

Company Profile



AEON MALL (CAMBODIA) CO., LTD.



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● Top Message

AEON MALL is a core enterprise of the AEON GROUP specializing in shopping mall development and operation. In 2014, we opened our first mall in Cambodia. Currently, we are operating shopping mall business with the aim to enhance the quality of people life, vitalize local economic activities and contribute to community life in Cambodia. We actively seek collaboration with our customers and business partners in order to secure a safe shopping environment for customers and to create a shopping environment as leisure center to relax for the locals.

Our mission is to **“Fill everyday life in Cambodia with New Possibilities”**. Because Cambodia will continue to develop more and more in the future, as ever, we remain evolved and developed by bringing new value to Cambodia and focusing the new normal in order to achieve sustainable growth. Thank you for your continued support and cooperation.



AEON MALL
LOGI PLUS

Mr. Tsuboya Masayuki
Managing Director



Our Philosophy

Mission

“Fill everyday life in Cambodia with New POSSIBILITIES”

4Cs Vision

- Customers
- Colleagues
- Commercial
- Cambodia

6 cores Value

- ◆ Present a Surprise
- ◆ Customer-Focused
- ◆ Challenge to Grow
- ◆ Appreciate and Support
- ◆ Be Prepared and Adaptable
- ◆ Keep Promise

● What is AEON ?

The word aeon (ÆON) has its origins in a Latin root meaning “eternity”.

AEON is now one of the largest retailing groups in the world with over 179 member companies both inside and outside Japan. Founded 1758, AEON Group with its history spanning over 250 years has one of the longest histories as a retailer in Japan.



Okadaya, around 1890-1900. Family Motto, “Give the central pillar wheels” created.

1758 ~

Founding Era

1969 ~

Promotion of Federation
management and business
diversification

1985 ~

A leap to become a global
corporate group

2012 ~

AEON MALL Japan expand to
Cambodia

● AEON Group (Japan)

As Japan's largest retail group, AEON has 10 major business aspects in balanced development under a pure holding company structure. AEON MALL is a core enterprise of AEON responsible for commercial real estate development business.

● AEON MALL (Japan)

AEON MALL is a specialist shopping mall developer. Our philosophy of putting the customer first has guided our continuing efforts to create malls that enhance the quality of life, stimulate local economic activity and contribute to community life and culture. AEON MALL cooperates in the building of communities that are exciting, fun to live in and vibrant. We will use our skills to bring new value and attractiveness to communities, society and customers.

300

Group companies

¥8.7 trillion

Operating Revenue

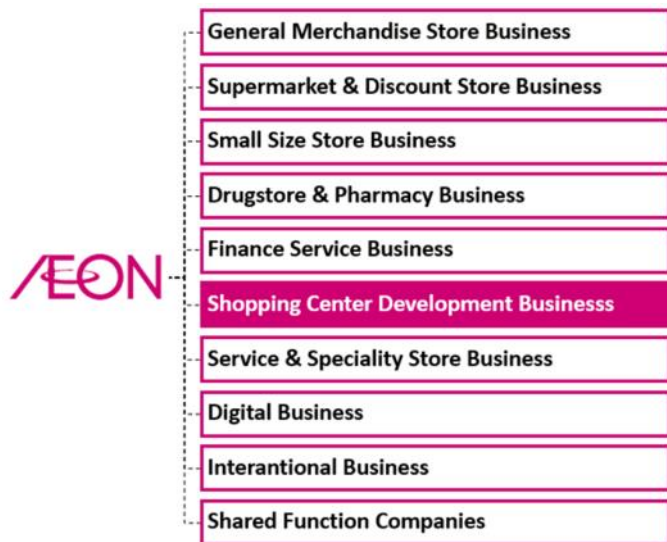
560,000

Group employees

10 Businesses

in **15** countries

(Asia and Global)



AEON MALL in Asia and Japan (As of Dec 2022)



Total = 201 malls (165 in Japan, 22 in China and 14 in ASEAN)

● AEON Group's companies in Cambodia



AEON MALL (Cambodia) Co., Ltd.

Mall Developing & Operation
Operation since 2012 ~



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

Customs Bonded warehouse and E-commerce
Operation from 2022~



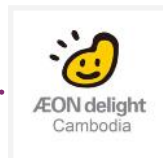
AEON (Cambodia) Co., Ltd.

General Merchandise Store
Operation since 2012 ~



AEON Specialized Bank (Cambodia) Plc.

Financial Service
Operation since 2011 ~



Branch of AEON Delight (Vietnam) Company Limited

Facility Management
Operation since 2018 ~

● Roadmap of AEON MALL in Cambodia



Started Business in
Cambodia

● 2012

Founding
Period



AEON MALL Sen Sok City

● 2018

Growing
Period

● 2014



AEON MALL Phnom Penh

AEON MALL
LOGI PLUS

AEON MALL Logi Plus

● 2022

2nd Phase

● 2022



AEON MALL Mean Chey

● Mall Specifications



● AEON MALL Cambodia's Corporate Philosophy

Our mission

Fill everyday life in **Cambodia** with new possibilities.



