

December 5<sup>th</sup>, 2022

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

## ~A new Edutainment mall in the South Phnom Penh~

### **“AEON MALL Mean Chey”**

#### **Soft Opening at 9:00 AM on December 15<sup>th</sup> (Thursday)!**

AEON MALL (Cambodia) Co., Ltd. and AEON (Cambodia) Co., Ltd. will open a part of the shopping mall “AEON MALL Mean Chey” (hereinafter referred to as “the Mall”) which will be the 3<sup>rd</sup> Shopping mall in the Kingdom of Cambodia (hereinafter referred to as the Country) on December 15<sup>th</sup> 2022 (Thursday). The grand opening will be in the first half of 2023.

The mall is located along Hun Sen Boulevard, 8 km south of the centre of Phnom Penh, the country's capital. The area is being developed as a satellite city of Phnom Penh which has excellent access and convenience. In the future, the population is expected to grow, and increase many projects such as housing, condominium, and international school being develop, attracting visitors from a wide area.

The mall will provide entertainment and education for people of all ages with the concept of an “edutainment mall” in the heart of this new urban development.

### **~Features of AEON MALL MEAN CHEY~**

- **Large Outdoor Park < Komsan Park >**  
**< Komsan Park >** A large outdoor park is located on the 3rd floor of the mall. Offering various values as a Centre for edutainment.
- **Providing a new entertainment space**  
The 35-metre-long, 2.5-metre-wide which is made entirely from the glass well as the kid slide connecting the upside of the 3rd floor to the 2nd floor.
- **Introducing the latest advanced digital signage, one of the largest in Cambodia**  
Large-scale signage has been installed to transmit information through a spatial presentation by distributing the company's original content.
- **Proposing a lifestyle of education about culture and nurturing it for the future**  
The project includes a huge art project related with the cooperation of Children in Cambodia. We proposed a lifestyle of education of Cambodian culture and nurturing new culture such as holding regular events to experience Cambodian culture through industry-company education collaboration with the University of Fine Art Phnom Penh.

➤ **The Cosmetic Zone, always offering “beauty”**

Cosmetics and skincare brands are gathered together to offer a fun-filled day of shopping through beauty support and tutorials.

➤ **Proposing a new shopping experience that integrating online.**

We propose a new shopping experience that combines online shopping with a real place.

➤ **Anchor Store “AEON”**

Offers a wide range of foodstuffs from around the world and a wide selection of local fresh foods, as well as a supermarket, a drugstore and a specialty shop selling baby and children's goods to provide a space that is useful for the lives of local residents.

➤ **Providing safety and for the post-Covid-19**

In addition to our efforts such as preparation for power outages by introducing a new air-conditioning system and a large-capacity generator to prevent infectious diseases. We are providing a safer with more secure space for the post-Corona era.

## Mall Concept

# EDUTAINMENT

## Education + Entertainment

AEON MALL Mean Chey is the combination of innovative technology with AEON Mall Cambodia's 10 years of mall management experience in Cambodia.

The grand scale of the building is used not only for shopping but also for the first outdoor park in a shopping mall in Cambodia (Komsan Park), various exciting facilities, and events that combine the latest trends with Cambodian culture.

We provide a variety of values with our experiences and the latest technology, we will continue to meet the ever-changing lifestyles and needs of our customers.





## Facility Overviews

Name	AEON MALL Mean Chey		
Address	# Hun Sen Blvd., Phum Prek Talong 3, Sangkat Chak Angre Krom, Khan Mean Chey, Phnom Penh, Cambodia		
Telephone	AEON MALL Mean Chey	023-987-080	
	AEON Mean Chey Store	023- 998-070	

Official TikTok:

