

April 26, 2014
AEON CO., LTD.
AEON Mall Co., Ltd.

Aeon Mall Phnom Penh—First Full-fledged Shopping Mall in Cambodia **Grand opening ceremony to be held on Monday, June 30**

Aeon Co., Ltd. and Aeon Mall Co., Ltd. will hold a grand opening ceremony with the presence of Prime Minister Hun Sen on Monday, June 30, to celebrate the grand opening of Aeon Mall Phnom Penh, its first shopping mall in the Kingdom of Cambodia (hereinafter referred to as “Cambodia”).

Aeon Mall Phnom Penh is located at the center of Phnom Penh, the capital of Cambodia. Surrounded by upscale residential areas and hotels, together with medium to high-income households living in the neighborhood, the mall has a great potential for future growth.

Aeon will work to offer new lifestyles to people in the region through the mall-typed shopping center, which is the first of its kind in Cambodia.

Significant features of Aeon Mall Phnom Penh

- 1. Cutting-edge mix of tenants**
 - 107 tenants from outside of Cambodia first launched in the country
 - 43 of trendy, local brand stores
 - 49 tenants from Japan
- 2. Largest cinema complex in Cambodia, a skating rink and the TV station popular among young people broadcasting the latest news.**
- 3. Cambodia’s largest World Food Court with about 1,200 seats and a variety of restaurants including a stylish open café**
- 4. Enhanced service functions including fashionable hair salons, relaxation facilities, and innovative after school facilities**
- 5. Energy saving efforts backed by environmentally friendly solar power generators and LED lighting and so forth.**

<Exterior image of Aeon Mall Phnom Penh>



Outline of Aeon Mall Phnom Penh

- Mall name: Aeon Mall Phnom Penh
- Location: #132, Street Sothearos, Sangkat Tonle Bassac
Khan Chamkarmon, Phnom Penh (next to Sofitel Hotel and the Pasak River)
- Tel: Aeon Mall Phnom Penh To be determined
Aeon Phnom Penh Store To be determined
- Website: <http://aeonmallphnompenh.com>
- Responsible persons: Makoto Yajima, General Manager of Aeon Mall Phnom Penh
Tadaaki Ishiguro, Manager of Aeon Phnom Penh Store
- Number of stores: Core store: Aeon Phnom Penh Store
Sub-core stores: Major platinum Cineplex
Nojima
FLAXUS TOKYO
Specialty stores: Approx. 190
- Area: Approx. 68,000 m²
- Total floor area: Approx. 108,000 m²
- Total rented area: Approx. 66,000 m²
- Building structure: RC structure, four stories above ground
- Car parking space: Approx. 1,400 cars
- Bicycle parking space: Approx. 1,600 bicycles
- Developer: AEON MALL (CAMBODIA) CO., LTD.
- Opening sale: June 28 (Sat.), 29 (Sun.) and 30 (Mon.), 2014
- Opening ceremony: Morning of June 30 (Mon.), 2014
- Store hours: Specialty stores: 9:00–21:00
Restaurants: 10:00–22:00
Cinema complex: 9:00–24:00
Aeon Phnom Penh Store (food section on 1F): 8:00–22:00
(2F, 3F): 9:00–22:00

* Please note that some stores have different store hours.
- Non-business day: Open throughout a year
- Number of employees: Approx. 2,500 for the entire shopping mall (Approx. 400 for Aeon Phnom Penh Store)
- Basic market: Approx. 180,000 households (approx. 680,000 residents) within a 20 minute drive radius

■ Mall concept: New Discoveries to Create a Future

Touch AEON, Touch your Future

AEON Mall Phnom Penh, filled with Surprise, Joy and Excitement

■ Floor outline

Ground floor: Trend Style Complex

This complex mainly consists of three zones, namely International Fashion Zone, Sweets Zone and Open Café Zone, each with respective concept.

