



- **MEDIA RELEASE**

For Immediate Release

## **Nu Sentral Opening Marks New Retail Experience**

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**Kuala Lumpur Sentral CBD, 29 March 2014** – Centrally located within the Kuala Lumpur Sentral CBD, the Nu Sentral retail mall is set to bring urban and fresh retail concept to market with its opening today.

To mark this important milestone in retail development, Malaysian Resources Corporation Berhad (MRCB) today held a ribbon cutting ceremony at exactly 3.30pm, which was deemed an auspicious time for the official opening of Nu Sentral Mall.

The senior management teams from MRCB and Pelaburan Hartanah Berhad (PHB), both joint venture partners of Nu Sentral Sdn Bhd the developer of the mall, were there together with Nu Sentral's retailers to witness the opening for business by the country's first '*transumer*' mall.

Nu Sentral is an iconic expression that there is always something "Nu" for everyone at the retail mall that is specially designed for those who seek the ultimate urban lifestyle. This reflects the adoption of the concept of *transumerism* (transit consumerism) that was first coined to describe consumers in transit at airports. The term is now used to describe a wider global trend of consumerism where more buyers are moving on from product to product and experience to experience at a faster pace than ever before, usually against an urban backdrop.

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Offering connectivity, investment opportunities and an international lifestyle, Nu Sentral has huge growth potential with its location in the Kuala Lumpur Sentral CBD, Malaysia's largest rail transport hub with direct link and passenger check-in facility via the Kuala Lumpur City Air Terminal (carrying the IATA global code XKL) at the Stesen Sentral Kuala Lumpur (SSKL).

With more than 30,000 already living and working in Kuala Lumpur Sentral CBD, and a crowd of 160,000 commuters frequenting the SSKL daily, the mall captures the footfall from four rail networks, and soon with the MRT and KLIA2, hundreds of thousands more will add to the current footfall here.

During the opening ceremony, Yang Berbahagia Datuk Mohamad Salim bin Fateh Din, MRCB's Group Managing Director said, "The most important and exciting thing about about Nu Sentral is its potential to grow virtually limitlessly. It has the SSKL as a footfall catchment area and when we look at the station, we are already looking at more than 58 million collective footfall per year. This is not even counting the potential consumers we have around a 20-kilometre radius, which easily number up to 800,000 households".

Datuk Mohamad Salim added that MRCB is also currently in negotiation with the Government to upgrade SSKL into a more modern facility closely resembling an international airport and the facilities and conveniences that come with it.

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Meanwhile, Yang Berbahagia Datuk Kamalul Arifin Othman, Managing Director and Chief Executive Officer of Pelaburan Hartanah Berhad (PHB), MRCB's share partner in Nu Sentral Sdn Bhd, which manages the Nu Sentral mall said, "With such fast-moving, urban and worldly consumers passing through our door, we are delighted to say that we are changing the rules by bringing retail to the next level. Our offerings are urban, fresh and agile, and we are excited that the retailers and our partners are also aligned to this unique approach."

The nine-storey Nu Sentral adopts sustainable and green building practices and is designed in compliance with Singapore's BCA Green Mark and Malaysia's GBI certifications, with a GFA of 1.3 million sq. ft. and GDV of over RM1 billion, offering 287 retail lots for lease. This mall has one of the largest green rooftops with entertainment spaces, alfresco dining and other unique features which beacons its positioning statement as a new urban shopping haven.

In the first phase of opening, the major anchor tenants which have opened for business are Parkson, Mydin's SAM Groceria and Golden Screen Cinema (GSC), occupying more than 186,000 sq ft. Other well-known retail brands with a space in this mall include Wesria Food Court, Wangsa Bowl, MPH Bookstore and Amp Square Premium Karaoke. In total, they take up approximately 116,000 sq. ft. of floor space. Food & Beverage tenants include Tony Roma's, California Pizza Kitchen, TGI Friday's, Mc Donald's, Dubu Dubu, Nando's, Manhattan Fish Market, Sakae Sushi, Waroeng Penyet, Cream & Fudge, Sushi Tel, Starbucks, O'Briens and many more. Cotton On, Levi's, Dockers, Hush Puppies, La Senza, Crocs, The Executive, Bata are some of the labels under the fashion category.



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After the ribbon cutting ceremony hundreds of guests, tenants and members of the public were entertained with a Kompong performance as they experienced the connectivity and convenience that Malaysia's first integrated lifestyle and transit hub could deliver.

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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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