

NEWS RELEASE
AEON VIETNAM COMPANY LIMITED
Hanoi, 10th Jan 2025

AEON XUAN THUY
“EATING & LIVING FUN, COVENIENT! URBAN AEON”
~ “Focal point for talents, matching Japanese quality” ~

AEON VIETNAM Co., LTD (hereafter referred to as AEON Vietnam) opens AEON Xuan Thuy, its 9th General Merchandise Store (GMS). AEON Xuan Thuy offers a dynamic shopping and experiential space, seamlessly blending a modern supermarket area with a diverse dining zone featuring over 10 renowned brands, ready to cater to every customer's needs. This aligns with the AEON Group's policy of identifying Vietnam as the second hub besides Japan in its mid-term and long-term strategy. AEON Vietnam has been accelerating the development of the multi-formats that meet the diverse needs and actual conditions of each area.



AEON Xuan Thuy grand opening on 10/01/2025



AEON Xuan Thuy is located in a strategic position in the Cau Giay district

Located in 122-124 Xuan Thuy Street, Dich Vong Hau Ward, Cau Giay District, Ha Noi City, AEON Xuan Thuy gets high share from narrow trading and supports the lives of residents and visitor with the concept “EATING & LIVING FUN, COVENIENT! URBAN AEON”. AEON Xuan Thuy aims to be the number one destination for customers in the Cau Giay market and surrounding districts, offering popular assortments and services that resonate with local people. The focus is on providing the best possible experience for customers and creating a unique identity and signature for itself.

AEON Xuân Thủy officially opened on January 10, 2025, targeting key customer segments including students, office worker, new family, family with 3 generations in the Cau Giay district.

Store Overview

- **Store Name:** AEON Xuan Thuy
- **Hours of Operation:** Open year-round
 - Weekday:
 - 1st Floor: 8 AM – 10 PM
 - 2nd and 3rd Floor: 9 AM – 10 PM
 - Weekend & Holiday:
 - 1st, 2nd and 3rd Floor: 8AM – 10 PM
- **Address:** 122-124 Xuan Thuy Street, Dich Vong Hau, Cau Giay District, Ha Noi City
- **Store Manager:** Ms. Le Thi Huong Tham

- **Floor Area:** Approximate total of 15,411 m²
- **Selling Area:** Approximate total of 13,658 m²
- **Operated and managed by:** AEON Vietnam Co., Ltd
- **Number of Employees:** Approximately 350 employees

~ **Store Concept: “Eating & Living fun, Convenient! Urban AEON”** ~

AEON Xuan Thuy features a three-story design, with a “super-size” food court occupying the entire third floor. Connected directly to the first floor by modern escalators, the food court, including AEON Delica and various other brands, offers a wide range of Asian and Eastern cuisines. Visitors can not only savor delicious dishes but also immerse themselves in authentic Japanese culinary experiences and discover new brands making their debut in Vietnam.

AEON offers a wide variety of items including sushi, Japanese dishes, chicken, noodles, and bakery goods, with a particular focus on lunch boxes. The store also features trendy items such as sweet croissants, sandwich croissants, and tiramisu. For daily essentials, AEON Xuan Thuy provides high-quality products in supermarket area, fashion, health and beauty care, and household goods with AEON quality.

To provide customers with unique and memorable experiences, AEON Xuân Thủy offers a wide range of organic products, AEON private label items, fresh salad bars, cozy cafes, and a fun play area. Additionally, the Barista Bean coffee shop creates a relaxing ambiance.

AEON Xuân Thủy is committed to delivering exceptional shopping experiences through professional, attentive, and dedicated customer service. Modern amenities and a comfortable atmosphere ensure that every visit is enjoyable. To enhance the shopping experience, we have implemented electronic price tags and self-checkout systems.



