

MyTOWN[®]
SHOPPING CENTRE

5 steps to growing YOUR BRAND with us



LOCATION

Being in a strategic location is key to brand accessibility.

MyTOWNKL 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.

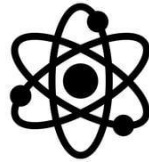
MyTOWNKL attracts 30 million visitors per year comprising of families and young adults from within our immediate catchment area and beyond.



PULLING POWER

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

MyTOWNKL 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, MyTOWNKL 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 MyTOWNKL 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



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!

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

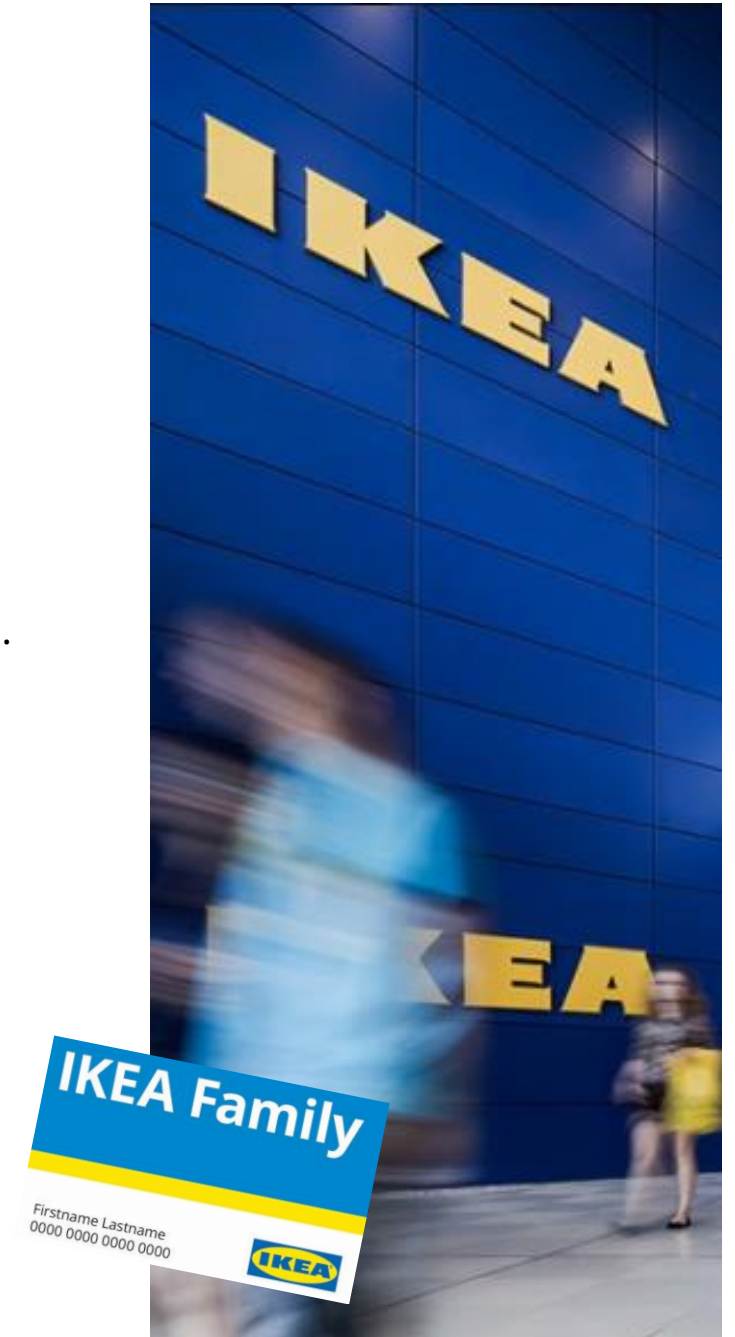
Together we create spaces where our visitors and communities can enjoy a safe and great day out, again and again



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 MyTOWNKL's 30 million visitors per year



At the heart of the KL
city centre.

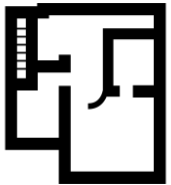
Jalan Cochrane
55100 Kuala Lumpur
Malaysia



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.

