

Toppen®
SHOPPING
CENTRE

5 steps to growing your brand with us



LOCATION

Being in a strategic location is key to brand accessibility.

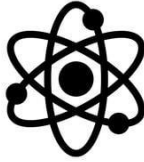
Toppen is located in the heart of Johor, with close proximity to Singapore. Johor is home to two out of five economic corridors in Malaysia (Iskandar Malaysia and the East Coast Economic Region), securing the area as a location targeted for growth and investment. Toppen is easily accessible by major roads, highways, and public transportation networks.



HEALTHY VISITATION

Growing visitation numbers drives sales conversions for your brand.

Toppen attracts 15 million visitors per year comprising of families and young adults from within our immediate catchment area and beyond.



A DYNAMIC RETAIL ENVIRONMENT

Create brand standout with a unique setting.

From international powerhouse brands to local heroes, Toppen has an exciting tenant mix of 300 stores filled with exciting retail experiences and activities.



A SUPPORTIVE PARTNERSHIP

Find the right partners that will help grow your brand.

At Toppen 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.



PULLING POWER

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

Toppen is seamlessly integrated with global home retail brand IKEA along with other popular anchor tenants such as TGV, Harvey Norman, Food Empire, and so much more.



Working with our partners to grow your business:

**An exciting opportunity to be located in our meeting place at the heart
South Malaysia – Johor Bahru.**



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

IPC
Kuala Lumpur, MY



MyTOWN
Kuala Lumpur, MY



Megabangna
Bangkok, TH



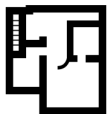
Toppen
Johor Bahru, MY



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:

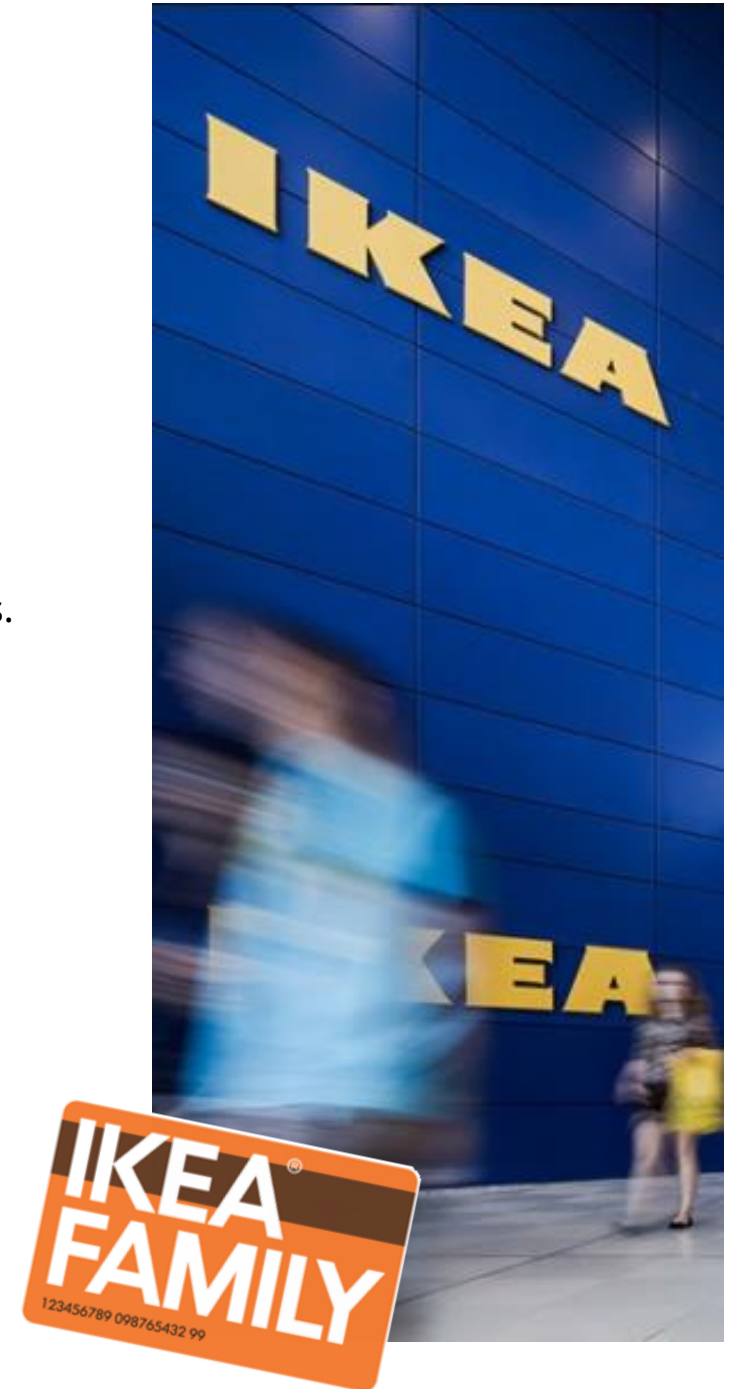
Together we create spaces where our visitors and communities can enjoy a safe and great day out, again and again.



