

AEON Vietnam Co., Ltd

Ho Chi Minh City

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AEON CONTINUES TO KEEP PRICES STABLE, SUPPORTING CONSUMERS IN OVERCOMING COST PRESSURES

As consumers continue to carefully consider their spending and tighten household budgets amid ongoing pressure from daily living costs, AEON Vietnam continues to support customers through practical pricing solutions, helping families better manage their budgets and meet their daily shopping needs.

Specifically, the company is implementing three key initiatives: the "Always Low Price" program from August to October 2026, "Everyday Low Price," and "Happy Wednesday," offering competitive prices on essential products and fresh food. The offers are available through both online and offline channels across AEON Vietnam's nationwide network of General Merchandise Stores & Supermarkets (GMS) and Super Supermarkets (SSM), thereby expanding customers' access to essential products at competitive prices.

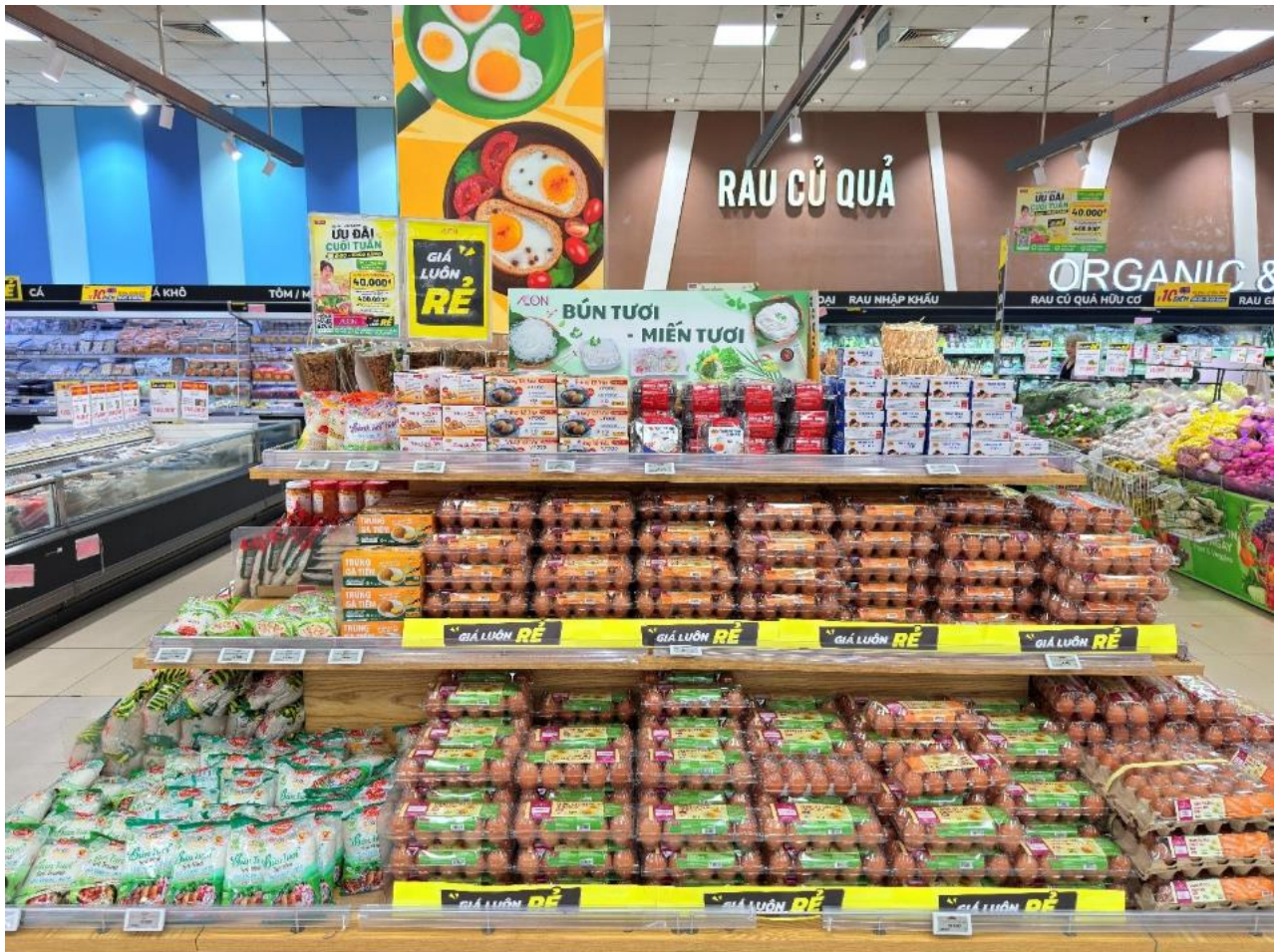


The "ALWAYS LOW PRICE" program is implemented throughout the period from August to October 2026.