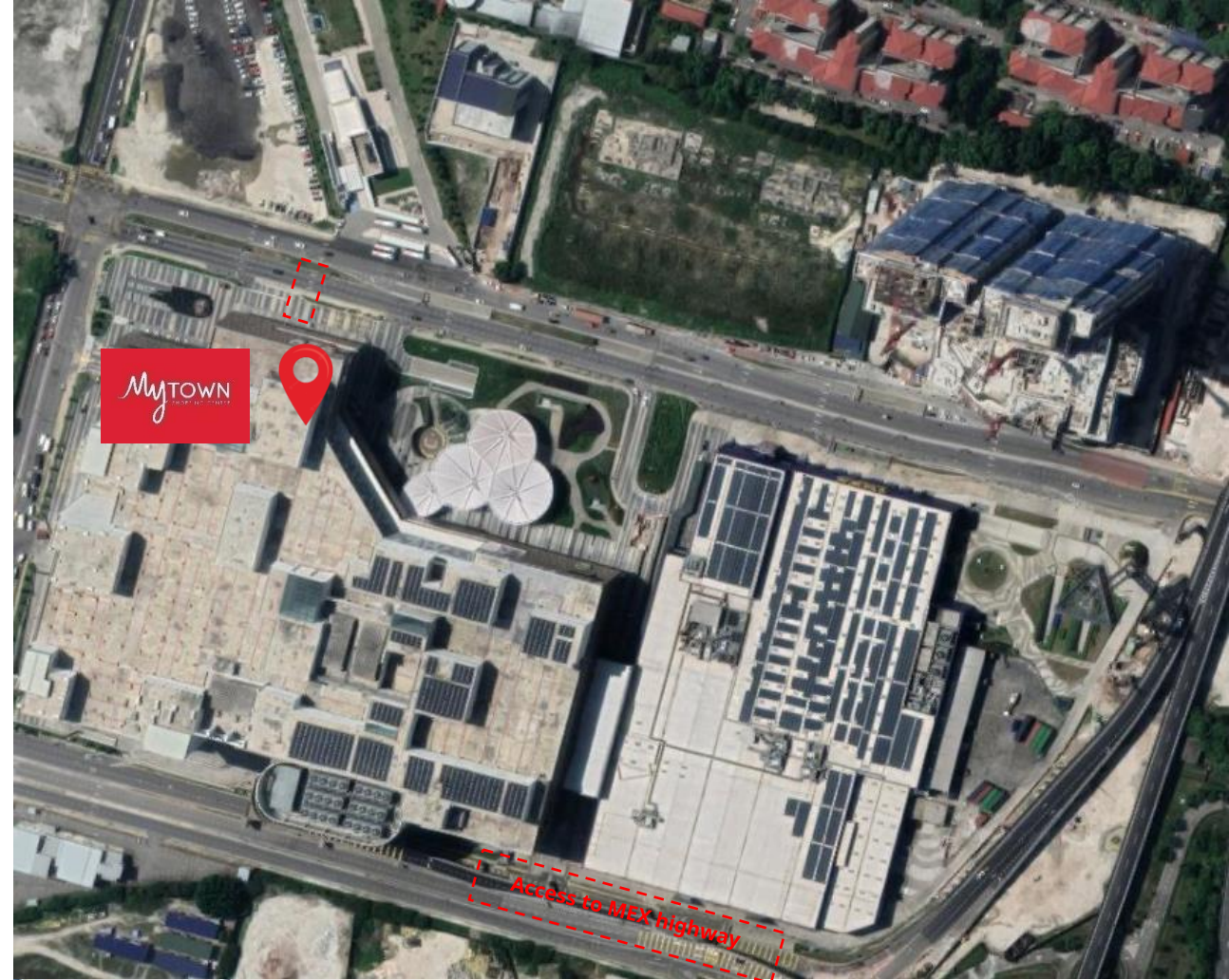


400 tenants

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

Easy accessibility for your visitors

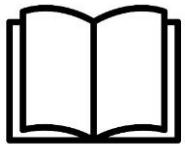
- **5-minute drive** from KL City Centre
- **Connections** to major highways, with easy access to and from **MEX Highway**
- **Multiple** designed entrances and exits
- **Interconnected** basement and multi-level car park
- Tunnel **link** to MRT



