

VIETNAM BUSINESS REVIEW

QUICK UPDATES ON VIETNAM RETAILING

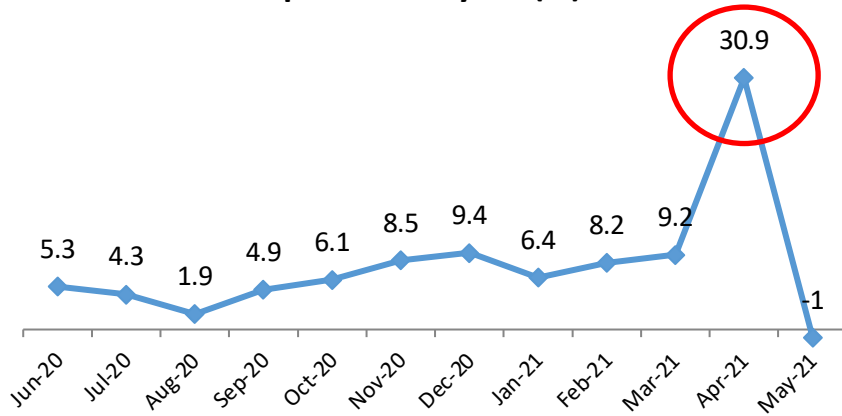
June 2021

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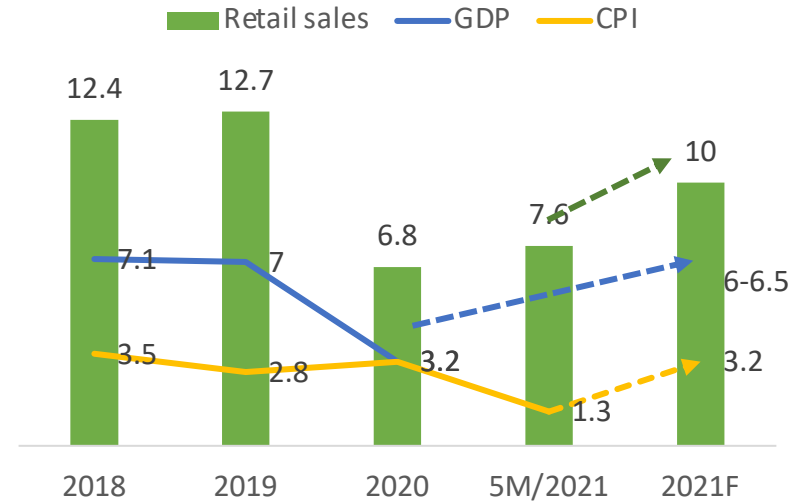
BRIEF ON VIETNAM RETAIL MARKET

ACTIVITIES OF VIETNAM RETAIL FIRMS

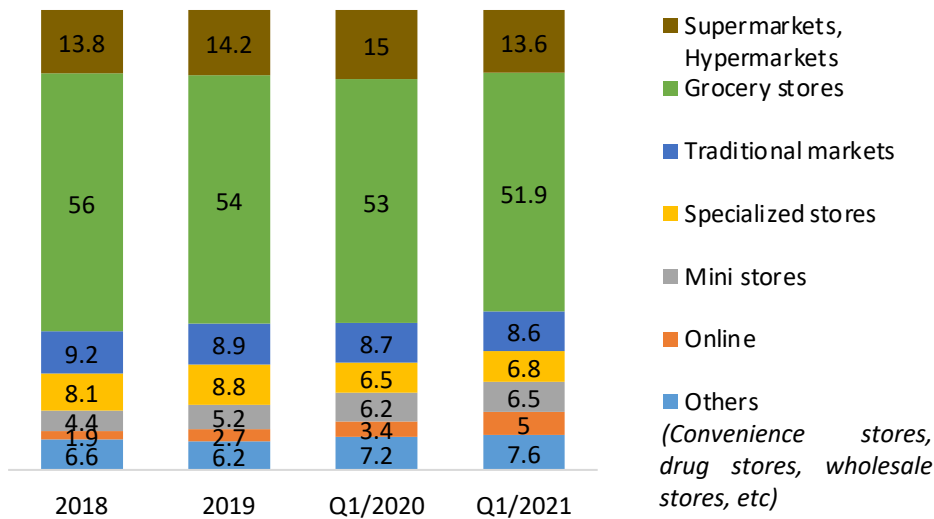
Growth of monthly retail sales over the same period last year (%)