Challenge the norm and status quo of everyday way of living. We are here in Cambodia to introduce new ways of better and happier living through our selection of products and services picked to answer the needs of all generations and groups of people.

● Our 4Cs Vision

To become a part of our customers' lives

We will be the top destination in Cambodia that excite people at every visit and touchpoint. Through carefully selected products and services, from basic necessities to high-end brands, AEON MALL Cambodia will satisfy needs of all lifestyles.

Be a Second Home

To be a 2nd home, a workplace where everyone respects one another, and every effort gets recognized. AEON MALL Cambodia will be the place where our members encourage each other to challenge limit, grow, and explore new possibilities together.

Be the first-choice business platform in Cambodia

Known for building sustainable and trustworthy relationships. In good and bad times, we will work hand-in-hand with our partners, local and global, to strengthen the competitiveness of both parties, sharing insight and providing supports for long-term business success.

To be the icon of Cambodia loved by the people

Through every employee effort, we will light up Cambodia's future, contributing to economic development and higher standard of living. AEON MALL Cambodia will introduce updated worldwide knowledge and trends through our platform. We will give back to the society by promoting education and culture of environmental responsibility. through CSR activities.



● Our 6 Core Values

Present a surprise

Constantly explore and try out innovative possibilities. Strive to improve and excite by always searching and sharing new ways of working and doing business.

Appreciate and support

Appreciate and support one another toward goals achievement. Trust in each other's potential and intention. Welcome different opinions without bias and have the courage to feedback constructively with respect.

Customer Focused

Always think from customers' perspective both internal and external customers. Build sustainable relationships by anticipating and understanding not only what customers say but what they truly need and is the best for them then act accordingly.

6 core VALUES



Be prepared and adaptable

Respond and adapt quickly to foreseen changes and unexpected situations. Identify potential risks and make necessary preparations to prevent business from being disrupted.

Challenge to Grow

Be open-minded to provide and take on new opportunities for development. Learn from experience and encourage one another to grow together.

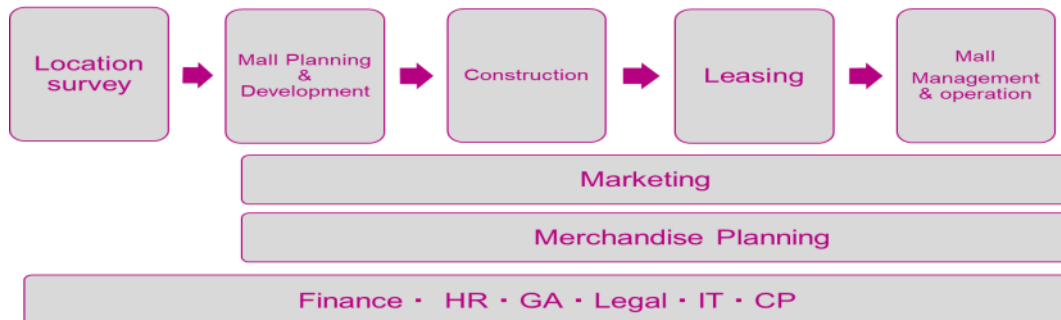
Keep Promise

Be accountable to your words and actions. Commit to complete your mission while complying to rules and regulations. Always be responsible for your people, business partners, the society and environment.

● Company Organization



● Business Flow



● Construction & Development Department



Mr. Kansei Sakura
General Manager
Construction & Development

“We Continue to Create New Spaces and Environments that Make Full Use of Cambodia's First Most Advanced Technology.”

Our main works are the development of new properties, operation of construction projects that involve a large number of stakeholders such as construction companies and local governments, and repair work, reborn work of existing properties.

Development work:

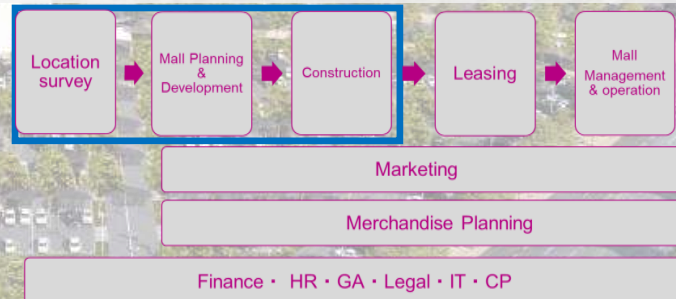
We conduct surveys and information collection of commercial areas to find candidate sites for opening new properties. After that, we negotiate with the landowner then carry out sales and lease contracts.

Construction work:

We manage all projects for constructing large commercial facilities such as basic design, implementation design, site management, quality control, safety management, and construction period management. In addition, we also manage construction work such as the renovation of existing stores, replacement of tenants, revitalization, and floor expansion.

Our Mission:

To Create and realize Cambodia's No. 1 commercial environment and space that provides a place to relax and meet people.



