

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.

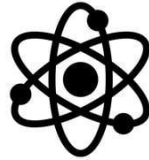
PULLING POWER



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.

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 optimizing 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 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



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

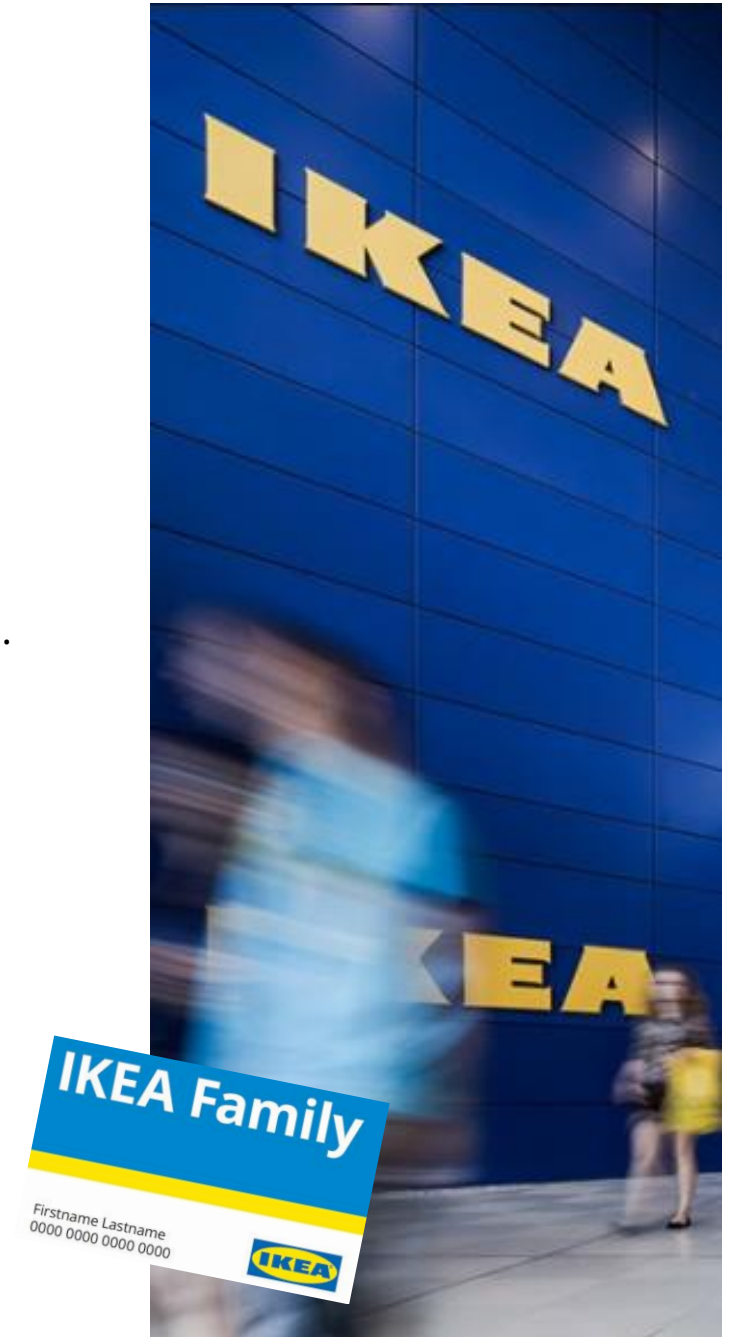
Together we create spaces where our visitors and communities can enjoy a safe and great day out, again and again



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 Toppen's 15 million visitors per year



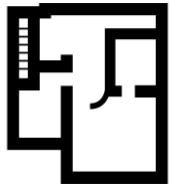
At the vibrant hub of
South Malaysia
33A Jalan Harmonium,
Taman Desa Tebrau
81100 Johor Bahru, Johor



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.

