

MyTOWN[®]
SHOPPING CENTRE

5 steps to growing your brand with us



LOCATION

Being in a strategic location is key to brand accessibility.

MyTOWN is located in the vibrant city-centre of Kuala Lumpur and is easily accessible by major roads, highways, and public transportation networks.



STRONG VISITATION

Growing visitation numbers drives sales conversions for your brand.

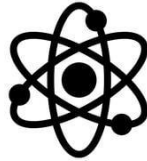
MyTOWN attracts 30 million visitors per year comprising of families and young adults from within our immediate catchment area and beyond.



PULLING POWER

The right neighbours help drive co-visitation for your brand.

MyTOWN is seamlessly integrated with global home retail brand IKEA along with other popular anchor tenants such as Village Grocer, GSC, and Decathlon.



A DYNAMIC RETAIL ENVIRONMENT

Create brand standout with a unique setting.

From international powerhouse brands to local heroes, MyTOWN has an exciting tenant mix of 400 stores filled with exciting retail experiences and activities.



A SUPPORTIVE PARTNERSHIP

Find the right partners that will help grow your brand.

At MyTOWN we believe in growing our business together. As retailers ourselves, we understand the challenges you face. We constantly invest in optimising and enhancing our offer to better meet the needs of our visitors and create the right environment for your brand.



Working with our partners to grow your business:

An exciting opportunity to be located in our meeting place at the heart of the city centre...



A destination by [Ikano Centres](#), creating meeting places anchored by IKEA

IPC
Kuala Lumpur, MY



MyTOWN
Kuala Lumpur, MY



Megabangna
Bangkok, TH



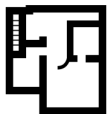
Toppen
Johor Bahru, MY



Batu Kawan
Penang, MY
** opening 2024/2025*



Our total portfolio includes:



Gross Leasable Area
4.62 million sq ft



Successful partnerships with
1,421 tenants



Over 100 million joyful visits
every year



Click on each centre
to find out more!

Our meeting spaces are the hearts and hubs of our catchment areas:

Together we create spaces where our visitors and communities can enjoy a safe and great day out, again and again.



Your brand can leverage IKEA's pulling power!

All our meeting places are anchored by IKEA. Worldwide IKEA has proven to bring in:

- **More than 5 million visitors** per year at each meeting place.
- Extend the shopping centres' catchment area up to **90 minutes**.
- **Cross visitation** enabled by seamless integration of our IKEA stores and shopping centres.
- Adding **a distinctive Swedish charm** to our destinations!
- **Collaborations** on IKEA and tenant offers.
- **Access** to over 100,000 IKEA Family members who shop at MyTOWN for special IKEA Family discounts and promos.



Expose your brand to MyTOWN's 30 million visitors per year



At the heart of the KL
city centre.

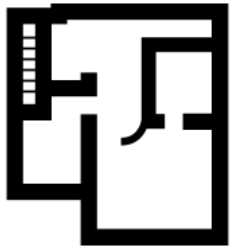
Jalan Cochrane, Cheras, 55100 ,
Kuala Lumpur
Malaysia



Open in **2017**



Anchored by
IKEA Cheras



GLA:
1.5 million sq ft
5 levels

That's almost the size of 20
football fields!



6,500 parking spaces

With designated bays for
women and families.

