

9th June 2026

AEONMALL VIETNAM CO., LTD.
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AEON'S UPDATE ON THE INCIDENT AT AEON MALL LONG BIEN ON JUNE 7, 2026

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 incident that occurred at AEON MALL Long Bien on June 7, 2026, AEON has acknowledged the customer's feedback and would like to provide the following update:

On the afternoon of June 9, 2026, we proactively met and spoke directly with the Customer to fully listen to their feedback, feelings, and overall experience regarding the matter.

We sincerely apologize for our incorrect assumption regarding the customer's handling of the product. Our internal review confirmed that the customer properly received all purchased items at the shopping mall. We deeply regret the inconvenience and distress caused to our valued customer and their family due to this misunderstanding and our inappropriate response, which resulted from shortcomings in our training and supervision

After listening to our apology and our goodwill to resolve the matter, the customer and their family accepted our apology and agreed to our proposed solution.

Guided by our business philosophy of "Customer First," AEON commits to ensuring that similar incidents do not occur again. We immediately initiated comprehensive corrective actions, including:

- Reviewing and updating all operational procedures and internal incident-handling guidelines.
- Strengthening regular training programs for all security personnel across our entire network.

This incident serves as a profound lesson for AEON in personnel management, staff training, and operational procedures to ensure a safe shopping environment for customers at all AEON shopping malls.

Once again, we sincerely apologize to our customers and thank you for their concern, feedback, and suggestions. AEON will continue to strive to improve the quality of our services to provide a safe shopping environment for customers.