Toppen facts

Easy accessibility for your visitors

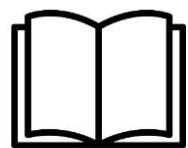
- **Located in Tebrau**, the thriving hub of Johor Bahru.
- **Seamless connections** to two major roads along Tebrau, with easy access to major highways including Pasir Gudang Highway.
- **Strategic location** with links to Skudai, Senai, and Desaru.
- **Multiple** designated entrances and exits for 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



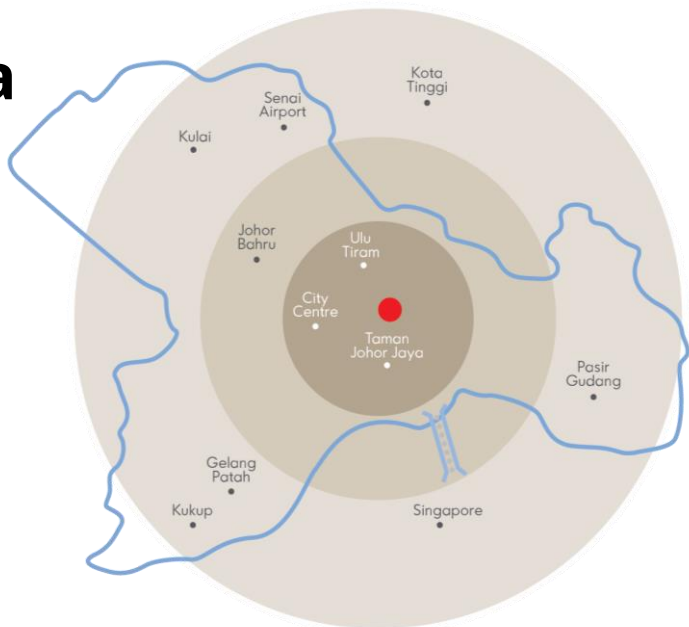
More than **430,000** households in the primary and secondary catchment area creates proximity to a stable, **family-friendly** crowd.



A steady, loyal population resides in the catchment area, with **70% having lived long term in the area** comprising of shoplots, 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.**

Toppen facts

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!



Toppen facts

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.

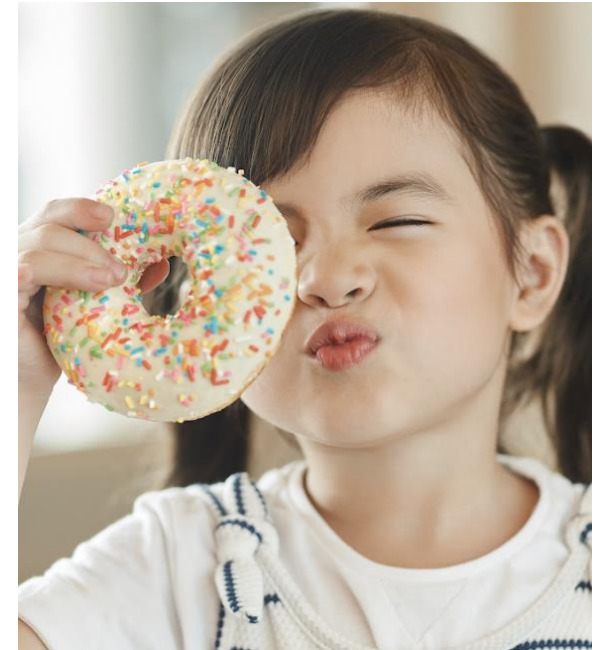
Catering to diverse foodie palates:

67%

Of our visitors are Malays.

29%

Of our visitors are Chinese.



Toppen facts

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.



Making sports and an active lifestyle accessible to the many



Multi-concept theme park that is a one-stop entertainment hub for families and friends.



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.



The full-fledged supermarket is the first Lulu Grocer concept in South Malaysia with a full range of local, imported and healthier-for-you products.



The first Forum sports centre in South Malaysia with various top-notch facilities for an unmatched sporting experience for sports enthusiasts.

Our tenant mix

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.

Our tenant mix

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.

Our tenant mix

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!