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 Toppen for special IKEA Family discounts and promos.



Expose your brand to Toppen's 15 million visitors per year



At the vibrant hub of
South Malaysia

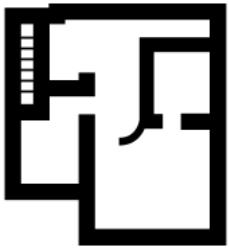
33A Jalan Harmonium,
Taman Desa Tebrau
81100 Johor Bahru, Johor



Open in **2019**



Anchored by
IKEA Tebrau



GLA:
1.25 million sq ft
4 levels

That's almost the size of 18
football fields!



4,600 parking spaces
(more on the way!)

With designated bays for
women and families.

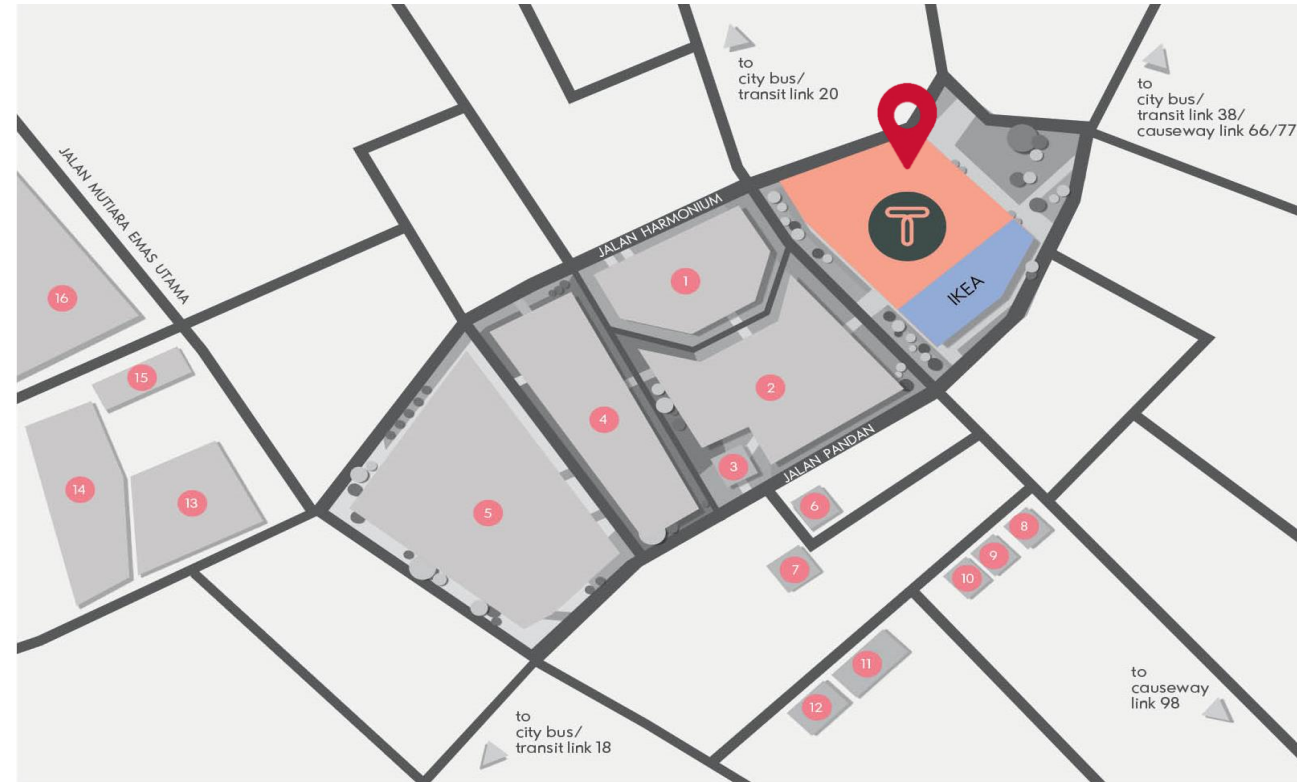


300 tenants

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

Easy accessibility for your visitors

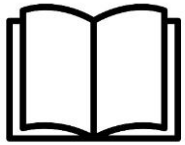
- **Located in Tebrau**, the thriving hub of Johor Bahru.
- **Seamless connections** to two major roads along Tebrau, with easy access to major highways including Pasir Gudang Highway.
- **Strategic location** with links to Skudai, Senai, and Desaru.
- **Multiple** designated entrances and exits for convenient accessibility.
- **Pedestrian bridge** ensures safe and stable flow of foot traffic from neighbouring Aeon Tebrau.
- **Proximity to Singapore** expands our reach to visitors with higher spending power.



Position your brand in the heart of South Malaysia



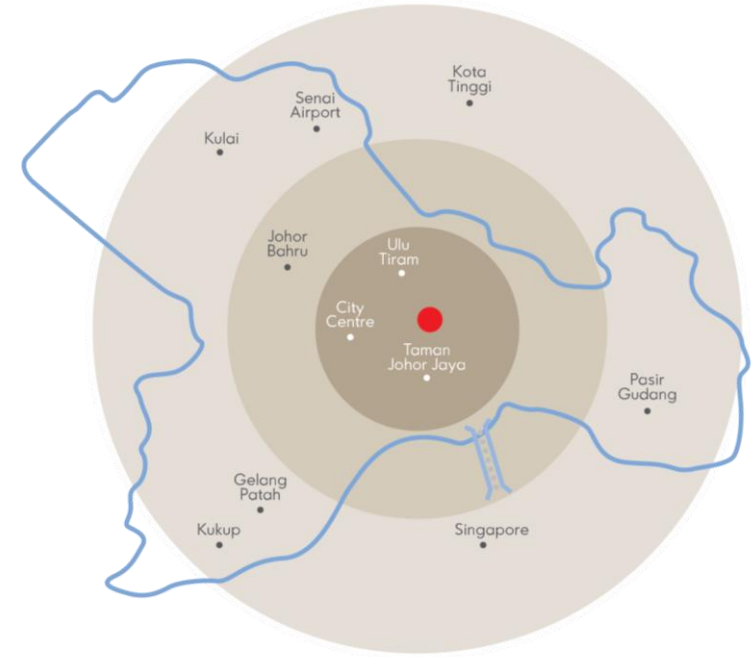
More than 430,000 households in the primary and secondary catchment area creates proximity to a stable, **family-friendly crowd**.



A steady, loyal population resides in the catchment area, with **70% having lived long term in the area** comprising of shophots, landed houses, condominiums, and flats.



Over 8 million tourists visited Johor in 2019, with many on a mission to shop and enjoy unique Johorean experiences.



Primary	15 mins drive	557,672 people
Secondary	20 mins drive	1,084,964 people
Tertiary	30 mins drive	850,000 people

.....
Your brand is within easy commute to a population of
Approx 2.5 million people!
.....

Brand exposure to a vibrant suburb surrounded by commercial and residential areas with a mix of **young adults, families, and experienced parents**.

Connect your brand to our fashionistas!



A vibrant audience:

51% of our visitors are 25 – 34 years of age, **62% are females.**



A loyal audience base:

58% of our shoppers visit shopping centres once a week, with **81%** admitting their purpose for visiting is for casual shopping! This creates many opportunities to convert leisure shoppers with great fashion deals.



Our fashionistas love looking good!

25% of sales spent on **Fashion**

67%

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:
90% of our visitors always visit Toppen with friends and families.



A loyal audience base:
58% of our shoppers visit shopping centres once a week, with 75% that their purpose of visit is to seek dining experiences! This creates great opportunities to tempt them with exciting F&B options.