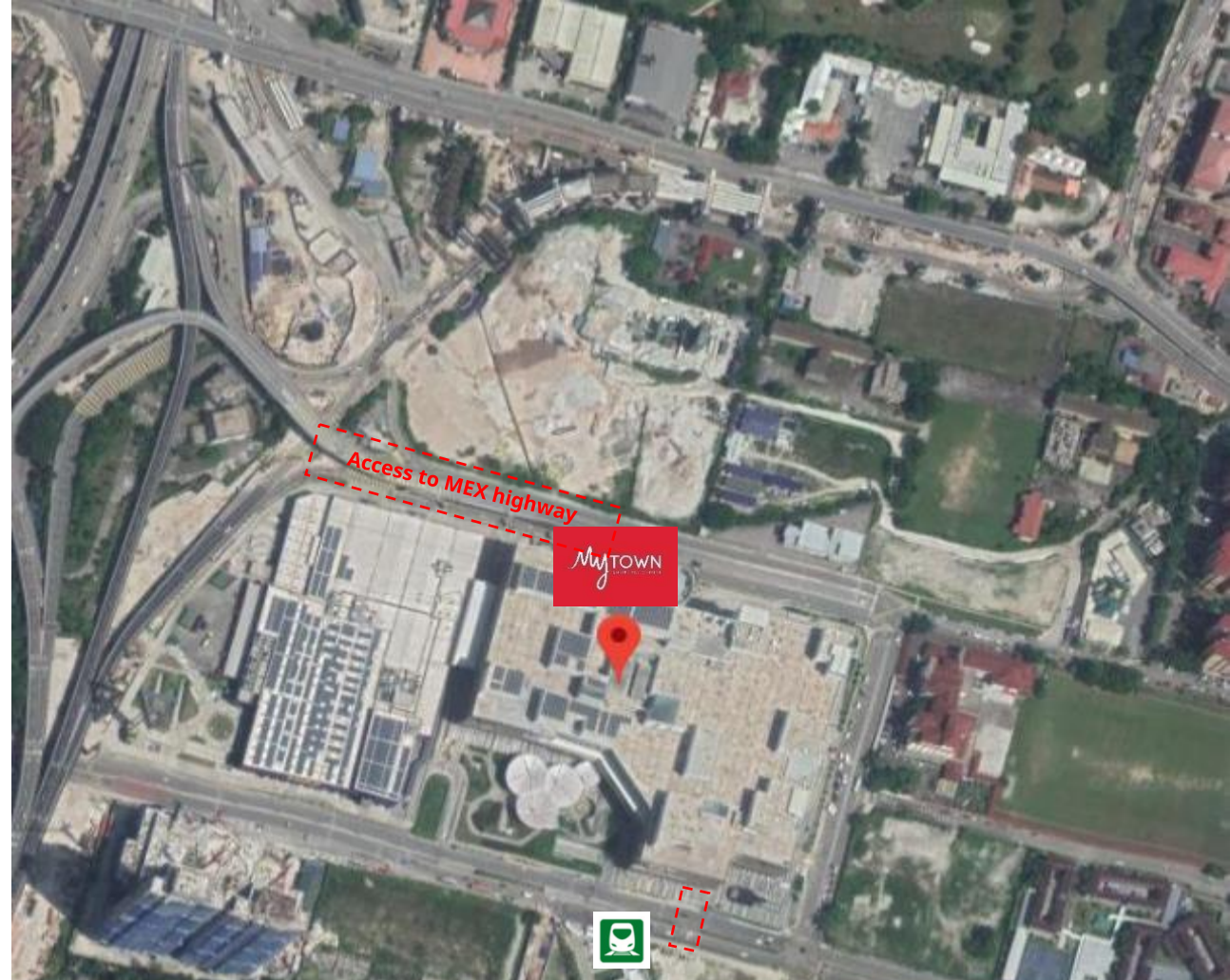


400 tenants

A mix of international and well
loved brands and local heroes.

Easy accessibility for your visitors

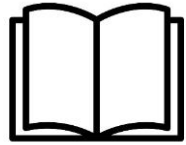
- **5-minute drive** from KL City Centre
- **Connections** to major highways
- **Multiple** designed entrances and exits
- **Interconnected** basement and multi-level car park
- Tunnel **link** to MRT



Position your brand in the city-centre buzz



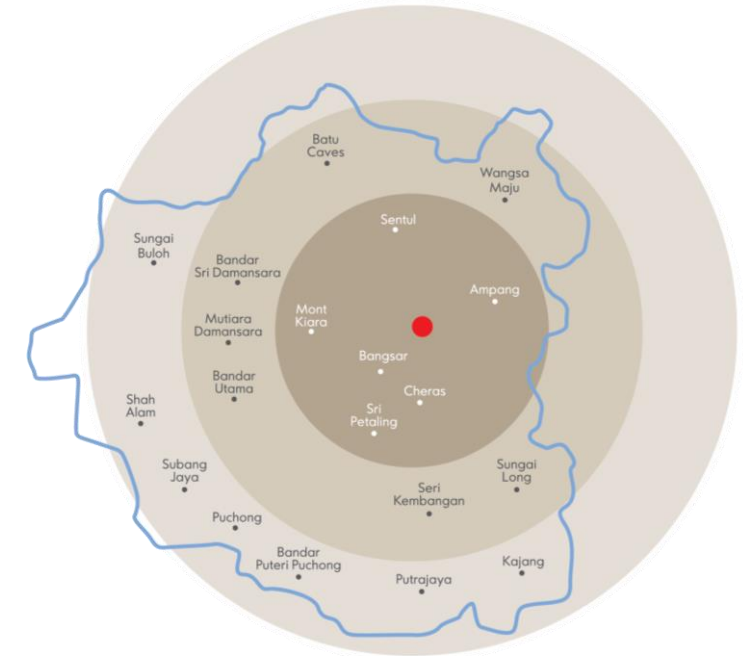
Over 10 new residential towers in the primary catchment area.
More than 110,000 households.



