



# AEONMALL VIETNAM

## Company Profile



### AEONMALL VIETNAM CO., LTD.

#### HEAD OFFICE:

3<sup>rd</sup> floor, East Office, AEON MALL Long Bien, No. 27 Co Linh Road, Long Bien Ward, Long Bien District, Hanoi City

**Tel:** (84-24) 3944 9815

**Fax:** (84-24) 3944 9816

#### HO CHI MINH BRANCH OFFICE:

15<sup>th</sup> floor, Lim Tower 3 Building, 29A Nguyen Dinh Chieu, Da Kao Ward, District 1, Ho Chi Minh City

**Tel:** (84-28) 3829 5370

**Fax:** (84-28) 3829 5377

[www.aeonmall-vietnam.com](http://www.aeonmall-vietnam.com)



AEONMALL VIETNAM CO., LTD.



## AEON MALL- Life Design Developer

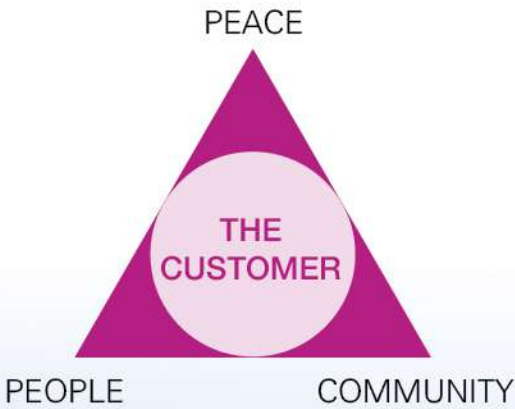
AEON MALL is the largest shopping mall developer in Japan and aims to become No.1 in all of Asia. Our philosophy of putting the customer first has guided our continuing efforts to create malls that enhance the quality of life, stimulate local economic activity and contribute to community life and culture. AEON MALL cooperates in the building of communities that are exciting, fun to live in and vibrant. We will use our skills to bring new value and attractiveness to communities, society and customers.

Advancing the multi-mall strategy in overseas markets, AEON MALL continuously builds our successes and looks to further accelerate new mall launches in ASEAN. AEONMALL Vietnam Co., Ltd. was established in January 2013 in response to the needs of one of the fastest-growing economies in the world - Vietnam. In 2018, AEON MALL has decided Vietnam to become the most significant investment market in ASEAN with the target to open and operate many more shopping malls in Vietnam.

## Basic Principles

As a core member of AEON Group, AEON MALL follows its basic principles “Customer First” philosophy with its ever-lasting innovative spirit.

Pursuing peace, respecting humanity, and contributing to local communities, always with the customer’s point of view as its core.



