

AWARDS ACHIEVED BY AEON VIETNAM UNTIL 2026

3 AWARD CATEGORIES



WORK ENVIRONMENT



COACHING CULTURE



CORPORATE SUSTAINABILITY

OUTSTANDING ACHIEVEMENTS

**CANDIDATE'S CHOICE**



Vietnam 100 Best places to work in Retail/Wholesale/Trading

**TOP 01**

2023 - 2025



ICF Coaching Impact Awards

Emerging Organization

2024



Sustainable Companies in Trade and Services sector (CSI Award)

**TOP 3**

2023-2025



Vietnam 100 Best places to work across Industries

**TOP 10**

2025



MARSHALL GOLDSMITH Coaching Culture Award

The First & Only Business in Vietnam

2023



Best Employer of Choice by Vietnam Student

**TOP 50**

2022, 2023, 2025

**EMPLOYEE'S CHOICE**



Best companies to work for in Asia

**7 CONSECUTIVE YEARS**

2019 - 2025



Diversity, Equity & Inclusion Awards

**2 CONSECUTIVE YEARS**

2024 - 2025



Happiness at Work Certification

**TOP 15**

2023 - 2024

**VIETNAM BEST PLACES TO WORK SUMMIT 2025**

*Congratulations*





AEON Vietnam Company Limited

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## AEON FOUNDATIONAL IDEALS

AEON firmly believes that retailing is an industry to promote peace, humanity, and local communities. To remain a thriving corporate group that fulfills this mission, we are committed to continuous innovation, with customers as our starting point.

Customers

Innovation

Principles  
Rules

Peace

Local  
Community

Human  
Respect



## GENERAL DIRECTOR MESSAGE

**Enriching customers' lifestyle and contributing to the peace and prosperous future of local communities – together with Vietnam, realizing sustainable development in the journey ahead.**

2026 marks a special milestone for AEON Vietnam – the first year of AEON Group's Mid-term Business Management Plan for 2026–2030. Looking back on the past five years, AEON Group in Vietnam has continuously expanded our network, now operating more than 300 stores across shopping malls, general merchandise stores, super supermarkets, supermarkets, convenience stores, drugstores, and entertainment services.

Our confidence in Vietnam's exceptional growth potential has never wavered. Under the 2026–2030 Mid-term Business Plan, AEON Group continues to position Vietnam as a top-priority market. Accordingly, AEON aims to expand our business scale in Vietnam by three times current scale by 2030, reaffirming our long-term, strong commitment to this market.

In Vietnam, the robust growth of the middle class is increasing the demand for a more fulfilling life – both materially and emotionally. AEON believes it is our mission to accompany and support the Vietnamese people in realizing these aspirations, bringing a more convenient, modern lifestyle closer to every family through every shopping experience.

Pursuing peace, respecting humanity, and contributing to local communities, always with our customers as the starting point – is AEON's ever-lasting principle. We believe that the stability, peace, and shared prosperity of the community form the very foundation of our business. Therefore, contributing to peace and prosperity in every locality where AEON operates is a core part of our mission.

To realize this mission, our new mid-term strategy is built on three parallel pillars. First, accelerating business expansion through a multi-format retail strategy, flexibly deploying formats from large- to small-scale to suit the diverse lifestyles and income levels across regions. Second, strengthening AEON's Private Brand product development to deliver high-quality products at reasonable prices exclusive at AEON. Third, continuing to strengthen a robust supply chain and enhance operational efficiency through digital transformation (DX), laying the foundation for sustainable, long-term growth.

Delivering safe, high-quality products at reasonable prices has always been one of AEON's core missions. We place the highest priority on upholding food safety and hygiene standards, so that AEON remains a trusted choice for our customers, contributing to a better quality of life for Vietnamese consumers.

More broadly, AEON operates retail businesses and provides an ecosystem that enriches customers' lifestyles. Our shopping centers and retail stores offer great shopping experiences and serve as a platform for our wide range of services, including point program and financial services, cinemas, entertainment, specialty stores, convenience stores, and drug stores. Each business of the AEON ecosystem complements and reinforces the others, creating seamless customer experience, delivering greater value and enriching everyday life of local communities.

