

**PRESS RELEASE**

**For Immediate Release**

**Kenanga Wholesale City Brings Fashion Wholesale Shopping To Everyone**

**Ministry of Tourism Endorses KWC As A Kuala Lumpur Tourist Attraction**

*Kuala Lumpur, Thursday, 1 July 2010*

When it opens its doors in mid 2011, Kenanga Wholesale City (KWC) will attract buyers, shoppers and tourists alike to shop for everything fashionable under one roof. KWC follows hot on the heels of successful fashion wholesale malls in the region, including Platinum Fashion Mall in Bangkok, Dongdaemun Market in Seoul, Mangga Dua in Jakarta and several more in Humen and Guangzhou in China.

At the launch of its lease units today, the project was further met with an overwhelming response by the Malaysian wholesale fashion industry, all excited to get a piece of the Malaysian wholesale action. When it broke ground in December 2008, it was already 100% sold out of its sale units.

The Malaysian wholesale fashion industry, largely centred in the Jalan Kenanga area in downtown Kuala Lumpur, is expected to bring indoors the trading vibrance of its surroundings, enabling old and new players to operate in the comfort and ambience of a well-run shopping mall and in so doing, usher the industry into a new era of growth and regional appeal.

However, this traditionally business-to-business industry has in recent years evolved to appeal to end consumers and tourists too, hence the success of fashion wholesale malls in the region. Present to officiate the event and to officially endorse KWC as a Kuala

Lumpur tourist attraction was the Minister of Tourism, Y.B. Dato' Sri Dr. Ng Yen Yen, who noted in her speech, "A project like Kenanga Wholesale City is very much in line with the government's policy to continually encourage innovative and sustainable ideas from the private sector to engage visitors in a way that is unexpected, refreshing and of value for money. Kuala Lumpur is the primary gateway to Malaysia and attractions within the capital are important 'pull' elements into the country."

KWC promises the ultimate convenience for the shopper. As a one-stop centre, it will contain businesses offering a comprehensive mix of merchandise under one roof. Anything that falls within the umbrella of fashion including garments for women, men and children, traditional apparel, footwear, accessories, costume jewelry, bags, leather goods, premium gifts and plenty more - all at prices, up-to-date trends and variety that only wholesale can offer.

Accompanying the Minister was Managing Director of Kenanga Wholesale City Sdn Bhd Managing Director, Mr. Bernard Bong, "Shopper mindsets have changed and so have spending habits. Take the classic white shirt for example. Or even a pair of socks. If you can buy it at an incredible price, would you think twice if you had to buy a minimum of three? If you shop with a group of friends, you could share the quota or buy them yourself as gifts or souvenirs. Wholesale shopping is a trend that has caught on, both buyers and sellers alike benefit."

At the event, a signing ceremony also took place between KWC and representatives from its privileged tenants, who range from established fashion wholesale names to favourite F & B outlets:

1. Dato' Ng Kong Fei, Chairman, Big Mart Retail & Office Depo Sdn Bhd (authorised distributor of Disney stationery)
2. Mrs. Gaik Wong, Managing Director, The Chicken Rice Shop
3. Mr. Ho Kok Keong, Factory Outlet Store
4. Mr. Kash Teoh, Chairman, Fate Fashion (fashion wholesaler)

5. Mr. Roger Lim, Managing Director , The Gadgets Shop Sdn Bhd (all telco products and services under one roof)
6. Ms Wong Yin Yee, Managing Director, H&J Fashion Sdn Bhd (fashion wholesaler)
7. Mr Wilyang Soh, Marketing & Promotion Manager, Hot & Roll
8. Hajjah Jaimah Haji Asri, Managing Director, NAC Collection Sdn Bhd (fashion wholesaler)
9. Ms. Dawn Liew, Manager, Old Town White Coffee
10. Ms. Noraini bt Ibrahim, Regional Director - Central, RHB Bank Berhad
11. Ms. Angeline Lim, Franchisee, Wong Kok Char Chan Teng (famous Hong Kong-style cafe)

KWC has 500,000 sq ft in net lettable retail space, totaling 800 lots spread throughout its zoned shopping floors. It is set in 3.2 acres of land, rising 22 storeys and its iconic design is instantly recognizable in the Kuala Lumpur skyline. It has wide walkways, numerous F&B, banking and logistic outlets, 20 loading bays, 8 cargo lifts, a sizeable convention area, 24-hour CCTV security surveillance and brings approximately 1,800 parking bays to the area.

Lease unit sizes range from 300 – 2500 square feet in size and prices range from RM5 to RM30 per square feet. The wide range of sizes and accompanying pricing make it a competitive option for large and established businesses and new entrants to the market alike.

KWC has a Gross Development of Value of RM1 billion and when it opens for business, it is expected to boost the Jalan Kenanga area's collective revenue from the current estimated figure of RM1 billion per annum to RM2.5billion per annum.

Kenanga Wholesale City Sdn Bhd is a part of the Kha Seng Group, a conglomerate of companies that include in its portfolio Central Market and Viva Home, Malaysia's first

one-stop centre for homes. Says Bernard Bong, Founder of the Group, “As a developer of niche retail properties, the Kha Seng Group is always on the lookout to play a role in bettering the retail industry of our country, answering the demands of consumers, acknowledging the needs of retailers and stimulating businesses.”

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**About Kenanga Wholesale City**

Kenanga Wholesale City is Malaysia’s first one-stop fashion wholesale shopping centre that brings together a large and comprehensive directory of businesses - fashion, accessories, shoes, gifts, stationery and other lifestyle products, all under one roof.

With more than 800 lots and 500,000 sq ft of net lettable retail space, Kenanga Wholesale City offers an exciting variety of merchandise. Whilst dedicated to wholesale businesses only, Kenanga Wholesale City functions as a shopping mall with full amenities catering to business convenience with F&B outlets, event spaces, banking and a host of other business services.

**About the Developer**

**The Kha Seng Group Of Companies**

**The Force Behind Kenanga Wholesale City**

The developer, Kenanga Wholesale City Sdn Bhd, is a part of the Kha Seng Group, a fast-growing conglomerate with a strength and proven track record in conceptualizing, developing and managing niche retail property development.

The Group’s retail projects in Kuala Lumpur include the award-winning Central Market, an art deco heritage building that has been transformed into a cultural market and the redevelopment of Viva Mall, a home, lifestyle and entertainment shopping centre located in the heart of Kuala Lumpur.

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