

AEON VIETNAM CO., LTD

Hanoi 11 Sep 2026

FIRST MEDIUM-SCALE SHOPPING CENTER OF AEON IN THE RED RIVER DELTA REGION AEON HAI DUONG SHOPPING CENTER GRAND OPENING ON OCT 3, 2026

AEON VIETNAM Co., Ltd. (hereinafter “AEON Vietnam”) will officially open AEON Hai Duong Shopping Center (hereinafter “the Shopping Center”) on October 3, 2026. This will be AEON Group’s 10th shopping center in Vietnam and the first Medium Scale shopping center in the Red River Delta region.

This marks the third medium-sized shopping center, following the AEON Tan An Shopping Center (opened last year) and AEON MALL Da Nang Thanh Khe (opened this July), developed as a mid-sized shopping center specifically designed to accelerate expansion into regional cities. It’s also the first medium-sized shopping center in the Red River Delta region.



Located in Thach Khoi Ward, Hai Phong City, the site is situated near a major transportation corridor connecting the capital city of Hanoi and downtown Hai Phong. The surrounding area is experiencing a growing concentration of industrial parks and residential development. Home to young families, industrial park and office workers, students, and other diverse residents, the area is expected to continue its strong growth in the years ahead.

Based on the concept of “A Paradise for 3-Generation Families,” the Shopping Center aims to become a true family destination where three generations can enjoy spending time together throughout the day, from daily shopping to weekend outings.

Based on AEON's core values of safety and peace of mind, quality, and affordability, AEON-operated sales areas and 37 specialty stores will come together to create five worlds: Food, Kids & Entertainment, Fashion, Beauty & Wellness, and Living. As a shopping center where customers can enjoy shopping, dining, and entertainment in one stop, it will contribute to a richer lifestyle for local customers from everyday life to weekends.

Key Features of AEON Hai Duong Shopping Center

1. A “Family Destination” Where Three Generations Can Enjoy an Entire Day Together

The Shopping Center is designed to provide an enjoyable experience for grandparents, parents, and children throughout the day, from everyday shopping to weekend leisure activities.

A wide variety of stores and services, including groceries, dining, fashion, beauty, lifestyle goods, kids' products, and entertainment, are brought together under one roof. Whether enjoying a family meal, shopping, children's play activities, or a movie, each family member can spend time in their own way while sharing memorable experiences together.

2. Five Worlds Created Through the Integration of AEON and Specialty Stores

Evolving the sales floor configuration from the conventional General Merchandise Store (GMS) format, AEON is creating an integrated retail environment combining its directly operated sales areas with 37 specialty stores. The Shopping Center is organized into five “Worlds” designed to match customers' purposes and lifestyles.

In FOOD WORLD, Delica and Bakery are seamlessly connected with restaurants and cafés to create a dining destination with approximately 270 seats.

In KIDS & ENTERTAINMENT WORLD, Kids Republic, amusement facilities, and a cinema are integrated to provide an environment where parents and children can enjoy an entire day together.

Throughout the Shopping Center, customers can enjoy a one-stop experience where dining, entertainment, fashion, beauty, and living are naturally connected.

3. A New Community Hub Creating Value from Daily Life to Weekends

More than just a shopping venue, the Shopping Center aims to become a new community hub where people naturally gather and connect through dining, entertainment, learning, movies, and events.

Through services utilizing digital technologies and events in which families can participate together, the Shopping Center will create a new local destination where customers can enjoy urban-style shopping and leisure without having to travel to central Hanoi.

Concept : “The Best Place for Three Generations of Families to Spend Quality Time Together”

A regional family destination where AEON and specialty stores come together to connect dining, entertainment, fashion, beauty, and living experiences for three generations in one place.

AEON Hai Duong Shopping Center aims to be a family destination where grandparents, parents, and children can enjoy a full day together, from daily shopping to weekend outings.

Anchored by AEON’s supermarket, which supports local lifestyles, the Shopping Center features a Food World consisting of a Delica and bakery area with approximately 270 seats, cafés, and a variety of restaurants.

In KIDS & ENTERTAINMENT WORLD, Kids Republic, amusement facilities, and the cinema will work together to create an environment where parents and children can enjoy an entire day together.