Our tenant mix

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

Commune®



Ashley
FURNITURE HOMESTORE



GINTELL
HEALTH • LOVE • LIFE



HOME'S HARMONY



ニトリ
NITORI



ACE
Hardware

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

The gateway to South Malaysia

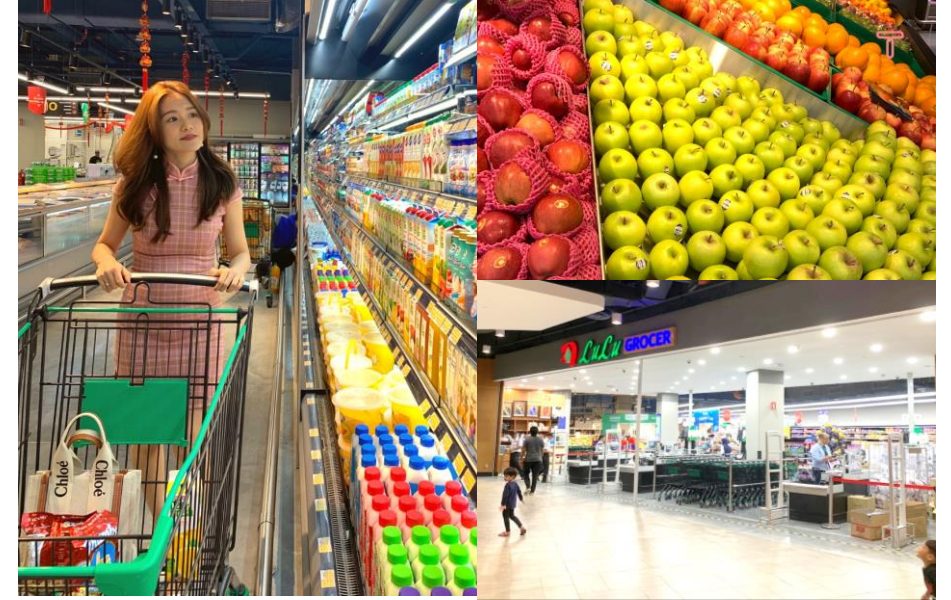
A launching pad for brands to introduce their stores to South Malaysia!



First Decathlon in South Malaysia now at Toppen!

We opened the first Decathlon in South Malaysia at Toppen, making a healthy lifestyle accessible to Johoreans.

The 50,000 sq ft unit features 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!

Lulu Grocer opened in November 2022, providing a new grocery offer that is the right match to our customer profile. The full-fledged supermarket offers 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.

Our community spaces

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 Topp 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. For active lifestyle enthusiasts, 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!



An experience unlike any other

We continue to invest in optimising the customer experience at Toppen

Toppen's **The Hub** – an extension of the Topp and a new retail component that sits above the new multi-storey carpark – is a lifestyle space for sports and entertainment with two new anchors.

In partnership with the Forum Group, this state-of-the-arts sports facility houses 17 badminton courts and 2 multi-purpose courts, providing ample space for sports enthusiasts to engage in their favourite activities.

Additionally, Game On Theme Park by Next Gen is an indoor theme park designed to provide thrilling entertainment options for visitors of all ages.

Other features of The Hubb 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 with seamless connectivity with Toppen's main building.



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.**

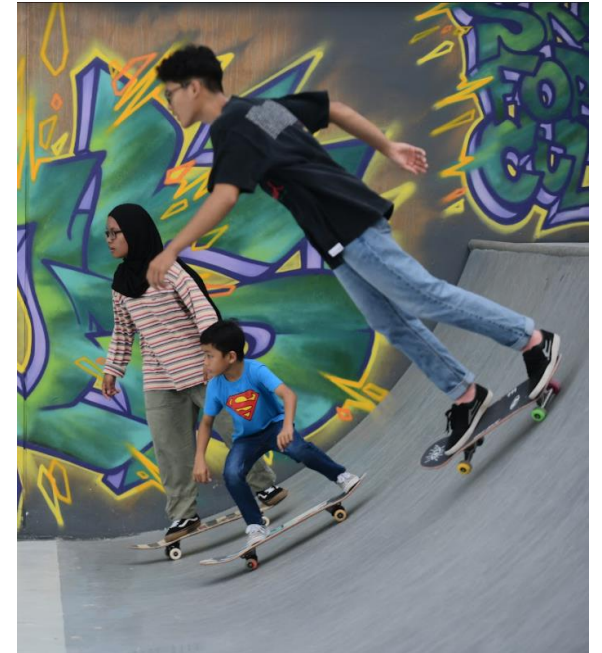
Your brand can take part in regular postings to **create brand visibility** and more opportunities to **promote your offers.**



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.



Toppen marketing

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



Toppen One Stop, Endless Discovery.

