

The image is a cover page for a company profile. It features a black background with a repeating diagonal watermark in the top-left corner that reads "SOHO DIVERSIFIED GROUP". The main title "SOHO" is centered in a large, white, sans-serif font, with the letter "O" highlighted in red. Below "SOHO" is the text "DIVERSIFIED GROUP" in a smaller, white, sans-serif font. At the bottom, "COMPANY PROFILE 2019" is written in the same white, sans-serif font. A solid red horizontal bar runs across the very bottom of the page.

SOHO

DIVERSIFIED GROUP

COMPANY PROFILE 2019

About SOHO Diversified Group

THE SOHO DIVERSIFIED GROUP OF COMPANIES IS A GROUP OF CAMBODIA-BASED PRIVATE LIMITED LIABILITY COMPANIES WITH INVESTMENTS IN RETAIL, FOOD, DISTRIBUTION AND SERVICES INDUSTRIES. THROUGH ITS FULLY-OWNED ENTERPRISES AND JOINT VENTURES, THE SOHO DIVERSIFIED GROUP IS ONE OF THE FASTEST GROWING OPERATORS OF CONCEPT RETAIL STORES AND RESTAURANTS IN THE KINGDOM OF CAMBODIA.

The group develops partnerships through franchises, joint ventures and exclusive distribution agreements with brands worldwide. It seeks to represent popular and successful international brands in Cambodia where the demand for a high quality consumer experience is consistently rising year over year.

The company was founded in 2014 and its name was inspired by **SOHO**, the eclectic Lower Manhattan neighborhood in New York City, loved for its impeccably classy style, posh shopping areas, clothing boutiques, and trend-setting restaurants.



Mission Statement

OUR MISSION

FOR OUR CUSTOMERS - To offer the people of the Kingdom of Cambodia world class products and services with the best experience possible, while maintaining the highest standards of integrity, fairness and social responsibility.

FOR OUR PARTNERS - To mutually benefit with our partners by achieving an optimal return on the investment through analytical planning and expert execution for every chosen project within each desired target market.

FOR OUR EMPLOYEES - To provide our employees a dynamic workplace environment that will allow them ultra-competitive wages, advanced training and business mentoring that will enable them to utilize and grow their skills to reach their maximum potential and beyond.

Our Divisions

SOHO DIVERSIFIED GROUP OF COMPANIES DIVISIONS AND AFFILIATED BUSINESSES

RETAIL – Since 2014, SOHO has been one of the fastest growing operators of concept retail stores that focuses on fashion clothing and accessories, jewelry and watches, and footwear. The company's main target demographic are Cambodian teens and young men and women ages 16 - 35 who are interested in fashion brands that are both affordable and stylish.

FOOD – Established in 2015, the SOHO Diversified Group Food division invests in and operates successful and popular restaurant chains from all over the world. The company's flagship brand under this division is Bonchon, a Korean Fried Chicken restaurant chain based in New York City, New York with over 200+ locations worldwide.

DISTRIBUTION – Started in 2016, SOHO operates a distribution company focusing on specialty goods that appeal to the mass population in Cambodia. The company has established exclusive distribution agreements with well recognized companies, such as Sprayway, maker of a wide range of professional cleaners and known for producing "The World's Best Glass Cleaner".

SERVICES – Launch in 2018, SOHO Diversified Holdings services division encompasses E-Commerce, Financial and Construction services. SOHOMALL and SOHOCASH are two services providing local consumers a convenient way to purchase quality branded goods online and an easy way to pay for it. SOHOMALL features convenient shipping, pick-up and return options for purchases and a 100% authenticity guarantee for all items. SOHOCASH will provide consumers of all ages a mobile payment solution that will make it easy for them to spend and access their cash. Lastly, SOHO Diversified Builders provides retail design, fit-out and construction services for many of the top international brands setting up shop in Cambodia.

Global Partnerships

THE SOHO DIVERSIFIED GROUP OF COMPANIES BUSINESS MODEL CENTERS AROUND IT'S GLOBAL NETWORK OF BRAND PARTNERS. WE ARE THE GO-TO FIRM FOR COMPANIES IN RETAIL AND FOOD INDUSTRIES THAT SEEKS TO EXPAND IN THE CAMBODIA MARKET. OUR ESTABLISHED INFRASTRUCTURE CHAIN CAN HELP BRING YOUR BRAND TO MARKET QUICKLY AND IN MOST CASES MORE EFFICIENTLY THAN DIRECT IMPLEMENTATION.

