

January 21<sup>st</sup>, 2023

AEON MALL (Cambodia) Co., Ltd.  
AEON MALL (Cambodia) Logi Plus

~Proposing the New Value that connects shopping malls and online in the Kingdom of Cambodia~

## AEON MALL Cambodia OMO's policy

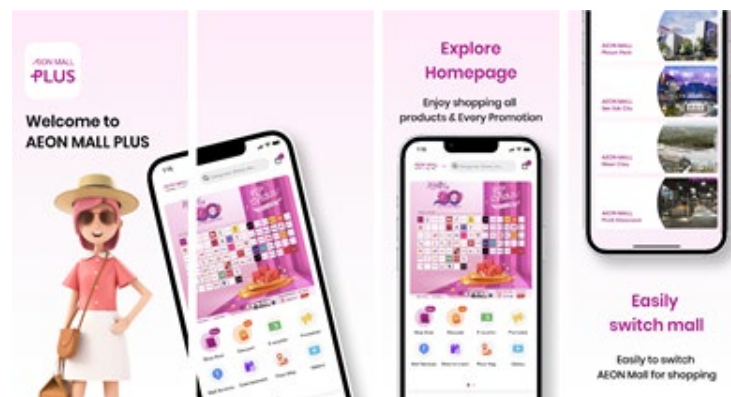
AEON MALL (Cambodia) Co., Ltd., and AEON MALL Cambodia Logi Plus (hereinafter referred to as the Company) have launched a unique application "AEON MALL PLUS" that enables the use of EC services, in order to offer new value in the Kingdom of Cambodia (hereinafter referred to as the Country). Furthermore, as a place to connect both online and offline the "AEON MALL Plus Showroom" will be set-up in AEON MALL Mean Chey (partially opened in December 2022), where enable customers can actually get the overseas products and high-priced products can only be purchased through EC.

In the future, the company will be seamlessly connected the three malls and the application to promote OMO (Online Merge Offline) in Cambodia's business.

We will continue to work to realize a more convenient and affluent lifestyle for the people of Cambodia.

### ■ 「AEON MALL PLUS」 Feature and Function

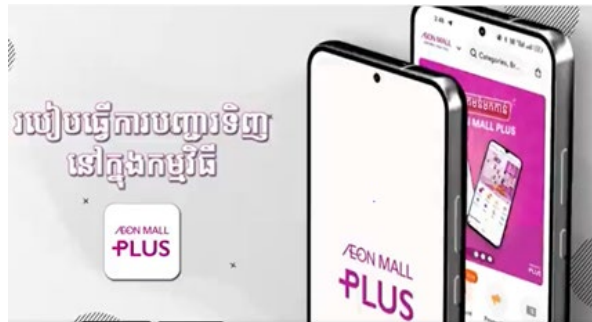
1. Cambodia's first mall-based e-commerce platform
  - ◇ Browsing and purchasing some products from specialty stores of tree mall through e-commerce site.
  - ◇ The products can be delivered to the customer's home or picked up at a pick-up counter in the mall.
  - ◇ Corporate with AEON GMS "AEON ONLINE SHOPPING" which allows shopping from home.
2. Quick access to facilities information of three malls and the latest events
  - ◇ "Floor map" function: You can see and access floor maps and facility guides for the three malls
  - ◇ "Message function" allows you to easily check the latest event and sale information



The company will continue to actively integrate real stores and digital services and add various functions as a starting point for customer usage.

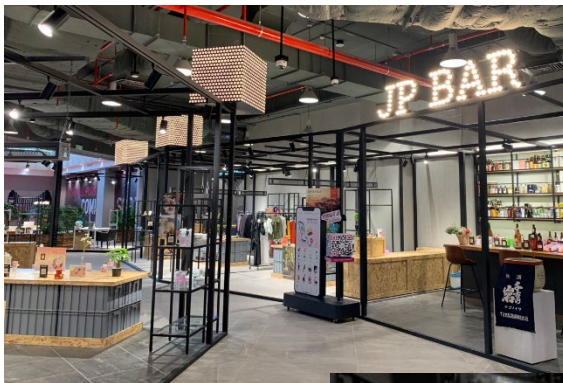
※ Mall-Based e-commerce sites are formed by gathering multiple stores, like a shopping mall and physical stores

It is a virtual shopping mall on the Internet. As of December 15, the service area covers designated areas in the Phnom Penh metropolitan area. The service will be gradually expanded within the country.



### ■ 「AEON MALL PLUS」 Showroom

A showroom has been set up in AEON MALL Mean Chey. The product sample of e-commerce limited products that are not available in Cambodia, such as Japanese sake, high-quality Japanese glassware, and the latest household appliances are on display to allow customers to taste and check the quality of the actual product by scanning the QR code link to the EC site to purchase products immediately on the page.



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