

NEWS RELEASE

AEON Vietnam Co., Ltd

Ho Chi Minh City, 26 Sep 2024

AEON VIETNAM OFFICIALLY OPENS AEON TA QUANG BUU

On 26 Sep 2024, AEON Vietnam Co., Ltd (hereafter referred to as AEON Vietnam) opens AEON Ta Quang Buu, its 8th General Merchandise Store (GMS). In the media conference on the same day, AEON Vietnam's representative shares that this is under AEON's strategy to expand in Vietnam with multi retail formats to meet the need of Vietnamese customers.



AEON Ta Quang Buu officially opens on 26 Sep 2024

Mr. Furusawa Yasuyuki – Executive Officer (AEON Group), in charge of Vietnam business, cum AEON Vietnam General Director, shared that: *“Our priority is to accelerate the new store opening and business category development to increase customer touchpoints. Through our expansion, we not only contribute to Vietnam’s commercial infrastructure development but also promotes the consumption of Vietnamese products through our store chain.”*

Regarding the expansion strategy, Mr. Furusawa Yasuyuki shared: *“We continue opening large-scale shopping malls. However, to meet the changing customer's behaviors in post-pandemic that is to prefer convenience, we will develop multi-formats that are appropriate for the needs of local communities and actual conditions of local areas with flexible sizes.”*



Mr. Furusawa Yasuyuki – Executive Officer (AEON Group), in charge of Vietnam business, cum AEON Vietnam General Director shares at the Media conference of AEON Ta Quang Buu

GMS AEON TA QUANG BUU – New experience for customers ~ A store offers new fun

AEON Ta Quang Buu is the 8th GMS of AEON Vietnam, and the 1st outside of AEON Shopping Mall. On 26 Sep 2024, it officially opens, locating in Parc Mall (district 8, HCMC), aiming to be a one-stop-shopping destination for new families and gen Z.

AEON Ta Quang Buu focuses on high-quality products at competitive prices through various promotions, making shopping more enjoyable for a wider range of customers.

Supermarket area

AEON Ta Quang Buu supermarket offers a diverse selection of products to meet daily essentials, from groceries to household items. Known for its Japanese-style supermarket experience, AEON ensures high-quality products at reasonable prices, maintaining strict standards for food safety and hygiene. Shoppers can find a variety of seasonal fruits and groceries, including fresh produce certified by VietGap and Global Gap, ensuring high quality. The supermarket also prides itself on offering fresh meat, fish, and organic products.



Customers go shopping at supermarket area, AEON Ta Quang Buu on the opening day

Additionally, AEON Ta Quang Buu provides a range of ready-to-eat (RTE) and ready-to-cook (RTC) products, making meal preparation quick and easy for a more modern and convenient lifestyle. Key products include a variety of sauces which are perfect for a ready-to-cook lifestyle and healthy oils.

Delica area

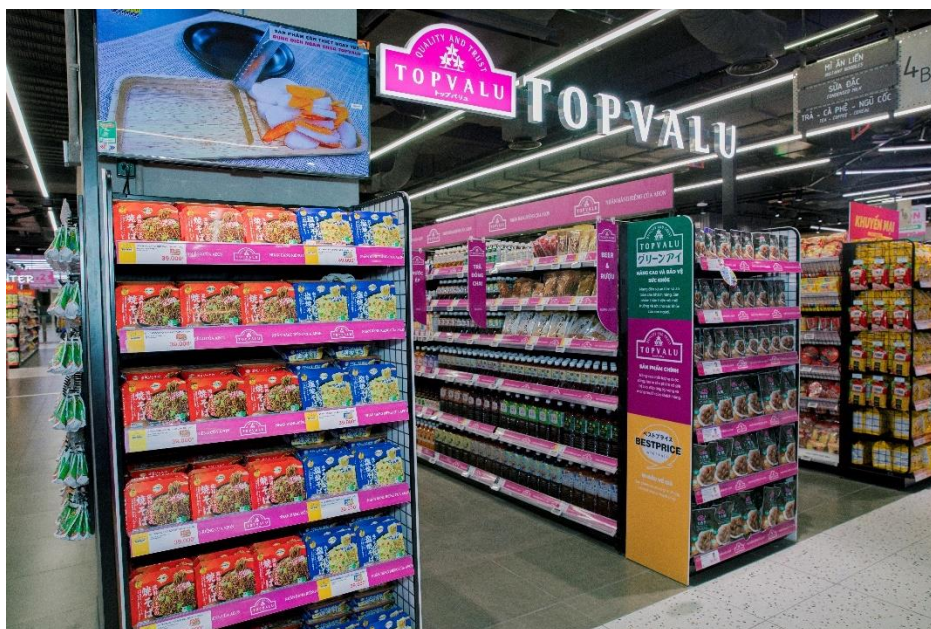
The Delica area at AEON Ta Quang Buu spans a total area of 612 m² with 160 seats and is designed to meet the needs of customers of all generations. There are a variety of new products, including KUSHIYAKI - world of skewers with a diverse menu of sauces such as Shio, Teriyaki, and BBQ, new assortments of sushi, including inari and aburi, as well as fresh sashimi. AEON Bakery introduces new cuisine trends for customers, featuring flat croissants, cream puffs (choux cream), and a variety of tarts including cheese, egg, tiramisu, and fruit tarts.



New products – Kushi-yaki at AEON Ta Quang Buu, which brings new experiences to customers

Products from private brands and specialty stores only at AEON

We will offer over 1,000 items from AEON's private brand "TOPVALU." This selection includes imported products from Japan as well as items developed and designed by AEON Vietnam, which have been well-received across ASEAN countries. We offer groceries such as beverage, chocolate, instant noodles to health beauty care products such as cleaner, tissues,...



Topvalue street at AEON Ta Quang Buu supermarket introduces AEON private brand products

HÓME COÓRDY is AEON's lifestyle brand, which aims to offer a comfortable and enriched customers' life through a diverse selection of furniture and interior products, including items for bedding, towels, dining and kitchen, and laundry. With an area of 450m², HÓME COÓRDY area at AEON Ta Quang Buu is designed to provide a wide range of high-quality products characterized by their trusted quality and timeless, yet simple design, making them versatile enough to harmonize with any home décor.



Hóme Cóordy area provides furniture with Japanese quality

Glam Beautique is a health and beauty haven offering a wide range of products and services. With a focus on "Kawaii" aesthetics, the store provides genuine Japanese and natural skincare, branded cosmetics, and accessories. Beyond products, Glam Beautique offers personalized skin analysis, rejuvenating spa treatments (open from Nov 2024), and health check stations.



Glam Beautique – a world of health and beauty care products

Moreover, at MY CLOSET, customers can find a wide range of trendy and affordable women's clothing to make their own unique style. MY CLOSET offers diverse styles, including feminine, street-style, and urban casual, all designed to cater to the evolving fashion needs of young individuals.

The store incorporates digital services and facilities to enhance the customers' shopping experience. In the Delica area, customers can easily buy and make payment with the self-ordering kiosk. We also offer semi self-checkout cashiers for customers using non-cash payment methods at supermarket area. And other services such as free dry ice, and smart lockers provide convenience and efficiency for customers. We want to meet customer expectation and bring enjoyable and convenient experience.

According to Mr. Furusawa Yasuyuki, in their long term strategy, AEON Group will accelerate the investment in Vietnam – the 2nd hub of the Group, therefore contributing to a prosperous and sustainable lifestyle everywhere AEON represents.

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