The value proposition that we offer to our partners will provide a clear advantage in launching established brands in the Kingdom of Cambodia.

SIX REASONS WHY YOU SHOULD PARTNER WITH SOHO:

1. Cambodia-based Private Limited Liability Company with Extensive Knowledge of Local Market.
2. Vast Network of Business Resources and Logistics.
3. Compliant of Governmental Laws and Regulations.
4. Executive Management Team with Hands-on Approach.
5. Progressive Employment Hiring, Training, and Compensation Programs.
6. Ongoing Marketing, Branding and Promotional Campaigns.

Community

K.H.A.R.E. CAMBODIA

K.H.A.R.E. Cambodia is a community organization established in 2014 by the SOHO Diversified Group of Companies as part of our corporate social responsibility initiative. The name K.H.A.R.E. (pronounced "care") stands for Khmer Helping All to Respect the Environment.

The organization is independently funded and organized by the SOHO Diversified Group of Companies and other local companies in a collaborative effort to bring awareness and action to businesses and residents to help keep community parks and recreational areas clean and beautiful in Cambodia.

To learn more about K.H.A.R.E Cambodia and how you can help, visit: www.KHARECambodia.org.

If you have a special project you would like to introduce to us for collaboration, please email us at: info@kharecambodia.org.



Our Chairman & Managing Director



Henry H. Horn is the Founder, Chairman and Managing Director of the SOHO Diversified Group of Companies, a group of Cambodia-based Private Limited Liability Companies.

Henry is a serial entrepreneur with direct investments in companies within the retail, manufacturing, agricultural and technology industries. Since the inception of the SOHO Diversified Group of Companies, Henry has developed and cultivated strategic partnerships with some of the world's most notable conglomerates, including Alpargatas S.A. owner of Havaianas, the best selling and one of the most popular sandal brands globally and The Swatch Group, the largest watch company in the world.

Prior to SOHO Diversified Group, Henry was CEO of Horn & Co., a San Francisco-based brokerage and consulting group focused on real estate and risk management. Founded in 2003 as a boutique insurance brokerage, Henry expanded Horn & Co. through a commercial capital and property unit to create one of the most successful independent firms in it's market. In 2014, the insurance unit of Horn & Co. was acquired.

Henry earned a Bachelor of Science degree in Economics from the University of San Francisco.

BRAND PORTFOLIO

Footwear

Havaianas
Crocs
Birkenstock
Papillio
Bata

Fashion

Haute Rack

Jewelry

Tonino Lamborghini
M+Y Steel
Inori
Rush

Watches

Swatch
Flik Flak
Steelio

Restaurants

Bonchon
Rokku
San Francisco Caffè

havaianas®



Havaianas is a brand of flip-flop sandals created in 1962. Havaianas flip-flops are the most popular in the world, with 200 million pairs being made every year and is currently owned by Brazilian company Alpargatas S.A. Inspired by Japanese zōri sandals, Havaianas became the first to mass-produce flip-flops out of rubber. The name Havaianas is derived from the Portuguese word for "Hawaiians", and the pattern on the soles of the sandals is designed to resemble the straw soles of zōri. Havaianas is available in over 80 countries.

Exclusive Distributor

For more information, please visit: www.havaianas.com



Crocs celebrates the fun of being a little different and encourages fans to “Find Your Fun” in every colorful pair of shoes. Since its inception in 2002, Crocs has sold more than 300 million pairs of shoes in more than 90 countries around the world.

Crocs, Inc. is a world leader in innovative casual footwear for men, women and children. Crocs offers a broad portfolio of all-season products, while remaining true to its core molded footwear heritage.

All Crocs™ shoes feature Croslite™ material, a proprietary, revolutionary technology that gives each pair of shoes the soft, comfortable, lightweight, non-marking and odor-resistant qualities that Crocs fans know and love.



