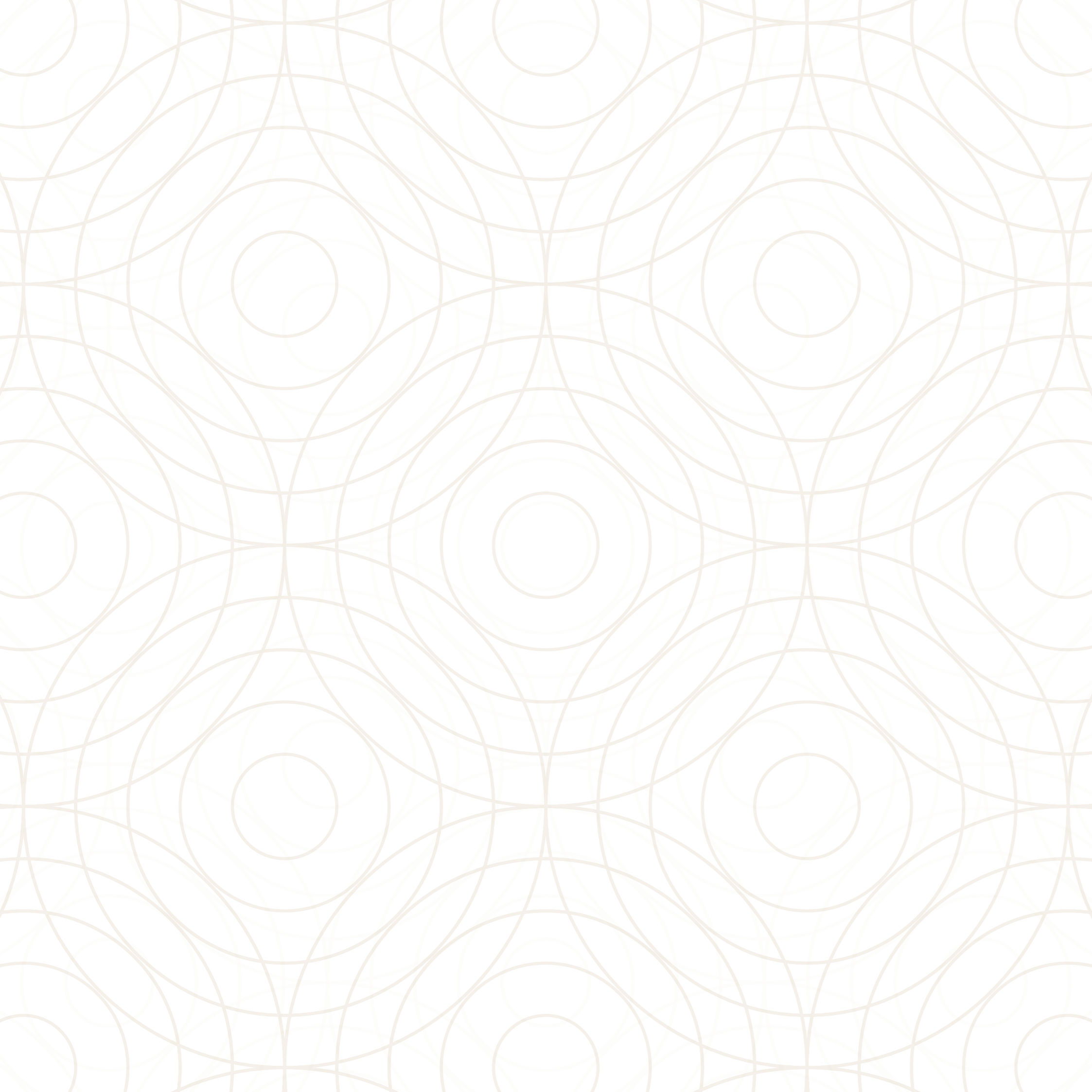


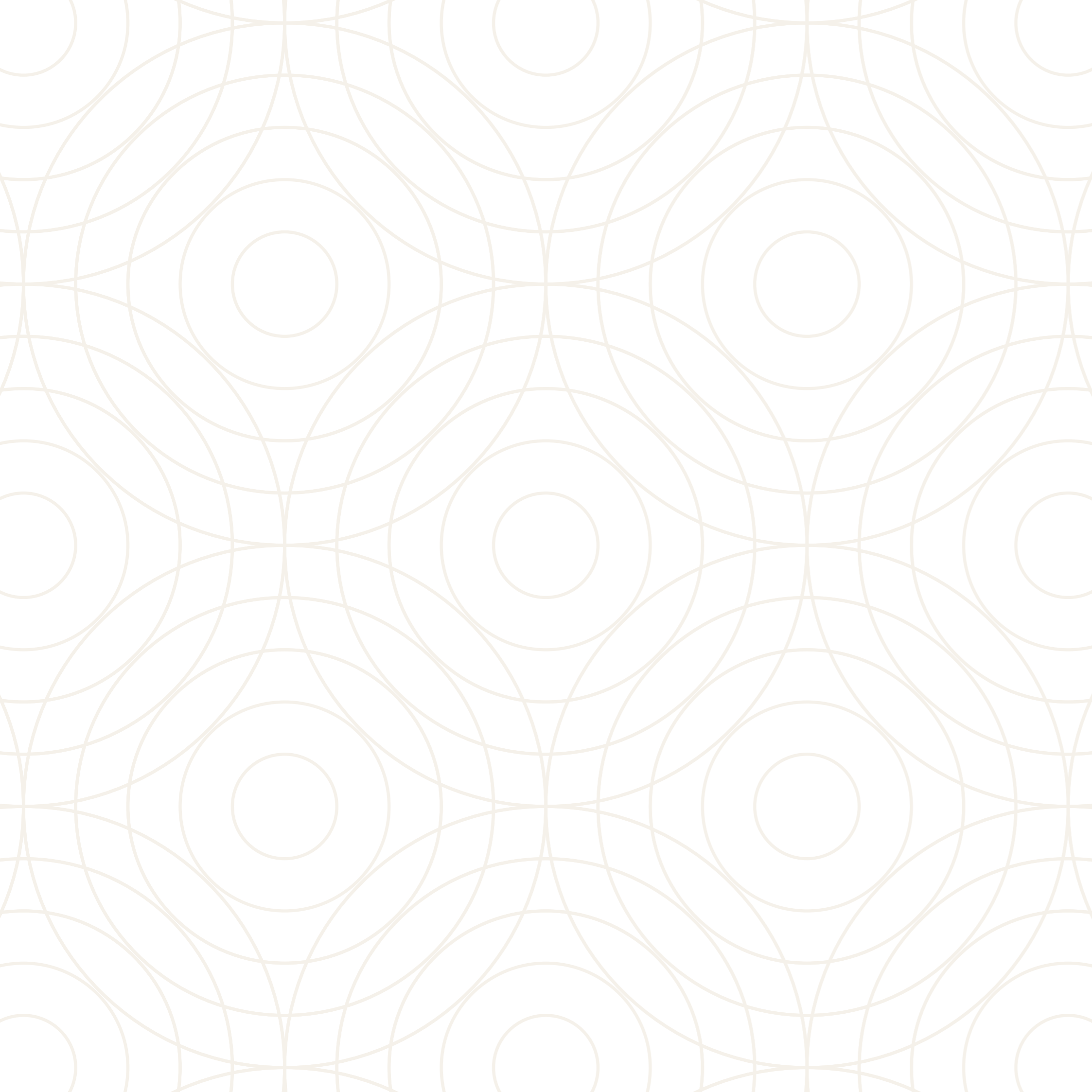


PAVILION

DAMANSARA HEIGHTS



AT PAVILION DAMANSARA HEIGHTS MALL,
WE AIM TO INSPIRE MOMENTS THAT REKINDLE RELATIONSHIPS,
RENEW PERSPECTIVES AND REINVIGORATE THE ZEST OF LIFE.



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05	GENERATING ENDLESS POSSIBILITIES
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A WORLD INSPIRED BY
PASSION

Pavilion Damansara Heights uplifts the passion for life, catering to sophisticated cosmopolitans with great fervour for quality lifestyle. Spanning across an exceptional 16 acres of prime freehold real estate, it is situated in one of the most affluent and exclusive neighbourhoods in the Klang Valley. The bustling cosmopolis comprises Corporate Towers, Luxury Residences and a Retail Mall, charting an impressive presence in the city skyline.



