

AEON Vietnam Co., Ltd

Thanh Hoa province

18 Oct, 2026

**AEON VIETNAM OFFICIALLY OPENS AEON THANH HOA, ITS 13TH
GENERAL MERCHANDISE STORE (GMS) IN VIETNAM**

Thanh Hoa, October 18, 2026 – AEON VIETNAM CO., LTD. (hereinafter referred to as “AEON Vietnam”) officially opens AEON Thanh Hoa, its first General Merchandise Store (GMS) in the North Central region and its 13th GMS in Vietnam. With a store area of approximately 10,300 m², AEON Thanh Hoa offers a diverse range of products, services, and amenities to meet customers’ daily shopping and lifestyle needs. .

Thanh Hoa Province is a regional hub city expected to continue experiencing population growth and economic development in the coming years. Recognizing this potential and leveraging the appeal of popular tourist destinations such as Sam Son Beach, AEON offers a diverse range of products and services to meet the daily needs of local residents and cater to the needs of a large number of tourists. Through these offerings, AEON aims to create a destination where customers can spend the entire day relaxing, dining, playing, and shopping.



AEON Mall Thanh Hoa officially opens

Located in Quang Phu Ward, Thanh Hoa Province, AEON MALL Thanh Hoa has a total floor area of approximately 120,000 m² and brings together more than 130 stores. Within the mall, AEON Thanh Hoa General Merchandise Store (GMS) serves as an anchor tenant, offering essential products and services for everyday living across a wide range of categories, including food, fashion, health and beauty, mother and baby products, and household goods.

The opening of AEON Thanh Hoa marks another step in AEON's network expansion in Vietnam, bringing the General Merchandise Store (GMS) format closer to customers in the promising North Central region.



Tezuka Daisuke, Executive Officer, Chief Vietnam Business Officer of AEON Co., Ltd. and General Director of AEON Vietnam Co., Ltd. speaking at the Ceremony

At the Grand Opening Ceremony of AEON MALL Thanh Hoa, Mr. Tezuka Daisuke, Executive Officer, Chief Vietnam Business Officer of AEON Co., Ltd. and General Director of AEON Vietnam Co., Ltd., emphasized: *“Thanh Hoa is a region with great potential, where consumer demand among young families is expected to grow rapidly. Since opening for business on October 15, we have welcomed 200,000 customers in just the first three days, a very lively start. To live up to the expectations placed in AEON, the AEON Group will strive to contribute to the further development of Thanh Hoa Province and to the prosperity of people's lives.”*

Also at the Ceremony, Mr. To Anh Dung, Deputy Secretary of the Provincial Party Committee and Chairman of the Thanh Hoa Provincial People's Committee, said: *“I am confident that AEON MALL Thanh Hoa will be a doorway opening up many new opportunities for cooperation between Thanh Hoa and Japan, further nurturing the friendship between Vietnam and Japan.”*



Mr. To Anh Dung, Deputy Secretary of the Provincial Party Committee and Chairman of the Thanh Hoa Provincial People's Committee, speaking at the Ceremony

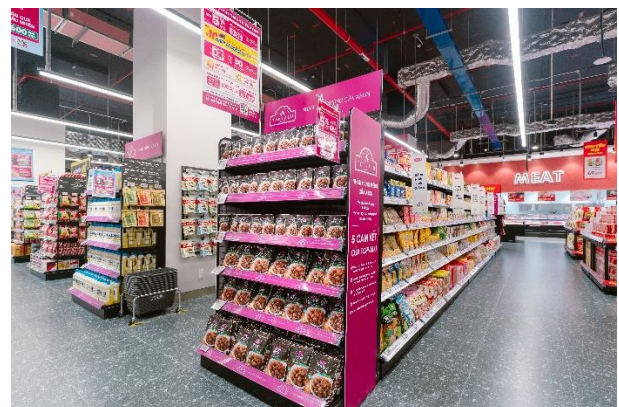
Mr. To Anh Dung also expressed his hope that the AEON Group would prioritize incorporating the province's agricultural products, seafood and OCOP products into the AEON system, while serving as a "bridge" to attract more Japanese investors to Thanh Hoa.