Beyond business, contributing to local communities has always been one of AEON's basic principles. We identify sustainable development as one of the key focuses of our long-term strategy, built on three pillars: Economy, Society, and Environment. In our role as a retailer, AEON Vietnam wishes to continue accompanying the Government in realizing Vietnam's Sustainable Development Goals.

In addition, AEON People have always been our most valuable and irreplaceable asset, the very foundation of this growth journey. As we enter the 2026–2030 period, we will continue to invest strongly in our people through professional training, a positive workplace culture, and sustainable career development opportunities. So that every AEON People can grow together with the business.

Finally, we would like to express our sincere gratitude to the Government, ministries and authorities, the media and press, our partners, suppliers, employees and all our customers for their continued trust and support of AEON Vietnam throughout this journey.

### Mr. Tezuka Daisuke

Executive Officer, Chief Vietnam Business Officer of AEON Co., Ltd (Japan)  
General Director of AEON Vietnam Co., Ltd





# AEON GROUP FUTURE VISION

## The Will Expressed in Our Vision Statement

What we will never change is that it all starts with our customers, and that we will take lifestyle as our business field to bring richness and happiness to our customers.

What we will change is that we will capture the wishes of every customer like never before, and that we will not only adapt to the changing future, but also create a future lifestyle.

And each and every smile on our customers' faces and our own will spread like colorful flowers.



### Vision Statement

**Create a future lifestyle that leads to a smile for each and every person.**

### The Future that the AEON Group Wishes to Realize

**When customers can feel "a brighter society" and "happiness that is uniquely their own", their future will be fulfilling and full of smiles.**

As the pace of change accelerates with issues intertwining, the future becomes more and more unpredictable. There may be many surprising encounters or happy discoveries, but more complex and daunting challenges may also be exacerbated. Technological advances expand human potential. Customers will seek more of the fulfillment that comes from within, such as individuality, empathy, and trust.

We envision the future that we wish to realize centered our customers' point of view.

#### A future where our customers can feel a brighter society

A lifestyle with more new conveniences, comfort, and excitement. Resolving anxieties about environmental issues, disparities, and other negative aspects caused by social development. We wish to achieve these to realize a future where our customers can feel a brighter society.

#### A future where our customers can feel happiness that is uniquely their own

To enable customers to understand their own potential and achieve self-growth; to be able to express their own personalities and charm. To enable them to find the right platform for themselves, with partners who can empathize and trust one another. We wish to achieve this to realize a future where our customers can feel their own happiness.

#### A future where our customers will be fulfilled and full of smiles

Social development and individual happiness can sometimes conflict. Balancing these things will make our customers fulfilled and bring smiles to their faces. We wish to realize a future where smiles spread as far as one can imagine.

### How the AEON Group Wishes to Be

A Group that leads the co-creation of lifestyles, enriching each individual and society as a whole. We wish to be a group that creates a future lifestyle full of smiles together with our customers and colleagues who share our vision. We wish to be a leading group that grows by enriching society and individual lives through our innovation and co-creation.

We will evolve our products and services, playing roles with the keyword of "connection" to provide unprecedented value.



We will provide new values by playing four roles. That is where our challenges lie.

### Three Attitudes and Vow that We Cherish

In order to achieve our vision as a corporate group that is committed to everlasting innovative spirit, we will share the following three attitudes and one vow that we cherish to create a future lifestyle full of smiles.

#### THREE ATTITUDES

**"Act spontaneously and follow your aspirations"** - With our customer's view point at our core, we will hold our own aspirations, express ourselves, and act proactively. Our innovation will be powered by dialogue and cooperation that comes from our own initiative.

**"Keep learning to create new values"** - Continuous learning is what expands the potential of our actions. Through practice, we will accumulate wisdom, sharpen our professional skills, and continuously create new values.

**"Build relationships, nurture them, and create together"** - We will overcome the boundaries between corporations, groups, and organizations so we can build and nurture diverse connections. These connections will accelerate the cycles of mutual learning and value creation so we can co-create the future lifestyle.