A VISION TO SET
THE SENSES ALIGHT

Step into a world of dazzling experiences and immerse in an ambience of excitement and exuberance. Pavilion Damansara Heights Mall is a premium lifestyle destination that sets the standard for exceptional dining, contemporary retail and customized leisure indulgences. Evoke the senses and treat them to refined delights.





GENERATING ENDLESS POSSIBILITIES

Kuala Lumpur, the capital of Malaysia, is one of the powerful players in Asia's economic growth. The strong emergence of the high to middle income groups continues to power the Malaysian economy with their increasing spending ability.

A vibrant mix of cultures and modernity, Kuala Lumpur is taking bold steps towards positioning itself as the top-of-mind destination with world-class facilities and infrastructures. With a target to boost private consumption and investment, Malaysia is set to become a high-income nation.





TOURNAMENT PLAYERS CLUB
KUALA LUMPUR

TO / FROM PETALING JAYA

NATIONAL SCIENCE
CENTRE

BUKIT KIARA EQUESTRIAN

MONT' KIARA

SRI HARTAMAS

BUKIT DAMANSARA

SPRINT HIGHWAY

BANGSAR

FROM PETALING JAYA
NEW ELEVATED HIGHWAY

NEW ELEVATED HIGHWAY

TO / FROM KUALA LUMPUR
FROM KUALA LUMPUR

DESIRE FOR AFFLUENCE

Damansara Heights shares fame with global cities such as Sunset Park in New York City, Botafogo in Rio De Janeiro and Tooting in London and was listed in the **“10 of the WORLD’S COOLEST NEIGHBOURHOODS to visit in 2017”** by Lonely Planet.

One of the most affluent neighbourhood in Kuala Lumpur, located five kilometres from the city centre, Damansara Heights is a highly sought-after residential and business address. Upscale living is par for the course in this highly desirable neighbourhood, filled with sprawling private bungalows, impressive villas and link-homes.

