



# FDI Investment to Vietnam Retail Market

Investment, Marketing and Retail in Vietnam Forum

March 2019

# AGENDA

## ✓ CORPORATE PROFILE

Who we are.

## ✓ WHY AEON IS COMING?

Simple but great help is necessary.

## ✓ WHAT AEON CAN DO?

Respond to the consumers' demand-changes to enrich the daily lifestyles.



AEON Tân Phú Celadon



AEON Bình Dương Canary



AEON Long Biên



AEON Bình Tân

# CORPORATE PROFILE



**AEON** Vietnam – is a retail company from Japan with the history of more than 260 years. **AEON** has Launched AEON Vietnam Ltd., Co in Vietnam in 2012 and opened our first shopping mall in Tan Phu District, HCMC in 2014

**4** Shopping Mall in Vietnam up to 2018. In soon time, we will open AEON Mall – Ha Dong in **2019** & Aeon Mall – Hai Phong Le Chan in **2020**



**2500** employees nationwide

## AEON Group Vietnam



# WHY ÆON IS COMING?

## Our Philosophy

### ✓ PEACE

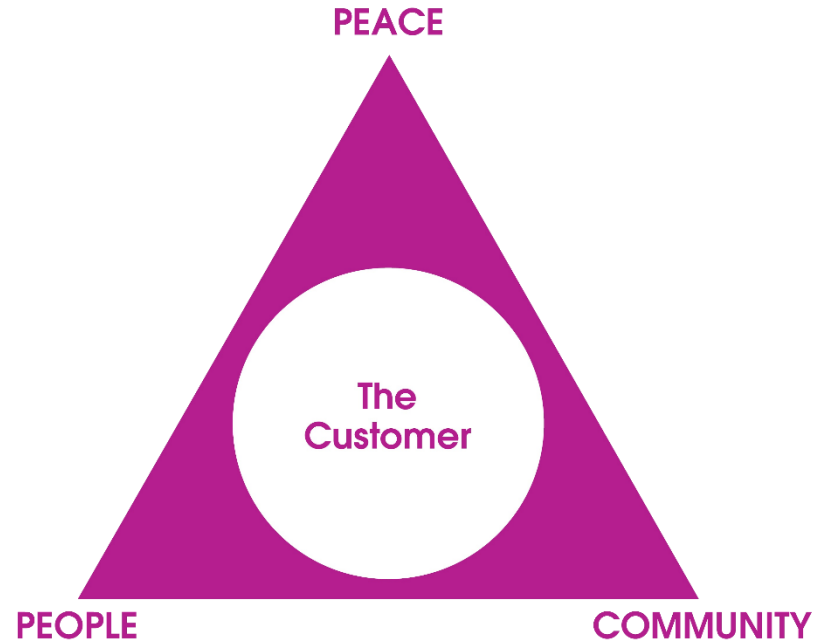
Vietnam is a peaceful country, consumers can enjoy shopping for their own “Living Life.”

### ✓ PEOPLE

Full of Young Generation that enables retail market “Boosting up” through developments.

### ✓ COMMUNITY

Growing up cities, forming many communities to be their infrastructures.



### ÆON Basic Principles

**Peace:** ÆON is a corporate group whose operations are dedicated to the pursuit of peace through prosperity.

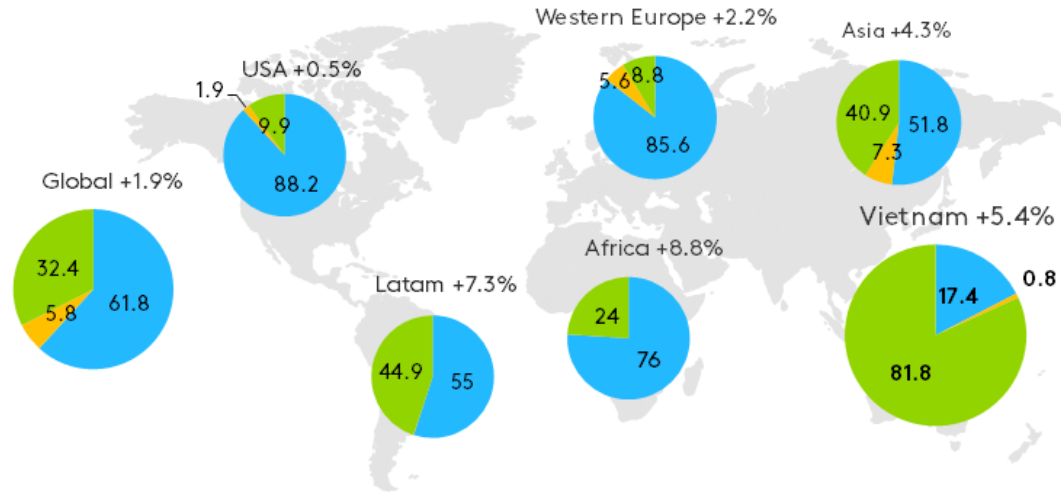
**People:** ÆON is a corporate group that respects human dignity and values personal relationships.

**Community:** ÆON is a corporate group rooted in local community life and dedicated to making a continuing contribution to the community.