<https://www.tiktok.com/@aeonmallmeanchey>



Official Facebook

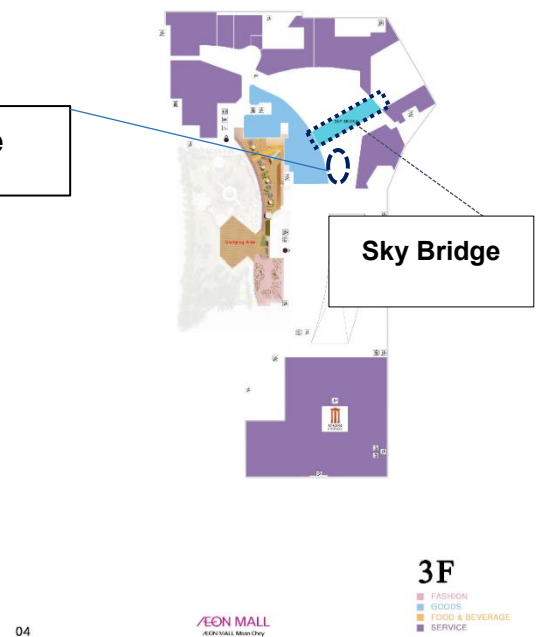
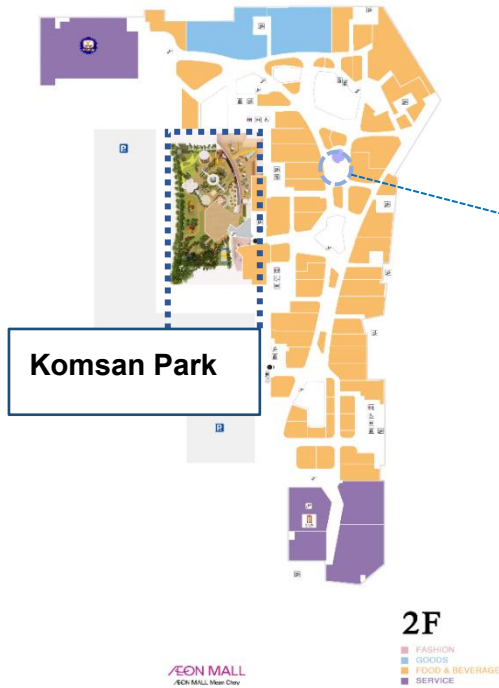
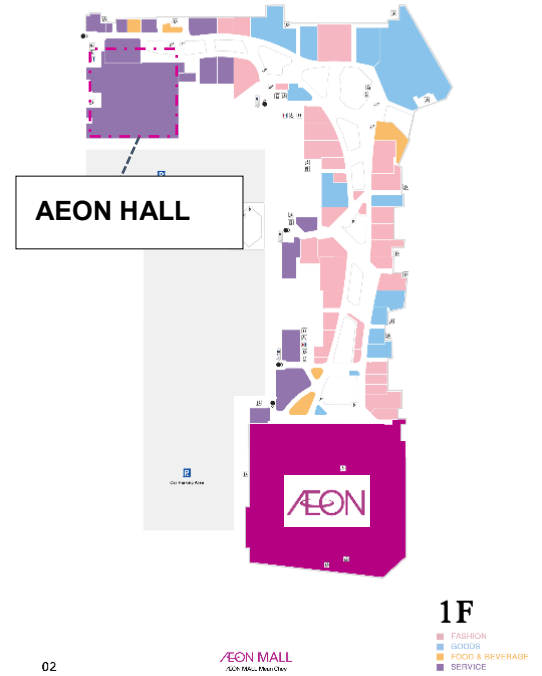
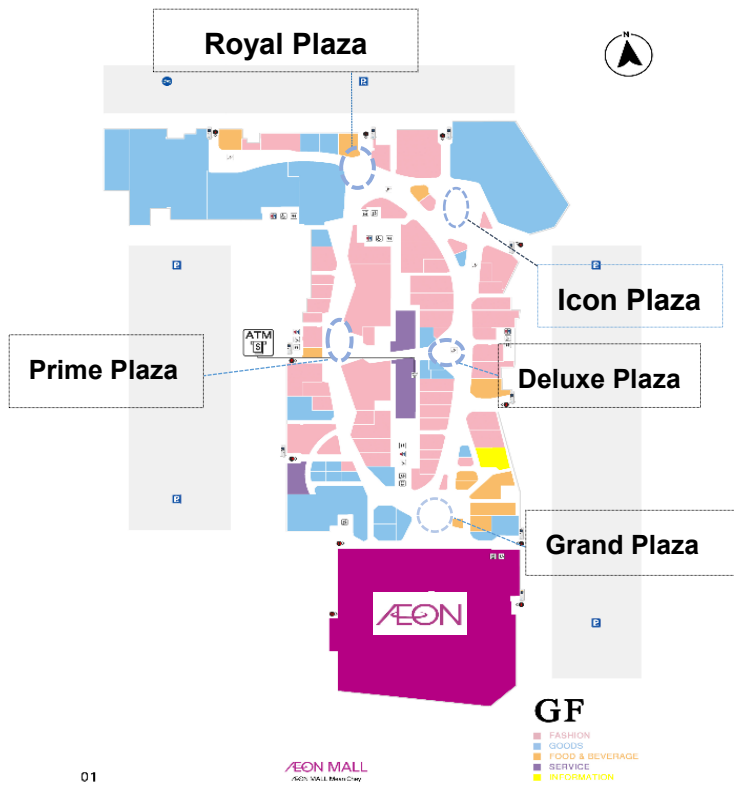
<https://www.facebook.com/AMMCaeonmallmeanchey>



