



---

## ***NEWS RELEASE***

# **PARADIGM MALL JOHOR BAHRU TO OPEN ITS DOORS ON 28 NOVEMBER 2017**

***Attractive Prizes to be given away to the first 500 shoppers***

**Johor Bahru, 10 November 2017** – The bustling and ever-dynamic state of Johor is set to get even more exciting with the opening of the Southern Region’s latest and largest regional mall - Paradigm Mall Johor Bahru (Paradigm Mall JB). The highly anticipated mall of WCT Holdings Berhad, a leading engineering and construction company and property developer, will open for business from 28 November 2017 from 10.00 am to 10.00 pm daily.

Paradigm Mall JB is poised to transform the Southern region into a top destination for shopping, entertainment and gastronomic adventure for the over nine million population of Johor and Singapore. The seven-storey mall houses over five hundred retail shops operating on 1.3 million square feet (sq. ft.) of retail space.

**Ms. Selena Chua, Chief Executive Officer – Retail of WCT**, said, “After months of careful planning, we are more than excited to bring Paradigm Mall JB to fellow Johoreans. We want to celebrate our opening with the residents of Johor, so we have lined-up a series of exciting promotions and activities exclusively for our shoppers on the opening day.”

As part of Paradigm Mall JB’s opening day promotion, shoppers who spend RM28 and above in two (2) accumulated receipts from any outlet in the mall will be eligible to redeem goodie bags worth RM50. Bags are redeemable at the Concierge Desk at Ground Floor and limited to the first 500 shoppers only. As an added incentive, every 100<sup>th</sup> shopper will be given a goodie bag worth RM100. Furthermore, shoppers are able to enjoy FREE parking from 28 November 2017 to 31 December 2017.

Additionally, shoppers are invited to participate in the *Spin and Sure Win* campaign to take home attractive prizes from Paradigm Mall JB’s tenants. To participate, shoppers need to spend a minimum of RM200 in a maximum of three (3) receipts from any outlet in the mall (*terms and conditions apply*) at Paradigm Mall JB to redeem a mystery prize on the same day. The campaign period is from 28 November to 3 December 2017.

Social-savvy shoppers can look forward to the Snap & Sure Win contest where they will need to snap a photo at any identifiable spot within Paradigm Mall JB and upload it onto their social media platform with the hashtag, #ParadigmJBsnapwin. The three most creative photos, which will be selected at the end of the month, will win jaw-dropping prizes, courtesy of Tomei Gold and Jewellery.

“In conjunction with the mall’s opening, many of our retail outlets will also be offering attractive deals and promotions. There is certainly something for everyone,” Chua added.

Parkson, one of the largest home-grown retail chains in Malaysia, will be taking up 200,000 sq. ft. of space, spread over four floors featuring local, Asian and international fashion and lifestyle brands. There will also be a playland located on the Children & Baby floor; a hair and nail salon on the Beauty floor; a café and a kiddie cafe; a juice bar; and even a yoga studio, all set within an ultra-modern store interior.

Shoppers can also look forward to an impressive line-up of specialty anchor tenants including Golden Screen Cinemas which is set to be the largest cinema in Johor with 16-screens offering 2,000 seating capacity and a 16,000 sq. ft. Celebrity Fitness centre, to name a few.

Among the top local and international brands to be featured in Johor for the first time are 35,000 sq. ft. Village Grocer; 20,000 sq. ft. Blue Ice Skating Rink @ Paradigm Mall JB; 12,000 sq. ft. indoor climbing gym with walls that span up to 16 meters by Camp5; a 20,000 sq. ft. Indoor Skatepark by Showroom and Hundred%; as well as 65,000 sq. ft. HomePro outlet. In addition to retail and entertainment offerings, Paradigm Mall JB offers exciting culinary experiences with over eighty F&B retailers, ranging from established chains to home-grown brands.

“We are pleased with the support we have received from high-calibre local and international retail brands. To date, we have a strong take-up rate of about 90% and we are confident that our wide array of offerings will excite mall aficionados and the epicures when we open our doors,” said Chua.

The soon-to-be-opened mall will also have good connectivity with various housing projects within its vicinity and 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. There are over 4,000 parking bays and five levels of carpark including one basement and four upper decks.

Paradigm Mall JB is part of a carefully-crafted 13-acre integrated development that will later include a proposed 296-room hotel and a 24-storey serviced apartments. The development is conveniently accessible from Johor Bahru City, Iskandar Malaysia and Singapore. It is also 15 minutes’ drive from Iskandar Puteri and 20 minutes from the Singapore Woodlands Checkpoint.

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

-ends-

**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 is set to open 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.