# WHY AEON IS COMING? MODERN TRADE GROWTH

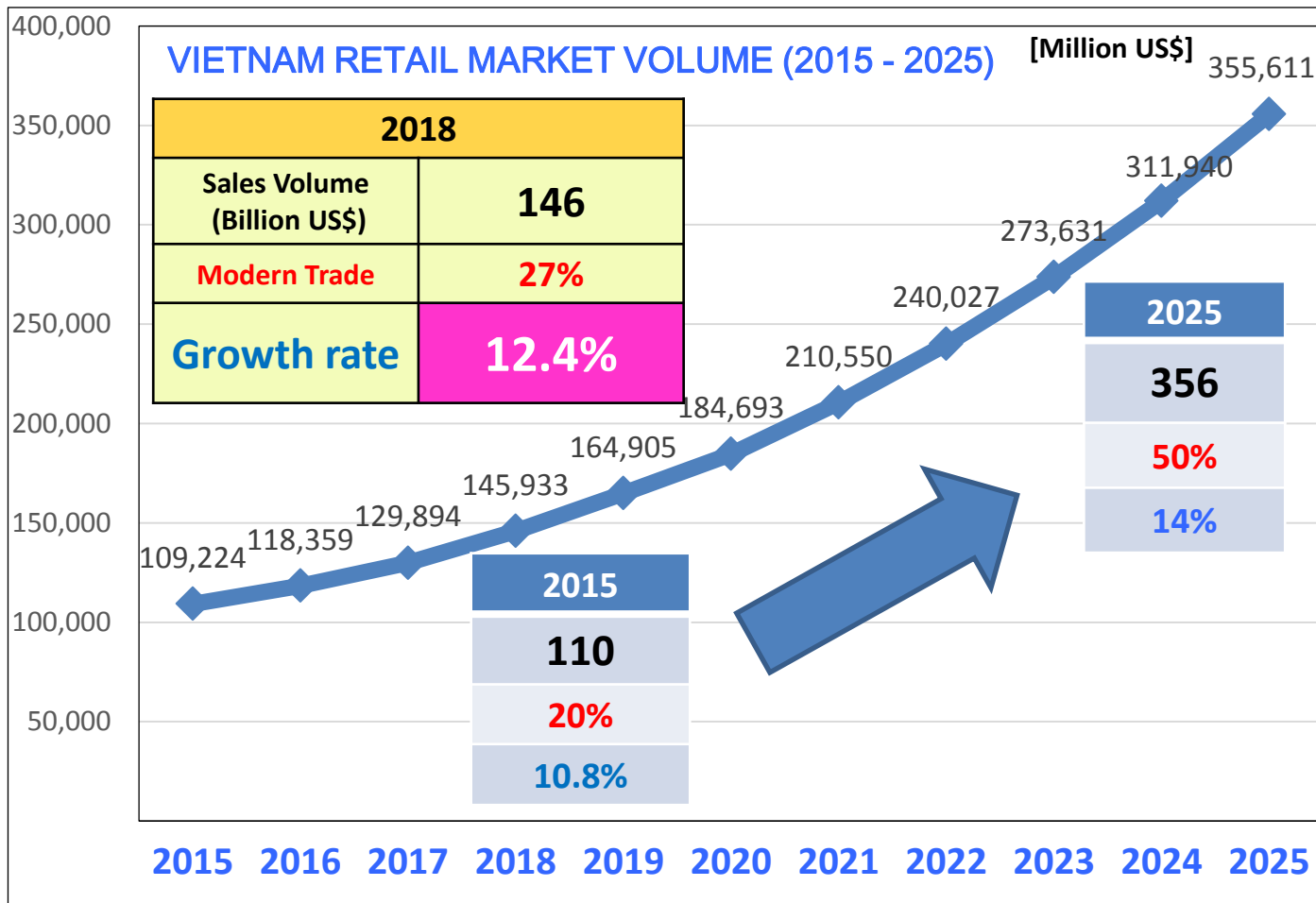
Supermarkets and Wet Markets continued to be **spend-the-most** shopping channels in 2018 and data of value share 2017 shows that the **Modern Trade (MT)** occupied **17.4%**. With above figures, it is fair to assume that **the share of Modern Trade** in Vietnam will **increase** in future.

% Value share 2017 and annual growth%



■ Traditional trade + others ■ Modern trade ■ E-Commerce

# WHY AEON IS COMING? SHARE OF MODERN TRADE WILL GROW FAST





# WHAT AEON CAN DO?



- ✓ Large dynamic young generation
- ✓ Urbanization trend
- ✓ Positive economy

**RESPOND to consumers' CHANGING demands & ENRICH their daily lifestyles.**

**1. INVEST** into **high quality** and **safety products development**

*By supporting local suppliers to improve local products standards to respond to requirements of local market and export.*

**2. ENHANCE In-store experience (browsing experience, assortment) & Interaction** are become more important to win shoppers

**3. DIVERSIFY Modern retail FORMATS** shopping centers, supermarkets and hypermarkets, specialty stores... **will play a crucial role in Vietnam's future retail sector** growth, given the scale needed to support a market of 90 million consumers.



**AEON Vietnam Co., Ltd**