



NEWS RELEASE

Taking Reality to A New Paradigm This Chinese New Year

Paradigm Mall PJ introduces first-of-its-kind multiple mall-wide Augmented Reality experience for shoppers

PETALING JAYA, 26 January 2018 – Paradigm Mall Petaling Jaya (Paradigm Mall PJ) is combining technology and tradition in a unique way through its recently introduced Augmented Reality (AR) mobile application, Golden Fortunes, in conjunction with its 'A Golden Fortune Lunar Year' Chinese New Year 2018 celebrations.

By using the app, visitors and shoppers at Paradigm Mall PJ will be taken to a new level of experience when they shop, dine and explore the popular lifestyle mall. In addition to seeing and interacting with images and objects that might not otherwise be seen without the app, this AR activation also allows shoppers to win attractive prizes through mini games and find out more about the fantastic Chinese New Year deals as they shop at the mall.

In ushering the Year of the Dog, A Golden Fortune Lunar Year will also be showcasing a spectacular series of Chinese cultural performances, interactive workshops and Feng Shui Talk starting from 19 January 2018 to 19 February 2018.

Tan Boon Leong, Centre Manager of Paradigm Mall PJ, said, "This Chinese New Year, we aim to offer an experience like no other to our loyal shoppers. On top of the usual attractive mall-wide promotions and festive activities, we are taking the celebrations to a new paradigm with AR technology."

"With the increasing usage of smartphones in Malaysia coupled with the ever-evolving shopping behavior, we see the need to embrace new technologies to enhance our shoppers' overall experience. More importantly, we are one of the first to incorporate multiple AR technology into it and for festive celebrations. We believe this unique blend allows shoppers to complete their festive shopping while spending enjoyable time with their loved ones at the mall. "

Golden Fortunes app is NOW available on Play Store and iOS Store for FREE. The mobile application allows shoppers to take photo of the AR God of Prosperity and collect Gold Ingots through the mini game to win prizes.

Adding some excitement to the festive celebrations, Paradigm Mall PJ will feature mesmerizing performances like Chinese Fusion Dance, Thousand-Hand Guan Yin dance by Shining Star Dancers and Wuzu Drums, every alternate Saturday and Sunday at 6.30 pm as well as a special treat on 31 January and 1 February 2018 at the same time.

There will also be Chinese Ventriloquist Puppet Show on 3 and 4 February 2018. All these not-to-be-missed performances will take place at the Upper Atrium, Level UG.

Avid feng shui followers are also welcome to participate in the Feng Shui Talk by (name) on 11 February 2018 at 1.30pm. Other Chinese New Year must haves include Prosperity Drum Show, Rainbow Calligraphy Demo and Giveaway, Glitter Painting Demo & Giveaway, Acrobatic Lion Dance, Workshops such as Lantern Making and 3D Painting, as well as Walkabout by God of Prosperity, Fai Lok Juggler and Stilt Walker. All these will be going on at Paradigm Mall PJ every weekend till 18 February 2018.

Shoppers who spend a minimum of RM 138 in a maximum of two (2) receipts (terms & conditions apply) at Paradigm Mall PJ will be entitled to redeem a pack of the specially designed Ang Pow packets during the festive season. As an added bonus, users of "Golden Fortunes" app will get to try their luck in 'Wheel of Fortune' and win cash vouchers from participating tenants. To participate, (i) download the app Golden Fortunes; (ii) scan the AR marker on the Ang Pow packets; (iii) Tap the 'Spin' button on the wheel that appears right after the God of Prosperity animation; and (iv) Collect your prize at the Concierge Counter located at Level CC.

For those who spend RM238 and above in a maximum of two (2) receipts will get to redeem a limited-edition Ang Pow Pouch. The Ang Pow Pouch is available for the first 100 shoppers on weekdays and the first 150 shoppers on weekends. *Hurry whilst stock last

For more information, please visit www.paradigmmall.com.my. You may also visit the Concierge Counter at Level CC, Paradigm Mall or call the customer service hotline at +603 7801 1188 for further enquiries.

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About Paradigm Mall PJ

Paradigm Mall, strategically located along the LDP (Lebuhraya Damansara-Puchong) Highway in Petaling Jaya, is developed and managed by Jelas Puri Sdn Bhd, a subsidiary of WCT Land Sdn Bhd. The second mall project developed by WCT, it officially opened its doors to the public on 23 May 2012. Based on a contemporary design concept of glass, steel, and timber, the structure stands at an impressive seven storeys high, spanning across 1 million square feet with a total retail space of 320 outlets, offering shoppers 4,300 covered carpark bays. For more information, visit www.paradigmmall.com.my or www.facebook.com/paradigmmall

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 Paradigm Mall Johor Bahru. WCT Holdings Berhad is listed on the Main Market of Bursa Malaysia Securities Berhad.