

September 21st, 2024

To all media

AEONMALL VIETNAM Co., Ltd.

AEON VIETNAM Co., Ltd.

**AEON Group's 7th shopping mall in Vietnam & the first in Central Vietnam
AEON MALL Hue
Grand Opening at 09:00 on 21st September 2024**

AEONMALL Vietnam Co., Ltd. will grand open the 7th shopping mall in the Socialist Republic of Vietnam and the first AEON MALL in the central economic zone, "AEON MALL Hue" (hereinafter referred to as "shopping mall", "the mall") on September 21st, 2024.

Thua Thien Hue Province, where the mall is located, has a population of 1.13 million, while its administrative center, Hue City, is the home to 650,000 people. Hue City is a historic ancient capital, renowned for its rich history and cultural heritage, including "The Complex of Hue Monuments", the first site in Vietnam to be registered as a World Heritage Site, as well as variety of beautiful temples and museums. The city is also recognized as a cultural and educational city with numerous educational institutions nurturing talents. In 2021, the city expanded its boundaries, and it is speeding up the progress of planning scheme to establish centrally-governed city, expecting strong economic development in the future.

The mall is situated in a large-scale development area in the east of Hue City which is adjacent to a new urban area with densely populated residential areas, where new family and middle-income households reside. According to the development plan, this area is increasing the number of administrative facilities, office buildings, residential complexes and other infrastructure, including new administrative headquarter of the Thua Thien Hue Provincial Authorities. This development is expected to drive a significant population growth in the area.

AEON MALL HUE KEY FEATURES

1. The largest shopping mall in Hue City

- Approximately 140 stores including international and domestic brands will be available in the total rental area of approximately 51,000 m². In which, about 70% of total stores are brands first coming to Hue City.
- A variety of specialty stores, including General Merchandise Store & Supermarket AEON Hue, as well as fashion, interior, home appliances, and amusement, will all gather for the first time to introduce a new shopping standard and a new lifestyle for consumers.
- The mall has the largest parking area in the region, with capacity of about 1,200 cars, and about 8,000 motorbikes, will provide a safe and comfortable parking space.

2. A green and sustainable shopping mall

AEON MALL Hue provides diverse open spaces for interaction, such as a Sunken garden rich with greenery, a terrace street spanning through the 3rd and 4th floors, and an open restaurant zone. Furthermore, we plant over 10,000 trees within the premises and create numerous common areas in the building where visitors can immerse themselves in nature.

3. A smart shopping mall balances between comfort and modern facilities

- The mall features digital signage system for searching information easily, 3D projection mapping, electronic lockers. We also offer a variety of convenient services like free parking, free Wi-Fi, phone charging stations, electric vehicle charging stations, baby rooms, strollers, wheelchairs, and resting areas, providing a comfortable and convenient shopping environment.
- Notably, we are introducing a new amenity in AEON MALL - a co-working space. This area will be a convenient and comfortable space where students and professionals can focus on their work at any time.

4. Incorporating abundant greenery for a better future

We will achieve both LOTUS NC V3 (environmental building certification) and EDGE (green building certification) simultaneously, making us the first shopping mall in Vietnam to receive these prestigious certifications.

MALL CONCEPT

「Home of Culture」
~Blending Cultures, Embracing Homes~

Under the concept of "Home of Culture", we offer a harmonious fusion of Japanese and Hue cultural values and a sense of home to all our guests.

AEON MALL Hue, newly established in the ancient city of Hue, aspires not only to offer various new values, culture and experience to all who visit, but also to become a place where everyone feels familiar and comfortable, just like your home.

Concept image (tentative)



Opening key visual (tentative)



AEON MALL Hue Facility Overview	
Name:	AEON MALL Hue
Address:	No. 8, Vo Nguyen Giap street, An Dong Ward, Hue City, Thua Thien Hue province, Vietnam
Telephone:	(+84) 2343-886-888
Website:	https://hue.aeonmall-vietnam.com/
Management:	AEON MALL Hue General Manager: Mr. Imai Takeshi General Merchandise Store & Supermarket AEON Hue Store Manager: Ms. Truong Khanh Xuan
Opening day:	Monday, 16 th September 2024
Grand Opening ceremony:	Saturday, 21 st September 2024
Number of stores:	Approx. 140 stores
Site area:	Approx. 86,000m ²
Floor area:	Approx. 138,000m ²
Gross leasable area:	Approx. 51,000m ²
Parking area: (outdoor & basement)	<ul style="list-style-type: none"> • Cars: Approx. 1,200 • Motorbikes: Approx. 8,000
Building structure:	RC building, 04 floors, 01 basement
Management company:	AEON MALL Vietnam Co., Ltd.
Operating hours:	<ul style="list-style-type: none"> • Weekdays: 10:00 AM - 10:00 PM • Weekends: 9:00 AM - 10:00 PM
Holiday:	Open 365 days per year
Number of employees:	Approx. 2,000 people (including approx. 500 employees of General Merchandise Store & Supermarket AEON Hue)
Neighborhood area:	<ul style="list-style-type: none"> • 30 minutes by car, • Serving approx. 650,000 people

AEON MALL IN ASEAN

■ Vietnam

	MALL NAME	Opening date	Site area (m ²)	Floor area (m ²)	GLA (m ²)	Parking area (approx. space)
1	AEON MALL Tan Phu Celadon	01/2014	70,000	116,000	84,000	10,000 bikes 2,000 cars
2	AEON MALL Binh Duong	11/2014	62,000	70,000	49,000	6,000 bikes 1,000 cars
3	AEON MALL Long Bien	10/2015	96,000	120,000	74,000	10,000 bikes 1,000 cars
4	AEON MALL Binh Tan	07/2016	46,000	114,000	60,000	4,000 bikes 1,500 cars
5	AEON MALL Ha Dong	12/2019	98,000	150,000	74,000	9,000 bikes 2,100 cars
6	AEON MALL Hai Phong Le Chan	12/2020	93,000	158,000	70,000	7,000 bikes 1,700 cars
7	AEON MALL Hue	09/2024	86,000	138,000	51,000	8,000 bikes 1,200 cars

