

AEON VIỆT NAM CO. LTD

Hồ Chí Minh City

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AEON KEEPS STABLE PRICES , SUPPORTING HOUSEHOLD BUDGET

*Amid recent fluctuations in fuel prices, which have increased pressure on daily living expenses, AEON Vietnam is launching the campaign “**Stable Price – Supporting Household Budget**”, alongside its ongoing programs “**Everyday Low Price**” and “**Happy Wednesday.**” Through efforts to maintain stable prices for essential products, AEON Vietnam aims to support customers in managing household budgets, ensuring peace of mind in shopping, and maintaining quality of life.*

Understanding the financial pressures faced by customers and families, AEON Vietnam is implementing the “**Stable Price – Supporting Household Budget**” campaign throughout April 2026. This campaign runs in parallel with long-term promotions such as “**Everyday Low Price**” and weekly “**Happy Wednesday.**” The campaign is deployed across AEON Vietnam’s nationwide network of **General Merchandise Stores & Supermarkets (GMS)** and **Super Supermarkets (SSM)**. Through its commitment to price stability, AEON Vietnam aims to serve as a reliable partner, helping customers better plan their spending, enjoy a worry-free shopping experience, and sustain their daily quality of life.

AEON supports household budget with stable prices amid market fluctuations

Specifically, the “**Stable Price – Supporting Household Budget**” campaign commits to maintaining stable prices for 30 consecutive days (April 2026) across all GMS & SSM nationwide. The product assortment focuses on daily essentials, including fast-moving consumer goods such as rice, detergent, tissue, beverages, and more. In addition, bulk purchase promotions are offered to help customers optimize household expenses. Through these initiatives, AEON Vietnam supports customers in maintaining stable spending, managing daily living costs effectively, and balancing household budgets with confidence.



AEON Vietnam implements multiple initiatives to support budget household amid price fluctuations.

In parallel, AEON Vietnam continues to implement the long-running **“Everyday Low Price”** program, which has been maintained for many years. The product assortment is periodically updated and selected based on three criteria:

- Stable pricing commitment
- Product variety
- Essential daily items from trusted brands

This ensures quality assurance and peace of mind for customers.



AEON Vietnam has maintained the “Everyday Low Price” program for many years.

Additionally, the “**Happy Wednesday**” program is held every Wednesday, offering attractive promotions on fresh vegetables and essential food items such as fresh food, frozen products, and dairy. Through these weekly offers, customers can optimize meal costs while maintaining nutrition quality, contributing to stable household spending and improved daily living



The “**Happy Wednesday**” program is implemented weekly by AEON Vietnam every Wednesday.

Collaborating with suppliers to support customers through price fluctuations

To ensure stable supply and competitive pricing amid market volatility, AEON Vietnam actively collaborates with suppliers to enhance supply chain efficiency, control costs, and optimize logistics operations. These efforts aim to minimize the impact of price fluctuations, thereby reducing the burden of living costs and supporting families in maintaining stable daily lives.

Ms. Tran Thu Quynh, Senior General Manager of North & Central Area MD of AEON Vietnam, shared: “With our philosophy ‘**everything we do, we do for our customers,**’ all decisions at AEON are made to maximize customer benefits. In a challenging economic environment, this commitment is reflected even more clearly through our continuous efforts. AEON Vietnam prioritizes stable supply, maintains reasonable pricing in the long term, and supports customers in managing daily living costs, contributing to a stable and 安心 (peaceful) life for every family.”

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