

September 11, 2026

AEON Co., Ltd.

AEON MALL Co., Ltd.

**~AEON's 9th Mall in Vietnam and First AEON MALL in Thanh Hoa
Province~
“AEON MALL Thanh Hoa”
Grand Opening at 9:00 a.m. on Sunday, October 18, 2026!**

On October 18, 2026 (Sunday), AEON will hold the grand opening of “**AEON MALL Thanh Hoa**” (hereinafter referred to as “the Mall”), its 9th mall in the Socialist Republic of Vietnam.

Thanh Hoa Province is located approximately 140 km south of Hanoi and has a population of about 4 million. As one of Vietnam's leading economic regions, it has maintained rapid growth in recent years, driven by the development of industrial parks and transportation infrastructure.

In addition, as a popular tourism destination home to Sam Son Beach, one of the largest resort areas in northern Vietnam, Thanh Hoa is not only able to meet the daily needs of local residents but is also expected to attract visitors from a wider region for tourism, business, and other purposes.

Under the concept of “**Family & Community Hub**,” the Mall will open as one of the largest regional shopping malls in the area, combining shopping, dining, and entertainment. Leveraging its prime location along the main road connecting central Thanh Hoa and the Sam Son area, the Mall aims to create a family-oriented space where local residents can gather, connect, and spend time on a daily basis.

[Features of AEON MALL Thanh Hoa]

- **The largest shopping mall in Thanh Hoa, featuring about 130 specialty stores**
 - Approximately 130 diverse specialty stores—covering fashion, sports, dining, entertainment, and more—come together under one roof.
About 60% of them are opening in Thanh Hoa Province for the first time, offering customers a new lifestyle.
 - The Mall also features an all-weather sports and entertainment facility with a total area of approximately 10,000 m². The Mall has introduced Pickleball courts, bringing a sport widely popular in Vietnam to customers, aiming to create a shopping center where customers can enjoy time with family and friends can enjoy spending more time together.
- **Creating a space where people can gather and connect, based on the concept of "Family & Community Hub"**
 - Led by "Tiny Town," a family zone that brings together a dining area and a children's space centered on "Mokuiku," a Japanese concept of learning and nurturing through interaction with wood, the Mall creates child-friendly spaces by drawing on expertise cultivated in Japan.
 - Indoor and outdoor event spaces and the "Sunken Garden" will be set up to provide spaces for local events, community activities, and various other forms of interaction.
 - The Mall will feature a bamboo-themed outdoor garden, "The Green Bamboo Oasis," approximately 60 m long, equipped with a fountain plaza and a gate with flowing water, among other attractions.
At night, lighting will create a photogenic nighttime scene that not only adds enjoyment to the daily lives of local customers but also delights tourists.

- **Promoting co-creation with the community**
 - We plan to sign MOUs (Memoranda of Understanding) with the professional football club “Thanh Hoa FC,” local universities, and others across a wide range of fields, including sports, education, healthcare, and tourism. We will continue to carry out initiatives that make the most of each partner's expertise and strengths, contributing to enhancing the region's appeal and creating new value.
- **AEON Thanh Hoa, enriching the lifestyles of growing families in Thanh Hoa Province, which is experiencing strong economic growth**
 - AEON Thanh Hoa will open as AEON's 13th General Merchandise Store (GMS) in Vietnam. The store will offer products selected with a focus on safety and reliability, quality meeting AEON's standards, and affordable prices, including those under TOPVALU, AEON's private brand developed and planned in Vietnam.
 - At the pizza counter, in addition to the standard cheese option, the store will introduce Crab Stick & Cheese, Chicken Teriyaki, and Shrimp Paste. The popular toast pizza range will also be expanded with additional varieties.

Family & Community Hub

家族と地域をつなぐ、未来のライフスタイル拠点



※All renderings are artist' s impressions

[AEON MALL Thanh Hoa Facility Overview]

Facility name	(Japanese) イオンモール タインホア (English) AEON MALL Thanh Hoa
Address	Lot 16 – Commercial Center in the Southern Urban Area of Thanh Hoa City, Quang Phu Ward, Thanh Hoa Province, Vietnam
Tel.	AEON MALL Thanh Hoa : To Be Determined AEON Thanh Hoa : To Be Determined
Persons Responsible	General Manager of AEON MALL Thanh Hoa : Nishimura Togo Store Manager of AEON Thanh Hoa : Truong Khanh Xuan
URL	thanhhoa.aeonmall-vietnam.com
Number of stores:	Anchor store : AEON Thanh Hoa Sub-anchor stores : UNIQLO, CGV, KOHNAN, FAHASA KIDZOOONA & TINY MOLLY FANTASY Specialty stores : 133
Site area	Approx. 105,000 m ²
Floor area	Approx. 120,000 m ²
Gross leasable area	Approx. 52,000 m ²
Parking Capacity	Approx. 11,500 (motorcycles) Approx. 1,300 (cars)
Building structure	RC structure, 5 floors above ground and 1 basement floor
Opening date	Grand opening on October 18, 2026 (Sunday)
Business hours	10:00-22:00 (weekdays) 9:00-22:00 (weekends and public holidays)
Holidays	Open year-round
Number of employees	Approx. 3,500 (AEON Thanh Hoa: approx. 450)
Primary Trade Area	Approx. 1 million people within a 30-minute drive

[Floor Layout of AEON MALL Thanh Hoa]