■ Cambodia

1	AEON MALL Phnom Penh	06/2014	69,000	162,000	81,000	1,600 bikes 2,370 cars
2	AEON MALL Sen Sok City	05/2018	100,000	180,000	85,000	3,000 bikes 2,300 cars
3	AEON MALL Mean Chey	12/2022	174,000	180,000	98,000	4,000 cars
4	Sihanoukville FTZ Logistics Center	07/2023	30,000	-	Building area: 19,400	-

■ Indonesia

1	AEON MALL BSD City	05/2015	100,000	177,000	77,000	3,050 cars
2	AEON MALL Jakarta Garden City	09/2017	85,000	165,000	63,000	3,000 cars
3	AEON MALL Sentul City	10/2020	78,000	190,000	70,000	3,000 cars
4	AEON MALL Tanjung Barat	11/2021	55,000	97,000	40,000	1,500 cars
5	AEON MALL Deltamas	03/2024	200,000	153,000	85,000	3,500 cars

AEON MALL ACROSS VIETNAM

3rd Mall: AEON MALL Long Bien



6th Mall: AEON MALL Hai Phong Le Chan



5th Mall: AEON MALL Ha Dong



7th Mall: AEON MALL Hue



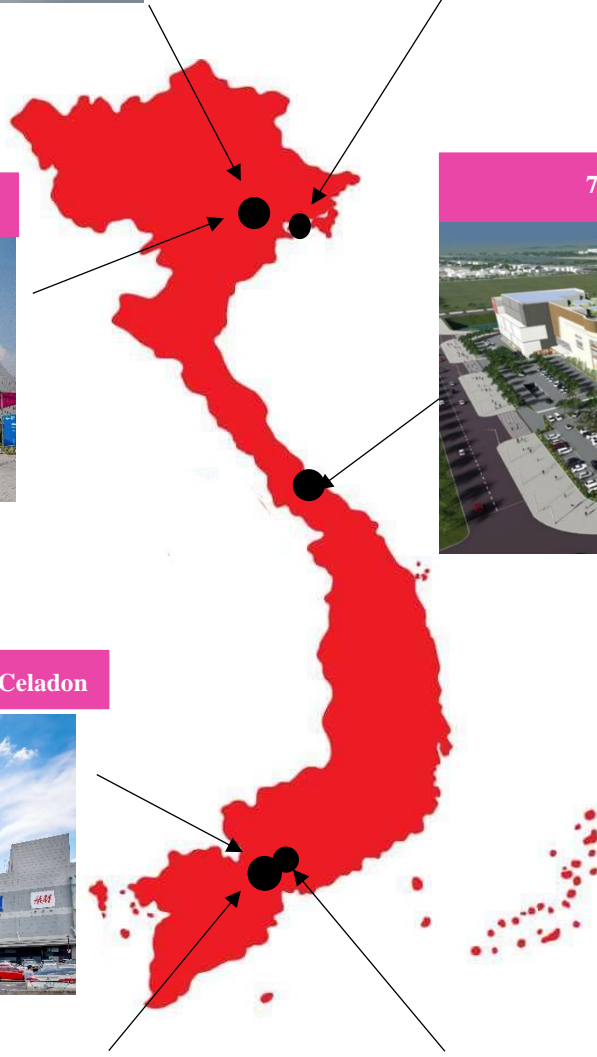
1st Mall: AEON MALL Tan Phu Celadon



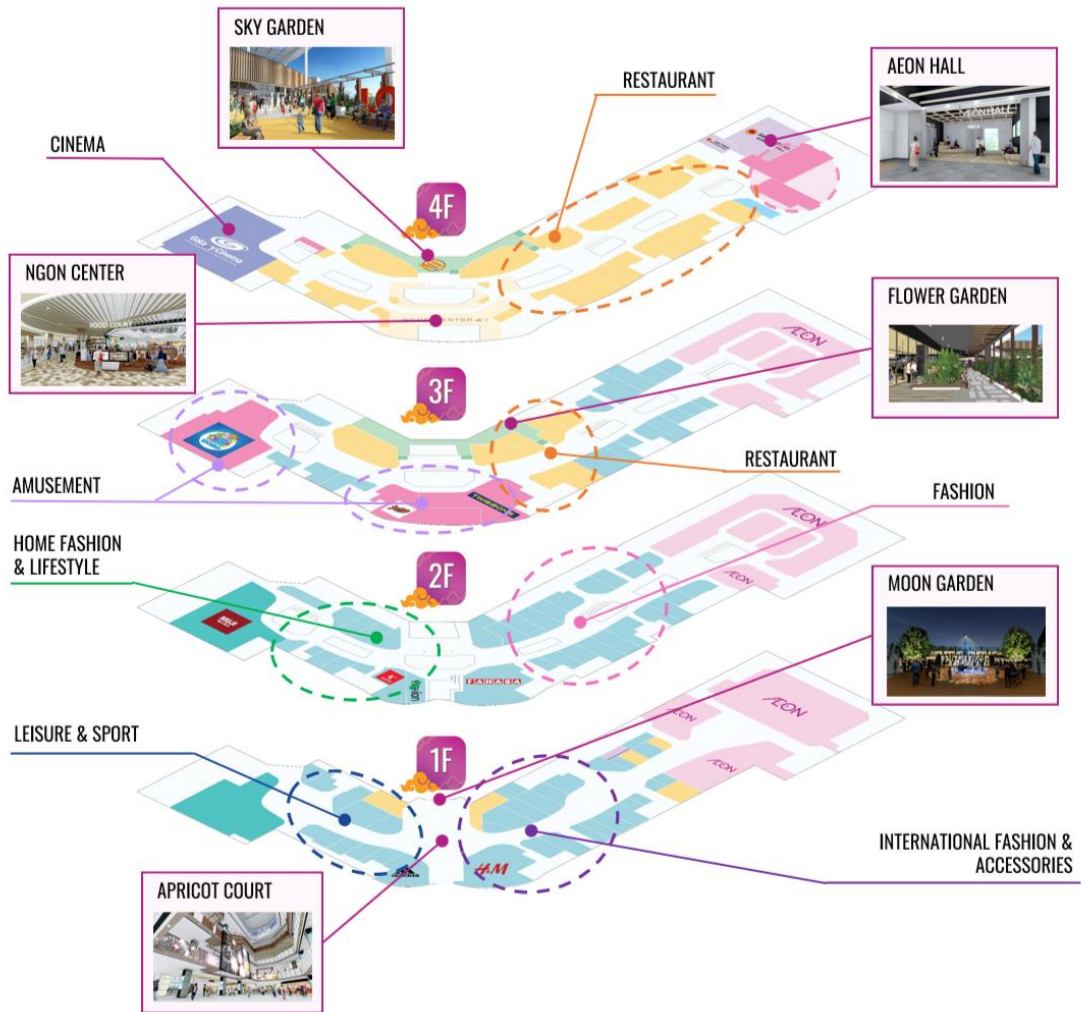
4th Mall: AEON MALL Binh Tan



2nd Mall: AEON MALL Binh Duong Canary



THE OVERVIEW MAP OF 4 FLOORS WITH THE KEY FEATURES IMAGES



Special features of AEON MALL Hue

AEON MALL Hue offers a vibrant space where people and culture come together, seamlessly blends everyday life with special occasions.

Moon Garden: A new oasis for Hue City

A lush Sunken garden will be created on the south side of the facility, extending from the basement to the first floor. This design uses the height difference to shield the area from outside views, creating a comfortable space that gives a sense of the extraordinary.

From 6:00 p.m. onwards, projection mapping will display the images of natural floral seasons. Additionally, LED lighting at the building's entrance will simulate a canal, providing local residents with enchanting light displays.



Flower Garden and Sky Garden: A relaxing community space

Terrace Street will span the 3rd (Flower Garden) and 4th floors (Sky Garden), overlooking the Moon Garden. It will feature abundant greenery, benches, and a fountain plaza for children to play. This area will serve as a relaxing spot for local residents, with restaurants offering scenic views of these gardens.



A culinary space inspired by Hue's nature and traditions

The restaurant zone on the 3rd and 4th floors will boast an open space filled with greenery, reflecting Hue's natural beauty. NGON Center - a central food court on the 4th floor - will provide panoramic city views. Customers can enjoy a bright, open dining and terrace area, adorned with traditional Hue Dynasty decorations and bathed in natural light from high sidelights.



Introduction of specialty stores

1. A hub of trendy fashion, goods, & sports brands

A diverse array of renowned domestic and international brands converges here, offering everything from casual and sportswear to high-end fashion. Enjoy a space where you can fully express yourself with fashion.

