

AEON VIETNAM CO., LTD
Ho Chi Minh City, December 20, 2024

AEON VIETNAM BOOSTS RECRUITMENT AND EXPANSION IN 2025

AEON Vietnam continues to diversify its retail models, planning to recruit nearly 5,000 employees in 2025, seeking local talents to embark on a journey toward sustainable career development.

In 2024, Vietnam's retail market has witnessed remarkable growth, with the total retail sales of goods nationwide in the first 10 months nearing the \$200 billion mark, according to the General Statistics Office. This creates a foundation for domestic enterprises and foreign investors to further expand their business activities, as Vietnam's retail market still holds significant growth potential in the coming years.

Identifying Vietnam as its second most important market after Japan, AEON Group continues to intensify its business investments. AEON Vietnam's business strategy focuses on enhancing customer touchpoints and brand visibility. Specifically, the company will expand its business network with various retail models, including the opening of AEON Tan An Shopping Mall, department stores, supermarkets, medium and small-sized supermarkets, and specialty stores nationwide in 2025.



AEON Vietnam Expands Its Business Network with Diverse Retail Formats in 2025 to Meet Customer Needs

To realize its expansion plans, AEON Vietnam continually implements nationwide recruitment drives, recognizing workforce development as a core factor alongside business growth. The company aims to contribute to building a high-quality workforce for the retail sector and support Vietnam's sustainable development goals.

In 2024, AEON Vietnam inaugurated new business locations across the North, Central, and South regions, while organizing three Mass Recruitment and several other focused recruitment programs, attracting tens of thousands of applicants nationwide.



AEON Xuan Thuy Mass Recruitment Attracted Thousands of Applicants

From now until 2030, AEON Vietnam will continue to scale up operations and enhance workforce recruitment. In 2025 alone, the company plans to hire nearly 5,000 full-time and part-time employees, offering diverse career opportunities for talents in the retail industry. Concurrently, AEON Vietnam aims to develop its next-generation leadership team to achieve its medium-term business development goals, creating advancement opportunities for current employees.

With the direction “Nourish to Flourish”, AEON Vietnam fosters a working environment based on three core pillars: Sustainable Career Development, Sustainable Working Culture, and Sustainable Business Development.

At AEON Vietnam, training is the most significant benefit the company offers its talents. To develop a high-quality workforce for Vietnam's retail industry and local communities, AEON Vietnam enables employees to take on multiple roles, enhance their skills, and cultivate leadership capabilities, preparing them as future successors. Employees can actively choose their career development paths, from generalists to specialists.



Training is the Most Valuable Benefit AEON Vietnam Offers to Employees

Training programs like the Junior Management Program (JMP), Basic Management Program (BMP), and New Management Program (NMP) organized by AEON Group provide breakthrough development opportunities for management employees. A highlight is the Executive Training program, designed for potential employees to experience a two-year working stint at AEON Group in Japan, enhancing professional skills and managerial capabilities.

Moreover, AEON Vietnam offers a 50% tuition sponsorship policy for external training courses, enabling employees to access specialized training opportunities aligned with their personal development goals while supporting the company's growth.

With a large workforce, AEON Vietnam identifies coaching culture as a critical factor in its talent development strategy and workplace culture. This culture encourages individuals to unlock their potential, share ideas, think creatively, and maximize their capabilities. AEON Vietnam's coaching programs are flexibly designed to suit the unique needs of each individual and team, empowering employees to showcase their strengths confidently.



AEON Vietnam Employees Are Given Maximum Opportunities for Personal Growth

Through relentless efforts and strong commitments, AEON Vietnam was honored in October 2024 in Athens, Greece, with the ICF Coaching Impact Awards 2024, evaluated based on four pillars: Impact, Standards, Strategy, and Sustainability.

Visit the Fanpage: *Grow with AEON* – AEON Vietnam’s official recruitment page, for more information.

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