Authorized Distributor

For more information, please visit: www.crocs.com

BIRKENSTOCK®



Birkenstock footwear is sold in approximately 90 countries worldwide. Birkenstock has been sold in the U.S. for over 50 years with U.S. sales and service based in Novato, CA. At Birkenstock, tradition and heritage are important hallmarks of a brand that dates back not years or even decades, but centuries. Birkenstock is deeply rooted in the fine art of crafting premium quality shoes that are good for you. Since 1774, Birkenstock has passed this commitment down from one generation to the next. Nothing compares to a Birkenstock foot bed. Step in and experience for yourself the unrivaled comfort and support.

Exclusive Distributor

For more information, please visit: www.birkenstock.com

Papillio®



Trendy, feminine and incredibly comfortable. This is how we can perfectly describe the Birkenstock brand Papillio with only a few words. All the excellent and well known Birkenstock quality characteristics can be also found in Papillio. They also have this typical relief insole with a molded heelcup, a toe grip and a metatarsal support composed of several layers (EVA outer sole, jute, cork and suede leather). Having adjustable straps Papillio sandals contribute to individual well being and are a favorite brand of trendlovers. Their color and design go with the fashion. This is why most of the Papillio articles are

only produced for one season since the next one will always bring new eye catchers and will thrill even more passionate collectors. Papillio sandals are also available with a soft footbed. No reason to say: "Beauty knows no pain". Trendi and comfi is no longer a contradiction - as Papillio sandals can prove it

Exclusive Distributor

For more information, please visit: www.birkenstock.com



Bata Limited is a multinational footwear and fashion accessory manufacturer and retailer based in Lausanne , Switzerland . A family -owned business , the company is organized into three business units: Bata, Bata Industrials and AW Lab.

The company has a retail presence of over 5,300 shops in more than 70 countries and production facilities in 18 countries.

The T. & A. Baťa Shoe Company was founded on 24 August 1894 in the Moravian town of Zlín, Austria-Hungary (today the Czech Republic) by Tomáš Baťa (Czech : [ˈtomaːʃ ˈbaca]), his brother Antonín and his sister Anna , whose family had been cobblers for generations . The company employed 10 full-time employees with a fixed work schedule and a regular weekly wage, a rare find in its time.



Exclusive Franchise

For more information, please visit: www.bata.com



HAUTE RACK

Haute Rack was born in San Francisco , California , as an idea to bring premium denim to the masses, offering designer brand jeans for a fraction of regular retail prices that typical boutiques charge.

Haute Rack quickly earned a reputation for delivering premium denim jeans that focus on innovative use of fabrics, fit and finishes in denim. Haute Rack also offers the finest designer labels of ready-to-wear items such as skirts, dresses, tops and accessories.

Some of the brands that Haute Rack carries are a favorite among celebrities , fashion designers and stylists. Our premium jean brands have graced the bodies of notable female stars that include Natalie Portman , Jennifer Lopez , Mylie Cyrus , Angelina Jolie and Gwyneth Paltrow.

Today, Haute Rack is an international brand with a global online presence and retail locations throughout Asia. The Haute Rack brand concept store model continues to grow around the world . As Haute Rack enters into its first decade of business , it strives to attain leadership in the premium denim industry , and continues to push fashion standards to a new level by being a hybrid concept of designer fashion and affordability.

Exclusive Distributor

For more information, please visit: www.hauterack.com



Tonino Lamborghini

The whole mystique of Lamborghini is about Mr. Ferruccio Lamborghini (1916 – 1993). Being one of the most respected industrialists in Italian History.

