

AEON VIETNAM CO. LTD

Ho Chi Minh City

01 June, 2026

**AEON DA NANG THANH KHE” – AN URBAN SUPER SUPERMARKET (SSM)
DELIVERING THE AEON-QUALITY DINING EXPERIENCE**

AEON VIETNAM Co., LTD. (hereinafter "AEON Vietnam") will open "AEON Da Nang Thanh Khe" (hereinafter "the store") as its 5th Super Supermarket (SSM) format, as the anchor tenant of "AEON MALL Da Nang Thanh Khe".



Recognizing Vietnam as a key strategic market alongside Japan, AEON Vietnam is accelerating its comprehensive growth strategy, focusing on expanding its business network both vertically and horizontally. AEON Vietnam’s business expansion journey has always gone hand in hand with a strong commitment to promoting initiatives that contribute to the socio-economic development of every locality where AEON operates. Through its horizontal expansion strategy, AEON Vietnam continues to diversify its retail formats, flexibly adapting to the characteristics of each urban area and residential community while addressing the practical needs of local customers. These efforts not only aim to optimize customer touchpoints but also reflect AEON’s core mission of enhancing customers’ lifestyles, creating sustainable value for communities, and contributing to local socio-economic development.

As a leading economic city in the Central region, Da Nang has developed as a hub for tourism, logistics, and commerce. In particular, the Thanh Khe ward continues to grow, driven not only by population increase but also by the expansion of the middle class, which is expected to expand the consumer market. The store will offer products such as TOPVALU and imported foods, as well as dining experiences that can be enjoyed with family and friends, particularly for urban residents. Furthermore, Da Nang is an international tourist city visited by many foreign tourists. Da Nang International Airport, with direct flights connecting major domestic and international cities including Japan, is located about a 5-minute drive from the store, and a souvenir corner will be set up to meet the needs of visiting tourists. We will meet the daily needs of local customers while providing attractive products and services to tourists

AEON Vietnam will consolidate the "Safety and Peace of mind," "Convenient," and "Slightly Premium" products and services sought by local urban residents and contribute to the realization of a richer lifestyle while staying close to the lives and needs of each region.

Store Overview

Store Name: AEON Da Nang Thanh Khe

Business Hours: 1st Floor 8:00 - 22:00

Closed: Open year-round

Store Area: Approximately 3,100 m²

Store Manager: Nguyen Ngoc Thien Tam

Number of Employees: Approximately 210

AEON Da Nang Thanh Khe features a spacious total floor area of more than 3,100 m², thoughtfully designed with a modern concept to optimize the shopping experience and cater to the diverse needs of customers. The store is strategically divided into three key zones, offering a comprehensive customer journey spanning shopping, dining, health, and beauty experiences:

- Super Supermarket Area: Over 2,200 m².
- Delica & Bakery area combined with AEON Café: Spanning over 1,000 m² with a capacity of approximately 210 seats, featuring signature dishes such as sushi, lychee bread, croissants, and diverse hot foods, promising to quickly win over the tastes of residents.
- Glam Beautique: health and beauty care specialty store: Nearly 220 m² in area

Aiming to create a refined, slightly premium shopping space that breathes the Japanese lifestyle, AEON Da Nang Thanh Khe serves customers based on three core values:

- Quality & Trust: Strictly ensuring reliable product quality according to rigorous Japanese standards.

- Convenience & Efficiency: Optimizing the shopping journey, providing the utmost speed and convenience for modern fast-paced lives.
- The Joy of Dining: Honouring the full taste experience through a series of rich and appealing culinary choices.

Features of the Store

Supermarket Area pursuing Japanese quality for freshness, safety, and convenience.

For its first store in Da Nang, Vietnam's third-largest economic city, the store will differentiate based on "freshness," "safety," a "clean sales floor environment," and "honest business". Based on Japanese quality, we will develop a product lineup and sales floor that emphasize convenience and functionality, responding to the needs of both residents and tourists. We will provide the joy of dining and an exciting shopping experience for customers seeking an urban lifestyle and foreign tourists, who are expected to account for about 20% of visitors.

In fresh foods, we will offer organic products and GLOBALG.A.P. compliant products, and in processed foods and spices, we will introduce health-conscious and eco-friendly products. In addition, we will expand our Ready to Cook and Ready to Eat products, which we have been strengthening. In the health & beauty corner, we will strengthen product proposals focusing on functionality, centered on highly reliable brands.

Offering AEON's private brand "TOPVALU" planned and developed in Vietnam.

We will offer AEON's private brand "TOPVALU" according to the characteristics of the region and the store. For chips such as jackfruit, which were planned and developed by AEON Vietnam and are popular in ASEAN countries, we will offer set products that also meet souvenir demands. Through product development and supplier selection based on AEON's unique strict quality standards, we will deliver "peace of mind," "convenience," and "richness" to the daily lives of local customers.