[Fashion & Accessories]

- On the 1st and 2nd floors, well-known international fashion brands from both domestic and overseas are gathered. On the 1st floor, the sub-anchor store **H&M***, a fast-fashion brand from Sweden, offers the latest fashion trends at affordable prices. Additionally, apparel brands such as **NEM** (operated by Stripe International in Vietnam), **IVY MODA**, **MLB**, and **BEVERLY HILLS POLO CLUB** will be available, catering to trend-sensitive modern customers.
- **CHARLES & KEITH**, known for its elegant bags, wallets, accessories, and shoes, and jewelry brand **ESTELLE** will open their first stores in Hue. Also, popular brands like **MINISO**, offering character goods, cosmetics, and accessories, will make their debut in Hue.

*Open in mid-October

[Home Fashion & Lifestyle]

- The Japanese lifestyle brand **MUJI** will open its first store in Hue on the 2nd floor, offering a wide range of simple and functional products including furniture, home appliances, stationery, clothing, food, cosmetics, and daily necessities. Additionally, **MR.DIY**, a Malaysian discount store with a diverse range of affordable products, **LOCKnLOCK** (kitchen goods), Vietnamese brands **ELMICH** and **TIROSS** (home appliances), and Malaysian home linen specialist **HOME's HARMONY** will open, enriching the lifestyle of local customers.
- On the 2nd floor, **FAHASA Bookstore** will offer a modern design and spacious, relaxing environment where you can browse and choose your favorite books.



MUJI

[Sports]

- On the 1st floor, the global sports brand **ADIDAS** will open, offering a wide range of products including sportswear, shoes, and accessories. **SKECHERS**, an American footwear and lifestyle brand, will make its debut in Hue. Additionally, other international sportswear brands such as **LI-NING**, **MAXXSPORTS**, and **DELTA SPORTS** will also open their first stores in Hue.



ADIDAS



SKECHERS

2. Food & Beverage - 27 new brands make their debut in Hue city, offering new culinary experiences

More than 30 restaurants offer a wide variety of cuisines, cafes and fast food.

[Vietnamese Cuisine]

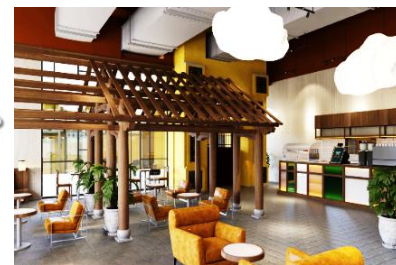
- In the 4th floor Food court - NGON Center - popular Vietnamese restaurants such as **DONALD TRUNG**, **BẾP NGON TRUNG BỘ**, **CHÈ SÀU CỔ ĐÔ NAN 1987**, **AN LẠC TÂM**, and **LẤU BÈ XAY** will offer a diverse range of Vietnamese dishes.

[Global Gourmet]

- A variety of cuisines will be available, ranging from Asian dishes (including Korean and Japanese) to Western foods. New brands debuting in Hue include **KITCHEN SEOUL**, **MARUKAME UDON**, **DOMINO'S PIZZA**, and **TEXAS CHICKEN**, will provide exciting and new dining experiences for the local community.

