

For immediate release

Oxley enters into Memorandum of Understanding with Bluebell for Management of Retail Mall at the Peak

Oxley Gem (Cambodia) Co., Ltd. has entered into a Memorandum of Understanding with Bluebell Trading Pte. Ltd. to engage Bluebell as the manager of the retail mall of the landmark development, the Peak, in the heart of Phnom Penh, Cambodia.

Bluebell Group has been a leader in Asian retail for over 60 years. Operating 150 global luxury and lifestyle brands across Asia in both the domestic and travel retail sectors, across product categories, the Group's experience in brand management, will ensure the expertise required to conceive a mall that will appeal to today's consumer. Bluebell's vision for the project is around 'harmonised retail', seamlessly integrating the consumer journey physically, digitally, through nomadic concepts and a fully dedicated customer service to engage at a high level of retail excellence; together with the curation of brands necessary to attract both the domestic and the duty-free shoppers - with a mix of luxury, lifestyle, fast fashion, F&B brands and experiential concepts.

Bluebell Group CEO, Ashley Micklewright has expressed his delight in the partnership, "The core of our business, as brand curator and operator, is understanding when, where, how and what our customers want. Having brought in key global brands into Asia and managed them for over six decades across ten markets, we are delighted to partner with Oxley-Worldbridge in Cambodia, and look forward to delivering one of Asia's new destination malls."

About Bluebell Group: Bluebell Group has pioneered building successful brands in Asia since 1954. As Asia's partner of choice, Bluebell Group is present in Japan, South Korea, Mainland China, Hong Kong SAR, Taiwan, Macau SAR, Singapore, Malaysia, Indonesia, and Thailand.

The Group's distribution network includes flagship stores, shop-in-shops, counters, its own multi-brand concepts, as well as a highly selective wholesale network, together with both direct e-commerce and marketplaces, covering both domestic and Travel Retail.

The Group operates across multiple product categories: Accessories, Footwear, Apparel, Fragrance, Beauty, Gourmet, Jewellery, Watches, Eyewear, and Tobacco.

A family-owned group, Bluebell Group today has over 4,000 employees, 1,000 points-of-sale, US\$2.5b in turnover.

www.bluebellgroup.com