#### ONE VOW

**"Always act with integrity and sincerity"** - It is integrity and sincerity that allow people to trust in our actions and empathize with our aspirations. Empathy from our customers and allies is the starting point of co-creation. Going forward, we will cherish our vow to always act with integrity and sincerity.

# ABOUT US

AEON Vietnam Company Limited is a leading retailer in Vietnam, under AEON Co., Ltd., leading retail group in Japan. It was established on October 07th, 2011 to invest in various segments in retail industry as its core business. With its eternal philosophy of "pursuing peace, respecting humanity and contributing to the local community, always with customers' point of views as its core". AEON Vietnam promotes retail business to enrich customers' lifestyle and contribute to Vietnam's sustainable development goals through our retail business expansion.

By doing so, AEON Vietnam aims to become an Indispensable Retailer and the Best Company to work for in Vietnam retail industry. Since opened the 1st shopping mall in 2014, AEON Tan Phu Celadon, until now, AEON Vietnam has expanded its business activities, with 2 regional distribution centers and 10,000 employees nationwide.

In response to customers' growing demands and trends, AEON Vietnam will focus on promoting multi-formats development, accelerating digital transformation, enhancing strong product development (especially AEON private brand products), and joining hands with the community to create shared values contributing to sustainable development of local communities where AEON is present.





# AEON VIETNAM'S BUSINESS SYSTEM



**09**  
PROVINCES / CITIES



**~10.000**  
EMPLOYEES

## CORE BUSINESS SEGMENTS



SHOPPING MALL (SC)



GENERAL MERCHANDISE STORE (GMS)



SUPER SUPERMARKET (SSM)



SUPERMARKET (SM)



SPECIALTY STORE (SSS)



E-COMMERCE (EC)

## 09 PROVINCES / CITIES

 HA NOI

 DA NANG

 HAI PHONG

 QUANG NINH

 HO CHI MINH

 THANH HOA

 TAY NINH

 HUNG YEN

 HUE

### SHOPPING MALL (SC) & GENERAL MERCHANDISE STORE (GMS)

The Shopping Mall segment creates and operates community-friendly and one-stop shopping malls in Vietnam. In cooperation with other segments, we are working to enhance our services and facilities in accordance with changing trends in society.

The General Merchandise Store segment provides food, clothing, and housing needs of customers with specialized product lineups and services.

01



AEON Tan Phu Celadon  
Ho Chi Minh

02



AEON Binh Duong Canary  
Ho Chi Minh

03



AEON Long Bien  
Ha Noi

04



AEON Binh Tan  
Ho Chi Minh

05



AEON Ha Dong  
Ha Noi

06



AEON Hai Phong Le Chan  
Hai Phong

07



AEON Hue  
Hue

08



AEON Ta Quang Bui  
Ho Chi Minh

09



AEON Xuan Thuy  
Ha Noi

10



AEON Tan An  
Tay Ninh

11



AEON Van Giang  
Hung Yen

12



AEON Hai Duong  
Hai Phong

13



AEON Ha Long  
Quang Ninh

14



AEON Thanh Hoa  
Thanh Hoa

### SUPER SUPERMARKET (SSM)

This segment is located in partner's shopping centers or inner cities and residential areas, aiming to bring AEON standards and quality experiences closer to customers, thereby enabling customers to fully enjoy life every day.

### SPECIALTY STORE (SSS)

This segment provides services and products that make everyday life more convenient and comfortable, and also operates an array of specialty stores tailored to diversifying customers needs.



### SUPERMARKET (SM)

This segment operates community-rooted supermarkets to bring customers convenient, safe and healthy shopping experiences through enhancing our lineups of everyday necessities focused on foodstuffs and services.



### E-COMMERCE (EC)

This segment develops and operates the official E-commerce website to bring convenient shopping experiences to customers with a wide range of product categories. This meets customers' demands, especially high-quality products from Japan and AEON's Private Brand.





## BUSINESS SEGMENTS

### Shopping Mall (SC)



AEON Vietnam has developed and operated "One-stop Shopping" malls where customers can enjoy fully services including shopping, food & beverage, finance & banking, entertainment and education.