● Construction & Development Department



Mr. Kenichi Nishimura
Deputy General Manager
Construction and Development

“ Our main work are Construction & Development with composed of three section of Property Management section, New Property Management Section, Project Planning & Development Section.

We value on the customer point of view such as: Safety and Security, Satisfaction, and Good Quality



Mr. Math Semrot
Senior Manager
Property & New Property Management Section

“Our work scopes are control in two section:

1. Property Management section is handing on Renovate, upgrade and extend the existing building.
2. New Property Management Section in Charge of New Development of mall area.

In our section, we value Teamwork and Timeline.



Mr. Rith Bophanith
Manager
New Property Management Section

We are in charge of all tasks related to the construction of new malls, development, and planning from the project feasibility study, surveying, and unearthing of mall property to opening. Some skills such as Technical, construction management, teamwork, and communication skill related to building work are very important.



Mr. Mey Samanang
Manager
Project Planning & Development Section

Our main duties of work is related to project planning & development. We will conduct, identify and doing information collection which to address the opportunities for new properties project, growth & development. As planning will helps to think ahead and prepare for the future and choose between options to achieve the best results.

The purpose of development is a rise in the level and quality of life, of work and the creation or expansion for new opening properties area.

● Mall Management Division

“We Continue to Provide New Customer Experiences and Values”

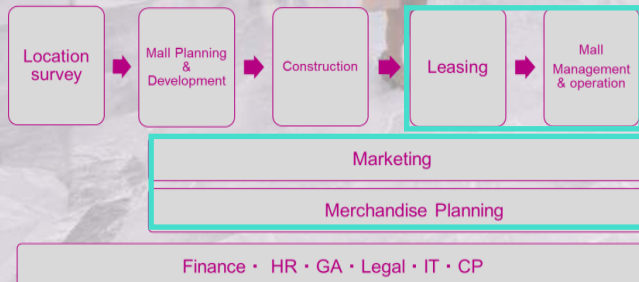
MALL Management Division is composed of four departments, MALL Department (***AEON MALL Phnom Penh, AEON MALL Sen Sok City, AEON MALL Mean Chey***), ***Marketing & Business Planning Department, Leasing Department, and Merchandise Planning Department.***

Each department is working for creating new experiences and values that enable customers to enrich their daily lives. We are always curious about customer's behaviors in order to make sure how we can let them satisfied with visiting our malls and spending their time there.

Also, we have high commitment on providing safer and more comfortable environments for customers through our malls. We will bring more opportunities for customers to enjoy 'Japanese Standards', not only for services but also for hygiene and security as well.



Mr. Yoshioka Satoru
Senior General Manager
MALL Management and Division



● Mall Department

“We Continue to Enrich the Daily Lives of our Customers.”

Our three teams, Sales, Admin, and Accounting, work together to support daily mall sales and create the future of the mall over the medium to long term.

Sales & Marketing

It is divided into a tenant management team and a promotion team.
The tenant management team communicates with each specialty store, and we strive to create attractive stores for our customers. The promotion team, starting with seasonal events, we devise every day so that our customers can enjoy the event throughout the year.

Admin

The scope of a wide range such as management of equipment attached to the store and allocation management of security staffs.

Accounting

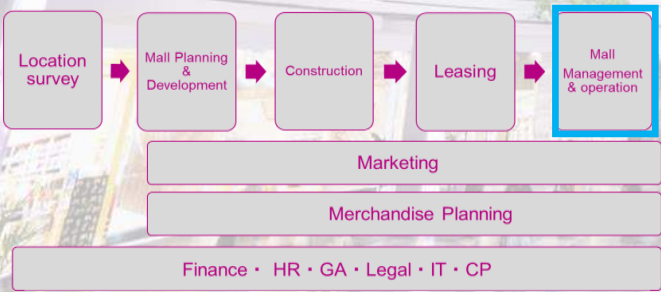
We correctly understand the terms and conditions of contracts with tenants, calculate rent from daily sales, and collect billing data for expenses to tenants. We also work with sales, admins, banks and new payment companies to help tenants take advantage of new payment methods and promotions.

Our Mission

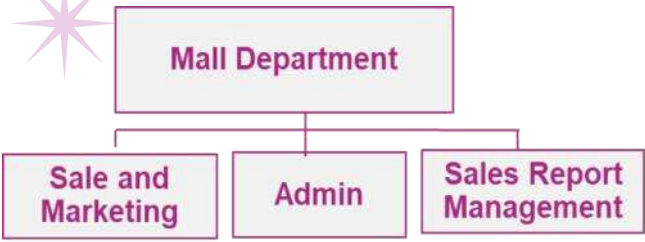
As a pioneer of full-scale malls in Cambodia, we aim to provide satisfaction to all customers who come to our malls by always preparing the most advanced tenant lineup and facility environment.