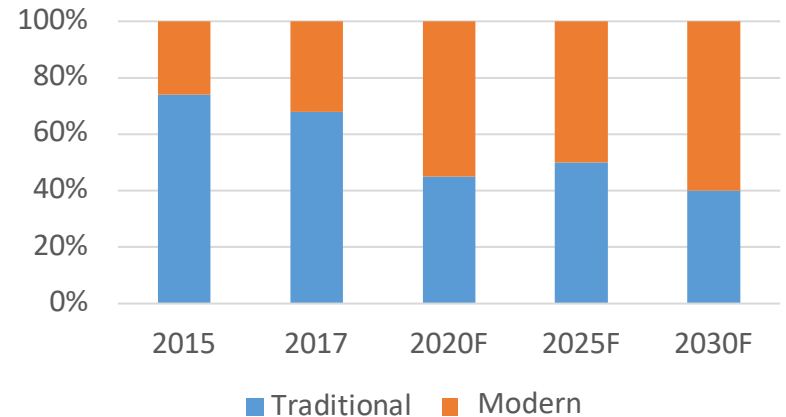
% Growth over the same period last year



Market share by shopping channels

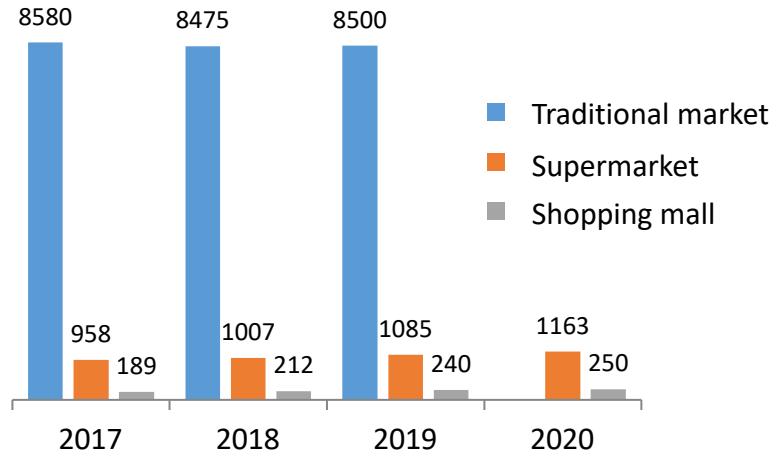


Market share of traditional vs. modern retail

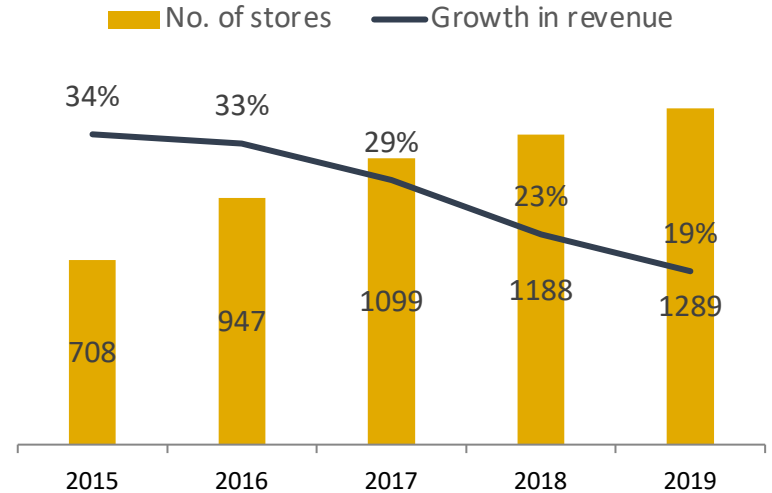


(Source: report by Phu Hung Security Company, May 2021)

Number of traditional market, supermarket and shopping mall



Convenience stores



Number of supermarkets by chain

	April 2020	April 2021	Newly open/close
CoopMart	128	128	0
Vinmart	64	89	25
BigC/Top Market	35	28	-7
Lan Chi Mart	25	25	0
Aeon Citimart	24	20	-4
Mega Mart	19	21	2

