

AEON VIETNAM CO., LTD

Hai Phong, October 3, 2026

AEON VIETNAM CELEBRATED THE OPENING OF AEON HAI DUONG: FIRST MEDIUM-SCALE SHOPPING CENTER OF AEON IN THE RED RIVER DELTA REGION

AEON VIETNAM Co., Ltd. (hereinafter “AEON Vietnam”) officially held the Opening Ceremony of AEON Hai Duong Shopping Center (hereinafter “the Shopping Center”) on October 3, 2026 in Thach Khoi ward, Hai Phong city. This event marks a significant milestone in AEON Group’s as the Shopping Center is AEON Group’s 10th shopping center in Vietnam and the first Medium Scale shopping center in the Red River Delta region.



The Opening Ceremony of AEON Hai Duong Shopping Center was honored to welcome Mr. Tran Van Quan – Member of Hai Phong Party Committee, Vice Chairman of the Hai Phong People’s Committee, Mr. Ito Naoki – Ambassador Extraordinary and Plenipotentiary of Japan to Vietnam, Mr. Tezuka Daisuke - Executive Officer, Chief Vietnam Business officer of AEON Group, General Director of AEON Vietnam Co., Ltd., along with partners, customers, and the local community.



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 AEON Group's accelerated investment expansion strategy in Vietnam. Spanning a total floor area of approximately 38,100 m² across three above-ground floors, the AEON Hai Duong integrates AEON's direct retail operations with a diverse 37 specialty stores. Strategically located in Thach Khoi Ward along a vital transit hub connecting Hanoi and central Hai Phong, the Shopping Center is promised to serve a population of approximately 330,000 within a 15-minute drive, targeting young families, office and industrial workers, and university students.



Mr. Tezuka Daisuke, Executive Officer, Chief Vietnam Business officer of AEON Group, General Director of AEON Vietnam Co., Ltd. spoke at the event: *"Today, with the Opening Ceremony of AEON Hai Duong Shopping Center, we embark together with the local community on a new chapter of development. We will do our utmost to contribute to the development of the local community, enrich the daily lives of local customers, and support the growth of our business partners."*



Mr. Tran Van Quan, Vice Chairman of the Hai Phong People's Committee shared: *"With the reputation and expertise of AEON Group, paired with the city's ongoing partnership and the strong support of the local community, I firmly believe that AEON Hai Duong will operate efficiently and become an attractive destination for residents and visitors, drive commercial and service sector growth in Hai Phong while strengthening Vietnam-Japan ties."*



Mr. Ito Naoki, Ambassador Extraordinary and Plenipotentiary of Japan to Vietnam stated: *“The grand opening of AEON Hai Duong will bring convenience, comfort, joy, and stronger development momentum to local residents and workers, contributing to bringing vibrant colors and radiant smiles to everyday life here.”*



KEY FEATURES AND FLOOR MAP OF AEON HAI DUONG SHOPPING CENTER

AEON Hai Duong is designed to be a “Family Destination” where three generations can enjoy spending time together throughout the day, from daily shopping to weekend outings. Based on the concept of “A Paradise for 3-Generation Families,” the Shopping Center aims to thoughtfully serve grandparents, parents, and children within one stop.



In AEON Hai Duong, 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, it delivers a modern urban shopping and entertainment experience locally, eliminating the need to travel to Hanoi.

The floor layout is optimized across three above-ground floors:

1. Floor 1 focuses on Dining, Beauty, and Fashion, anchored by a fresh food supermarket, a Delica & Bakery area, restaurants, cafes, health & beauty counters, apparel, sportswear, travel accessories, and the Central Event Atrium.
2. Floor 2 is dedicated to Fashion, Lifestyle, Home Goods, books, and the Kids Republic section for mothers and children, alongside two premier entertainment centers: KID'S BOX JUMBO and GiGO.
3. Floor 3 offers a premium entertainment hub featuring the AEON Beta Cinema complex, seamlessly integrated with parking facilities and modern EV charging stations."

THE "FIVE WORLDS" EXPERIENCE & FEATURED SERVICES

1. Food World

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. 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.



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.



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

2. Kids & Entertainment World

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. Within a sales floor, 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. 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, 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.”

3. Fashion World

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 3 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.

4. Beauty & Wellness World



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 that suitable

5. Living World

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.

6. Smart and Comfortable Shopping Environment

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. The Shopping Center will also support the AEON EShop 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.

COMMITMENT TO THE COMMUNITY FOR SUSTAINABLE DEVELOPMENT

Alongside its business operations, AEON Vietnam is committed to fostering strong community ties and making sustainable contributions to local development across three core pillars: Planet, People and Profit.

The AEON Hai Duong creates directly around 900 job opportunities for local workers, including 450 staff directly employed at the AEON Hai Duong GMS. Trained under AEON's dedicated and professional Japanese service standards, this workforce contributes to raising the overall quality of human resources in the local retail and service sector.

Aiming to boost regional trade and consumption, AEON Hai Duong serves as a vital commercial hub by prioritizing local produce and specialty goods - such as dried lychees and specialty guavas into the modern distribution. This initiative not only enhances the value of local agricultural products but also empowers local enterprises and cooperatives to expand their market reach.

AEON Vietnam continues to champion a green lifestyle by minimizing plastic waste and greening the surrounding center grounds with over 13,000 trees. Notably, the facility is currently undergoing certification for two prestigious green building standards - EDGE Advanced and LOTUS - underscoring its commitment to energy optimization and carbon footprint reduction.



TENANT LIST

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

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

20	HIGHLANDS COFFEE	Cafe
21	TAMBA COFFEE	Cafe
22	GOGI HOUSE	BBQ
23	MANWAH	Hot Pot
24	DOOKKI	Korean Food
25	LONG WANG	Chinese Food
26	TIAN LONG	Hot Pot
27	THAI EXPRESS	Thai Food
28	CHẢ CÁ HÀNG SƠN	Vietnamese Food
29	DAO MATCHA	Matcha Drinks
30	MIXUE	Ice Cream & Drinks
31	ELMICH	Kitchen & Household Goods
32	IEF YÊU QUẦN ÁO	Women's Fashion
33	PHOTOTIME	Services
34	GIGO	Amusement
35	KID'S BOX JUMBO	Amusement
36	FAHASA	Books & Stationery
37	AEON BETA	Cinema

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