Mr. Eisuke Kimura
General Manager
AEON MALL Mean Chey



Mall Department



Ms. Nop Sreynoch
Manager
Sale & Marketing

"We support and build a good relationship with tenants inside our shopping mall by ensuring that the contract is proper to implement and the tenant's sales are sustainable for the long term. At the same time, we make promotion planning, provide event ideas to meet customer demand to generate more sales, and pull the customer traffic to the mall as much as possible. Our mission is to make AEON MALL become the first choice for customers in every segment and to gain trust from every partner and stakeholder. We respect new innovative ideas to do better for our section and for the company." We give Respect and Encouragement to other members in the section and other related Dept. We seek "SOLUTION" on every complaint.



Mr. Kong Saroth
Mall Admin Manager

"We "Make, Maintain and Develop" then provide a "Safe, Secure and Comfortable shopping mall" to our Customers. Our section values the cooperation of all members and communication with cross-department. These are indispensable."



Mrs. Ly Somaly
Sales Report Management Manager

"We collect all sales data and make sure it is accurate and unbiased to generate high revenue for the company. In our work, we provide the highest value to customer-focused, challenge to grow, appreciate and support, be prepared and adaptable and keep our promise."

Leasing Department

"With Passion & Integrity, Impossible is Possible !"

I am one of the founder team of AEON MALL Cambodia since 2012. Our team, we strive to explore the prestige concept, and tenant mix with a wonderful experience from both international and local for our valued customers.

We welcome everyone who wishes to join us with the following key criteria such as Integrity, Creativity, Speed, Communication & Contract law skill, Literacy of Khmer & English (writing, speaking, listening).

Our Mission

Our mission is to grow "shopping culture" even more in Cambodia.



Ms. Nuon Kannitha
General Manager
Leasing Department

● Leasing Department

“We Continue to Create New Culture in Cambodia.”

We attract not only domestic tenants but also overseas tenants who have not yet come to Cambodia. The main duty is negotiate with famous brands from all over the world and attract them to Cambodia for the first time. Of course, by following up with existing business partners and discovering, negotiating, and attracting wonderful brands that have not yet entered AEON MALL Cambodia, we are responsible for increasing the value of our properties from the aspect of "tenants".



Ms. Prach Leakhena
Manager

“Love what you do; do it with your heart, effort, integrity, focus, strong commitment and teamwork to accomplish the goal. Stay strong and keep going”



Ms. Riem Sovita
Manager

“We are striving to bring the Global closer to Cambodia and fruitfully enlarge the cooperation with our valued customers and business partners.”

“We, Leasing Team, are creating more possibilities and opportunities to our Cambodians throughout the invitation overseas and local Tenants to collaborate with us and to enhance the experience of newest concept shopping mall business in Cambodia.”

● Marketing and Business Planning Department

“We Aim to Improve the Branding of the Company by Creating New Demand (opportunities) with Everyone's Ideas”

Marketing & Business planning department is composed of three sections of the AEON MALL brand, Marketing Strategy, New Business Planning, and Advertising & Event Planning. We are in charge of planning sales promotion strategies, building digital business schemes, and monetizing facilities using events and advertisements.

Marketing Strategy Section

We plan promotion directions and company-wide promotions based on analysis of customer behavior and market trends. We also plan promotions in collaboration with external companies.

New Business Planning Section

Toward the realization of digital transformation in AEON MALL Cambodia, we make planning of live commerce and applications, mainly aiming to create new business

opportunities utilizing digital functions.

Advertising & Event Planning Section

AEON MALL, which is visited by a large number of customers, is also an ideal place to disseminate company information, and we offer company promotion events in open spaces, and advertisements inside the building. We also organize events hosting and planning for our customers to enjoy themselves even more.

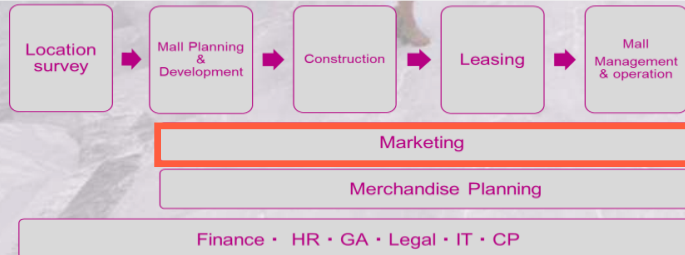
Our Mission

We continue to Improve the value of AEON MALL branding in Cambodia.



Mr. Liu Yangjie
Deputy General Manager

Marketing & Business Planning Department



Marketing and Business Planning Department



Ms. Pheach Sopheak
Senior Manager
New Business Planning Section

"We build new contacts with customers with digital technology and add up value to our malls. We strive to enhance the customers' experience when shopping at AEON MALL (offline to online). There are some important skills such as good communication, basic knowledge of information technology, digital marketing with creative ideas, and social media analysis skill. Our spirit is we work as a team and give support to each other."



Mr. Orm Kimpheak
Manager
Advertising & Event Planning Section

"We create entertainment for customers to enjoy activities by our various kinds of events that we bring to our shopping mall. In addition, we organize events that share value with customers and our society. In our section, we make income through advertising and space rental. Here, we give importance to good communication, negotiation, positive mindset, flexibility, and creativity."