## Management Philosophy

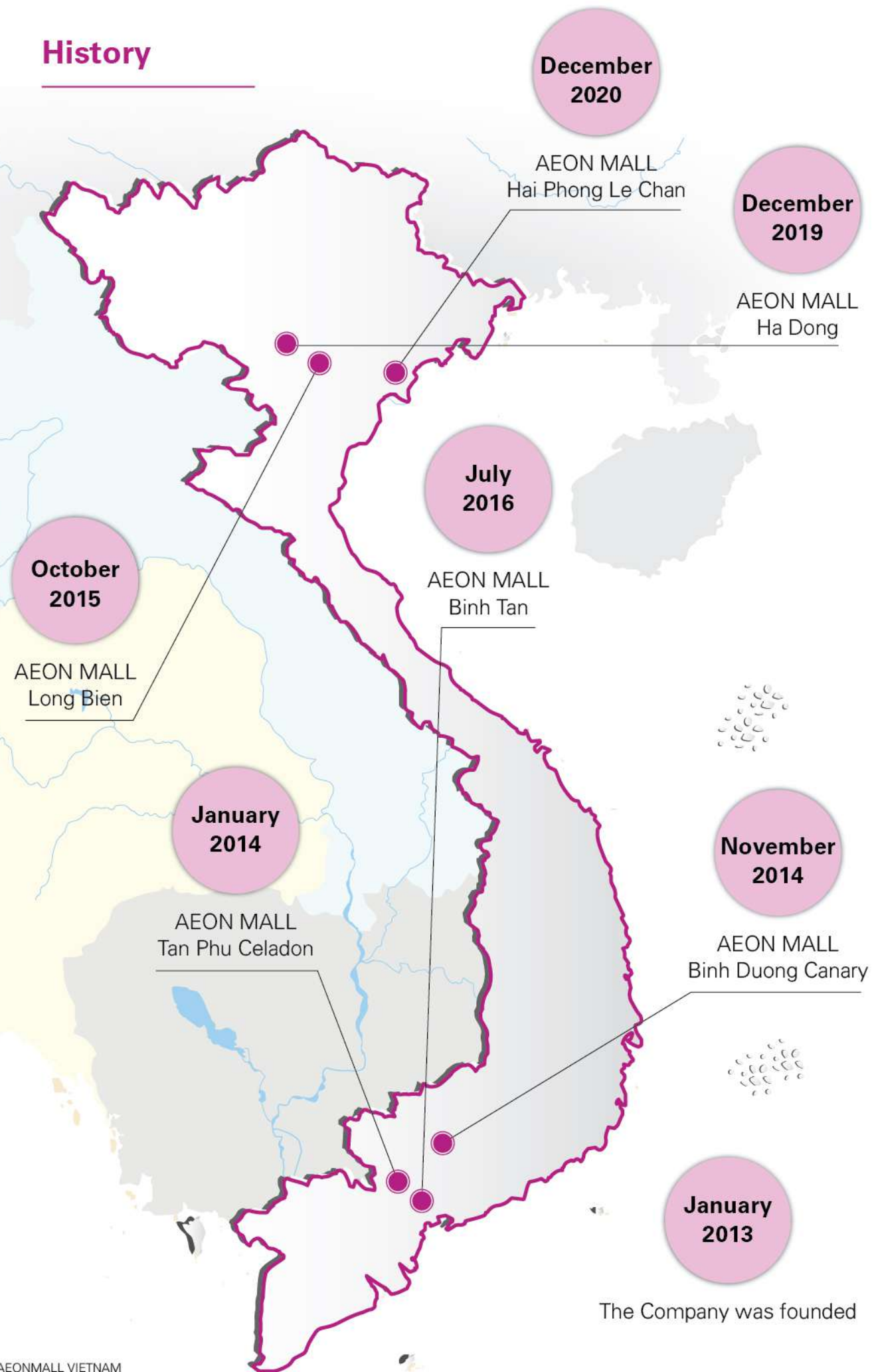
AEON MALL is a Life Design Developer\*, creating the future of community living

\*Life Design extends beyond the framework of the shopping mall. Life Design addresses functions associated with different customer life stages, including not only shopping, but also interaction with other people, cultural development, and other features contributing to future lifestyles.





## History



## Message from General Director

AEON MALL is a core enterprise of AEON responsible for commercial real estate development and operation business. We have a variety of expertise in the field of shopping malls. In keeping with our management vision of "Becoming a company that will touch the hearts of 5 billion visitors throughout Asia", we have been working hard to meet customer's high expectations by creating new values, promoting diversity and continuing innovation.

In Vietnam, after years of experience, AEONMALL Vietnam has positively launched new malls in addition to existing malls management and renovation to keep up with the vision and grow together with community.

Nowadays, customer needs become increasingly sophisticated. Our mission is not just providing good shopping environment, excellent services and exciting experiences but we will improve and renovate continuously to bring our customers new sustainable values with strong community bonds.

