

21st December 2021

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

## - Generate Next Stage of Fashion to Cambodia - 「AEON MALL Phnom Penh」 H&M opens the 1<sup>st</sup> store in Cambodia!

AEON MALL (Cambodia) Co., Ltd. (the “Company”) will open the first Fast Fashion Brand “H&M” in Cambodia in the first quarter of 2022 inside our first mall, AEON MALL Phnom Penh (the “Mall”)

During Mall operates its business since June 2014, we offer the new lifestyle experience to the customers in Cambodia and obtains appreciation over 12 million of customers every year. Whereas in 2022, the Mall plans for the first renovate on expansion the large-scale floor, in order to evolve into a high sensitivity mall and creating new value for Cambodian people. Initially, we will introduce H&M to open the first store in Cambodia, to generate next stage of Cambodian fashion scene.

H&M, a leading fashion brand from Sweden is offering extensive range of clothes and accessories at a great price for fashion lovers in Cambodia. Spread across around 1,800 square meters, H&M at The AEON Mall, Cambodia carries a complete range of fashion and ladies, men’s, teenagers, kids and accessories including bags, shoes, necklaces and earrings with new items in store daily. With spring season 2022 showcases offers a wide variety of the latest, affordable fashion trends without compromising quality, design, and style.

Meanwhile the second mall, AEON MALL Sen Sok City, the entertainment center, we will actively attract the new brands of stores that are not existing in Cambodian market, as well as the recognizable international brands, and provides customers with the latest information, various services, value, and opportunities.



PROPOSED GROUND FLOOR SHOPFRONT

### 【Overview】

Store Name : H&M  
 Location : AEON MALL Phnom Penh, Ground Floor / First Floor Maisonette  
 Store Area : Approx. 1,800 m<sup>2</sup> (GF 820 m<sup>2</sup> / 1F 980 m<sup>2</sup>)  
 Product Line : Women's, Men's & Kids' Clothing & Accessories  
 Opening Date : TBC

### 【For further information, please contact】

AEON MALL Cambodia Co., Ltd.

TEL : 023-988-100