10 schools within the primary and secondary catchment area creates proximity to a stable, **family-friendly crowd**.



A steady flow of **working professionals** located in key offices such as Signature Tower, The Exchange TRX, HSBC, Affin Bank and Prudential **headquarters**.



Primary	15 mins drive	1.6m people
Secondary	20 mins drive	2.75m people
Tertiary	30 mins drive	>5m people

.....
Your brand is within easy commute to a population of
Approx 9.3 million people!
.....

Brand exposure to a vibrant mixed development surrounded by commercial and residential areas with **families, working professionals, and students**.

Connect your brand to our fashionistas!



A youthful vibrant audience:

47% of our visitors are **under 24 years of age**, mostly **females**.



Stable purchasing power:

Over **50%** of our visitors have a HHI of **RM 5,000 and above**. Our Loyalty programme has seen an average transaction value of RM 275 – RM 328.



Our fashionistas love looking good!

23% of sales spent on **Fashion**

22% of sales spent on **Jewelry & Timepieces**

8% of sales spent on **Beauty & Wellness**

**Data from Loyalty Programme*

66%

Of our visitors are Malays, an ideal match for fashionable Muslimmah wear!



Connect your brand to our foodies!



The perfect setting for social gatherings and meals:
71% of our visitors always visit MyTOWN with friends and families.



Stable purchasing power:
Over **50%** of our visitors have a HHI of **RM 5,000 and above**.
Our Loyalty programme has seen an average transaction value of RM 275 – RM 328.



Our visitors LOVE food!
Over 20% of total sales are generated from the F&B category.

66%

Catering to diverse foodie palates:
Of our visitors are Malays.

39%

Of our visitors are Chinese.



Unite your brand with entertainment enthusiasts!



A vibrant hub for socializing!

71% of our visitors always visit MyTOWN with friends and families.



Stable purchasing power:

Over **50%** of our visitors have a HHI of **RM 5,000 and above**.

Our Loyalty programme has seen an average transaction value of RM 275 – RM 328.



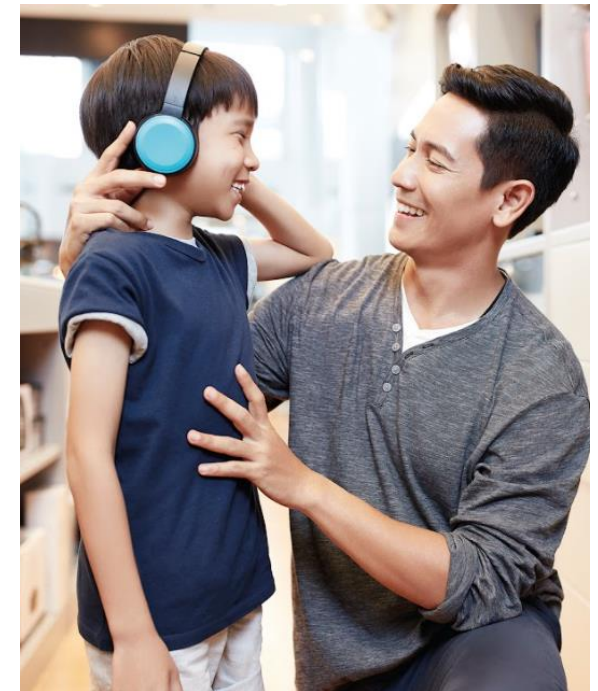
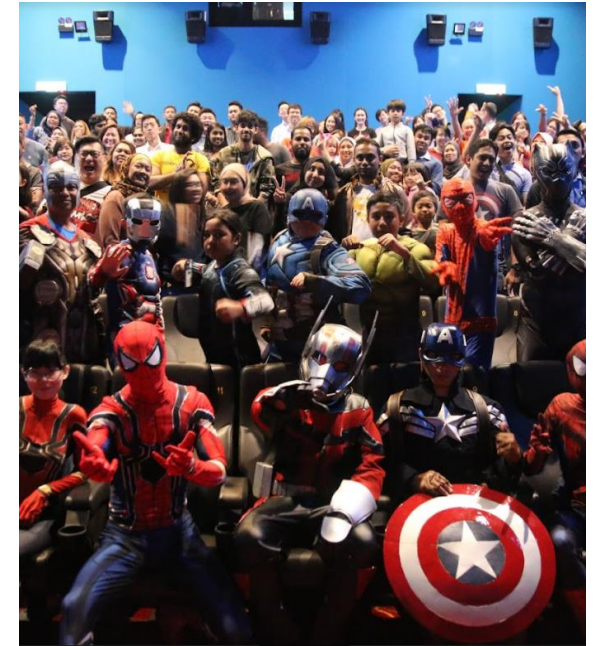
Our visitors love to be entertained:

