

AEONMALL VIETNAM

COMPANY PROFILE



AEONMALL VIETNAM CO., LTD.

LIFE DESIGN DEVELOPER



Message from General Director

As a core AEON group company, AEON MALL develops and operates large-scale shopping malls. Guided by our commitment to excellence, we continuously strive to create welcoming spaces that enhance everyday experiences and contribute to a better future for community living.

Since 2019, we designated Vietnam as a key market for future expansion, recognizing its strong growth potential. Our developments have been concentrated in Ho Chi Minh City and Hanoi, where we have built strong brand recognition and a competitive position in large-scale retail development.

Furthermore, in 2024, we commenced operations in Central Viet Nam, further expanding our presence in the country. Going forward, we will continue to capitalize on growth opportunities throughout Vietnam and drive sustainable business growth.

We are committed to being a true co-creator with the communities we serve. By listening closely to local needs and working together with stakeholders, we aim to create shared value and foster vibrant spaces that support both community life and cultural connection.

Through continuous innovation and responsible management, we will continue to contribute to a more sustainable and inclusive future, growing hand in hand with our communities over the long term.

We sincerely appreciate your trust and partnership, and we look forward to your continued support as we move forward together.

Yours sincerely,

Isobe Daisuke
General Director

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 Group has positioned Viet Nam as a key location in ASEAN, accelerating new mall openings while exploring and expanding new business opportunities with the target to operate more shopping malls in Viet Nam.



| AEON Foundational Ideals

As a core member of AEON Group, AEON MALL follows the group's foundational ideals.

Pursuing peace, respecting humans, and contributing to local communities, always with customers as our starting point.

AEON firmly believes that retailing is an industry to promote peace, humanity, and local communities. To remain a thriving corporate group that fulfills this mission, we are committed to continuous innovation, with customers as our starting point.

| 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.





AEON MALL Tan Phu Celadon

Address: No. 30 Bo Bao Tan Thang, Tan Son Nhi Ward, Ho Chi Minh City
Opening: 11 January 2014
Site Area: approx. 70,000m²
Floor Area: approx. 182,000m²
Gross Leasable Area: approx. 82,000m²



AEON MALL Binh Duong Canary

Address: No. 01, Binh Duong Boulevard, Binh Giao Quarter, Thuan Giao Ward, Ho Chi Minh City
Opening: 01 November 2014
Site Area: approx. 62,000m²
Floor Area: approx. 70,000m²
Gross Leasable Area: approx. 49,000m²



AEON MALL Long Bien

Address: No. 27 Co Linh Road, Long Bien Ward, Hanoi City
Opening: 28 October 2015
Site Area: approx. 96,000m²
Floor Area: approx. 120,000m²
Gross Leasable Area: approx. 71,000m²



AEON MALL Binh Tan

Address: No. 01, Street 17A, Quarter 11, An Lac Ward, Ho Chi Minh City
Opening: 01 July 2016
Site Area: approx. 46,000m²
Floor Area: approx. 114,000m²
Gross Leasable Area: approx. 60,000m²



AEON MALL Ha Dong

Address: Hoang Van Thu residential cluster, Duong Noi Ward, Hanoi City
Opening: 05 December 2019
Site Area: approx. 95,000m²
Floor Area: approx. 153,000m²
Gross Leasable Area: approx. 76,000m²



AEON MALL Hai Phong Le Chan

Address: No.10 Vo Nguyen Giap street, An Bien ward, Hai Phong City
Opening: 24 December 2020
Site Area: approx. 93,000m²
Floor Area: approx. 158,000m²
Gross Leasable Area: approx. 65,000m²



AEON MALL Hue

Address: No. 08, Vo Nguyen Giap street, An Cuu Ward, Hue City
Opening: 21 September 2024
Site Area: approx. 86,000m²
Floor Area: approx. 138,000m²
Gross Leasable Area: approx. 51,000m²



AEON MALL Da Nang Thanh Khe

Address: 1st-4th floors of the commercial podium of Nguyen Kim Complex Building Center, No. 46 Dien Bien Phu Street, Thanh Khe Ward, Da Nang City
Opening: 3 July 2026
Site Area: approx. 14,600m²
Floor Area: approx. 30,000m²
Gross Leasable Area: approx. 21,000m²

Main business

Shopping
mall
development



Tenant
leasing



Shopping
mall
operation/
management



Property
management



Shopping Mall Development

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

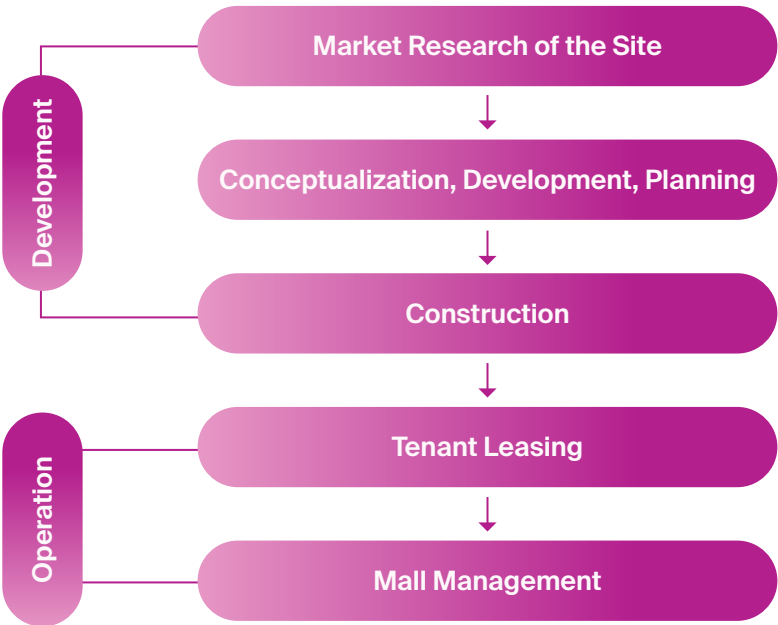
We develop towns loved by people and create a lifestyle for residents living in Local Community.

