

AEON Vietnam Co., Ltd

Ninh Binh province

8 Aug, 2026

AEON VIETNAM OFFICIALLY BREAKS GROUND ON AEON PHU LY SHOPPING CENTER

On August 8, 2026, AEON Vietnam officially held the Construction Commencement Ceremony for the AEON Phu Ly Shopping Center (SC). Scheduled to open in 2027, the project marks AEON's continued expansion in the Red River Delta, aiming to provide a modern shopping and entertainment experience, enrich customers' lifestyles, and support local socio-economic development.

The Ceremony was honored to have the participation of: Mr. Nguyen Thanh Binh - Deputy Secretary of the Ninh Binh Provincial Party Committee, Chairman of the People's Committee of Ninh Binh Province; Mr. Dang Thanh Son - Member of the Standing Committee of the Ninh Binh Provincial Party Committee, Vice Chairman of the People's Committee of Ninh Binh Province; alongside former provincial leaders, members of the provincial People's Committee, Party Standing Committee, representatives of departments and organizations of Ninh Binh province, and representatives of businesses and partners.



AEON Vietnam officially held the Construction Commencement Ceremony for the AEON Phu Ly Shopping Center

Mr. Tezuka Daisuke – Executive Officer, Chief Vietnam Business Officer of AEON (Japan), and General Director of AEON Vietnam, shared at the Ceremony: *"We believe this project will make a meaningful contribution to the socio-economic development of Ninh Binh Province. With a total investment of more than VND 940 billion, the project is expected to create over 800 employment opportunities upon commencement of operations. In addition, AEON will actively support the promotion and market expansion of the province's signature products, while contributing to the promotion of Ninh Binh as a destination and supporting the development of the local tourism industry through the creation of a new landmark destination."*



Mr. Tezuka Daisuke – Executive Officer, Chief Vietnam Business Officer of AEON (Japan), and General Director of AEON Vietnam, shared at the Ceremony

Speaking at the ceremony, Mr. Dang Thanh Son - Member of the Standing Committee of the Ninh Binh Provincial Party Committee, Vice Chairman of the People's Committee of Ninh Binh Province: *"The selection of Phu Ly Ward, Ninh Binh Province, as the project site reflects AEON Group's confidence in the area's strategic location along the key Hanoi–Thanh Hoa transport corridor, its strong consumer potential, its connectivity within the Red River Delta region, and Ninh Binh Province's transparent, business-friendly, and dynamic investment environment."*



Mr. Dang Thanh Son - Member of the Standing Committee of the Ninh Binh Provincial Party Committee, Vice Chairman of the People's Committee of Ninh Binh Province

AEON Phu Ly Shopping Centre Project Overview

AEON Phu Ly Shopping Center is strategically located along the Hanoi – Thanh Hoa Expressway, within a rapidly developing urban and residential area near Hanoi. Its strategic location ensures convenient access to Hanoi and across the Red River Delta. Designed as a medium-sized shopping center, AEON Phu Ly serves as one of a key project within AEON's development strategy for the Red River Delta region.

Spanning an estimated gross floor area (GFA) of approximately 26,264 m², with parking space for nearly 300 cars and 1,400 motorcycles, AEON Phu Ly is expected to become a destination for daily shopping, dining, and modern entertainment, fully meeting the needs of local residents while contributing to enhancing the quality of modern retail services in the region.

AEON Phu Ly aims to become a "one-stop" lifestyle destination for young families who value quality of life. The shopping center combines shopping facilities with leisure and entertainment activities in one convenient space, thereby contributing to enriching customers' lifestyle.



AEON Phu Ly shopping center will tentatively open in 2027

With a focus on celebrating local identity, AEON Phu Ly is designed to create an iconic local space that connects the region's distinctive historical and cultural values with a modern urban lifestyle. Through this approach, AEON Phu Ly aims not only to offer new experiences to customers and attract visitors, but also to foster local pride and create new value for the community in the future.