### Nakagawa Tetsuyuki

General Director





# Shopping Mall Development

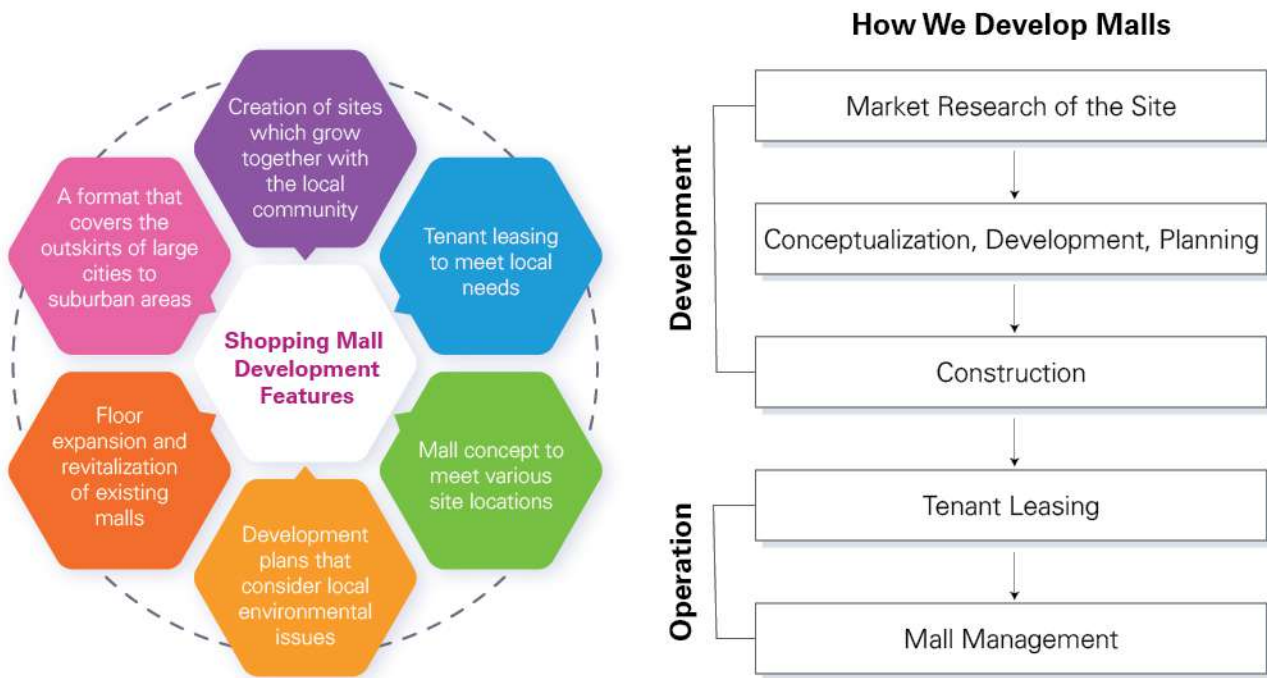
We will unite with the community to create a commercial facility that will be loved.

We develop towns loved by people and create a lifestyle for residents living in Local Community.

In order to create such a mall, we must collaborate and cooperate with the local government and residents living in the area.

In the development process, we take time to build a strong relationship with our clients from the initial stages, listen to their requests with detailed explanations and share our mission and mall concept with them.

We have developed many malls that have been positioned as core projects for new industrial and urban development in cooperation with the local community.