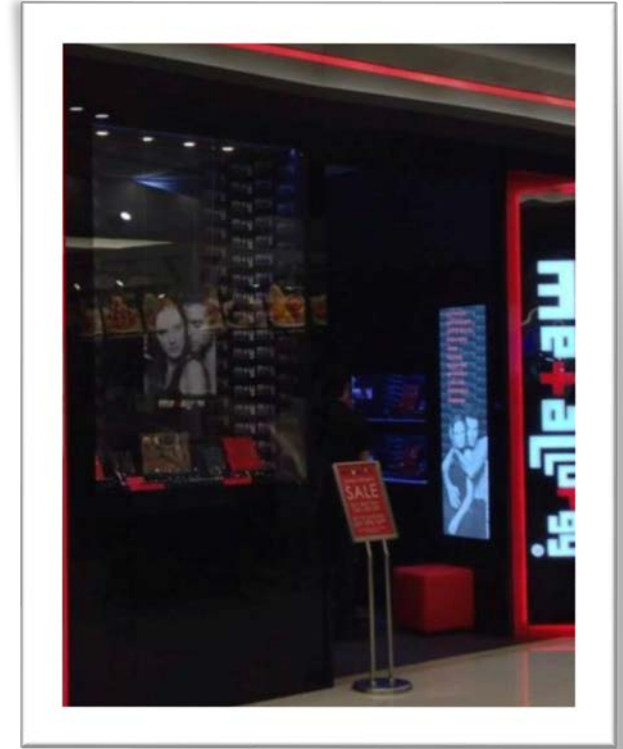
Dr. Tonino Lamborghini, the only son of Ferruccio, with his inborn passion about arts and creativity, had diversified the Lamborghini business coverage a spectacular spectrum including men's wear, watches, jewels, perfumes and other accessories, all of which are synonymous with exceptionally high quality.

Within Italian style and heritage, Tonino Lamborghini accessories are renowned for the extraordinary quality and endurance. Its elegant designs delivers ultra fashionable choices to accompany your everyday need.

Authorized Distributor

For more information, please visit: www.toninolamborghini.it





The M+Y STEEL™ Jewellery Collection aims to complement a diverse range of fashions for any occasion. Designs are carefully chosen to ensure that its pieces appeal to the new generation of men, women and couples alike. From simplicity to intense intricacy, M+Y Steel jewellery provides the inspiration to create, interpret and seek out ones own unique style.

The collection of M+Y Steel jewellery are fashioned from solid pieces of 316L surgical steel. Unlike traditional methods of production that employ the use of molds, M+Y Steel jewellery are precision-cut, therefore there are no weak joints or appearance of seams. Surgical steel is highly resistant to corrosion and will not rust or tarnish. The hypo-allergenic element in surgical steel is an extreme benefit for those with sensitive skin. Hence, trust M+Y Steel jewellery to deliver the highest quality product that is derived from extraordinary craftsmanship and finishing.

Exclusive Distributor

For more information, please visit: www.mplussteel.com



Inori was created in Japan in the 1990's. It has since blossomed into a collection of jewelry, which is an expression of -Harmony , Balance and Duality . Inori is designed for the young at heart and for those who have a passion for having a unique look. Inori is a Japanese word that means "prayer", which evokes the expression of spirituality in our jewelry. The perfect gift for yourself and for your loved ones.

Exclusive Distributor

For more information, please visit: www.inori.com



Rush Jewellery was first launched in 2007. Born from a rich history of experienced individuals who have worked in the jewellery industry their entire careers, Rush was created for discerning individuals who want a brand name they can trust and recognize. In a very short period of time, Rush has quickly become synonymous with glamour, quality and exceptional value.

As the name suggests, Rush approaches every collection with energy, vigor and excitement. With every passing season, Rush continues to evolve in style, texture, material and color. Whatever the occasion, Rush is one step ahead of your styling needs with the perfect embellishment to complete your look.

Exclusive Distributor

For more information, please visit: www.rushjewellery.com.au





Swatch is a Swiss watchmaker founded in 1983 by Nicolas Hayek , and is subsidiary of The Swatch Group . Everyone knows a Swatch when they see one . There 's clearly something that makes Swatch different from every other watch brand . What is it? The look , the colors , the plastic ? The design , perhaps , or the fact that it's Swiss made and versatile enough to be worn with almost anything.

There are Swatch watches for people of all ages , and a Swatch for every occasion. But there's more to Swatch than market coverage . Swatch is an attitude , an approach to life, a way of seeing. The sight of a Swatch excites emotion. Wearing one is a way to communicate , to speak without speaking. Heart to heart.

Exclusive Distributor

For more information, please visit: www.swatch.com



flik flak

Flik Flak's entire brand life is expressed in the word Passion. Created in 1987, **Flik Flak** was designed to be more than just a simple children's watch. It is notably the first ever brand of children's watch to introduce the concept of teaching the time, allowing this learning experience to be transformed into something amusing for children. Synonymous with unique quality, Flik Flak quickly became the world's best-selling children's watch.

