

AEON Vietnam Co., Ltd
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AEON VIETNAM OPENS ITS FIRST SUPER SUPERMARKET IN THE CENTRAL REGION – AEON DA NANG THANH KHE

On July 03, 2026, AEON Vietnam officially opens AEON Da Nang Thanh Khe after its soft opening on July 1. This is AEON Vietnam's 5th Super Supermarket (SSM) format, and also AEON's first SSM model in the Central region. This event marks an important step in AEON's business network expansion strategy, bringing quality products and services closer to consumers nationwide.



AEON Da Nang Thanh Khe - AEON's 1st Super Supermarket (SSM) in the Central region

As a leading economic and tourism city in the Central region, Da Nang is developing strongly, creating a consumer market full of potential. Strategically located just a 5-minute drive from Da Nang International Airport, AEON Da Nang Thanh Khe targets modern urban residents and many tourists.

AEON MALL Da Nang Thanh Khe features a total floor area of nearly 30,000 m², arranged across 4 floors with distinct functional zones. The 1st floor houses the AEON Super Supermarket (SSM), Delica, Bakery area, and food stores; the 2nd floor is dedicated to fashion, accessories, and cosmetics; the 3rd floor is for amusement and entertainment services; while the 4th floor gathers a restaurant system, cinema, and relaxing spaces.

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

- Super Supermarket Area
- Delica & Bakery area combined with AEON Café
- Glam Beautique: health and beauty care specialty store



Mr. Tezuka Daisuke, Executive Officer, Chief Vietnam Business Officer of AEON Co., Ltd (Japan). General Director of AEON Vietnam Co., Ltd at the Opening Ceremony: *"Da Nang city, as a municipality directly under the central government, plays a role as a strategically key area. Today, we are extremely proud to officially open the first AEON store here."*

He further stated: *"AEON is proud to be a retailer trusted by customers for our outstanding product quality and services. We believe that AEON Da Nang Thanh Khe will contribute to elevating the lifestyles of the city's residents by providing a modern shopping experience alongside reliable products and services."*

Recognizing Vietnam as a key strategic market, AEON is accelerating its comprehensive growth strategy, which includes expanding diverse retail formats, flexibly adapting to the characteristics of each urban area and residential community while addressing the practical needs of local customers. The launch of AEON Da Nang Thanh Khe not only expands AEON's presence in the Central region but also affirms its strong commitment to accompanying local development, elevating the lifestyles of residents, creating more jobs, stimulating consumption, and contributing to local socio-economic development

Information about AEON Da Nang Thanh Khe Super Supermarket

Aiming to create a refined shopping space that breathes the Japanese lifestyle, the store serves customers based on three core values: Quality & Trust, Convenience & Efficiency in the shopping journey, and The Joy of Dining.

The Supermarket Area pursues safety and freshness standards with organic products, GLOBALG.A.P. compliant products, along with health-conscious Ready to Cook and Ready to Eat products.



Depending on the characteristics of the region and the store, we will offer various products from AEON's private brand "TOPVALU". 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 for tourists. 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.

The Delica & Bakery area opens up a unique culinary world with AEON's famous Sushi, Japanese-style bento boxes, hot oden, salad bar, noodles & hot pot, crispy fried chicken, along with diverse deli breads and colorful fruit breads. To optimize the experience, the supermarket utilizes AI scales at the centralized cashiers, helping customers shop quickly and smoothly. The highlight is the relaxing, comfortable 210-seat eat-in space



featuring cozy sofa seats and table seats equipped with electric tabletop hot pots for diners to comfortably enjoy hot pot right at the table.



Adjacent to the Bakery, a specialized souvenir corner is conveniently set up to fully meet the needs of visiting tourists. It gathers a variety of local specialties (chocolates, coffee, dried jackfruit, nuts...), along with fashion accessories and marine leisure goods (sunglasses, hats, UV care products).

To enhance the experience, AEON continues to strengthen online shopping through "AEON EShop", serving Da Nang city and neighboring areas. Customers directly visiting the store will enjoy a series of free services such as facial recognition lockers (Smart Lockers), providing ice, and gift wrapping services. Particularly, international guests are always enthusiastically supported thanks to the multi-language in-store signage system and English-speaking staff stationed at Customer Service.

Glam Beautique supporting beauty and health



Under the "HEALTHY BEAUTY" concept, the Glam Beautique specialty store area provides Japanese quality products and specialized beauty and health services. This area gathers high-end cosmetics brands, a nail salon, and a separate area for direct skin and health condition checks, with dedicated support and careful counseling by staff with specialized knowledge.

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