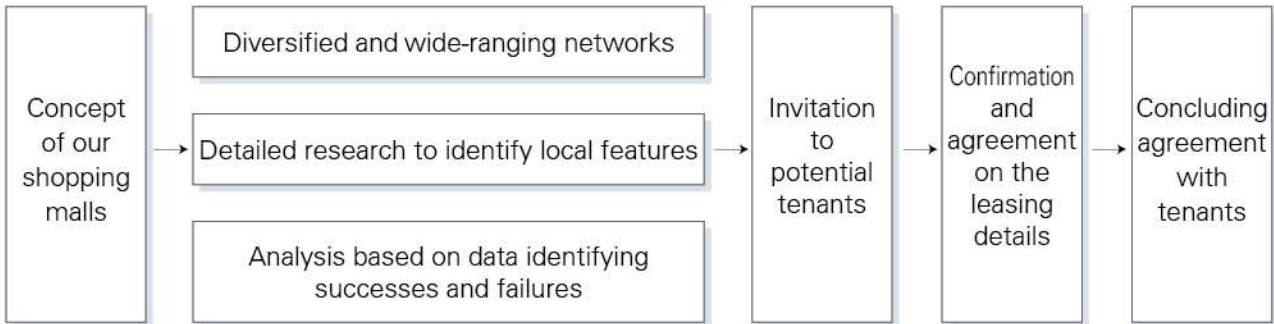


# Tenant Leasing

We will meet the diverse needs from customers with invitation to tenants that are highly attractive.

To enhance the value of a shopping mall, it is essential to respond to diversifying lifestyles and ever-changing needs, and have a variety of products, services, and information.

We are pursuing the creation of attractive and comfortable shopping malls where customers are entertained just by walking around and where they would want to make frequent return trips. Delivering the greatest satisfaction to each customer is our goal.





# Shopping Mall Operation / Management

*To be a shopping mall chosen by both customers and tenants*



After the opening of a shopping mall, we continue the detailed management and operation every day to provide customers with a safe and comfortable environment. We also plan and promote various programs to attract customers and activities to promote sales with our know-how as a specialized commercial developer and conduct original market surveys to improve our ability to pull in more customers.

AEONMALL Vietnam provides tenants with multifaceted support such as training to improve customer service skills, collection and analysis of sales information, and advice for creating sales floors. We offer an employee-friendly work environment by setting up a convenience store and comfortable resting areas for employees.

# Property Management

*Revitalize and improve commercial facilities utilizing our vast experience and knowledge*

AEONMALL Vietnam plans to manage properties in which land and buildings are not owned by us. We are engaged in the development of commercial facilities combining three pillars: town, commerce and people’s lives as well as tenant management using our wide networks and experiences. We can also offer marketing strategies that meet the market trends, consulting services with proper guidance and appropriate advice; cost management, detailed reporting work and renovation to respond the needs of customers.

Our goal is to maximize the value of the commercial facility under given conditions, and we will deploy these services in the near future.



# As a specialist shopping mall developer, we create lifestyles for the individuals living in the communities we serve.

We have been creating an entertaining and convenient multifunctional complex shopping mall with not only retail facilities and eating and drinking establishments, but also a cinema complex and amusement facilities. We aim to create shopping malls where all generations can enjoy a satisfying time to satisfy their needs, and have an amazing and exciting experience whenever they visit.







We make malls that respond to the needs of customers

- Two or more anchor tenants joined by speciality stores/ large and user-friendly parking lots
- Well balanced tenant mix and zoning



We support to our tenant-retailers

- Providing pertinent advice as a developer well versed in retailing
- Personnel training via seminars and role-playing contest

## AEON MALL creates a space where every visitor can feel comfortable and peace of mind

A basic principle behind AEON's shopping malls is that all customers, regardless of age or gender, can enjoy a convenient and comfortable shopping experience. We continually strive to create comfort and ensure that all customers are satisfied and have an enjoyable time.



Multi-purpose restrooms convenient even for elderly people, people in wheelchairs and restrooms for children are set up. The whole family can enjoy wonderful time without any worries.



We prepare a special space at the parking lot so that there will be a pick-up and drop-off area to attend to the needs of customers with disabilities or other difficulties (pregnant women, elderly people...).



We build malls that are safe and secure

- Execution of regular disaster prevention drills with all staffs
- Work closely with local communities to promote use of AEON MALLs as emergency shelters in case of disasters



We conduct mall renovation on a regular basis

- Responding to new and changing customer needs via large-scale mall renewals that include floor space expansion and brand changing



Sign that can be seen and understood from a distance have been adopted through repeated verification of colors and sizes.



In all female toilets, luxurious and elegant powder rooms are available with dressing tables and large mirrors.