In addition, a wide range of fashion and lifestyle specialty stores will provide a one-stop experience connecting dining, entertainment, fashion, beauty, and living.

By creating an environment where families can spend time together safely and comfortably, the Shopping Center will offer new ways for local families to enjoy quality time together.

As a new commercial destination where customers can enjoy urban-style shopping without traveling to downtown Hanoi, it will meet diverse local needs while also fostering a new community gathering place where people naturally connect.

Store Manager’s Statement

“We are proud to create a new destination that delivers AEON’s standards of safety, quality, and heartfelt service to our customers. By pursuing valuable products, a wide assortment, convenience, and comfort, we aim to become a shopping center that brings joy to families. We will engage sincerely with the local community and, as a trusted partner rooted in the region, contribute to a richer and more fulfilling lifestyle for everyone in this area.”

Name: AEON Hai Duong Shopping Center

Location: Thach Khoi Ward, Hai Phong City

General Manager: Dam Manh Tuan

Opening Date: October 3, 2026 (Saturday)

Specialty Stores: 37 stores

Site Area: Approx. 35,700 m²

Total Floor Area: Approx. 38,100 m²

Gross Leasable Area: Approx. 26,000 m²

AEON Sales Area: 15,000 m²

Parking Capacity: Approx. 600 cars / 1,100 motorcycles

Building Structure: 3 floors above ground

Developer: AEON Vietnam

Business Hours (1F): 8:00 AM – 10:00 PM

Business Hours (2F & Specialty Stores) Weekdays: 10:00 AM – 10:00 PM; Weekends & Holidays: 9:00 AM – 10:00 PM

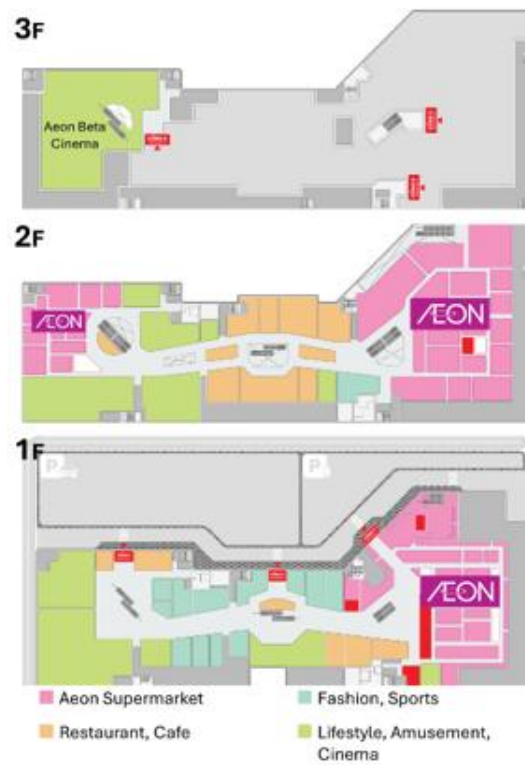
Business Hours (3F & Cinema) To be confirmed

Closed Days Open year-round

Employees: Approx. 1,000 total (including approx. 450 AEON Hai Duong GMS employees)

Primary Trade Area Approx. 330,000 people within a 15-minute drive





FLOOR MAP

This Shopping Center (SC) is a three-story facility integrating AEON's directly managed sales areas with 37 specialty stores, providing a wide variety of functions and experiences that three generations of families can enjoy throughout the day.

1st Floor: Food, Beauty & Fashion Floor

The floor features a food supermarket, Delica & bakery, restaurants & cafés, health & beauty care, fashion, sports, bicycles, travel-related products, and more.

In addition, the Event Court will host seasonal events, product promotions, community activities, and other events throughout the year, creating a space where local customers can gather and interact.

2nd Floor: Fashion, Living, Kids & Entertainment Floor

In addition to fashion, lifestyle goods, food & beverage, and books, the floor includes Kids Republic, the indoor playground KID'S BOX JUMBO, and the amusement facility GiGO, bringing together functions that can be enjoyed by both children and adults.

3rd Floor: Cinema & Parking

The cinema AEON Beta Cinema will provide an entertainment space where families can enjoy movies together while shopping and dining.

