

AEON VIETNAM CO., LTD

Ho Chi Minh City, November 20, 2024

## AEON VIETNAM REMAINS THE BEST PLACE TO WORK IN RETAIL FOR THE SECOND YEAR IN A ROW

On November 19th, as announced by Anphabe, AEON Vietnam was officially honored as the Top 1 “Vietnam 100 Best Places to Work 2024” in Retail/Wholesale/Trading and Top 11 across industries. This recognition is based on a survey from over 65,000 experienced professionals across more than 700 leading companies in 18 industries nationwide.



*AEON Vietnam has been honored as the "No. 1 Best Place to Work in Vietnam" in the Retail/Wholesale/Trade sector for two consecutive years.*

### **AEON Vietnam is the Best Place to Work in Vietnam in the retail industry for two consecutive years**

“Vietnam Best Places to Work” is an annual workplace ranking organized by Anphabe, based on a series of fully independent surveys verified by the market research company Intage Vietnam, under the sponsorship of the Vietnam Chamber of Commerce and Industry (VCCI). The ranking not only recognizes companies that strive to create ideal working environments but also encourages businesses in the market to foster happy workplaces for their employees.

The year 2024 marked significant strides for AEON Vietnam in creating a sustainable workplace environment. The company was proudly recognized as the 11th Best Workplace in Vietnam's Top 100 Best Workplaces for 2024, while maintaining its leading position in the

Retail/Wholesale/Trade sector. Notably, AEON Vietnam's employer branding metrics outperformed industry standards, with the rate of potential candidates considering applying being 4-6 times higher than the industry average.



*AEON Vietnam has reached to **11th place** in the Top 100 Best Places to Work in Vietnam.*

Additionally, AEON Vietnam has been recognized in the Top 12 Enterprises with Happy Workforce 2024, based on feedback collected from internal employees.

Regionally, AEON Vietnam stands out as the only retailer honored by HR Asia in the Top "Best Companies to Work for in Asia" for six consecutive years (2019–2024). Moreover, the company won the "Diversity, Equity, and Inclusion" Award during its first participation in the survey.

Notably, in 2024, AEON Vietnam achieved another remarkable international milestone by receiving the ICF Coaching Impact Awards 2024, presented by the International Coaching Federation (ICF), a global leader in professional coaching.

These achievements make 2024 another successful year for the entire team at AEON Vietnam, as the company continues to gain recognition through prestigious awards.

At the award ceremony, Ms. Do Nguyen Ngoc Thu, AEON Vietnam Academy Manager, shared:

*"This is a collective effort, and I want to dedicate this award to all 6,000 AEON employees nationwide. AEON Vietnam will continue striving to build a happy workplace, where every talent is empowered to grow comprehensively, Nourish to Flourish."*

### **Sustainable Career Development at AEON Vietnam**

In the long-term vision, AEON Group considers Vietnam as its second key market after Japan in its strategy to increase investments. In 2024, AEON has been continuously opening new business

locations in Vietnam with a variety of business models. These activities provide thousands of advancement opportunities for internal talent and career prospects for external candidates.

With a focus on sustainable human resource development, AEON Vietnam is committed to supporting its employees in mastering their own career growth journeys within a sustainable workplace culture, at a company built for long-term success.

During its operations in Vietnam, AEON has recognized the distinctive strengths of the local workforce, including their enthusiasm, eagerness to learn, and high level of teamwork. As a result, AEON Vietnam is dedicated to nurturing and developing the local talent pool, focusing on providing opportunities for employees to explore various roles, thereby continuously enhancing their skills. Simultaneously, the company is committed to developing leadership capabilities to ensure a strong future leadership team.



*AEON Vietnam is committed to supporting and developing the local talent.*

Specifically, at AEON Vietnam, employees have the flexibility to choose their career advancement path in two directions: the Generalist and the Professionalist, allowing each individual to shape a path that aligns with their abilities and career goals.

For the Generalist, employees are supported by a departmental rotation policy, providing opportunities to broaden their skill set and gain exposure to various business functions. This approach not only helps employees accumulate diverse experiences but also develops the management skills necessary for higher positions in the future.



*AEON employees are offered a wide range of learning and training opportunities within the company to proactively enhance their expertise and leadership capabilities.*

Training is the most sustainable benefit that AEON Vietnam commits to providing its employees. In addition to programs aimed at enhancing the quality of specialized retail training courses, AEON Vietnam also supports employees in attending skill-enhancement programs specifically designed for management levels, such as the Junior Management Program (JMP), Basic Management Program (BMP), and New Management Program (NMP) organized by AEON Group. Furthermore, AEON Vietnam offers a policy of sponsoring 50% of tuition fees for external training courses, encouraging internal talent to proactively seek courses that align with their personal development goals, in line with the company's growth trajectory.

### **Creating a Sustainable Workplace Culture**

AEON Vietnam focuses on building a sustainable workplace culture based on two key elements: promoting a coaching culture and nurturing the core, immutable values in AEON's business philosophy.

Coaching has become a central element in AEON Vietnam's talent development strategy and workplace culture. By encouraging open dialogue and fostering creative thinking, the company not only creates a dynamic work environment but also maximizes the potential of each individual, promoting their holistic development. Guided by the philosophy "Leaders Create Leaders", AEON Vietnam emphasizes individual initiative and highlights the crucial role of leadership in mentoring, inspiring, and training the next generation of leaders.

With the goal of fostering a continuous coaching culture, AEON Vietnam's coaching programs are designed with high flexibility to meet the needs at three levels: individual, team, and

organizational. Through this approach, employees not only enhance their work efficiency but also unlock their full potential, contributing to a more cohesive and engaged workplace.



*AEON Vietnam’s sustainable workplace culture always respects each individual and unlocks the potential of its employees.*

In particular, each employee is empowered in their work through a coaching approach from leadership, creating opportunities for the younger generation—who highly value empowerment—to fully unleash their potential and contribute valuable initiatives to the organization’s overall development.

These factors have contributed to building a sustainable corporate culture where every employee has the opportunity to grow and succeed in their career.

AEON Vietnam values diversity, equality, and inclusion in building a workplace environment through policies and processes focused on core values and competencies. This creates a working environment where each individual possesses their own strengths and unique qualities.

The workplace culture at AEON Vietnam is also built on the spirit of transparency. Every month, employees are fully updated on new policies and strategic directions from the management, fostering an open work environment where each individual feels respected and aligned with the organization’s growth. Additionally, internal surveys are regularly conducted to ensure that all employees are heard and their opinions are shared.

With two consecutive years of being ranked Top 1 Best Workplace in Vietnam in Retail, AEON Vietnam has demonstrated a strong commitment to fostering a workplace environment that "Nourish to flourish".



## PRESS RELEASE



For more information about AEON Vietnam, please visit: [corp.aeon.com.vn](http://corp.aeon.com.vn) or the official recruitment page: Grow with AEON - AEON Vietnam Careers.

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For more information, please contact:

AEON Vietnam Co., Ltd

Communication Department

Phone: 033 217 9797

Email: [phongtruyenthong@aeon.com.vn](mailto:phongtruyenthong@aeon.com.vn)

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