Responsible person	AEON MALL Mean Chey AEON Mean Chey Store	General Manager Store Manager	Eisuke Kimura (Mr.) Rous Touch (Mr.)
Number of stores	Anchor store Sub-anchor stores Specialty stores	AEON Mean Chey Store (GMS) Major Cineplex, Approx. 250 stores	
Site area	Approx.174,000 m <sup>2</sup>		
Floor area	Approx.180,000 m <sup>2</sup>		
Gross Leasable Area	Approx. 98, 000 m <sup>2</sup>		
Building structure	3-story RC structure (partly 4-storey)		
Car parking	Approx. 3,200		
Bike parking	Approx. 1,850		
Operation by	AEON MALL (Cambodia) Co., Ltd.		
Scheduled opening date	December 15 <sup>th</sup> , 2022		
Business Hour	Specialty Store	09:00 – 22:00	
	Restaurants	09:00 – 22:00	
	Cinema	09:00 – 22:00	
	AEON Mean Chey Store	09:00 – 22:00	
	※ The business hours of some areas have different opening hours		
Holidays	Open all year around		
Number of employees	Entire mall approx.5000 (including approx. 570 at AEON MALL Mean Chey)		

<Inquires> AEON MALL (Cambodia) Co., Ltd. Corporate Planning Section, TEL: +885-23-988 200

# [Floor Plan]



## Feature of AEON MALL Mean Chey

### Largest Outdoor Park <Komsan Park>

Komsan Park, the first largest outdoor park inside the mall's building where located on the 3<sup>rd</sup> floor. The park consists of a playground for young children, attractions for adults, and a glamping zone, providing entertainment and education for all generations.



### Providing a new entertainment space

#### [Sky Bridge]

**The Sky Bridge**, a 40-meter-long glass bridge that can accommodate 200 people at the same time, has been installed on the 3<sup>rd</sup> floor. The Sky Bridge provides an "exciting" experience and great photo spot to share the experience with family and friends.



### [Kid's slide]

**Kids slide** is a slide that connects the 2<sup>nd</sup> Floor to the 3<sup>rd</sup> Floor and provides fun with free of charge for the people under age 12 years old.



### [AEON HALL]

On the 2nd floor, we have set up a multi-purpose "AEON HALL" which is one of the largest in Cambodia with approximately 1,900 m<sup>2</sup> with a capacity accommodating 3,000 people. It can host various events, from weddings to seminars, concerts, and e-sports events as well as art exhibitions, and more.

"AEON MALL Sen Sok City: Approx. 1,000 people.



### [Walking track].

A 250-meter-long walking track has been installed on the third floor. It contributes to good health in daily life.



Introducing the latest advanced digital signage, one of the largest in Cambodia

The Digital signage with new technology. In addition, store promotions, live commerce, and information about the mall, the signage on the Skybridge wall projects fascinating movies about natural forests and wildlife, providing an extraordinary experience



Proposing a lifestyle of education about the culture and nurturing it for the future

**[Education Collaboration with the Royal University of Fine Arts Phnom Penh]**

Concluded an Education collaboration agreement with the Royal University of Fine Arts Phnom Penh. Cultural events are held every month by students who studying traditional Cambodian dance and various cultures.