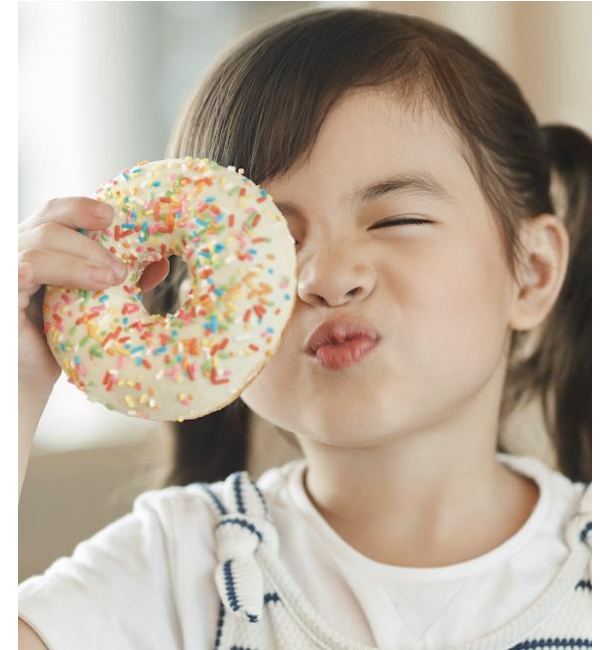
Our visitors LOVE food!
Over 25% of total sales are generated from the F&B category.

67%

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

29%

Of our visitors are Chinese.



Unite your brand with entertainment enthusiasts!



A vibrant hub for socializing

90% of our visitors always visit Toppen with friends and families, perfect for group activities!

25%

An energetic and dynamic crowd:

Of our visitors are below the age of 24



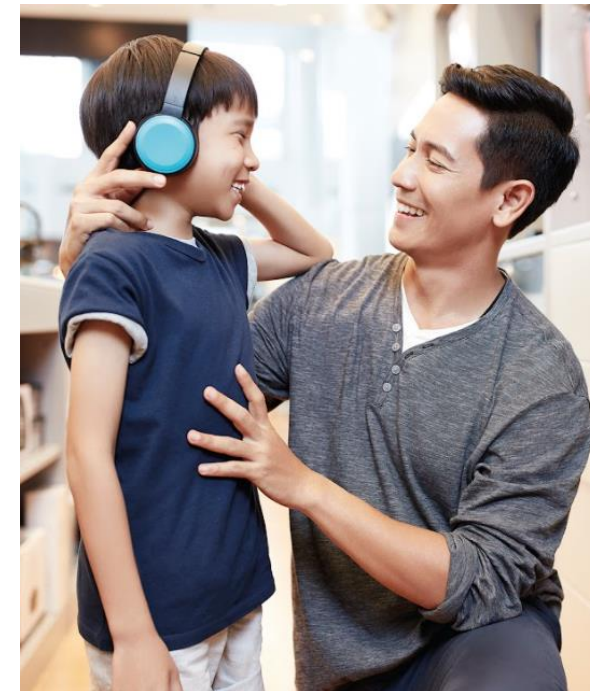
A loyal audience base:

58% of our shoppers visit shopping centres once a week, with **81%** admitting their purpose for visiting is for casual shopping! This relaxed attitude creates many opportunities to convert them to try out new experiences!



The most family-friendly mall in JB!

Toppen was ranked **the most family-friendly mall** compared to other more established shopping centres in Johor!*



Connect your brand to our homebodies!



Making home count:

Visitors in the primary catchment area spent **RM 183.22 million** in home furnishing in 2020.



Home furnishing on their mind:

58% of our shoppers visit IKEA, which means they are actively on the look out for home furnishing solutions.



Home is where the heart is:

Close to 43% of sales are generated from Home & Living.



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

Over 66% of our visitors are families.



Our anchor tenants secure solid and stable footfall to Toppen



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



Harvey Norman continues to transform homes with a wide array of electronics and home furnishing choices.



A unique TGV concept which has the largest Flexound installation in the world, a Prestige Hall, a family friendly hall with adjoining playroom and fun, colourful seats for the kids, and the world's first Coca-Cola café!



A unique indoor food court concept housing international cuisine and Johor local favourite such as the famous Nasi Goreng Stulang.

Fashion brands that are proud members of the Toppen family




pierre cardin
BELLE LINGERIE



From sporty looks, trendy kids wear, to accessories to elevate every outfit, we offer a mix of fashion and beauty brands to cater to every fashionista's taste.