NATIONAL GROWTH

6.3%

Forecasted Malaysia GDP
Growth rate in 2022

\$\$\$

RM377.42
Billion

Projected Gross
National Income 2021



33.4 Million

Population
in Malaysia 2021



RM5,873

National Household
Income Average in 2021



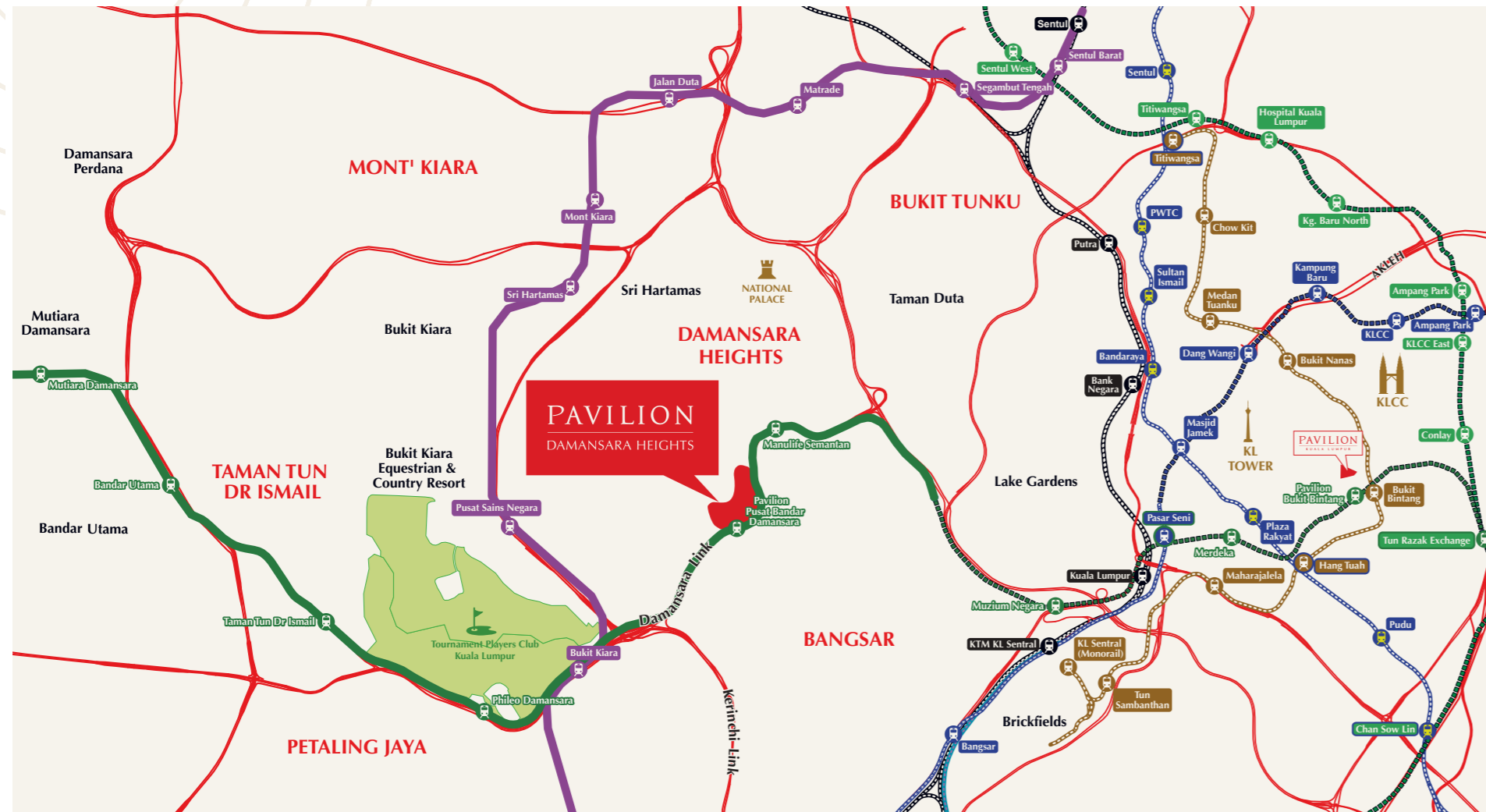
RM6,660

Petaling District highest
income average 2021

Sources:

- Department of Statistics Malaysia
- The Edge Malaysia publication

LOCATION MAP



“Kuala Lumpur’s impressive score comes from its winning combination of high quality shopping, affordable prices and reliable sales. “

– CNN

RANKINGS

MALAYSIA

“MALAYSIA IS THE WORLD’S FOURTH BEST DESTINATION FOR EXPATS IN 2021”

MALAY MAIL

“ONE OF THE TOP TEAM TRAVEL DESTINATIONS IN 2018”

MASTERCARD GLOBAL DESTINATION CITIES INDEX

KUALA LUMPUR

“KL RANKED 8TH BEST DESTINATION FOR EXPATS TO WORK AND LIVE IN”

THE STAR 2020

“KUALA LUMPUR MAKES GLOBAL TOP 10 CITIES FOR EXPATS LIST”

EXPATGO 2020

“THE 8 MOST LIVABLE CITIES IN SOUTHEAST ASIA”

NOMAD CAPITALIST 2020

“THESE ARE THE MOST VISITED CITIES IN THE WORLD”

TRAVELWAKA 2020

SHOPPING TOURISM



22 Million

Forecasted Domestic Travellers 2022[†]



42.3%

Main Purpose of Domestic Trip 2020 - Shopping*



37.8%

Shopping Expenditure by Domestic Travellers 2019*

52.6%

Shopping Expenditure by Domestic Travellers 2020*



RM855 Billion

Domestic Shopping Expenditure 2021*

RM915 Billion

Forecasted Domestic Shopping Expenditure 2022*



5 Million

Forecasted International Travellers to Malaysia 2022[†]



RM422.4 Million

Forecasted Shopping Expenditure in Malaysia by International Travellers 2022[†]

Sources:

