

November 4<sup>th</sup>, 2021

AEON MALL CO., LTD.  
AEON MALL (CAMBODIA) CO., LTD.

~Aiming to enhance services for the customers~  
**The 6th AEON MALL Cambodia Role Play Contest**

AEON MALL (Cambodia) Co., Ltd. (the "Our company") will organize the final round of Role Play Contest 2021 (the "Contest") on November 5<sup>th</sup>, 2021.

Almost 180 of total tenant employees from AEON MALL Phnom Penh and AEON MALL Sen Sok City participate in the contest, which 5 contestants are selected from each mall, total of 10 outstanding contestants to participate in the final round.

This contest is organized every year to improve skills of customer service and raise awareness of hospitality among employees, based on the belief that the smiles, greetings, and customer service of each employee will lead to a pleasant experience that make customers feel glad when they come to AEON MALL.

Our Company keep constantly efforts to provide the highest level of service to the Cambodian people.



**Final Round of AEON MALL Cambodia Role Play Contest 2021**

**[Overview]**

The winner, runner-up, and third place will be chosen among the representatives from the both malls in Cambodia.

- Date : November 5<sup>th</sup>, 2021 from 14:00~17:30
- Location : AEON HALL of AEON MALL Sen Sok City
- Program : 14: 00 ~ Opening, greeting from the organizer  
14: 35 ~ Final competition  
17: 25 ~ Winners announcement, awarding ceremony
- Method : Within the limited time (5 minutes), with a professional role player as customer, contestant will be asked to perform a series since the welcome until the departure of customer.
- Judgement : Judgement will be done according our screening chart from the viewpoints of manners (behavior and attitude), facial expression, appearance, sales skills, and communication skills as a salesperson.

☆ The competition will be broadcasted on each mall's Facebook page.  
 AEON MALL Phnom Penh <https://www.facebook.com/aeonmallphnompenh>  
 AEON MALL Sen Sok City <https://www.facebook.com/aeonmall.sensokcity>

**[Reference]**

■ Scenes from each of the qualifying round conducted in October prior to final round.  
 Qualifying round at AEON MALL Phnom Penh    Qualifying round at AEON MALL Sen Sok City



■ Scenes from the 5th (FY2020) Role Play Contest



Winner of 2020 Role Play Contest

Ms. Lach Reaksmeay from Ucarepharma (Sen Sok City)

**■ [Risk Prevention Measurement at AEON MALL]**

Based on the basic philosophy of "Customers First" AEON, as a corporate citizen, aim to contribute to the development of local communities and the improvement of life and culture together with local customers. In the midst of the epidemic of covid-19, we will work together with local customers to realize a society in which epidemic prevention becomes a part of daily life, protect the health and lives of our customers and employees, and protect the "safe and secure" lives of local communities together with our customers.

Our company will carry out the contest with thorough prevention measures of covid-19.

- Conducting temperature check of participants
- Placement of alcohol spray at each entrance
- Masks will be worn by everyone except performers
- Only employees of specialty stores will be allowed to spectate, and the number of visitors in the hall will be controlled
- Ensuring the distance of the seats