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.

Shopping Mall Development Process

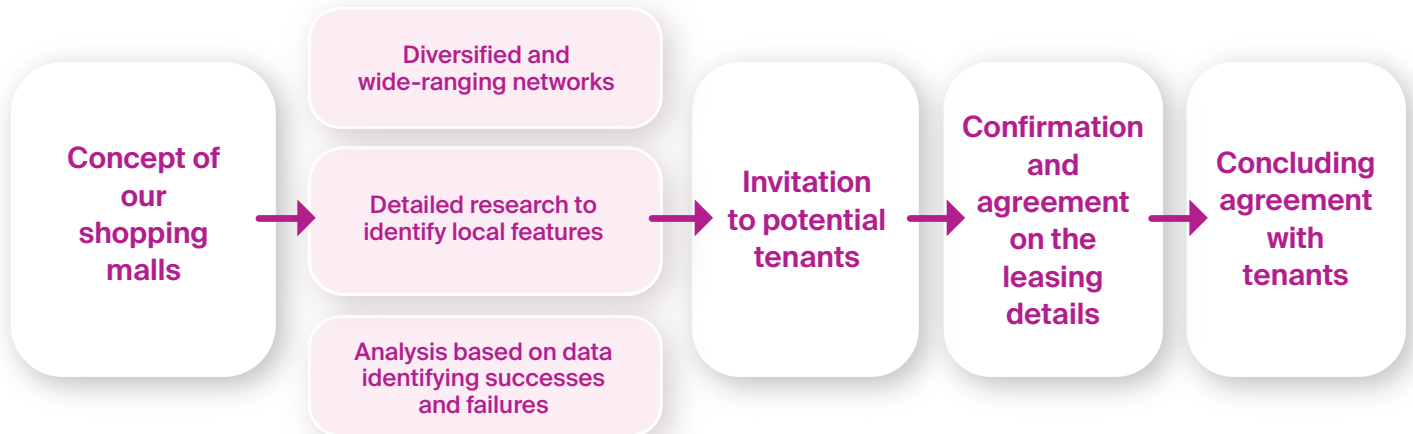


Tenant Leasing

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.

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

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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.



The reasons why AEON MALL is supported by both customers and partners





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



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.

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

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A basic principle behind AEON MALL'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...).



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.

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

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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 Viet Nam.



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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.



Promotion of the usage of electric vehicles



Solar energy system



Waste classification bins



Promotion of the biodiversity



“AEON Hometown Forests” tree-planting activities



Blood donation activities



“Asia Youth Leaders” program

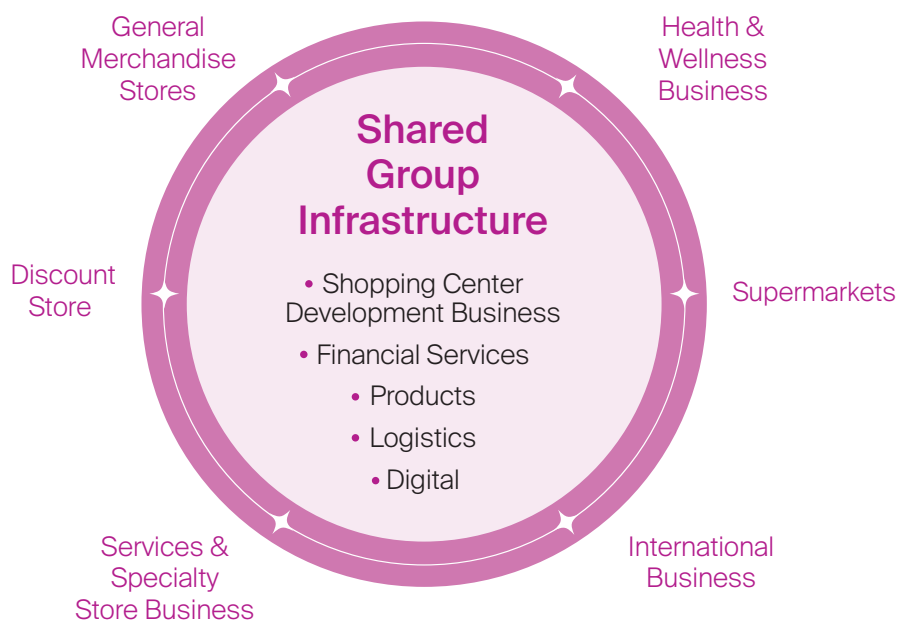


Scholarship granting ceremony

AEON Group

Founded in 1758, AEON manages the business activities of group companies engaged in retail, development, finance, services, and related fields. The AEON Group consists approximately 300 companies, including AEON Co., Ltd. and its group companies, as of the end of February 2025, making it one of the largest retail enterprises in Asia. The Group drives continuous innovation, committed to our Customer First philosophy.

DEVELOPMENT OF DIVERSE BUSINESSES





AEONMALL VIETNAM CO., LTD.

HEAD OFFICE

3rd floor, East Office, AEON MALL Long Bien,
No. 27 Co Linh Road, Long Bien Ward, Hanoi City

Tel: (84-24) 3944 9815

Fax: (84-24) 3944 9816

HO CHI MINH BRANCH OFFICE

15th floor, Lim Tower 3 Building,
29A Nguyen Dinh Chieu, Sai Gon Ward, Ho Chi Minh City

Tel: (84-28) 3829 5370

Fax: (84-28) 3829 5377

Website: www.aeonmall-vietnam.com