In cooperation with other business segments, we are working to enhance our services and facilities in accordance with changing trends in society.

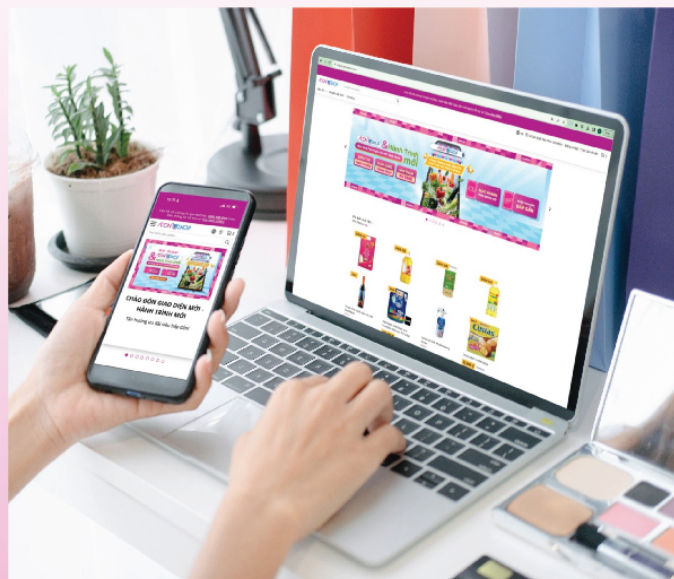
### Supermarket (SM)



In 2020, AEON Vietnam launched the AEON MaxValu Supermarket, which promises to bring customers convenient, safe and healthy shopping experiences through providing a variety of products, dedicated services following Japanese standards.

To end of 2026, The AEON MaxValu Supermarket chain is currently present in: Ha Noi, Hung Yen, Ho Chi Minh City.

### AEONESHOP – E-commerce website (EC)



As the digital trend continues to thrive in the Vietnamese market, AEON Vietnam has launched the official E-commerce website named AEONESHOP since 2017 to bring convenient shopping experience to customers.

AEONESHOP carries the mission of providing customers with high-quality products, offering a wide variety of items ranging from essential groceries to electronics and household goods, catering comprehensively to the shopping needs of customers.

Notably, it features high-quality products from Japanese brands, including items from TOPVALU – AEON's private brand.

<https://aeonshop.com/>

### Super Supermarket (SSM)

The launch of a new retail model "Super Supermarket" (abbreviated as SSM), is a key component of the AEON's medium-term business strategy, aiming to accelerate the development of diversified retail models and promote investment expansion in the Vietnamese market.

AEON Vietnam's Super Supermarket model has an area ranging from 1,000 to 5,000m<sup>2</sup> located in inner cities and residential areas, aiming to bring AEON standards and quality experiences closer to customers, thereby enabling customers fully enjoy life every day.





# BUSINESS SEGMENTS

## General Merchandise Store (GMS)

AEON Vietnam has been developing and operating GMS to offer a comprehensive shopping choice including foods, clothing, household, electrical products, health and beauty care, baby goods, etc.

AEON Vietnam strives to offer the super shopping experience that enhances the convenience, comfort and enrich customer's lifestyle in suburban area.

Our GMS format is often structured including 02-03 floors:



## GROUND FLOOR (1ST FLOOR IN THE NORTH)

On the ground floor, AEON Vietnam's supermarket offers a variety of products that meet customer's essential needs in their daily life.

Especially, there is one corner to display AEON Private Brand's products – TOPVALU including foods and non-foods with high-quality and affordable price to respond to customer's diversified demands.

Moreover, in Delica and AEON Bakery on the ground floor, AEON Vietnam also offers diversified cuisines and fantastic cakes of Vietnam, Japan and other countries such as 100 kinds of Sushi, Oden, Chinese dishes, French stick bread or Donuts, Kebab, etc. These items are daily fresh made to ensure the high-quality and safety.