Through these initiatives, AEON Vietnam aims to become a reliable shopping destination offering stable prices, providing practical value to families through pricing solutions and a diverse product assortment. Through these efforts, customers can shop with peace of mind, enjoy flexibility in shopping methods, and better manage their spending, whether shopping in stores or online, contributing to maintaining their daily quality of life.

Continuously delivering practical value to customers every day

As part of the program, “Always Low Price” is implemented throughout the period from August to October 2026, focusing on frequently purchased essential food items such as vegetables, fruits, meat, and seafood across all GMS & SSM nationwide.



The program focuses on essential food categories that customers frequently purchase, such as vegetables, fruits, meat, and seafood.



Rather than focusing solely on promotional campaigns, AEON Vietnam is gradually expanding its pricing solutions with a longer-term approach, while collaborating with suppliers to optimize supply and costs.

Rather than focusing solely on promotional campaigns at specific times, AEON Vietnam is gradually expanding its pricing solutions with a longer-term approach, while collaborating with suppliers to optimize supply and costs. Through these efforts, customers have more opportunities to make informed choices, manage household budgets, and prepare essential products for their families.

In parallel with “Always Low Price,” AEON Vietnam continues to maintain the “Everyday Low Price” program throughout the year, focusing on essential products that are frequently selected by customers and directly impact household budgets.

The program assortment includes categories such as vegetables, fruits, meat, seafood, and other essential products. AEON also expands the assortment of products that are frequently selected by customers and directly impact household budgets.

Products in the “Everyday Low Price” program are selected based on three criteria: stable pricing commitment; product variety, including essential daily items for Vietnamese

families; and products from trusted brands, ensuring quality assurance and peace of mind for customers.

Additionally, the “Happy Wednesday” program offers weekly promotions, particularly on fresh vegetables and essential food items such as fresh food, frozen products, and dairy. Held every Wednesday, the program helps customers optimize meal costs while maintaining quality and nutrition for their daily living needs.

Expanding shopping options across both online and offline channels

In addition to the three key programs, AEON Vietnam continues to implement promotions across different periods and shopping channels, providing greater convenience for customers.

On the online channel, the “EC Fresh Sale Every Friday” program is implemented every Friday, offering a wide selection of fresh food at promotional prices, together with a 10% voucher cashback, providing customers with greater convenience in preparing for their shopping needs ahead of the weekend.



Weekend promotions on fresh food at AEON General Merchandise Stores & Supermarkets help families save more.

In parallel, the “Early Morning Promotion (Smart Shopping For Happy Family)” program takes place on Saturday and Sunday mornings, from 8:00 to 10:00, catering to customers’ needs for fresh food shopping at the beginning of the day.

For supermarket purchases of VND 400,000 or more, including at least three fresh food items, customers will receive a VND 40,000 shopping voucher valid for two weeks, providing additional savings opportunities for their subsequent purchases.

Optimizing supply and controlling costs to maintain stable prices

To support the maintenance of reasonable pricing for essential products amid continued market fluctuations, AEON Vietnam continues to closely collaborate with suppliers to optimize supply and control costs. Strengthening collaboration with partners enables AEON to take a more proactive approach to maintaining a stable supply, while seeking appropriate solutions to optimize costs throughout the process of delivering products to customers.

In parallel, AEON Vietnam continues to develop its private brand TOPVALU product assortment, offering a wide range of choices across essential consumer goods and food categories. TOPVALU products are produced by local suppliers and developed according to AEON’s quality standards, providing customers with more choices at reasonable prices.



AEON’s private brand TOPVALU products are produced in Vietnam with AEON standard quality and at reasonable prices.

These efforts not only contribute to maintaining reasonable prices for customers but also aim to provide a wider variety of choices to meet the daily shopping needs of families.

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