Ms. Yeat Chakriya
Manager
Marketing Strategy Section

"We aim to create an effective promotion mechanism for achieving a company's wide promotion by understanding the needs of customers and creating a distinct and sustainable competitive advantage. More than that, we also build a good relationship with an outside partner by creating a business opportunity together towards achieving set goals. We are here to create remarkable experiences. We get things done. Above all, we have passion for what we do, and we are proud of what we accomplish."



● Merchandise Planning Department

“We Aim to Improve the Branding of the Company by Creating New Demand in Cambodia.

Merchandise planning is a new section.
We will foster trust and respect between each section and need to explore customer insight and identify their needs.

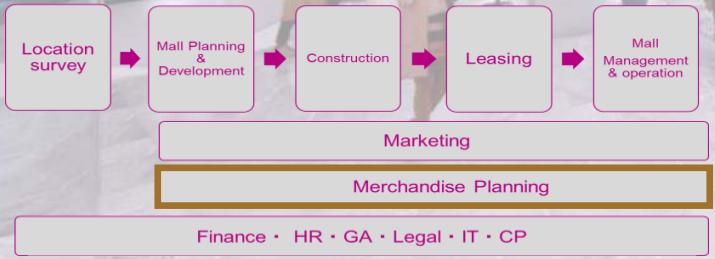
Our team is a section that have responsibility to make leasing plan, give out opinions and analyses relating to the retail market and mall’s overall business Performance from which to provide recommendations and suggestions to fit for the company situation.
Deeply knowledge about retail market and explore new tenant & trend makes us more stronger as a leading mall business in this country.

Our Mission

Our mission is searching for ways to differentiate ourselves from existing and potential competitors. We contribute to improve the value of AEON MALL branding in Cambodia.



Mr. Mashiko Eiji
General Manager
Merchandise Planning Department



● Corporate Management Division

“We Strive to Become The Promoter of Change that opens up “Present” and “Future” Possibilities of Growth for the Company.”

In the changing environment, both internal and external, we are the “Corporate Management Division” which consist of two department of **Administrative** and **Finance Department**.

For **Administrative Department** consists of 5 sections, namely Human Resources, General Affairs, Legal, IT, and Corporate Planning.

Finance Department consist of 5 sections, Financial Reporting Management, Treasury , Taxation, Capital Asset, Sale Management.

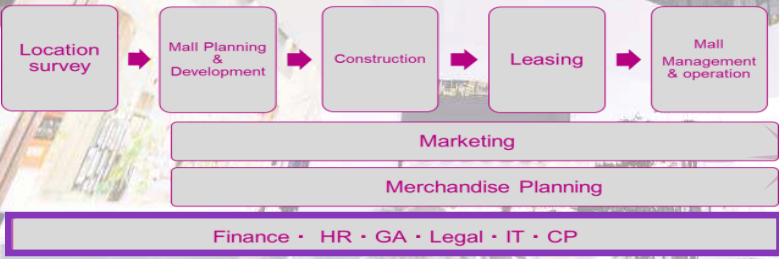
In each departments, we solve short-term problems such as finding and responding to the problems facing our company. On the other hand, we draw long-term perspective on what our company wants to become, and proceed with initiatives that involve stakeholders inside and outside the company toward our vision.

Our Mission

Not only do we protect the company from risks in the midst of a drastically changing environment, but also as a "corporate division", we transform society through our company by brushing our skills and by promoting communication for growth of the company.



Mr. Sugyo Kazuki
Senior General Manager
Corporate Management Division



● Administrative Department



Mr. Pov Borin
Manager
Human Resources Section

"In the Human resources section, our main tasks are the following"

- Recruitment schemes
- Assignment schemes
- Development schemes
- Job Grading schemes
- Evaluation schemes
- Benefit and Reward schemes etc.

Message: Everything we do, we do for our employees. We develop the workplace where everyone respects one another by having a strong corporate culture and the same direction.



Ms. Hang Chhaykanika
Manager
General Affairs Section

"Our main task is to monitor all the business matters such as management of office operation and internal rules and regulation, promoting SDGs and CSR activities, conducting internal training, supporting equities, etc.

Communication is the key. Sharing accurate information makes our work faster and more efficient because this section has to deal with a cross-departmental work task."

● Administrative Department



Mr. Mun Someth
Manager
IT Section

"We provide IT support to all staffs, make sure internet and the internal network are working well. We also maintain data, information systems, and servers that all departments are using. Our mindset is to work at maximum speed while keeping the network and information system secured and reliable."



Ms. Lim Srey Pov
Deputy Manager
Corporate Planning Section

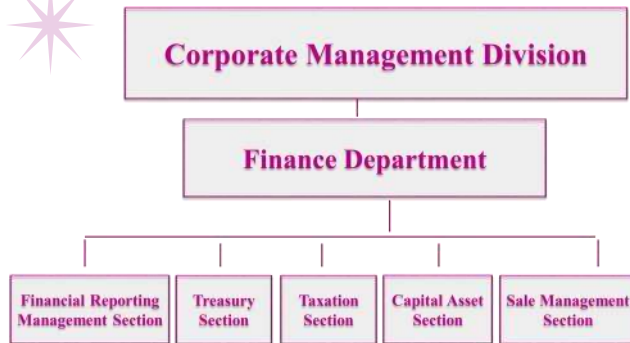
"Our section's duties are works related to mid-long term management plans, public relations, and business audits to ensure risks control for sustainable business. In particular, we work on the development of numerical management tools and budget progress management, corporate philosophy education, information management, internal audits, corporate projects, and support other sections. There are some important skills such as project management skills, data analyzing, information research, good communications skills, and flexibility."