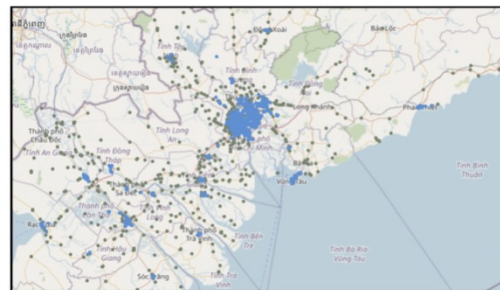
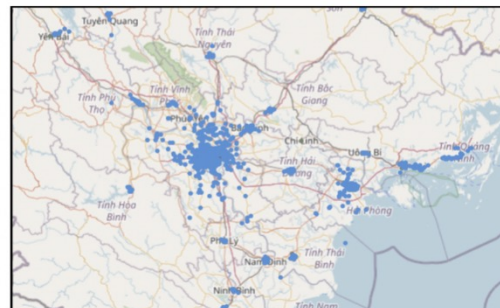
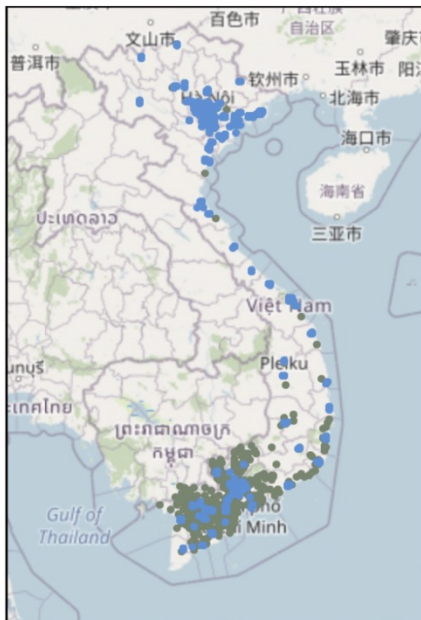
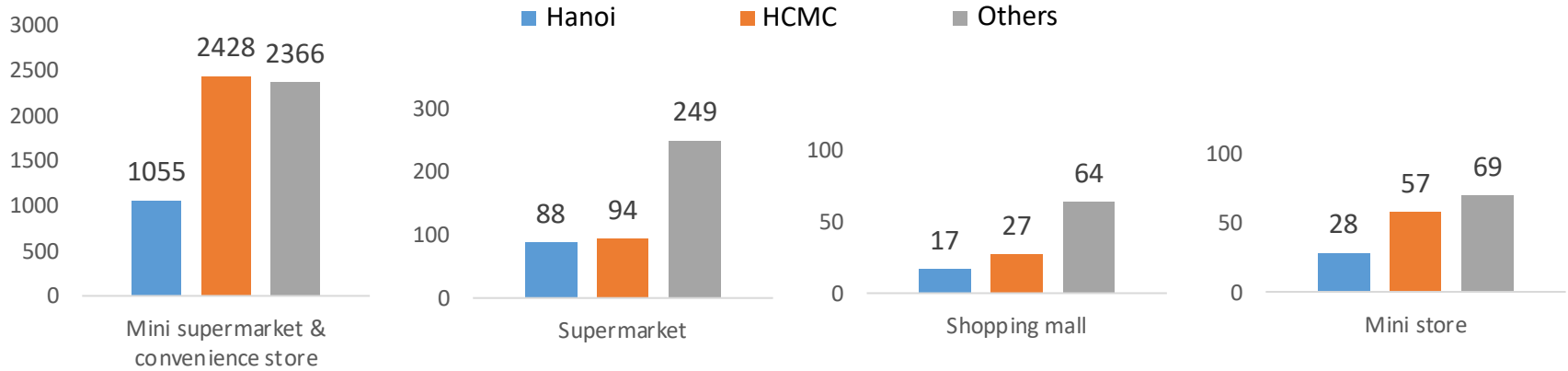
Number of convenience stores by chain

	April 2020	April 2021	Newly open/close
Circle K	382	394	12
Family Mart	147	139	-8
Ministop	141	127	-14
B's Mart	109	108	-1
GS25	54	61	7
Zakka Mart	43	40	-3
Cheers	42	39	-3
7Eleven	33	54	21

Number of shopping malls by chain

	April 2020	April 2021	Newly open/close
Vincom	77	77	0
Lotte Mart	15	16	1
Aeon Mall	5	6	1
Parkson	4	3	-1
Robins	2	2	0