**[The Children’s Art wall]**

Collage art consisting of sea, land, and space drawn by children from Cambodia and Japan. We held the SDGs-themed art workshops were held in various locations in Cambodia, including Phnom Penh, Battambang, and Siem Reap, where children were asked to draw their own images of the sea, nature, and the universe. We hope you’ll enjoy the wall art created by the imagination of children who are responsible for a sustainable future.





**[Digital stand art glass]**

The Large-scale artwork by Cambodian female digital artist Jessy An. This is a new work created for the opening of the mall. It is a digital artwork with delicacy and power, expressing the vitality of nature and the strength of women.



Ms. Jessy An



**[Sbek Thom] Khmer Sadow theatre**

The escalator hall is equipped with art related to **[Sbek Thom]**, a traditional Cambodian art form and a UNESCO Intangible Cultural Heritage Site.

**Sbek Thom'** is a large shadow puppet show featuring puppets and dancers dance with a flame made from burning coconut shells as the light source is fantastic. The puppets, made of cowhide, are based on the epic poem **'Ream Ker'**

The story of **Ream Ker** revolves around the battle between Prince Ream's brother Reaq and Antachit, the son of the Demon King. The most famous of these, the love story of Hanuman and Ponnakai, was displayed in the escalator hall.



## The “Cosmetic zone” always offers new beauty

### [Cosmetics zone]

On the GF, A beauty-themed area has been set with a number of cosmetics specialty shops, centering on AEON’s Glam Beautique. The mall also has THE BODY SHOP, a natural cosmetics shop L'OCCITANE, luxury skincare brand “CLARIN”, and other famous cosmetics shops will also open in the mall.



### [Powder room]

In addition to the cosmetic zone, we also provide powder rooms at the GF for women can use with peace of mind.



## Proposing a new shopping experience that intergrates online

### [AEONMALL PLUS Showrooms]

AEONMALL PLUS is a new e-commerce application which scheduled to launch in Cambodia. By setting up a showroom in the mall that bring new experience for customer to be able to experience the product on the spot.





### [Live Commerce Studio]

The Live commerce studio is set up as the venue for AEON MALL Digital Shopping (Live Commerce), which has been implemented since the end of 2020. The studio will offer customers with new discoveries as a place to communicate the appeal of AEON MALL Mean Chey for not only live commerce but also utilizing digital technology.



### Features of “AEON MEAN CHEY STORE”

**“We provide an enjoyable shopping experience for our customers”**

As Cambodia's first GMS (General merchandise store), AEON Cambodia offers a variety of products to support daily life for the enjoyment of all customers, from children to the elderly. The store mainly offers a wide range of products including food, fresh produce, daily sundries, interior goods, home appliances, stationery, apparel, sports, toys, health product, and more.

In particular, the AEON Mean Chey store will be the first to offer and focuses on new busy families and young generations who are looking for something new in their lifestyles despite their busy schedule by being exposed to global trends through new technology.



▪ **Ground floor (1<sup>st</sup> floor) A floor offering “New Challenges and Experience”**

**[Delicatessen Corner]**

From the main dishes to desserts, customers can choose from approximately 400 dishes including Cambodian, Japanese, Chinese, and Western cuisines, fresh salads, and fresh desserts. The sushi and sashimi corner very popular in Cambodia, includes nigiri-sushi and sushi-rolls. In addition to nigiri sushi and other individual sushi, onigiri, grilled salmon, and grilled mackerel are also available.



We also have dining area with more than 350 seats so that customer can enjoy meals with their families and friends.

**[New concept “Sweet & Deli”]**

A sweets corner with fresh cakes, puddings, o-hagi, green tea café, fresh juices, ice cream and mini croissants, as well as Japanese and Western food such as teppanyaki, seafood rice bowls, yakitori and pasta, etc.

**[Deli corner]**

In addition to fast food such as sandwiches and chopped salads, plus an assortment of main and side dishes served by staff face-to-face.



The “Reward kitchen” corner and other corner will be set up so that customer can easily enjoy the atmosphere of a specialty store.