## FIRST FLOOR (2ND FLOOR IN THE NORTH)

AEON Vietnam is producing our own branded items for Vietnamese customers in the fashion clothing industry. Products are sold in specialized areas such as MYCLOSET, MYCLOSET for Kid, MYCLOSET for Teenager,... to assist customers in conveniently selecting and finding the proper products.



## SECOND FLOOR (3RD FLOOR IN THE NORTH)

On the 2nd floor, our customers will be offered multi choices of high-quality products and the dedicated caring products for mom & kids at Kids Republic area: as well as satisfying customer's needs of electric appliances, multimedia, home appliance products, home fashion, household and stationery products.

Especially, in 2019, we introduced HÔME CÔORDY - AEON's Private Brand that offers diversified assortments such as home fashion, kitchenware, bedroom, bathroom, etc. with simple, convenient and durable design for long-term usage.





## BUSINESS SEGMENTS

### Specialty Store



#### Glam Beautique

First launched in 2019, Glam Beautique is among biggest cosmetics, perfumes, health and beauty stores in Vietnam. It offers a huge assortment of products, such as:

- Makeup corner
- Natural & Organics product area
- Skin analyzer service
- Health consulting and examination service.



#### PETEMO - Petlife Store

PETEMO store system of AEON group, is a "Pet shop" model organized according to Japanese standards, meeting the need of genuine product and providing diverse services for pets. PETEMO wishes to become the most prestigious shop system where your pet is served and cared dedicatedly.



#### AEON BICYCLE SHOP

As a chain of shops that specializes in Japanese-standard bicycles, parts, and maintenance, with pride, AEON BICYCLE SHOP serves as the primary distributor for numerous Japanese bicycle brands, including Nishiki and Maruishi.

In addition, AEON BICYCLE SHOP serves a wide range of customers by offering a diversity of bicycles. We arrange a trial corner in each AEON BICYCLE SHOP so that customers could test the product before purchasing bicycle. Furthermore, we also offer a full service for customers from free delivery, maintenance to repair.



#### MYCLOSET

MYCLOSET is a youth fashion brand developed by AEON Group, targeting teenage (15-20 years old) and young customers (20-25 years old) following global fashion trends. Blending the latest global and domestic trends for the new generation, MYCLOSET's designs focus on youthfulness, dynamism, and affordability.



## PRIVATE BRAND

### TOPVALU

TOPVALU is a private brand developed by AEON. We continuously strive to bring the best products to our customers. TOPVALU offers a wide range of products from dry and fresh food, household commodities, cosmetics, beauty care, etc., managed according to strict Japanese standards, ensuring safety and matching the lifestyle of Vietnamese people.

TOPVALU aims to provide our customers with assurance and trust upon selecting TOPVALU as a quality product for family.

#### 3 TOPVALU PRODUCT LINES:



### HÓME CÓORDY

HOME CỎORDY is AEON's private brand, developed with the mission of honoring a simple, harmonious, and refined lifestyle for modern living spaces. Its diverse product line covers furniture, bedding, kitchenware, bathroom essentials, household goods, apparel, and other daily necessities.

"Rooted in the philosophy of simplicity and true enjoyment, HOME CỎORDY is crafted to create a sense of harmony and comfort in every living space. With minimalist designs in refined tones of white and blue, combined with high-quality, durable materials, each product delivers practicality, elegance, and lasting value."

Beyond product development, AEON Vietnam has also introduced HOME CỎORDY specialty stores. Here, staff members are equipped with brand uniforms for stronger identity recognition and are extensively trained to provide attentive consultation. This ensures customers enjoy a seamless shopping experience—from product quality to service excellence.





# HUMAN RESOURCES STRATEGY

Aiming to be the Best Company to Work for in the Retail industry, AEON Vietnam always emphasizes the value of people and considers human resource development as the key to the sustainable success of the enterprise. The concept "Career Garden" of AEON Vietnam prioritizes creating a working environment where each talent can nurture their own unique abilities and shine in their career, similar to how plants are carefully tended in a garden. Through talent strategy, AEON Vietnam emphasizes the creation of a happy workplace where every talent is 'Nourish to Flourish' based on three sustainable values.



