

REDISCOVER VERVE AND VIGOR

# THE NOW CHIC DESTINATION

For leasing enquiries:

JB Leasing Showroom, Level 5, KOMTAR, Jalan Wong Ah Fook, 80000 Johor Bahru, Johor Darul Takzim.  
Tel: 07-226 2233 | Fax: 07-226 5539

CCN Consulting Sdn Bhd, C4-2-7, Solaris Dutamas, No.1, Jalan Dutamas 1, 50480 Kuala Lumpur.  
Tel: 03-6205 3399 | 03-6205 3398

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# RETAIL REVIVAL

New Character | Bold Expressions | Cosmopolitan Touch

**The Now Chic Destination**

Fashion | Lifestyle | Food | Entertainment

**KOMTAR**  
J B C C

Everything breathes **simple chic** at the regenerated **retail hub** where the **spirit of renaissance** promises exciting up-to-the-minute **lifestyle experiences**



for the **urbane and cosmopolitan** generation. Set to be the **new meeting place** at Peninsula Malaysia's southern gateway.

Meet The New And  
**KOMTAR**  
**JBCC**



“The time is now.  
It is my privilege to  
**Welcome** you to the  
new Komtar at  
JBCC.”

Where It's All  
**Happening**

As a major player in the urban renewal of **Johor Bahru City Centre (JBCC)** from the traditional urban centre into a modern metropolis, Damansara Assets is committed to playing its part in raising the standard to be on par with the region's cities.

At its heart, the rejuvenation of the heritage landmark of Komtar, now in its final phase, has spurred further enhancements of surrounding development. This has further stimulated a vibrant retail environment concomitant with the new character of JBCC.

The revitalised complex is a statement of simple, modern and contemporary statements with management systems that offer a world of retail dynamics. Surrounding this centrepiece are beautified public spaces, walkways, hotels, commercial and office spaces with connectivity to neighbouring facilities.

We invite you to take on the exciting retail opportunities the revived Komtar at JBCC presents and draw on the potential spurred by the Iskandar development.

The time to embark on your next retail destination surely is NOW.

.....  
Dato' Kamaruzzaman Abu Kassim  
President & Chief Executive  
of Johor Corporation

Johor Bahru City Centre (JBCC) is in the Iskandar Development flagship zone primed to be a hub for financial services, commerce and retail, arts and culture, hospitality, urban tourism and manufacturing.

Leading the pack in the Development are international banks and investors such as Citigroup, HSBC and Kuwait Finance House, local and foreign manufacturers and developers.

JBCC is Malaysia's main entry point in the south currently welcoming 60% of tourists to the country.

It is strategically positioned to be the main shopping and entertainment destination north of the causeway for visitors from the surrounding regions.

In the pipeline are plans for greater connectivity with a multi-modal terminal, major highways, ring roads, railway and LRT/MRT system that befit a South East Asian hub.

Population and income growth is expected to rise significantly with oncoming economic boom.

With the advent of local and international investors and professionals is a rise of affluence in the area.



# A Look From The Top

Near hotels, banks and areas of commerce  
 Close to causeway - gateway for Singaporeans  
 Surrounded by beautified public spaces and walkways  
 Connected to Customs and Immigration Centre  
 Immediate road access front and back of building  
 In the vicinity of vibrant regeneration development



# Catch From The Region

## Primary

Residential population  
 of Johor Bahru City Centre  
**1.5 million**

Residential population of  
 Johor state  
**3.3 million**

## Secondary

Residential population  
 of Singapore  
**4.9 million**  
**48.9%** of Singaporeans  
 shop in JB

**85%** of Singaporeans  
 do day trips to JB

## Total Potential

**193,313** within  
 10-min drive time radius

**644,242** within the  
 10-20 min drive time ring

**1,570,062** within the  
 20-30 min drive time ring

**2.4 million** in total  
 within the 30-min drive time radius  
 (inclusive of customs and immigration clearance)



Source: www.iskandarmalaysia.com.my

In the context of Iskandar Malaysia, Damansara Assets is committed to the redevelopment of the prominent KOMTAR complex as part of Zone A's transformation agenda. Classified under the Tourism EPP and City Rejuvenation and Revitalisation programme, it includes construction of a new retail podium office tower, hotel tower and refurbishment of the existing office tower.



The Preferred  
**Retail**  
Destination  
With A Vibrant  
**Tenancy**  
Mix!