**[Café corner]**



Along with freshly ground coffee, We will enhance our lined up of food products that made from organic and plant-derived ingredients to meet the customer’s needs for health-consciousness and dietary diversity. AEON will continue to offer a full range of products and assortments.

**<Fresh food corner >**

The fruit and vegetable corner, we have offers a wide variety of safe, local and seasonal vegetables, fruit and seafood. Fresh local and seasonal vegetables and fruit are available at reasonable prices. It also offers a range of organic products. **The popular Salad Bar**, has been expanded to include a wider selection of salad and vegetables, cut fruit, and dried fruits.



In the fresh fish corner will feature 'Salmon World', offering Cambodians' favourite salmon in a variety of cooking methods recipes. In the meat section, TOP VALU Tasmanian Beef, flown in from

the company's own farm in Tasmania, Australia, and Wagyu beef imported from Japan will be sold. The mall will also offer a wide range of pre-prepared meals and meal kits to meet the rapidly increasing demand from working families.

### <TOPVALU & Supermarket corner >

In addition to approximately 1,200 'Topvalu' products imported from Japan, the store also stocks 'Topvalu' products from Thailand and Malaysia, and has a 'Topvalu Street' to meet a variety of demands.

In addition, product categories are divided into three temperature zones - room temperature, refrigerated storage temperature and frozen storage temperature - and sold at low prices.

Beside TOPVALU street we also offer many kinds of product from around the world for customer's option with your own need like grocery, seasonal, beverage, chilled and frozen products.



### [HÓME CÓORDY]

AEON's home fashion private brand.

The HÓME CÓORDY range is simple, functional, and unmistakable, and the products can be coordinated with each other.

We have line-up of over 2,000 items, including mattresses, cool bedding, pillows, and other bedding to help in sleep comfortably, sofa, chairs, carpets, and other interior items as well as kitchenware. HÓME CÓORDY is here to help you live comfortably by offering advice on how to coordinate your living room to suit your taste.



### [Household goods Corner]

In the Household corner, you can enjoy coordinating your dining table with your colors, and tones, such as tableware sets, cutlery and table fabrics. In cooking utensils, we have lined up of high-quality products that can be used by craftsmen such as Japanese knives, peelers and cooking scissors. We also have a wide range of frying pans, from low-priced products to professional-grade products, so that you can use them for different purpose.

### [GlamBeautique]

GlamBeautique open its first store in Cambodia.

The store offers medicine, cosmetics and daily sundries that are indispensable to customer's daily life. The beauty care and natural corner offers new health and beauty care products.



▪ 1F (2 Floor) A floor of lifestyle, Fashion, Kids, Sport, Home

**[iC- Inner Casual]**

Opened the second store in Cambodia with a full concept of AEON's private brand functional innerwear.

We specialized in providing innerwear, sports, underwear, homewear, and sportswear.



**[Doublefocus]**

AEON private brand shop.

We are pleased to announce the opening of our first store in Cambodia, Double Focus.

TAINS is a brand that proposed newness and fun by mixing trends with casual wear. It is a fashion brand that young people can enjoy. (Scheduled to open in February 2023)



**[Sportswear, sports goods corner]**

We offers sportswear, sports equipment and hardware used for active sports (individual and team sports), camping, indoor and outdoor activities.

We will also offers a private brand of sportswear, Sporsium.



**[Kids Republic]**

Kids Republic is specially designed for young families to have everything they need from pregnancy to birth and growing up. The store offers high-quality baby clothes, materials, and children's everyday items. In addition to Top Value, there is a well-stocked kids' toy corner with Tomica, Lego, Zuru as well as a wide range of soft toys and educational toys.



**[Kidzooona]**

A well-known amusement park.

We've introduced the concept of 'edutainment' where children can learn while they play.

They can play and learn at the Toy master Corner and on the large-screen digital signage.





### **[Home Fashion]**

The home fashion section. We have artistic floral greenery. Wall decorations, carpets and a storage section that can be easily combined with HÓME CÓORDY product. For the first time in Cambodia, IRIS OYAMA brand chests and storage boxes are in stock for the first time in Cambodia to help you organise your room.