## SUSTAINABLE CAREER DEVELOPMENT

At AEON Vietnam, all AEON People can follow a sustainable career development journey, aligned with the company's growth levels. They are provided with comprehensive support in three dimensions: Career Growth, Professional Growth, and Leadership & Humanity Growth.



## SUSTAINABLE WORK CULTURE

The sustainable work culture at AEON Vietnam is built with a focus on 2 important factors: promoting a coaching culture and the ever-lasting core values of the enterprise throughout its history of formation and development.



## SUSTAINABLE BUSINESS DEVELOPMENT

AEON Vietnam identifies "Sustainable Development Strategy" as one of the goals tied to all business and human resource development activities, based on 3 pillars: Economy – Environment – Society.



# AEON VIETNAM'S PEOPLE GROWTH STRATEGY

AEON Vietnam considers talent development as one of the key strategies alongside continuous business growth. Therefore, at AEON Vietnam, we are committed to providing every AEON People at all levels with a sustainable career development journey that is fully developed in three dimensions, including: Career Growth, Professional Growth and Leadership & Humanity Growth.



## CAREER GROWTH

We have been constantly expanding business scale and launching new business segments nationwide to offer more career opportunities for both external candidates and internal employees. AEON people are empowered to choose a clear development path in one of two directions: Generalist or Professionalist.

## PROFESSIONAL GROWTH

To support and accompany AEON people on their career development journey, development in expertise and skills through training is the most sustainable benefit that AEON Vietnam always upholds and guarantees AEON staff.

With a large workforce, AEON Vietnam identifies coaching culture as an important part of People Growth Strategy to build a workplace culture and develop talent, hence unlocking and unleashing the potential of each individual.



## LEADERSHIP & HUMANITY GROWTH

AEON people contribute to enrich customers' lifestyle and support the sustainable development of society through sustainable activities related to Society, Economy, and Environment.

With about 10,000 AEON People nationwide, "AEON people" is the irreplaceable asset at AEON Vietnam. They are an indispensable element in all our activities. Thanks to their efforts and contribution, AEON Vietnam was recognized as one of the "Best Companies to Work for in Asia" for 7 consecutive years, and Top 1 Vietnam Best Places to work in Wholesale/ Retail/ Trade industry 2025; and recognized as "Best Company in Diversity, Equity, and Inclusion" 2025.



## TALENT DEVELOPMENT STRATEGY



AEON People can choose from various learning methods and enrich their learning experience through AEON Academy's programs, which are designed around three key growth dimensions: Career Growth, Professional Growth, and Leadership & Humanity Growth.

### TALENT DEVELOPMENT STRATEGY

**Domestic Training:** AEON Vietnam focuses on training internal staff to develop the next-generation talent. The Retail Trainee programs are conducted annually to continuously enhance employees' professional knowledge, skills, and leadership capabilities along their career advancement journey at AEON.

**Training in Southeast Asian Region and Japan:** AEON Vietnam regularly offers employees opportunities for employees to learn and connect with regional experts in countries such as Japan, Malaysia, Singapore, and more. In addition, AEON Group organizes advanced skill development programs specifically designed for management levels, including the Junior Management Program (JMP), Basic Management Program (BMP), and New Management Program (NMP).

**Policy of sponsoring 50% of tuition fees:** AEON Vietnam supports employees' self-development by sponsoring 50% of tuition fees for external courses. This policy encourages staff to proactively seek learning opportunities that enhance their skills and qualifications, in alignment with their professional roles or the company's needs.

### (\*) EMPOWER LEADERSHIP THROUGH COACHING INITIATIVES

By fostering a coaching culture, AEON aims to unleash the potential of each individual, strengthen team cohesion, and cultivate a spirit of innovation to adapt to rapid changes in the retail business environment.

### (\*) PROMOTING DIGITAL TRANSFORMATION IN LEARNING AND DIVERSIFYING LEARNING METHODS

AEON Vietnam aims to diversify learning experiences through online training methods (MOOCs: e-learning) and learning models like Community of Practice, Gamification, and Coaching to ensure that every employee has the opportunity to learn and develop flexibly and proactively.