**Fashion, Lifestyle**



**Food, Entertainment**





**180**  
shops & stores



## Attractive streetscapes

encourage more pedestrian activity



## 2 office towers and 1 hotel tower

by the same developer support the retail podium



**400,000** sq ft  
of retail space on 4 floors



## 1,600 car parks

Sophisticated car-park management system:  
more eco and driver-friendly, secure and saves parking time



## 2 high-traffic streets

of Jln Tun Abdul Razak and Jln Wong Ah Fook flank on both lengths provide high visibility and accessibility



## Interconnected

Iconic bridge for heavy pedestrian traffic to and from Persada Convention Centre, and also links to Immigration Clearance & Quarantine Complex, JB Sentral and City Square

## In the vicinity of a busy hub

### Retail

JB City Square Shopping Centre, Landmark Mall, Plaza Seni

### Offices

Johor Bahru City Square Tower, Menara IIB, Menara LKN, Public Bank Tower, Menara Ansar, Landmark Tower, Telekom Malaysia, Wisma KWSP, Wisma Persekutuan, PJB Tower, Bangunan Sultan Ibrahim, Bangunan Tabung Haji, Menara PJB, High Court, Johor Bahru City Council Office

### Banks

Bank Negara, HSBC, OCBC, UOB, Public Bank, CIMB, Bank Islam, RHB Bank, Maybank, Hong Leong Bank, MBSB