The floor will also include parking facilities and EV (electric vehicle) charging stations, creating a comfortable environment for family visits

1. “FOOD WORLD” Meeting Diverse Food Needs from Daily Shopping to Family Dining



A comprehensive Food World will integrate a food supermarket, Delica, bakery, cafés, and restaurants to meet a wide range of food-related needs, from daily shopping to family dining.

Supermarket Supporting Daily Dining Tables with AEON Quality and Proposing New Food Lifestyles

The supermarket on the first floor will offer high-quality products at affordable prices based on the principles of Safety & Peace of Mind, Freshness, Quality, and Convenience.

For fresh foods, organic products and vegetables grown in consideration of international agricultural certification GLOBALG.A.P. and Vietnam’s safe agricultural standard VietGAP will be offered. The seafood section will also provide a rich selection of categories that are often limited in traditional markets, including salmon, sashimi, and frozen seafood.



In addition, AEON will strengthen offerings such as Ready to Cook products, Ready to Eat products, and salads to meet health-conscious and time-saving needs.

The grocery and daily products section will feature everyday necessities and AEON's private brand TOPVALU, along with imported foods, functional foods, and environmentally friendly products. A dedicated Italian pasta corner will be created in response to growing popularity in Vietnam, while functional foods such as chia seeds and yogurt will also be expanded.

Furthermore, AEON will actively offer products closely aligned with local lifestyles, including locally produced dried lychees and guavas, as well as Ready to Cook barbecue combo packs of seasoned meat .



Delica & Bakery Offering the “Joy of Food” with Restaurant Quality



For the first time, this SC introduces approximately 20 raised seating spaces in the Delica area, bringing total seating capacity to approximately 180 seats.

The area will offer a diverse menu including AEON’s popular sushi and salad bar, Vietnamese and Japanese noodles, bento meals, hot-pot dishes, fried chicken, oden, and buffet-style fried and stir-fried dishes.

The bakery area will provide approximately 90 seats and offer around 200 varieties daily, centered on French-style breads, as well as savory breads, pizza, tarts, desserts, and cakes. Customers can also enjoy smoothies and café menu items.

Through attractive presentation, the aroma of freshly baked products, live cooking experiences, delicious tastes, and affordability, AEON aims to create an enjoyable food experience that goes beyond simply purchasing prepared foods and bread.

The eat-in spaces of the Delica and bakery can be used flexibly, allowing customers to enjoy various menu items together with family and friends through a single payment. AI scales for identifying and weighing products sold by weight, along with self-ordering and payment kiosks, will also support a smooth and comfortable dining experience.



Diverse Restaurants & Cafés for Three Generations

Specialty stores include Vietnam's renowned café chain Highlands Coffee, TAMBA Coffee, which uses coffee beans from its own farms, global tea brand Gong Cha, and matcha specialty store Dao Matcha, among many others.

Food specialty stores include Langfarm, Texas Chicken, ChixMax, Dookki, Gogi House, Manwah, Long Wang, Cha Ca Hang Son, and Thai Express.

In addition, dessert brands such as Mixue will strengthen their presence. From everyday lunches and café visits to family dinners and weekend gatherings, AEON aims to become a new local food destination that can be enjoyed throughout the day.

Water used in AEON-operated food areas and restaurants/café within the shopping center will also be filtered and managed according to AEON standards to ensure a safe dining environment with peace of mind.

2. "KIDS & ENTERTAINMENT WORLD" Connecting Play, Learning, and Entertainment



Spanning from the second to the third floor, KIDS & ENTERTAINMENT WORLD brings together AEON's Kids Republic, amusement facilities, books, cinema, and sweets, creating a destination that supports children's growth and quality family time.

At Kids Republic, customers can find a comprehensive assortment of products that support every stage of a child's development, from maternity and baby items to products for pre-teens. The range includes apparel, bedding, childcare products, baby food, diapers, toys, and school supplies.

The assortment has been further strengthened with large childcare products such as child safety seats, strollers, and baby cribs. In addition, staff with childcare experience will

provide consultation services, helping families select products with confidence and peace of mind.

The Shopping Center will also feature KID'S BOX JUMBO, an indoor playground equipped with large play structures and hands-on attractions for young children; GiGO, an amusement facility offering crane games and arcade games; and AEON Beta Cinema, where customers can enjoy the latest movie releases.