### **[HOME APPLIANCES, TV and Telecom CORNER]**

Home Appliances had been set up separately for "Cooking Appliances" and 'household appliances. Visitors can consider purchasing home appliances while receiving explanations of their functions and usage. In addition to a multimedia counter selling smartphones, tablet PCs, and other products, there is also a range of audio and video products centered on JAPAN BRANDS.

### **[JAPAN STATIONERY Shop 'i-Rashiku']**

In the stationery section, we collected Japan high-performance and adorable stationery and put them together in a corner called "I-RASHIKU". You can try Japanese-quality stationery such as Branded Pens, writing instruments, and notebooks. Please pick it up and try the writing taste



### **[Service-Enhanced service for customers to enjoy shopping]**

- Drive Pickup counter (in-store pick-up service for items ordered via the Aeon Online App)
- Customer self-service in the Delicatessen area
- 24 provinces delivery also available
- Home Delivery and installation for large home appliances and furniture
- Wrapping service
- Baby room for mommy and baby.
- Installment payment with cooperated bank especially with AEON Specialize Bank
- Cashless payment with a variety option as customers want
- Gift coupon

### **[Overview of AEON Mean Chey Store]**

Name of shop : AEON Mean Chey Store

Opening hours : 9:00-22:00 \*Opening hours may vary according to regulations.

Holidays : Open all year round

Leasable floor area: Approx. 16,000 m<sup>2</sup>

Store manager : ROUS Touch

No. of employees : approx. 570

## Providing safety and Security for the post-Covid-19

### ▪ Efforts to prevent the spread of infectious diseases

#### [Ventilation system]

A high-sidelight window is installed above the mall corridor. The windows can be opened freely by remote control from the central monitoring panel to promote natural ventilation. In addition, our ventilation system provides mechanical forced ventilation and maintains the air environment inside the building by constantly introducing fresh outside air.



#### [Anti-bacterial and anti-viral materials]

Anti-bacterial and anti-viral materials are used in common areas and all toilets.



## Universal design initiatives

#### [General information counters]

The functions of the information counters in the Specialty Stores Area and the GMS, which were previously located separately, have been integrated into a single location. All information relating to the entire building can be received at this single location. A temporary luggage storage service is also available for large items of luggage to accommodate travelers in the wake of the opening of the new international airport.



#### [Parking lot pre-payment system]

Pre-payment machines have been installed at some entrances. By completing payment of the parking lot fee in advance via electronic payment. The time required to exit the parking lot is reduced. You can return home without leaving the building while enjoying your time in the parking lot.

### **[Handicap parking spaces]**

Special parking spaces have been set up for handicapped-accessible visitors.

### **[Toilets]**

There are toilets for different purposes: "children's toilets" with suitable facilities for children, and relatively spacious "family toilets" for families.

### **[Baby rooms]**

A total of three baby resting rooms with nursing facilities are available.

### **[AED]**

AEDs (automated external defibrillators) are installed at the Information Counter and Disaster Prevention Centre. Trained employees are also available to assist customers who need an AED at any time.

### **[Wheelchair and stroller rental]**

Wheelchairs are available for rent at the information counters so that people with reduced mobility or the elderly can enjoy shopping with peace of mind. Character carts for children are also available. We also have strollers for newborns available for customers with infants to enjoy shopping with peace of mind.

### **[Free-WiFi]**

The mall is equipped with "free Wi-Fi", to meet the Internet access needs of mobile terminals.

## **Environmental protection, Disaster Prevention, and social contribution activities**

### **[Green Environmental Performance Evaluation Standards-EDGE and GreenRE Application]**

In order to ensure that our business activities through the mall are sustainable, we have applied for two global green environmental performance assessments and will continue to verify the effectiveness of our efforts.

#### **EDGE (Excellence in Design for Greater Efficiencies)**

Is an international green building certification system run by the International Finance Corporation (IFC). It aims to reduce a building's energy and water consumption by 20% and curb greenhouse gas emissions, and evaluates buildings on three points: energy, water use and building materials used.



#### **GreenRE (Green Real Estate)**

Established in 2013 by REHDA (Real Estate and Housing Developers Association of Malaysia) to promote sustainability in the Malaysian property industry, GreenRE's standards and certification process are in line with the UN Sustainable Development Goals (SDGs) and the World Green Building Council's. It is aligned with efforts to achieve a net-zero future.