* Tourism Malaysia 2022

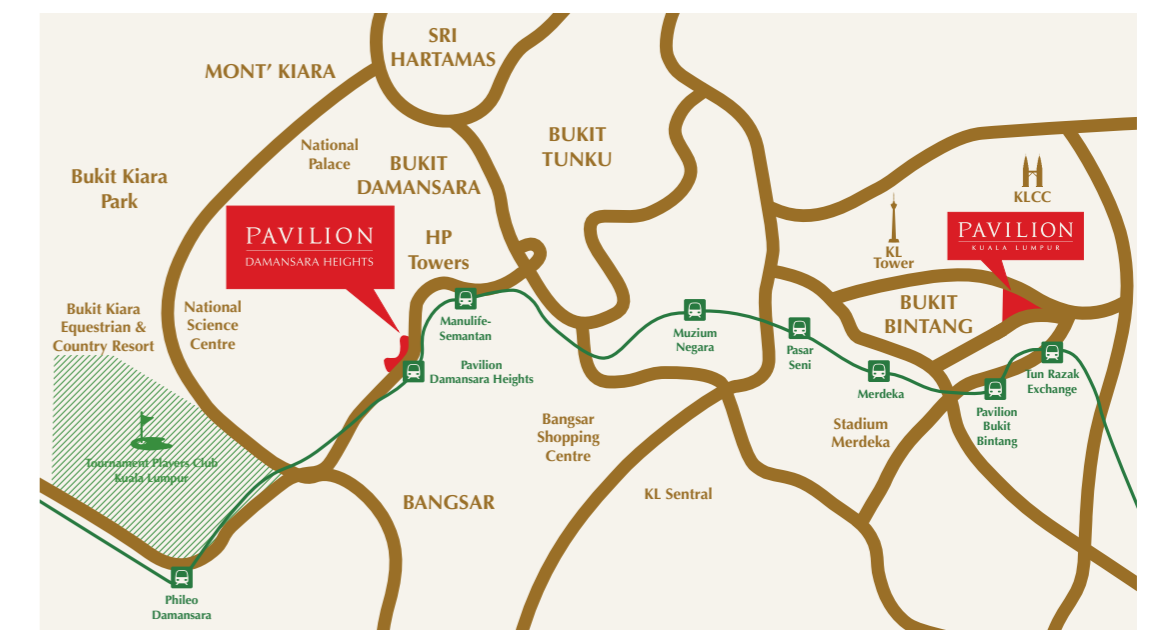
† Trading Economics.com 2021/2022



AT THE HEART OF CONNECTIVITY

Pavilion Damansara Heights is built around the essence of connectivity. With the integration of modern transportation, infrastructure and a vast network of roads and highways, shoppers can enjoy superb accessibility with a functional ingress and egress system.

- Centrally located to optimise the vast network of integrated roads and major highways - SPRINT Highway, Penchala Link and Federal Highway.
- Highly accessible from Kuala Lumpur and Petaling Jaya and surrounding catchment areas through Jalan Maarof, Jalan Damansara, Jalan Duta and Jalan Semantan.
- Seamlessly connected to the Pavilion Damansara Heights MRT station which serves a corridor of 1.2 million estimated population along Sungai Buloh to Kajang.
- Pavilion Damansara Heights MRT station is only two stations away from KL Sentral and five stations away from Pavilion Bukit Bintang MRT station.



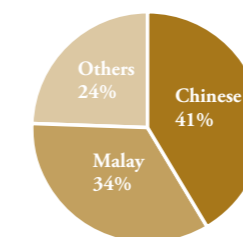


THE ENTHUSIASTIC CROWD

Pavilion Damansara Heights aspires to be the ultimate expression of cosmopolitan living. Sophisticated in their way of life, Damansara Heights residents live a quality lifestyle with their equally well-travelled and educated community, forming the perfect primary catchment of consumers for the mall.

Surrounded by affluent secondary neighbourhoods of Bangsar, Mont' Kiara and Bukit Tunku - all situated within a 5km radius, the mall's catchment is estimated above 1 million.

The progressive consumer growth of exuberant locals and expatriates will garner Pavilion Damansara Heights its stature as a premium lifestyle cosmopolis.



Demographic Profile Chart



3.7
Persons

Average Household Size



29 yrs

Average Age Greater Kuala Lumpur



32 yrs

Average Age Damansara Heights

RM15,000 per month
6% higher than Greater Kuala Lumpur

Average Retail Spend Per Capita



Sources: Cistri Pte. Ltd.

DESIGN AND ARCHITECTURE

Weaving arts, nature, and leisure into its design philosophy, Pavilion Damansara Heights bring about an era of elevated differentiation. Timeless in architecture and functional in space design, the retail spaces will be optimized to create opportunities for retailers to showcase their brand storytelling, products and services.

Innovation in space planning will foster meaningful synergy between commercial and communal spaces, bringing people together in a positive environment that evokes delight and joy.