"AEON Bakery" offers traditional bread, deli bread, and fruit bread.

At the AEON Bakery, which serves as the symbol of the store entrance, in addition to traditional French-style bread widely popular in Vietnam, we will offer deli bread using bacon, sausage, cheese, etc., and colorful fruit bread using mango, lychee, strawberry, melon, etc. Through products that combine visual appeal and deliciousness, we will convey the unique charm of AEON's bakery. In addition, we will strengthen the development of pizza as a new differentiating product, creating a sales floor that is fun to choose from, balancing deliciousness and affordable prices.



"Delica Corner" offers a fulfilling dining experience with enhanced sushi, centralized cashiers, and a comfortable 210-seat eat-in area.

In the Delica corner, we will further strengthen "AEON Sushi," which has gained a certain level of support in Vietnam. In addition to individually wrapped sushi that is fun to choose from and party packs that can be enjoyed by multiple people, we will also offer seafood rice bowls, Japanese-style bento boxes, and oden. Furthermore, we will deploy a salad bar, noodles & hot pot, and fried chicken, which is popular in Vietnam, creating a highly immersive sales floor. We will also meet the daily food needs of office workers working on the upper floors of the mall and hotel guests. Products from the Delica and Bakery sales floors can be paid for together at the centralized cashiers. By utilizing AI scales, which have also been introduced in recent new stores, we will realize a smooth and comfortable shopping experience.



In addition, the eat-in space with 210 seats features popular sofa seats as well as table seats where customers can enjoy electric tabletop hot pots, providing a clean and comfortable environment. Along with a diverse delicious menu, we provide a relaxing space like a high-quality restaurant. Furthermore, a souvenir corner is set up adjacent to the bakery corner, offering local specialty chocolates, coffee, dried fruits, nuts, and traditional sweets. In addition, we will respond to tourism demands by offering fashion accessories and tote



bags that evoke a Vietnamese feel, as well as hats, sunglasses, sandals, marine leisure goods, and UV care products.

Other Services

We will strengthen the online shop "AEON E Shop," which is growing at existing stores, to meet the needs of customers across a wider area within Da Nang city in addition to neighbouring areas. At the same time, we will create opportunities for customers using AEON for the first time to experience its convenience and appeal. Furthermore, we will implement sales promotions aimed at tourists so that it can be widely used by foreign tourists as well. Staff capable of speaking English will be stationed at Customer Service, and in-store signage will be displayed in multiple languages in addition to Vietnamese and English. In addition to services such as providing ice and gift wrapping, customers can also use facial recognition lockers, which are becoming increasingly popular in Vietnam, free of charge. Upon opening a new store in a major metropolitan area with high environmental awareness, we will promote environmentally friendly initiatives together with our customers through campaigns such as bringing your own shopping bag (My Bag). We will simultaneously work on improving convenience while reducing the environmental impact of packaging materials and plastic bags.



Specialty Store Area

"Glam Beautique" supporting beauty and health



Under the concept of "HEALTHY BEAUTY," we offer beauty and health-related products and services. On the sales floor, we comprehensively propose beauty and health by deploying high-end cosmetics brands, as well as a nail salon and a healthcare area. In particular, we will offer a wide range of high-value products with Japanese quality, and through careful counseling by staff with specialized knowledge, we will provide products and information suitable for each individual customer. Additionally, we will set up an area where customers can check their skin and health conditions, aiming to enhance detailed customer service. We will also offer a variety of healthcare products, such as functional foods and vitamins, ranging from affordable price ranges for everyday use to products that respond to specialized care needs.

AEON Vietnam's efforts in promoting the socio-economic development of local community and contributing to Vietnam's Sustainability

Retail is an industry of peace. AEON does not merely expand its business to meet market demands but is steadfast in its mission to elevate lifestyles and bring happier lives to customers, while striving to contribute to the sustainable development of the local area across three aspects: economy, society, and environment.

In April 2026, the AEON Da Nang Thanh Khe Recruitment Fair was held, offering approximately 210 diverse job opportunities for the local workforce. The event attracted strong interest from the community, clearly demonstrating the trust and expectations of the people in the professional, modern, and humane working environment that the Group is building.

Focusing on training and development, all successfully recruited personnel received comprehensive training and worked directly at AEON Hue prior to the opening day. This was a crucial preparation step to equip them with professional skills and operational knowledge, ensuring excellent service quality from the very first day of operation. Through this, AEON not only contributes to cultivating high-quality retail talent for the Vietnamese market but also directly enhances the shopping experience of customers, making AEON Da Nang Thanh Khe a modern, friendly, and convenient destination.

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