[Food & Cafés]

- Adjacent to the AEON Hue supermarket on the 1st floor, a food zone will offer items such as dried fruits, herbs, and snacks. **L'ANGFARM**, expanding its reach across Vietnam, and **BREADTALK**, a bakery, will open their first store in Hue.
- Additionally, **ANH KAFE**, popular for its wide range of drinks, will be joined by new-to-Hue cafes **PHUC LONG COFFEE & TEA HOUSE** and **HIGHLANDS COFFEE**, provides relaxing spots for families and friends to enjoy.



ANH KAFE



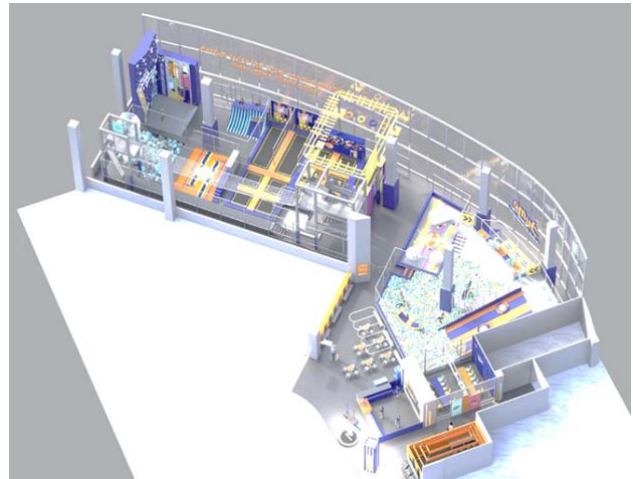
PHUC LONG COFFEE & TEA HOUSE

3. Amusement & Cinema

Experience the largest amusement zone in the region! We are excited to introduce an unprecedented entertainment experience to the local community.

[Amusement]

Utilizing the open space from the 3rd to the 4th floors, **JUMP ARENA** offers a spacious and open area where visitors can move around freely. Featuring a large trampoline area, it provides opportunities for full-body exercise and play. The facility boasts a colorful and modern design, creates an energetic atmosphere with a variety of activities suitable for the whole family to enjoy.



JUMP ARENA

"**TIMEZONE**", offering a variety of amusement games, and "**VR FUN**", providing immersive virtual experiences with cutting-edge VR headsets and haptic feedback devices, will be among the attractions. Additionally, "**TINIWORLD**" and "**KIDZOOONA**", which cater to both children and adults, will open, creating one of the largest amusement areas in the region.



KIDZOOONA



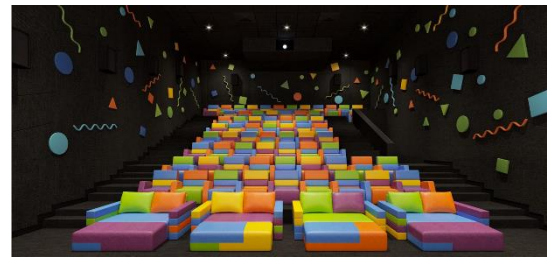
VRFUN

[Cinema]

"GALAXY CINEMA", with a total floor area of approximately 1,900m², is one of the largest cinemas in Hue. It will feature the city's first premium 6-screen setup, including various types of screens such as the "FAMILY HALL" designed for family enjoyment.



GALAXY CINEMA



FAMILY HALL

Harmonious Integration with the Community and Environmental design

[Exterior Design]

The design concept, "Culture Stream," envisions a space where people, nature, and culture gently connect and develop. The exterior design integrates imagery that connects the past (tradition) with the future (new urban Hue), overlapping with canals and mountain passes that link various regions, and expresses this through a Stream Line motif.



[AEON HALL]

The mall features two AEON HALLs on the 4th floor: **Sunshine Hall** and **Moonlight Hall**.

- **Sunshine Hall** - 700m², can accommodate up to 450 people.
- **Moonlight Hall** - 135m², can accommodate up to 130 people.

These versatile spaces are suitable for all ranges of event, from large and formal conferences to casual parties with friends.



Providing a new shopping experience via digital innovation

At AEON MALL, we are actively promoting initiatives to enhance shopping convenience through the integration of real and digital services.

a. Improving digital usability with the AEON MALL application

To provide greater convenience for our customers, we have developed a dedicated mall app. By using the application, customers can easily navigate their current location and find routes to their desired stores, participate in mini-games, and enjoy a seamless shopping experience.



b. Smart lockers

We have introduced smart lockers that can be accessed and operated through the AEON MALL application. Customers can securely store their belongings with peace of mind, anytime during their visit.



c. Co-Working space

As demand for co-working spaces expands in Hanoi and Ho Chi Minh City, we are introducing a co-working space on the 4th floor of the mall to cater to the growing needs in Central Vietnam.

The space can be reserved and used via the AEON MALL application and offers a range of office amenities including internet access, printing and free drinks. Additionally, we provide personal booths and rentable meeting spaces. With its open and sophisticated atmosphere, the co-working space is designed to help you focus and be productive.



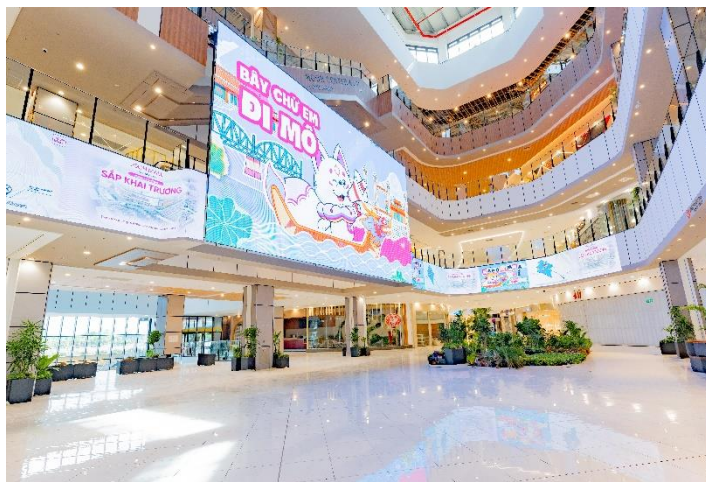
d. Digital signage

We have installed 30 large digital signage units on the mall's exterior and each floor. The Azalea Court on the 1st floor features digital signage inspired by the canals, symbolizing the historic Hue Citadel, with displays that simulate the flow of the canal and the sparkle of the water surface.