# In major cities in Vietnam, AEON MALLs have become popular destinations. We present our customers with new lifestyles

By developing most-advanced malls in cities seeing enormous growth, we create a special out-of-the-ordinary space which also functions as a hub to share various information in the community. We are proactively pushing towards to develop and operate more shopping malls supported greatly by customers of each region in Vietnam.



# AEONMALL Vietnam continuously practices the initiatives for sustainable development to contribute to Society and Environment

We, at AEON MALL, are proactively involved in efforts to find solutions to the various problems that the society and environment are facing



Solar energy system



Promotion of the usage of electric vehicles



Waste classification bins



Promotion of the biodiversity



"AEON Hometown Forests" tree-planting activities



Blood donation activities



"Asia Youth Leaders" program



AEON scholarship granting ceremony



# AEON MALL Data



**AEON MALL Tan Phu Celadon**  
**Address:** 30 Bo Bao Tan Thang, Son Ky Ward, Tan Phu District, Ho Chi Minh City  
**Opening Day:** 11 January 2014  
**Land Area:** approx. 70,000m<sup>2</sup>  
**Floor Area:** approx. 116,000m<sup>2</sup>  
**Gross Leasable Area:** approx. 84,000m<sup>2</sup>  
**Parking Capacity:** Motorcycles 10,000/ Cars 2,000



**AEON MALL Binh Duong Canary**  
**Address:** No. 01, Binh Duong Boulevard, Binh Giao Quarter, Thuan Giao Ward, Thuan An Town, Binh Duong Province  
**Opening Day:** 01 November 2014  
**Land Area:** approx. 62,000m<sup>2</sup>  
**Floor Area:** approx. 70,000m<sup>2</sup>  
**Gross Leasable Area:** approx. 46,000m<sup>2</sup>  
**Parking Capacity:** Motorcycles 6,000/ Cars 1,000



**AEON MALL Long Bien**  
**Address:** 27 Co Linh Road, Long Bien Ward, Long Bien District, Hanoi City  
**Opening Day:** 28 October 2015  
**Land Area:** approx. 96,000m<sup>2</sup>  
**Floor Area:** approx. 120,000m<sup>2</sup>  
**Gross Leasable Area:** approx. 72,000m<sup>2</sup>  
**Parking Capacity:** Motorcycles 10,000/ Cars 1,000



**AEON MALL Binh Tan**  
**Address:** No.01, Street 17A, Quarter 11, Binh Tri Dong B Ward, Binh Tan District, Ho Chi Minh City  
**Opening Day:** 01 July 2016  
**Land Area:** approx. 46,800m<sup>2</sup>  
**Floor Area:** approx. 114,000m<sup>2</sup>  
**Gross Leasable Area:** approx. 60,000m<sup>2</sup>  
**Parking Capacity:** Motorcycles 4,000/ Cars 1,500



**AEON MALL Ha Dong**  
**Address:** Hoang Van Thu residential cluster, Duong Noi Ward, Ha Dong District, Hanoi City  
**Opening Day:** 05 December 2019  
**Land Area:** approx. 98,000m<sup>2</sup>  
**Floor Area:** approx. 150,000m<sup>2</sup>  
**Gross Leasable Area:** approx. 74,000m<sup>2</sup>  
**Parking Capacity:** Motorcycles 9,000/ Cars 2,100



**AEON MALL Hai Phong Le Chan**  
**Address:** No. 10, Vo Nguyen Giap Street, Kenh Duong Ward, Le Chan District, Hai Phong City  
**Opening Day:** 2020  
**Land Area:** approx. 93,000m<sup>2</sup>  
**Floor Area:** approx. 158,000m<sup>2</sup>  
**Gross Leasable Area:** approx. 70,000m<sup>2</sup>  
**Parking Capacity:** Motorcycles 7,000/ Cars 1,700

# AEON MALL as a core member of AEON

AEON is a well-balanced, growing pure holding company consisting of twelve businesses and shared function companies, making it the largest retail group in Japan.

AEON MALL is considered AEON Group’s core business and carries the shopping mall development business.

