NEWS RELEASE

Planting Seeds of Growth
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AEON Vietnam Co., Ltd
Quang Ninh city, November 14, 2026

AEON VIETNAM OFFICIALLY OPENS AEON HA LONG THE FIRST GENERAL MERCHANDISE STORE (GMS) IN QUANG NINH CITY

On November 14, 2026, AEON VIETNAM CO., LTD. (hereinafter referred to as "AEON Vietnam") officially opens AEON Ha Long, which marking a new milestone in the company's expansion. As AEON's first General Merchandise Store (GMS) in Quang Ninh city and its 14th in Vietnam, AEON Ha Long is positioned to become a premier new destination for shopping, dining, and lifestyle experiences, catering to the diverse needs of local residents, domestic and international tourists.



AEON MALL Ha Long officially opens

AEON's expansion strategy in Vietnam

Located in Bai Chay Ward, Quang Ninh city, AEON MALL Ha Long has a total floor area of approximately 130,000 m² and brings together about 140 stores. AEON MALL Ha Long

aims to become a trusted destination where people can experience new values for everyday life and positively contribute to the local economy growth.

At the Grand Opening Ceremony of AEON MALL Ha Long, Mr. Tezuka Daisuke, Executive Officer, Chief Vietnam Business Officer of AEON Co., Ltd. and General Director of AEON Vietnam Co., Ltd., shared: *"I would like to express my congratulations on Quang Ninh's elevation to a centrally-governed city this September. At this wonderful time, I am truly delighted that we have been able to open AEON shopping mall in Quang Ninh city, which is achieving remarkable development backed by its rich tourism resources."*



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

Speaking at the ceremony, Mr. Le Van Anh, Vice Chairman of the Quang Ninh People's Committee, emphasized: *"The official opening of AEON MALL Ha Long marks a significant milestone that carries practical importance for the development of the city's trade and service sectors. I firmly believe that AEON MALL Ha Long will also become a trusted companion on Quang Ninh's next stage of development."*



Mr. Le Van Anh, Vice Chairman of the Quang Ninh People's Committee at the Grand Opening Ceremony of AEON MALL Ha Long on November 14, 2026.

Mr. Ishikawa Isamu, Deputy Ambassador and Minister of the Japanese Embassy in Vietnam, noted that AEON MALL Ha Long will enrich the daily lives of locals by introducing greater convenience, and a modern lifestyle, while simultaneously enhancing the city's urban appeal and generating new employment opportunities for the workforce.



Mr. Ishikawa Isamu, Deputy Ambassador and Minister of the Japanese Embassy in Vietnam expected that AEON MALL Ha Long will transform the lives of locals

Within the mall, AEON Ha Long General Merchandise Store (GMS) serves as an anchor tenant, spanning an area of approximately 8,200 m².

The opening of AEON Ha Long marks another step in AEON's network expansion in Vietnam. Beyond enhancing the presence in modern retail, AEON Ha Long brings the General Merchandise Store experience closer to residents in a high-growth market in Quang Ninh city.

Quang Ninh is not only one of Vietnam's premier tourist destinations - home to Ha Long Bay, a UNESCO World Natural Heritage site, but also boasts one of the country's key fishing grounds supplying seafood nationwide. The city also welcomes a massive influx of overland travelers from the northern region.



AEON brings Japanese-standard shopping, dining and services to Ha Long

Spanning two floors, AEON Ha Long offers a comprehensive selection of daily essentials, ready-to-eat, fashion, cosmetics, household goods, and customer amenities. The supermarket is designed to seamlessly integrate retail with dining and lifestyle experiences, catering to the diverse needs of both local families and visitors.

The 1st floor features a supermarket pursuing high standards of "Food Safety & Hygiene," "Freshness," and "Quality," alongside "Convenience" and "Premium Value." It offers fresh vegetables delivered daily from famous highland agricultural areas like Da Lat and Moc Chau, as well as convenient pre-cut products.





In addition to seafood caught directly in the local area, the store introduces pre-cut seafood sourced from both farmed and wild catches in the southern Mekong Delta, packaged under hygienic conditions. This creates a distinctive assortment different from traditional local markets. The meat section introduces high-quality beef along with recipe and cooking suggestions to create new demand, catering to local residents as well as HORECA (Hotel, Restaurant, Catering) demand driven by international tourists.

A dedicated Souvenir Section is located at the front of the supermarket, offering Vietnamese specialty coffee, chocolates, nuts, as well as caps and tote bags to meet the needs of domestic and foreign tourists. Through the joy of food and a high-quality shopping experience, the Store delivers the "joy of choice" to a wide range of customers.





AEON Ha Long focuses on culinary experiences through the Delica court which is featuring a wide variety of ready-to-eat dishes crafted to restaurant-quality standards. The "Local Taste of Ha Long" section makes its debut, serving local delicacies such as fried squid cakes (chả mực) and seafood noodles. Focusing on visual appeal, aroma, taste, and affordability, each food counter is designed around a "Live Kitchen" concept where customers can experience fresh preparation and interactive cooking. A clean, comfortable eat-in area with approximately 240 seats is available for local residents and tourists to use casually, serving as a new dining hub for daily meals and special occasions.





The AEON bakery serves fresh baguettes baked approximately 10 times a day, highly popular for their fresh-baked taste and reasonable price. Authentic croissants have also been added to the lineup to deliver rich, specialized flavors.





Glam Beautique is a specialty health and beauty store supporting wellness and beauty from both inside and out. Focusing on Ha Long's rich natural surroundings, natural and organic products have been expanded as a key category. Skincare, makeup, and dietary supplements are enhanced to propose a healthy and fulfilling lifestyle.

The 2nd floor is designed as an integrated shopping destination for the entire family, featuring fashion, maternity and baby essentials, toys, household appliances, and lifestyle goods. Rather than relying solely on traditional product categorization, merchandise is curated by lifestyle and practical usage, enabling customers to easily visualize how to select and combine items for their everyday living needs.

Besides the women's fashion brand MYCLOSET, AEON Ha Long introduces casual wear, urban fashion, and seasonal collections. Apparel is organized by fashion style around basic casual wear and arranged by lifestyle scenario.





In the family and kids section, Kids Republic offers maternity and baby goods, educational toys, and hobby products, creating an entertaining community spot for parents, children, and grandparents.





Centering on AEON's private brand HÓME CÓORDY, frequently replaced dining and home fashion items are displayed by living scene. Products include soft blankets ideal for

cold weather and non-stick frying pans, enhancing daily living with comfort and practicality.



Beyond its extensive product assortment, AEON Ha Long prioritizes enhancing customer amenities to ensure a convenient shopping experience. In the supermarket section, both semi-self-checkouts and full selfcheckouts have been introduced, allowing customers to scan items and make payments on their own to reduce checkout wait times. To cater to the needs of international visitors, customer service desks feature English- and Chinese-speaking staff, and store signage is available in the above three languages.





Other convenient services, including gift wrapping, ice provision, and Smart Lockers equipped with facial recognition technology, are also available to accommodate customers' diverse needs.

In addition to in-store shopping, "AEON EShop" continues to expand online shopping options for customers in Ha Long and neighboring areas. The platform offers a wide range of products, from fresh produce, seafood, meat, fruits, groceries, and seasonings to fast-moving consumer goode, beauty care, household items, electronics, stationery, toys, and baby essentials. Customers can place orders online and select their preferred fulfillment option, giving them the flexibility and control over their daily shopping.

At AEON, our vision is to provide a richer, enhanced lifestyle, one step ahead at accessible, affordable prices. AEON Ha Long strives to contribute to the further development of Quang Ninh City as a landmark for the community.

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