## CORPORATE SUSTAINABILITY

AEON has always "pursued peace, respected human dignity, and contributed to the community, with customers as the core value". AEON Vietnam guarantees each customer transaction contributes and creates value for local community, social development to affirm that "Every purchase count".

At AEON Vietnam, Sustainable development is closely linked to both our daily operations and business philosophy. AEON Vietnam's sustainability strategy is based on three main pillars: **Environment, Society, and Economy**.

For more information: <https://corp.aeon.com.vn/phat-trien-ben-vung/chinh-sach-csr/>

### PLANET

AEON focuses on minimizing business's impact on the environment through efficient use of local natural resources. Invest in sustainable replacement solutions. AEON identifies five key environmental priorities:

**REDUCING FOOD WASTE - LOWERING GREENHOUSE GAS - USING CLEAN ENERGY - RAISING AWARENESS AND GUIDING PEOPLE TO CARE FOR THE ENVIRONMENT**

#### \*Plastic-free community

AEON Vietnam aims for 80% of customer transactions to avoid using single-use plastic bags by 2030. To support this goal, AEON Vietnam carries out several programs to make it easier for customers to live a green lifestyle.

#### Outstanding Results:

- During the 2023-2025 period, Rent-a-bag program recorded 97,000 bags were rented; in 2025 the number of rentals doubled compared to 2024.
- 100% of shopping bags at AEON are eco-friendly.
- During the 2020-2025 period, recorded 10 million transactions don't use plastic bags.



Rent-a-bag service



Providing alternative bagging solutions at the self-packing counter

#### \*Protecting local nature:



Since 2009, the "Hometown Forest" project has planted over 116,129 trees in Vietnam.



AEON Vietnam organizes a monthly internal activity called "AEON Cleaning Day", aiming to raise awareness and responsibility for environmental protection among employees through the message: "Pick up trash – Grow a greener future."



"AEON Community Cleaning Day" aims to connect with local communities and spread the spirit of protecting the environment.

To affirm our motto, AEON Vietnam joins hands with customers to ensure "Every purchase counts" for a greener planet.

### PEOPLE

Under the "People" pillar of AEON Vietnam's sustainability strategy, AEON Vietnam focuses on four main goals: promoting well-being; advancing diversity, equity, and inclusion (D.E.I); supporting disaster recovery and nurturing youth.

#### \*Well-being

Since the first events in 2022 to 2025, AEON Ekiden and AEON Cosplay Festival have welcomed nearly 22,000 runners and audiences.

AEON Ekiden promotes a healthy lifestyle and helps people improve their health. On the same day, AEON Cosplay Festival brings positive energy through fun and creative performances.



#### \*Youth nurturing

- AEON Cheers Club introduces the 17 Sustainable Development Goals (SDGs) of the United Nations and Vietnam to local primary school students through fun and educational activities (Edu-tainment) at AEON Vietnam stores.
- Youth talent development projects: AEON Scholarship, English Eloquence Contest, Japanese Eloquence Contest, Asian Youth Leaders.



#### \*D.E.I Programs



The AEON Scholarship for Vocational Students provides internship opportunities at stores within AEON Vietnam's network to Vocational Students.

To affirm our motto, AEON Vietnam joins hands with customers to ensure "Every purchase counts" for a happier society.

### PROFIT

As a retailer - a bridge between suppliers, manufacturers and customers, AEON Vietnam is committed to not only providing quality products but also actively contributing to sustainable development, promoting the economy through retail activities as well as programs to accompany and support manufacturers and suppliers.

#### \*Supporting local products

Promoting Vietnamese products through fairs and exhibitions, introducing local brands to AEON Vietnam's customers every year.



Organizing training programs to help local businesses understand the requirements applied by retail systems in Vietnam, improve product quality management capabilities, and prepare for future export opportunities to the Japanese market.



#### \*Policy support

Developing a modern distribution system and encouraging sustainable consumption habits for Vietnamese people. Cooperating with partners to promote trade and business activities.



To affirm our motto, AEON Vietnam joins hands with customers to ensure "Every cent counts" for local economic development.