The creativity of Flik Flak products has always been inspired by quality, time, fashion, and children's tastes. It is a brand that remains constantly stimulated to stay a step ahead in order to meet the expectations of parents and, of course, children!

Exclusive Distributor

For more information, please visit: www.flikflak.com



STEELIO

HOROLOGICAL EVOLUTION

Steelio, Inc. is a manufacturer and distributor of the STEELIO® brand of fine watches, headquartered in San Francisco, California, U.S.A. with additional offices in Europe and Asia. Its timepieces are marketed worldwide in over 13 countries.

The company was launched in 2012 by its Founder Henry Horn, an entrepreneur and watch aficionado who was inspired to create an American brand of fine watches that would appeal globally to all demographics alike. The Steelio name originated from the words "Steel Innovation", which is what the company aspires to create with each and every new timepiece that it releases.

STEELIO® offers its products at a mid-level price range, with many of the same features and quality craftsmanship of the established luxury watch brands, all the while embodying its own unique style and characteristics.

Exclusive Distributor

For more information, please visit: www.steelio.com



Bonchon is a Korean fusion fried chicken restaurant chain. Walk down any neighborhood in Korea and you'll find a mom and pop fried chicken joint on almost every block. With years of hands-on experience with Korean cuisine, founder Jinduk Seh, decided to focus on perfecting a recipe for fried chicken, and share one of his country's favorite comfort foods with the world. The result was Bonchon, Korean word for "My Hometown".

With its first location in Leonia and spreading to other areas in New Jersey, Bonchon finally hit New York City in 2007. By then, it was clear that Bonchon was a natural success. A delicious, new and exciting kind of chicken America had not yet experienced was born! Bonchon was also named "Best Chicken Wings in America" by CNN. Today there more than 200 stores operating in the United States, South Korea, China, Singapore, Indonesia, Philippines, Thailand and Cambodia.

Master Franchise

For more information, please visit: www.bonchon.com.kh



Rokku is the newest fusion restaurant to hit town. Situated in the heart of Phnom Penh's lively central business district, Rokku splashes into the local food scene with a fresh twist by infusing Japanese and Western ingredients for original and delicious combinations.

Rokku's impressive six-story glass building gives guests access to a birds-eye view of the city along with an exclusive VIP terrace perched at the rooftop. Each floor offers different entertainment options ranging from an open mic karaoke stage to live DJ's and local bands playing your favorite beats. Relaxed lounge seating at Rokku turns your dinner into a party and fully stocked bars are ready to serve up exotic cocktails at a moments' notice.

Exclusive Concept

For more information, please visit: www.rokku.com.kh



San Francisco Caffè is a specialty coffee retailer with stores in Cambodia that is dedicated to serving the finest coffee and drinks to people from all walks of life and at any point in their lives. We all have our ups and downs and we all have hills to climb and rivers to cross every single day. Our lives may be full of obstacles, but it is our belief that a great cup of coffee and love can get you through any situation.

So we aim to offer "a bit of love in every cup" of coffee that we serve. This coffee is our promise that we will be there to serve you a freshly roasted cup at both your highs and your lows. From bean to cup our coffee comes from nine of the world's best Arabica beans, cupped for quality, and made-to-order. It is our goal to inspire love and community, provide coffee of the highest quality, and be there to give you some happiness when you need it the most.

Exclusive Concept

For more information, please visit: www.sfcaffe.com

SOHO DIVERSIFIED GROUP OF COMPANIES

Subsidiaries

SOHO Diversified Holdings Co. Ltd. / SOHO Diversified Group Co. Ltd. / SOHO Diversified Retail Co. Ltd.
SOHO Diversified Specialty Co. Ltd. / SOHO Diversified Lifestyle Co. Ltd. / SOHO Diversified Brands Co. Ltd.
SOHO Diversified Fashion Co. Ltd.

Locations

Corporate HQ - 18/F Canadia Bank Tower No. 315 Ang Doung St. Phnom Penh, Cambodia
Mgmt Office - Phnom Penh Center, Sothearos Blvd. North Building A, Rm 121, Phnom Penh, Cambodia

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P: +855.23.986.201 (Management Office)
E: info@soho.com.kh W: www.soho.com.kh

Principal

Mr. Henry Horn – Founder, Chairman and Managing Director