The Place To  
Meet, Shop, Eat  
And Have Fun  
In The City



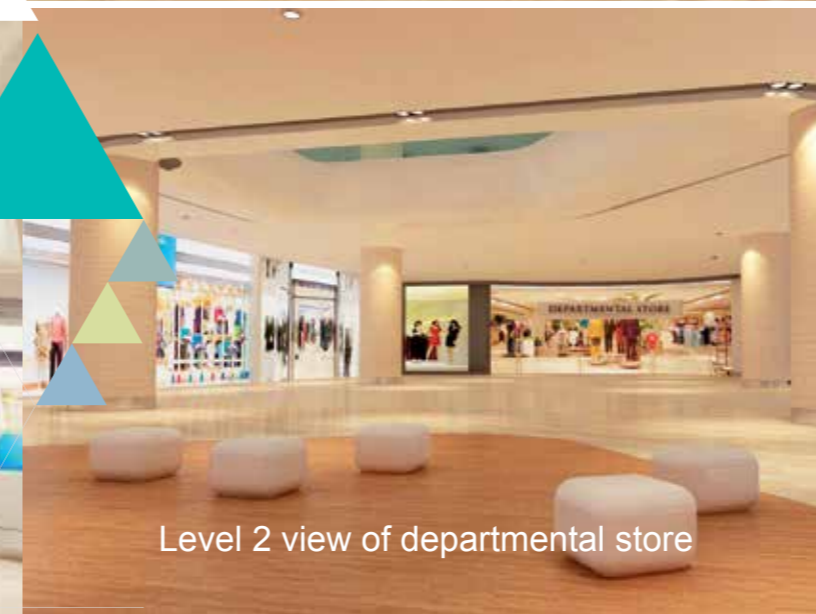
# A Breath Of Contemporary Chic



Centre Court 'waves' suspended upon corridors



Level 1 retail floor

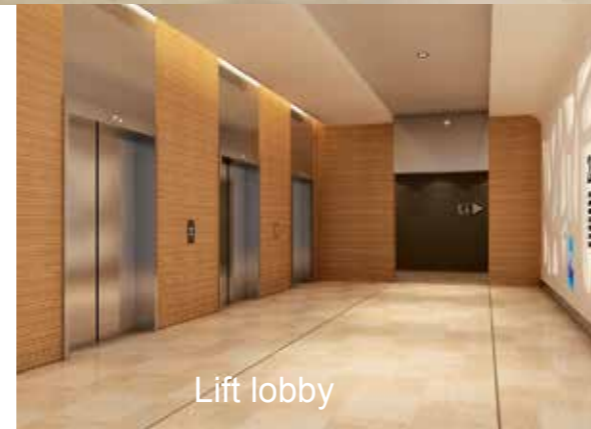


Level 2 view of departmental store



Information counter void with sky light

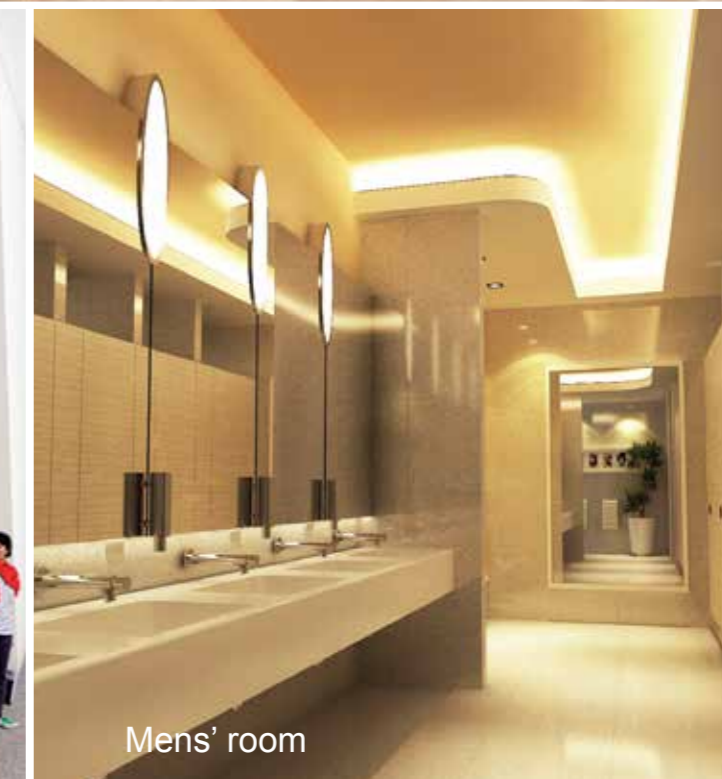
High voids lit by nature, fluid open corridors and transparent walls give a sense of airy expanse and provide instant visibility to captivating displays. Our breath of contemporary chic embodies a synergy of light, form, flow and texture that's inviting, warm, inspiring and comfortable ... visitors would want to come back for more.



Lift lobby



Lift foyer at entrance from CIQ



Mens' room





Ladies' room



# Vibrant Tenancy Mix!

Komtar JBCC features a strong retail mix headed by key anchors of international standing. Day-to-day draws are provided by a leading **supermarket, department store** and **food and beverage** places. They are expected to pull in regular traffic from the primary target zones with a large percentage of shoppers expected to make at the very least, weekly visits.



**G**  
Floor  
International  
fashion  
Lifestyle  
brands



**1**  
st  
Floor  
Local &  
regional flavours  
Youth fashion



**2**  
nd  
Floor  
Homes  
IT  
SOUK  
F & B outlets



**3**  
rd  
Floor  
Supermarket  
Toys  
Confectioners  
Children's wear  
Children's  
theme park



Be it for a pair of shoes or a delicious cup of Cappuccino, here is where **shopping and dining for a touch of international flavour** is at its most stylish.

# Fashion & style



**64%** of our primary catchments are single who will find Komtar JBCC's mix of international fashion and lifestyle retailers an exciting draw!



# Fashion

The fashion-conscious will at last get to enjoy the latest styles and international flavours without having to travel far, at our anchor Department Store. It presents an environment that's refreshingly delightful to shop in. Komtar JBCC is designed to make shopping an uplifting and engaging experience with a floor dedicated to premium brands, fine-dining restaurants and elegant cafes to suit discerning tastes.



Take advantage of our  
**double-height branding**  
on outer facade



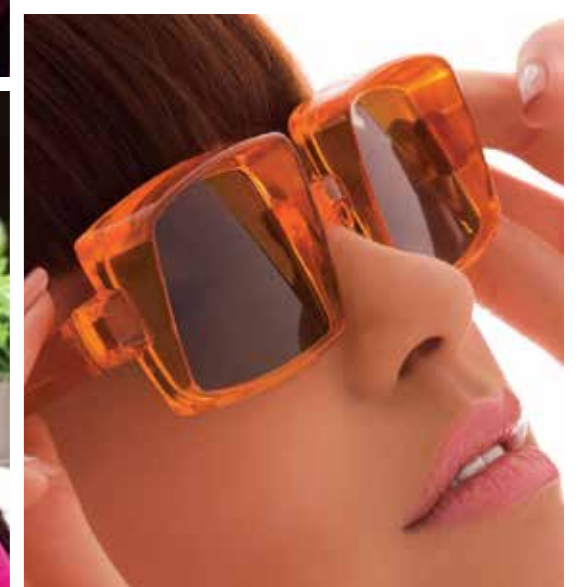


The atmosphere is **vibrant**, the colours vivid and the mood **exuberant**,  
where cutting-edge fashion and **hip lifestyle** congregate!