Mr. Huy Tong
Manager
Legal Section

We deliver seamlessly integrated and solutions-oriented legal assistance to establish, structure and protect the company's business interests. We are also actively involved, in tandem with internal-external stakeholders, in developing and delivering the legal and regulatory environment of the emerging businesses in which we operate to enhance management and reduction of legal risk.

● Finance Department



Mr. Sok Chann Socheath
General Manager
Finance Department

"Our main duties are to provide financial information to management. We are responsible for keeping and interpreting financial records for a wide range of finance-related tasks such as administering payrolls, controlling income and expenditure, auditing financial information, and tax returns, etc. Specialized accounting and taxation skills are the basic needs to do the job. Besides these skills, there are analytical and problem-solving skills, time management, etc."



Ms. Say Molyka
Senior Manager
Sale Management Section

"Our work is to prepare the company's financial statement. Providing reliable and trustworthy data to our business partners is what we value the most."



Ms. Soy Ounnita
Senior Manager
Finance Department

"Our duties are the management of daily accounting operations in compliance with local accounting standards. We are producing as well various accounting reports and financial statements by the deadline for management to review and coordinate and liaise with auditors on internal/external audit, tax, and other relevant matters. Specialized accounting and taxation are our basic skills. However, we also value the trust of each other and always acting with integrity and sincerity in all situations."

● Staff Benefits

Allowance

- Gasoline allowance
- Childbirth & Condolence allowance

Celebration

- Annual staff trip
- Year-end party

Bonus

- Bonus twice per year

Mandated Benefit laws

- Abides by Cambodian Labor Laws such as working hours, OT, Leaves, severance pay, seniority payment, etc.

Training

- Staffs Training※
- Management training※
- AEON Group Global management Training (For selected staff)※
- Internal work trainings

※Professional Trainers from External

Insurance

- NSSF Health and accident Insurance
- Private 24/7 accident insurance

Award

- Annual best employee awards
- 5 year service awards
- Outstanding Employee Awards by AEON MALL Group in ASEAN region



● Staff Activities



● AEON MALL (CAMBODIA) LOGI PLUS CO.,LTD.

The New Subsidiary Business of AEON MALL (CAMBODIA) CO.,LTD.

AEON MALL
LOGI PLUS

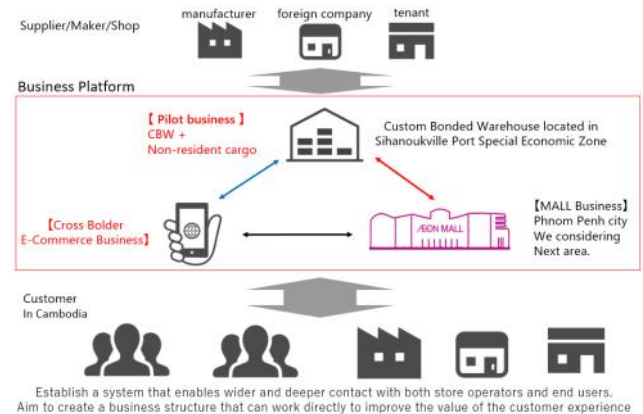


The **20,000 Sqm** Custom Bonded Warehouse Located in **Sihanoukville Port Special Economic Zone**

To Start Operation within first half of 2023.

● About AEON MALL LOGI PLUS

AEON MALL (CAMBODIA) LOGI PLUS CO.,LTD. is a wholly owned subsidiary of AEON MALL (CAMBODIA) CO., LTD. established in February 2022. With site area of **30,000 sqm** located inside Sihanoukville Port Special Economic Zone, We are the first multifunctional logistics center business which will serve as a platform for overseas logistics in the Kingdom of Cambodia. We operate a **Multifunctional Logistics Center** equipped with the necessary licenses required for cross-border E-commerce businesses including bonded warehouse functions, as well as customs clearance agency and fulfillment center functions. Our company is also the first pilot company to realize this concept initiative. We will start operation within the first half of 2023.



● What we do ?

WHAT IS OUR BUSINESS?

WE PROVIDE ADVANCED LOGISTICS
Service in **SIHANOUKVILLE PORT**

01

Non-Resident Inventory (NRI) with FTZ warehouse

Our logistics service NRI & Bonded Inventory is the only License in Cambodia that related to the Sihanoukville free trade port initiatives. Cambodia's manufacturers and retailers will earn many benefits such as improving lead-time, cost reduction by VMI(vendor managed inventory) concept.

