enjoy free shipping for orders over 150,000 VND. In addition to these special offers, there are also exclusive discount programs available from 06 General Merchandise Stores and supermarkets of AEON.



*To celebrate the new look of AEON Eshop AEON Eshop presents a multitude of enticing promotional programs for customers during their online shopping journey*

To experience the new features and take advantage of the offers during the launch event, customers can visit <https://aeoneshop.com/> today to freely shop AEON's quality standard products at AEON Eshop.

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