AEON's Strategy in Vietnam

AEON identifies Vietnam as a top priority market for focused investment in Southeast Asia. With the mission of providing safe, high-quality products at reasonable prices, AEON aims to elevate the quality of life for customers and contribute to the development of local communities.

By 2030, AEON aims to expand its business scale in Vietnam to more than three times the current size. To realize this accelerated growth objective, AEON plans to prioritize allocating about 60% of the entire ASEAN region's investment budget to the Vietnamese market, focusing on implementing three pillars: Accelerating expansion with multi-format stores; Promoting Product & Supply Chain development; and Co-creating the "AEON Ecosystem".

At each AEON Shopping Center, in addition to the General Merchandise Store and Supermarket (GMS) and specialty stores directly operated by AEON, AEON also works closely with a wide network of tenants to create a diverse and modern shopping

environment that caters to a wide range of customer needs. Through this approach, AEON continues its commitment to offering a modern lifestyle, providing high-quality products and services at reasonable prices, enriching customers' daily lives, while contributing to the prosperity and happiness of local communities.

Contributing to the Socio-Economic Development of Ninh Binh Province

Through the AEON Phu Ly Shopping Center project, AEON Vietnam aims to contribute to the socio-economic development of Ninh Binh Province. Upon commencement of operations, the shopping center is expected to create approximately 850 local job opportunities, including employees of AEON Vietnam and its tenants.

In parallel, AEON Vietnam aims to promote the consumption of Ninh Binh Province's local specialty products through initiatives to strengthen connections with local suppliers. The project is expected to contribute to the development of modern commercial and service infrastructure, while enhancing the quality of life for local communities by offering a wider range of shopping, dining, entertainment, and other quality services.

Through its contribution to the development of modern commercial and service infrastructure, AEON Vietnam aims to support Ninh Binh Province in achieving its target urbanization rate of 60.1% by 2030. As part of its commitment to improving the quality of life for local communities, AEON Vietnam also seeks to contribute to the province's aspiration of becoming one of the top 10 localities in Vietnam in terms of average income per capita. These directions are also aligned with Ninh Binh Province's development goals of promoting urbanization, fostering sustainable economic growth, and improving the quality of life of local residents, with a target of achieving an average GRDP growth rate of at least 11% per year.

Through these efforts, AEON Vietnam aims to accompany Ninh Binh Province in contributing to the realization of its vision of meeting Grade I urban criteria and becoming a "Millennium heritage urban area" and a centrally-run city by 2030.

In addition to contributing to the socio-economic development of Ninh Binh Province, AEON Vietnam aims to advance sustainable development through three key pillars: environment, economy, and society.

Regarding the environment, AEON Vietnam focuses on promoting sustainable consumption while implementing tree planting initiatives to enhance urban greenery and

biodiversity. These initiatives reflect AEON's global environmental commitment to fostering a low-carbon, circular economy.

In terms of economic development, AEON Vietnam is focused on developing commercial infrastructure, promoting the consumption of domestic and local products, and supporting local suppliers in enhancing their production standards. In addition, AEON Vietnam aims to create more employment opportunities for local residents, contributing to the development of a high-quality retail workforce.

At the same time, AEON Vietnam remains dedicated to making a positive impact on society through four key focus areas: Youth Nurturing, Well-being, Disaster Relief, and Diversity, Equity & Inclusion (D.E.I.). These initiatives reflect our commitment to supporting communities and contributing to a sustainable and thriving society.

Project Overview:

Location: Le Duan Street, Phu Ly Ward, Ninh Binh Province.

Gross Floor Area (GFA): Approx. 26,264 m².

Gross Leasing Area (GLA): 13,553 m².

General Merchandise Store and Supermarket (GMS) Area: Approx. 8,309 m².

Parking Capacity: Approx. 300 cars, 1,400 motorcycles.

Scheduled Opening: 2027.

For more information, please contact:

Corporate Communications, AEON Vietnam Co., Ltd

Hotline: 033 217 9797

Email: phongtruyenthong@aeon.com.vn

Website: <https://corp.aeon.com.vn>