Position YOUR BRAND in the city-centre buzz



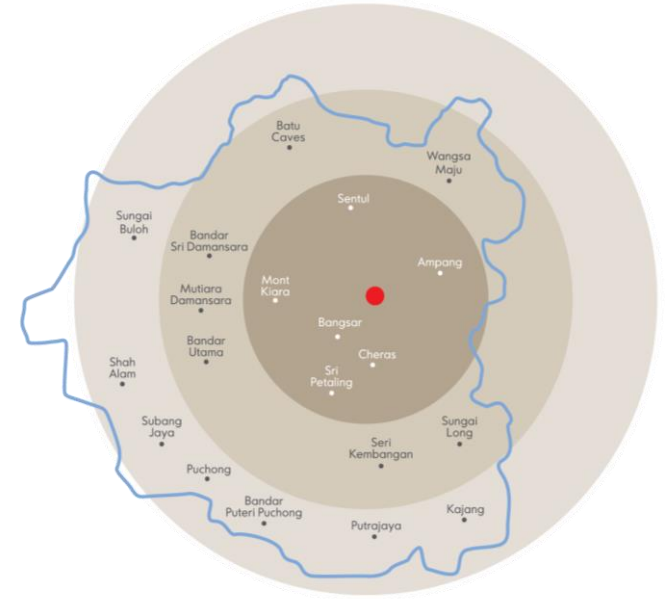
Over 10 new residential towers in the primary catchment area.
More than 110,000 households.



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

More than 5 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 MyTOWNKL 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 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 MyTOWNKL 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 328.



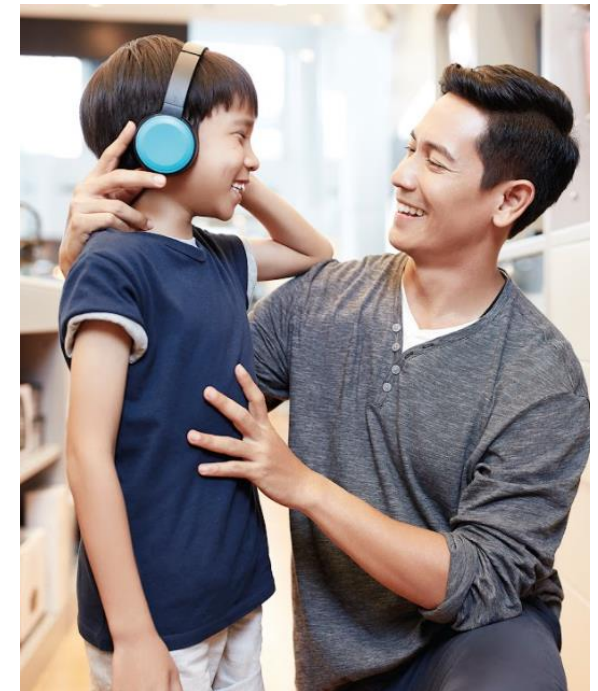
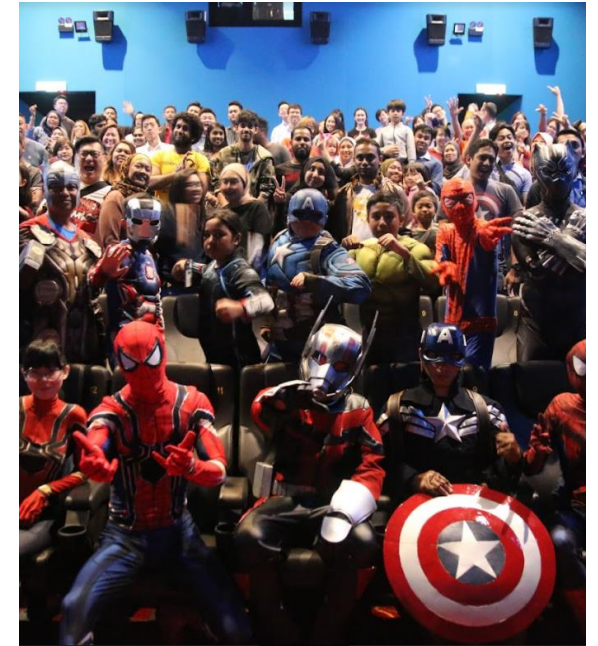
Our visitors love to be entertained:

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 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 MyTOWNKL



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.

