

AEON VIETNAM Co., LTD.
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GENERAL MERCHANDISE STORE (GMS) OFFERING RICHER LIFESTYLES TO GROWING FAMILIES IN THANH HOA, A CITY EXPERIENCING STRONG ECONOMIC GROWTH

AEON VIETNAM CO., LTD. (hereinafter referred to as "AEON Vietnam") will officially open AEON Thanh Hoa (hereinafter referred to as 'the store'), its 13th General Merchandise Store (GMS) in Vietnam, as the anchor tenant of AEON MALL Thanh Hoa.



Thanh Hoa Province is a regional hub city expected to continue experiencing population growth and economic development in the coming years. With popular tourist destinations such as Sam Son Beach, AEON will offer attractive products and services that meet not only the daily needs of local customers but also those of tourists. In response to the growing need for a "richer lifestyle" amid economic growth, we offer products and services that are "safety and peace of mind," meet "AEON standards of quality," and are "affordable."

Our main target customers are young families living in the city, large multi-generational families, new families who have moved from other regions to start a new life, and tourists visiting from all over Vietnam. Our aim is to create a store where customers can "relax, eat, play, and shop" throughout the day. We also cater to the needs of those interested in marine leisure activities and souvenirs for their return journey, while providing a place to rest.

Store Manager's Statement:

"We aspire for the AEON Thanh Hoa store to be not only a new shopping destination, but also a place that creates new experiences and brings new value to the local community. Together with the AEON Thanh Hoa team, we will continue to listen, learn, and improve so that all customers who visit AEON can feel trust, convenience, and joy in every experience."

Store Overview

Store name: AEON Thanh Hoa

Opening hours:

1st floor: 8:00 AM – 10:00 PM

2nd and 3rd floors: 10:00 AM – 10:00 PM (weekdays), 9:00 AM – 10:00 PM (weekends)

Closed: Open year-round

Store area: Approximately 10,300 m²

Store Manager: Mrs. Truong Khanh Xuan

Number of employees: Approximately 450

Key Features of Store



On the first floor, we will operate a supermarket that places a strong emphasis on "food safety and hygiene," "freshness," and "quality," while pursuing "product variety," "convenience," and "affordability." Fresh food is positioned as a key category, with an enhanced product lineup including organic products as well as products that comply with GLOBALG.A.P. and VietGAP standards. We will also expand our selection of functional foods, Ready to Cook, Ready to Eat, and environmentally friendly products, leading the way in promoting the health and beauty of local residents.



By utilizing fresh vegetables delivered daily from Da Lat and Moc Chau, renowned highland regions, and offering products such as pre-cut vegetables, we aim to differentiate our product offering from the local market. Furthermore, in our ham and sausage section, we will introduce "Nem Chua," a local specialty that boasts high national recognition and popularity.

For AEON's private brand "TOPVALU," we will gradually introduce products developed in Vietnam, catering to a wide range of needs from everyday use to souvenirs, thereby contributing to a "richer lifestyle" for local customers. At the same time, through imported products from Japan, we will offer new experiences to the lives of people of Thanh Hoa.



In addition to traditional bread, "AEON Bakery" is pioneering new trends with pizzas, tarts, and more.

We will expand our bakery area and increase our product range, while also adding a new eat-in space with approximately 30 seats. At our enhanced pizza counter, we will offer new flavors in addition to our existing cheese options: "Crab cake & Cheese," "Chicken Teriyaki," and "Shrimp Paste." We will also increase the variety of our popular toast pizzas, a favorite among Vietnamese customers.



In addition to traditional French-style breads such as croissants baked fresh daily, we will expand our selection of flat pizzas, savory breads, sweet tarts, and the cake collection. For local customers and families, we aim to deliver the unique appeal and trends of "AEON Bakery," combining deliciousness, appealing presentation, and affordable prices.



A "Delicatessen Corner" where you can enjoy a wide variety of food experiences and a comfortable eat-in area

In the Delicatessen Corner, we will further enhance "AEON Sushi," offering a wide range of options from large sets suitable for families and parties to smaller sets that can be easily enjoyed by individual diners. In addition, we will offer a diverse lineup, including international dishes such as Korean-style fried chicken, as well as a salad bar, noodles, and hot pot dishes at various price points.



Futhermore, customers can also enjoy local favorites such as Banh Khoai, Banh Xeo, and Nem Lui. With approximately 290 seats, the eat-in area provides a relaxing space like a high-quality restaurant.

Providing a comfortable and seamless shopping experience through the use of smart technology



The introduction of a centralized checkout system allows customers to pay for a variety of items, including sushi, oden, fried foods, noodles, and drinks, all at once. Furthermore, the use of AI scales to instantly identify the diverse side dishes offered in a buffet style shortens checkout times. For noodles and café menu items, self-ordering and cashless payment at kiosk terminals provide a fun and convenient experience.

Fashion, beauty, and health are integrated, with “MYCLOSET” and “Glam Beautique” located next to each other.

On the second floor, we will feature “MYCLOSET,” an original ladies’ young casual brand from AEON Vietnam, “Glam Beautique,” a health and beauty specialty store, and “AEON Bicycle,” which stocks bicycles and related products. By placing “MYCLOSET” and “Glam Beautique” next to each other, we will offer fashion and beauty in an integrated way, driving customer traffic from the teenage demographic. Furthermore, by introducing “AEON Bicycle” on the same floor, we will provide young customers with a lifestyle proposal that offers total support for fashion, beauty, and health.



“MYCLOSET” is a fashion specialty store offering women’s fashion that incorporates the latest trends at affordable prices. The store is organized around three styles: “Urban Casual,” “Street,” and “Feminine,” and offers styling suggestions tailored to seasonal trends.



“Glam Beautique” is a hub for incorporating beauty and health into daily life. Going beyond a mere beauty shop, it provides a space where customers can easily discover, experience,

and maintain their daily beauty and well-being. It is a space for customers with a young, modern lifestyle who seek simple, effective, and on-trend solutions.

“Kids Republic,” a comprehensive kids and baby floor that adds color to the daily lives of parents and children.

We offer a comprehensive range of related products, from children’s clothing and fashion accessories to toys, stationery, and baby and maternity supplies. In the kids’ apparel section, we have created a shopping environment with affordable price ranges that are easy for customers to choose from, even for rapidly growing children, making shopping more convenient. With the aim of becoming a store that enjoys strong support in the region and attracts customers from a wide area, we strive to improve the customer experience by enhancing additional services such as a playground and baby room, so that three generations can relax and enjoy their time together.

“HÓME CÓORDY” adding color to everyday life

On the 3rd floor, we will offer a comprehensive range of household essentials, primarily focusing on AEON’s private brand “HÓME CÓORDY,” including kitchen and dining items, bedding, bath products, and cleaning supplies. We aim to make shopping easier and offer more convenient and enriched lifestyle suggestions through products that cater to various aspects of daily life. By showcasing functional products, seasonal items, and related products together, we hope to make your daily life more comfortable, enjoyable, and vibrant.



Other Services

We will expand our online shop, “AEON EShop,” to meet the needs of not only customers living nearby but also those from a wider area. In addition, we will enhance various services, such as providing ice, gift wrapping, and facial recognition lockers, ...

After a certain period of announcements and campaigns such as offering free reusable bags, we will implement a charge for plastic shopping bags. All proceeds from the sale of these bags will be used for environmental conservation activities to be considered in the future. Furthermore, we will promote environmentally conscious practices together with our customers through various initiatives.



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