With rising awareness and urgency to address global environmental issues, Pavilion Damansara Heights is certified with the prestigious Building and Construction Authority (BCA) Green Mark Award* that benefits both the environment and its communities. Raising the standards for buildings that are kinder to the environment and meeting the demands for lifestyles that are green, healthy and smart, Pavilion Damansara Heights features:

- Energy efficient appliances and fittings, including lighting, air conditioning, lifts and escalators.
- Water fittings and fixtures that promote water usage efficiency and conservation.
- Use of certified, low volatile organic compounds (VOC) paints and environmental friendly adhesives in the mall.
- Well-designed spaces with good ambient sound levels to promote calm and pleasant shopping experiences.
- Well-ventilated car parks.





EXPERIENCES AND EXCITEMENT

A new dimension of excitement prevails as the mall promises a **calendar of interesting experiences and events**. Community engagement and enjoyment at the Centre Court will spark inspiration with new launches and celebrations.

With **omni-channel marketing to drive loyalty and technological advancements** to enhance convenience, Pavilion Damansara Heights Mall is poised to be the ultimate customer-centric destination for exceptional dining, contemporary retail and customised leisure indulgence.



REDEFINING INDULGENCES

Indulgences at Pavilion Damansara Heights Mall are elevated to new peaks with the latest entertainment and leisure trends and new-to-market experiences.

Multitainment has become increasingly popular and the mall will unveil cinemas and fitness centres to engage the senses through a total immersive experience. Beyond just creating an invigorating ambience for indulgences, the total experience will be built around exceptional levels of quality and service.



DISCOVER GASTRONOMIC ADVENTURES

In Pavilion Damansara Heights Mall, good food is taken to the next level with curated selection, personalisation and customisation of curated dining experiences.

Detailed interiors flaunt the exquisite beauty of civic arts and culture, balanced by bold expressions of upscale designs.

Diners are bound to be delighted by the exceptional dining experiences as they spark a connection over an outstanding meal or build a social connection with the aspirational crowd.





F U L F I L L I N G E V E R Y W I S H

This is a place to indulge in quality time with family and friends, a place with comprehensive range of products to meet your shopping needs. A centre for all things essential and constantly evolving to give shoppers more than what they have searched for. Enjoy a hearty meal, immerse in connecting with your peers and ticking off items on your grocery list.



LEVEL 1

SUPERMARKET
& CASUAL DINING



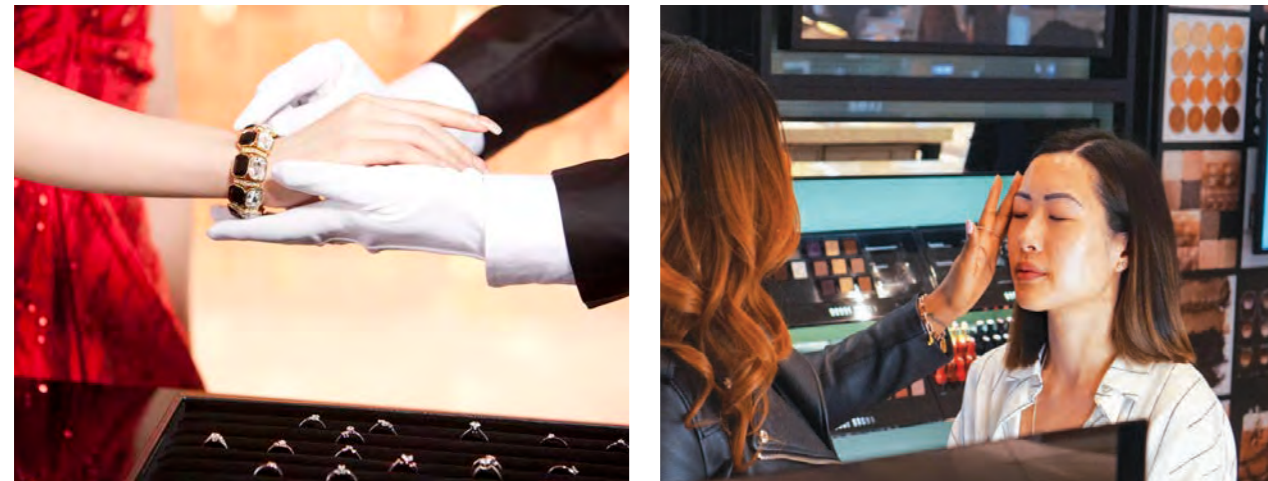
- 1 Johar Entrance
- 2 MRT Entrance
- 3 Sprint Entrance 1
- 4 Specialty Anchor
- 5 Damanlela Entrance 3
- 6 Extended Hours Entrance



INDULGE IN STYLE

The highest plateau of craftsmanship infuses functionality and durability into made-to-last gorgeous pieces that enhances the wearer's character and style. When it comes to pleasing the aesthetic senses, elegance is accentuated in the attention to details.

