NEWS RELEASE

Planting Seeds of Growth
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AEON Vietnam Co., Ltd

Ho Chi Minh city

18 November, 2026

AEON VIETNAM RANKED NO. 1 IN THE BEST PLACES TO WORK IN RETAIL SECTOR FOR 04 CONSECUTIVE YEARS, BREAKING INTO THE TOP 8 BEST PLACES TO WORK IN VIETNAM

On the evening of November 18, 2026, according to the announcement by Anphabe, AEON Vietnam has officially risen to Top 8 in the Top 100 Vietnam Best Places to Work 2026 – Large Enterprises, moving up two places compared to 2025. At the same time, the company continues to strengthen its position as the first retailer to maintain its No. 1 ranking in the Retail/Wholesale/Trading sector for four consecutive years. These achievements are based on evaluations from more than 70,000 professionals and students nationwide, clearly reflecting the growing attractiveness of AEON Vietnam's employer brand in the labor market.

"Vietnam Best Places to Work" is an annual ranking of workplace environments conducted by Anphabe, with its evaluation model and methodology independently validated by Intage Vietnam. The ranking provides employees with reliable information to help them identify and make informed decisions about workplaces that best suit their career aspirations.

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At this year's awards ceremony, in addition to moving up two places to secure a position in the Top 8 of the Top 100 Vietnam Best Places to Work 2026 – Large Enterprises across all industries and maintaining its No. 1 position in the Retail/Wholesale/Trading sector for the fourth consecutive year, AEON Vietnam was also named among the Top 50 Best Employer of Choice for Vietnamese Students 2026. Employer brand attractiveness indicators show that the proportion of professionals in the retail sector who consider applying to AEON Vietnam and view it as an ideal workplace is more than four times higher than the industry average. Professionals highly appreciate the company for offering opportunities to work and learn, supported by clear and transparent career development pathways. Meanwhile, students recognize AEON Vietnam as a multinational company with strong learning support policies.



AEON Vietnam also ranked among the Top 50 Best Employer of Choice for Vietnamese Students 2026

Ms. Tran Thi Tuyet Trinh, Human Resources Manager at AEON Vietnam, shared: "This award recognizes the dedication and contributions of approximately 10,000 AEON people nationwide. I would like to express my sincere appreciation to the entire team for making this meaningful achievement possible. For AEON Vietnam, this is not a final destination, but a testament to our unwavering commitment to long-term investment in people development and building a sustainable and fulfilling workplace."

Aligning human resources strategy with business growth: The foundation of a strong employer brand

Vietnam's retail market is undergoing significant transformation towards greater modernization, professionalism, and digitalization, while expanding distribution networks across various localities, including areas beyond major urban centers and rural regions. According to the Vietnam Retail Market Development Strategy to 2030, with a vision to 2050, improving workforce quality, management capabilities, and digital skills are among

the key requirements for the distribution and retail sectors. Alongside the growth of retail, logistics and supply chain management are playing increasingly important roles as key links connecting sourcing, the circulation, and distribution of goods. The Vietnam Logistics Services Development Strategy for the 2025–2035 period, with a vision to 2050, also sets out objectives to develop a modern logistics sector through technology adoption and improvements in workforce quality. These transformations continue to create broader career opportunities across retail, logistics, and supply chain management.

Amid these developments, workforce development is no longer simply about meeting the growing operational demands of business expansion. It also requires companies to place greater emphasis on training, strengthening professional capabilities, and developing a pipeline of future managers who are well-equipped to meet the evolving demands of the industry.

AEON Group identifies Vietnam as one of its top priority markets, with approximately 60% of the Group's total investment budget in Southeast Asia prioritized for the Vietnamese market. This accelerated business expansion strategy not only reaffirms AEON's long-term commitment to Vietnam but also drives the growing demand for talent across diverse business areas and geographical locations. The continued expansion of AEON's business network creates tangible career opportunities for people to join the company, gain hands-on experience, and take on positions with greater responsibilities. In particular, AEON's increasingly extensive presence across provinces and cities nationwide provides favourable conditions for local talent to build and pursue sustainable careers in their own communities, without having to relocate to major cities.



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Alongside the expansion of its retail network, AEON Vietnam places strong emphasis on investing in logistics and supply chain development as a foundation for business growth. To date, AEON Vietnam operated distribution centers in both Northern and Southern Vietnam. As its business network continues to expand, the need for greater centralization and modernization of the supply chain will become increasingly important. This development creates a wide range of career opportunities in the supply chain sector, particularly for young professionals pursuing careers in logistics. It also provides opportunities to gain exposure to AEON Group's supply chain management expertise and further develop their professional capabilities in line with AEON's long-term growth in Vietnam.