F&B brands that are proud members of the Toppen family



Asian delights, born and bred Johorean local food heroes, and scrumptious snacks, Toppen is a foodie's paradise! With endless choices to suit every taste bud, our visitors can spend hours exploring delicious food choices at Toppen.

Entertainment brands that are proud members of the Toppen family



We know that a great day out goes beyond shopping. At Toppen our visitors can create memorable experiences showing off their karaoke skills, enjoying a family day out with archery, e-gaming sessions, or endless kids edutainment!

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



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

A launching pad for brands to introduce their outlets to South Malaysia!



First Decathlon in South Malaysia to open at Toppen!

.....
The world's largest sporting goods retailer has chosen Toppen as the site for its first flagship store in Johor!

Opening at the end of 2022, the 50,000 sq ft unit will feature its Deca Studio offering fitness classes inside the store and a 4,000 sq ft outdoor playground. This unique concept is a great match with Toppen's vision to make healthy lifestyle choices more accessible for our Johor Bahru community.



Welcoming Lulu Grocer!

.....
Toppen will be welcoming Lulu Grocer in mid 2022, providing a new grocery offer that is the right match to our customer profile. The full-fledged supermarket will feature a wide range of healthier-for-you products as part of our overall commitment to ensuring that our communities have easy access to healthier choices. Lulu Grocer also provides display areas inside the store as a support for local small and medium enterprises, providing the opportunity for local brands to expand their business and export their products. Currently, more than 100 famous local brands associated with Lulu Malaysia have exported their products to Lulu stores worldwide. The outlet at Toppen will be the first Lulu Grocer concept in South Malaysia.

Pioneering unique retail concepts at Toppen



Beauty Stories

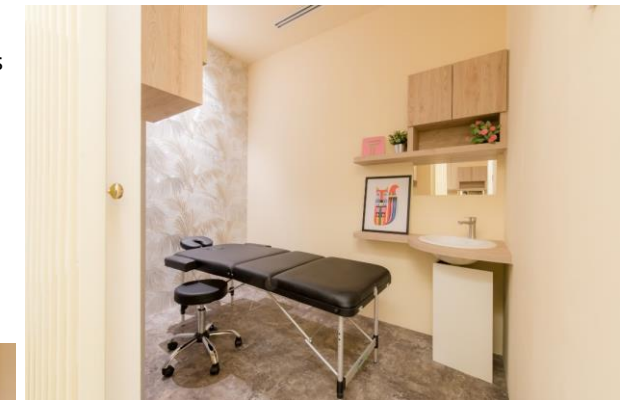
As retailers ourselves, we understand the barriers that new brands face when opening their own outlets. This is why we created Beauty Stories. Designed to celebrate Beauty & Health, it houses a specially curated selection of independent health and beauty brands ranging from beauty, skincare, nail care, and overall wellness. Beauty Stories offers a unique space encouraging young entrepreneurs to venture into a shopping centre environment supported with a simple set-up and low start-up costs. Our vision is to constantly evolve our offers with fresh-to-market concepts such as this.

Soulmates

Soulmates was launched to help small businesses recover from the impact of Covid-19 closures, creating a space for them to reconnect with their customers.

We created a platform that provides fully prepared, flexible spaces for young entrepreneurs, small business, and start-ups that can be booked by the hour or day, at low rates. Designed to be a one-stop solution, Soulmates is ideal for beauty and wellness, fitness, and skills based providers to offer their services to customers in a comfortable and professional environment.

Visit the <https://soulmates.my/> to learn more!



With close to 30,500 sq ft dedicated to hang-out zones, immerse your brand in spaces where communities come together.



An experience unlike any other:

Creating unique experiences under one roof-Topp!

Your visitors are guaranteed a memorable visit to Toppen with our unique open-air rooftop, the Topp.

From Instagrammable spots to de-stressing with a walk at the garden. The kids will certainly have a fun time at the splash park. Try the free climbing wall and discover new activities at the event area. Fitness lovers can enjoy the skate park and multi-purpose course. At the end of the day, relax at our al-fresco restaurants and cafes. And don't forget to hunt for our AR-enabled artwork that comes to life right in front of our eyes!

There's something for everyone.



