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## ***NEWS RELEASE***

# **LARGEST MALL IN SOUTHERN REGION OPENS**

**Johor Bahru, 28 November 2017** – A large group of excited shoppers was seen at the main entrance of Paradigm Mall Johor Bahru (Paradigm Mall JB) from as early as 7:00 am today, prior to its inaugural soft launch, to grab the best deals offered exclusively for the opening from a multitude of retailers.

This opening marks an important milestone for the Johor state as the mall represents the largest of its kind in the entire Southern region of Peninsular Malaysia. As for the shoppers, the mall's opening represents an opportune time to take advantage of the numerous 'Opening Day' giveaways and be one of the early birds to experience what the highly anticipated mall has to offer.

Shoppers, Jessie from Skudai, Johor and Madam Tan Kim Lian from Kulai was incredibly excited and joined the line at 7:00 am. "My family and I were so excited about the opening of Paradigm Mall JB. We are looking forward to receiving giveaways as well as special promotions. I will come here more often as the mall is close to my house. "

The Board of Directors and Management Staff of WCT Holdings Berhad as well senior officials representing each of the retail tenants officiated the opening of the mall with an auspicious traditional lion dance performance.

**Ms. Selena Chua, Chief Executive Officer – Retail of WCT**, said, "We are truly encouraged by the positive response we have received from the tenants, shoppers, and members of the community in conjunction with the opening of Paradigm Mall JB."

"Today's soft opening is just a start of many more attractions, events and retail offerings to come. We have put in much thought and effort into making Paradigm Mall JB into a retail and lifestyle destination of choice not only for people around the Southern region but also discerning shoppers across the Causeway," she added.

"The opening of Paradigm Mall JB today is also timely as Malaysia will be gearing up for Visit Malaysia Year 2020. Paradigm Mall JB can play a role in positioning Malaysia, specifically its

Southern region, as a venue for shopping and recreation,” Chua concluded.

Paradigm Mall JB, WCT Holdings Berhad’s biggest mall in Malaysia, has 1.3 million square feet (sq. ft.) of retail space, with over 500 retail lots across seven storeys.

Family-friendliness is highly valued at Paradigm Mall JB. Besides complimentary strollers and wheelchairs at the Concierge Counter, Ground Floor, it also offers more than ten baby rooms within the mall, all equipped with basic facilities such as nursing rooms, diaper changing area and water dispenser. There will also be complimentary WI-FI to enhance shoppers’ overall experience.

In conjunction with the soft launch, Paradigm Mall JB continues to offer a wide range irresistible deals and promotions throughout December by various tenants to make shopping more delightful. Patrons will also get to enjoy FREE parking from now till 31 December 2017.

In addition, excited shoppers and visitors on opening day were welcomed by the enchanting Christmas celebration at Paradigm Mall JB. Taking centre stage of Paradigm Mall JB’s first Christmas celebration is a magnificent Christmas Wonderland located at the Ground Floor. The village is surrounded by a classic English railway station, shopping kiosks, a snowman as well as evergreen Christmas trees that are exquisitely decorated in colourful garlands and glistening fairy lights, including a 40-feet tall Christmas tree. This will also be the venue where shoppers get to board the Paradigm Express train.

From now till 31 December, shoppers can hop onto the train at RM5 per ride or ride for FREE when you spend more than RM50 in a single receipt at Paradigm Mall JB. Terms and Conditions Apply.

### **Never ending fun!**

Paradigm Mall JB has prepared a myriad of performances and activities during the Christmas festivities. Beginning from 2 December 2017 to 25 December 2017, every weekend, shoppers will be entertained by spectacular shows such as a magic show, musical instruments, ballet dancing, Santa Claus and Santa Rinas, carolling as well as acapella performances.

There will also be Christmas-themed activities specially crafted for the young ones. These activities include balloon sculpting workshop, snowman cookies decoration workshop and Mini Xmas Tree Decorating contest. All of these will be held at Paradigm Mall JB throughout this Christmas season.

### **Not-to-be-missed Christmas Gifts**

Shoppers at Paradigm Mall JB who spend a minimum of RM200 in a maximum of three (3) receipts (*terms & conditions apply*) can redeem an exclusively-designed tote bag along with Paradigm Mall goodies throughout the festive season.

## **Year-End Special Treat**

Besides jaw-dropping Christmas promotions, Paradigm Mall JB will also be running a year-end lucky draw for its shoppers. To stand a chance to win an OSIM uDeluxe Massage Chair worth RM13,988, one needs to spend RM200 and above (RMRM150 for HSBC Credit Cardholders).

*\*Terms & conditions apply*

Paradigm Mall JB is easily accessible from Johor Bahru City, Iskandar Malaysia, and Singapore via a two-way flyover that connects the mall directly to the surrounding major highways, namely Skudai Highway, Pasir Gudang Highway, North-South Highway and Second Link Expressway. It is also a 15-minutes drive from Iskandar Puteri and 20-minutes from the Singapore Woodlands Checkpoint.

For more information, please visit our Facebook page <https://www.facebook.com/ParadigmJB/> or [www.paradigmmall.com.my/jb](http://www.paradigmmall.com.my/jb).

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### **ABOUT Paradigm Mall Johor Bahru**

Paradigm Mall Johor Bahru, strategically located along the Skudai Highway, is developed by WCT Hartanah Jaya Sdn Bhd, a subsidiary of WCT Holdings Berhad. The mall opened its doors to the public on 28 November 2017. The mall stands at an impressive seven storeys high with 1.3 million square feet in net retail space, comprising 500 outlets with 4,200 covered carpark bays.

### **About WCT Malls Management Sdn Bhd**

WCT Malls Management Sdn Bhd, a subsidiary of WCT Holdings Berhad, was incorporated in 2015 to primarily manage shopping malls under the WCT Group, namely Bukit Tinggi Shopping Centre in Klang, Paradigm Mall Petaling Jaya; gateway@klia2 airport mall, and the upcoming Paradigm Mall JB. WCT Holdings Berhad is listed on the Main Market of Bursa Malaysia Securities Berhad.