In the Apricot Court, we have a massive 600-inch LED screen measuring 7.5 meters in height and 13 meters in width, surrounded by wall-mounted digital signage. This setup will broadcast not only essential mall information but also seasonal visuals and information, allowing visitors to experience the changing seasons.



Azalea court



Apricot Court

36 digital map signages have been installed in the mall's common corridors. Among them, 16 units feature touch-panel floor guides, allowing visitors to search for the locations of specialty stores, restrooms, and other destinations, as well as access various event information and details about specialty stores.

GENERAL MERCHANDISE STORE & SUPERMARKET AEON – HUE

“Fusion of Tradition & Modernity”

~ New Culture & Encounter in Ancient City ~

AEON VIETNAM Co., LTD (hereafter referred to as AEON Vietnam) will grand open the "AEON Hue Store," its 7th General Merchandise Store (GMS), as the anchor tenant of AEON Mall Hue.



Hue City, the ancient capital of Vietnam, continues to experience economic growth, particularly in the tourism sector. The local community includes households with three generations living together, who have long resided in Hue, as well as an increasing number of "new families," or couples in their 30s. Additionally, the city attracts many tourists from both domestic and international locations, and it is an area expected to develop further in the future.

At our store, we aim to provide the local community with an enjoyable shopping experience. We will offer a wide range of products, including food that emphasizes both Hue and Japanese culinary cultures, lifestyle goods that introduce new living styles, and fashion items that reflect current trends. Additionally, we will have a souvenir section to meet the needs of tourists.

AEON Vietnam will leverage the trust it has built in Vietnam to create a store in Hue City, where the rich history and culture of the ancient capital are alive. Our aim is to contribute to the development of the region and enhance the quality of life for the local community.

Store Overview

- **Store Name:** AEON Hue
- **Hours of Operation:**
 - 1st Floor: 8:00 AM – 10:00 PM
 - 2nd & 3rd Floors: 10:00 AM – 10:00 PM
- **Closed:** Open year-round
- **Store Size:** Approximately 11,000 m²
- **Store Manager:** Ms. Truong Khanh Xuan
- **Number of Employees:** Approximately 500

~ Store Concept: New Culture & Encounter in Ancient City ~

AEON Hue is a vibrant destination where tradition meets modernity. We offer a diverse range of products and services that cater to the evolving needs of the local community. Our store blends Hue's rich heritage with contemporary lifestyles, creating a unique shopping experience. For example, in AEON Hue, beside diversity products, we still promote local products and showcasing local delicacies.

At the same time, we introduce new fashion and home goods sections offering the latest trends to modernize Hue retail and create new lifestyles. AEON Hue focuses on families with dedicated kids' zones and products supporting new life stages.

We are committed to delivering exceptional quality, health, and service through AEON Standard of products and services that only AEON can bring with our private brands, TOPVALU, HÓME CÓORDY, and My Closet.

Besides, we offer specialty stores like Glam Beautique and AEON Bike, aiming to be a reliable destination for a fulfilling life.

<< STORE FEATURES >>

Food Section

■ One of the Largest Food Sections in Hue City

We will offer approximately 12,000 food items in total. Among these, around 1,000 items will be fresh foods that emphasize safety and quality, focusing on freshness and origin. We will also carry foods that contribute to the preservation of traditional culture, as well as imported foods, organic products, and functional foods that have previously been difficult to find in Hue. Enjoy a variety of fresh produce, including meat, seasonal fruits, traditional food, vegetables, organic products supporting customers' health, and locally sourced seafood from the Central area, all meeting stringent safety and quality standards like VietGap and GlobalGap.

Towards a more modern and convenient lifestyle, AEON Hue GMS offer RTE (ready to eat) and RTC (ready to cook) products so that customers can enjoy and cook easily. The souvenir section will offer around 170 items, with staff available who can assist customers in English.

■ Largest Delicatessen Section in Hue City

With a space of 1,200m² providing about 300 seats, we will offer a comprehensive selection of approximately 500 delicatessen items, which have already been highly praised by customers in Vietnam. Our sushi offerings will include individually packaged items that are fun to choose and easy to try, as well as party-sized options. For the first time, AEON Vietnam will introduce Kaisen Don (**sashimi** rice bowl) to our menu. Additionally, we will feature around 100 items of authentic Japanese cuisine, such as oden and tempura, which are rare in Hue. We will also develop and offer new products that replicate the local flavors of Hue in Vietnamese cuisine.



■ Offering AEON's Private Brand "Topvalu," Developed and Designed in Vietnam

We will offer over 1,000 items from AEON's private brand "Topvalu." This selection includes imported products from Japan as well as items developed and designed by AEON Vietnam, which have been well-received across ASEAN countries. The range features local specialties such as mango and jackfruit chips, cashew nuts, and macadamia nuts, making them ideal for souvenirs. "Topvalu" products are designed with customer feedback in mind and focus on environmental considerations, ensuring safety and quality. We are committed to delivering AEON's unique value to customers in Hue City.



Kids Area

We will offer a comprehensive range of kids' products, covering maternity to babies and children, tailored to various life events. The area will feature a **playground** with extensive digital content and a café and sweets section, creating an environment where families can spend a full day enjoying together. The baby room facilities will be available with the same high quality as those found in Japan.



Apparel and Household Goods Area

■ Achieving a New Lifestyle with Trendy Fashion

We will provide a wide selection of trendy fashion items designed to help customers achieve a new lifestyle.

