

AEON VIETNAM Co.,LTD

Ha Noi, September 11, 2026

AEON HA LONG PROPOSES NEW LIFESTYLE AND HOSPITALITY STANDARDS IN THE WORLD-FAMOUS TOURIST CITY OF HA LONG

AEON VIETNAM Co., LTD. (hereinafter referred to as "AEON Vietnam") will hold the Grand Opening of AEON Ha Long (hereinafter referred to as "the Store") as the anchor tenant of "AEON MALL Ha Long," marking its 14th General Merchandise Store (GMS) in Vietnam.



The Store aims to become a new regional lifestyle hub, meeting the needs of local residents, families in their 20s and 30s in Ha Long City, customers driving in from surrounding areas, as well as tourists. Capitalizing on its location between two high-growth cities with few large commercial facilities nearby, it provides a destination for shopping, dining, and social connection.

In addition, through its supermarket and restaurant-quality delicatessen section, the Store creates a food floor where customers can enjoy "food" on both everyday occasions and special moments. For apparel and home products, traditional item classifications have been updated to zoning based on fashion tastes and living scenes, making selection easier and more convenient.

Ha Long Bay, a UNESCO World Natural Heritage site, is one of Vietnam's leading tourist destinations and a key fishing ground supplying seafood nationwide. It also welcomes

many tourists arriving by land from the north (China). Guided by its "Customer First" philosophy, AEON Vietnam remains committed to "Honest and Sincere Business" and contributing to the development of the retail industry.

Store Manager's Statement

"We are honored to welcome customers to AEON Ha Long Store which combines AEON's quality, safety, and reliability with Ha Long's unique food culture and tourist charm. Working as one team, we strive to provide a convenient and comfortable shopping experience not only for local families but also for visitors from across Vietnam and abroad. We hope AEON Ha Long becomes a trusted presence in the community and contributes to a richer, more sustainable lifestyle."

Store Overview

Store Name: AEON Ha Long

Business Hours:

- 1st Floor: 8:00 – 22:00
- 2nd Floor: 10:00 – 22:00 (Weekdays), 9:00 – 22:00 (Weekend)

Closed: Open year-round

Store Area: Approximately 8,200 m²

Store Manager: Le Van Hieu

Number of Employees: Approximately 400

Key Features of the Store

Supermarket Supporting Daily Dining with AEON Quality

The 1st floor features a supermarket pursuing high standards of "Food Safety & Hygiene," "Freshness," and "Quality," alongside "Convenience" and "Premium Value." It offers fresh vegetables delivered daily from famous highland agricultural areas like Da Lat and Moc Chau, as well as convenient pre-cut products.

In addition to seafood caught directly in Ha Long Bay, the store introduces pre-cut seafood sourced from both farmed and wild catches in the southern Mekong Delta, packaged under hygienic conditions. This creates a distinctive assortment different from traditional local markets. The meat section introduces high-quality beef along with recipe and

cooking suggestions to create new demand, catering to local residents as well as HORECA (Hotel, Restaurant, Catering) demand driven by international tourists.



A dedicated Souvenir Section is located at the front of the supermarket, offering Vietnamese specialty coffee, chocolates, nuts, as well as caps and tote bags to meet the needs of domestic and foreign tourists. Through the joy of food and a high-quality shopping experience, the Store delivers the "joy of choice" to a wide range of customers.



Enjoying a World of "Food" with Restaurant-Quality Delica

The "Local Taste of Ha Long" section makes its debut, serving local delicacies such as fried squid cakes (chả mực) and seafood noodles.



A New Dining Destination with Live Kitchen and Approx. 240 Eat-In Seats

Focusing on visual appeal, aroma, taste, and affordability, each food counter is designed around a "Live Kitchen" concept where customers can experience fresh preparation and interactive cooking. A clean, comfortable eat-in area with approximately 240 seats is available for local residents and tourists to use casually, serving as a new dining hub for daily meals and special occasions.



AEON Bakery expands its lineup

The bakery serves fresh baguettes baked approximately 10 times a day, highly popular for their fresh-baked taste and reasonable price. Authentic croissants have also been added to the lineup to deliver rich, specialized flavors.



Self-Checkout for Smooth Payment

Leveraging state-of-the-art smart technology, the Store enhances shopping convenience. In the supermarket section, both semi-self-checkouts and full self-checkouts have been introduced, allowing customers to scan items and make payments on their own to reduce checkout wait times.



"Glam Beautique" Expanding Natural & Organic Lines

Glam Beautique is a specialty health and beauty store supporting wellness and beauty from both inside and out. Focusing on Ha Long's rich natural surroundings, natural and organic products have been expanded as a key category. Skincare, makeup, and dietary supplements are enhanced to propose a healthy and fulfilling lifestyle.



2nd Floor Single-Floor Layout: Apparel, Home, and Kids Integrated into a "One-Stop Family Destination"

Apparel is organized by fashion style around basic casual wear. Home products are displayed by living scenario with coordinated setups to make shopping more engaging and easy. The kids' area features a playground where three generations can relax and enjoy together.

Fashion picks for young families starting a new chapter

The 2nd floor offers products tailored to the modern lifestyles of young families. Featuring "MYCLOSET" (a women's fashion specialty shop), urban fashion, international trends, and functional seasonal wear, items are arranged by lifestyle scenario.



Kids Republic for Three Generations

In the family and kids section, Kids Republic offers maternity and baby goods, educational toys, and hobby products, creating an entertaining community spot for parents, children, and grandparents.

"HÓME CÓORDY" Elevating Daily Living

Centering on AEON's private brand HÓME CÓORDY, frequently replaced dining and home fashion items are displayed by living scene. Products include soft blankets ideal for

cold weather and non-stick frying pans, enhancing daily living with comfort and practicality.

Other Customer Services

Alteration Service: Hemming services for apparel are offered, free of charge with purchases over a certain amount.

Multilingual Support: Customer service desks feature English- and Chinese-speaking staff, and store signage is available in Vietnamese, English, and Chinese.

Added Amenities: Complimentary ice, gift wrapping, and free facial-recognition smart lockers ensure a smooth experience for all guests.

From an environmental perspective, after a period of customer communication and campaigns such as reusable shopping bag giveaways, AEON Ha Long will introduce charges for plastic shopping bags. Proceeds collected from plastic shopping bags will be allocated to environmental conservation activities to be determined in the future. In addition, through initiatives such as beach cleanups and campaigns encouraging customers to bring their own shopping bags, AEON will work together with customers to promote environmentally responsible practices.

For more information, please contact:

AEON Vietnam Co., Ltd.

Communications Department

Email: phongtruyenthong@aeon.com.vn

Hotline: (033) 217 9797

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