



# 5 steps to growing YOUR BRAND with us

## LOCATION

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### **Being in a strategic location is key to brand accessibility.**

Klippa is located in Aspen Vision City, Batu Kawan, which is poised to become the first smart city in North Malaysia. With strong infrastructure support from the Penang State Government as part of the Penang 2030 vision, Batu Kawan will be easily accessible by major roads, highways, and public transportation networks.

## HEALTHY VISITATION

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### **Growing visitation numbers drives sales conversions for your brand.**

As part of a growing township, Klippa will draw visitation from new families moving into residential developments, students at nearby universities, and a professional workforce of nearly 23,000 employees from the neighbouring Batu Kawan Industrial park.

## PULLING POWER

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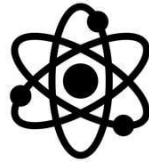


### **The right neighbours help drive co-visitation for your brand.**

Klippa is seamlessly integrated with global home retail brand IKEA along with other popular anchor tenants such as Harvey Norman.

## A DYNAMIC RETAIL ENVIRONMENT

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### **Create brand standout with a unique setting.**

From international powerhouse brands to local heroes, once completed Klippa will house an exciting tenant mix of 300 stores filled with exciting retail experiences and activities.

## A SUPPORTIVE PARTNERSHIP

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### **Find the right partners that will help grow your brand.**

At Klippa 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 part of the growing Batu Kawan community in Northern Malaysia





# 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



## Klippa

Penang, MY



Our total portfolio includes:



Gross Leasable Area  
6.5 million sq ft



Successful partnerships  
of more than 1,800



Over 100 million joyful  
visits every year

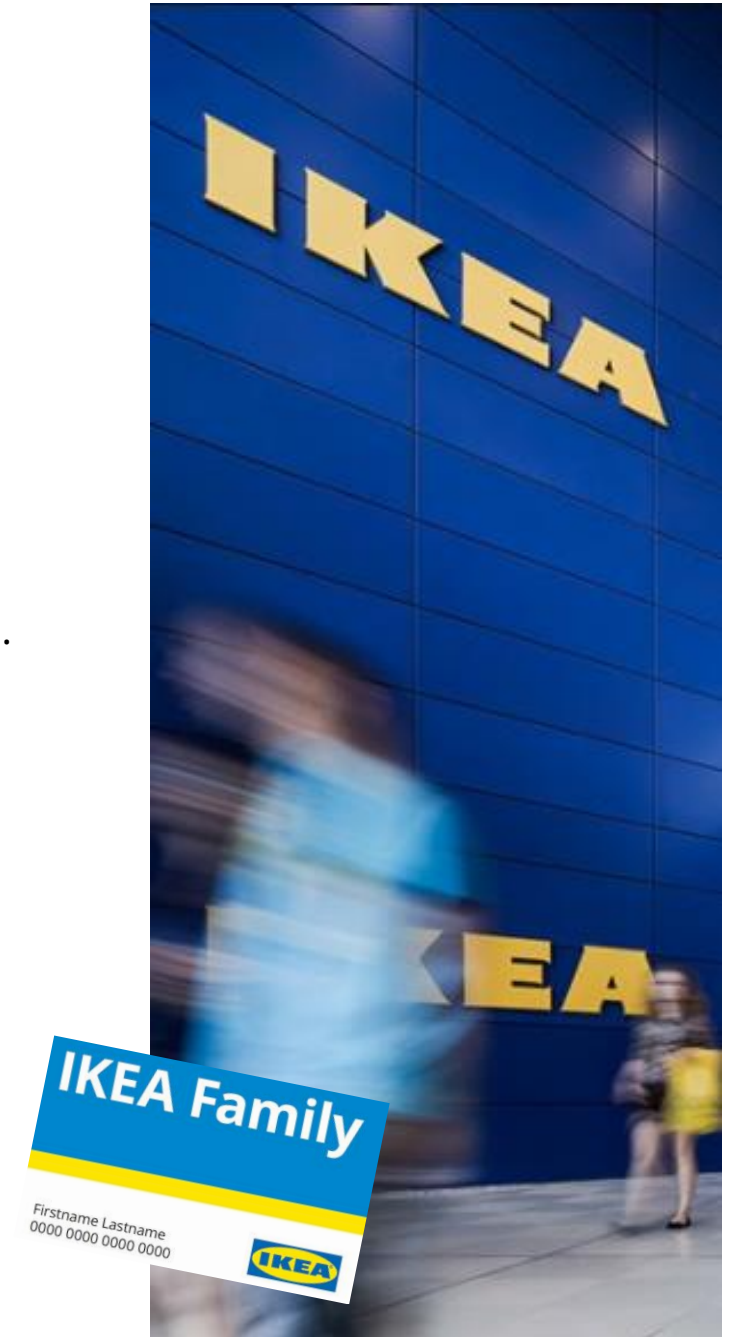


Click on each centre  
to find out more!