Currently our visitors can take part in a variety of entertainment activities from watching a movie, singing their hearts out at karaoke, experiencing state of the art VR games, and connecting with friends at one of Malaysia's largest indoor VR parks.

73%

An energetic and dynamic crowd:

Of our visitors are between the ages of 20 – 39.



Connect your brand to our homebodies!



Making home count:

77% of our visitors have home furnishing on their mind with visits to IKEA in the past 12 months.



Stable purchasing power:

Over **50%** of our visitors have a HHI of **RM 5,000 and above**.

Our Loyalty programme has seen an average transaction value of RM 275 – RM 328.



Home is where the heart is:

Close to 40% of sales are generated from Home & Living.



Our visitors are looking to build comfortable homes for their families:

Over 50% of our visitors are families.



Our anchor tenants secure solid and stable footfall to MyTOWN



The pulling power to attract approximately 5 million visitors every year!



An established supermarket is key to drawing stable and regular footfall.



A unique GSC concept featuring the largest GSC Maxx screen in Malaysia, 13-screens, 1,835 seats, and a sophisticated Premier Class.



Occupying more than 25,000 sq ft of retail space, Decathlon attracts sports and athleisure fans nationwide.

Fashion brands that are already proud members of the MyTOWN family



From cool athleisure to the latest fashion trends, we offer an exciting mix of fashion and beauty brands to cater to every fashionista's taste.

F&B brands that are already proud members of the MyTOWN family



Korean style fried chicken, local heroes, and gastronomical delights, MyTOWN is a foodie's paradise! With endless choices to suit every tastebud, our visitors can spend hours exploring delicious delights at MyTOWN.

Entertainment brands that are proud members of the MyTOWN family



We know that a great day out goes beyond shopping. At MyTOWN our visitors can create memorable experiences whether it's an exhilarating games session at one of Malaysia's largest indoor extreme parks, to an immersive VR experience, to showing off their karaoke skills!

Home & Living brands that are proud members of the MyTOWN family

Taobao x LulumahGo



SSFHOME+



GINTELL
HEALTH • LOVE • LIFE



SPOTLIGHT



coway



Furniture, decorations, home inspiration, and DIY all under one roof to make home really feel like home sweet home.

Explore new discoveries at MyTOWN



BookXcess Flagship Store

Occupying over 28,000 sq. ft. of retail space, BookXcess aims to make books accessible and affordable. BookXcess's thirteenth store is creatively conceptualised with co-working spaces and an art gallery to provide a haven for shoppers to escape from the daily hustle and bustle. This is the first BookXcess outlet that houses two F&B tenants under one roof – Japanese restaurant Ume Tei Japanese and WHISK café.

SSFHOMe+

SSFHOMe+ aims to deliver a holistic home furnishing experience for shoppers. Occupying over 55,000 sq. ft. retail space, SSFHOMe+ hosts 21 home concepts, four actual full home concepts alongside with 14 departmental sections that offer a wide range of home goods, furniture, kitchenware, bathroom, artificial flower and plants, clock, lighting, bedding, soft furnishing, home decor, curtain, and carpet and rugs.