02

Effective Solution Planning



Logistics solutions should always be responding to logistics problems globally and locally. We will propose to clients that building their supply chain will both drive revenues and reduce expenses by efficient logistics using our warehouse.



03

Logistic Operation



Our warehouse consists of a 30,000 sqm site area with around 20,000 sqm warehouse space located inside Sihanoukville Port SEZ. We operate a cargo handling inside the warehouse, Customs clearance and delivery arrangement with Japanese quality.

● What we do ?

WHAT IS OUR BUSINESS?

Business to Consumer **ONLINE SHOPPING PLATFORM**
With own brand **AEON MALL PLUS**

01

“Anytime & Anywhere” connect to AEON MALL

Our online shopping mall provides more shopping experience, not only face to face shopping, which customers can purchase the products “Anytime & Anywhere” with one transaction of multi products and multi brands of your favorites and delivered to your home in one time.



02

Showroom & Live commerce



Showroom service provide the test & feel experience for Overseas product at AEON MALL Mean Chey. All products can be purchased by online. Live commerce showcases our merchant's products benefits & specification through FB Live which customer will be able to interact in real-time.

03

EC System Planning



The E-Commerce system that we develop is based on user friendly which means each functions must necessarily be easy to quickly understand by all AEON MALL fans. We continue to develop for this purpose with our expertise.

● Company's Organization Chart



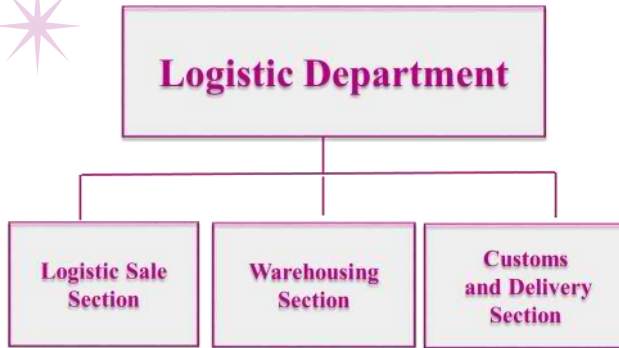
“Bring AEON MALL to the Next Stage”

Since the opening of AEON MALL Phnom Penh in 2014, we have been offering a variety of lifestyle solutions to Cambodian people. In the next step, we will contribute to Cambodia's economic growth by participating in the "Free Port Concept Structure", a sustainable economic growth policy of the Royal Government of Cambodia, in the fields of logistics and E-Commerce.



Mr. Matsuo Takashi
Senior General Manager

● Logistic Department



Mr. ONO Norihito
Deputy General Manager
Logistics Sale Section

Providing Logistics Solution for client who run the business in Cambodia.

We offer an advanced logistics solution to client's challenges – particularly to be optimized supply chain within locally and internationally. Finding their logistics issue and Making fulfillment service using our dedicated facility (SHV FTZ center), also proposing the best logistics solution to support their business expansion in Cambodia.

Our mission is to Solve supply chain issues, propose optimization plan to Client. And to Develop new logistics solution for manufacturer and retailer.



Mr. Katayama Masaki
Deputy General Manager
Warehousing & Customs & Delivery Section

1/ Innovate the logistics of Cambodia by Non-Resident Inventory service.

2/ Bonded warehouse is a place where foreign cargo is stocked, thus it is strictly controlled by customs. We need to control the quantity and quality of customers' cargo stricter than in a general warehouse.

3/ Our warehouse operation will follow the global standard to achieve operation quality and avoid human errors. Our customs clearance operation will be completely compliant with customs regulation as a Best Trader which is awarded by customs.



Mr. Tuy Bunthoeun
Manager
Customs & Delivery Section

"We provide a full range customs brokerage solution concerning to import and export customs clearance services, we also provide E-commerce cross-border with one stop service to user and domestic transportation service for goods delivery to the customer.



Mr. Vann Channa
Manager
Warehouse Operation Section

"We provide bonded warehouse service for all general cargo with secure and standard of inventory storage management in our bonded warehouse and provide domestic delivery service for customer to make sure their cargo arrive on time with good condition at their business place..

● Administrative Department



Mr. Sugyo Kazuki
General Manager
Administrative

The Administration Department is responsible for ensuring that the day-to-day operations of the company are stable. It also supports new initiatives by each department for the future growth of the company. At present, the Administration Department is responsible for three functions that are essential to the company: Human Resources, Accounting, and General Affairs.



Mr. Hoshino Hisato
Deputy General Manager
Administrative

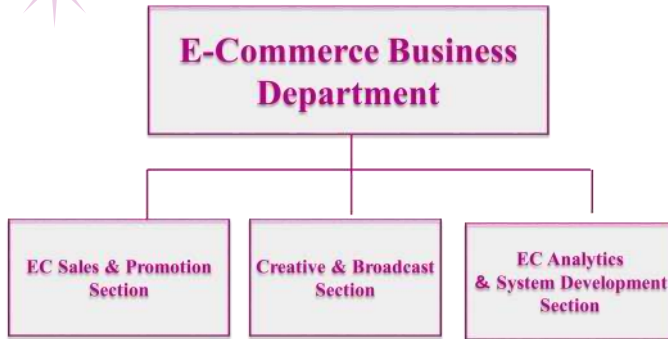
"1/ We make the suitable and new working environment and system for "Logistic Center".
2/ We manage the fundamental tasks for our company.
3/ We operate all administrative sections such as HR, GA, Accounting, from launching the sections to self-improving the operations and systems.
4/ We support other departments as "unsung hero".