International Fashion Zone

- As a sub-anchor of AEON MALL Phnom Penh, **FLAXUS TOKYO** will open its flagship store. Operated by the major Japanese apparel company WORLD, the store sells selected brands to meet the needs of the Cambodian market. The Japanese **LOWRYS FARM**, which is very popular in Singapore and Hong Kong, will also make a debut in Cambodia.
- **MANGO**, world-wide fast fashion brand, will open its flagship store together with MANGO's men's brand **H.E. BY MANGO** opening its first store.
- The flagship store of the casual fashion brand **GIORDANO** will open here with newly innovative concepts.
- The famous high-class men's brand **FLORENTINO** from Spain and the shoe store **Clarks** from England will open their first stores.
- From ASEAN countries, in addition to BONIA's sister brands **SEMBONIA** and **Carlo Rino** opening their first locations in Cambodia, the popular Malaysian ladies shoe stores **VNC** and **BONIA** are opening up large-scale stores as their flagship stores in Phnom Penh.
- **PENSHOPPE**, operating in the Philippines and Jakarta with high popularity, is opening its first location in Cambodia.
- The shoes and bag designer **Pedro** from Singapore is opening a large-scale store as its flagship store in ASEAN.
- The Saha Group select shop **His & Her** from Thailand is opening its first location.
- From Japan, the jewelry store **As-me ESTELLE**, the watch store **TIME STATION NEO** and the undergarment store **Wacoal** make a debut.
- **L'OCCITANE**, a world-famous natural skincare provider, is opening its first location in Cambodia.
- The Dream Girls Project store **wakana**, offering designing jobs to Cambodian women, is opening its first location. This select shop offers reasonably priced items such as pouches designed by the local women.



Sweets Zone

This zone brings together sweets from around the world in a relaxed and soft atmosphere created by mosaic tiles with images of sweets on them. Each store has an open counter to ensure casual, face-to-face conversation with customers. In addition, this large sweets zone boasts an eat-in space, which allows customers fully enjoy sweets.

- The ice cream store **SWENSEN'S** and stores from ASEAN; namely **Secret Recipe** from Malaysia and **Ya Kun Kaya Toast** from Singapore, are opening their first locations. **Sticky**, an Australian sweets company famous for its demonstration sales of candies, will also locate its first store.
- From Japan, the cream puff store **beard papa's** and Gindako's (famous Japanese store selling octopus damplings) **taiyaki** store **Ginno An** are opening their first locations.
- The fancy café and restaurant **Eric Kayser Restaurant bakery Paris** and high-grade bakery store **Eric Kayser Cafe Bakery Paris** will open their first locations here. They are popular in France for the traditional baking technique that uses natural yeast. From the South Korea, **TOUS les JOURS**, a bakery popular in Phnom Penh, will open its flagship store.
- **The Pizza Company** and **KFC**, which has already gained popularity as fast food restaurant in Phnom Penh, will open up locations.



Open Café Zone “Terrace Avenue”

This area offers a wide-range of popular restaurants that serve as a dining place during the daytime and as a bar at night, fulfilling its role as a city-center mall.

- The wine specialty store **KHEMA** opens its first store at the main entrance hall. In addition, **Brown coffee and bakery**, one of the most popular coffee chains in Cambodia, along with the wine bistro restaurant **FOX Wine Bistro** of the Brown coffee and bakery Group will open locations with new concepts.
- The local brewery **MUNICH Fresh Beer** will open a restaurant serving local beer. In addition, the steak specialty restaurant **The Original Steakhouse** will also make its first debut.
- From Japan, Watami, a Japanese-style pub chain with many stores overseas, will open **Watami Japanese Dining** as its first Japanese-style restaurant in Cambodia. The Italian restaurant **VITO Pizzeria bar**, popular with its gelato store in Fukuoka, Japan, and the *yakitori* pub **HOTYA** from Hotland, which is well-known for its store, Gindako, are also opening their first locations.
- In the service section, the travel agency **HIS** is scheduled to be launched in the near future, which offers various vacation packages in conjunction with direct flights from Japan. The Japanese-style dry-cleaner **LAUNDRY STORE iClean** will also open its first store.