AEON Xuan Thuy and convenient customer experiences

Supermarket area

AEON Xuan Thuy offers a wide variety of products to meet customers' essential needs in daily life while bringing extraordinary value and experiences through quality, premium offerings, trends, entertainment, and simplicity. As a leader in setting new trends and lifestyles, AEON Xuan Thuy introduces the latest and most exciting products to the market. Young customers can explore trending items at Daily & Dairy of AEON Xuan Thuy, specifically tailored to their preferences.

AEON Xuan Thuy leads in healthy and convenient options, featuring Organic, Global Gap, Viet Gap products, as well as Ready-to-Cook and Ready-to-Eat meals. The Healthy & Organic section on the first floor includes a Nuts & Organic Station, focusing on natural, healthy, and convenient food to meet customers' increasing care for what they eat. Ready-to-Cook (RTC) products, such as fish, meat, and hot pot sets, and Ready-to-Eat (RTE) products, including salad bars and cut fruits, are available.



AEON Xuan Thuy provides healthy and convenient food options, including organic products.

For middle- to high-income customers and young individuals seeking high-quality products, AEON Xuan Thuy offers personalized and premium options. The focus is on premium fruits and meats that deliver exceptional quality, great service, and reasonable prices.

Delicatessen (Delica) Section

AEON Xuân Thủy is committed to delivering exceptional shopping experiences through professional, attentive, and dedicated customer service. Modern amenities and a comfortable atmosphere ensure that every visit is enjoyable. To enhance the shopping experience, we have implemented electronic price tags and self-checkout systems.

Located on the first floor, the 206 square meter AEON Bakery & Barista Beans offers seating for up to 40 customers and is an ideal spot to grab and go. On weekdays, the breakfast area opens before the third floor, providing convenience for customers with new trending items like flattened croissants, tarts,

purple sweet potato bread, and savory pastries. (Image of AEON Bakery & Barista Beans spacious seating area).



The AEON Bakery & Barista Beans at AEON Xuan Thuy offers a spacious and inviting atmosphere
AEON's Private Brand "TOPVALU" products, developed and made in Vietnam

We will offer over 1,500 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, ...

"TOPVALU" products are designed with customer feedback in mind and focus on environmental considerations, ensuring safety and quality.



The TOPVALU 'path' introduces AEON's private label products

Kids Area

We will offer a comprehensive range of kids' products, covering maternity to babies and children, tailored to various life events. The baby room facilities will be available with the same high quality as those found in Japan to bring convenience and best experience for mom and kids.

The Kids Playground on the 2nd floor of AEON Xuan Thuy spans 308 m² and features Kid's Box and Tiny Molly Fantasy, indoor playground brands designed for children under 13 years old. The playground provides a safe and engaging environment that encourages bonding between children and their parents, making it an ideal destination for family fun and connection.

The Fashion Zone is always updated with the latest trends

On the 2nd floor of AEON Xuan Thuy highlights a range of key items tailored to meet diverse customer needs. Featured products include leather bags, backpacks, and plastic suitcases, combining style and practicality. Apparel options focus on comfort and versatility, with sweat sets, pajama sets, cotton dresses, long-sleeve tops, leggings, and thermal clothing suitable for various occasions and seasons. Families also can choose from a variety of children clothing products with thick materials, as well as sneakers, children's toys, and baby goods, ensuring quality and comfort for the youngest family members.



The 308 square meter children's area at AEON Xuan Thuy

Household Area

HÓME COÓRDY is AEON's lifestyle Private 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 more than 400m², HÓME COÓRDY area at AEON Xuan Thuy 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 decor. We develop and offer products that align with local lifestyles in Vietnam and ASEAN countries to ensure that our customers' daily lives are comfortable and enjoyable.



The Home Coordy area introduces home decor products with Japanese quality standards

Supporting Beauty and Health: "Glam Beautique"

Glam Beautique at AEON Xuan Thuy covers a total area of more than 400m² and offers a range of services. In the beauty section, customers can enjoy skin analysis, while the health section provides a health check station where they can monitor their blood pressure, weight, and body index, as well as access a pharmacy. Key differentiators of the store include a focus on a makeup area designed for young customers and the recommendation of supplements and collagen products sourced from Japan.



