



AEON VIETNAM CO., LTD

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AEON VIETNAM TARGETS 80% NON-PLASTIC BAG TRANSACTIONS

After a year of trial at AEON Tan Phu and AEON Long Bien, starting from July 2024, AEON Vietnam, in collaboration with the Institute of Strategy and Policy on Natural Resources and Environment, officially expanded and implemented the "No Plastic Day" program across all General Merchandise Stores nationwide. In conjunction with various initiatives launched since 2019, AEON Vietnam aims for 80% of customer transactions to refuse single-use plastic bags by 2030.

Promoting Sustainable Consumption Habits in the Community

For AEON Vietnam, environment, society, and economy are the three key pillars in its sustainable development strategy. Specifically in the environmental pillar, AEON Vietnam has been implementing meaningful activities to protect the environment, notably the project to reduce single-use plastic waste, encouraging the participation of all employees, customers, and the community. These practical activities, supporting customers and employees in changing their habits, are clear evidence of the efforts of this leading Japanese retailer to achieve its target of 80% of transactions rejecting single-use plastic bags by 2030.

One of the standout activities is the "No Plastic Day" program at AEON Vietnam's General Merchandise Stores (GMS). After a year of successful implementation at AEON Tan Phu and AEON Long Bien, the "No Plastic Day" program has been officially expanded to all GMS nationwide starting from July 2024. Aiming to raise consumer awareness about single-use plastic waste and encourage them to reduce their use of plastic bags while shopping, the program affirms AEON Vietnam's commitment to collaborating with the Government in managing plastic waste, striving to use 100% eco-friendly packaging in shopping centres by 2025.



Customer responding to “No Plastic Day”

Specifically, every first Monday of the month, AEON Vietnam will not provide single-use plastic bags for packaging products when customers use cashless checkout counters. Simultaneously, AEON Vietnam continues to maintain and promote initiatives implemented



since 2019, such as offering a 1,000 VND discount for each transaction that does not use plastic bags, providing priority checkout counters for customers not using plastic bags, and the "Rent a Bag" program, allowing customers to borrow eco-friendly bags. Through these initiatives, AEON Vietnam encourages customers to bring reusable bags and effectively reduce the use of plastic bags.



AEON Vietnam employees always ready to guide customers in borrowing eco bags

As of the end of June 2024, the single-use plastic waste reduction project at AEON Vietnam recorded over 5 million transactions refusing plastic bags, demonstrating positive customer support. This success confirms the effectiveness of the project's diversity, innovation and shows an increasing consumer awareness of environmental protection. Each transaction that refuses a plastic bag is a meaningful small step towards achieving the goal of reducing plastic waste, contributing to a cleaner and greener Earth, with the involvement of both customers and AEON Vietnam. The positive outcomes from the diverse initiatives also motivate AEON Vietnam to continue expanding and enhancing the effectiveness of new initiatives, towards a sustainable and green economy for the future.

"No Plastic Day" 2024: Expanding Scale, Widening Actions

By expanding the program to all GMSs of AEON Vietnam nationwide, "No Plastic Day" 2024 marks a significant step in the strategy to promote and encourage sustainable consumption habits in the community, helping reduce plastic bag usage and contributing to environmental protection.

Moreover, to further encourage and promote the habit of refusing single-use plastic bags, starting from July 1, 2024, during "No Plastic Day" 2024, AEON Vietnam will also offer 3,000 eco-friendly bags to the first 3,000 customers with shopping bills over 300,000 VND at AEON General Merchandise Stores nationwide, applicable at cashless checkout counters.



"No Plastic Day" 2024 brings smiles to many customers

By introducing environmentally friendly bag models and raising employee awareness about the harm of plastic waste, AEON Vietnam is striving to build a green consumer community towards a sustainable future.

Providing diverse choices for customers and ensuring sustainable yet convenient consumption, "No Plastic Day" 2024 has received enthusiastic support from customers and partners across AEON Vietnam's entire system. The combination of government policies and AEON Vietnam's efforts has created a positive wave in the community, encouraging everyone to join hands in protecting the environment by reducing single-use plastic bag usage. However, changing consumer habits is not a short-term story. Therefore, AEON Vietnam will require more time and strong participation from consumers to reach its significant goals.



Consumers gradually forming the habit of not using plastic bags when shopping

By implementing the program nationwide, AEON Vietnam will make efforts to provide alternative tools, helping customers refuse plastic bags when shopping, while also creating conditions for them to make green consumer decisions more easily.

Not just an environmental campaign, AEON Vietnam's "No Plastic Day" is also a long-term effort to build sustainable consumption habits, ensuring every customer transaction is "Every meaningful purchase" creating sustainable value for the community through three aspects: environment, society, and economy. With enthusiastic support from customers, AEON Vietnam is committed to continuing to lead the journey toward a sustainable future. The company will continue to introduce new initiatives and collaborate with local communities to realize sustainable development goals wherever AEON is present.

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