

AEON VIETNAM CO. LTD

Ho Chi Minh City

16 July, 2026

OPENING OF 1st AEON MAXVALU SUPERMARKET IN HO CHI MINH CITY

On July 16, 2026, AEON MaxValu Dream Home — AEON Vietnam's first small and medium supermarkets in Ho Chi Minh City — officially opened its doors to an enthusiastic crowd of local residents, bringing a modern, high-quality, and convenient shopping experience to meet the everyday needs of urban consumers.



AEON MaxValu Dream Home — AEON Vietnam's first small and medium supermarkets in Ho Chi Minh City

AEON Vietnam introduced the small and medium supermarket AEON MaxValu format in Hanoi in 2020. Strategically located within residential communities, AEON MaxValu was developed to meet consumers' everyday shopping needs. Today, the network has grown to approximately 30 AEON MaxValu supermarkets across Northern Vietnam, earning strong customer recognition, particularly in urban areas where convenient, efficient and reliable shopping experiences are increasingly valued.

Building on this momentum, AEON Vietnam is bringing the small and medium supermarket AEON MaxValu format to Ho Chi Minh City — Vietnam's most dynamic economic hub and most populous city — where rapid urbanization and the strong growth of modern residential communities are driving rising demand for convenient, neighborhood-based retail that quickly meets everyday consumer needs. By bringing AEON MaxValu closer to residents in this region, AEON Vietnam makes it easier and faster for customers to shop for daily essentials right where they live, with a diverse product range, AEON's trusted quality standards, and competitive pricing — with a particular focus on fresh food safety.



AEON MaxValu offers a diverse product assortment that meets AEON's quality standards, all at competitive prices.

This expansion is also part of AEON Vietnam's multi-format retail development strategy, which spans shopping malls, general merchandise stores, supermarkets, and small-format stores to better serve customers' increasingly diverse needs. Through this approach, AEON aims to offer more modern, convenient, and safe shopping options — especially suited to young families and urban consumers.

AEON MaxValu Dream Home: The First AEON MaxValu Small and Medium Supermarket in Southern Vietnam

Located within the Dream Home Resident Apartment Complex (An Hoi Tay Ward, Ho Chi Minh City) and spanning approximately 400 sqm of retail floor space, AEON MaxValu Dream Home officially opened on July 16, 2026. Designed in line with Japanese standards, the store features modern facilities and a bright, spacious and clean shopping environment, delivering a comfortable and convenient shopping experience for customers. Its well-organised layout, complemented by intuitive in-store signage, enables shoppers to easily navigate essential product categories and quickly find the items they need.

Key daily essentials — including fresh produce, meat and seafood, bread, and ready-to-eat items — are positioned at the store entrance for quick and easy access. Informational signboards are also placed throughout the store to further assist customers in locating their preferred products.



All products are selected and managed under AEON's quality standards to ensure safety and peace of mind for every customer.

Designed to serve everyday shopping needs, AEON MaxValu Dream Home carries more than 3,000 products across multiple categories, from fresh food and processed food to daily necessities such as dairy, personal care, and household goods. All products are selected and managed under AEON's quality standards to ensure safety and peace of mind for every customer.

Alongside essential categories such as fresh food, fast-moving consumer goods, and dairy products, the Delica and Bakery section stands out as one of the store's signature highlights — offering a variety of ready-to-eat dishes, freshly baked bread, and snacks that blend Vietnamese and Japanese flavors. These options are well-suited to the busy lifestyle of urban consumers, providing convenient, safe, and quality meal solutions for the whole family.

Customers can also explore AEON's own private brands, including TOPVALU and HÓME CÓORDY. TOPVALU offers food and personal care products developed to Japanese quality standards through co-development and production partnerships with local businesses, while HÓME CÓORDY provides minimalist, modern, and durable household and home decor items that elevate everyday living.

In addition to offering a diverse product assortment, AEON MaxValu Dream Home enhances customers' shopping experience through a range of convenient services, including home delivery and phone ordering, as well as multiple payment options such as bank cards, e-wallets and QR code payments. The store also offers the WAON membership programme, allowing customers to earn reward points and enjoy exclusive benefits while connecting them to AEON Vietnam's growing retail ecosystem.

A Vibrant Opening Day at AEON MaxValu Dream Home

From the early hours of opening day, AEON MaxValu Dream Home welcomed hundreds of visitors from the surrounding residential community and neighboring areas. A lively atmosphere carried throughout the day, with a range of interactive activities and hands-on experiences for customers.



AEON MaxValu Dream Home rolled out a series of attractive promotions to mark the opening

AEON's mascot, Meon chan, made a special appearance at the store, adding a cheerful and welcoming touch to the occasion. Product sampling sessions also drew strong interest from customers, giving them the opportunity to try products firsthand before making a purchase.

To mark the opening, AEON MaxValu Dream Home rolled out a series of attractive promotions, including product discounts, complimentary gifts, and a VND 20,000 voucher for bills from VND 499,000. Notably, from July 16 to 19, 2026, customers who register a new WAON account and make a purchase of VND 300,000 or more will receive 200 WAON points — equivalent to a VND 20,000 voucher — for the first 350 eligible customers. New WAON members will also receive a complimentary serving of soft-serve ice cream upon successful registration. Promotions may end earlier than scheduled, subject to available product and voucher quantities.

The opening of AEON MaxValu Dream Home marks not only the arrival of the small and medium supermarket AEON MaxValu model in Ho Chi Minh City and southern Vietnam, but also represents a significant milestone in AEON Vietnam's journey to build a diverse retail ecosystem — bringing convenient, high-quality shopping experiences closer to residential communities across the country.



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