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- **MEDIA RELEASE**

For Immediate Release

## **MRCB Holds Taxi Drivers' Familiarisation Exercise for Nu Sentral**

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**Kuala Lumpur Sentral CBD, 27 March 2014** – Malaysian Resources Corporation Berhad (MRCB) today welcomed 150 taxi drivers and their vehicles from several operators namely, Public Cab Sdn Bhd, Sunlight Taxi Group and Puncak Holding Sdn Bhd for a drive-through of the pick-up and drop-off zones at the newly opened Nu Sentral retail mall in the CBD here.

Like the larger CBD in which Nu Sentral belongs, the prerequisite of connectivity, convenience and convergence for fast-moving urban commuters and consumers are major elements that have to be maintained, and the taxi drivers' familiarization exercise is a proactive measure to ensure these elements can be maintained.

As the country's first retail mall integrated within the country's largest transportation hub, Stesen Sentral Kuala Lumpur, the familiarisation exercise sought to integrate road transportation such as taxi services with rail transportation provided at the Stesen Sentral Kuala Lumpur (SSKL), which is a major part of the Kuala Lumpur Sentral CBD.

The art deco frontage of this much anticipated new retail mall on Jalan Tun Sambanthan was abuzz with drivers at the wheel of their taxis queuing up for goodie bag handouts containing information about Nu Sentral and its line of retailers who are excitedly looking forward to opening day.

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Apart from taxis and private vehicles, Nu Sentral is easily accessible to over 160,000 commuters frequenting SSKL daily using KTMB's Komuters, RapidKL's Putra LRT, ERL's fast train to KLIA and KL Monorail commuters daily.

On top of the footfall generated by these four rail networks, Nu Sentral stands to capture hundreds of thousands more footfall with the MRT and KLIA2 coming online soon.

The numbers are expected to further increase when more developments within the Kuala Lumpur Sentral CBD (like St Regis, The Sentral Residences, Q Sentral) are completed by 2016. Another additional four million square feet has yet to be developed in the CBD.

"Its ideal location and its captive market within the KL Sentral CBD and its surroundings is set to keep the mall alive and full of energy throughout the day. We expect to attract the middle class and upper class segments of the market, especially with our dynamic mix of retail, food and entertainment. We are confident of creating a unique signature experience for the entire "work", "play" and "live" master plan that is Kuala Lumpur Sentral," said Datuk Mohamad Salim Fateh Din, MRCB's Group Managing Director.

Nu Sentral Retail Mall has two major anchor tenants, Parkson and Golden Screen Cinema (GSC). Other well-known retail brands with a space in this mall include Wesria Food Court, Wangsa Bowl, MPH Bookstor and Amp Square Premium Karaoke. Nu Sentral which offers a combination of connectivity, convenience and convergence to meet the ever-changing needs of retailers and consumers will open its doors on the 29<sup>th</sup> of March 2014, at 3.30pm precisely.

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### **About MRCB**

**Malaysian Resources Corporation Berhad** is a leading urban property and infrastructure developer in the country. The Group specialises in civil, environmental and energy infrastructure development including beach rehabilitation projects, road works, road concessions, educational colleges, hospitals, power plants, and is the nation's biggest developer of high-voltage transmission networks.

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### **About Nu Sentral**

**Nu Sentral**, which is positioned as the first transumer (transit consumers) 'green' lifestyle retail mall in Malaysia, is owned by Nu Sentral Sdn Bhd, a joint venture between MRCB and Pelaburan Hartanah Berhad (PHB). Nu Sentral offers a combination of connectivity, convenience and convergence to meet the ever-changing needs of retailers and consumers. Its ideal location is naturally enhanced by direct connectivity to the KL Sentral Monorail station and Stesen Sentral Kuala Lumpur.

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### **About PHB**

**Pelaburan Hartanah Berhad** is an investment holding company. Its investment includes prime commercial real estates and developments in strategic locations throughout Malaysia.

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