

8th June 2026

AEONMALL VIETNAM CO., LTD.
AEON VIETNAM CO., LTD.

**AEONMALL VIETNAM’S AND AEON VIETNAM’S OFFICIAL RESPONSE TO THE
INFORMATION CIRCULATING ON SOCIAL MEDIA REGARDING TO
AEON MALL LONG BIEN**

AEONMALL Vietnam Co., Ltd. (AEONMALL Vietnam) and AEON Vietnam Co., Ltd., hereinafter collectively referred to as AEON, would like to express our sincere gratitude for the continued support and cooperation of our valued customers over the past period.

Regarding the information circulating on social media concerning AEON MALL Long Bien that is attracting public and customer attention, AEON would like to apologize and extend its sincere apologies to our valued customers and their families for the unpleasant experience caused by this unforeseen event on the evening of June 7th.

Guided by our commitment to transparency and customer interests, we are making every effort to communicate directly with the customer in order to convey our sincere apologies to her and her family.

At the same time, we sincerely apologize to all our valued customers and the community for the negative experiences and inconveniences arising from the information recently circulated on social media regarding AEON MALL Long Bien. In particular, regarding feedback related to the conduct and communication of our staff, AEON takes it seriously and deeply regrets any inappropriate actions or communication methods that may have caused discomfort, dissatisfaction, or a sense of disrespect during their experience at our shopping mall.

Immediately upon becoming aware of the information concerning this matter, we promptly initiated a review and have continued to cooperate closely with the relevant authorities to verify the information and claims that have been raised.

Guided by our business philosophy of “Customers First,” AEON remains committed to continuously improving the quality of our products and services while delivering a safe, reliable, and satisfying experience for our customers. We sincerely value the feedback and opinions of our customers and the wider community.

The trust and confidence of our customers are the foundation of our sustainable growth and a driving force behind our ongoing efforts to strengthen our standards of governance, operations, and social responsibility.