# 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.





Working together with Aspen Group as our partners

# Klippa is seamlessly integrated within Aspen Vision City, a RM 10 billion masterplan covering 245 acres





## Easy accessibility for your visitors

- Located next to the **Penang Second Bridge**.
- **Easy access for Northern states** via North South Highway.
- Aspen Vision City will feature a **transport hub with excellent connectivity** to public transportation routes and major road networks.
- **Surrounded by residential and commercial developments** including the region's future Central Business District comprising of a hotel, schools, office towers, and serviced residences.
- Public facilities, features, and amenities are **inter-connected and strategically located**.



# Bringing over 2.4 million visitors to YOUR BRAND



Proximity to two leading universities with a **student population of over 12,000.**



Neighbouring Batu Kawan Industrial Park will create **23,000 job opportunities by 2023** comprising of a mix of global multi-national company HQs and large local companies.



Approximately **7,500 new residential units** within our primary catchment area.



**Over 8 million tourists** visit Penang yearly.



<b>Primary</b>	15 mins drive	122,783 people
<b>Secondary</b>	30 mins drive	1,211,001 people
<b>Tertiary</b>	45 mins drive	1,062,731 people

.....  
Your brand is within easy commute to a population of  
**Approx 2.4 million people!**  
.....

**Brand exposure** in a growing township that will be surrounded by **families, young professionals, and students.**



Buddhist Tzu-Chi Merits Society  
Malaysia (Community &  
Education Campus)

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Principal Islamic Equity Fund  
Principal Islamic Equity Fund  
Best Equity Asia Pacific in Japan  
Fund since 1.5 and 10 years

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Principal Islamic Funds Awards  
Best Equity Asia Pacific in Japan  
Fund since 10 years

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Cover Story: Batu Kawan continues to grow

Wong King Wai / The Edge Malaysia

March 08, 2022 16:00 pm -08

This article first appeared in City & Country, The Edge Malaysia Weekly, on February 28, 2022 - March 06, 2022.

Batu Kawan, located in Seberang Perai Selatan on the Penang mainland, was earmarked as the next growth area for the state a while back. The opening of the Sultan Abdul Halim Muadzam Shah Bridge in 2014 provided even greater impetus for its development.

How has Batu Kawan fared thus far, and is the outlook for the area still as positive as it was before the pandemic? Property experts recall how the area got its start and point out what homebuyers and investors should take note of moving forward.

According to Saleha Yusoff, executive director and regional head of research and consulting at Nawawi Tie Leung Property Consultants Sdn Bhd (NTL), Seberang Perai Selatan was the most undeveloped district in Penang in the 1980s.

"In 1989, the then Penang chief minister, the late Tun Lim Chong Eu, instructed the Penang Development Corporation (PDC) to identify an area in Seberang Perai Selatan to be developed into an economic hub. In 1990, the state government acquired Batu Kawan, formerly an oil palm plantation owned by Batu Kawan Bhd," she says.

"With more than 6,781 acres, Batu Kawan was selected as a new growth centre due to its strategic location. About 6,326 acres of land is owned by PDC and branded as Bandar Cassia.

"The completion of the second Penang bridge enhanced the appeal of Batu Kawan, driven by the better connectivity and access from the southern part of the mainland to the island. This connectivity has also become a pull factor to attract homebuyers from the island to Bandar Cassia."

Industrial and Commercial Development Corporation (IDC) Chairman, Tan Sri Lim Guan Eng.

Nawawi Tie Leung Property Consultants Sdn Bhd (NTL) Executive Director and Regional Head of Research and Consulting, Saleha Yusoff.

With the opening of the new bridge, property development started to increase in the area and in 2014, PDC launched the first component – a 200-acre site planned for 11,800 units of affordable housing. The first phase (Suria 1) saw 530 units completed in 2018.

"PDC also introduced Batu Kawan Industrial Park (BKIP) to attract high-technology and skill-intensive industries to the area. According to PDC, there are about 3,000 acres still available for development," says Saleha.

Read the full article [HERE](#)

# Give YOUR BRAND a home right in the middle of the iconic hub of North Malaysia!



## Penang's third satellite city

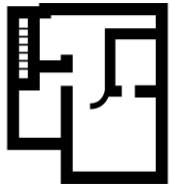
752 Persiara Cassia Selatan,  
8 Lebuhraya Bandar Cassia  
14110 Simpang Empat, Penang



Phase 1: Open in **2019**  
Drive-thru: Open in **2021**  
Phase 1 Extension: Open **2023**  
Full shopping centre: **2025**



Anchored by  
IKEA Batu Kawan



Once completed our  
Klippa mixed use  
development will feature

**GLA:**  
**1.3 million sq ft**



**4,000** parking spaces  
(more on the way!)  
With designated bays for  
women and families.



The completed Klippa will  
welcome:

**300** tenants

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



A phased development approach

We will introduce new phases to Klippa as the population within our surrounding community continues to grow



Phase 1a	Link building
Phase 1b	Link Building Extension
Phase 2	F&B Drive-thru
Phase 3	Anchor Retail
Phase 4	Core Retail
Phase 5	Community Hub
Phase 6	Expansion
Phase 7	Potential MXD



Serving the essential needs of  
the Batu Kawan community!





