

AEON VIETNAM CO., LTD

Ho Chi Minh City, January 21, 2024

AEON remains open throughout Tet, offering appealing promotions for the 2025 Lunar new Year

From January 24 to February 2, AEON's nationwide General Merchandise Stores and Supermarkets (GMS) will extend operating hours. With a wide range of products, stable prices, and exciting promotional programs, AEON Vietnam is committed to offering customers a convenient and enjoyable shopping experience throughout the 2025 Lunar New Year.

AEON supermarket system remains open throughout Tet

To ensure a comfortable shopping experience for customers during the Lunar New Year, **AEON Vietnam has prepared a diverse selection of goods, increased stock reserves, and ensured price stability.** The stores will remain open during Tet, offering exclusive promotions to meet all customer needs during this festive period.



AEON GMS and supermarkets are ready to open and serve customers throughout Tet



Specifically, from 24th to 27th January, AEON GMS will open early at 7:00 AM and close at 11:00 PM in the North and Hue, and at 10:30 PM in most Southern stores. On January 28, operating hours will be from 7:00 AM to 8:00 PM (North and Hue) or 7:00 PM (South). On the 1st day of Tet, the stores will open from 11:00 AM to 10:00 PM. From the 2nd to the 5th day of Tet, AEON GMS will return to regular hours from 8:00 AM to 10:00 PM.

AEON MaxValu supermarkets in the North will also remain open throughout Tet: from January 25 to January 27, opening at 6:00 AM and closing at 11:00 PM. On January 28, stores will be open from 6:00 AM to 8:00 PM. On the 1st day of Tet, AEON MaxValu supermarkets will operate from 12:00 PM to 8:00 PM, and from the 2nd to the 5th day of Tet, they will open from 6:00 AM to 10:00 PM.

Customers can visit the officially AEON Vietnam Facebook page:

<https://www.facebook.com/AeonVietnamPage> or the website aeon.com.vn to check the detailed operating hours of stores near residential areas.

AEON Vietnam's North Merchandising General Manager, Mrs. Tran Thu Quynh, stated: "AEON Vietnam has closely collaborated with suppliers of essential Tet products to ensure adequate supply and price stability. We have also prepared logistics for warehouse space, transportation, manpower, and Tet promotions, especially during the 10-day peak period leading up to Tet when shopping demand is at its highest. Our AEON supermarkets will remain open throughout Tet to ensure we're always ready to serve our customers."

Customer purchasing trends at AEON supermarkets

AEON Vietnam has noted a 10-15% increase in customer demand during the month leading up to Tet compared to the previous year, particularly for essential Tet products. Notably, demand for dried food products grew by about 20%, while Tet gift hampers saw a 15% increase. Popular items during this period include sausages in the South and pre-packaged or customizable Tet gift hampers, allowing customers to select and arrange products according to their preferences.



AEON Vietnam has seen a significant boost in sales in the month leading up to Tet

Ensuring sufficient stock and price stability

To meet customer demand and ensure a smooth shopping experience, AEON Vietnam proactively planned early and coordinated closely with suppliers. The company has stocked up on essential items, maintained stable prices, and ensured that there will be sufficient products available before, during, and after Tet.

In addition, AEON operates two regional distribution centers in the North and South. These centers have played an integral role in stockpiling and distributing goods to points of sale, helping to stabilize supply and maintain reasonable prices during the Tet season.

At AEON GMS, customers will find a complete range of products, including traditional items such as worshipping chicken, red carp, five-fruit trays, Tai Loc towers, banh chung, banh tet, as well as modern products like ready-to-cook meals, hotpot sets, and frozen foods—perfect for busy families. All products undergo strict quality control to ensure convenience and time-saving benefits for customers, keeping up with the demands of modern households.



Tet offerings and pre-prepared food products at AEON cater to convenience and time-saving to customers.

Additionally, AEON offers a wide range of home decoration products, including flowers, plants, furniture, household items, and electronics, enabling customers to create a festive atmosphere for Tet. Moreover, the stores feature fashion items for all family members.

Convenient and easy shopping

To enhance customer convenience and improve the Tet shopping experience, AEON Vietnam provides various ways for customers to shop:

- Customers can shop directly at AEON General Merchandise Store, AEON specialty stores, or AEON MaxValu supermarkets.
- For those with busy schedules, AEON offers an online shopping experience through the AEON Eshop platform, nationwide delivery service, partner apps, or shop by smartphone.

Great promotions in the occasion of 2025 Lunar New Year

AEON Việt Nam triển khai hàng loạt ưu đãi với mức giảm giá lên đến 40% trên nhiều mặt hàng, đặc biệt là các sản phẩm thiết yếu mùa Tết như các combo quà Tết cao cấp, xúc xích, trái cây nhập khẩu và các sản phẩm mới.

AEON Vietnam is launching a range of promotions, with discounts of up to 40% on various products, especially essential Tet items like premium gift sets, sausages, imported fruits, and new arrivals.



Diverse products and many attractive promotions during Tet at AEON

In addition, AEON Vietnam continues to offer regular promotions, such as Member Days on the 5th & 20th of each month, point redemption on the 15th of each month, Happy Wednesday, non-cash payment discounts, and Mother & Baby Days. Customers can also enjoy fun activities like receiving lucky red envelopes (31 January – 4 February) or purchasing Fukubukuro lucky bags (12 -18 February).

For a fulfilling and enjoyable Tet shopping experience, customers can visit AEON General Merchandise Stores and Supermarkets nationwide or shop through AEON Vietnam's official channels to enjoy a range of exciting offers.

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