

AEON VIETNAM CO., LTD

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AEON EKIDEN 2026: MARKING FIVE YEARS OF CONNECTION AND SHARED VALUES ACROSS VIETNAM'S THREE REGIONS

In 2026, "AEON Ekiden – Relay race, family fun" enters its fifth consecutive season, continuing its presence across Vietnam's three regions – North, Central and South – and taking place for the first time in Tay Ninh Province. Held annually since 2022, the relay race, combined with a Vietnam – Japan cultural festival, aims to promote physical fitness through a course suitable for all ages, bringing families and participants closer together. Beyond being a running event, AEON Ekiden also serves as a bridge that contributes to the development of local tourism.



AEON Ekiden 2026 – Relay race, family fun

Launched in 2022, AEON Ekiden was chosen by AEON Vietnam as a community initiative combining sport with Vietnam – Japan cultural exchange. 2026 marks the event's fifth year. The journey continues across the three regions, with the first leg held in Hai Phong on June 21, the second in Hue on July 19, and the finale in Tay Ninh on September 20.

By 2026, AEON Ekiden and the AEON Cosplay Festival have been held in five cities across the North, Central and South regions. The name "Ekiden" reflects the historical origin of

Japan's relay-running tradition, evoking images of mailmen running from station to station to deliver news. Inspired by the spirit, AEON Vietnam's continued organization of three AEON Ekiden events each year carries the meaning of connecting communities across the localities where the program is held.

AEON Vietnam continually strives to create value for local communities through its long-term commitment to sustainable development across three pillars: Planet, Profit and People. Within this framework, AEON Ekiden falls under the People pillar, with the goal of promoting physical and mental well-being within the community. The event also reflects AEON's commitment to growing alongside local development, as AEON employees run together with the community and witness the changes in each localities over successive milestones.

A new highlight of this year's season is that the AEON Ekiden 2026 medal, designed under the "Collectible Series" concept. The building depicted on the medal will change each year, forming an annual collection that allows participants to keep a memento of each season and complete their collection as they return in future years.

Speaking at the finale of AEON Ekiden 2026 in Tay Ninh, Mr. Takeuchi Takashi, Chief Financial Officer, AEON Vietnam, said: *"Through this event, we promote well-being and celebrate the friendship between Japan and Vietnam."*



Mr. Takeuchi Takashi, Chief Financial Officer AEON Vietnam, speaking at the finale of AEON Ekiden 2026 in Tay Ninh

AEON Ekiden is more than just a race – it is a unique combination of sport and cultural exchange. Held over the course of a full day, the program comprises two main activities:

the AEON Ekiden relay race together with a series of Vietnam – Japan cultural exchange activities in the morning, and the AEON Cosplay Festival in the afternoon.

2026 also marks the first time the event has been held in Tay Ninh, further extending its journey to a new locality. AEON Vietnam hopes the event will help generate additional community activities and cultural exchange experiences, while also contributing to the development of local tourism.

In 2026, the race is divided into two categories: Category A for families, requiring at least one member to be a child aged 5–12; and Category B for teams, with members aged 13 and above. This format helps bring Japan's relay-running culture closer to the Vietnamese public.

From 2022 to 2025, the event series attracted nearly 22,000 participants, creating memorable moments for families and friends.



Over the past 5 years, AEON Ekiden has attracted nearly 22,000 participants of all ages, with particularly high engagement among children.

Over successive seasons, AEON has recorded growing participation among children and a high rate of engagement, with many participants returning from previous years. AEON Ekiden has grown beyond a single day of entertainment to become a "page of memories" – an annual family event.

Alongside the race, the Vietnam – Japan Cultural Festival offers a range of experiences for families and groups of young people, including traditional folk games such as chopstick

relay and ring toss. In the afternoon, the AEON Cosplay Festival, featuring Talent and Catwalk categories, spreads positive energy through creative performances.



The AEON Cosplay Festival at the AEON Ekiden 2026

AEON Vietnam has identified sustainable development as a key focus of its long-term strategy, built on three pillars – Planet, Profit and People, working together with customers to create shared value.

Within this strategy, AEON Ekiden is an event that combines Vietnam – Japan culture, environmental protection activities, and the promotion of physical and mental well-being for the community. In doing so, the event helps strengthen ties between two countries, raise environmental awareness, and contribute to a sustainable future.

In the long-term vision, AEON considers Vietnam a key strategic market. AEON will continue to strengthen the bridge between Vietnam and Japan through a wide range of activities, while continuing to accompany Vietnam on its journey toward sustainable development.

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