### **[Recycle plastics furniture]**

We are striving to reduce plastic waste and raise awareness among customers and staff by installing benches created by reducing discarded plastic in common areas of the building.



Used PET bottles



Compression recycling machine



A new product material Plastic



### **[Solar Power Generation System]**

Sola panel with a capacity of approximately 2,880,900 kWp (DC), the 2<sup>nd</sup> largest among all our malls over the world which has been installed on the rooftop. We will promote the use of eco-friendly of renewable energy such as reduction of CO<sub>2</sub> emission and reduce of the Electricity supply.

### **[High-capacity emergency generator]**

A 2,500 kVA emergency generator is installed. In the event of a power failure, the generator can continue to provide power to the building for up to 16 hours. In the event of a major disaster, the building aims to play a role as a local disaster-prevention center.



### **[Ultra-high performance chiller]**

A high-efficiency chiller with high energy efficiency and a state-of-the-art system that controls the amount of outdoor air according to the CO<sub>2</sub> concentration in the building has been installed.

### **[Water-saving sanitation systems]**

Water-saving toilets have been installed to reduce the amount of water used for flushing.

### **[LED lighting]**

LEDs are used throughout for lighting and various internal signs. In addition, human body sensors and illumination control systems have been introduced to reduce consumption.

The use of LEDs in lighting and various internal signs reduces power consumption and CO<sub>2</sub> emissions.

**[Relevant control of air conditioning equipment]**

The use of electricity-efficient high-power cooling units and the Building Energy Management System have been adopted to add calculation and processing functions and save energy.

**[Other environmental protection measures]**

Waste generated from facilities, such as watery waste, cans, and plastic bottles, are recycled as far as possible to reduce environmental impact.

Dedicated parking for electric vehicles

**[Exclusive parking stations for electric vehicles]**

By setting up charging points exclusively for electric vehicles, The aim is to reduce CO2 emissions and greenhouse gases, and to contribute to the popularization of electric vehicles.

**Advanced environmental design**

**<Grand Design Concept: HILLTOP LOUNGE >**

This project is the 3<sup>rd</sup> mall, we aim to create a mall that is more rooted in the local community. As the country’s No.1 developer that creates better commercial and living environments, we will provide our customers with a bright, generous, and surprising space where they can spend a relaxing and enjoyable time.

**<Interior and Exterior design concept>**

Overcoming the large space of AEON MALL Sen Sok City, the 2<sup>nd</sup> mall in Cambodia. We have installed the Skyroof of approximately 10,000 m2 and approximately 30 m height which is the largest in Cambodia’s latest entertainment space will be born in the enclosed space such as Skybridge, Kid’s slide, and a super-large see-through vision system.



**[Surrounded Step Auditorium]**

Around the Icon Plaza, we have prepared a seating space that utilizes the space of tree-dimensionally lowered of floor. You can relax while watching a wide variety of events and performance in the large space.



**[GRAND PLAZA]**

A 27 metre high square atrium space with a horizontally long ultra-large screen.



**[DELUXE PLAZA]**

At the top of the atrium, there is a high-side that brings in gentle natural light from the sides, creating a 23m high atrium space. LED VISION is installed at the bottom of the escalator. In addition, we have prepared a vibrant restaurant area is available on the 2nd floor.



**[PRIME PLAZA/ ROYAL PLAZA]**

A plaza with LED VISION on the entire two-storey. The escalator in the shape of a letter “K” allow smooth movement from the GF to the Komsan Park on the 2nd floor. In addition, a see-through banner types vision will be installed at the Royal Plasa, which is connect by tree-dimensional atrium space.





### [Dimming and color-controlled lighting]

All lighting in customer common areas is installed with dimmable or color-controlled lighting. In addition, reducing power consumption by setting a lighting hour and changing the brightness of the lighting and color of the appearance for each scene, customers can enjoy new experiences such as bright and fun atmospheres.



### [Sky roof illumination]

The skyroof will produce illumination with a total of 1,000 LED dot lights, coloring the night sky of Phnom Penh's new city Mean Chey.