Decathlon

Decathlon aims to make sports pleasure sustainable and accessible by providing world-class products both for enthusiastic beginners as well as passionate professionals.

Explore new discoveries at MyTOWN



Infinity8

Already an established name in South Malaysia as the biggest co-working space in Johor, Infinity8 in MyTOWN is catered to city-centre working professionals always on-the-go. With comfortable meeting rooms and private suites, it is equipped with one stop convenience services like marketing solutions, training, HR, and payroll.

We hope that 2022 is the year that we can say goodbye to #WFH and embrace #WFMyTOWN.



Strengthening our fitness and athleisure offer

With a new Adidas concept store on Ground Floor occupying 3,336 sq ft, we feature both international and local homegrown fitness brands including Al-Iksan, Puma, Brooks, Decathlon, and Celebrity Fitness.

We put our customers at the heart of everything that we do.



Always evolving to create new concepts

As real estate developers and retailers, we are committed to always evolving our offers to meet our customers' needs.

At MyTOWN, we continue to sustainably invest in ongoing developments to improve accessibility, upgrading our community spaces, and completely revamping sections of our centres to bring in more relevant and up-to-date offers.

In 2021, we launched MyGROUND, a lifestyle component that brings together the best of food, chill out zones, sports and athleisure for our visitors!

The best of both worlds:

Where family-friendly facilities and offers meets youthful energy and dynamism.



With over 18,500 sq ft dedicated to hang-out zones, immerse your brand in spaces where communities come together.



Maximise your brand exposure and visibility through our marketing efforts



Over **182,000** Facebook followers and strong engagement rates **ensures strong fan interaction with your brands.**

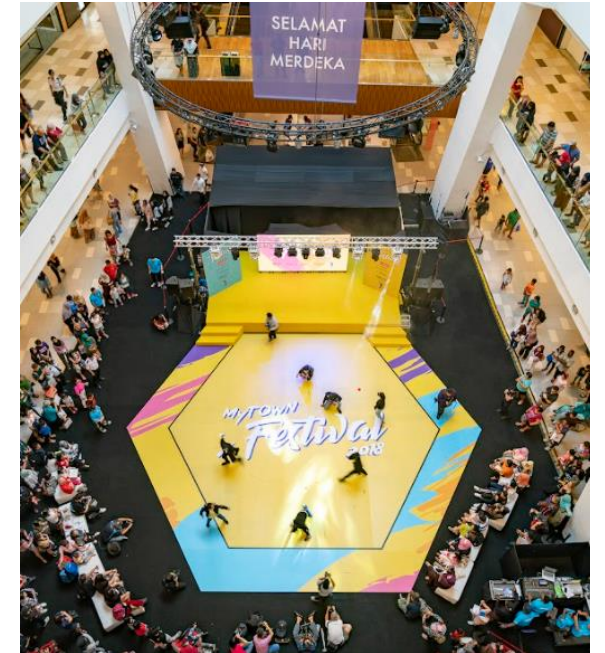
Your brand can take part in regular postings to **create brand visibility** and more opportunities to **promote your offers.**



Be a part of our growing MyTOWN loyalty programme!

With over 13,000 members (and counting!), we offer rewards to our customers so that they always return to us.

Joining our loyalty programme entitles you to benefit from **initiatives such as fully funded mall-wide e-vouchers** that encourage sales to your stores. You'll also have a platform to specifically target audiences that are relevant to your brands. Create higher brand exposure and give them a reason to shop with you again and again.



A dynamic calendar of monthly marketing activities to drive visitation for your brand



Food festivals to attract KL's top foodies



Regular bazaars and markets for trendy shoppers



Vibrant festive decorations to make MyTOWN the place to prepare and celebrate all cultural festivals.



Healthy events like fun runs that put us on the fitness map!



Tenant event collaborations. Receive support and flexible rates on the use of promo spaces.



Signature events that bring our communities together.

Bringing our communities together with effective marketing campaigns



MyTOWN Burger Fest

The two-day signature culinary adventure hosting the best burger joints in Klang Valley with appearances by artist Andi Bernadee, MasterChef Malaysia Dato' Fazley Yaakob, AFC Celebrity Chef Ili Farhana and The Halal Foodie Host Papi Zak. The event saw nearly 15,000 attendees with close to 10,000 burgers sold, and a PR value and publicity for MyTOWN worth nearly RM 500,000!