Our tenant mix

Fashion brands that are already proud members of the MyTOWNKL 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.

Our tenant mix

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



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

Our tenant mix

Entertainment brands that are proud members of the MyTOWNKL family



We know that a great day out goes beyond shopping. At MyTOWNKL 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!

Our tenant mix

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



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

Explore new discoveries at MyTOWNKL



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+ delivers a holistic home furnishing experience for shoppers. At over 55,000 sq. ft. in size, 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's ambition is to make sports accessible to the many by providing world-class products.

New to MyTOWNKL

Explore new discoveries at MyTOWNKL



Infinity8

Already an established name in South Malaysia as the biggest co-working space in Johor, Infinity8 in MyTOWNKL 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.



More foodie options for our visitors to enjoy!

We've welcomed 15 new restaurants and cafes to strengthen our leadership position in F&B, leisure, entertainment in the city-centre.

Introducing MyGround

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



Always evolving to introduce new, exciting concepts!

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

At MyTOWNKL, 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!

Our community spaces

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



The best of both worlds

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



Maximise YOUR BRAND's exposure and visibility through our marketing efforts



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

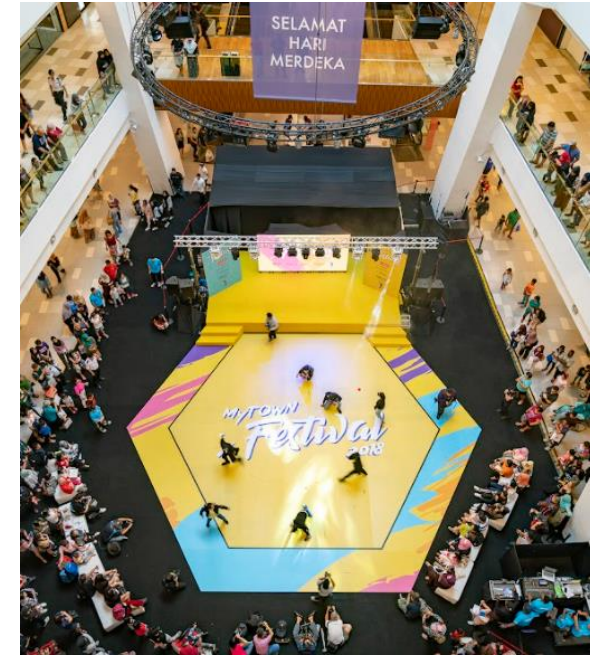
Your brand can take part in regular postings to **create brand visibility** and more opportunities to **promote your offers.**



Be a part of our growing MyTOWNKL 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



All-in-one local event experiences like Sevenscapes where art, food, music, markets, games and sports meet.



Regular bazaars and markets for trendy shoppers



Vibrant festive decorations to make MyTOWNKL the place to 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



MyTOWNKL Sevenscapes

The three-day signature event which included food bazaar, auto show, concert with appearances by artist DJ Blink, Tomok, Nakalness and more, marketplace, fireworks, x-games thrills which included skateboarding, pushbike and BMX competition and demonstrations by the extreme sports community, Tamiya as well other fun activities for everyone. The event saw nearly 21,000 attendees.

ONEderful Day with Lee Seung Gi

MyTOWN hosted a fan meet with South Korean superstar Lee Seung-Gi and garnered over 14,000 footfalls within the hour.

Raya Meriah Max 2023

MyTOWN elevated their celebration for Hari Raya to encourage visitors to celebrate raya together in the most 'meriah' way after 3 years of Covid restrictions. MyTOWN partnered with Pos Malaysia, USCI dance studios and Craftomon's and held exciting workshops as well as offered exclusive redemption deals via the MyTOWN app.



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.

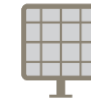
Healthy & Sustainable Living

- 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 us!

Join the MyTOWNKL 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.