The discerning look is chic, bold and elegant – you will enjoy the attention of bespoke services while casually shopping or dining al fresco.



- 1 MRT Link Bridge Entrance
- 2 Speciality Anchor
- 3 Damansuria Entrance
- 4 Damanlela Main Entrance
- 5 Extended Hours Entrance

LEVEL 2
PREMIUM FASHION
& BEAUTY



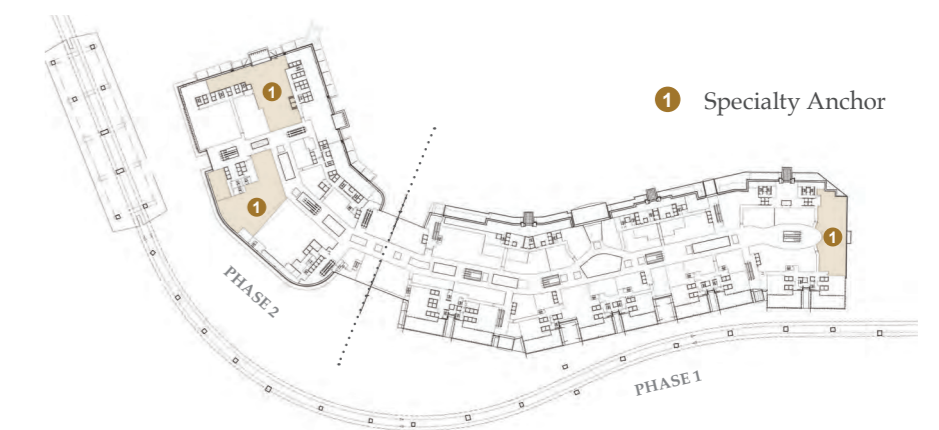


DEVOTION TO FASHION

Curated from all over the world a selection of the most sought-after range, hot on the high-street fashion labels and the best of international trends, Pavilion Damansara Heights Mall will be the new destination of style and self-expression. Devoted to creating the relevant retail and tenant mix, the mall will offer brands of refined taste complemented with personalised shopping experiences.



LEVEL 3
FASHION



CONNECTING LIFESTYLES

Pavilion Damansara Heights Mall offers bespoke lifestyle and leisure experiential spaces where friends and families spend quality time exploring shared activities that inspire new ideas and foster deeper connections. Expect to lose track of time as shops around here are the pick of the crop, promising not only the essentials, but also the exceptional. There is nothing more therapeutic to the mind and soul than indulging in sessions that spark happiness.



- 1 Specialty Anchor
- 2 Event Gallery

LEVEL 4

LIFESTYLE





ELEVATING ALL EXPECTATIONS

Adding a distinctive personality to the mall is the 500m gastronome boulevard where refined taste and flavours beckons. In this age where dining and entertainment makes an interesting combination of the senses, Pavilion Damansara Heights Mall will evoke the curiosity for good food, ambience and entertainment.

'Duality' will be the way of life at this boulevard where food and art will thrive. Localised internationalism will take centre stage with cafes, restaurants and spaces elevating the mall's stature as a premium lifestyle destination.



LEVEL 5
DINING



EXPERIENCE COMPLETE IMMERSION

Multitainment has become increasingly popular over the recent years and the trend forward is to bring in new-to-market brands in the region that rejuvenate the retail scene. Personalised offers and tailored suggestions are the backbone to a customer-driven business that animates the core of a mall for all occasions.

A new lifestyle showcase takes the form of immersive fitness in the mall, a total environment that transports fitness aficionados to different worlds, literally and figuratively. State-of-the-art cinema halls are bound to excite the senses, where the audience not only watch a movie, they will feel as though they are part of the story.