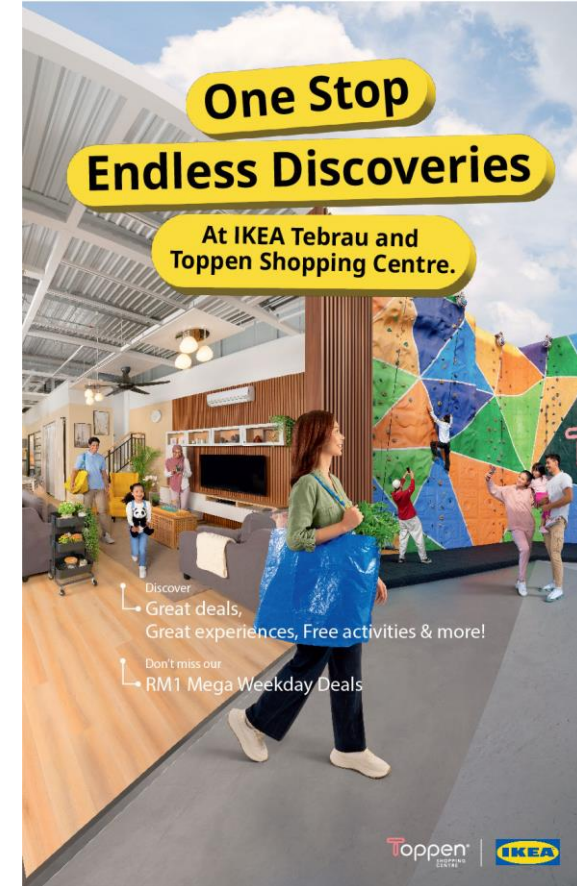
Toppen together with IKEA Tebrau launched a One Stop, Endless Discovery campaign that invites shoppers to enjoy all the exciting offers and great deals at THE one destination where shoppers can get all their needs.

As part of this campaign, Toppen launched the Discover Our Mega Weekday Deals where shoppers can enjoy great group dining deals on certain days of the week. This has been well received and we have seen a 5% increase in weekday visitation.

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



At Toppen, we always bring exciting events for the community, from musical performances, to anime cosplay event, splash run, kids' push bike races, weekly workshops and masterclasses, a day out for car enthusiasts, food festivals and most recently, the Space & You exhibition by same company that brought the Van Gogh AR exhibition in Klang Valley.



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.

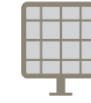
Healthy & Sustainable Living

- 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 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

THE EDGE MARKETS

MAKE BETTER DECISIONS

Home

Corporate

Sections

The Edge TV

Others

新聞

Frankly Speaking

EdgeProp

TRENDING NOW

Najib's IMDB-Tanore trial

Budget 2022 Highlights

Economic Report 2020/2021

CORPORATE

FROM THE EDGE

Select Language


Edge Weekly

Ikano Centres ups its game, sees results

Vasantha 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.



InsideRetail

Asia Edition

Just in

Sectors

E-commerce

Technology


Stores

Business

Careers

MARKETS | SHOPPING CENTRES & MALLS

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

in

f

t

co

bu

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.

THE EDGE MARKETS

MAKE BETTER DECISIONS

Home

Corporate

Sections

The Edge TV

Others

新聞

Frankly Speaking

EdgeProp

News Search

TRENDING NOW

Najib's IMDB-Tanore trial

Budget 2022 Highlights

Economic Report 2020/2021

22 March 2022, Tuesday

53.20M

Vaccination Tracker

Malaysia

Corporate


Select Language

SAMSUNG

Galaxy S22 Series

BUY NOW

First Lulu Grocer in Johor to open at Toppen Shopping Centre



MOST READ

MOST WATCHED

1


BCorp confirms Abdul Jalil's resignation; Vivienne Cheng and Syed Ali made joint CEOs

StarProperty

IPC Strengthens Its Family-Friendly Position

Posted on 08 Mar 2022 | by Meshvinny Nelson

Share this article



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 on 16 Feb 2021 | by Viktor Chong

Share this article




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



Click on each article to read more!

We are excited for you to join us at



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



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



[Toppen.my](https://www.Toppen.my)



[Ikano Centres](https://www.IkanoCentres.com)

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