In addition to free and paid play areas, the Shopping Center will offer a variety of family-oriented programs, including weekend workshops, parenting seminars, and family photo sessions. Enhanced facilities such as baby rooms and family restrooms will further support families, as the Shopping Center aims to become a community-loved Kids & Family Destination, where "children want to come again, and families want to return."

Creating a New Entertainment Destination for the Hai Duong Area

The new "Tropical Fruit Version" of KID'S BOX JUMBO will debut on a scale of approximately 1,000 square meters, making it one of the largest indoor playgrounds in the area and providing an experiential environment where children can learn while playing freely.



"AEON BETA" will make its debut at an AEON shopping center. It creates a new entertainment experience through spatial design inspired by the iconic Mount Fuji and the convenience of a self-ordering system, alongside a product lineup featuring Japanese characters and anime merchandise, as well as experiential events held within the cinema.



GiGO, one of Japan's largest amusement chains, will open at the Shopping Center, offering the latest gaming machines and popular anime IP merchandise to create a new entertainment space.



3. “FASHION WORLD” Where Three Generations Discover Their Own Style



Bringing together AEON's directly operated sales areas and a diverse lineup of domestic and international specialty stores, FASHION WORLD offers fashion solutions that cater to the lifestyles of three generations, from everyday essentials to the latest trends.

Within AEON's directly operated sales areas, merchandise is organized not only by traditional categories such as Ladies' and Men's fashion, but also by customers' fashion preferences and lifestyle needs, including Basic, Casual, Business, Gen Z, and Sports Style. Dedicated sections for functional innerwear and travel-related products are also featured. In addition to quality and affordability, the assortment offers products that reflect the latest fashion trends.

At MYCLOSET, AEON Vietnam's women's fashion specialty store, customers can discover seasonal styling proposals inspired by three key fashion themes: Urban Casual, Street, and Feminine.

The specialty store lineup includes sports brands such as ADIDAS, SKECHERS, and MAXX SPORT, as well as casual fashion brands including LEVI'S, U.S. POLO ASSN., HLA, and IEF.



Together, AEON and its specialty stores will create LIVING WORLD, where customers can conveniently find, in one stop, the products needed for each family member's lifestyle, from daily necessities and furniture to kitchenware, DIY products, and travel essentials.

4. “BEAUTY & WELLNESS WORLD” Try, Enjoy, and Choose Beauty and Health

Centered around the health and beauty specialty store Glam Beautique, the BEAUTY & WELLNESS WORLD will integrate beauty and wellness more closely into everyday life.

Glam Beautique will offer a wide range of cosmetics, skincare products, fragrances, and natural & organic products. Experience-based services such as skin analysis and health checks are also planned, providing opportunities for customers to discover products and services suitable for them.

The space aims to be more than just a place to purchase products. It will allow customers to discover and experience new beauty and well-being trends while finding care methods tailored to their individual needs. The World aims to create a space for customers seeking a youthful and modern lifestyle.



5. “LIVING WORLD” Proposing a New Lifestyle in Total

Centered around HÓME CÓORDY, AEON's private brand, the Home & Living area presents bedding, furniture, dining and kitchenware, towels, and other home-related products tailored to different lifestyle needs and living occasions. Rather than simply offering daily necessities as individual items, the area aims to inspire new and convenient ways of living, covering dining, relaxation, sleep, and storage solutions.

In addition, the Shopping Center will introduce New Life Starter Combos designed to support individuals beginning independent living, including employees working in nearby industrial parks and students. By bundling essential household items into convenient and affordable packages, these starter combos will make it easier for customers to purchase everything they need when moving into a new home or living on their own for the first time.



The specialty store lineup includes Kohnan, a home improvement center from Japan; Mr. DIY, a Malaysian retailer offering a wide range of daily necessities and DIY products; Samsonite, a globally recognized travel brand; and Elmich, a household appliance and kitchenware brand

Together, AEON and its specialty stores will create LIVING WORLD, where customers can conveniently find, in one stop, the products needed for each family member's lifestyle, from daily necessities and furniture to kitchenware, DIY products, and travel essentials.