We offer a wide range of trendy fashion in the largest apparel section in the region. This includes AEON Vietnam's original lady's young casual line, "MY CLOSET," as well as casual and business wear. We aim to be the N O . 1 in the region by also providing functional fashion items that address the high temperatures, humidity, heavy rainfall, and cold climate of Hue City.



Additionally, we will stock Japanese products and home appliances based on customer requests, focusing on AEON's private brand "HOME COORDY." We develop and offer products that align with local lifestyles in Vietnam and ASEAN countries to ensure that our customers' daily lives are comfortable and enjoyable.

<< SPECIALITY STORE AREA >>

■ Supporting Beauty and Health: "Glam Beautique"

Daily Use and Luxury Brands: Extensive Range of Cosmetics and Health Foods

We offer a wide range of daily use and luxury cosmetics and health foods. Our in-house certified Health & Beauty Advisors use skin check and health measurement devices to provide personalized recommendations tailored to each customer's needs. We stock around 8,000 items, including AEON's original brand "COPERNICA" and skincare products using spring water from Hue, such as "alba."



■ The Largest in AEON Vietnam! Comprehensive Range from Casual Exercise to Bicycles

At our store, we will introduce AEON Vietnam’s largest “SPORTS & ACTIVITY” × “AEON BICYCLE” section. We will offer a wide range of yoga and stretching wear and accessories at affordable prices, covering over 150 square meters. For bicycles, we will provide options including kids’ bikes, school bikes, high-performance sports bikes, and the latest E-Bikes. Additionally, we will offer maintenance services provided by certified in-house technicians.



<< ADDITIONAL SERVICES >>

● AEON Vietnam's Online Shopping: Providing Services through "AEON E-SHOP"

In addition to in-store shopping, where you can check and try on products, you can also shop via various methods such as shopping on phone, online shopping via AEON ESHOP – our Ecommerce channel.

We offer approximately 25,000 items, including groceries, daily necessities, and small home appliances. We provide services to make shopping more convenient, especially for bulky or heavy items and on rainy days.



■ Dedicated services with an aim to provide outstanding experience for customers

- AEON Membership & Kids Club Card Benefits
- AEON Baby room on the 3rd floor: we provide an ideal place to solve all concerns and demands of caring mom and baby while shopping time such as breastfeeding, preparing milk and meal for baby, changing diapers, cleaning and washing baby goods, etc.
- Free delivery.
- Free gift-wrapping with Japanese style & multi choices of wrapping paper designs
- Other related services: ice machine for fresh food preservation

<< SUSTAINABILITY INITIATIVES >>

■ Disaster preparedness

Hue is also an area that is frequently hit by natural disasters, such as flooding caused by direct hits from typhoons. We are ready with a sufficient selection of necessary products and services, from advance preparations based on forecasts, and cooperation with authorities, support for customers in the event that the area is affected, and post-disaster recovery support. Based on our experience in disaster response in Japan, we are fulfilling our mission as a lifeline for the area.

■ Continuing in-store sustainable activities

At GMS AEON Hue, AEON Vietnam continues to implement activities to encourage customers and employees towards sustainable consumption, decrease in single use plastic products. For example: Green line cashier and 1k promotion when customer shop without using biodegradable bag or bring their own bag, ...

Safety, Security, and Disaster Prevention Measures

In response to increasingly diverse and severe risks, we are committed to creating a facility that is resilient to disasters, providing safety and security as a key infrastructure hub for the community. Additionally, in the event of a disaster, our facility is designed to serve as a disaster response center to facilitate the swift recovery of the region.

■ Commitments to Safety and Security

1. To ensure a safe shopping experience for customers, we have installed numerous security cameras both inside the mall and in external areas, including parking lots. These cameras are monitored 24/7 with real-time information collection, and we maintain swift communication and coordination with police and fire departments.
2. We have installed air purifiers with filters that can remove PM2.5 in all air conditioning units and placed additional air purifiers throughout the mall to maintain a comfortable environment. We also have an air pollution measurement system in place, and the air quality status is displayed on digital signage so customers can always check the current conditions.
3. We have implemented an automatic fire prevention system, including smoke and heat detectors, drencher, sprinklers, speaker, fire-shutter, and fire-door. In the event of a fire, the system automatically extinguishes flames to minimize damage.
4. To prevent accidents on escalators, we have installed safety features such as skirt guard stop devices, and we use step markings and color changes to alert users and prevent falls and entrapment.
5. To prevent falls, the height of the railings around the mall's atrium is set at 1.4 meters, higher than usual. We also use non-shattering glass to prevent injury from broken glass in case of damage.
6. We have introduced a dual-line power supply system. If there is a power outage from the main source, the system quickly switches to a backup power source to reduce the risk of power failure. Even if both systems fail, emergency generators will keep security and disaster prevention systems operational, ensuring customer safety and community support.
7. The water system is based on the Japanese standard to prevent the reproduction of bacteria. AEON MALL Hue also installs a large water purifier with UF technology to ensure water quality for the safety and health of customers.
8. We conduct training for employees on firefighting, rescue, evacuation, and first aid equipment. We also have regular disaster response drills to improve skills and establish "emergency procedures" for effective firefighting, rescue, and first aid.
9. In restaurants, we enforce AEON MALL's food hygiene management standards, including pest control, to maintain a safe and hygienic environment and avoid food poisoning.



Initiatives towards a sustainable society

At AEON MALL, we are working towards a sustainable society by promoting three key environmental initiatives in collaboration with the local community: "Realizing a decarbonized society" "Achieving a circular mall," and "Conserving biodiversity."

[LOTUS/EDGE Certification Acquisition]

- AEON MALL Hue is the first shopping mall to obtain the "Green Building" certification, known as "LOTUS NC V3," from the Vietnam Green Building Council (VGBC). This certification evaluates various aspects including design, construction, and operations.



- Simultaneously, the mall also plans to acquire the "EDGE" certification, which focuses on enhancing resource efficiency in buildings.