- 1 Cinema Halls
- 2 Specialty Anchor

LEVEL 6

MULTITAINMENT



DESIGNED TO
FASCINATE

The world of Pavilion Damansara Heights Mall warmly embraces all who step onto its grounds. Buildings in this development are exceptionally designed to complement by employing internationally acknowledged best practices. It's all about striking the perfect harmony of work, live and play through integrated designs with the aim to elevate all interests and indulgences.





ROYAL SUITES

IMPERIAL RESIDENCES

WINDSOR SUITES

REGENT SUITES

CROWN RESIDENCES

HOTEL AND OFFICE

CORPORATE TOWERS

INSPIRING AN EXCITING LIFESTYLE

With civic arts, music, culture and international events, the mall differentiates itself by delivering delightful shopping and exceptional dining experiences, evolving with shoppers' ever-changing lifestyle interests.

Pavilion Damansara Heights is more than just a destination. It is an experience evolving with shoppers' contemporary lifestyle, interests and indulgences.

WORLD-CLASS COLLABORATORS



THE PARTNERS

Pavilion Damansara Heights is a joint venture between the Pavilion Group, a world-class property developer, and Canada Pension Plan Investment Board (CPP Investments), a professional investment management organization that manages the Canada Pension Plan fund.

One of the many iconic projects of the Pavilion Group includes globally acclaimed Pavilion Kuala Lumpur Lifestyle Mall that has garnered over 50 local and international awards.

IMPIAN EKSPRESI

THE DEVELOPER

Incorporated on 5 May 2000, Impian Ekspresi is currently redeveloping the Damansara Town Centre (DTC) Complex into Pavilion Damansara Heights, an integrated development project. Impian Ekspresi completed the purchase of the DTC Complex from Bukit Damansara Development Sdn Bhd

in November 2013. Spanning 15.93 acres in total, Pavilion Damansara Heights includes an adjacent 6.35 acres of land acquired by Jendela Mayang Sdn Bhd in November 2014, which will be developed into Pavilion Damansara Heights Phase 2.

PAVILION KUALA LUMPUR

THE RETAIL PLANNER

Kuala Lumpur Pavilion Sdn Bhd is the retail planner for Pavilion Kuala Lumpur, one of Malaysia's top and most successful shopping malls. The management team will oversee the retail planning of Pavilion Damansara Heights. The team distinguished itself by building Pavilion Kuala Lumpur into one of the most successful brands and retail centres in the region through its high level of professionalism and passion.

With cumulative experiences of more than 100 years, the management team's expertise lies in property management, urban and retail planning, leasing, marketing, operations to centre management. Forming an integrated professional service critical to the success of a shopping mall, the management team continues to charter growth and progress for the mall industry in the region.



KLPDS

MASTER PLANNER AND CONCEPT DESIGNER

In 2001, a small group of visionary design professionals embarked on a mission to improve the design landscape of Kuala Lumpur. They made their name known in 2007 with the launch of Pavilion Kuala Lumpur, setting the industry benchmark in master planning, design and construction management of a mixed-use development project in the heart of the capital's shopping district.

Since then, the team has grown to comprise talented individuals from all over the world to form KL Pavilion Design Studio. A truly-independent multidisciplinary design house, KLPDS provides a wide range of skills and services to a multitude of clients in the areas of:

- Master Planning and Urban Design
- Architecture
- Interior Design
- Retail Design Management
- Project Management
- Product Design and Conceptual Branding

PROJECT PROFILE

DEVELOPMENT

Total Land Area	16 acres
Number of Carpark Bays (for Shopping Mall)	Phase 1: more than 1,000 Phase 2: more than 800

RETAIL

Total Gross Floor Area	2 million sq. ft.
Total Nett Lettable Area	Phase 1: 533,361 sq. ft. Phase 2: 529,353 sq. ft.
Total Number of Floors	6
Total Number of Retail Shops	Approximately 380

RESIDENTIAL

Number of Towers	5
Total Number of Units	Crown Residences 165 Regent Suites 581 Windsor Suites 568 Imperial Residences 154 Royal Suites 490 Total 1,958

4-STAR HOTEL

Gross Floor Area	180,000 sq. ft.
Total Number of Rooms	196

CORPORATE TOWER

Total Number of Saleable Floors	CT1 22 CT2 15 CT3, CT3A, CT5 10 CT6, CT7, CT8 8 CT9 12 CT10 17
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