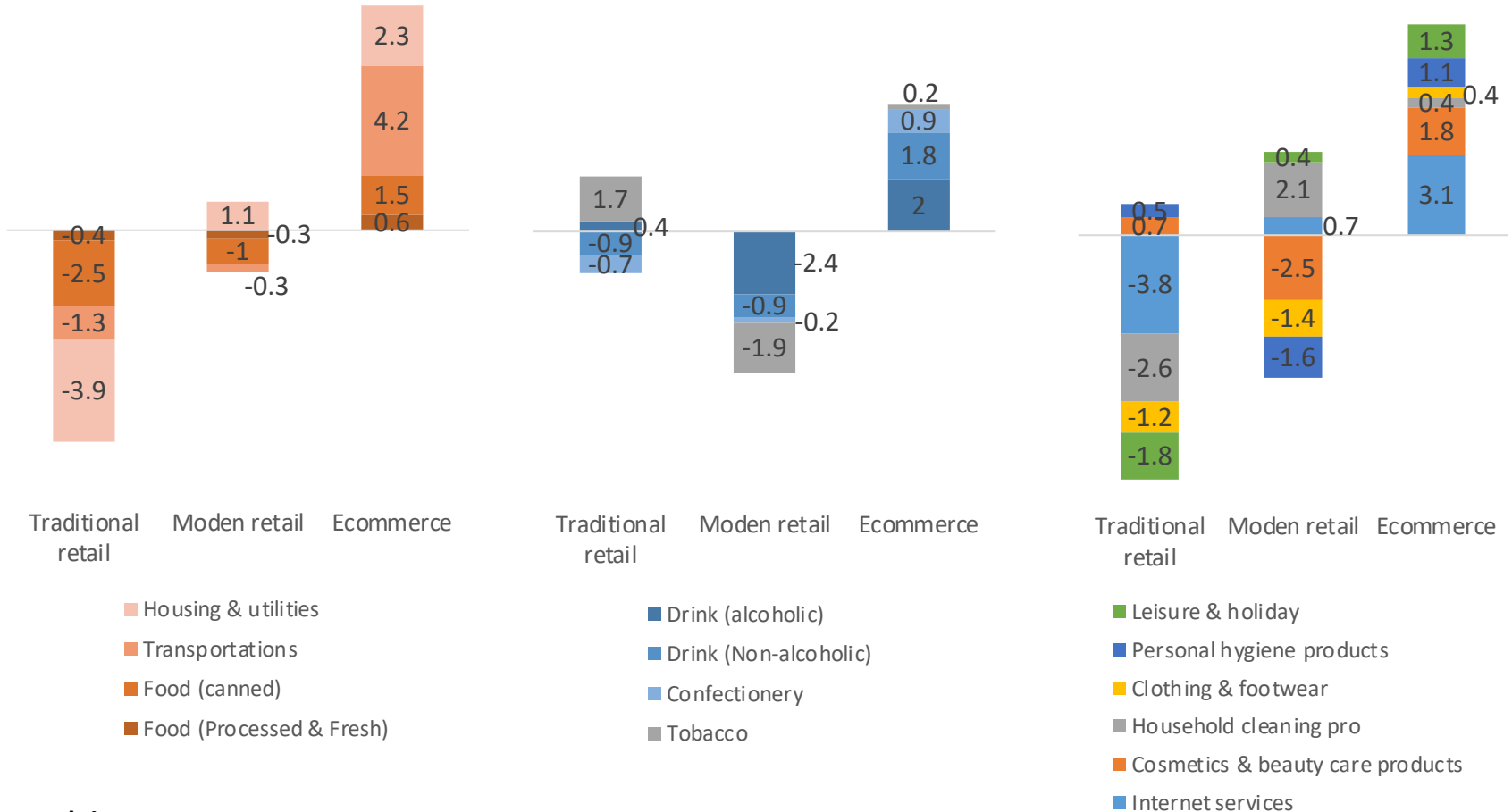
Number of stores, supermarkets up to April 2021