# Young & Trendy

1st Floor

47% of primary catchments are 20+ years of age so  
there is a ready catchment for flavours young and trendy.



It is contagious, this air of youthful, revolutionary mien. How it spreads from store to store. Now there is a space to hold it all and satiate one's hunger for casual, independent styles and cutting-edge cafes.

Tenanted space  
extended to  
outer columns





A touch of the extraordinary is always round the corner  
in this trove of exotic finds for the home and individual.

# Adventure Food &

# Food & Adventure

2nd Floor

80% of primary catchments are from the middle income group  
who are likely to be better-travelled with a more adventurous palate.



Wander through a maze of art collectibles, eclectic fashion statements, accessories, gifts, food and spices set in an intriguing SOUK! Beyond the bazaar, the air of modernity returns to stores retailing the latest in IT, furniture, household products, regional food outlets and popular fast-food chains. Really something for everyone!

**SOUK themed bazaar**  
set to draw visitors both local and from afar!





Whole families can spend an entire day **enjoying leisure and fun-packed activities** in the coolest food and entertainment centre in the city.

# Laughter & Zest

36% of primary catchments are married and would be seeking out places to shop, eat and provide entertainment for the family.





A modern supermarket provides an array of fresh and imported luxuries for the kitchen, to mum's delight! Popular food & beverage places, children-centric outlets, play areas and famous children's theme park bring forth hours of glee and squeals while parents sip their favourite drink and enjoy a couple of happy hours with other parents.

An **internationally renowned theme park** is set to be the magnet that will draw families from all over the country and beyond!



# Building Retail Partnerships



To make **Komtar JBCC** a leading shopping-and-entertainment centre of quality, Damansara Assets' strategy is to collaborate with its tenants collectively under the expert handling of a retail management entity.

Thus, Damansara Assets Sdn Bhd (DASB) has entered into a formidable partnership with **CCN Group**, a team of highly experienced individuals proficient in retail property development, leasing, marketing and management.

CCN engages international-quality Management and Operating procedures and has earned the trust of retailers, owners, investors, lenders and other stakeholders through the years. Helmed by outstanding achievers in the industry, their reputation and work have travelled beyond Malaysia to **Singapore, Australia, China, Japan, Hong Kong and Korea.**

Whilst the collaboration of DASB and CCN secure for KOMTAR JBCC leading-edge management practices that forge retailer relations, the Owners and Management of Komtar JBCC are also deeply committed to their role in the building of a true business partnership with every retailer under its roof.





# Will You Be There?

## 1 HIGH VISIBILITY

You are at the centre of criss-crossing links, where the flow of traffic by professionals, career customers and urbane residents are most intense.

## 2 THE IN PLACE

Set to be the place urbane sophisticates flock to for a meet-up, coffee, lunch or dinner. Catch them.

## 3 UNIQUE DRAWS

The SOUK and a very exciting CHILDREN'S THEME PARK is set to draw visitors both local and foreign.

## 4 NEW MARKET

The aggressive development of Iskandar to transform JB into up-to-date metropolis has major players flocking to the scene, ready for your service or product.

## 5 SECURE BUSINESS VENUE

- A comprehensive CCTV system will keep the entire vicinity monitored 24 hours
- Roving security officers will be permanently stationed on all levels of the carpark
- Cleaners will be positioned full-time in the washrooms and main Parent's Room

## 6 STATE-OF-THE-ART CAR PARK

- Finished to the latest international standards
- Colour-coded, epoxy-coated base on each floor
- State-of-the-art automated carpark management system
- Comprehensive signage, parking bay availability/guidance indicators (Red/Green) and carpark availability counters

It cannot be reiterated enough the potential of your Return of Investment with the strategic location of Komtar at the exciting new hub of the southern corridor and Southeast Asia.

# DEVELOPED BY DAMANSARA ASSETS

DASB is the property investment and management arm of Johor Corporation group of companies established in 1994 with a paid up capital of RM 633 million. It is today one of the country's leading companies in this sector, employing more than 200 employees and managing a bank of over 5 million sq ft of retail and commercial spaces.

Awarded ISO 9001:2008 certification by SIRIM, DASB is committed to providing the best services in the industry worthy of the most stringent standards. DASB is also a member of the prestigious International Council of Shopping Centres (ICSC) and Malaysia Association of Shopping and High-rise Complex Management.