A Diverse Range of Products, Dining Options, and Services at AEON Thanh Hoa

AEON Thanh Hoa General Merchandise Store (GMS) is arranged across three floors, each dedicated to specific product categories and functions, catering to the diverse shopping needs of family members in one convenient destination.



On the first floor, the supermarket will focus on fresh food, offering a wide selection of products, including organic products and those 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. Fresh vegetables will be delivered daily from Da Lat and Moc Chau, renowned highland regions, alongside convenient options such as pre-cut vegetables. Furthermore, in the ham and sausage section, we will introduce “Nem Chua Thanh Hoa,” a well-known local specialty. AEON’s private brand “TOPVALU,” together with products imported directly from Japan, will further enrich the product lineup and offer more choices to local customers.



From purchasing ingredients for everyday family meals to enjoying a quick bite or taking a break during shopping, the first floor is designed to offer a seamless experience combining

shopping and dining. “AEON Bakery” will offer a comfortable eat-in space with approximately 30 seats, alongside a diverse product lineup ranging from croissants and savory breads to sweet tarts, cakes, and pizzas. In addition to the familiar cheese flavor, the enhanced pizza counter will introduce new varieties, including “Crab Stick & Cheese,” “Chicken Teriyaki,” and “Shrimp Sauce,” offering customers more options to enjoy.



Meanwhile, the Delica area will feature an eat-in area with approximately 290 seats, offering a diverse lineup of dishes, including sushi, Korean-style fried chicken, a salad bar, noodles, and hot pot. Furthermore, customers can also enjoy local favorites such as Banh Khoai, Banh Xeo, and Nem Lui. With a variety of dining options and a spacious eat-in area, customers can enjoy a quick meal during their shopping trip or relax and spend quality time with family and friends.



On the second floor, AEON Thanh Hoa brings together fashion, beauty, and lifestyle offerings with the presence of “MYCLOSET,” AEON Vietnam’s original young women’s fashion brand; “Glam Beautique,” a health and beauty specialty store chain; and “AEON Bicycle,” which offers bicycles and related accessories. The third floor further completes the family-oriented shopping experience with “Kids Republic,” catering to mothers and children, alongside a children’s playground, a baby room, and “HÓME CÓORDY,” which offers household products for everyday living.

AEON Thanh Hoa also offers customers a range of convenient services and technology-enabled solutions designed to save time and enhance the shopping experience. At the Delica self-service dining area, customers can pay for multiple food categories, including sushi, oden, fried foods, noodles, and beverages, in a single transaction. An AI-powered digital scale can recognize dishes at the buffet counter, while Self-Ordering Kiosks allows customers to order noodles and beverages and make cashless payments. These solutions aim to streamline the ordering and payment processes and reduce waiting times, making the overall shopping journey more convenient.

In addition to in-store shopping, “AEON EShop” continues to expand online shopping options for customers in Thanh Hoa and neighboring areas. Other convenient services, including gift wrapping, ice provision, and Smart Lockers equipped with facial recognition technology, are also available to accommodate customers’ diverse needs.

To celebrate its opening, AEON Thanh Hoa will launch a series of attractive promotional programs from October 15 to 25, 2026, offering customers additional benefits during their shopping experience. Highlights include a receipt redemption program with gifts, lucky

draws for members, as well as gifts and special offers available to customers at selected times. In addition, exclusive promotions for WAON members will further enhance the benefits available to customers during the grand opening period.

The official opening of AEON Thanh Hoa not only comprehensively meets the diverse needs of local residents for shopping, dining, fashion, and family care, but also contributes to the development of a modern retail landscape in the North Central region of Vietnam. Through this milestone, AEON Vietnam reaffirms its long-term commitment to not only delivering convenient and enhanced shopping experiences but also building lasting connections with local communities and becoming a familiar part of their everyday lives.

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