



IPC and MyTOWN Shopping Centre Bring Iconic 11.11 Online Sale On-ground

The world's first 11.11 on-ground sale in partnership with IKEA Malaysia, comes to life with three-days of non-stop shopping deals

Kuala Lumpur, October 30th, 2018 – IPC Shopping Centre and MyTOWN Shopping Centre in partnership with IKEA Malaysia are proud to unveil the '11.11 Carnival'. This is the first time the online 11.11 shopping phenomenon is brought on-ground to a physical retail environment. From 9 to 11 November 2018, IPC and MyTOWN will host multiple brands to provide shoppers with an even bigger and better unique shopping experience.

Originally from Alibaba in China, the globally renown Singles' Day 11.11 shopping phenomenon is synonymous with extraordinary discounts and special offers from retailers and brands – making it the undisputed biggest shopping day of the year.

This year, IPC and MyTOWN's 11.11 Carnival will see over 400 of its combined tenants and partners come together to offer promotions and discounts of up to 90%.

“With our 11.11 Carnival, we are creating a ground-breaking platform for our own brick-and-mortar tenants and leading e-commerce players to give shoppers the instant gratification of the best online shopping deals in a great retail environment,” said Christian Olofsson, the Shopping Centre & Mixed Use Director of IKEA Southeast Asia.

He continued, “We have always aspired to be a meeting place for the community beyond just traditional retail. The 11.11 Carnival complements online shopping with great customer experiences and memorable moments with friends and family. It is definitely a new and unique way of looking at online and offline shopping behaviour as a whole.”

Throughout the 11.11 Carnival, shoppers can expect exclusive access to special offers from the 400+ combined tenants at IPC and MyTOWN. One of the main highlights includes IKEA's much anticipated year-end sale which will be bolstered with exclusive in-store IKEA FAMILY member deals on the 10th and 11th of November. Shoppers can look forward to discounts of up to 50% on their home furnishing favourites.



Besides this, IPC and MyTOWN will be partnering with leading e-commerce players such as Shopee, Fave, Taobao, Klook, Garena and AliExpress as well as partners like Maxis to bring the online aspect of 11.11 to the offline space. During the three-day 11.11 Carnival, there will be exclusive offers and deals offered by these partners that can only be redeemed at their on-ground showcases. Other activities for the whole family includes:

1. Daily Lucky Draw (only at IPC Shopping Centre)

- Spend a minimum of RM300 in a single receipt at any participating tenants and partners.
- Double the chance to win by shopping at selected outlets.
- Prizes range from electronic devices such as smartphones and television sets to holiday packages.

2. #JomHoliday with Klook (only at IPC Shopping Centre)

- Hourly travel deals with fun activities and games
- Meet and greet local influencers

3. Steal A Deal (only at MyTOWN Shopping Centre)

- Tier 1 : Spend a minimum of RM200 in a maximum combination of 3 receipts and stand a chance to purchase an iPhone XS 64GB or Samsung Galaxy Note 9 128 GB at RM1,111.
- Tier 2 : Spend a minimum of RM80 in a maximum combination of 3 receipts and stand a chance to purchase a Philip Air fryer or Samsung 32-Inch TV at RM111.
- Hourly deals draw from 6.00pm to 9.00pm on 10 and 11 November 2018.

The exciting 11.11 Carnival awaits at: -

Venue: IPC Shopping Centre, Atrium, Level G; and
MyTOWN Shopping Centre, Common Area, Level G
IKEA Damansara, Cheras and Tebrau

Date: 9 to 11 November 2018 (Friday – Sunday)

Time: 10.00am to 10.00pm

For more information about 11.11 Carnival and the attractive in-store only deals, visit www.1111carnival.com.

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About IPC Shopping Centre:

Malaysia's first shopping centre anchored by IKEA, and the first of many shopping centres in IKEA Southeast Asia's portfolio in the region. A sub regional Shopping Centre strategically located in the heart of a mixed development of offices, hotel, commercial centres & residential, it serves as the neighbourhood shopping destination for the community, complementing the shopping hub in the district known as Mutiara Damansara Commercial Centre. We opened our doors in December 2003 and today we welcome an average visitation of 15 million visitors per year to our Centre.

About MyTOWN Shopping Centre:

MyTOWN Shopping Centre is a super-regional shopping centre for friends and family on the fringes of the Central Business District of Kuala Lumpur. The shopping centre is a one-stop destination for shopping, dining and entertainment with more than 400 stores. Anchored by IKEA in Malaysia, MyTOWN Shopping Centre is set to deliver a fantastic customer experience with a vibrant mix of retailers.

MyTOWN Shopping Centre is developed jointly by Boustead Holdings Berhad and Ikano Pte. Ltd. For more information, log on to www.mytownkl.com.my or www.facebook.com/mytownshoppingcentre.

About IKEA Malaysia:

Since its 1943 founding in Sweden, IKEA has created a better everyday life for the many people by offering well-designed, functional home furnishings at prices so low the majority of people can afford them. Today IKEA is the world's largest home furnishing retailer, with more than 360 stores in 44 countries - including those in Singapore, Malaysia and Thailand owned and operated by Ikano Private Limited. We incorporate sustainability into our day-to-day business and support initiatives that benefit children and the environment. To learn more, visit IKEA.my.

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