Distribution of retail system

- Supermarkets
- Convenience stores

Changes in shopping channel preferences as a result of COVID-19



















Deloitte survey

Time: June – July 2020

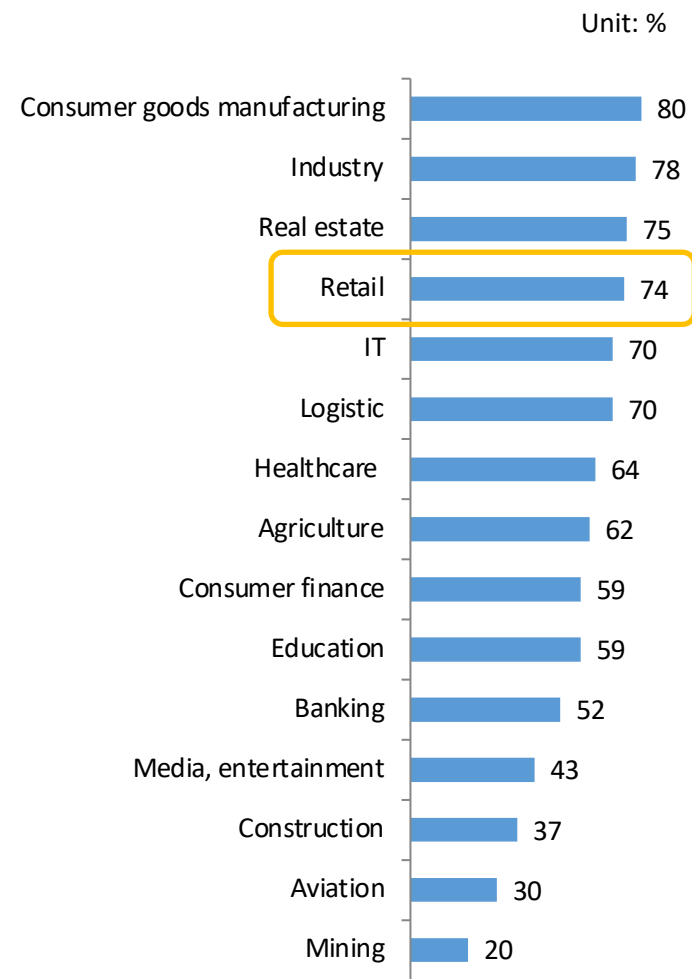
Quantity: > 1000 households

Method: Direct interview

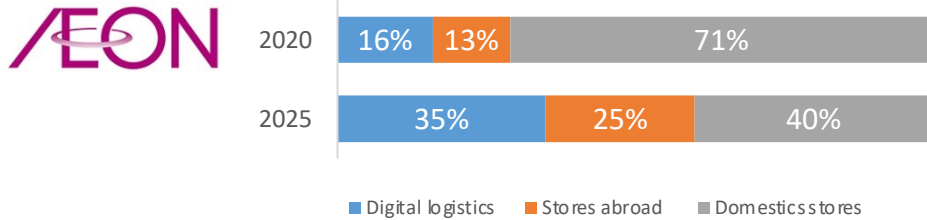
Location: Hanoi, HCMC, Can Tho, Da Nang

Time	Who acquire?	Who sell?	% acquire	Value (million USD)
04/2019			100%	1
05/2019			100%	N/A
06/2019	CENTRAL Group		49%	100
12/2019			83.74%	N/A
04/2020			100%	N/A
04/2021			16.26%	410
05/2021			20%	15
05/2021		The CrownX	6%	400
06/2021			100%	N/A

PROSPECTS OF M&A IN CATEGORIES IN 2021



Investment distribution plan



Shopping malls in operation	Area (ha)	Capital (million USD)	Opening
AEON Tan Phu Celadon	7	135	4/2014
AEON Binh Duong Canary	7	95	11/2014
AEON Binh Tan	4.7	120	7/2016
AEON Long Bien	10	200	10/2015
AEON Ha Dong	10	192	12/2019
AEON Hai Phong	15.8	180	12/2020

AEON'S EXPANSION PLAN

- 6/2020: Receive investment certificate for *Aeon Mall Hoang Mai*
- Sign MoUs on investment research of shopping malls

Time	Venue	Capital (million USD)
12/2020	Thanh Hoa	190
2/2021	Thua Thien Hue	150 – 160
3/2021	Bac Ninh	190
4/2021	Dong Nai	N/A

- 2025: Newly open 20 shopping malls in Vietnam

Source: Information aggregated by SEIKO IDEAS according to Aeon's website.

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