

Memorandum of Understanding for the establishment of [The Playtime] to open its first brand at AEON Malls in Cambodia

~ Indoor Playground “Playtime in Cambodia” ~

Phnom Penh, January, 17th 2025 - AEON MALL (CAMBODIA) CO., LTD. Signs Memorandum of Understanding “MOU” with Playtime Joongang Inc.

AEON MALL (Cambodia) Co., Ltd (hereinafter referred to as “Our Company”) is pleased to announce the Signing of the Memorandum of Understanding “MOU” with the Playtime Joongang Inc. “Playtime” as a part of our ongoing “New indoor Playground in Cambodia including Education and Entertainment” Initiative ideas for the 1st experience to lease and develop an indoor playground facility within the property utilizing its brands at AEON Malls.

This partnership builds on corporate with each other to achieve the same commitments to establishing and strengthening the corporative relationships between both parties on leasing opportunity of Our Company and Playtime. This collaboration are also introduces the new brand and tenants to public customers. The New indoor experience from the Republic of Korea is not only brings fun activities but also bringing Children’s bodies and minds to develop simultaneously.

Our company is delighted to support this significant initiative to explore new possibilities with new experiences for Cambodians. We are committed to continuing to promote local economic activity and community life, in line with our mission to “**Fill everyday life in Cambodia with new possibilities**”.

Overview information:

[MOU] Indoor Playground “Playtime in Cambodia”

- MOU signing date: January, 17th 2025 (Friday)
- Venue : AEON Mall Mean Chey, (ICON Plaza)



🚩 About the Playtime Joongang Inc. “Playtime”

Playtime is the Number One Kids Playground in the Republic of Korea. The Playtime is engaged in the worldwide business of operating a chain of indoor kids playground since 1993. With over 30 years of operation, Playtime has now expanding to more than 170 branches in Korea and over than 15 overseas.



SUSTAINABLE DEVELOPMENT GOALS

Our company is actively working company-wide toward the 17 global goals "SDGs" that should be worked on by 2030. The development goals to which this initiative applies are as shown in the figure on the right.



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