

AEON VIETNAM CO., LTD
Hanoi, September 21st, 2024

AEON VIETNAM OFFICIALLY OPENS AEON HUE

On September 21, AEON Hue, the first General Merchandise Store & Supermarket (GMSS) in Central Vietnam by AEON Vietnam, officially opened. At the press conference, AEON representatives expressed their desire to contribute positively to the sustainable development of Vietnam and improve the quality of life for local residents.



AEON Vietnam officially opened AEON Hue on September 21st, 2024

GENERAL MERCHANDISE STORE & SUPERMARKET AEON HUE – “FUSION OF TRADITION & MODERNITY”

The 7th AEON General Merchandise Store in Vietnam – AEON Hue - located in AEON Mall Hue. Grand Opening AEON Hue on 21st September, 2024 marks AEON Vietnam’s first step into Central Vietnam, aligning with AEON Group’s expansion strategy in the country.

On the press conference, Mr. Furusawa Yasuyuki, Executive Officer Vietnam Business of AEON Group (Japan) cum General Director of AEON Vietnam, shared “According to our mid-term plan, we will focus our investments in Asia and identifies Việt Nam as its second hub besides Japan.”. AEON Group sees Vietnam as a promising market full of potential opportunities for its business operations.



Mr. Furusawa Yasuyuki (third from the left), Executive Officer Vietnam Business of AEON Group (Japan) cum General Director of AEON Vietnam, attended the press conference for the grand opening of AEON Hue

Regarding AEON Hue, Mr. Furusawa Yasuyuki said: *“Following our presence in the southern city of Ho Chi Minh, and the northern cities of Hanoi and Hai Phong, AEON is proud to introduce its first store in Hue, a developing economic and cultural hub. AEON aims to contribute to Vietnam’s sustainable development while enhancing the daily lifestyle of the Customer.”*

AEON HUE - NEW CULTURE & ENCOUNTER IN ANCIENT CITY

Combining Hue's heritage with modern living, AEON Hue not only offers a diverse range of products and services but also serves as a popular destination for unique cultural and culinary experiences that fuse the best of Hue and Japan. Together, these elements create a distinctive shopping experience, contributing to elevating the lifestyle of local residents.

With a commitment to advancing the modern retail industry in Hue and enhancing the quality of life for its residents, AEON Vietnam continuously updates the latest trends, offering customers a diverse and abundant product range. In the supermarket alone, customers can experience shopping for over 12,000 products, including approximately 1,000 carefully selected fresh food items that guarantee safety, quality, and origin. Additionally, there is a souvenir section showcasing over 170 local specialty products, along with a staff team ready to assist tourists in English.



The souvenir counter is available for the first time at AEON Hue

A highlight of the first floor of AEON Hue is the Delica food court, the largest in Hue. This 1,200 square meter space offers a diverse culinary experience with over 500 dishes, from traditional Japanese fare like sushi and tempura to Vietnamese favorites, all served in a 300-seat dining area



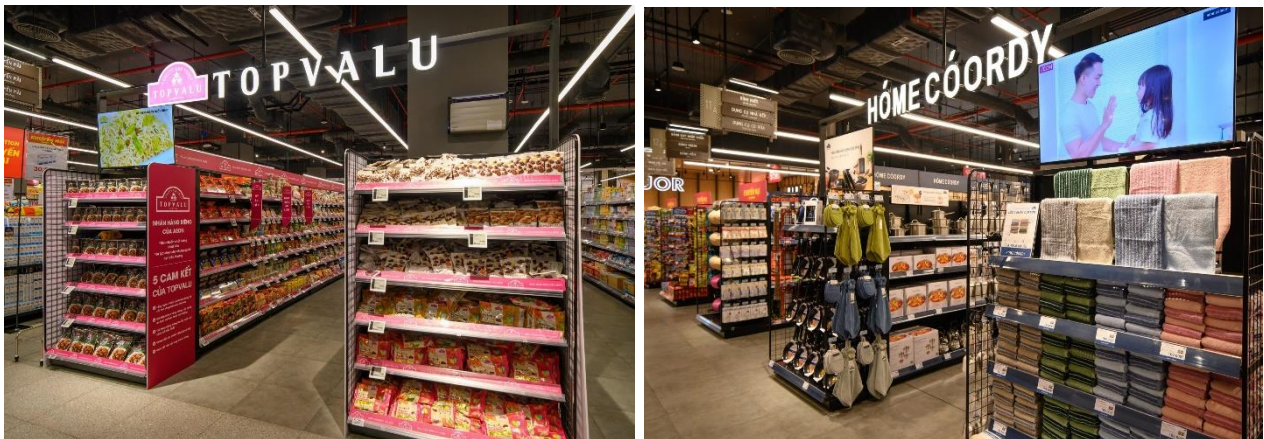
The food court is always a major attraction for customers visiting AEON

Furthermore, AEON Hue places a strong emphasis on family customers, offering dedicated areas for children and products that cater to various stages of life. The third-floor Baby zone is an ideal shopping and entertainment destination for families, featuring a wide range of high-quality products for children of all ages, as well as an intelligent play area with digital content. Parents can relax in the café and pastry area while their children play. The baby care room, designed to Japanese standards, is especially convenient for mothers



A large, relaxing play area for children is available at AEON Hue

To enrich the lives of Hue residents, AEON Hue also introduces a range of high-quality Japanese products and services exclusively available at AEON. Products from private brands such as TOPVALU, HOME COORDY, and MY CLOSET, along with specialty stores like Glam Beautique and AEON Bike, cater to specific customer needs, enhancing their overall shopping experience for a more fulfilling life.



Products from AEON's private brands such as TOPVALU and HÓME CÓORDY



Glam Beautique - A paradise for shopping health and beauty products



The 'AEON BICYCLE' area offers a wide variety of bicycle models and provides in-home maintenance services

In addition to offering high-quality products, AEON Hue provides a range of services and amenities such as a children's play area, free delivery, complimentary gift wrapping, and VAT refunds, along with exclusive offers for members. These offerings not only cater to shopping needs but also provide convenient and enjoyable experiences.

Mr. Furusawa Yasuyuki shared: *“We understand that customer needs are constantly changing. Therefore, AEON is continuously striving to offer fresh, exciting shopping experiences that enrich the lives of Vietnamese consumers. We aim to provide high-quality products and professional services to enhance living standards and create unique shopping experiences only available at AEON.”*

For more detailed information, please contact:

AEON Vietnam Co., Ltd.

Communications Department

Phone : 033 217 9797

Email : phongtruyenthong@aeon.com.vn

Website : <http://corp.aeon.com.vn/>