At AEON Vietnam, the human resources development strategy is consistently aligned with the company's overall business growth strategy. Accordingly, the company remains committed to its "Sustainable Workplace" positioning, with a focus on promoting

"Sustainable Career Development" and fostering a "Sustainable Work Culture" for all employees.

Sustainable career development: clear career pathways, continuous training and development

According to the Vietnam Best Places to Work 2026 survey, professionals highly appreciate AEON Vietnam for offering opportunities to work and learn within a multinational corporation, alongside "clear and transparent career development pathways." These are among the key values that AEON Vietnam continues to prioritize through the development of a structured and comprehensive human resources development system.

At AEON Vietnam, people development goes beyond skills training. It is about building a solid foundation that enables every employee to pursue a sustainable career through the Three-Pillar Development Model and training policies designed to foster a strong learning culture. The Three-Pillar Model comprises:

- **Human Resource Business Partners (HRBP):** Strategic partners for each business unit, responsible for developing human resources strategies and succession plans tailored to the specific characteristics and needs of each business area.

- **Skill Development Department:** A team of hands-on trainers comprising center directors and internal experts with practical industry experience, who directly apply their expertise in their respective fields while delivering professional training.

- **AEON Academy:** The centralized hub that consolidates AEON's overall training and development strategy. Working closely with the HRBP team, AEON Academy ensures that every employee has a clear development pathway and receives continuous training opportunities, both domestically and internationally, particularly through AEON Group's Asia Leadership Development Program.

Built on the strong foundation of AEON Group in Japan, these three pillars enable AEON Vietnam to leverage international best practices while remaining flexible in adapting to the local market.



AEON structures its training system according to different career levels, ranging from key retail training programs such as the Retail Trainee and MD Training programs to internationally certified training programs from the United States and Europe

Regarding its training policies, AEON Vietnam considers “training to be the greatest and most sustainable benefit” it can offer to all employees. Its training system is structured according to different career levels, ranging from key retail training programs such as the Retail Trainee and MD Training programs to internationally certified training programs from the United States and Europe. In addition, AEON Vietnam provides financial support covering 50% of tuition fees for external training courses, including MBA programs, Japanese and English language courses, as well as professional and management skills development programs. With this foundation, employees at every level have access to clear training pathways, enabling them to continuously develop their capabilities and build sustainable careers at AEON Vietnam.

Sustainable work culture: fostering trust, empowerment and open communication

Alongside opportunities for professional development, the 2026 survey found that professionals highly appreciate AEON Vietnam’s professionalism, while students are particularly impressed by its “work environment built on trust, transparent and clear communication.”

A key foundation of AEON Vietnam's sustainable work culture is its coaching culture. Coaching is an important management skill at AEON, enabling leaders to unlock employees' potential and support their development. This approach also helps foster a culture of empowerment, in which individuals are encouraged to take ownership of their work through coaching and guidance from leaders. In particular, a coaching culture resonates strongly with younger generations, who value opportunities to be empowered, unlock their potential and make the most of their capabilities.



Through the Best Practice competition and other internal initiatives, AEON encourages employees to proactively drive innovation and share practical insights and experiences gained from their day-to-day work

In addition, AEON Vietnam places strong emphasis on diversity, equality and inclusion. Every month, employees receive updates and clarifications on new policies and strategies directly from the Board of Management, ensuring transparency and enabling everyone to feel respected and engaged in the company's development journey. The company also regularly conducts internal surveys to ensure that every employee has the opportunity to be heard and share their individual perspectives.

Recognition from both professionals and students demonstrates that AEON Vietnam's appeal lies not only in the company's scale and reputation, but also in the values it upholds in its approach to people development. With a long-term commitment to investing in training, capability development and a professional, transparent working environment, AEON Vietnam continues to strive to create a workplace where every employee can leverage their strengths, take an active role in their career development and contribute to the company's overall growth.

Being ranked No. 1 in the Retail/Wholesale/Trading sector for four consecutive years and rising to the Top 8 of the Top 100 Vietnam Best Places to Work 2026 is a well-deserved recognition of these efforts. These achievements also serve as further motivation for AEON Vietnam to continue delivering on its commitment to "NOURISH TO FLOURISH" for every talent.

AEON Vietnam continues to seek candidates for full-time and part-time positions at its stores nationwide. For more information about available career opportunities, please visit AEON Vietnam's official website and recruitment channels.

For more information, please contact:

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