The Gift of Kindness Christmas at MyTOWN!

We converted our centre into Frost Valley, an enchanting alpine lake village with adorable woodland animals. Key highlights included a partnership with HSBC to drive spends, Toblerone to create an immersive Interactive Tunnel, while organising the largest Christmas Parade in Kuala Lumpur.



Leave your mark on the planet:

Together we can champion sustainability efforts across the our full operations process

Across all our shopping centres we invest in technology to ensure operational process optimisation and create a better impact on our environment.

Circular & Climate Positive

- Encouraging both tenants and customers to recycle to avoid waste, including food waste.
- Green Lease Objectives to advocate environmentally friendly practices ranging from energy, waste, water, material choice and usage, giving materials a second life, contractor, and fit-out practices.
- Digitization of contracts to minimise paper wastage.

Healthy & Sustainable Living

- Working with tenants to create more sustainable products.
- Increasing our sustainable living offers.

Fair & Inclusive

- Partnerships with charitable service providers and NGOs .
- Supporting local and social entrepreneurs with lower rental space and flexibility of space usage.

We advocate:



Green building design



Efficient waste & resource management



Supporting public transport



Waste water recycling



Rainwater harvesting



Encouraging green habits among shoppers and retail partners

Join the MyTOWN family today!

- Being situated at the **heart of the vibrant KL city-centre**.
- A **dynamic retail environment** where an exciting mix of brands meets **unique customer experiences**.
- Extensive marketing support to drive **visitation** to our centres **and maximize exposure and sales** for your brand.
- A dedicated Leasing and Centre Management support team to guide you on your journey with us.

Be a part of the exciting line-up of new brands joining us soon:


CUCKOO **PONEY**

Wonderlassi

TORII
TEPPANYAKI
テッパンヤキ



At Ikano Centres we are committed to growing our offer to meet the needs of both our communities and partners




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Edge Weekly

Ikano Centres ups its game, sees results

Vasanthan Ganesan / The Edge Malaysia
February 09, 2022 14:00 pm +08

This article first appeared in The Edge Malaysia Weekly, on January 31, 2022 - February 06, 2022.




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MARKETS: SHOPPING CENTRES & MALLS

Ikano Centres expands Batu Kawan offer



Ikano Centres Adds TMG Plus and MR D.I.Y. Along with Popular F&B Chain Outlets to its Growing Offerings in Batu Kawan
(Source supplied)

Tong Yan
March 8, 2022 · + 1 min read

[in](#) [f](#) [t](#) [e](#) [v](#)

Ikano Centres Malaysia is expanding its Batu Kawan mixed-use development with a portfolio of new tenants.

Grocery retailer Tunas Manja Group and Malaysia-based home appliance brand Mr DIY are slated to open outlets at Batu Kawan in the fourth quarter of this year. Meanwhile, several retailers, including KFC, A&W, Tealive and The Coffee Bean & Tea Leaf, will join the shopping centre's F&B delta this season too.

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First Lulu Grocer in Johor to open at Toppen Shopping Centre



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IPC Strengthens Its Family-Friendly Position

Posted on08 Mar 2022

by Meshvinny Nelson

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The new playground is located at the courtyard.

PETALING JAYA: IPC Shopping Centre (IPC) has invested in new equipment and enhancements to improve its customers' shopping experience to make it a preferred destination for shoppers and visitors.

According to a press release, IPC is more committed than ever to safeguarding the health and safety of its customers, working with government authorities to ensure a comfortable and secure shopping experience.

"IPC has received tremendous support from the

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StarProperty

MyTown Forges Ahead With Expansion Plan

Posted on16 Feb 2021

by Viktor Chong

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KUALA LUMPUR: MyTown Shopping Centre has unveiled plans to expand its offerings with the addition of new tenants besides enhancing the overall infrastructure in the months to come.

The two main anchors are Malaysian innovative bookstore chain BookXcess and living concept store SSF, which will occupy approximately 85,000 sq ft of retail space. In addition to these two prominent brands, there will also be a 20,000 sq ft store expansion for retailer Panda Eyes.

Leveraging its strong partnership network and maintaining

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to read more!

We are excited for you to join us at



For more information please contact:
Bernice Cheong | Bernice.Cheong@ikano.asia | 012-234 5678



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