North  
Malaysia



IKEA :

20,000  
visitors

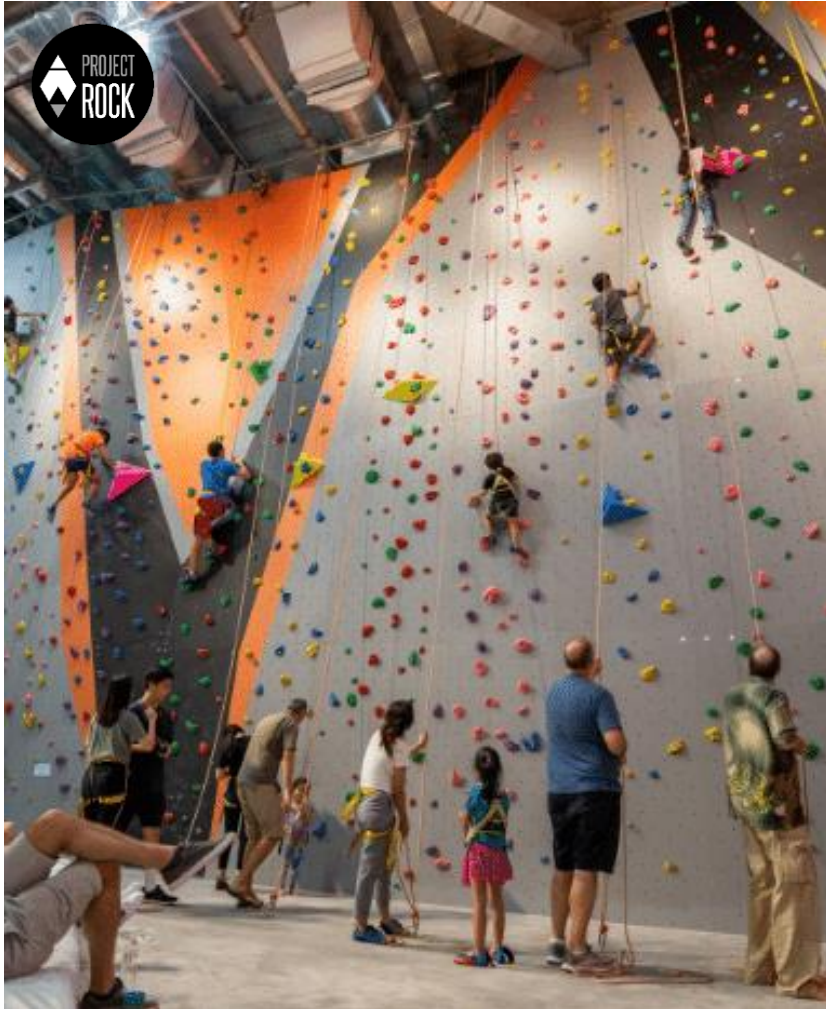
at its opening  
in March 2019!





Now open

# Groceries, services and entertainment offers for families to enjoy while enjoying a great day out at IKEA Batu Kawan



CASEZONE

maxis



CUCKOO

guardian

machines



& so much more!

We are proud to be home to the first Harvey Norman concept superstore outside Klang Valley, the largest climbing wall in North Malaysia, and the first Mr DIY Plus and TMG Plus stores the Northern region!



Now open

## With many delicious dining options and a unique F&B drive-thru



Gong cha

This is only the beginning as we have many new exciting F&B concepts that will be opening with us in the future!



Klippa in the future

**Community spaces, F&B, daily goods, home improvement, and more...  
Klippa will become the rock of the Batu Kawan community**





**We have the ambition to transform Batu Kawan into an arts and cultural hub, driving more visitors to our must-visit art sites!**



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

Across all our shopping centres we invest in technology to ensure operational process optimization 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 minimize paper wastage.

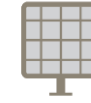
## Healthy & Sustainable Living

- 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 Us!

## Join the Klippa family today!

- Situate your brand at the dynamic township of **Batu Kawan**, Penang's third satellite city where Penangites enjoy the second highest purchasing power in Malaysia.
- A **upcoming 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

Vasanth 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 TM2 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 6, 2022

+1 min read

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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 offering this year.

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IPC Strengthens Its Family-Friendly Position

Posted on 08 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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MyTown Forges Ahead With Expansion Plan

Posted on 16 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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