Mr. Thun Tola
Manager
General Affair section

As the first Cambodian member of AEON MALL CAMBODIA LOGI PLUS, my mission is to build an outstanding team which all members come together as one and challenge their best potential to achieve the mission. I believe that AEON MALL CAMBODIA LOGI PLUS will bring more of new possibilities through our service to not only the people of Cambodia but also to the people of ASEAN countries.

● E-Commerce Business Department



Mr. Ryu Yangjie
Deputy General Manager
EC Business

1/ AEON MALL PLUS is the first mall-based EC platform in Cambodia.
2/ We try to build a platform where customers can purchase products "Anytime & Anywhere" with one transaction of multi products from multi brands of your favorites to your address.

3/ EC Sales & Promotion, Creative & Broadcast, and Operation System & Analytics are cooperating together for increasing the value of AEON MALL PLUS.

4/ The roadmap designing and action plan implementation of AEON MALL PLUS for moving the hearts of all Cambodians.



Mr. Ono Norihito
Deputy General Manager
EC Operation Department

Providing "Plus" business values for mall tenants & overseas tenants.
We operate unique EC functions as supporting EC sales, Customer service, Delivery arrangement. Showrooming service which is to promote overseas product to local people. I'm sure it would be empowerment to tenant's sales as new sales channel and give them plus business opportunities. Our mission is to increase AEON MALL fans not only Phnom Penh customer by expanding our business functions. We will contribute for Cambodia's economic growth with advanced shopping experience.



Ms. Pheach Sopheak
Senior Manager
EC Business Section

We are committed to provide the users with an innovative platform with smooth and attractive functions and to delivery good experience to customers when shopping with Aeon Mall Plus EC platform. We track and analyze the user's behavior throughout their operating system in order to increase platform ability the users interface & Users experience UI/UX. Not only that, but we also monitor and facilitate development to solve the issue during production live.



Mr. IM Chhayleng
Manager
EC Analytic & System Development Section

AEON MALL PLUS, We create a platform not only for city life, but it's also for Cambodian through nationwide, and reach to regional level. We are delivery a new scheme and innovation with AEON MALL's Culture.

● Member Message

Ms. Seng Sreythea
Deputy Manager
Sales & Promotion

My main duty is to create various types of promotions to get customers interested in our application, enhance our branding awareness and also to increase our sales.

Ms. Arunn Mary
Deputy Manager
Accounting

The financial report reflects the financial health of our business. Thus, my main responsibilities are ensuring accurate financial reports for the company and being aware of each schedule up to date following the rules and regulations.

Mr. Long Bunnaran
Deputy Manager
EC Operation

As the target of EC Operation is Zero of enquiry or complain from customers so Responsible for assisting of EC operation, Troubleshooting, Supporting DC operation and other tasks for EC development and expansion are my main tasks.

Ms. Sek Lina
Officer
HR & GA

My main duty is to covers the whole company's activities of equipping staff with the knowledge, practical skills, and motivation to carry out work-related tasks. Make sure of Company processes and operations flow smoothly by following up Company's policies, procedures, and documentation.

Mr. Ork Tola
Assistant to the Senior General Manager

We provide the new showrooming experiences to our customer by making chances for them to test and feel the unique products from oversea and guide them to take a step connecting to our online shopping mall.

Ms. Kim Vatana
Assistant Manager
Sales & Promotion

Responsible for getting on tenants. Sale is playing the important role in all business, and I really love my job, even sometimes it gives me some stressful situation, but one thing that I know is this job will always keep me improving to be a better from yesterday.

Mr. Lee Sovannlup
Deputy Manager
Creative & Broadcasting

As a part of life design developer, we would like to reach out to more Cambodian people through creative digital technology and media, especially live broadcasting to keep them up to date with nowadays lifestyle.

Mr. Am Bunnak
Deputy Manager
HR & GA

Our main task is to follow up on Labor formality and law obligation compliance which is very important for the Company. We make sure to follow up and support all departments, and sections when required.

Ms. Toek Liheang
Assistant Manager
Accounting

As accountants, we are responsible for managing and reporting of financial information for an organization. different accountants are generally responsible for different accountancy areas in larger companies. This can include financial accounting and management accounting.



● Contact Information



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Facebook

Page Name: AEON MALL (Cambodia) Co., Ltd.

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



Website: AEON MALL (Cambodia) Co., Ltd.

<https://www.aeonmallcambodia.com>



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<https://www.linkedin.com/company/aeon-mall-cambodia-co-ltd>





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