We continue to invest in optimising the customer experience at Toppen

To provide convenience and greater offers for our customers, we are in the midst of constructing our **Lifestyle Rooftopp**, which will sit about our new multi-storey carpark.

The Lifestyle Rooftopp is an extension of the Topp, providing visitors with not only additional parking but a wide variety of F&B, entertainment, and co-working spaces.

Highlights include:

- 9 levels
- 1,600 parking bays
- 48,000 sq ft of with high ceilings, column free spaces, direct lift access, and a special entrance making it suitable for late night offers. There is still seamless connectivity with Toppen's main building.

Launching in
Q4 2022!



Maximise your brand's exposure and visibility through our marketing efforts



Over 70,000 Facebook followers (and growing!), with strong engagement rates **ensures strong fan interaction with your brands.**

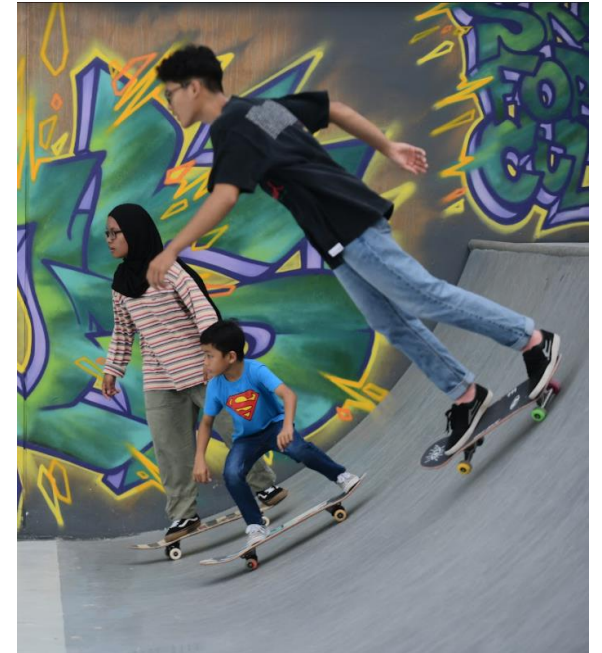
Your brand can take part in regular postings to **create brand visibility** and more opportunities to **promote your offers.**



Be a part of our growing loyalty programme!

With close to 6,000 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.



We organise 150 – 250 activities every, single month to drive visitation for your brand



Kid-friendly activities for the family to enjoy week after week.



Regular music nights to entertain visitors.



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



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



Weekly outdoor movie nights transform the Topp into a chill out spot for the Johor Bahru community.



Partnerships with community groups to host regular signature events.

Bringing our communities together with effective marketing campaigns



Promo Paling Topp

Our voucher campaigns reward shoppers for their purchases at Toppen, encouraging them to visit your stores more often and spend even more during the campaign periods.

Our Promo Paling Topp had a voucher utilisation rate of 84%, contributing to **RM 2 million** in tenant sales across Toppen, with participation from over 100 tenants.

And we regularly support our tenants with fully funded mall-wide vouchers, to encourage our shoppers to visit your stores!

The Topp Re-Opening

Following upgrading works to The Topp, we re-launched Tebrau's favourite community hub with the campaign **Tebrau-ek**, showcasing how the best of Tebrau can be celebrated at Toppen!

From musical performances, to anime contests, kids' push bike races, weekly workshops and masterclasses, a day out for car enthusiasts, uniquely curated shopping experiences at artisan bazaars, it certainly was a festival to remember.

We even teamed up with Johorean rap superstar Joe Flizzow to create a launch music video – watch it [HERE!](#)



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 Toppen family today!

- Situate your brand at the vibrant heart of Johor, **Malaysia's third most populous city** and third highest in purchasing power, with close proximity to Singapore!
- 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.



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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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 Van


March 8, 2022

1 min read

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 month to boost its mix.



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22 March 2022

Malaysia

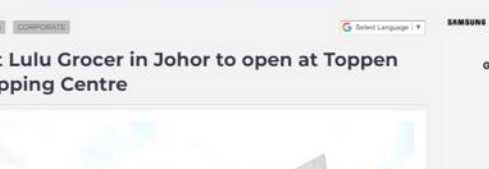
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SAMSUNG

First Lulu Grocer in Johor to open at Toppen Shopping Centre

Galaxy S22 Series




StarProperty

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

starproperty.my

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

starproperty.my



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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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