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

InsideRetail


Asia Edition ▾
Just in Sectors E-commerce Technology Stores Business Careers

MARKETS | SHOPPING CENTRES & MALLS

Ikano Centres expands Batu Kawan offer



Batuo Centres Addis TM&M Plus and MR D.I.Y. Along with Popular F&B Chain Outlets in its Growing Offerings in Batu Kawan
(Source: Supplied)


Tong Van
March 6, 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 roster that contains more than 100 shops.

In f t ES A


THE EDGE MARKETS
MAKE BETTER DECISIONS

[Home](#)
[Corporate](#)
[Sections ▾](#)
[The Edge TV ▾](#)
[Others ▾](#)
[新聞](#)
[Frankly Speaking](#)
[EdgePropmy](#)
[Invest Search](#)

TRENDING NOW

[Fujitsu HUB-Tenants Trail](#)
[Budget 2022 Highlights](#)
[Economic Report 2020/2021](#)

22 March 2022, Tuesday



MALAYSIA CORPORATE


Selected Language ▾

SAMSUNG

Galaxy S22 Series

BUY NOW

First Lulu Grocer in Johor to open at Toppen Shopping Centre



MOST READ

Jail's resignation; Vivienne Cheng and Iyed Ali made joint CEOs

Search for news, symbols or companies...

[Finance](#)
[Weather](#)
[My Portfolio](#)
[Markets](#)
[News](#)
[Videos](#)
[Yahoo Finance Plus](#)
[Screensavers](#)
[Personal Finance](#)
[Cryptos](#)
[Gadgets](#)
[Contact Us](#)

MylYNINE Converts Former Learning Space into Private Educational Centre

PIN Newswire

July 15, 2023 - 8 min read

The meeting place at the heart of Kuala Lumpur aims to give a new lease on life to its vacant premises.

KUALA LUMPUR, Malaysia, July 15 (PINNewsWire) – MYLYNINE Shopping Centre has commissioned its old project office in the Kuala Lumpur city centre to be transformed into an international educational centre which will be jointly operated by Ideas Academy, a KICLE certified private primary and secondary school. Ideas Academy at MYLYNINE is targeted to open early 2024.

TENDING

- Mastercard Rewards cardholder can upgrade due to diversion from last year's offer.
- Tickets move forward with plans to build an energy-storage battery factory in China.
- Euro zone bonds slip from multi-month highs as investors doubt EU reform drive.
- Cashless payments could pose security issues, industry officials warn after mounting concerns over digital currencies.
- China's EV production hits record as green car production booms in Hungary.

MYLYNINE Creative Retail Project Office Shuts Previous Educational Centre

The institution which works closely with the United Nations High Commission for Refugees (UNHCR), aims to make learning more accessible for far-flung students and refugee children in Malaysia, alongside general pupils who will occupy the 4-storey-building upon over 2,000 sq ft. Together with Ikano Centres, Boutradat Ikano Sdn Bhd (BISd) has committed to invest over RM 5,000,000 to refurbish and reinstate the existing building into an educational institution fitted with all the modern necessities and equipment needed to accommodate and foster a healthy learning environment for the younger generation.

The MYLYNINE campus of Ideas Academy will be able to accommodate over 650 students hosting an array of facilities including sports ramps, multipurpose courts, green spaces and break rooms to create a healthy and balanced environment for students to learn, grow and thrive.

Dock Mohd Adnan Che Maq, MYLYNINE General Manager: said, "Giving a second life to our old project office by transforming the space into one private educational centre situated beside MYLYNINE is aligned with our key mix strategy to craft a variety of offerings from unique retail experience to diverse F&B outlets including comfortable meeting spaces for students, families, and professionals to catch up during breaks or to relax and work. We are confident that this new addition will strengthen our ambition to position MYLYNINE as an integrated community hub for shopping, discovery, learning, and play."

Story continues



Click on each article to read more!

We are excited for you to join us at



[@MyTOWNKLshoppingcentre](https://www.facebook.com/MyTOWNKLshoppingcentre)



[@MyTOWNKL](https://www.instagram.com/MyTOWNKL)



[MyTOWNKL.com.my](https://www.MyTOWNKL.com.my)



[lkano Centres](https://www.lkanoCentres.com)

[lkanocentres.com](https://www.lkanocentres.com)