

AEON Vietnam and the over 10-year journey of "Nurturing the Young Generation"

Aiming to create positive changes for the community and jointly nurture the young generation for a sustainable future of Vietnam, since 2011, AEON Vietnam has been continuously implementing various activities to enhance the skills, experiences, and development opportunities for thousands of Vietnamese students and undergraduates.

AEON Vietnam's sustainable development strategy focuses on three main pillars: Economy, Environment, and Society. With the sustainable pillar on society, the Japanese retailer aims to ensure Equality, Inclusion, and Wellbeing for everyone. Among these, developing and nurturing the future generation is a key focus of AEON Vietnam's investment.

In 2023, AEON Vietnam continues to collaborate with the AEON 1% Club Foundation, part of AEON Group Japan, and the Department of Education and Training of cities, universities and colleges to organize a variety of programs for the young generation, such as the "Teenage Ambassador Program" and the "Asia Youth Leaders", etc.



Vietnamese students visiting and exchanging cultures as part of the Teenage Ambassador program in Japan

Enhancing skills and multicultural experiences for students

To promote friendship and multinational cultural exchange among Japanese and international high school students, the AEON 1% Club Foundation annually organizes the Teenage Ambassador program, providing a platform for direct student interactions and mutual understanding.

On the occasion of the 50th anniversary of diplomatic relations between Vietnam and Japan, 50 students from Nguyen Hue, Ly Thuong Kiet, Kim Lien High Schools (Hanoi), and Marie Curie, Le Quy Don High Schools (Ho Chi Minh City) represented Vietnam. They met and interacted with the Prime Minister of Japan, the Vietnamese Ambassador to Japan, and Japanese students/undergraduates. During the exchange, they had the opportunity to visit the National assembly building, the Prime Minister's Office, the University of Tokyo, famous landmarks, and experience Japan's traditional culture firsthand.



Prime Minister of Japan, Fumio Kishida, meeting Vietnamese students participating in the Teenage Ambassador program

The exchange trip was not only a valuable opportunity for memorable international friendships, broadening horizons, and knowledge but also a bridge to strengthen the good relations between Vietnam and Japan.

Nguyen Minh Khanh, 17, a student from Le Quy Don High School (HCMC), shared: *"For me, this trip to Japan was very special as we were 'Ambassadors,' representing our country to*



learn about Japanese culture, customs, and lifestyle. I made many new friends with wonderful memories.”

In addition, in August, the “Asia Youth Leaders” program took place with the participation of over 80 outstanding high school students from 8 Asian countries, including 08 representatives from Vietnam. Through the program, students had the opportunity to meet, discuss, and develop skills in teamwork, information analysis, presentation, and critical thinking. With the theme “Future and Vision from the perspective of food producers & processors on sustainable food for a carbon-free society,” the program continued to expose students to major societal issues, aligning with Vietnam’s sustainable development goals through engaging experiences and valuable knowledge.



8 Vietnamese students participating in the Asia Youth Leaders program in 2023

AEON Scholarship: Empowering students to reach their dreams

Besides activities enhancing experiences and promoting cultural exchange for students, AEON also awards scholarships to students to help nurture and realize the ambitions of the young generation.

This year, the AEON Scholarship program was organized by AEON Vietnam at AEON Tan Phu Celadon on December 6, 2023, under the authorization of the AEON 1% Club Foundation.



The event was honored to welcome Mr. Yoshiki Mori - Chairman of the AEON 1% Club Foundation, Mr. Ono Masuo - Consul General of Japan in Ho Chi Minh City, representatives of AEON Vietnam and 07 AEON Group companies in Vietnam, representatives from Ho Chi Minh City University of Pedagogy, University of Social Sciences and Humanities, Vietnam National University HCMC, and University of Economics HCMC.



Mr. Ono Masuo - Consul General of Japan in Ho Chi Minh City, speaking at the AEON Scholarship 2023 Award Ceremony

Mr. Ono Masuo - Consul General of Japan in HCMC stated: “*Welcoming the 50th anniversary of establishing diplomatic relations, Japan and Vietnam have upgraded to a 'Comprehensive Strategic Partnership for Peace and Prosperity in Asia and the World,' which includes strengthening cooperation in education. I hope the AEON 1% Scholarship will help you become more interested in Japan and contribute to future exchanges between Japan and Vietnam. The young generation plays a very important role in fostering this relationship.*”



Mr. Yoshiki Mori, Chairman of the AEON 1% Club Foundation, speaking at the AEON Scholarship Award Ceremony 2023

Mr. Yoshiki Mori - Chairman of the AEON 1% Club Foundation shared at the ceremony: *"The AEON Scholarship, initiated by the AEON 1% Club Fund, aims to support students in pursuing their dreams and positively contributing to the development of Japan, Asian countries, and the world in the future. I hope that the students receiving scholarships today will strive hard in their studies and enhance their knowledge to pursue their dreams, becoming an excellent human resource contributing to peace and development of the world."*

At the ceremony held in Ho Chi Minh City, 40 students from 3 schools were awarded the AEON Scholarship, thereby providing financial support for them to continue pursuing their academic dreams, helping them pursue their education, creating motivation to strive on the journey to enhance awareness and skills, contributing to creating positive changes in society. Since its inception in 2011, the program has supported a total of 1,290 students nationwide, with the total scholarship value each year exceeding 800 million VND.



The 13th AEON Scholarship Award Ceremony held in Ho Chi Minh City

Besides the scholarships for university students, in the coming time, AEON Vietnam will deploy scholarships for students of vocational schools, secondary and higher education colleges. Simultaneously, it will create conditions and opportunities for internships and official employment after graduation at the company's stores and supermarkets.

In the future, AEON Vietnam plans to expand activities for the future generation, with the AEON Cheers Club program aimed at organizing extracurricular activities for primary school students, accompanying the community to raise awareness about the environment and sustainable development. Within the framework of the Teenage Ambassador program, 50 Japanese students will also visit and exchange in Vietnam in early 2024.

AEON Vietnam is committed to continuing efforts in activities nurturing skills, knowledge, and accompanying the young generation in many meaningful activities aimed at sustainable development, creating positive changes in the future.

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