01 - Realizing a decarbonized society

In pursuit of a carbon-free society, we are actively advancing the use of renewable energy.

We have implemented various environmental measures, including the installation of solar power systems, LED lighting and signage, the adoption of dimmable and color-adjustable lighting controls, and the use of high-efficiency air conditioning units. Our goal is to reduce approximately 4,500 tons of CO₂ annually.

▪ Installation of solar power systems

Approximately 2,000 kW of solar power systems will be installed on the building's roof, aiming to reduce CO₂ emissions by approximately 1,430 tons annually. This generating capacity is equivalent to about 160% of the total LED lighting capacity in the mall's common areas.



▪ Adoption of LED fixtures and automatic lighting control system

100% of LED equipment will be used in all areas, including common area, lighting system and exterior signage. In addition, power consumption and CO₂ emissions will also be reduced by adopting lights that automatically turn off or adjust brightness.

▪ Adoption of high-efficiency chiller and inverter air conditioning system

We use high-efficiency "high-COP turbo chillers" and a "large temperature differential water supply system" to reduce pump power by increasing the temperature difference of the cooling water. This inverter-based system, effective in the high-temperature environment of Vietnam, allows precise operation and substantial power consumption reduction.

▪ Introduction of fresh air volume control system

Adoption of a state-of-the-art system that controls the amount of outside air according to the CO₂ concentration in the building. This system is optimally controlled by Building energy management system (BEMS) and provides an environmentally friendly and comfortable indoor environment.

▪ Adoption of water-saving sanitary equipment

To conserve water resources, water-saving toilets are used to prevent excessive water flow. This results in approximately 60% water savings compared to conventional methods.

▪ Installation of electric vehicle charging stations

Eight charging stations for electric vehicles and 200 stations for electric bikes will be provided in the outside parking area, enhancing convenience for customers after traveling long distances by electric vehicles.



▪ Introduction of inverter-controlled kitchen ventilation system

Inverter control is used for kitchen ventilation fans. By adjusting the airflow during peak times and idle times, significant power consumption reduction is achieved.

▪ Other environmentally friendly efforts

- The top floor of the atrium court is equipped with light glass, and light windows were installed in restrooms to allow lighting to be turned off during the day, contributing to power consumption reduction.
- A dry area with natural light and ventilation has been introduced in the basement parking lot for the first time in Vietnam. This improves comfort in the basement space that visitors encounter and reduces power consumption by minimizing the need for lighting.



02 - Realization of a Circular Mall

We aim to become a “circular mall” by leveraging the mall's aggregation to reduce waste, build a recycling system, and aiming for a resource-recycling society.

▪ Recycling and reusing waste

We strive to reduce environmental impact by recycling and reusing waste generated from the facility, such as food scraps, used cooking oil, plastic bottles, and used batteries.

▪ Use of recycled materials

Recycled wood materials are used in the exterior and benches.



▪ Waste recycling system

We have implemented a waste separation system with clear labeling for PET bottles, cans, bottles, and combustible waste. This system visualizes the amount of waste collected to enhance awareness of waste separation and promote recycling, thereby reducing the consumption of limited natural resources.



03 - Conservation of Biodiversity

We focus on creating facilities that are rich in greenery and are committed to preserving biodiversity, aiming for a future where various forms of life coexist and thrive.

AEON Hometown Forest Program

As part of environmental conservation and social contribution activities of AEON group, AEON MALL Hue organized “AEON Hometown Forests Program” tree planting ceremony to plant about 5,000 native saplings from 8 different types including Apricot and other local species that are the most suitable to region's natural environment together with about 500 local residents.



Utilities and Facilities

AEON MALL Hue aims to provide convenience and comfort for everyone, regardless of age or gender. Since 2005, we have been implementing Universal Design (UD) and have continuously improved our "Universal Design Guidelines". We strive to enhance the quality of life for local residents and create a shopping environment where elderly individuals, those with disabilities, and families with young children can all enjoy a comfortable shopping experience.

1. Guiding customers smoothly to their destination

a. Directional signage

We have designed signage that is easy to read and understand, regardless of age, gender, or nationality. This includes adhering to regulations and making continuous improvements for better visibility and clarity.



b. Information counter

Located in the center of the 1st floor, our information counter offers support with facility information, event details, lost and found assistance, and services for baby strollers and wheelchairs for those with disabilities or the elderly.



c. Parking area

- We offer about 1,200 cars and 8,000 motorbikes. A large map displays parking availability for smooth entry and exit.
- To shield from rain and sunlight, we have an parking basement (about 380 spaces) and a roof parking area (about 2,200 spaces). Additionally, we plant trees and install pedestrian canopies guiding visitors to entrances.



2. Creating comfortable and accessible spaces

- **Baby rooms:** We have set up two baby rooms (one on the 1st and one on the 2nd floor) equipped with nursing rooms, kid-friendly toilets, a weaning room, diaper-changing spaces for families with children enjoying safe and comfortable use.
- **Diaper changing stations:** Both male and female restrooms are equipped with diaper-changing stations for convenience use.
- **All-gender restrooms:** We have installed 18 all-gender restrooms throughout the facility to accommodate the elderly, those with disabilities, and families with small children. Smaller urinals for children are also available in women's restrooms.
- **Barrier-free design:** All facility steps and obstacles are removed to create a barrier-free environment for all visitors.
- **Wheelchair, baby strollers services:** Wheelchairs to assist those with disabilities or the elderly and stroller rentals for families with infants are available for rental at Information Counter.
- **Designated parking lots:** We offer 45 wider parking spaces for people with disabilities and 12 women-only parking spaces.

- **AED Installation:** AEDs (Automated External Defibrillators) are installed in the medical room, and staffs are well-trained to assist in emergencies.
- **Rest areas:** Rest areas with benches are placed throughout the premise, and each floor has café stores for breaks during shopping. Surrounding these areas are plants to create a relaxing environment.
- **Free Wi-Fi:** Free Wi-Fi is available throughout the shopping mall to accommodate mobile needs.