Smart and Comfortable Shopping Environment Supporting the Five Worlds

Within AEON's directly operated sales areas, digital technologies such as semi-self-checkout counters, AI-enabled scales, self-ordering and payment kiosks, and electronic shelf labels will be enhanced. These solutions help reduce waiting times at checkout and during ordering, creating a smoother and more comfortable shopping experience.

The Shopping Center will also support the AEON E Shop online platform and delivery services. In addition to in-store shopping, customers will be able to purchase essential products from home or while on the go, providing greater convenience and responding to increasingly diverse lifestyles.

Customer service offerings will be further enhanced with services that support everyday shopping, including free delivery, gift wrapping, facial-recognition lockers, and complimentary ice for transporting chilled products such as fresh seafood. In addition, a complimentary laser engraving service will be available for purchased items, helping customers meet gifting needs for anniversaries, special occasions, and personal presents

The Shopping Center will be equipped with free Wi-Fi, baby rooms, and family restrooms. Clear and consistent bilingual signage in Vietnamese and English will also be installed throughout the facility, creating an environment where first-time visitors and international customers can shop with confidence and ease.

From an environmental perspective, after a period of customer communication and campaigns such as reusable shopping bag giveaways, the Shopping Center 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.

The Shopping Center will plant 90 tall trees and 13,000 shrubs throughout the premises, creating a lush green environment centered on flowering trees and plants. The Shopping Center also plans to obtain the LOTUS and EDGE ADVANCE green building certifications, aiming to balance environmental responsibility with a comfortable and pleasant customer experience.

A Shopping Center that Grows Together with the Community

Through this Shopping Center, AEON Vietnam will deliver new products and services to local customers while providing diverse experiences that go beyond shopping.

By deepening collaboration with local suppliers and promoting job creation and human resource development, AEON will contribute to the sustainable development of the regional economy.

AEON will also promote environmentally conscious store operations and environmental activities in which customers can participate, proposing sustainable lifestyles through everyday shopping.

Under its philosophy of “Customer First,” AEON Vietnam will practice AEON standards of safety and peace of mind, quality, and service, together with honest and sincere business operations.

AEON Vietnam aims to become a trusted living hub for local communities and to continue growing together with the region for many years to come.

TENANT LIST

* The store name, business type, and information in this document are current as of Sep 10 and are subject to change.

1F

No	NAME	Category	First in AEON Group	First in Hai Duong Prov.
1	MR. DIY	Home Center		O
2	KOHNAN	Home Center		O
3	HOÀNG PHÚC INTERNATIONAL	Men's & Women's Fashion		O
4	MEGANE PRINCE	Eyewear		O
5	PUCINI	Shoes & Bags		
6	PNJ	Jewelry		
7	HLA	Men's Fashion		O
8	USPA	Men's & Women's Fashion		O
9	LEVI'S	Men's & Women's Fashion		O
10	ADIDAS	Sports		
11	MAXXSPORT	Sports		
12	SKECHERS	Shoes		
13	CROCS	Shoes		O
14	SAMSONITE	Bags & Travel Goods		O
15	CHIXMAX	Fast Food		
16	MING YANG	Hot Pot		O
17	TEXAS CHICKEN	Fast Food		O
18	LANG FARM	Food		

19	GONG CHA	Milk Tea		O
20	HIGHLANDS COFFEE	Cafe		
21	TAMBA COFFEE	Cafe		

2F

No	NAME	Category	First in AEON Group	First in Hai Duong Prov.
22	GOGI HOUSE	BBQ		
23	MANWAH	Hot Pot		
24	DOOKKI	Korean Food		
25	LONG WANG	Chinese Food		O
26	TIAN LONG	Hot Pot		O
27	THAI EXPRESS	Thai Food		O
28	CHÀ CÁ HÀNG SƠN	Vietnamese Food		
29	DAO MATCHA	Matcha Drinks		
30	MIXUE	Ice Cream & Drinks		
31	ELMICH	Kitchen & Household Goods		O
32	IEF YÊU QUẦN ÁO	Women's Fashion		O
33	PHOTOTIME	Services		
34	GIGO	Amusement		O
35	KID'S BOX JUMBO	Amusement		O
36	FAHASA	Books & Stationery		O

3F

STT	NAME	Category	First in AEON Group	First in Hai Duong Prov.
37	AEON BETA	Cinema		

For more information, please contact:

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