Glam Beautique: The paradise of health and beauty products

Offering a new lifestyle with trendy fashion: MY CLOSET

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.



MY CLOSET offers the newest fashion trends

Dining Zone

AEON Xuan Thuy stands out as a unique destination, particularly for its diverse and trendy F&B offerings that cater to customers of all age groups. On the 2nd floor, AN Café provides a cozy and welcoming space designed to create a sense of belonging, connecting people, and bringing joy through simple, heartfelt moments. The 3rd floor elevates the dining experience with AEON Delica, featuring a hot pot seating area with 50 single tables and a variety of broths, including Tomyum, Crab & Beef, and Chicken & Mushroom, all at reasonable prices from 99K to 199K. New additions like lunch boxes, ranging from basic to healthy and vegetarian options priced at 45K to 65K, and Kushiyaki, offering Japanese-style skewers with diverse sauces, bring even more variety. Reward Kitchen provides high-quality Japanese dining, featuring sushi, sashimi, and new donbari assortments.

The 3rd floor also hosts about more than 10 tenants, including Yatai Yokocho, a unique Japanese dining concept debuting in Vietnam, and Kuma Pizza, blending Japanese and Italian influences. Popular choices like Texas Chicken, Joopii, and GRI&GRI and Kampungsing offer options ranging from fried chicken to grilled meats and hotpot. Other highlights include Cloud Pot, a healthy hotpot concept; Net Hue, showcasing authentic cuisine from Vietnam's ancient capital; and Mr. Dakgalbi, a well-loved Korean fast-food brand. Beverage options such as Ding Tea, Boost Juice, and Raumala Pennywort Juice, along with unique desserts from Coedo Hachi, round out AEON Xuan Thuy's exceptional F&B lineup, making it a must-visit for food lovers.



Convenient counter Lunchbox at AEON Xuan Thuy

AEON Vietnam's Online Shopping: Providing Services through "AEON E-SHOP"

In addition to in-store shopping, where you can check and try on products, you can also shop via various methods such as shopping on phone, online shopping via AEON ESHOP – our Ecommerce channel. We provide services to make shopping more convenient, especially for bulky or heavy items and on rainy days. Customers can also buy AEON Xuan Thuy’s products on Grab, Shopee Food and Tiktok shop, making it more convenient.

Dedicated services with an aim to provide outstanding experience for customers

- AEON WAON program & Kids Club Card Benefits
- Free delivery.
- Free gift-wrapping with Japanese style & multi choices of wrapping paper designs
- Free smart lockers
- Other related services: dry ice machine for fresh food preservation
- VAT refund for foreigners/ tourists.
- Modern experience: self-ordering kiosk and self-semi cashier

Floor Map

1st Floor

On the 1st floor, customers can find perishable products, grocery items, D&D and health – beauty care products at the supermarket, along with the AEON Bakery, and AEON Barista Beans. The floor also features health and beauty care world in Glam Beautique.

2nd Floor:

On the 2nd floor, there are garment products, shoes, bags, and accessories for ladies and men, along with the HÓME CÓORDY area, baby and kid products, stationery, household items, and a café, kids playgrounds.

3rd Floor:

On the 3rd floor, there is a food paradise featuring AEON Delica and about 10 F&B tenants. While AEON Delica offers hotpot, lunch boxes, sushi, noodles, and dishes from various cuisines, food shops serving hotpot, pizza, fast food, grilled meat, and more, along with a variety of drink stations offering café beverages, fruit juices, and milk tea.

For more information, please contact:

AEON Vietnam Com Ltd.

Corporate Communications

Phone: 033 217 9797

Email: phongtruyenthong@aeon.com.vn

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