AEON MALL Hue map



★ **Address:** No. 8, Vo Nguyen Giap street, An Dong Ward, Hue City, Thua Thien Hue province, Vietnam

AEON MALL Hue Tenant List

First time in Vietnam: 9 | First time in Hue City: 83

1F

STORE NAME	BUSINESS TYPE	VIETNAM FIRST STORE	HUE CITY FIRST STORE
ANH KAFE	Café		
GUARDIAN	Cosmetics, Daily Goods		○
ESTELLE	Watches, Jewelry		○
ECCO	Shoes, Bags		○
ALDO	Shoes, Bags		○
MLB	Shoes, Bags		○
PEDRO	Shoes, Bags		○
VALENTINO CREATIONS	Men's Fashion		○
PNJ	Watches, Jewelry		
CHARLES & KEITH	Shoes, Bags		○
H&M *Open in mid-October	Men's, Women's, Kids' Wear		○
ADIDAS	Sports, Outdoor		
LI-NING	Sports, Outdoor		○
SKECHERS	Sports, Outdoor		○
XTEP	Sports, Outdoor		
CAT CAFE MOCHA	Café	○	○
ERKE	Sports, Outdoor		○
ANTA	Sports, Outdoor		
LEVI'S	Men's, Women's, Kids' Wear		○
PHUC LONG COFFEE & TEA HOUSE	Café		○
HIGHLANDS COFFEE	Café		

ROCKPORT	Shoes, Bags		○
SEMIR	Men's, Women's, Kids' Wear	○	○
HLA	Men's Fashion		○
MAXXSPORT	Sports, Outdoor		○
MEGANE PRINCE	Glasses, Contacts		○
BEVERLY HILLS POLO CLUB	Men's Fashion		○
THEGIOI SKIN FOODS	Cosmetics, Daily Goods		○
CROCS	Shoes, Bags		
KOI THÉ	Café		○
LANG FARM	Food		○
BREADTALK	Food		○
VIETINBANK	Bank, ATM		

2F

STORE NAME	BUSINESS TYPE	VIETNAM FIRST STORE	HUE CITY FIRST STORE
HIME	Women's Fashion		○
CHRISBELLA	Shoes, Bags	○	○
JM DRESS DESIGN	Women's Fashion		○
VASCARA	Shoes, Bags		
NEM	Women's Fashion		
IVY MODA	Women's Fashion		
PANTIO	Women's Fashion		
MULGATI	Shoes, Bags		○
MẮT VIỆT	Glasses, Contacts		○
FAHASA	Books, Stationery		

QIAODAN	Sports, Outdoor		○
YISHION	Men's, Women's, Kids' Wear		○
LEMINO	Shoes, Bags		
FM	Men's, Women's, Kids' Wear		
SHONDO	Shoes, Bags		○
DELTA SPORTS	Sports, Outdoor		○
INNO	General Goods		○
MUJI	Home Goods		○
HOUSE OF LUGGAGE	Shoes, Bags		○
MINISO	Variety Goods		
GENVIET	Men's, Women's, Kids' Wear		○
COUPLE TX	Men's, Women's, Kids' Wear		
YODY	Men's, Women's, Kids' Wear		
HMK EYEWEAR	Glasses, Contacts		○
OWEN	Men's Fashion		
VITIMEX	Men's Fashion		
AN PHƯỚC	Men's Fashion		
VULCANO	Men's Fashion		○
SANTINO	Men's Fashion		
SLINE	Women's Fashion		○
SK WORLD	Other Clothing	○	○

3F

STORE NAME	BUSINESS TYPE	VIETNAM FIRST STORE	HUE CITY FIRST STORE
DREAM KIDS	Amusement		○

LIFE FOUR CUTS	Services		○
FOREVER	Home Goods		
GRAND	Home Goods		○
HOME'S HARMONY	Home Goods	○	○
TUBALO	Shoes, Bags		○
TIROSS	Home Goods		○
ELMICH	Home Goods		○
LOCKnLOCK	Home Goods		
LOTTERIA	Fast Food		
THE PIZZA COMPANY	Pizza		
QUICHES	Ice Cream		○
TIMEZONE	Amusement		○
JUMP ARENA	Amusement		○
MOSS	Variety Goods		
ANTA KIDS	Kids' Wear		○
MY KINGDOM	Hobbies		
TINIWORLD	Amusement		○
POPEYES	Fried Chicken		○
JOLLIBEE	Fried Chicken, Pasta		
KFC	Fried Chicken		
DOMINO'S PIZZA	Pizza		○
TEXAS CHICKEN	Fried Chicken		○
DOOKKI	Korean Cuisine		
TOCOTOCO & KEM TRÀNG TIỀN	Ice Cream, Milk Tea		

PIZZA HUT	Pizza		
HEE MANG CHICKEN	Korean Cuisine		○
MINIGOOD	Variety Goods		○
MR. D.I.Y	Home Goods		○
LIZD & NAMAT	Home Goods		○

4F

STORE NAME	BUSINESS TYPE	VIETNAM FIRST STORE	HUE CITY FIRST STORE
KIDZOOONA	Amusement		○
FUNZONE CITY	Amusement		○
KITCHEN SEOUL	Korean Cuisine		○
KHAO & NUA	Thai Cuisine		○
SAYAKA	Japanese Cuisine		○
FRESH NOODLE HUT	Noodles	○	○
ORI FOOD HOTPOT & BBQ	Hot Pot, BBQ		○
ROLL STORY	Korean BBQ		○
CHẢ CÁ HÀNG SƠN	Vietnamese Cuisine		○
BẾP NGON TRUNG BỘ	Food Court	○	○
AN THẠNH NGON MIỀN TRUNG	Food Court	○	○
NGONN BISTRO	Food Court		○
KI-ÓT TRÀ	Food Court		
CHÈ SẦU CỎ ĐÔ NAN 1987	Food Court	○	○
AN LẠC TÂM	Food Court		○
DONALD TRUNG	Food Court		